A Study on Factors Affecting Purchasing Decision on Thai Silk Handicraft of International Tourists in Bangkok

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Abstract

This research has studied about consumer behavior of international tourists. It is concerned factors affecting purchasing decision on Thai Silk Handicraft. In the mention factors are Psychological Forces, Marketing, Information, Social and Group Forces, and Situation. And also, they are compared to study in which are the most important for customer.

Keywords: Consumer Behavior, Psychological Forces, Marketing, Information, Social and Group Forces, and Situation
1. Introduction

Thailand is the world’s major tourist destinations. There are many international tourists entry to Thailand. Most of them are interested in variety of products and services which are presented in Thai culture and art.

Thai Silk handicraft is considered and presented for Thai abilities, Thai characteristics, and quality of Thai product as well. The Ministry of industry attempt to improve incomes in each of regions and also to attract international tourism with these. However, in 2004, Thailand Development Research Institute (TDRI,) has researched the most preferred attractions, the results of which are Sea and beaches, mountains and waterfalls, religious and historical places, cultural activities, entertainment, and follow by shopping. According to TDRI records, shopping appears to be the least attraction. However, Tourism Authority of Thailand has also researched that top tourist expenditures are product and souvenirs, entertainment tourism, accommodations, food and beverages and transportations. Tourism Authority of Thailand has researched Thai products and souvenirs can be attractive for international tourist as well. The main products purchased by tourist are local handicrafts, clothing, and books. This is interesting to study the international tourist behavior and to develop and gain efficiency of marketing for shopping goods.

2. Literature Review

Factors affecting purchasing decision

Factors affecting include with five factors. Firstly, social and group forces are combining with culture, subculture, social class (to reflect underlying different in lifestyle, values), reference groups and family and households. Secondly, psychological forces are motivation, perception, learning, personality, and attitude. Thirdly, information can be separated in two items which are commercial sources and social sources. Fourthly, situation factors are when consumer buy, where consumer buys, why consumers buy and conditions under which consumers buy. Finally, marketing factor are products, prices, places, and promotions.

Thai handicraft

Thai handicraft is a product that Ministry of industry is interested to develop and support this market in domestically and internationally. One Tumon One Product is the project to gain revenue and quality of life as well. This project has developed eternally to expand the reputation Thai handicraft within internal and external. And also, Narai
Phad is the biggest Thai handicrafts center in Thailand that is a joint venture between the Ministry of Industry and the private sector.

Thai Silk Handicraft is one type of cotton and Silk products. There are many items which are Thai Silk Handicraft such as napkins, neckties, placemat, notebook cover, scarves, shirt, bags, and other accessories.

**Types of tourist shopper**

1) Serious shoppers

This group both seeks shopping opportunities and participate in shopping activities such as to has participate in the region and high levels of attendance at many of the commercial tourist attractions. When they travel to anywhere, they go in a couple. The highest mean age is 43 years and just over half are female (56%). They are strict the resort-style, the variety of activities, and also fashionable status of the region.

2) Art-and-Craft Tourist Shoppers

Mostly, this group is female and age in 21-30 years old. They were more likely than expected to be traveling in tour groups and less likely in family group with children. This group were the most likely to be from North America or northern Europe and travel into the region by bus. They have shot stays, to use a variety of accommodation types and distinctive in their higher importance ratings for indigenous culture, escape from a busy life and access to wilderness and wildlife.

3) Non-shoppers

They are the contrast serious shoppers. They do not shop at all and not rate opportunities to shop in the important destination choice. They have the lowest participation rates for most activities and attendance at most attractions. This group is most similar to referred tourism industry personnel in the region, independent, long stay, budget travelers. Average age is young.

4) Not-so-serious shoppers

They do not rate shopping opportunities as an important destination choice factor. They spend long in the region and similar to active outdoor, especially, marine destination. They like to travel as a couple in a private vehicle. They has long stay.
3. Methodology

This study focuses on sample size 200 peoples who are international tourists, and both male and female in Bangkok. The questionnaire covers in the mentioned five factors and demographic: gender, age, monthly income, marital status, continent.

4. Results

Psychological Factor

The results indicated that gender, marital status, monthly income, country are significantly different (p<0.05). In this factor is concerned with in internal sample, so it relates with the external accordingly; marketing, information, and situation factor about learning, perception of product. Many sources and methods are applied with instruments to advertise or motive and communicate from marketer to consumer. Also, an internal is important to obtain some information and make them more interested on the product. If we notice, familiarity with Thai Silk Handicraft is the last one and interest is the third one. Communication may be not being good enough to approach the consumer. For personality, frequencies of shopping and concerned over spending are not too different. Although they are interested with a strong determine to buy the product, they are still concerned over spending.

This factor is different in gender, age, marital status, monthly income, education, and continent. Female has an interest and familiar with Thai Silk Handicraft more than male. The result of this research found that mostly female perceive advertisement on Internet so it does not agree with Vincent, Wayne and Gianfranco found (2004) that mostly female perceived advertisement on TV, and Magazine. Shopping frequency, and concerned over spending are more important for female more than male. The result of this research found that female in between 40 and 49 loves to go shopping and they go with family in a couple so it agrees with Gianna (2004) who found that someone is 43 years old and over half are female who loves to go shopping and participate in shopping activities with the high levels of attendance at many of the commercial tourist attractions. When they are traveling, they go in a couple. With aged from 30-39 have most interests in Thai Silk Handicraft. However it is interesting to notice and concentrate on this aged group because of most people think that Thai Silk suits the aged group from 40 and over more than the middle aged group. For the part of monthly income, with under $1000 incomes are most interested in this product. Middle East countries are most interested in this product.
Marketing Factor

The result of research, we found that pricing is the most important for sample to consider in suitable price. The second is product; design that is the most important to affect purchasing decision. Place, the important of many branches and convenience transportation are not too different. They are concerned on time cost of sample to travel. Promotion, discount is the most important for customer. This is famous for marketing because it is a good way to attract their customer as well.

Information Source

In commercial source, internet is the most important for samples because it is network that can communicate to anywhere, and anytime. It is the big source of any kind information. Social source; word of mouth, this instrument is a good way to communicate to them as well because it is efficiency and low cost.

Social Factor

The result found that someone who influenced samples is themselves. When they go shopping, they would go with friend. Main purpose for buying of sample is personal use especially, monthly income between $1000 and $2000. This group concentrates on spending very much so it is in middle class. This agrees with theory of Loudon and Albert J. Della Bitta (1998) who found that middle class focus on product choices which are safe and conservative lines rather than on the basis of original and imaginative thoughts. And also expend in the lower for durables. In each continent is not different culture for purchasing decision too much because design is the most important and the second is quality but Middle East is different to others. Quality is the most important and design is the second. This group is quality conscious purchase decision style so it agrees with theory of Vincent, Wayne, and Gianfranco (2004) found in different culture affect purchasing decision.

Situation Factor

The result of research is personal use that is the main purpose for buying and discount product is special to concentrate for buying. This factor is not difference in marital status because they concentrate on brand identity. Europe is the top expenditure to buy Thai Silk Handicraft. Mostly they would buy this product when they are satisfied with design, quality, or color. If there are several shops which are convenience...
transportation, it is a good choice for them to go shopping there. These are external factors that affect the customer and make them satisfied. This agrees with the theory of Henry (1998) who found that marketing is characteristic of a situation factor so it relates to consumer behavior.

**Table 1** The results of which factors affect purchasing decisions the most

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing and social</td>
<td>3.64</td>
</tr>
<tr>
<td>Psychological</td>
<td>3.36</td>
</tr>
<tr>
<td>Situation</td>
<td>3.23</td>
</tr>
<tr>
<td>Information Source</td>
<td>2.81</td>
</tr>
</tbody>
</table>

This presents marketing and social factors as the most important to measure a factor affecting purchasing decisions. The second is psychological, and the third is Situation. The fourth is Information Source. This agrees with the government's policy to use marketing to develop and support tourism in Thailand, so this is mentioned in the Thailand Development Research Institute.

**5. Conclusion and Recommendation**

The results of this research found the differentiation and relation of each factor in demographic and also, a factor that affects purchasing decisions the most. However, this research has some points to develop and improve continuously as follows:

For the psychological factor, Europe, America, Australia, and New Zealand, and the Middle East, are not familiar with or interested in Thai Silk Handicraft. This is noticeable that public's relations are not good enough so the government should improve this further. The marketing factor reviewed that design of Thai Silk Handicraft is not good enough so it is very important for them. It should be developed and improved in design to respond to international tourists. Additionally, most people's responses show that personal use is the main purpose for buying in the situation factor. Thai Silk Handicraft should be developed in several kinds of products and advantages for customers.

This is the research that studies in general factor affecting purchasing decisions. It is not in depth. The next research should be studied in depth with business owners of
producer or distributor in Thai Handicraft product, and should be conducted and surveyed throughout any locations in Thailand.

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