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KEY WORDS : FAKED JEWELRY / LAPIDARY INVESTORS' PREVENTION

PHUTTHIPONG NUJNART : COOPERATION ON PREVENTION OF
FAKED JEWELRY PURCHASE OF THE LAPIDARY INVESTORS IN BANGKOK
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The objectives of the study are to find the level of cooperation of the lapidary investors on prevention of faked jewelry purchase and to find the factors affecting the cooperation. The subjects of the study are 214 lapidary investors in Bangkok Metropolis who are the members of the Thai Gem and Jewelry Trader Association who had never complained of faked lapidary purchase. The data were collected via questionnaires. The results of the study are summarized as follow:

1. The background factors of the subjects: The subjects' ages ranged from 31 - 40 years and the average age is 39 years old, they are managers, educated in bachelor degree. The average duration of work is 13 years. Most of them are not members of any other foundation or association. The registration capital of theirs is between 1,000,001 - 5,000,000 baht. Most of them have profitable operations.
2. The control factors: the opinion on ethics of operation and training experiences is on the moderate degree, the governmental official control is on the moderate degree, and the private sector control is on the moderate degree.
3. The participation of the subjects towards the prevention of the fake jewelry purchase is on the moderate degree.

The author recommends that:

1. The income from tourism is a huge portion of the national income, so the concerned personnel should be aware of this income, and try to keep this income through ensuring fairness to tourists in transactions.
2. There should be strict punishment for people who cheat the tourists because they damage the tourism industry of Thailand. The government should prevent fake goods purchases.