

ภาคผนวก 6 แบบสอบถาม ภาคตะวันออกเฉียงเหนือ 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. Marital Status

- Single Married Divorced

4. Educational Background

- Undergraduate Bachelor Master Doctor

5	Tone	<input type="checkbox"/>	Base	<input type="checkbox"/>	Colorful	<input type="checkbox"/>	Soft	<input type="checkbox"/>	Dark		
6	How to buy	<input type="checkbox"/>	Yourself	<input type="checkbox"/>	Leave with someone	<input type="checkbox"/>	Website	<input type="checkbox"/>	Catalogue		
7	Shopping area	<input type="checkbox"/>	Mall	<input type="checkbox"/>	Source of production	<input type="checkbox"/>	Direct sales				
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 clothes	<input 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 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		3.1	Local textile					

	Threads' mixtures (interesting?)	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	Website					
		8.6	Social network					

	Recommendation	
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Part 4 Existing Local Textile Satisfaction

Existing Local Textile Product of Kokkong District, Kalasin Province



Phutai Dress



Cotton Shirt



Phutai Textile Dress



Product in the Window Shelf Shown

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							

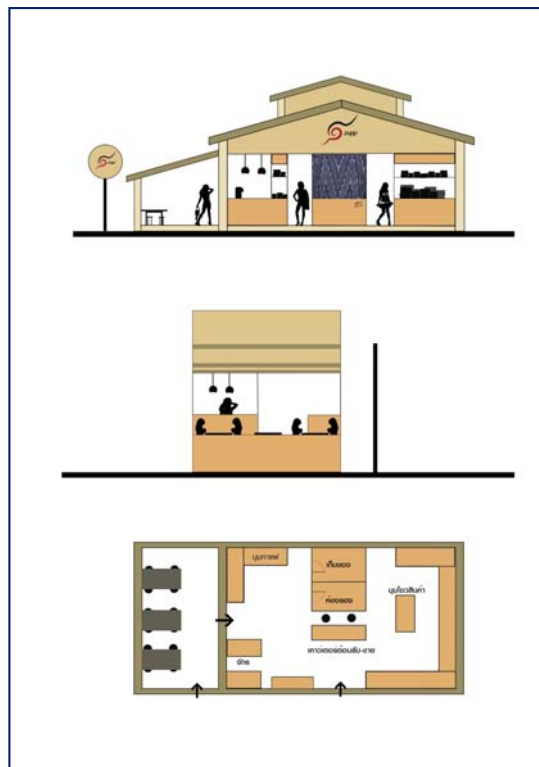
Part 5 New Designed Local Textile Satisfaction



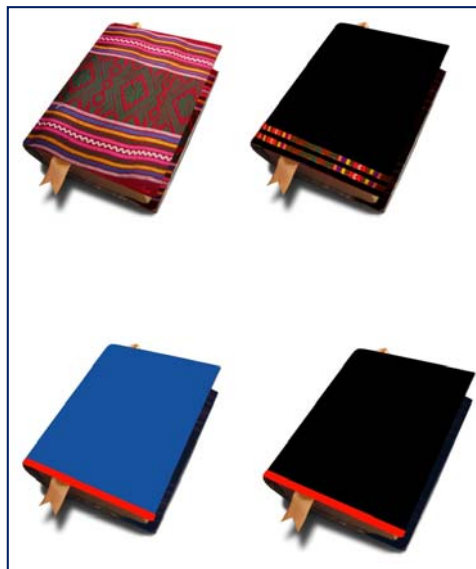
โลโก้



สื่อประชาสัมพันธ์ : ตัวอย่างโฆษณาลงนิตยสาร, หน้าเว็บเพจ



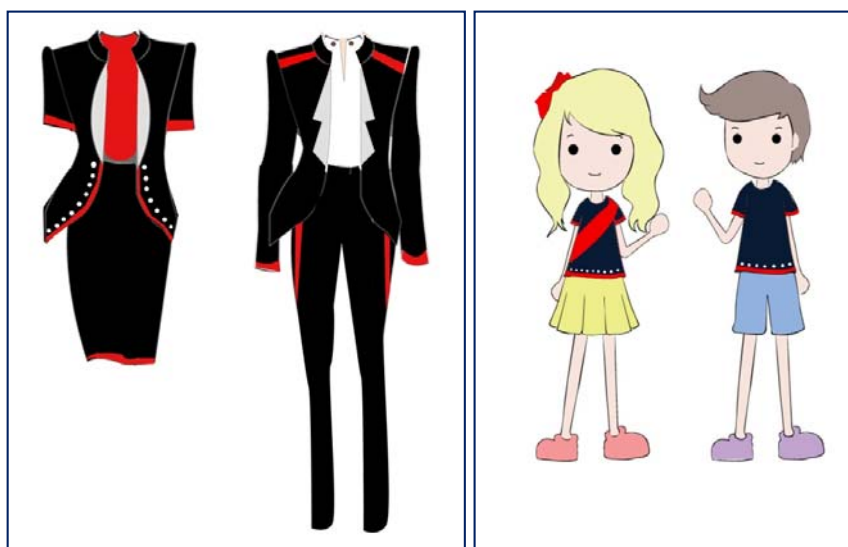
ร้านขายของที่ระลึก



อุปกรณ์สำนักงาน : สมุด, ปฏิทิน



เครื่องประดับตกแต่ง : ถุงผ้า, หมวก, กระเป๋าถือสุภาพสตรี



Dress : White Round Collar T-Shirt, Sport T-Shirt, and Jean decorated with the local textile,
Woman Suit Set, Children Round Collar Cotton Shirt decorated with the local textile



Packaging : Bamboo Weaving Packaging, Logo on Paper Packaging

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 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 6 Please ranking the sequence number of these items: No. 1 is the most important and 7 is the least important.

- Logo
- Advertising media
 - Magazine advertising
 - Web page
- Souvenir shop
- Office tools
 - Books
 - Calendar
- Accessories
 - Fabric bag
 - Hat
 - Lady handbag
- Clothes
 - Local textile white t-shirt
 - Local textile men jersey
 - Men trouser with decorated local textile
 - Woman suit
 - Girl shirt
 - Boy shirt
- Package
 - Bamboo package
 - Carton package with logo

Part 7 Other Recommendations

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