



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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Questionnaire No.: [] [] []

Date:.....

Time:.....

Location of the survey:.....

Questionnaire

Subject: Opinions of Foreign Tourists in Mueang Chiang Mai District towards Selling Products and Services Through E-commerce.

Explanation: This questionnaire is part of the independent study for MBA in Marketing, Chiang Mai University. You are requested to complete the questionnaire. The information will be analyzed and presented in overall scenario. The questionnaire includes the following parts:

- Part I: General Information and experience of foreign tourists in purchasing products and services during visiting Chiang Mai
- Part II: Information regarding Opinion of foreign tourists towards factors in E-Commerce Business
- Part III: Information regarding opinion of foreign tourists towards factors of E-Marketing Mix
- Part IV: Constraints and suggestions towards selling products and services through E-Commerce including the interest of purchasing products and services from suppliers in Chiang Mai

Thank you.

Thippawan Maneekaisorn

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Remark:

Please fill the questionnaire if you have purchased products through E-Commerce in the past 12 months

Topic: Opinions of Foreign Tourists in Mueang Chiang Mai District towards Selling Products and Services Through E-commerce

Please make a check mark (✓) in front of your selected answer

Part I: General information and experience of foreign tourists in purchasing products and services during visiting Chiang Mai

1. Nationality/Country (please specify).....
2. Gender

.....(1) Male(2) Female
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3. Age

.....(1) Less than 20(2) 21 – 30
.....(3) 31- 40(4) 41 – 50
.....(5) 51 and above	
4. Education

.....(1) Below Secondary School(2) Secondary School
.....(3) Diploma(4) Bachelor
.....(5) Higher than Bachelor	
5. Occupation

.....(1) Student(2) Government/State Enterprise officer
.....(3) Employee of an Organization(4) Private Business
.....(5) Homemaker(6) Retired
.....(7) Management/Professional(8) Other (please specify).....
6. Purpose of visiting Chaing Mai

.....(1) Business(2) Leisure/sightseeing
.....(3) Education(4) Visit family/friends
.....(5) Training/Seminar(6) Other (Please specify).....
7. How many times have you visited Chiang Mai (Please specify).....time (s)

8. How much have you spent on purchase of products and services during your visit in Chiang Mai?
-(1) Less than 1,000 THB or 35 USD(2) 1,001- 3,000 THB or 36 - 100 USD
(3) 3,001– 5,000 THB or 101-150 USD(4) More than 5,000 THB or 151 USD
9. What is your purpose in purchasing products and services during your visit in Chaing Mai?
 (Please check (✓) all that apply)
-(1) For friends/family(2) For personal use
(3) For business sample(4) Other (please specify).....
10. Which of the following product categories have you purchased during your visit in Chaing Mai? *Please check (✓) the followings (more than one answer can be selected)*
-(1) Wood carving e.g. Buddha statue, human or animal figurines
(2) Pottery/ceramic e.g. vase, pot, jar,
(3) Wickerwork e.g. basket, bamboo canteen, hat
(4) Wooden furniture e.g. guest set, cabinet, bed, chair
 ... ✓ ... (5) Textile e.g. clothing, table runner, scarf, bed-sheet/pillow case
(6) Machined wood e.g. vase, casket, jewellery box, food container
(7) Silverware, Lacquerware, Saa paper, Paintings
(8) Other (please specify).....

Part II: Information on opinion of foreign tourists in Mueang Chiang Mai towards the selling products and services including experience in purchasing products and services through E-Commerce

2.1 Experience in purchasing products and services through E-Commerce

11. How many times have you purchased products through E-Commerce in the last 12 months?
-(1) None(2) 1-3 times
(3) 4-6 times(4) More than 6 times

12. Which products and services category have you purchased through E-Commerce?

Please check (✓) the followings (more than one answer can be selected)

-(1) Handicrafts-Arts (2) Clothes (3) Jewellery
(4) Books (5) Music-Movies (6) Games &Toys
(7) Health & Beauty (8) Hotel Booking (9) Travel/Tickets
(10) Electronics (Camera, Mobile phone, Computer, etc.)
(11) Other (please specify).....

13. What are your main reasons in purchasing products through E-Commerce? (please check (✓) all that applied)

-(1) Cheaper than buying from the marketplaces
(2) Saving time and travel expenses
(3) Able to make decision to buy any time
(4) Unable to find products from other sources (available only on Internet)
(5) Able to buy products which are not available in home country
(6) Other (please specify).....

14. How much on average at a time have you purchased products through E-Commerce?

Please check (✓) the followings (more than one answer can be selected)

-(1) Less than 2,000 THB or less than 50 USD
(2) 2,001 – 4,000 THB or 51 -100 USD
(3) 4,001 - 6,000 THB or 101- 200 USD
(4) 6,001 – 8,000 THB or 201 – 300 USD
(5) 8,000 – 10,000 THB or 301– 350 USD
(6) More than 10,000 THB (more than 350 USD)

15. Which payment method have you used when purchasing through E-Commerce?

Please check (✓) the followings (more than one answer can be selected)

-(1) Money Metamediaries e.g. Paypal (2) Credit card
(3) Bank Draft (4) Bank transfer
(5) Others (please specify).....

2.2 Opinion of foreign tourists towards the factors of E-Commerce Business

16. Please rate how strongly you agree or disagree with each of the following statements by placing a check mark (✓) in the appropriate box

E-Commerce business factors	Opinion Level					
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
1. Factors relating to Content of Website						
Product pictures on the Web page are presented in 3D						
Graphics are quickly downloaded						
Product Information should be complete, easy to understand e.g. description, size, weight, etc.						
Product should be easy to find with a few clicks						
Webpage should be viewable in several languages						
Products should be put in proper categories						
Page fonts, background color and graphics should be attractive						
Privacy and Security of personal information should be guaranteed						
Payment transactions should be made using certified and secure methods e.g. Verified by Visa, Mastercard Secure Code						
2. Factor relating to Commerce						
Purchase through Web site Auction						
Purchase through random price Draw						
Purchase through fixed price						
Purchase through online bargaining						
Website should be refreshed regularly with new products						
Product list should always be up-to-date						

E-Commerce business factors	Opinion Level					
	Strongly Agree	Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
3. Factors relating to Communication between buyer and seller						
Should be able to contact sellers 24/7						
Should be able to communicate sellers using live chat (Yahoo, MSN, Skype, Web Board)						
Should be able to contact sellers through many channels e.g. telephone, fax, e-mail, SMS, blog						
Should be able to make suggestions and complaints such as improvement of product, service through Web Site						
4. Factors relating to Community of buyers						
Buyers are able to discuss and exchange information regarding products and services through web board, live chat						
Able to enquire information from other buyers for comparison before making the purchase decision						
Should be able to provide opinions and recommendations regarding product and service to other buyers such as writing a product review						
5. Factors relating to Convenience of purchasing						
Customer Service Center is available						
Variety of payment methods e.g. Bank Transfer, Credit Card, Money Metamediaries (e.g. Paypal), etc. are available						
Order/payment status can be verified through seller's Web Site						
Purchase transactions can be made in major currencies						
Product comparison can be made online						

E-Commerce business factors	Opinion Level				
	Strongly Agree	Agree	Agree	Neither Agree nor Disagree	Disagree
6. Factors relating to Competition					
Able to select any shipping method required by customers					
Able to deliver products to customers quickly					
Able to resolve problems quickly					
Provide instruction on how to use and store the products					
Support the payment system through credit card					
Provide shipment status through SMS, e-mail, seller's Website					
Deliver the right products					
Able to return products if not satisfied					

Part III: Opinion of foreign tourists towards the E-Commerce (E-Marketing Mix)

Please rate each of the following statements by placing a check mark ✓ in the appropriate box

17. Factor in purchasing decision making on products and services through E-Commerce	Important Level				
	Most Important	Important	Neither Important nor unimportant	Less important	Unimportant
1. Factors relating to Product					
Variety of products should be available for purchasing					
Full product information should be provided					
Products should be of high quality					
Product warranty and return policy should be provided					
Online catalog should be provided					

17. Factor in purchasing decision making on products and services through E-commerce	Important Level				
	Most Important	Important	Neither Important nor unimportant	Less important	Unimportant
2. Factors relating to Price					
Price is appropriate in relation to product and quality					
Price should be negotiable					
Price of products are lower than in the marketplace					
Provide shipping costs from different companies for comparison					
Provide discount rate for higher quantity order					
3. Factor relating to Place (distribution Channel)					
Seller should take the order accurately					
Selling in both wholesale and retail system					
4. Factors relating to Promotion					
Special promotion price on a regular basis					
Offering Sweepstakes					
Earn points with membership for purchases which can be redeemed for products/rewards					
Provide information on new products and promotions via email, SMS, etc.					

Part IV: Constraints and suggestion towards the selling products and services through E-Commerce including the interest of purchasing products and services through E-Commerce from suppliers in Chiang Mai

19. What would be the major problems preventing you from buying products and services through E-Commerce

Please check (✓) the followings (more than one answer can be selected)

-(1) Security of credit card / personal information
-(2) Products will not be received after payment is made
-(3) Uncertain about the quality of goods
-(4) Delivery cost is too expensive compared to the product value
-(5) Product does not carry warranty
-(6) Ability to verify that supplier is legitimate
-(7) Delivery time is too long
-(8) Communication problems, i.e.: language problem, slow response time
-(9) Product information is not available/missing
-(10) Product damaged / lost in transit
-(11) Product received is not the product ordered
-(12) Others (Please specify).....

21. How likely are you to purchase products and services through E-Commerce from suppliers in Chiang Mai after returning back to your home country?

-(1) Likely or highly likely
-(2) Not likely or uncertain

22. Please provide your suggestions and comments on the selling products and services through E-commerce.....

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*******Thank you very much for your valuable time and cooperation*******



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เรื่อง ขอความอนุเคราะห์ให้ข้อมูลประกอบการศึกษา

เรียน ผู้อำนวยการท่าอากาศยานเชียงใหม่

- สิ่งที่แนบมาด้วย:
1. หัวข้อและโครงร่างการค้นคว้าแบบอิสระ เรื่องความคิดเห็นของนักท่องเที่ยวชาวต่างประเทศในอำเภอเมือง จังหวัดเชียงใหม่ต่อการซื้อสินค้าและบริการผ่านระบบพาณิชย์อิเล็กทรอนิกส์
 2. ตัวอย่างแบบสอบถาม จำนวน 1 ชุด

ตามที่ นางสาวทิพย์วรรณ มณีไกรสอน รหัส 491532136 นักศึกษาปริญญาโท สาขาวิชาการตลาด คณะบริหารธุรกิจ มหาวิทยาลัยเชียงใหม่ กำลังศึกษาการค้นคว้าแบบอิสระใน หัวข้อ ความคิดเห็นของนักท่องเที่ยวชาวต่างประเทศในอำเภอเมือง จังหวัดเชียงใหม่ต่อการซื้อสินค้าและบริการผ่านระบบพาณิชย์อิเล็กทรอนิกส์ ตามรายละเอียดที่แนบมาพร้อมกันนี้

ในการนี้ทางโครงการฯ ใคร่ขออนุญาตให้นักศึกษารวบรวมข้อมูลโดยแบบสอบถาม จากผู้ใช้บริการกิจการของท่าน เพื่อประกอบการศึกษาการค้นคว้าแบบอิสระในหัวข้อดังกล่าว โดย นางสาวทิพย์วรรณ มณีไกรสอน จะเป็นผู้มาติดต่อด้วยตนเอง หากผลพิจารณาเป็นประการใด ท่านสามารถแจ้งนักศึกษาโดยตรงได้ที่ 081-671-0633 หรือ thippawan@hotmail.com

จึงเรียนมาเพื่อ โปรดพิจารณาให้ความอนุเคราะห์ด้วย จักขอบคุณยิ่ง

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ปิยพรรณ กลั่นกลิ่น)

ประธานที่ปรึกษาการค้นคว้าแบบอิสระ

ประวัติผู้เขียน

ชื่อ-สกุล	นางสาวทิพย์วรรณ มณีไกรสอน
วันเดือนปีเกิด	21 มิถุนายน 2513
ประวัติการศึกษา	ปริญญาตรี สาขาการตลาด คณะบริหารธุรกิจ มหาวิทยาลัยราชภัฏเชียงใหม่
ประวัติการทำงาน	มี.ค. 2533 – มี.ค. 2534 ห้างหุ้นส่วนจำกัด เทรนต้า, กรุงเทพฯ ตำแหน่งเลขานุการผู้จัดการทั่วไป เม.ย. 2534 - พ.ค. 2535 บริษัท แอมเวย์ (ประเทศไทย) จำกัด, กรุงเทพฯ ตำแหน่งเจ้าหน้าที่แผนกสื่อสารการตลาด, ฝ่ายการตลาด มี.ย. 2535 – ธ.ค. 2536 บริษัท เอฟ แอนด์ อาร์ จูเอ็ลริ จำกัด, ลำพูน ตำแหน่งผู้ช่วยเลขานุการ ม.ค. 2537 – มี.ค. 2544 บริษัท ฮานา ไมโครอิเล็กทรอนิกส์ จำกัด (มหาชน) ตำแหน่งเจ้าหน้าที่แผนกบุคคล เม.ย. 2545 – ม.ค. 2550 บริษัท ฮานา ไมโครอิเล็กทรอนิกส์ จำกัด (มหาชน) ตำแหน่งเจ้าหน้าที่แผนกบริการลูกค้า ก.พ. 2550 – ปัจจุบัน บริษัท โอสิเทค คอมมิวนิเคชั่นส์ อิงค์, แคนาดา ตำแหน่ง Far East Representative