

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

THE BEHAVIOR OF GOLD ORNAMENT CONSUMING OF THE PEOPLE IN AMPHUR MAUNG, CHIANGMAI PROVINCE, THAILAND

BY
PONGSATHORN LEELAHACHEWA
AUGUST 1998

Chairman: Professor Yanyong Sitdhichai
Department/Faculty: Department of Agricultural Business Administration and
Marketing, Faculty of Agricultural Business

The objectives of this research were to examine 1) gold ornament consuming behavior of the people in Amphur Maung, Chiang Mai; and 2) factors affecting their gold ornament consuming.

The primary data was collected by means of questionnaires from 400 people of 15 year olds and over, living in Amphur Maung, Chiang Mai; and 16 tambons were used to determine the sampling. The research findings were as follows:

1) Most of the consumers were female, single, 30-49 years old, had income ranging from 5,001 to 10,000 baht, had completed a bachelor level of education, and worked in private companies.

2) Most of the consumers bought gold as their ornaments. The frequency in buying was more than three times a year; the last time they bought gold ornaments was a year ago; and the buying time was uncertain, depending on whether they could afford to buy them.

3) The ornament most frequently bought was necklaces. They preferred to buy new gold ornaments in the jewelry shop that they usually used. The most favorite jewelry shops are in the Nouwarat Market areas. Most of them bought a piece of gold weighing 1 baht (15.2 gram) at a time. They normally spent about 21-30 minutes in the jewelry shop before buying gold ornaments. Day and time did not affect their buying; they bought whenever it was convenient for them. The most effective sale promotion method was the discount of the goldsmith's charge. The factor influencing the consumers' decision making on buying gold ornaments was the design and the consumers themselves decided on the buying.

4) On average each consumer has possessed about 2 baht of gold ornaments and put on about 1 3/4 baht.

5) Gender was related to the object of buying gold ornaments. Female consumers bought more gold as ornaments while male consumers bought them as presents.

6) Gender was related to types of gold ornaments bought. Female consumers bought more of bracelets, earrings, and lockets while male consumers bought small Buddha image frames.

7) Gender was related to the way the consumers bought gold ornaments. Female consumers liked to change old gold ornaments for the new ones more than male consumers.

8) Gender was related to where to buy gold ornaments. Female consumers liked to buy gold ornaments from their familiar jewelry shops.

9) Incomes were related to the object of buying gold ornaments. People having an income more than 15,000 baht bought gold ornaments as presents, while those having an income between 10,001 and 15,000 baht bought them to gain exorbitant profits.

10) Incomes were related to types of gold ornaments. People having an income more than 15,000 baht liked to buy bracelets, while those having the income between 10,001 and 15,000 baht liked to buy rings or small Buddha image frames.

11) Incomes were related to the frequency of buying gold ornaments. People having an income less than 5,000 baht and more than 15,000 baht bought gold ornaments only once in three years or more. People having an income between 5,000 and 10,000 baht bought gold ornaments once a year, while those having an income between 10,001 and 15,000 baht bought two times a year.

12) Occupation was related to the object of buying gold ornaments. Employees of private companies bought gold ornaments as ornaments but employers bought them as presents.

13) Occupation was related to types of gold ornaments. People having their own business liked to buy necklaces, while the employers like to buy necklaces and bracelets.

14) Occupation was related to the weight of gold ornaments bought at a time. Government employees, employees of private companies, private business owners and employers liked to buy gold ornaments weighing 1 baht at a time while employees of state enterprises bought 1 baht and 2 baht at a time, and students bought 1/2 baht at a time.

15) Occupation was related to the way the consumers bought gold ornaments. Employees of state enterprises liked to buy new gold ornaments.

16) Occupation was related to the frequency of buying gold ornaments. Government employees and students bought gold ornaments only one time a year. People having their own business and the employees of the private companies bought once in three years while employees of state enterprises and employers bought two times a year.