

Nisachon Yuvanatemiya 2012: A Study of Travelling Behaviour and Attitude towards Purchasing Counterfeit Goods when Thai Tourists Travel to Hong Kong. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 131 pages.

The goal of this research is to study the Macro economics and social factors affecting Thai tourists travelling to Hong Kong. The research studied personal travelling and the attitude of Thai tourists towards counterfeit goods buying. The data were collected quarterly during the year 2002–2010 by Multiple Linear Regression. The number of Thai tourists visiting Hong Kong was a dependent variable. While, social and economic factors are independent variables. Primary data was collected through questionnaires from 280 Thai tourists who visiting Hong Kong during August–October 2011 at the departure hall in Suvarnabhumi Airport. This data used Crosstab and Chi-square to describe the relationship.

As the result, the Macro economics factors affecting Thai tourists travelling to Hong Kong is unusual events that occurred in Hong Kong. The relationship was statistically significant at level of 99 percent. Also, the majority of tourists travelled to Hong Kong more than 2 times for which they spent 3–7 days and spent travelling budget between 15,001–30,000 Baht. The popular tourist places where the sampling liked to visit were the shopping center, food center, the well-known places or museum respectively. The main reason for sampling to travel there was that Hong Kong is full of quality goods, not far from Thailand and full of interesting places to visit respectively.

Regarding the attitude towards buying counterfeit goods, the proportion of buying and not buying was slightly different. The majority of samples decided not to buy. Behaviour towards buying does not rely on gender, income and education but relies on personal decision making, attitude and taste. Besides, the samples who decided to buy were aware that behaviour was illegal. It showed that Thai tourists were aware that buying was illegal and against the morality. Therefore, the government should encourage Thai tourists to travel in Thailand and bring awareness to the attitude towards buying copyright product.

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Thesis Advisor's signature