

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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The Research Questionnaire

Topic:

Factors influencing foreign tourists' decisions to buy textile products in the Night Bazaar.

This questionnaire is a survey for a master degree student in the faculty of Business Administration of Chiang Mai University.

The information obtained through this questionnaire will be used for educational purposes only. Therefore, please feel free to express your exact feeling. The questioner would like to thank you for your cooperation.

The questionnaire consist of 5 parts

Part 1: Personal Information of the survey markets

Part 2: Consumer Behavior

Part 3: Marketing factors influencing the purchase of textile products at the Night

Bazaar

Part 4: Problems and restrictions

Part 5: Attitudes regarding each textile products







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<u>Meaning</u>	of s	ign	als
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	(🗸)	mean you can choose one choice only
(🗸	✓) mean	you can choose more than one choice

Part 1: Personal Information of the survey targe	ts
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<u>Q</u>	
1) Gender	
2) Agey	ear
3)Nationality	
4)Occupation	
5) What is your purpose for travell	ing to Thailand?(✔)
□Vacation	□Business
☐To purchase products for resell	Deducation (3)
Travelling	
Other (Please specify details)	
6) How did you manage for this trip	D3(A) # /
☐Purchasing the package tour in yo	
☐Purchasing the package tour in Th	
☐Arranging the travelling programs	
☐Your friend arrange the travelling	
Organization or individual compan	
Other (Please specify details)	
(venez epetiny detaile)	
7) How many times have you been t	to Thailand2 (🗸)
☐ First ☐2 ☐3	More than 3
B) How long will you stay in Thailan	by Chiang Mai University
	8 II L S I L S E I V E U
9) How much have you budget for	Durchasing textile items (excluding
food/lodging)? (1\$ US is equal to 4	
Less than 50 \$US	Product
2300 αιαπ 00 φ00	☐ More than 100 \$US

Part 2: Consumer be	<u>ehavior</u>		
1) Where did you he	ar about the Night Baz	zaar? (✔ ✔)	
Television Progra	ms or Radios	☐ Internet	
☐Thai Embassy		☐Friends	
Travel Books or M	/lagazines	Used to travel i	n Thailand before
☐Electronic travel in	nformation booth	☐Never heard be	
☐Travel Agency		Other (please s	pecify details)
			9/
2) What kind of text	ile products you woul	ld buy at Night Bazaar	?(🗸 🗸)
☐Shirts and suits		s and skirts	. 201
Pillow cases	□necktiles	and scarves	
3) If you buy some	textile products at the	Night Bazaar as a pro	esent, who do you buy
for?(∀ ∀)		13/20	30%
☐Yourself	☐your parents	☐your lover	☐Your spouse
☐Your children	☐your relative	☐your friends	☐Your boss
Other (please spe			7
4) What sort of prid	e forms for textile pro	oducts do you like mo	st?(∀)
☐ No fixed prices,		whole shop where all t	
On-sale price in		Need good quality,price	
Others (please s		A Table garda quanty,prior	S 4000 Hot matter



TEXTILE ONLY

5) When you visit the night b	azaar, What sort of textile products would you like to
buy?(✔ ✔)	, contain you mo to
Local hand-made products	☐ trendy products
☐Everyday-used products	☐no fixed style
☐Asian style products	☐ No idea
Others (please specify)	भ भग्नाभक्ष ,
6) Which part of the Night Bazas	ar would you expect to visit? (🗸 🗸)
Main building of Night Bazaar	Small shops along the foot path
☐ Shops with well decorative an	d airconditioner nearby the road
□ All	
☐ Do Not know	
Other (please specify details)_	
7) What sort of textile shop dis	play style do you like most? (✔)
Textiles on hangers	Textiles folded on shelves
Choosing from a catalogue	
Other (please specify details)_	Textiles placed in baskets
value (ploade specify details)	A 30 L
O) What and of walls !	C botto
8) What sort of packaging woul	
	Local THAI culture paper and design packaging
<u> </u>	J plastic bag
Paper box	
Other (please specify details)	ำเหาอิทยา อัยเชียภใหา
CIUCIIIO	
9) By what means will you send I	back your product? (🗸 🗸)
☐ By yourself ☐	by post DBy friends
By international transporter (Fo	
☐By local transporter (cheaper)	
Other (please specify details)	



PART 4: Problems and restrictions (> >)



	·
	lacksquare Do not know what type of products are available in shops
	☐ Delivery problem
	☐ Language problem
	☐ Pricing problem
	☐ Shop space problem
:	☐ Ventilation problem
	☐ Salespreson's bad manner problem
	Can not try the product
	☐ Do not have appropriate size
	Too many people (crowded)
:	Others (please specify)
i	
į	

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Part 5: Attitudes regarding each textile products

A. Shirts and Suits	<u>s</u>			
1) Please specify th	ne product that y	ou want to buy	y most. (✔ ✔))
Trendy fashion c	lothes	☐T-shirts		Suits
Casual wears		Overcoats		□pajamas
night dresses		☐ Uniforms		9 /
Oother (Please spe	ecify details)	0	A 4	
2) Please specify th	ne colors that ar	e suitable for y	ou and your sel	lection.
(No more than 2 co				
*Please choose from	m the attached o	color palette		
1/	2/,		****************	
				502
) Please specify the	decorative patt	ern designs th	at are suitable f	for your selection?
~ ~)				
□No pattern		□Tha	iland local patter	rns
☐flowers patterns			an patterns	
☐Chinese patterns		·	dy patterns in yo	our country
☐trendy patterns in	Europe or USA.		000000	
☐Other (Please spe	ecify details)	14.		
) Please specify the	types of fabric t	hat you expect	ed to buy. (✔)	
☐ Cotton	□silk	□line		□ wool
synthetic fibers	□partly syntl	hetic / partly nat		วัยเมื่อเกไหา
Oother (Please spec				
	right ©	hy C	hiang	
5) How much would	l you intend to p	ay for each pie		
Baht)	l ri	ght	S	eservec
<\$5	_\$5-10	\$11-30	_>\$30	No limit





B. Trousers and skirts	
1) Please specify the product th	eat you want to buy most. (🗸 🗸)
☐Formal trousers	Casual trousers
☐Trendy fashionable trousers	D underwears
□Long skirts	☐short skirts
Other (Please specify details)_	
	างมยนต์
2) Please specify the colors that	t are suitable for you and your selection.
(No more than 2 colors)	F007
*Please choose from the attache	ed color palette
1/	. 2J
) Please specify the decorative p	pattern designs that are suitable for your selection?
□No pattern	☐Thailand local patterns
☐flowers patterns	☐Indian patterns
☐Chinese patterns	☐trendy patterns in your country
☐trendy patterns in Europe or US	
Other (Please specify details)_	
4) Please specify the types of fal	oric that you expected to buy. (✔)
☐Cotton ☐silk	□ linen □ wool
☐ synthetic fibers ☐ partly s	ynthetic / partly natural fibers
Oother (Please specify details)	
5) How much would you intend t	o pay for each piece? (✔)(1\$ US is equal to 40
Baht)	
<\$ 5	10\$11-30>\$30No limit
Λ I I μ	10No limit
	I & II I & I G & G L A G A
Charles and the control of the contr	
M. M. Maria and M. M. Maria and M. M. Maria and M.	
and the second	

C. Pillow Cases

Pillows	1) Please specify the			ost. (🗸 🗸)		
Other (Please specify details) 2) Please specify the colors that are suitable for your selection. (No more than 2 colors) *Please choose from the attached color palette 1/	☐Pillows	-	*	Cushion f	or back-rest	
2) Please specify the colors that are suitable for your selection. (No more than 2 colors) *Please choose from the attached color palette 1/			pillows			
*Please choose from the attached color palette 1/	☐Other (Please spe	cify details)				
*Please choose from the attached color palette 1/						
*Please choose from the attached color palette 1/	2) Please specify the	e colors that are suit	able for your s	election.		
3) Please specify the decorative pattern designs that are suitable for your selection? (✓ ✓) □ No pattern □ □ Thailand local patterns □ flowers patterns □ Indian patterns □ Chinese patterns □ trendy patterns in your country □ trendy patterns in Europe or USA. □ Other (Please specify details) □ Synthetic fibers □ partly synthetic / partly natural fibers □ other (Please specify details) □ How much would you intend to pay for each plece? (✓)(1\$ US is equal to 40 saint)	(No more than 2 col	ors)				
3) Please specify the decorative pattern designs that are suitable for your selection? (✓ ✓) □ No pattern □ □ Thailand local patterns □ flowers patterns □ Indian patterns □ trendy patterns in Europe or USA. □ Other (Please specify details) □ Cotton □ silk □ Itinen □ wool □ synthetic fibers □ partly synthetic / partly natural fibers □ other (Please specify details) □ How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 saint)	*Please choose from	the attached color	palette			
Selection? (✓ ✓) No pattern If lowers patterns Indian patterns Indian patterns Itrendy patterns in your country Itrendy patterns in Europe or USA. Other (Please specify details) 4) Please specify the types of fabric that you expected to buy. (✓) Cotton Isilk Itinen wool synthetic fibers partly synthetic / partly natural fibers other (Please specify details) How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 saint)	1/	2 <i>J</i>	********	*******		
Selection? (✓ ✓) No pattern If lowers patterns Indian patterns Indian patterns Itrendy patterns in your country Itrendy patterns in Europe or USA. Other (Please specify details) 4) Please specify the types of fabric that you expected to buy. (✓) Cotton Isilk Itinen wool synthetic fibers partly synthetic / partly natural fibers other (Please specify details) How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 saint)						
Selection? (✓ ✓) No pattern If lowers patterns Indian patterns Indian patterns Itrendy patterns in your country Itrendy patterns in Europe or USA. Other (Please specify details) 4) Please specify the types of fabric that you expected to buy. (✓) Cotton Isilk Itinen wool synthetic fibers partly synthetic / partly natural fibers other (Please specify details) How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 saint)	3) Please specify the	e decorative pattern	designs that ar	e suitable for yo	our	
☐ flowers patterns ☐ Chinese patterns ☐ trendy patterns in Europe or USA. ☐ Other (Please specify details) ☐ Cotton ☐ silk ☐ linen ☐ synthetic fibers ☐ partly synthetic / partly natural fibers ☐ other (Please specify details) ☐ How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 3aht)				5		
☐ flowers patterns ☐ Indian patterns ☐ Chinese patterns ☐ Itrendy patterns in your country ☐ Itrendy patterns in Europe or USA. ☐ Other (Please specify details) ☐ Cotton ☐ silk ☐ Itinen ☐ wool ☐ synthetic fibers ☐ partly synthetic / partly natural fibers ☐ other (Please specify details) ☐ How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 Baint)	☐No pattern		☐Thailand	local patterns		
Chinese patterns ☐ trendy patterns in Europe or USA. ☐ Other (Please specify details) 4) Please specify the types of fabric that you expected to buy. (✓) ☐ Cotton ☐ silk ☐ linen ☐ wool ☐ synthetic fibers ☐ partly synthetic / partly natural fibers ☐ other (Please specify details) ☐ How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 Baint)	☐flowers patterns					
□ trendy patterns in Europe or USA. □ Other (Please specify details) 4) Please specify the types of fabric that you expected to buy. (✓) □ Cotton □ silk □ linen □ wool □ synthetic fibers □ partly synthetic / partly natural fibers □ other (Please specify details) □ How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 Baint)	Chinese patterns				untry	
Other (Please specify details) 4) Please specify the types of fabric that you expected to buy. (✓) Cotton	☐trendy patterns in E	Europe or USA.				
4) Please specify the types of fabric that you expected to buy. () Cotton						
Cotton				33 60		
Cotton	4) Please specify the	types of fabric that	you expected t	o buy (M)		
Synthetic fibers □ partly synthetic / partly natural fibers □ other (Please specify details) □ How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 Baint)		F-17-1	4	Preside the same of the same o		
Other (Please specify details) How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40 Baint)					WOOI	
5) How much would you intend to pay for each piece? (✔)(1\$ US is equal to 40 Baht)	·		partry Fratural II	Ders		
Copyright by Chiang Mai Unive	(. 70000 opos,	ly dotains)			2	
Copyright by Chiang Mai Unive	5) How much would a	msiik	nons	Reck		
Copyright by Chiang Mai Unive	1	you intend to pay for	reach piece? (✓)(1\$ US is ed)	qual to 40	
\$5-10\$11-30>\$30 No limit	(onv	right [©]	ov. Chia			
A	<\$5	\$5-10	\$11-30 <u></u>	>\$30	No limit	

D. Scarves and neckties

1) Please specify the	product that you v	vant to buy most. (✔ ✔)
☐ scarves		Shawls
☐triangle cloths for h	air cover	Neckties
Other (Please spec	ify details)	
		กมยนต
2) Please specify the	colors that are sui	table for you and your selection.
(No more than 2 colo		F 0 0 7 624
*Please choose from	the attached color	palette
1/		
3) Please specify the	decorative pattern	designs that are suitable for your
selection?(✔ ✔)		
□No pattern		☐Thailand local patterns
☐flowers patterns		☐Indian patterns
☐Chinese patterns		☐art patterns
☐trendy patterns in yo	our country	☐trendy patterns in Europe or USA.
Other (Please specif	fy details)	
4) Please specify the t	ypes of fabric that	you expected to buy. (✔)
☐Cotton	□silk	☐ linen ☐ wool
synthetic fibers	□partly synthetic	/ partly natural fibers
Oother (Please specify		
22		2 2 3
5) How much would ye	ou intend to pay fo	or each piece? (✔) (1\$ US is equal to
40 Baht)	• 140	- the property (14 00 is equal to
, <\$5	\$5-10	\$11-30>\$30 No limit
A		



COLOURPALETTE

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rown	27	28	29	30	31	32		
ed	33	34	35	36	37			
nk	38	39	40	41		e s		

ประวัติผู้เขียน

ชื่อ

นาย อารยะ คุณาศิระ

วัน เดือน ปีเกิด

13 มิถุนายน 2515

ประวัติการศึกษา

ชั้นมัธยมศึกษาปีที่ 6 โรงเรียนมงฟอร์ต วิทยาลัย พ.ศ. 2532 ปริญญาตรีวิศวกรรมศาสตร์บัณฑิต สาขาโยธา มหาวิทยาลัยเชียงใหม่

ประวัติการทำงาน

พ.ศ. 2537 ห้างหุ้นส่วนจำกัด อินทรชัยเอ็นจิเนียริ่ง พ.ศ. 2540- ปัจจุบัน ธุรกิจส่วนตัว ผลิตและจำหน่ายเสื้อผ้าสำเร็จรูป

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