

ภาคผนวก 2 แบบสอบถาม ภาคกลาง ภาษาอังกฤษ

Questionnaire

1. The questionnaire is a part of Thai Local Textiles Adaptive Using Guidelines for Thai and Foreign Tourists in MICE Business under Adaptive Using Local Textiles Guidelines for Creative Cultural Heritage Tourism Development, is supporting funded by National Research Council of Thailand 2011
2. The 7 parts of questionnaire are as follows
 - 2.1 General information of the participants
 - 2.2 Buying decision of local textile
 - 2.3 Influenced factors buying decision
 - 2.4 Existing local textile design Satisfactions
 - 2.5 New designed local textile Satisfactions
 - 2.6 Sequencing of MICE tourists' perceptions towards usefulness and attractiveness
 - 2.7 Recommendation

The information will be kept in secret and will be used for academic analysis in overall research approach only, not individual.

Explanation Please put an ✓ in one box on each point

Part 1 General information of participants

1. Sex

- Male Female

2. Age

- 15-19 years old 20-24 years old 25-29 years old
 30-34 years old 35-39 years old 40-44 years old
 45-49 years old 50-54 years old 55-59 years old
 60-64 years old more than 65 years old

3. Nationality (Please indicate your Nationality in ...)

| | |
|--|---|
| <input type="checkbox"/> Europe | <input type="checkbox"/> Asia and the Pacific |
| <input type="checkbox"/> Americas | <input type="checkbox"/> Africa |
| <input type="checkbox"/> Middle East | |

4. Marital Status

- Single Married Divorced

5. Educational Background

- Undergraduate Bachelor Master Doctor

6. Occupation

- Government officer Government employee
 Temporary/ permanent Government employee State enterprise officer
 Private officer Business owner Student
 Other (Please specify).....

7. Average income per month (include primary and unearned income)

- No income Lower than 15,000 Bath/month
 15,001 - 20,000 Bath/month 20,001 - 25,000 Bath/month
 25,001 - 30,000 Bath/month 30,001 - 35,000 Bath/month
 35,001 - 40,000 Bath/month More than 40,000 Bath/month

8. Do you have your accommodation in Muang district of Khon Kaen province currently?

- Yes No

9. What kind of the meeting you have joined?

- Meeting (please specify the name of your meeting)

- Incentive meeting (please specify the name of your meeting)

- Conference or annual meeting (please specify the name of your meeting)

- Exhibition (please specify the name of your meeting)

Part 2 Local Textile Buying Decision (Please select only one choice)

| | | | | | | | | | | | |
|----|--------------------------------|--------------------------|------------------------|--------------------------|-------------------------|--------------------------|--------------------------|--------------------------|--------------------|--------------------------|-------------|
| 1 | Main Purposes of buying | <input type="checkbox"/> | Gift | <input type="checkbox"/> | Souvenir | <input type="checkbox"/> | For yourself | | | | |
| 2 | Period of buying | <input type="checkbox"/> | Festival | <input type="checkbox"/> | Special day of receiver | | | | | | |
| 3 | How to buy | <input type="checkbox"/> | Ordering | <input type="checkbox"/> | Ready-made | | | | | | |
| 4 | Design | <input type="checkbox"/> | Classic | <input type="checkbox"/> | Stylish | | | | | | |
| 5 | Tone | <input type="checkbox"/> | Base | <input type="checkbox"/> | Colorful | <input type="checkbox"/> | Soft | <input type="checkbox"/> | Dark | | |
| 6 | Shopping area | <input type="checkbox"/> | Mall | <input type="checkbox"/> | Source of production | <input type="checkbox"/> | Direct sales | | | | |
| 7 | How to buy | <input type="checkbox"/> | Yourself | <input type="checkbox"/> | Leave with someone | <input type="checkbox"/> | Website | <input type="checkbox"/> | Catalogue | | |
| 8 | Buy for | <input type="checkbox"/> | Yourself | <input type="checkbox"/> | Family | <input type="checkbox"/> | Friend (s) | <input type="checkbox"/> | Lover | | |
| 9 | Buying occasion | <input type="checkbox"/> | Occasionally | <input type="checkbox"/> | Immediately if like | <input type="checkbox"/> | Discount | <input type="checkbox"/> | Social influence | | |
| 10 | Frequency of buying | <input type="checkbox"/> | Rarely | <input type="checkbox"/> | 2-3 times per a year | <input type="checkbox"/> | Only one time per a year | <input type="checkbox"/> | One time for years | <input type="checkbox"/> | Every Month |
| 11 | Reason of being a part of your | <input type="checkbox"/> | Someone give it to you | <input type="checkbox"/> | Like it personally | <input type="checkbox"/> | Organization policy | | | | |

| | | | | | | | | | |
|----|----------------------------|--------------------------|-------|--------------------------|----------------------|--------------------------|------|--------------------------|----------------------------------|
| | clothes | | | | | | | | |
| 12 | If you don't like it, why? | <input type="checkbox"/> | Price | <input type="checkbox"/> | Hard to take care of | <input type="checkbox"/> | Aged | <input type="checkbox"/> | Not fit in with your personality |

Part 3 Influenced Factor Buying Decision

| No. | Influenced Factor Buying Decision | | | Important Rate | | | | |
|-----|-----------------------------------|-----|----------------------|----------------|------|---------|------|------|
| | Factor | | Topic | Least | Less | Neutral | More | Most |
| 1 | Product | 1.1 | Textile | | | | | |
| | | 1.2 | Color | | | | | |
| | | 1.3 | Design | | | | | |
| | | 1.4 | Source of Production | | | | | |
| | Recommendation | | | | | | | |
| 2 | Needed qualities | 2.1 | Durable | | | | | |
| | | 2.2 | Unfading | | | | | |
| | | 2.3 | Ironing easily | | | | | |
| | | 2.4 | Washing easily | | | | | |
| | Recommendation | | | | | | | |
| 3 | Threads' mixtures (interesting?) | 3.1 | Local textile | | | | | |
| | | 3.2 | Local textile with | | | | | |

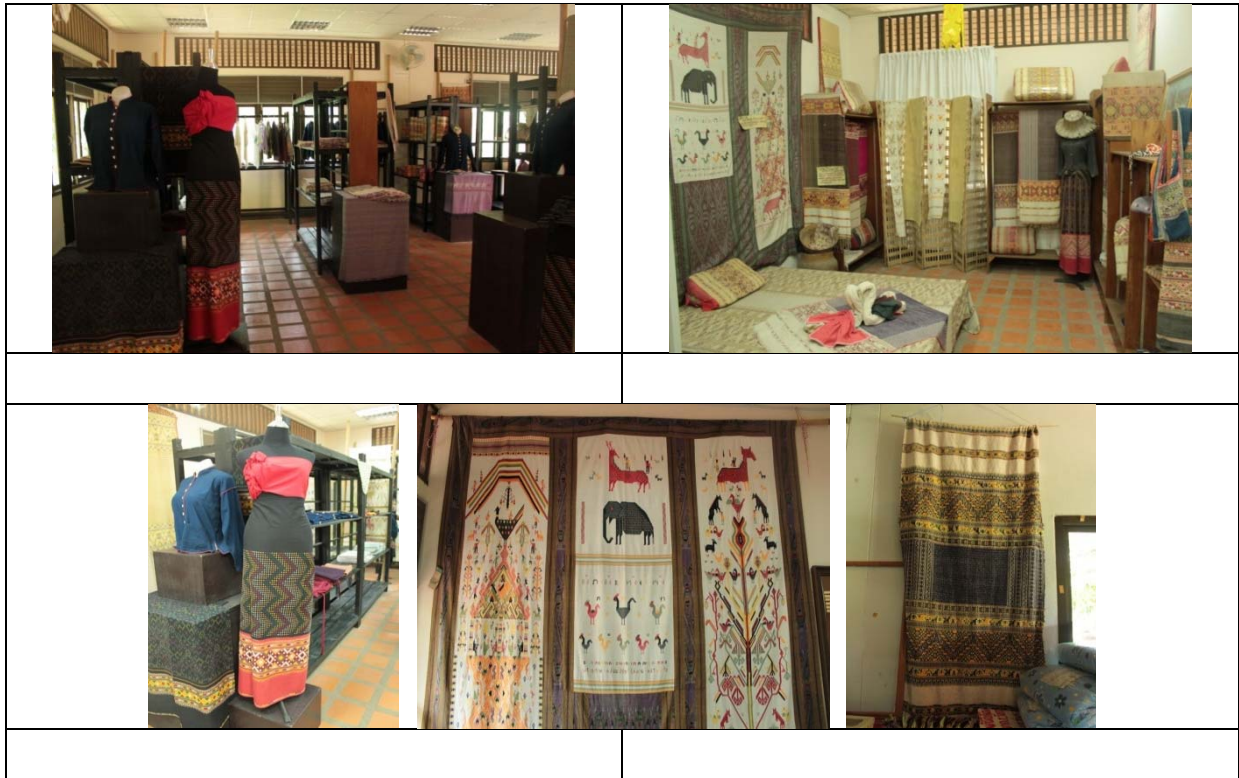
| | | | | | | | | |
|---|---------------------------------|-----|---|--|--|--|--|--|
| | | | synthetic fabrics | | | | | |
| | Recommendation | | | | | | | |
| 4 | Price | 4.1 | High | | | | | |
| | | 4.2 | Medium | | | | | |
| | | 4.3 | Low | | | | | |
| | Recommendation | | | | | | | |
| 5 | Place | 5.1 | Exhibition | | | | | |
| | | 5.2 | Specific shop | | | | | |
| | | 5.3 | Ordinary shop | | | | | |
| | Recommendation | | | | | | | |
| 6 | Capacity of production resource | 6.1 | Have both: ready-made and non ready-made | | | | | |
| | | 6.2 | Textile knowledge of salesperson | | | | | |
| | | 6.3 | Have many kinds of textile, not only local | | | | | |
| | Recommendation | | | | | | | |
| 7 | Promotion | 7.1 | Guarantee or refund if customer is dissatisfied | | | | | |
| | | 7.2 | Special discount | | | | | |
| | | 7.3 | Public Relation | | | | | |
| | Recommendation | | | | | | | |
| 8 | Media | 8.1 | News paper | | | | | |
| | | 8.2 | Magazine | | | | | |

| | | | | | | | |
|--|----------------|-------------------|--|--|--|--|--|
| | 8.3 | Television | | | | | |
| | 8.4 | Radio | | | | | |
| | 8.5 | Advertising Vinyl | | | | | |
| | 8.6 | Website | | | | | |
| | 8.7 | Social network | | | | | |
| | Recommendation | | | | | | |

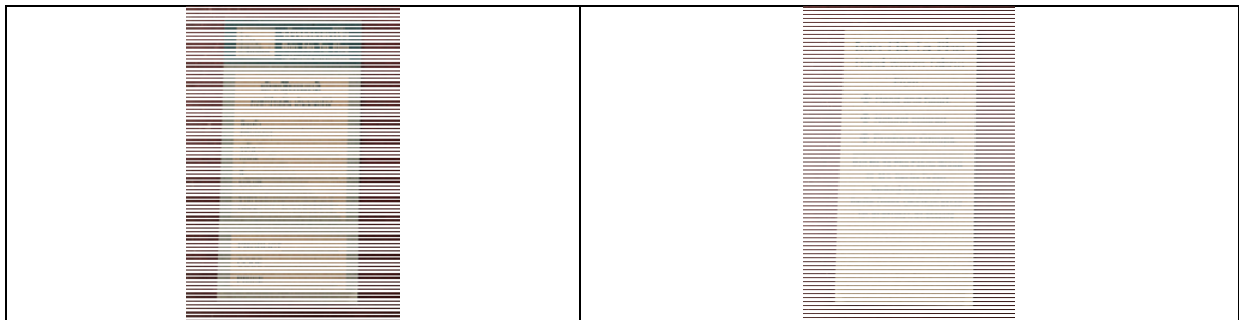
Part 4 Existing Local Textile Satisfaction

Shop display





Tag Product Description



No website

| No. | Satisfaction rate | | Topic | Classic Design | | | | |
|-----|-------------------|-----|---------------------|-------------------|------|---------|------|------|
| | | | | Satisfaction Rate | | | | |
| | | | | Worst | Less | Neutral | More | Most |
| 1 | Structure | 1.1 | Making easily | | | | | |
| | | 1.2 | Transporting easily | | | | | |
| | | 1.3 | Bring home easily | | | | | |

| | | | | | | | | |
|---|-------------------------|-----|---|--|--|--|--|--|
| | | 1.4 | New design | | | | | |
| | | 1.5 | Spending short time in production | | | | | |
| | Recommendation | | | | | | | |
| 2 | Value of art and glamor | 2.1 | Delicate | | | | | |
| | | 2.2 | Beautiful shape | | | | | |
| | | 2.3 | Appropriate color | | | | | |
| | | 2.4 | The designs reflect path of local life. | | | | | |
| | | 2.5 | Products refer to province's identity. | | | | | |
| | | 2.6 | Products attract tourists. | | | | | |
| | Recommendation | | | | | | | |
| 3 | Usefulness | 3.1 | Products' usability has more than one. | | | | | |
| | | 3.2 | Products' size are portable | | | | | |
| | | 3.3 | Products' weight are portable | | | | | |
| | Recommendation | | | | | | | |

Part 5 New Designed Local Textile Satisfaction

New Shop Display

**การใช้แสงเพื่อสร้าง
ความโดดเด่นให้กับสินค้า**

**ตู้เก็บของและสินค้า
ควรเป็นรูปแบบเดียวกัน
หรืออย่างน้อยก็ควร
ทำให้ออกแนวและ
ดูกลมกลืนอยู่ในสภาพ
สมบูรณ์อยู่เสมอ**

แสงมดจัด ทำลายสิ่งของเบียดๆ ทำให้สินค้า
เสียหายและไม่สร้างบรรยากาศที่ดีในการเลือกซื้อสินค้า
แนะนำ : ควรตีผ้ากันตุงกับแสงในตู้เก็บและลดทอน

การจัดสินค้า

- ควรคำนึงถึงความเหมาะสมในการจัดวางสินค้า และจัดระเบียบให้เป็นระเบียบ
- จัดเรียงสินค้าและจัดกลุ่มให้เป็นระเบียบ
- มีการจัดวางสินค้า
- มีการจัดวางสินค้าให้ดูน่าสนใจ

การตกแต่งร้าน
สามารถนำวัสดุอุปกรณ์ที่มีอยู่มาตกแต่งร้าน
มาตกแต่งร้าน เช่น เฟอร์นิเจอร์ ไม้ กระจก
กระเบื้อง เป็นต้น

ตัวอย่างการทำ INFORMATION BOARD

ผ้าทอบ้านนาตาโผ

ตัวอย่าง ตัวอย่าง ตัวอย่าง

วิธีการทำ (เช่น การทอ, การทอ)

ตัวอย่าง

หรือข้อมูลอื่นๆที่เป็นประโยชน์/ที่ควรรู้ และเพิ่มเติมค่าของสินค้า

New Tag Design

รูปแบบอ้างอิง

lulusoso.com

ตัวอย่างงานออกแบบป้ายชื่อของสินค้า

สินค้าตัวอย่าง

Handicraft Detail

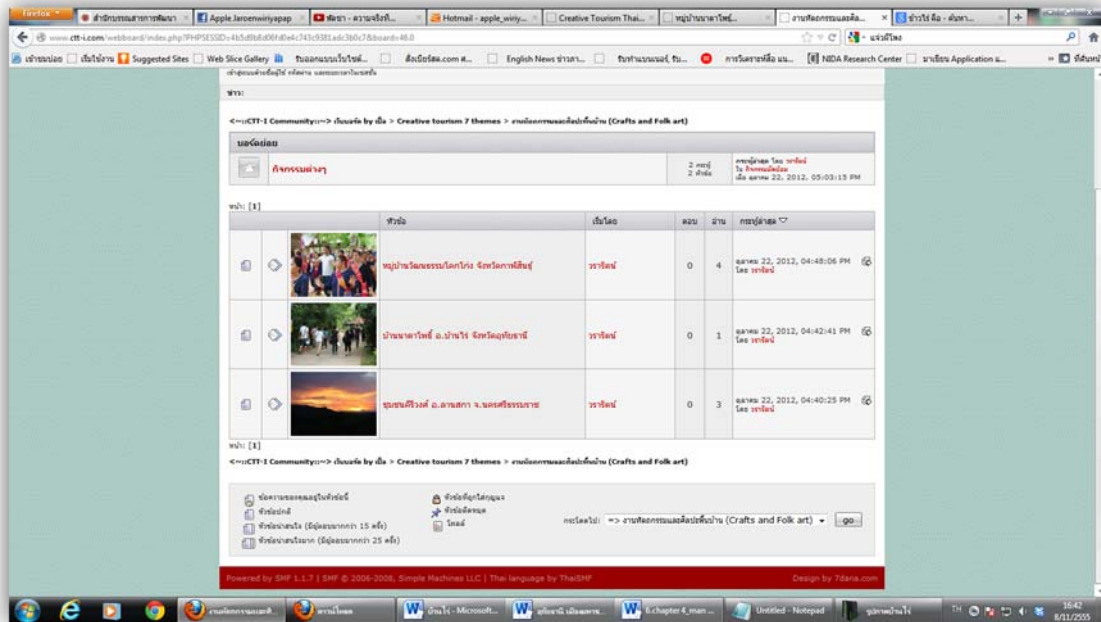
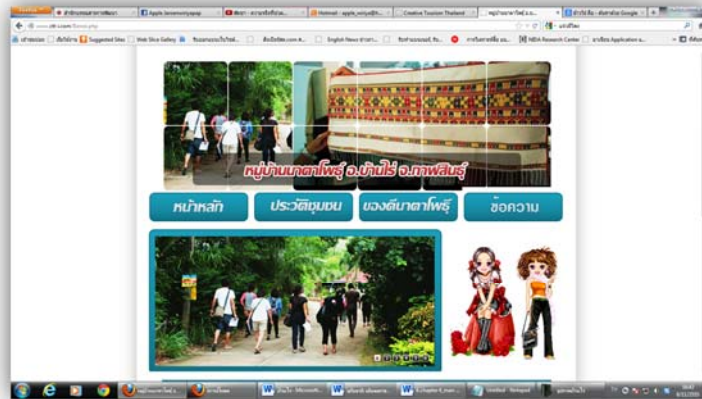
**การอนุรักษ์
ผ้าไหมธรรมชาติ**

1. ควรเลือกใช้ไหม ไหมธรรมชาติ
2. ควรใช้ไหม ไหมธรรมชาติ
3. ควรใช้ไหม ไหมธรรมชาติ

HOW TO CARE

- Wash with cold/cool water
- Avoid direct sunlight
- Iron with medium heat

ชื่อ : _____
บ้านนาตาโผ
จังหวัด _____
ปีที่ผลิต _____



| No. | Satisfaction rate | | Topic | New Designed | | | | |
|-----|--------------------------|-----|---|-------------------|------|---------|------|------|
| | | | | Satisfaction Rate | | | | |
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| | Recommendation | | | | | | | |

Part 6 Please ranking the sequence number of these items: No. 1 is the most important and 3 is the least important.

- Shop Display
- Tag Design
- website

Part 7 Other Recommendations

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