



ภาคนวนก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University
All rights reserved

ตัวอย่างแบบสอบถาม

Service Marketing Mix Factors Affecting Foreign Tourists Decision Towards

Attending Thai Boxing Competitions in Mueang Chiang Mai District

This questionnaire is part of an independent study to fulfill the requirement of the Master of Business Administration Program at Chiang Mai University. The purpose of this questionnaire is to determine Service Marketing Mix Factors Affecting Foreign Tourists Decision Towards Attending Thai Boxing Competitions in Mueang Chiang Mai District. The data will be kept confidential and the result of this research will provide useful information that may be used by the Thai Boxing Business's management team to formulate their marketing strategy. I respectfully request your kind cooperation and thank you very much for your time and kindness in completing this questionnaire.

Kesine Prathummanee (MS.)

Part 1 General Information

Note: Please place a mark into the in front of the statement identical to your opinion

1. Your status in Thailand, at the present. Tourist
 Not a tourist(Please, fill in only Part 1)
2. Country of residence _____
3. Gender Male Female
4. Age Under 16 16 – 25 26 – 35
 36 - 45 46 – 55 Over 65
5. What kind of an accommodation are you currently using ?
 Hotel Guest House
 Resident Other (Please, identify _____)
6. Have you ever been to Chiang Mai before ? No Yes (____ times.)
7. Length of stay in Chiang Mai ? ____ night(s). or ____ week(s). or ____ month(s).
8. Have you ever been to a Thai Boxing Stadium before ? No Yes (____ times.)

9. Have you ever been to a Thai Boxing Stadium in Chiang Mai before ?

- No Yes (____ times.)

10. Are you familiar with any of the following stadiums in Chiang Mai? (Answer can be more than one)

- Thapae C.E.C LoiKroe Kawila None

11. How did you find out about the Thai Boxing Stadium ? (Answer can be more than one)

- Brochure/flyer Friend(s)/Relative Accommodation Bill Board
 Car with loud speaker Ticket seller in front of the stadium
 Entertainment facilities (Bar, Restaurant etc.) Tourist Agency
 Other (Please, identify _____)

12. What time would you prefer to attend a Thai Boxing Match ? (Answer can be more than one)

- Any time 9 – 12 am. 1 – 4 pm. 5 – 8 pm. 9 – 12 pm.

13. Which day would you prefer to attend a Thai Boxing Match ? (Answer can be more than one)

- Any day Monday Tuesday Wednesday
 Thursday Friday Saturday Sunday

Part 2 Service Marketing Mix Factors.

Notes: Please rate the Level of Importance of following factors that effect your selection of a Thai Boxing Stadium. Please mark ✓ in the appropriate space and give an answer to every factor.

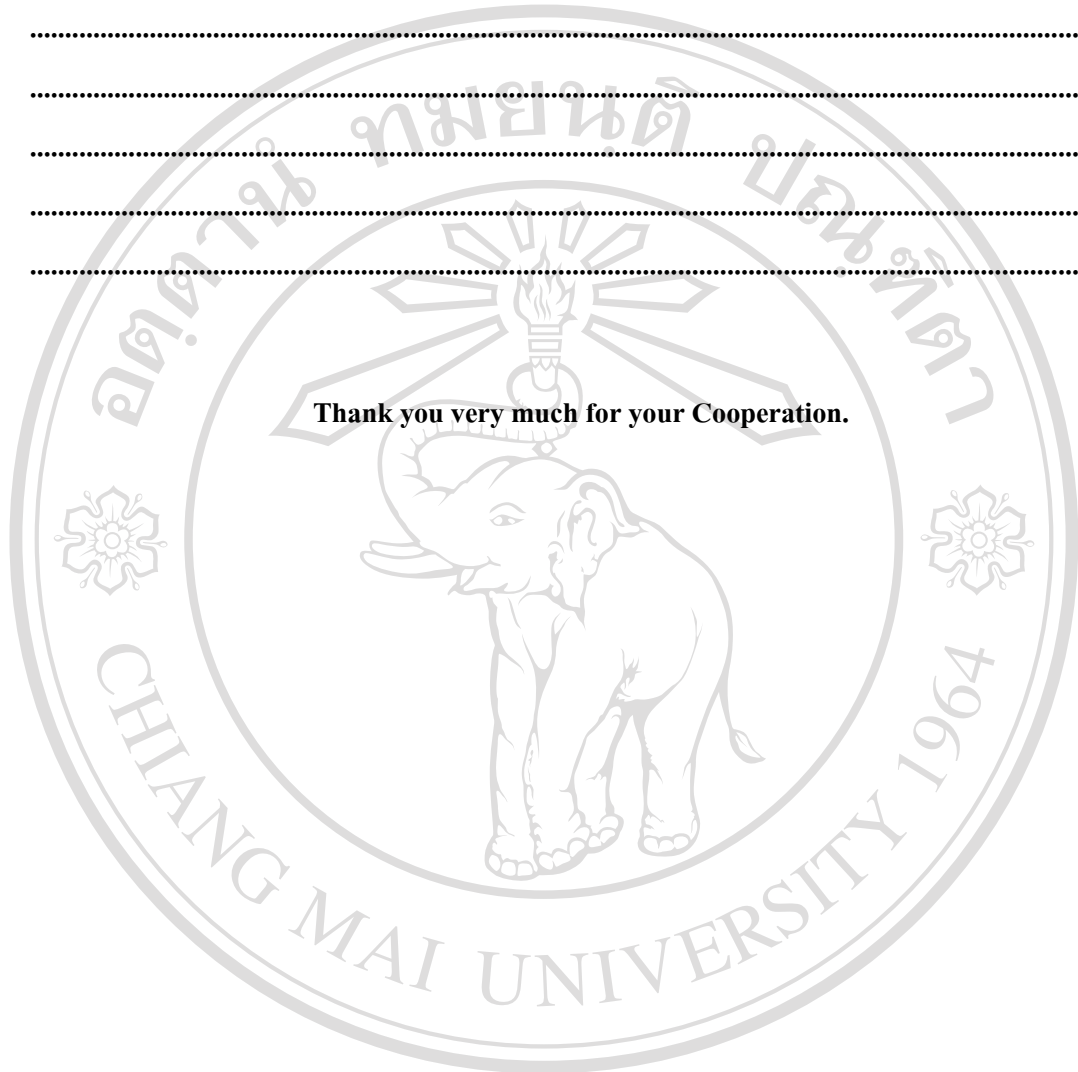
Factors	The Levels of Importance				
	Less	Low	Fair	High	Highest
1. The program is interesting					
2. English Translator					
3. Variety of competitions in program (Men, Women, International fighting etc.)					
4. Number of fights scheduled					
5. Allowed to gamble					

Factors	The Levels of Importance				
	Less	Low	Fair	High	Highest
6. Including of cabaret shows					
7. Provide Restaurant service					
8. Provide Bar service					
9. Able to buy souvenirs					
10. The reputation of the stadium					
11. Included in the program/package tours					
12. Lower ticket price than competitors					
13. Value for money (food)					
14. Value for money (drink)					
15. Reasonable ticket price in comparison to the services					
16. Credit cards accepted					
17. Ability to bargain for ticket price by volume					
18. Easy access to the stadium					
19. Sufficient ticket distribution locations					
20. Able to make booking via the internet					
21. Able to make booking via the telephone					
22. Able to make booking at your place of accommodation					
23. Able to make booking with tourist agencies					
24. Advertising by ticket seller in front of the stadium					
25. Brochures or Flyers					
26. Bill Boards					
27. Advertising by car with loud speaker					
28. Advertising on the internet website or with email					
29. Recommendation from staff at your place of accommodation					
30. Recommendation from staff at the tourist agencies					

Factors	The Levels of Importance				
	Less	Low	Fair	High	Highest
31. Recommendation from staff at entertainment Facilities (Bar, Restaurant etc.)					
32. Discount					
33. Gifts and complimentary souvenirs					
34. Staff knowledge (Ability of staff to answers your questions)					
35. Provide fast services of the staff					
36. Good English communication skills of the staff					
37. Good personality of the staff					
38. Cleanliness of dress or uniform of the staff					
39. Friendliness or Hospitality of the staff					
40. Good level of enthusiasm of the staff					
41. Equal services for all guests from the staff					
42. Size of the stadium					
43. Attractiveness of the stadium					
44. The cleanliness of the stadium					
45. Enough seating					
46. Good visibility of the seating					
47. Comfortable seating					
48. Quality of sound system					
49. Quality of lighting system					
50. Enough restrooms					
51. The cleanliness of the restroom					
52. Speed of ticket selling process					
53. Speed of ticket checking process					
54. Speed of seating process					
55. Ease of process					

Part 3 Recommendation

.....
.....
.....
.....
.....
.....



Thank you very much for your Cooperation.

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved

ประวัติผู้เขียน

ชื่อ-สกุล	นางสาวเกศินี ประทุมมณี
วัน เดือน ปีเกิด	22 มิถุนายน 2522
ประวัติการศึกษา	สำเร็จการศึกษาชั้นมัธยมศึกษาตอนปลาย โรงเรียนวัดโนนทัยพชัยเชียงใหม่ ปีการศึกษา 2539 สำเร็จการศึกษาปริญญาบริหารธุรกิจบัณฑิต มหาวิทยาลัยเชียงใหม่ ปีการศึกษา 2543
ประวัติการทำงาน	Sale Executive Win Wave Co., Ltd. ปี พ.ศ. 2544 - 2547 Marketing Manager Luck Commercial LTD. ปี พ.ศ. 2547 - 2550 Project Manager Kad Saun Kaew 2545 Co., Ltd. ปี พ.ศ. 2550 - 2551 ปัจจุบันดำเนินธุรกิจส่วนตัว

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved