

APPENDICES



QUESTIONNAIRE

The Study of Consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam Center.

This questionnaire has been developed by Stamford International University MBA (International) student. All of the information will be treated with high confidentiality. Please complete all questions truthfully by marking "✓" in the or filling in the space given below. The questions are categorized into 3 parts as follow:

Part I: Questions of demographic data.

Part II: Questions of general information.

Part III: Questions of consumers experience about buying and using the leather products.

Part IV: The important of product attribute and the factors that made the product more attractive to purchase.

Part I: General information

1. Gender:

Male

Female

2. Age:

Under 20 years old

20 - 25 years old

26 - 30 years old

31 - 35 years old

36 - 40 years old

Over 40 years old

3. Marital Status:

- Single Married
 Divorced Widowed

4. Education:

- Secondary School High School
 Diploma/Higher Vocational Certificate Bachelor's Degree
 Master's Degree Over Master's Degree

5. Occupation:

- Government employee Corporate employee
 State enterprise employee Private business
 University student/student Other (please specific) _____

6. Income per month:

- 10,000 baht or below 10,001 – 30,000 baht
 30,001 – 50,000 baht more than 50,000 baht

Part II: Questions of general information.

Please put “✓” in the or filling in the space given below.

7. Have you ever used any leather products?

- Yes No (answer only question No.7)

8. Have you ever thought to buy a leather product?

- Yes No (please specific) _____

9. How often you spend money on buying a leather product per year?

- 1 – 3 times 4 – 6 times
 6 – 9 times over 10 times

10. How much you spend money on buying a leather product per year?

- Below 10,000 baht 10,001 – 30,000 baht
 30,001 – 50,000 baht 50,001 – 70,000 baht
 Over 70,000 baht

11. What is the brand in your mind when you think about the leather products? (Can choose more than one)

- Hermes
 Takuya
 Prada
 Louis Vuitton
 Coach

Part III: Consumers' the attitude and behavior on consuming leather products and the society influences on purchasing leather products.

Please put "✓" in the space just only one per choice given below.

5 = Strongly Agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly Disagree

Personal attitudes and behaviors	1	2	3	4	5
12. I think the social class influences on purchasing and using leather products.					
13. To killing of animals to make the leather products as a cruel and inhumane.					

14. I think the animal rights group's activity has an effect on consumers' attitudes and behaviors against the leather products in today?					
15. I actively avoid using a leather product in which are not in style.					
16. I usually keep up with leather product style changes by watching what others used.					
17. When shopping for various fashion items, I consider leather products apparel as a possible option.					
18. I will buy leather product for myself if I found an item I liked.					

Part IV: The important of products attribute and the factors that made the product more attractive to purchase.

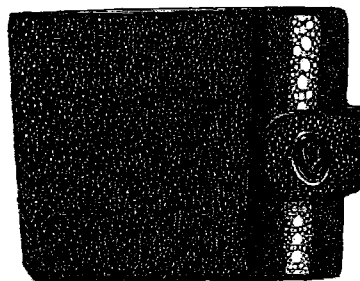
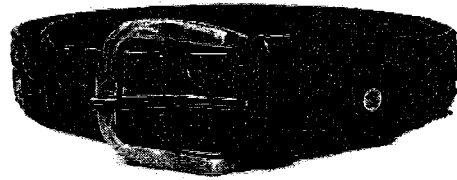
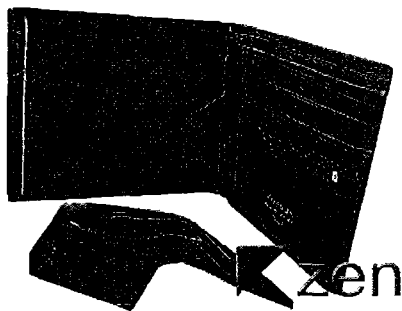
Detail	1	2	3	4	5
19. Brand					
20. Design					
21. Quality					
22. Price					
23. Service					
24. Promotion					

25. Are you comfortable for using a leather product?

Yes

No (please specific) _____

APPENDIX B: EXAMPLE OF LEATHER PRODUCT



References

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