

## ABSTRACT

**Title:** The Souvenir-Buying Behavior of Thai Tourists in Amphur Muang,  
Chiangmai

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The objectives of this research were to determine the following: the souvenir-buying behavior of Thai tourist in Amphur Muang, Chiangmai; the potential market situation of the Chiangmai souvenir industries; and, the problems experienced by Thai tourists in buying souvenirs in Amphur Muang, Chiangmai.

The estimated 1,813,284 Thai tourists travelled to Chiangmai during 1996. Based on this number, a research sample of 400 Thai tourist was surveyed in April of 1997 using a closed-ended questionnaire. Analysis was done using the Statistical Package for the Social Sciences (SPSS) program to determine the mean, crosstab table and chi-square.

The results showed that the average Thai tourist who travelled to Chiangmai was a male, between the ages of 21-35 years of age, studying in a college or university, from central Thailand, and had an average income was 5,000-10,000 baht per month. He had previously come to Chiangmai more than five times for the purpose of relaxation and/or touring during both summer and winter seasons and had not used a tour agent service.

Of the Thai tourists, more than 75.75 percent purchased clothing, wood products, silverware, and silver accessories as souvenirs. They paid between 500-1,000 baht in cash for souvenirs and knew about the souvenirs of Chiangmai from their friends or family members, or had personally received them as gifts. They were purchasing

souvenirs because they were locally produced in Chiangmai and they wanted to return home with some momento of their trip to Chiangmai. They usually bought their souvenirs from a Chiangmai souvenirs shop.

Age was the factor of greatest influence on Thai tourists' buying behavior. Tourist profession influenced the reasons for souvenir purchase and the motivational factors in buying souvenirs. The factor of income influenced souvenir expense and the reasons for souvenir purchase. Gender influenced the category of souvenir that was purchased. The purpose of travel was the only factor which did not influence Thai tourists' buying behavior.

The potential market situation for the Chiangmai souvenir industries was indicated to expanding along with the average expenditure of each Thai tourist per day, which has increased on average about 14.93 percent per year from the previous year. This indicates that the Chiangmai souvenir market will have a market potential of more than 1.94 million baht per year in the near future.

The problems experienced by Thai tourists were: prices higher than they expected, inconvenient product sizes and a limited number of products on display. Moreover, they still have some difficulty with the use of unknown products and in communicating with the local sales representatives.

Overall, they were satisfied with product characteristics, souvenir shops, service and sales representatives. They selected cotton cloths and products made from cotton cloth to be the representative souvenir product of Chiangmai.