

The objectives of this study, "Factors Relating to Tourists Decision Making in Purchasing Souvenirs : A Case Study of Mae Sai District, Chiang Rai Province" are as follows : 1) to study Souvenirs marketing and Souvenirs selling strategies of merchants in Mae Sai district , Chiang Rai province ; 2 ) to study some factors in tourists's decisions regarding the purchasing of the souvenirs and their souvenirs purchasing behavior; 3) to study the relationship among these factors and tourists decision making in purchasing souvenirs. To carry out this study , the data was collected by means of indepth interviews 20 sample merchants and the public officers (according to objective 1), and by questionnaires from 384 multi – stage sampled Thai tourists over 18 years old who visited Mae Sai district (according to objective 2 and 3), and analysed with the use of the SPSS for windows version 8.0.

The findings indicated that souvenirs marketing in Mae Sai district, Chiang Rai province was the center of souvenirs from neighbouring country which tourists interested. The majority of the tourists in Mae Sai district would purchase souvenirs, but had low level of the knowledge about souvenirs. The Chi-square and Pearson's correlation coefficient analysis revealed that personal variables influencing the purchase of souvenirs was education. The level of knowledge about souvenirs and the external variables affecting souvenirs purchasing decision

at high level were price, promotion and other external variables; there were positively correlation between these variables and tourist's purchasing decision. Where as, the marketing mix variables were negatively correlation with the level of knowledge about souvenirs. Moreover, the personal variables and external variables were associated.

Results provided support for hypotheses that the internal and external variables of tourists and souvenirs purchasing decision were associated. Therefore, this study would help the tourism industry to better understand souvenirs purchasing decision, relating factors and purchasing behavior of tourists in Mae Sai district, Chiang Rai province and to develop appropriate 'souvenirs' marketing strategies.