

## APPENDIX A

### Questionnaire (English version)

#### Factors Influencing Customer Rice Seed Buying Decisions at Ratchaburi Rice Seed Center, Department of Rice, Ministry of Agriculture and Cooperatives.

**Explanation:** This questionnaire is a part of an independent study of a graduate student in the English for Careers Program, Language Institute, Thammasat University. The information in this questionnaire will be used for educational purposes only. Your answers will be treated confidentially. Your cooperation is highly appreciated.

#### **Part I: General Information**

**Directions:** Please mark  $\checkmark$  in front of you answer or fill in the blank with your information.

1. Gender:

1) Male

2) Female

2. Age:

1) <19 years

2) 19-25 years

3) 26-45 years

4) 46-60 years

5) >60 years

3. Highest education:

1) Lower than Primary School  2) Primary School

3) Secondary School

4) Bachelor's Degree

5) Master's Degree

6) Others (please specify).....

4. Residence:

1) Ratchaburi

2) Petchaburi

3) Nakhonprathom

4) Kanchanaburi

5) Supanburi

6) Others (please specify).....

5. Distance from home to the center:
- 1) < 50 km.                       2) 50-100 km.
- 3) >100 km.
6. Rice field area..... rai
7. Rice growing experience:
- 1) < 1 year                       2) 1-3 years
- 3) 3-5 years                       4) 5-10 years
- 5) 10-20 years                       6) >20 years

### **Part II: Channels to access the information**

**Directions:** Please mark  $\checkmark$  in front of you answer or fill in the blank with the information.

8. How did you know about the Ratchaburi Rice Seed Center?
- 1) Newsletter                       2) Radio
- 3) Mobile Clinic                       4) Website
- 5) Friend                       6) Others (Please specify) .....
9. How often do you read or see the advertising or information about the center?

	Channels of Communication	Always	Usually	Sometimes	Rarely	Never
1)	Newsletters	5	4	3	2	1
2)	Radio	5	4	3	2	1
3)	Mobile Clinic	5	4	3	2	1
4)	Website	5	4	3	2	1

10. Which type of information do you want to get from the center?
- 1) The variety of rice which is on sale
- 2) The updated price and discount
- 3) The new variety of rice seed and its outstanding characteristics
- 4) Others (please specify) .....

### **Part III: Factors influencing customers' rice seed buying decision**

**Directions:** Please read the following statements and mark  $\checkmark$  in the column which reflects your opinion.

<b>Description</b>	Strongly agree (5)	Agree (4)	Uncertain (3)	Disagree (2)	Strongly disagree (1)
<b>Product</b>					
11. The variety of rice seeds makes you buy seeds at the center.					
12. The high quality of rice seeds in terms of high germination rate makes you buy the seeds at the center.					
13. The high quality of rice seed in terms of high productivity makes you buy the seeds at the center.					
14. Seeds with no weeds make you buy the seeds at the center.					
15. Seeds with no seed-born diseases make you buy the seeds at the center.					
<b>Price</b>					
16. You are satisfied with the present seed price.					
17. Discounts make you buy the seeds at the center.					
18. Buying directly at the center is cheaper than buying at other distributors.					
19. You think the current price is reasonable when compared with the quality.					
<b>Place</b>					
20. You prefer to buy the rice seeds at a shop near your house.					
21. You will buy the rice seeds if it is convenient to travel to the center.					
22. If it is easy to reach to the center, you will come to buy the rice seeds.					
23. You think you want to buy rice seeds from a branch of the center located near home.					

<b>Description</b>	Strongly agree (5)	Agree (4)	Uncertain (3)	Disagree (2)	Strongly disagree (1)
<b>Public relations</b>					
24. Advertising via newsletter is the best channel of communication which can bring information to you.					
25. Advertising via radio is the best channel of communication which can bring information to you.					
26. Advertising via mobile clinic is the best channel of communication which can bring information to you.					
27. Advertising via the center's website is the convenient way to bring you information.					
<b>Service</b>					
28. Good sale services make you buy rice seeds at the center.					
29. Good after-sale services make you buy rice seeds at the center.					
30. Recommendations or knowledge from Agricultural Extension Officers make you buy rice seeds at the center.					

**Other Suggestions**

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-----**End of Questionnaire**-----