



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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Questionnaire

Factors Affecting Foreign Tourists' Decisions in Buying Souvenir in Chiang Mai Province
ปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อของที่ระลึกของนักท่องเที่ยวต่างชาติในจังหวัดเชียงใหม่

This is a questionnaire for an independent study that will be submitted
to graduate school in partial fulfillment of the requirements for
the degree of Master of Economics at Chiang Mai University

Explanation : Please tick a ✓ in and fill the blanks with the appropriate information.

Part 1 : Personal Information

1. Gender Male Female

2. Age Less than 20 years old 21 - 30 years old
 31 - 40 years old 41 - 50 years old
 51 - 60 years old More than 60 years old

3. Marital Status Single Married Widowed / Divorced / Separated

4. Highest level of education attained High school or Lower Vocational / Certificate
 Bachelor degree Higher than bachelor degree

5. Occupation Government employed Company employed Business Owner
 Missionary Retired Student
 Housewife / Unpaid family worker Other (Please Specify).....

6. Estimated annual income

- Under 20,000 USD 20,001 – 40,000 USD
 40,001 – 60,000 USD 60,001 – 80,000 USD
 80,001 – 100,000 USD Above 100,000 USD

7. Your Place of Origin

- America [Country.....]
 Latin America [Country.....]
 Central Europe [Country.....]
 Eastern Europe [Country.....]
 Western Europe [Country.....]
 Middle East [Country.....]
 Africa [Country.....]
 East Asia [Country.....]
 South East Asia [Country.....]
 Oceania [Country.....]
 Others [Country.....]

Have you ever been to Chiang Mai before?

- Never (First time) Yes, this istime.

8. How many days do you intend to stay in Chiang Mai on this trip?days

9. How did you arrange this trip?

- Purchase package tour from Travel Agency
 Arranged by yourself

10. What is the purpose of your trip to Chiang Mai?

- Meeting/Seminar/Training Official Visit
 Vacation/Holiday/Traveling Visiting Family/Friends
 Participating in the trade shows/exhibitions Business
 Others (Please Specify).....

11. Who do you travel with on this trip?

- Alone With Family With Friends Other

Part 2 : Purchasing Behavior of Foreign Tourists Towards Souvenir in Chiang Mai Province

1. What is your main purpose for buying souvenir?

- Buying for yourself Buying for family/relatives Buying for manager/colleague
 Buying for friends Others (Please Specify).....

2. How did you get recommendations for buying souvenir from? (Can be more than one answer)

- Guidebook Foreign Friends Thai Friends Hotel/Accommodation
 Tour Guide Internet Others (Please Specify).....

3. What is the most consideration for buying souvenir?

- Reasonable Price Good Quality Impressive Service
 Service Expedition Others (Please Specify).....

4. Your souvenir characteristics (Can be more than one answer)

- Handmade Cheaper price than your country
 Made from natural materials Well-known Chiang Mai Souvenir
 Thai Style Artificial imitation stuff
 Good Quality Do have Alphabet/Picture/Logo about Chiang Mai
 Good Design Unique that couldn't find in your country
 Good Packaging Others

5. Souvenir buying place (Can be more than one answer)

- Night Bazaar Tourist Attraction Sunday Evening Market
 Borsang handicraft Department Store Wualai Walking Street
 Baan Tawai Other (Please Specify).....

6. Purchase timing (Can be more than one answer)

- Free time after arrived to your accommodation/after meal
- While you are visiting tourist attractions
- Reserved days or part of day(s) for buying souvenir
- Buying right after arriving to Chiang Mai
- Buying right before departing from Chiang Mai
- Other (Please Specify).....

7. Costs of buying souvenir approximatelybaht/trip

8. What kind of souvenirs do you buy? (Can be more than one answer)

- | | | |
|---|---|---|
| <input type="checkbox"/> Handicraft | <input type="checkbox"/> Decorations/Jewelry | <input type="checkbox"/> Ceramics |
| <input type="checkbox"/> Pottery | <input type="checkbox"/> Silverware/Lacquerware | <input type="checkbox"/> Wood Products |
| <input type="checkbox"/> Leather product/ Upholstery | <input type="checkbox"/> Sa Paper Products | <input type="checkbox"/> Textile Products |
| <input type="checkbox"/> Others (Please Specify)..... | | |

9. Purchasing quantities per time

- 0 – 5 pieces 6 – 10 pieces 11 – 15 pieces 16 – 20 pieces 21 – 25 pieces
- 26 – 30 pieces 31 – 35 pieces 36 – 40 pieces 41 – 45 pieces 45 pieces or more

10. In the future, if you come to visit Chiang Mai again, will you buy souvenir in Chiang Mai?

- Yes No, because..... Maybe

11. Will you suggest others to buy souvenir in Chiang Mai?

- Yes
- No, because.....
- Maybe

12. How do you feel after purchasing souvenir?

- Satisfy
- Not Satisfied

Part 3 : Factors Affecting Your Decision in Buying Souvenir in Chiang Mai Province data

Factors	Level of purchasing influence				
	The highest (5)	High (4)	Intermediate (3)	Low (2)	The lowest (1)
1. Product					
1) Product variety					
2) Comfortable product sizes (for transportation)					
3) Product designs are satisfying					
4) Product results are satisfying					
5) Product has a wide range of usages					
6) Product's uniqueness reflecting Thai cultures					
7) Product's concept came from Thai local cultures					
8) Product's packaging designs					
9) Return policy					
10) Products are ecological friendly					
11) Fast and prompt service					
12) Modern/Fashionable product designs					
2. Price					
1) Price is negotiable					
2) Prices match qualities					
3) Standard pricing					
4) Promotions					

Factors	Level of purchasing influence				
	The highest (5)	High (4)	Intermediate (3)	Low (2)	The lowest (1)
3. Place					
1) Stores are well stocked					
2) Products are in perfect condition					
3) Detailed and clear labeling					
4) Items are properly sorted and arranged					
5) The store locations are easily accessed					
6) The store locations are comfortable					
7) Good air ventilation in the stores					
8) Stores are spacious					
9) Hygienic environments in the stores					
10) Lavatory availability					
4. Promotion					
1) Advertisements					
2) Seasonal promotions					
3) Premiums					
4) Store clerks have knowledge about the products					

Please assign the influencing level of each factor that affects your purchasing decision using number 1-4 (1 for the most influencing and 4 for the least by order)

Product
 Price
 Place
 Promotion

Part 4 : Most encountered problems while purchasing souvenirs in Chiang Mai

Note: Please assign numbers according to the level of frequency of encountered problems.

1 for the most encountered problem, 2 for the second most and 3 for the third most.

1. Product Problems	Order
1) Product are lack of quality.	
2) Products are obsolete.	
3) The appearance of the products are not attractive.	
4) Products are lack of variety.	
5) Products are lack of usage	
6) Products are lack of Thai uniqueness.	
7) Product design are not satisfying.	
8) Sizes are inconvenient for transportation.	
9) Products are not ecological friendly.	
2. Price Problems	Order
1) Price doesn't match the qualities.	
2) Products are higher than standard prices.	
3) Prices are not negotiable.	
4) Prices are not stable.	
5) Prices do not follow the promotions.	
3. Place Problems	Order
1) Products are in storage.	
2) Products are in bad conditions.	
3) Products are not well labeled.	
4) Products are poorly sorted/arranged	
5) The location is hard to access.	
6) Environment in store is uncomfortable	
7) Stores have lack of hygienity.	
8) Stores have bad ventilation.	

3. Place Problems	Order
9) Stores are in inappropriate location.	
10) The location lacks of beautiful sceneries	
11) The stores are not spacious.	
12) Stores have no/not enough lavatories.	
4. Promotion Problems	Order
1) There is not enough advertisement.	
2) Information about products is not enough.	
3) Store clerks are not reliable/give wrong information/cannot communicate well.	
3) There is not enough promotional campaign.	
4) Store clerks cannot communicate articulately.	
5) Store clerks are impolite.	
6) Service are slow.	

Please assign the influencing level of each problem that affects your purchasing decision using number 1-4 (1 for the most influencing and 4 for the least by order)

Product Problems

Price Problems

Place Problems

Promotion Problems

Problems and Suggestions/Recommendations to help improve souvenir industry in Chiang Mai

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----- Thank you very much for giving us your time to completing the survey -----

ประวัติผู้เขียน

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ประวัติการศึกษา

สำเร็จการศึกษาระดับมัธยมศึกษา โรงเรียนมงฟอร์ตวิทยาลัยแผนกมัธยม
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