

## ภาคผนวก 4 แบบสอบถาม ภาคเหนือ 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 .....      | ✓ 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)

ICES \_\_\_\_\_

- 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"/>            | <input checked="" type="checkbox"/> Gift | <input type="checkbox"/>            | <input checked="" type="checkbox"/> Souvenir | <input checked="" type="checkbox"/> | For yourself             |                          |                    |                          |             |
| 2  | Period of buying        | <input checked="" type="checkbox"/> | Festival                                 | <input type="checkbox"/>            | Special day of receiver                      |                                     |                          |                          |                    |                          |             |
| 3  | How to buy              | <input type="checkbox"/>            | Ordering                                 | <input checked="" type="checkbox"/> | Ready-made                                   |                                     |                          |                          |                    |                          |             |
| 4  | Design                  | <input checked="" type="checkbox"/> | Classic                                  | <input type="checkbox"/>            | Stylish                                      |                                     |                          |                          |                    |                          |             |
| 5  | Tone                    | <input checked="" type="checkbox"/> | Base                                     | <input type="checkbox"/>            | Colorful                                     | <input type="checkbox"/>            | Soft                     | <input type="checkbox"/> | Dark               |                          |             |
| 6  | Shopping area           | <input checked="" type="checkbox"/> | Mall                                     | <input type="checkbox"/>            | Source of production                         | <input type="checkbox"/>            | Direct sales             |                          |                    |                          |             |
| 7  | How to buy              | <input checked="" type="checkbox"/> | Yourself                                 | <input type="checkbox"/>            | Leave with someone                           | <input type="checkbox"/>            | Website                  | <input type="checkbox"/> | Catalogue          |                          |             |
| 8  | Buy for                 | <input checked="" type="checkbox"/> | Yourself                                 | <input checked="" type="checkbox"/> | Family                                       | <input type="checkbox"/>            | Friend (s)               | <input type="checkbox"/> | Lover              |                          |             |
| 9  | Buying occasion         | <input checked="" type="checkbox"/> | Occasionally                             | <input type="checkbox"/>            | Immediately if like                          | <input type="checkbox"/>            | Discount                 | <input type="checkbox"/> | Social influence   |                          |             |
| 10 | Frequency of buying     | <input checked="" 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 clothes | <input checked="" type="checkbox"/> | Someone give it to you | <input type="checkbox"/> | Like it personally   | <input type="checkbox"/>            | Organization policy |   |
| 12 | If you don't like it, why?             | <input type="checkbox"/>            | Price                  | <input type="checkbox"/> | Hard to take care of | <input checked="" 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                              |                |      |                                     |                                     | <input checked="" type="checkbox"/> |
|     |                                   | 1.2 | Color                                |                |      |                                     | <input checked="" type="checkbox"/> |                                     |
|     |                                   | 1.3 | Design                               |                |      |                                     |                                     | <input checked="" type="checkbox"/> |
|     |                                   | 1.4 | Source of Production                 |                |      | <input checked="" type="checkbox"/> |                                     |                                     |
|     | Recommendation                    |     |                                      |                |      |                                     |                                     |                                     |
| 2   | Needed qualities                  | 2.1 | Durable                              |                |      |                                     |                                     | <input checked="" type="checkbox"/> |
|     |                                   | 2.2 | Unfading                             |                |      |                                     | <input checked="" type="checkbox"/> |                                     |
|     |                                   | 2.3 | Ironing easily                       |                |      |                                     | <input checked="" type="checkbox"/> |                                     |
|     |                                   | 2.4 | Washing easily                       |                |      |                                     |                                     | <input checked="" type="checkbox"/> |
|     | Recommendation                    |     |                                      |                |      |                                     |                                     |                                     |
| 3   | Threads' mixtures (interesting?)  | 3.1 | Local textile                        |                |      |                                     | <input checked="" type="checkbox"/> |                                     |
|     |                                   | 3.2 | Local textile with synthetic fabrics |                |      |                                     | <input checked="" type="checkbox"/> |                                     |













|   |                                 |     |   |  |  |   |   |   |
|---|---------------------------------|-----|---|--|--|---|---|---|
|   | 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

Nan Province

| รูปผลิตภัณฑ์  | ชื่อผลิตภัณฑ์  |
|---|--|
| <p>1. </p> | <p> cloth รหัส : 550504-CA001 </p> |

|   |  |
|---|--|
| <p>2.</p>    |  scarf รหัส : 550504-CA002  ★★★★★  |
| <p>3.</p>    |  scarf รหัส : 550504-CA003<br> ★★★★★ |
| <p>4.</p>   |  flag (5stars) รหัส : 550504-CA005  |
| <p>5.</p>  |  scarf รหัส : 550504-CA302  |
| <p>6.</p>  |  cloth Lue Ethnic group รหัส : 550504-CA902   |

|   |   |
|---|---|
| 7.             |  Natural color cloth รหัส : 550504-CA903       |
| 8.  ThaiTambon |  cover <b>breath cloth</b> รหัส : 550504-CA904 |
| 9.            |  woven cloth รหัส : 550504-CA905               |

ที่มา [www.thaitambon.com](http://www.thaitambon.com)

| 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



1. Pencil case (rectangular shape)
2. Pencil case (circle shape)



3. Case Iphone



4. Case Ipad

| No. | Satisfaction rate        |     | Topic                                   | New Designed      |      |         |      |      |
|-----|--------------------------|-----|---|-------------------|------|---------|------|------|
|     |                          |     |   | 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 glamour | 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 6** Please ranking the sequence number of these items: No. 1 is the most important and 4 is the least important.

- Pencil case (rectangular shape)
- Pencil case (circle shape)
- Case Iphone
- Case Iphone

Part 7 Other Recommendations ...Good questionnaire. Good luck .....