# KEY FACTORS ENHANCING
# THAI LOCAL FABRIC PRODUCTS

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**KEY FACTORS ENHANCING THAI LOCAL FABRIC PRODUCTS**

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ABSTRACT

The purpose of this research was to identify key factors that able to enhancing Thai local fabric products. By identifying consumer preferences for various features, and correlating buyer characteristics such as age with various preferences, the research was able to identify ways in which these products could be developed and marketed to meet the needs of customers. This research used in-depth interviews, as well as a survey questionnaire of a sample of Bangkok residents who had purchased Thai local fabric products within the 2-year time span of 2017-2018.

Survey results are grouped into four key factors that influence customers, identifying the top variables that consumers prefer in their decisions to buy Thai local fabric products. The conclusion provides recommendations to producers and marketers to improve the sales of locally-made cloth.

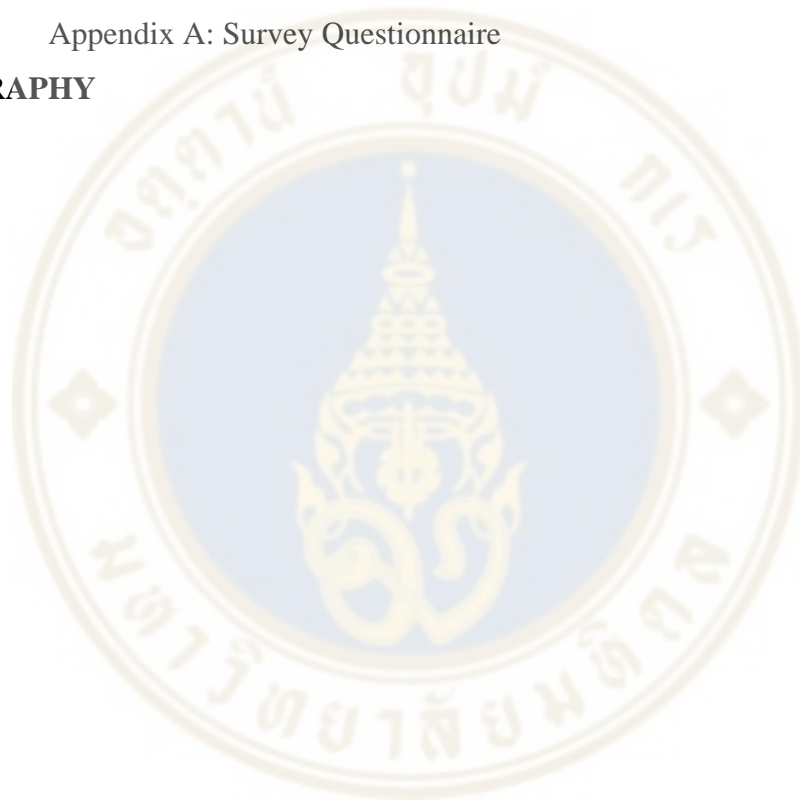KEY WORDS: Thai Local fabric product / Consumer Behavior / Psychological Forces / Marketing mix

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# CHAPTER I
# INTRODUCTION

Thailand is made up of several broad regions, further divided into a wide assortment of provinces, each with their own rich and diverse culture. Traditional products crafted by local people represent the unique characteristics of each area, providing an opportunity to promote local economies (Penthip, 2006). These special products tell a living story of the history and culture of Thailand, expressing the high technical skills of craftsmanship achieved by local people. Local entrepreneurs and the Thai government have recognized the magnetic power of local products to stimulate trade and tourism. The Tourism Authority of Thailand (TAT) has specifically promoted using local products and souvenirs to attract both domestic and international travelers.

However, even though local-made products are popular among foreign tourists, it appears that they are not so popular among Thai people. Many might not see traditional arts and crafts as compatible with a modern lifestyle. Local products might be seen as simple trinkets-souvenirs or gifts one might pick up at a local fair or while traveling to other provinces-but nothing of real interest for household use. Thai local-made products may be viewed as something only for aging, old-fashioned people.

Since approximately 2001, the Thai government has promoted a local entrepreneurship stimulus program known as OTOP (One Tambon One Product). This program was inspired by Japan's "One Village One Product" (OVOP) program launched in Oita Prefecture in 1980. Researchers found the Japanese program to be quite successful in increasing revenues and local pride (Noble, Valentin, 2018). Unfortunately, research on Thailand's OTOP program has found that the program has gained a reputation as being unfashionable since its 2001 launch. (Asaree, 2017).

The OTOP program encourages each of Thailand's 7,255 sub-districts (tambon) to produce and market products representative of their area, organizing events or markets that gather local products to sell in one place. In 2018, the government further encouraged Thai people to use and purchase more local products by providing a tax

break—purchases made in the last two months of 2018 of up to 15,000 baht's worth of OTOP and several other "made in Thailand" products were deductible from taxable income. Additionally, various government agencies have promoted wearing Thai fabrics through recent years. In 2007, the Ministry of Culture asked Thais to wear Thai fabrics at least once a week; in 2015 the Ministry of Sports and Tourism launched a campaign to wear local fashions every Friday, and in 2018 even Thai police nationwide were told to wear traditional Thai dress every Tuesday. Despite these efforts, traditional Thai cloth products remain unpopular among many Thai people. Research has found that demand for Thai silk has been decreasing, due to public perception that the product is unfashionable, is hot and difficult to wear in daily life, and looks too formal. (Varangkana, 2016).

This research closely examines domestic attitudes toward Thai local fabric products, in an effort to determine significant factors affecting purchasing behavior. It considers the marketing mix (product, price, place, promotion) currently being used and potentially usable for Thai local fabric products. It examines consumer characteristics and situational factors in order to determine strengths and weaknesses of marketing the product, with an eye for introducing marketing efficiencies that meet consumer demand. The objective is to improve marketing strategies for local Thai fabric products by adding value to the products and increasing customer interest and purchasing behavior.

The research analyzes and interprets data from various sources with the following objectives:

1. To analyze the key factors to enhance the marketing of Thai local fabric products.

2. To examine customer behavior and motivating factors for purchasing Thai local fabric products.

3. To provide better customer insights and suggest product development opportunities.

# CHAPTER II
# LITERATURE REVIEW

This chapter consists of Thai local fabric product information, relevant academic paper and buyer behavior theory that can be applied to this study which is variable questions and conceptual framework to analyze collected data.

## 2.1 Definition of Thai local fabric product

Thai fabrics are Thai handicraft product that produced by nature fabric. The fabrics has various kind and differ in different regions of Thailand such as handwoven, hand-dyed, cotton and silk. Not only each kind of textile differs, the design and pattern of weaving and dyeing also has difference technique in each local area. (takemetour.com). The process for making Thai local fabric products mostly crafted by local people hand looms, therefore, the products are environmentally friendly, unique fabric and high quality. (Sangkarat,2016)

## 2.2 Thai local fabric market

Local product has been promoted by Thai government as OTOP or One Tambon (meaning sub-district) One Product. (thaiembassy.sg) since 2001. However, researcher found that the demand of Thai silk was decreasing. Perception about product was unfashionable, difficult to wear in daily life, looks hot and formal. (Sangkarat, 2016)

To analyze Thai local-made fabric products, researcher use buyer behavior. The buyer behavior model incorporates both cognitive and emotional aspects of consumer decision making in the purchasing process. Renowned marketing author and professor Philip Kotler, creator of the "marketing mix" concept, describes the model of buyer behavior in his widely-used textbook Marketing Management. As shown in figure 2.1 below, his visualization of the model involves three stages. The first stage accounts for

marketing and other stimuli. The second stage considers buyer characteristics and their decision-making process, while the third stage examines the actual buyer decisions in terms of their choices, timing, and purchase amount. (Kotler, 2003)

| Marketing Stimuli | Other Stimuli | | Buyer's characteristics | Buyer's decision process | | Buyer's decisions |
|---|---|---|---|---|---|---|
| - Product | - Economic | | - Cultural | | | |
| - Price | - Technology | ⇨ | - Social | | ⇨ | |
| - Place | - Political | | - Personal | | | |
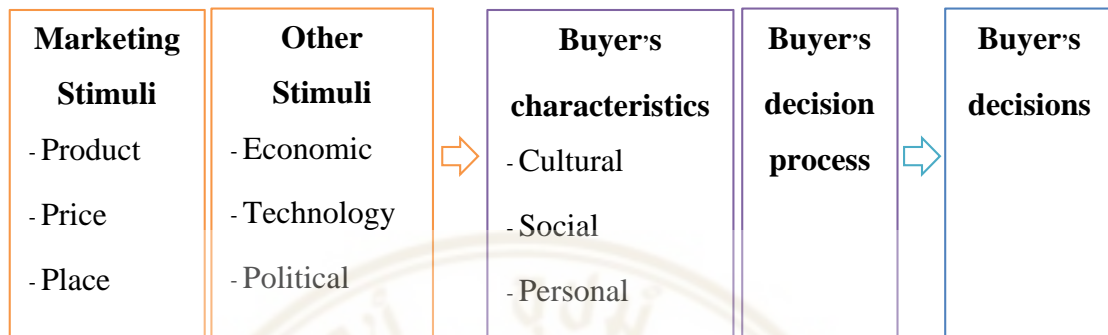
**Figure 2.1  Model of buyer behavior**
Source: Philip Kotler (2003)

External stimuli to a consumer's decision include the marketing efforts of a company and other factors such as the economic, technical, political, and cultural environment. Each buyer has a set of cultural, social, personal, and psychological characteristics that provide context to his or her decision-making process. That process starts with recognition of a problem or need, leading to a search for information to meet the need, followed by evaluation of alternatives. The consumer makes a purchasing decision and then evaluates that decision through experience with the product. Buyers make and evaluate their choices on individual products, an overall brand, and particular dealers, as well as on the timing and price range of their purchases. The marketer can use this model in order to analyze how buyers think and feel about products before they choose to buy.

### 2.2.1  Marketing Stimulus

Kotler (2012) defines marketing mix as "the set of tactical marketing tools that the firm blends to produce the response it wants in the target market." The components of the marketing mix consist of product, price, place, and promotion, as shown in Figure 2.2

**Figure 2.2  The four P components of the marketing mix**

Source: Kotler and Keller (2012)

2.2.1.1  Product: A product can be either a good or a service. The components of a product include variety, quality, design, features, brand name, packaging, and service, all of which factor into differentiating products from competitors and meeting the needs of meeting target customer needs.  Thai local fabric products can differentiate based on form, feature, design, performance, durability, reliability, repair ability, and style.

Form: The form of the product can be the shape, size, color or physical structure of a product.

Feature: Every product has a basic function and can offer various features, such as breathability or stain resistance in the case of cloth. Features should be appropriate to the needs of customers and also include a calculation of the cost and technical capability to include each feature. Companies should consider consumer demand for particular features, how to introduce and explain them, and how to develop features not easily copied by competitors.

Performance quality: Performance quality is the level at which a product performs its intended function or functions in relation to a prescribed standard and customer expectation. Quality is a subjective attribute that various consumers may perceive differently, depending on how a product meets or exceeds specifications, or

compares to a competing product.  Quality can be used to differentiate products, and is generally divided into four levels: low, average, high, or superior.

Design: Design describes a product's appearance, function, and emotional impact on consumers.  Product design includes packaging and labelling.

Warranties: Customers expect products to perform as intended; if a product fails, they expect compensation from a vendor. Warranties guarantee performance, allowing non-performing products to be returned to the manufacturer for a refund or repair. Warranties assure customers that a company stands behind its product, increasing confidence in the purchasing decision.

The Thai government, through the Ministry of Commerce, Department of International Trade Promotion, attempts to assist Thai businesses establish consumer confidence similar to a warranty through a program designated as the "Thailand Trust Mark." Companies selling Thai products or services apply to the program for certification; those that pass receive the right to display the T Mark symbol to demonstrate quality to increase consumer confidence. (thailandtrustmark.com, 2019)

Reliability: Product reliability is a component of its quality, and describes the consistency with which a product performs as intended. Customers are usually willing to pay more for highly reliable products.

Style: Product style is an element of its design, referring to the look and feel of the product. Creating a unique, hard-to-copy style helps differentiate a product.

2.2.1.2 Price: price refers to the amount of money set by a company for customers to acquire the product. Companies set prices as a combination of production cost and desired profit margin, market demand, and consumer perception. Setting low prices may stimulate demand and increase sales volume, but low prices also may negatively affect consumer estimation of quality. Prices of luxury goods, such as high fashion items or fine wines, may be set quite high, for example, to give an impression of high quality.

2.2.1.3  Place: the place in a marketing mix describes how and where items are offered to customers. The how includes the distribution channels that make the product available, and the where refers to the touch points where consumers make the purchase and receive the product.

2.2.1.4 Promotion: the activities that communicate the product to customers and persuade them to buy is promotion. Promotion involves sales activity, advertising, sales force and communication. Advertising, for example, may use various forms of media, such as TV commercials, online ads, print ads or billboards. Trade fairs offer an example of sales force promotion.

### 2.2.2 Buyer's characteristic

While the marketing mix describes external stimuli affecting buying behavior, a buyer's characteristics refers to buyer-specific factors affecting buying decisions. The buyer's characteristics are comprised of cultural, social, personal, and psychological factors.

2.2.2.1 Cultural Factors: culture refers to the beliefs, values, and norms of behavior that individuals acquire from their environment, which includes family, friends, and other social contacts. We can describe culture as it exists in various degrees of proximity to an individual; the closer to an individual, the more influence the culture has. A family has its own sets of beliefs, values, and norms, and usually determines the dominant culture for a person. Beyond family, individuals will be affected by the cultural characteristics of their ethnic group, economic class, religion, nationality, geographic region, or other sources of beliefs, values, and norms.

2.2.2.2 Social: social class refers to the community of contacts in which a person lives and interacts. Individuals tend to associate with others according to educational background, economic class, occupation, special interests, or other shared experiences, and each of these social groups can affect their consumption behavior. Marketers need to understand common behaviors associated with social factors.

Reference groups refer to social circles that influence the behavior or perception of consumers and may be divided into primary and secondary reference groups. The primary group consists of those people with whom one interacts on a regular basis, such as friends, family, or co-workers. Family tends to be the most influential primary group affecting consumer behavior. Secondary groups are more formal and involve less frequent contact, such as religious associations, political parties, and clubs. Every individual plays a role and holds a status in each of the primary and secondary groups. That role and status have significant influence on buyer behavior.

2.2.2.3  Personal: each individual possesses unique characteristics that strongly influence their purchasing behavior. These personal factors include age, occupation, economic circumstances, lifestyle, and personality.

2.2.2.4 Psychological: psychological factors describe the cognitive and emotional characteristics of consumers. Four major factors influence customer buying behavior: motivation, perception, learning, and belief and attitudes.

Motivation: Motivation refers to the level of drive that causes a person to act. Each level of motivation has a different effect on consumer behavior.

Perception: Perception is the way the consumers view a product. Consumer perception toward the product influences their purchasing decision. Perception affects the way consumers select, analyze, and interpret information regarding a product.

Learning: Individual learning refers to the knowledge, skill, and intention of the individual. Most behavior comes from learning acquired through experience.

Beliefs and Attitudes: A person has beliefs and attitudes towards a product that influences buying behavior. Marketers need to understand consumer beliefs and attitudes to inform a marketing campaign.

## 2.3  Key factors enhancing Thai local fabric product

Finding research from Sangkarat (2016) shows the result of research that the teenager's perception about Thai silk was unfashionable, difficult to wear in daily life, it looks hot to wear and it looks formal but they have positive feedback after introducing a contemporary design. The research shows important factors consists of design, quality of dress, ease to wash, varieties of design, price and availability of the product.

To identify the key factors that can enhancing Thai local fabric product and to recommend the development for product. We have to understand customer needs, behavior and factors affecting on purchasing Thai local fabric product as we will discover in next chapter.

# CHAPTER III
# RESEARCH METHODOLOGY

This chapter describes the methodology used in this research. Research was conducted in Bangkok and applied both a qualitative and quantitative approach.

Qualitative data was gathered through in-depth interviews with customers who had purchased local fabric products in a 2-year period of 2017 through 2018. The data was used to reveal motivation factors for purchasing the product, the reasons for purchasing, and the experience with the local fabric product. Information from the in-depth interviews was then used to develop a survey questionnaire conducted via an online survey website.

**In-depth interview**
Find the motivating factors, reasons for purchase, and customer experience with product

Apply the factors and create survey questions.

**Survey**
Find common factors in buyer behavior

**Figure 3.1** Research Methodology

## 3.1 In-depth interview

Researcher conducted individual in-depth interviews with customers who purchased local fabric products from 2017 through 2018. In-depth interviews were conducted with open-ended questions to explore subjects' perspectives on their purchasing motivation, their perception of the product, and satisfaction of their customer needs. Interview with open-ended questions, the respondents were able to answer openly about their thoughts and experiences with no constraints. (Boyce & Neale, 2006).

Researcher used the in-depth-interviews as background to create a survey questionnaire exploring the main aspects of consumer behavior in purchasing Thai local fabric products.

The interviews were comprised of the following four open-ended questions:

1. What local Thai fabric product or products have you purchased?

2. Why did you buy that product?

3. What do you think were the factors that affected your decision to purchase the product?

4. What is your opinion about Thai local fabric products?

## 3.2 Survey Questionnaire

Researcher used a survey approach to collect information from a representative sample of individuals in order to extrapolate purchasing behavior characteristics in a general population. The construct of the survey questionnaire based on the buyer behavior model in order to define Thai consumer behavior and motivation to buy local Thai fabric products.

The questionnaire used closed-ended questions, which allowed direct comparison of answers and standardization of the data collected. (Randall, 2018) The questionnaire explored purchase decision factors that had been identified in the in-depth surveys. The survey consisted of multiple-choice responses and four Likert-type rating scales to measure intensity of opinion, behavior and intention to buy. (Nguyen and Gisaw, 2014)

The questionnaire consisted of 49 Questions. It was divided into 5 main parts as follows (Randall, 2018):

Part 1 Introduction: Introduced and described the purpose of conducting survey.

Part 2 Screening questions: Identified qualified respondents by asking whether they had ever purchased Thai local fabric products.

Part 3 General questions: Non-specific questions leading respondents to think in general terms about fabric products.

Part 4 Specific questions: Focused questions exploring respondents' attitudes, perceptions, satisfaction, and factors influencing their purchasing behavior regarding

the local Thai fabric. This part used a four-point Likert scale of "strongly disagree", "disagree", "agree", "strongly agree."

Part 5 Demographic questions: Questions concerning personal information, such as gender, age, occupation, and income.

## 3.3 Research Sample

For the in-depth interviews, researcher interviewed 4 persons who had purchased Thai local fabric products from 2017 through 2018. The questionnaire surveyed 484 Bangkok residents via an online platform, 415 of whom had purchased local Thai fabric products. The non-random sample used the "snowballing technique" in which participants recruited further participants based on the qualification of having purchased local Thai fabric products. (Gary, 2015)

## 3.4 Secondary research

The secondary research, data are collected from internet searches and research material from books, journals, theses, and dissertations. The secondary data was used in the literature review in Chapter II.

# CHAPTER IV
# DATA ANALYSIS AND FINDING

This chapter analyzes the data collected from the in-depth interviews and survey questionnaires in order to understand buyer behavior in purchasing Thai local fabric products, and to find possible ways to enhance marketing these products.

## 4.1 Interview

The purpose of the interview was to discover factors that respondents used to make decisions to buy Thai local fabric products. The information helped to form the survey questionnaire.

**Respondents' answers**

The interviewer asked respondents their reason for purchasing and contributing factors in their decision to buy Thai local fabric products. The following are selections from the interviews.

1. Preeyarat (29 years old, Public relation officer) said that,

"I bought a Thai silk blanket as a souvenir for my mother when I went to work at Sukhothai. The reason is the product looked beautiful and did not look too old-fashioned."

The factors that she considered before buying were first the design of the product, followed by the color and function. She considered it a good opportunity to buy a souvenir for her mother.

According to her point of view, Thai local fabric products are good quality and represent the uniqueness of each local area. However, she noted that many products shared the same design without much differentiation, while some products were not appropriate as premium gifts.

2.  Sasi-on (27 years old, Sales support) said that,

"For Thai local fabric products, I have mostly bought small bags, cosmetic bags, sarongs and dresses. I bought for myself and as souvenirs for my international friends because I want to show the uniqueness of Thai traditions through the products."

When she bought the products, the factors that she considered were first design and quality, followed by price and function, particularly functions that she could use in her daily life.

From her point of view, the products are unique and represent Thai-ness. She sees them as being a good value for money, and also admires the expensive and premium look.

3.  Bundit (32 years old, Public Sector Employee)

He bought and used the product for himself because his workplace has a campaign to wear Thai fabric on every Thursday. He prefers a product that maintains traditional style but also shows modern design. He also wants a product that is easy to care for, because he doesn't have much knowledge on how to care for Thai fabric. The primary factors that influenced his purchase were design, price, and quality.

4.  Anong (55 years old, Self-employment)

"Love to buy and update fashion of Thai local fabric product to use and make her difference from others when she went to traditional festival

She focuses on design that maintains tradition and is also uniquely fashionable. She is concerned about the quality. She believes price depends on the quality as well as the market.

To summary, the basic affecting of purchasing Thai local fabric products that researcher found from in-depth interview as following;

1.  Motivation to buy: Buy as souvenir, Buy and use in daily life and buy as represent Thai culture

2.  Product attribute: Color, Function and Quality of product

3.  Product design: Unique, Modern and Traditional

4.  Awareness: Price, Make me difference from others

## 4.2 Survey research analysis

To analysis the data collected from the online survey, I used SPSS statistical software to analyze percentages, attribute correlation coefficients, frequencies and to perform cross-tabulations.

### 4.2.1 Respondent profile

There were 484 respondents to the online questionnaire, with 415 (85.7% of the total) who had purchased Thai local fabric products. The following table shows the statistical analysis of demographic information.

**Table 4.1  Respondent profile**

| Statistics | | Frequency (N) | Percentage (%) |
|---|---|---|---|
| **Gender** | Male | 84 | 20.2 |
| | Female | 331 | 79.8 |
| **Age** | 21-30 years old | 139 | 33.5 |
| | 31-40 years old | 62 | 14.9 |
| | 41-50 years old | 56 | 13.5 |
| | 51-60 years old | 99 | 23.9 |
| | 61 years old or over | 59 | 14.2 |
| **Employment status** | Others | 2 | .5 |
| | Student | 11 | 2.7 |
| | Employee of Public Sector | 185 | 44.6 |
| | Employee of Private Sector | 110 | 26.5 |
| | Self-employed | 37 | 8.9 |
| | Unemployed | 8 | 1.9 |
| | Retired | 62 | 14.9 |
| **Income** | Less than 15,000 THB | 24 | 5.8 |
| | 15,000 - 25,000 THB | 120 | 28.9 |
| | 25,001 - 35,000 THB | 88 | 21.2 |
| | 35,001 - 45,000 THB | 47 | 11.3 |
| | 45,001 - 55,000 THB | 34 | 8.2 |
| | More than 55,000 THB | 102 | 24.6 |

Form the table 4.1, purchasers of Thai local fabric products were 79.8% female and 20.2% male. The largest age group was 21- to 30-year-olds, who comprised 33.5% of purchasers. 51- to 60-year-olds formed the next largest age group at 23.9%, followed by 31-40-year-olds at 14.9%, 61 and over at 14.2%, and finally, 41-50-year-olds at 13.50%. As for employment status, most respondents were public sector employees (44.60%), followed by private sector employees (26.50%), self-employed (8.90%), and students (2.70%). The largest income segment of respondents who had purchased Thai local fabric products were those earning between 15,000 and 25,000 THB per month (28.9%). 24.6% of respondents earned more than 55,000 THB monthly, while 21.2% had monthly incomes between 25,001and 35,000 THB.

### 4.2.2 The factors analysis

The following table shows the factor analysis regarding purchasing motivation and preferences. If the factor loading is above 0.5, we can consider the result to be significant and can analyze the information in order to enhance the marketing of local Thai fabric products.

**Table 4.2 Factor analysis**

|  | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| I prefer Thai local fabric products are easy to care | .760 |  |  |  |
| I prefer Thai local fabric products which is eco-friendly | .732 |  |  |  |
| I prefer Thai local fabric products look modern | .712 |  |  |  |
| I prefer Thai local fabric products made from comfortable fabric | .700 |  |  |  |
| I prefer Thai local fabric products look fashionable. | .686 |  |  |  |
| I prefer Thai local fabric products has unique style in each local area | .643 |  |  |  |
| I prefer Thai local fabric products has interesting brand story. | .616 |  |  |  |

**Table 4.2  Factor analysis (cont.)**

| | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| I prefer Thai local fabric products has minimal style. | .516 | | | |
| I prefer Thai local fabric products have a standard like industrial product | .473 | | | |
| I prefer Thai local fabric products focus on functional feature | .468 | | | |
| I prefer to buy Thai local fabric products as souvenirs | | .799 | | |
| I prefer to buy Thai local fabric product as special gift | | .767 | | |
| I prefer to buy Thai local fabric products and use in daily life | | .710 | | |
| I prefer to buy Thai local fabric products to represent Thai culture | | .654 | | |
| I think the local products are value for money | | | .752 | |
| I think the local products is environment caring product | | | .714 | |
| I think the local products has a good image. | | | .708 | |
| I think the local products look conservative | | | .673 | |
| I prefer Thai local fabric products made by well-known crafts-person/artisan from area | | | | .737 |
| I prefer to have a brand logo on product package | | | | .621 |
| I prefer to participate to design my Thai local fabric product | | | | .585 |
| I prefer Thai local fabric products is hand-made product. | | | | .552 |
| Extraction Method: Principal Component Analysis.  Rotation Method: Varimax with Kaiser Normalization. | | | | |
| a. Rotation converged in 6 iterations. | | | | |

From the table 4.2, it can split into four groups: product preference, purchasing motivation, product awareness, and product design.

1. Product preference factors. The first ten factors explored respondents' preferences for features such as easy to care, eco-friendly, appearance, comfort, uniqueness, interesting brand story, style, standardization, and functionality. Responses to these questions had a factor loading from 0.468 - 0.760.

2. Purchasing Motivation factors. The second group of factors questioned respondents on their motivation for buying by asking about the intended use of the product. The questions allowed respondents to indicate whether they bought local Thai fabric products as souvenirs, as special gifts, for use in daily life, or to represent Thai culture. The factors had a loading between 0.654 - 0.799.

3. Product awareness factors. The third group of questions focused on perceptions of local Thai fabric products, including whether respondents saw the products as a good value for cost, as demonstrating care for the environment, as presenting a good image, and as presenting a conservative look. These variables had a high factor loading between 0.673 - 0.752.

4. Product design factors. We take responses to the final four group of questions as indications of design preferences. Respondents indicated their strength of preference for products made by a well-known local artisan, for products with a brand logo on the package, for ability to participate in the design, and for a characteristic of being hand-made. These variables also had a high factor loading between 0.552 and 0.737.

The figure below shows a comparison of mean values in order to identify those factors which showed highest agreement among respondents.
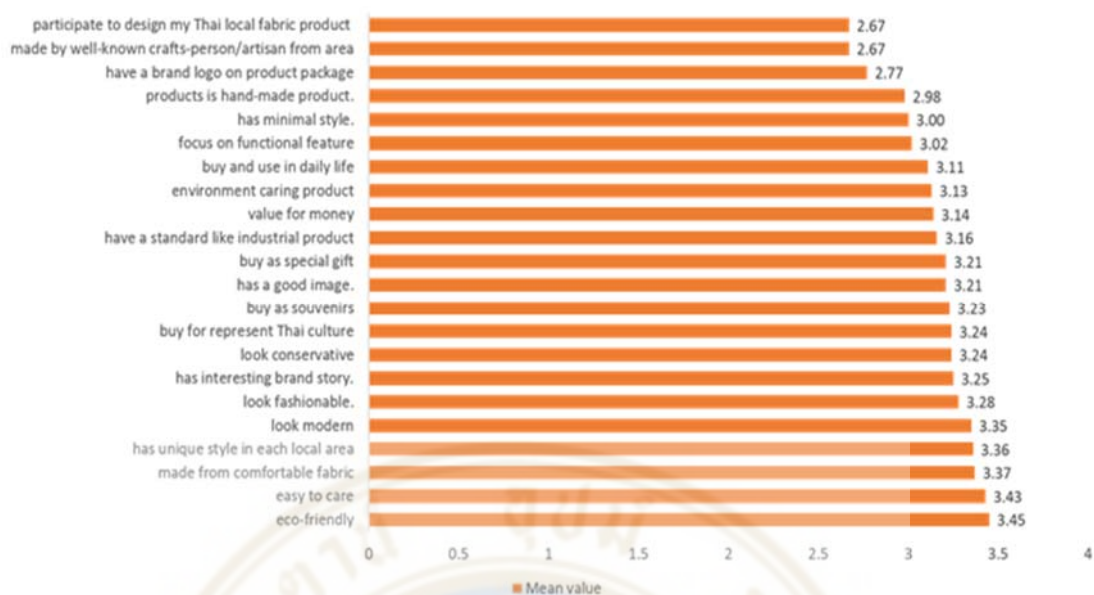
**Figure 4.1   The mean value of variable**

The top variables rated highest in importance by respondents, which we can infer most affect their purchasing behavior of Thai local fabric products, are eco-friendly (3.45), easy to care (3.43), made from comfortable fabric (3.37), has unique style in each local area (3.36), look modern (3.35), look fashionable (3.28), has interesting brand story (3.25), and look conservative (3.24),

### 4.2.3  Group comparison

This part compares age groups with variables such as the frequency of purchasing the product and the price per piece that respondents paid for Thai local fabric products.

The ANOVA test was applied to find out the difference in means between two groups. The p-value from ANOVA of the age group with the factors are both 0.00 which is less than 0.05. It means that there is difference in the age groups to the factors.

**Table 4.3  One-way ANOVA**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| How often do you purchased Thai local fabric products per year? | Between Groups | 23.111 | 4 | 5.778 | 6.317 | .000 |
| | Within Groups | 375.019 | 410 | .915 | | |
| | Total | 398.130 | 414 | | | |
| How much do you usually pay for Thai local fabric products per piece? | Between Groups | 70.526 | 4 | 17.631 | 11.113 | .000 |
| | Within Groups | 650.472 | 410 | 1.587 | | |
| | Total | 720.998 | 414 | | | |

To see the detail of between group comparison that are significant as seen from table 4.3, researcher compare the variable with cross-tabulation. The detail as below:

**Table 4.4  Age and frequency of purchasing**

Which range below includes your age? * How often do you purchased Thai local fabric products per year?  Cross-tabulation

| | | How often do you purchased Thai local fabric products per year? | | | | Total |
|---|---|---|---|---|---|---|
| | | Less than once a year | 1 - 2 times/year | 3 - 4 times/year | 5 - 6 times/year | |
| 21-30 years old | Count | 64 | 47 | 17 | 11 | 139 |
| | % within Which range below includes your age? | 46.0% | 33.8% | 12.2% | 7.9% | 100.0% |
| 31-40 years old | Count | 27 | 26 | 2 | 7 | 62 |
| | % within Which range below includes your age? | 43.5% | 41.9% | 3.2% | 11.3% | 100.0% |
| 41-50 years old | Count | 11 | 23 | 12 | 10 | 56 |
| | % within Which range below includes your age? | 19.6% | 41.1% | 21.4% | 17.9% | 100.0% |
| 51-60 years old | Count | 32 | 37 | 16 | 14 | 99 |
| | % within Which range below includes your age? | 32.3% | 37.4% | 16.2% | 14.1% | 100.0% |
| 61 years old or over | Count | 7 | 30 | 15 | 7 | 59 |
| | % within Which range below includes your age? | 11.9% | 50.8% | 25.4% | 11.9% | 100.0% |
| Total | Count | 141 | 163 | 62 | 49 | 415 |
| | % within Which range below includes your age? | 34.0% | 39.3% | 14.9% | 11.8% | 100.0% |

**Table 4.4  Age and frequency of purchasing (cont.)**

| Chi-Square Tests | | | |
|---|---|---|---|
| | **Value** | **df** | **Asymp. Sig. (2-sided)** |
| Pearson Chi-Square | 39.289[a] | 12 | .000 |
| Likelihood Ratio | 43.676 | 12 | .000 |
| Linear-by-Linear Association | 17.062 | 1 | .000 |
| N of Valid Cases | 415 | | |
| a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.61. | | | |

The table 4.4 indicates with statistical confidence that purchase frequency differs by age group. A P-Value smaller than 0.05 indicates statistical significance. As shown in the results of mean value, most people buy Thai local fabric products either once a year (34.0%) or 1-2 times per year (39.3%). Of those who indicate that they buy the product more than 3-4 times per year, most are over 51 years old.

**Table 4.5  Age and price paid for a Thai local fabric product per piece**

| Which range below includes your age? * How much do you usually pay for Thai local fabric products per piece?  Cross-tabulation | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | How much do you usually pay for Thai local fabric products per piece? | | | | | | **Total** |
| | | **Less than 100 THB** | **100 - 500 THB** | **500 - 1,000 THB** | **1,001 - 1,500 THB** | **1,501 - 2,000 THB** | **More than 2,000 THB** | |
| 21-30 years old | Count | 4 | 73 | 36 | 10 | 10 | 6 | 139 |
| | % within Which range below includes your age? | 2.9% | 52.5% | 25.9% | 7.2% | 7.2% | 4.3% | 100.0% |
| 31-40 years old | Count | 0 | 33 | 14 | 8 | 5 | 2 | 62 |
| | % within Which range below includes your age? | .0% | 53.2% | 22.6% | 12.9% | 8.1% | 3.2% | 100.0% |
| 41-50 years old | Count | 0 | 20 | 12 | 13 | 5 | 6 | 56 |
| | % within Which range below includes your age? | .0% | 35.7% | 21.4% | 23.2% | 8.9% | 10.7% | 100.0% |

**Table 4.5  Age and price paid for a Thai local fabric product per piece (cont.)**

| Which range below includes your age? * How much do you usually pay for Thai local fabric products per piece?  Cross-tabulation | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | How much do you usually pay for Thai local fabric products per piece? | | | | | | Total |
| | | Less than 100 THB | 100 - 500 THB | 500 - 1,000 THB | 1,001 - 1,500 THB | 1,501 - 2,000 THB | More than 2,000 THB | |
| 51-60 years old | Count | 0 | 18 | 33 | 21 | 13 | 14 | 99 |
| | % within Which range below includes your age? | .0% | 18.2% | 33.3% | 21.2% | 13.1% | 14.1% | 100.0% |
| 61 years old or over | Count | 0 | 17 | 18 | 7 | 7 | 10 | 59 |
| | % within Which range below includes your age? | .0% | 28.8% | 30.5% | 11.9% | 11.9% | 16.9% | 100.0% |
| Total | Count | 4 | 161 | 113 | 59 | 40 | 38 | 415 |
| | % within Which range below includes your age? | 1.0% | 38.8% | 27.2% | 14.2% | 9.6% | 9.2% | 100.0% |

| Chi-Square Tests | | | |
|---|---|---|---|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 60.390[a] | 20 | .000 |
| Likelihood Ratio | 63.554 | 20 | .000 |
| Linear-by-Linear Association | 35.755 | 1 | .000 |
| N of Valid Cases | 415 | | |
| a. 5 cells (16.7%) have expected count less than 5. The minimum expected count is .54. | | | |

The per-piece price paid for Thai local fabric products also differs significantly according to age group. The P-Value of 0.00, smaller than 0.05, indicates statistical significance. As it shown in the table 4.5, respondents over 40 years old spent more per piece, as that group had the highest percentage of those paying more than 1,000 baht per piece. Overall, most people pay 100 - 500 THB (38.8%), while a lesser percentage (27.2%) pay 500 - 1,000 THB per piece.

The comparison between age and other variable as easy to care, it shows that age have difference for easy to care variable as P-Value is 0.067.

**Table 4.6  Age and easy to care variable**

| Which range below includes your age? * I prefer Thai local fabric products are easy to care Cross-tabulation | | | | | | |
|---|---|---|---|---|---|---|
| | | I prefer Thai local fabric products are easy to care | | | | Total |
| | | Strongly Disagree | Disagree | Agree | Strongly Agree | |
| 21-30 years old | Count | 0 | 5 | 62 | 72 | 139 |
| | % within I prefer Thai local fabric products are easy to care | .0% | 31.3% | 33.3% | 34.8% | 33.5% |
| 31-40 years old | Count | 0 | 2 | 31 | 29 | 62 |
| | % within I prefer Thai local fabric products are easy to care | .0% | 12.5% | 16.7% | 14.0% | 14.9% |
| 41-50 years old | Count | 2 | 1 | 27 | 26 | 56 |
| | % within I prefer Thai local fabric products are easy to care | 33.3% | 6.3% | 14.5% | 12.6% | 13.5% |
| 51-60 years old | Count | 1 | 6 | 34 | 58 | 99 |
| | % within I prefer Thai local fabric products are easy to care | 16.7% | 37.5% | 18.3% | 28.0% | 23.9% |
| 61 years old or over | Count | 3 | 2 | 32 | 22 | 59 |
| | % within I prefer Thai local fabric products are easy to care | 50.0% | 12.5% | 17.2% | 10.6% | 14.2% |
| Total | Count | 6 | 16 | 186 | 207 | 415 |
| | % within I prefer Thai local fabric products are easy to care | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| Chi-Square Tests | | | |
|---|---|---|---|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 20.026[a] | 12 | .067 |
| Likelihood Ratio | 20.486 | 12 | .058 |
| N of Valid Cases | 415 | | |
| a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .81. | | | |

Table 4.6 shows that the respondents who are aged over 40-years-old did not show a preference for Thai local fabrics because they were easy to care for, while younger respondents in the age groups of 21-30 and 31 - 40 years old showed stronger preference for easy to care for products.

Moreover, researcher applied ANOVA between age and other variables from factor analysis. The test indicates that 'I prefer the product look fashionable' and 'I prefer the Thai local fabric product', as p-values were less than 0.05. There is difference between age group with these variable.

**Table 4.7  Age and preference for Thai local fabric products that look fashionable**

| Which range below includes your age? * I prefer Thai local fabric products look fashionable. Cross-tabulation | | | | | | |
|---|---|---|---|---|---|---|
| | | I prefer Thai local fabric products look fashionable. | | | | Total |
| | | Strongly Disagree | Disagree | Agree | Strongly Agree | |
| 21-30 years old | Count | 0 | 7 | 70 | 62 | 139 |
| | % within Which range below includes your age? | .0% | 5.0% | 50.4% | 44.6% | 100.0% |
| 31-40 years old | Count | 0 | 5 | 29 | 28 | 62 |
| | % within Which range below includes your age? | .0% | 8.1% | 46.8% | 45.2% | 100.0% |
| 41-50 years old | Count | 2 | 4 | 29 | 21 | 56 |
| | % within Which range below includes your age? | 3.6% | 7.1% | 51.8% | 37.5% | 100.0% |
| 51-60 years old | Count | 2 | 14 | 44 | 39 | 99 |
| | % within Which range below includes your age? | 2.0% | 14.1% | 44.4% | 39.4% | 100.0% |
| 61 years old or over | Count | 2 | 6 | 38 | 13 | 59 |
| | % within Which range below includes your age? | 3.4% | 10.2% | 64.4% | 22.0% | 100.0% |
| Total | Count | 6 | 36 | 210 | 163 | 415 |
| | % within Which range below includes your age? | 1.4% | 8.7% | 50.6% | 39.3% | 100.0% |

In table 4.7, the cross-tabulation indicates differences by age group in 'I prefer Thai local fabric products look fashionable'. Most respondents strongly agreed that they prefer the product to look fashionable. However, some respondents over 40-years-old showed disagreement or strong disagreement for preferring fashionable looks in the products.

Furthermore, the difference between age in term of 'I prefer Thai local fabric products has unique style in each local area'. Researcher analyze the difference through Post Hoc Test in ANOVA.

**Table 4.8** **Age and Thai local fabric products has unique style in each local area**

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 5.569 | 4 | 1.392 | 3.167 | .014 |
| Within Groups | 180.214 | 410 | .440 | | |
| Total | 185.783 | 414 | | | |

| Multiple Comparisons | | | | | | |
|---|---|---|---|---|---|---|
| I prefer Thai local fabric products has unique style in each local area | | | | | | |
| LSD | | | | | | |
| (I) Which range below includes your age? | (J) Which range below includes your age? | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| 21-30 years old | 31-40 years old | .048 | .101 | .634 | -.15 | .25 |
| | 41-50 years old | .039 | .105 | .710 | -.17 | .25 |
| | 51-60 years old | .205$^*$ | .087 | .019 | .03 | .38 |
| | 61 years old or over | .315$^*$ | .103 | .002 | .11 | .52 |
| 31-40 years old | 21-30 years old | -.048 | .101 | .634 | -.25 | .15 |
| | 41-50 years old | -.009 | .122 | .940 | -.25 | .23 |
| | 51-60 years old | .157 | .107 | .145 | -.05 | .37 |
| | 61 years old or over | .267$^*$ | .121 | .027 | .03 | .50 |
| 41-50 years old | 21-30 years old | -.039 | .105 | .710 | -.25 | .17 |
| | 31-40 years old | .009 | .122 | .940 | -.23 | .25 |
| | 51-60 years old | .166 | .111 | .135 | -.05 | .38 |
| | 61 years old or over | .276$^*$ | .124 | .026 | .03 | .52 |

**Table 4.8  Age and Thai local fabric products has unique style in each local area (cont.)**

| **Multiple Comparisons** | | | | | | |
|---|---|---|---|---|---|---|
| **I prefer Thai local fabric products has unique style in each local area** LSD | | | | | | |
| **(I) Which range below includes your age?** | **(J) Which range below includes your age?** | **Mean Difference (I-J)** | **Std. Error** | **Sig.** | **95% Confidence Interval** | |
| | | | | | **Lower Bound** | **Upper Bound** |
| 51-60 years old | 21-30 years old | -.205* | .087 | .019 | -.38 | -.03 |
| | 31-40 years old | -.157 | .107 | .145 | -.37 | .05 |
| | 41-50 years old | -.166 | .111 | .135 | -.38 | .05 |
| | 61 years old or over | .110 | .109 | .313 | -.10 | .32 |
| 61 years old or over | 21-30 years old | -.315* | .103 | .002 | -.52 | -.11 |
| | 31-40 years old | -.267* | .121 | .027 | -.50 | -.03 |
| | 41-50 years old | -.276* | .124 | .026 | -.52 | -.03 |
| | 51-60 years old | -.110 | .109 | .313 | -.32 | .10 |
| *. The mean difference is significant at the 0.05 level. | | | | | | |
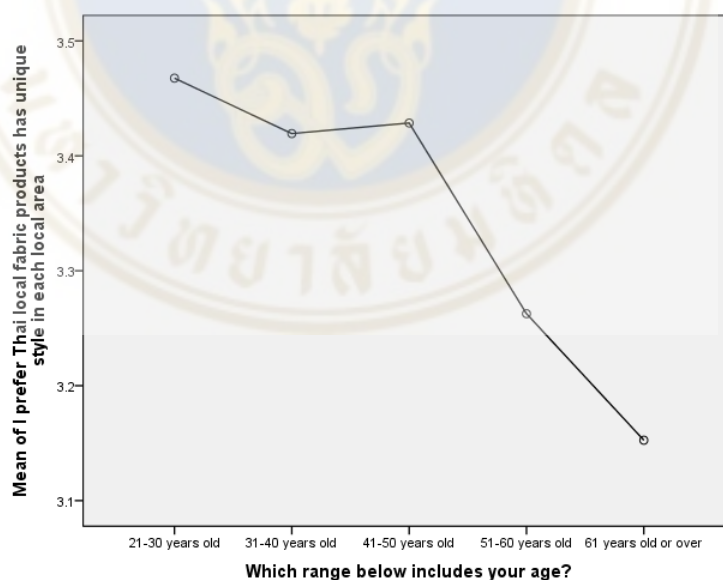


**Figure 4.2  Mean plot**

As it shown in 4.8 table, it can see the difference between age group and products has unique style in each local area. The respondents who are age 21 - 30 years old has significant difference with 51 - 60 years old (0.019) and 61 years old and over (0.002). The respondents who are 31 - 40 years old and 41 - 50 years old also have P-value smaller than 0.05 that indicates statistical significance with the respondents who are 61 years old and over as 0.027 and 0.026 in respectively.

From the information, the younger people have higher mean score than the older people in terms of product have unique style in each area. Moreover, the mean plot graph also shown that the respondents who are age over 50 years old will have lower mean than the younger people and it decline continuously as shown in figure 4.2

### 4.2.4 Channel

Table 4.9   Channel

| Channel | No. respondent | Percentage (%) |
|---|---|---|
| Local retailer | 322 | 77.6 |
| Fair event | 259 | 62.4 |
| Local Market | 225 | 54.2 |
| Souvenir shop | 182 | 43.9 |
| Social media | 175 | 42.2 |
| Department store | 153 | 36.9 |
| Brand website | 136 | 32.8 |
| Online e-commerce website | 119 | 28.7 |

According to the survey, the preferred channels for purchasing Thai local fabric products, in descending order, are local retailer (77.6%), fair event (62.4%), local market (54.2%), souvenir shop (43.9%), social media (42.2%), department store (36.9%), brand website (32.8%) and online e-commerce website (28.7%).

### 4.2.5  The influencers

**Table 4.10   The influencers**

| Influencer | No. respondent | Percentage (%) |
|---|---|---|
| Family | 94 | 23.27 |
| Friends | 103 | 25.50 |
| Celebrities | 54 | 13.37 |
| Third person's review | 21 | 5.20 |
| Online influencer | 31 | 7.67 |
| Salesperson | 79 | 19.55 |
| Self-decision | 20 | 4.95 |
| Other | 2 | 0.50 |
| **Total** | **404** | **100.00** |

Table 4.10 shows the most significant influencers on decisions to buy Thai local fabric products. In descending order, those that most strongly influence the decision are friends (25.50%), family (23.27%), sales people (19.55%) and celebrities (13.37%).

# CHAPTER V
# RECOMMENDATION AND CONCLUSIONS

This chapter presents the major finding along with recommendations, makes suggestions for further study and describing the research limitations. The research objective was to find key factors determining buyer motivations and behaviors in the purchase of Thai local fabric products. With better insight into the customer, we are able to recommend improvements on developing and marketing these products.

## 5.1 Conclusions

Analysis of survey responses reveals age group differences in purchasing frequency and the price-per-piece paid by respondents for Thai local fabric products. A higher percentage of older respondents bought products of over 1,000 THB per piece, and did so more frequently, approximately 3-4 times per year. Younger respondents tended to buy Thai local fabric products between one and two times per year.

The data also suggests that the preferred channel for purchasing, in order from most preferred, is a local retailer, followed by a fair event, the local market, a souvenir shop, and social media. In fact, customers showed willingness to buy Thai local fabric products in any convenient channel, both offline and online.

Respondents indicated that the strongest influencers on their purchasing decision were friends, family, sales persons and celebrities, in order of strength of influence.

Moreover, the result showed significant age group differences in preference for products that are easy to care for, have a fashionable appearance, and have a unique local style. Younger people tend to prefer those three features more than older consumers. More specifically, the two age groups that include 21- to 40-year-olds most strongly agreed with the statement "I prefer Thai local fabric products are easy to care for," while the over 40-years-old groups tended to disagree with the statement.

Furthermore, younger people tended to want local Thai fabrics that look fashionable and that have a unique local style, while those over 40 disagreed that these were important features. We can conclude that younger people are more interested in fashion and products with a unique local style.

The survey grouped buyer motivation and behavior factors into four groups that can inform product development and marketing strategy.

1. Product preference factor

Respondents indicated significant preference for products that (in order from strongest preference) are easy to care for; are eco-friendly; appear modern; are comfortable to wear; appear fashionable; demonstrate a unique local style; have an interesting brand story; have a minimalist style; are standardized like an industrial product; and focus on functional features.

2. Purchasing Motivation factor

The motivations to buy Thai local fabric products, as indicated by intended use, included buying products as souvenirs, as special gifts, as products to use in daily life, and as products to represent Thai culture.

3. Product awareness factor

Respondents preferred buying local Thai fabric products that represented a good value for money, that demonstrated environmental care, that projected a good image, and that looked conservative.

4. Product design factor

Respondents tended to agree that products should made by well-known artisans from the local area, that they should have a brand logo on the product package, that they should be able to participate in designing the product, and that the products should be hand-made.

The data indicates that respondents are most concerned that Thai local fabric products should be eco-friendly, be easy to care for, be made from comfortable fabric, have a unique local style, look modern and fashionable, and have an interesting brand story. Additionally, there are some people who prefer that the Thai local fabric product appear conservative. Vendors should keep these preferences in mind as they develop Thai local fabric products and devise marketing plans.

This research has considered the marketing mix (product, price, place, promotion) and buyer's characteristics (cultural, social, personal, and psychological) in examining buyer motivation and behavior in purchasing local Thai fabric products, finding significant differences among factors according to age group. For Thai local fabric products, respondents are more focused on design, style, and function that fit customer needs. The personal and psychological characteristics revealed in the survey show that consumers perceive that Thai local fabric products are made from high quality material and provide comfort and style. They perceive that these local products enjoy a good image, providing high quality and value for money. Thus, respondents are not as price sensitive, since the products have a higher status. As for social characteristics, the survey found that buyers are heavily influenced by close social groups such as friends and family. Cultural characteristics are revealed in the preference for tradition and representation of unique cultural characteristics in the local fabrics. The personal characteristic of age was important in demonstrating differences in preferences for certain features; younger buyers cared more about ease of care, fashionable appearance, and uniqueness of local products.

## 5.2 Recommendation

In order to enhance the development and marketing of Thai local fabric products to meet customer needs, producers and vendors should focus on product preference and design factors. Specifically, they should develop and market their products as eco-friendly, easy to care for, comfortable to wear, uniquely style according to local areas with fashionable and modern looks, and with an interesting brand story. Producers and vendors should also pay attention to differences according to age groups in the market. The younger market, although it currently spends less per piece and less frequently than the older generation, are more interested in products that are easy to care for, have a unique local style, and are fashionable. Perhaps meeting more of their needs would increase willingness to spend more and to buy more frequently.

Fortunately, Thai local fabric products have a good reputation for quality, value for money, environmental friendliness, and conservative good looks. Marketers should continue to promote and strengthen this image by maintaining quality and

emphasizing the eco-friendliness of local products. Many consumers, particularly foreign tourists, are likely to buy the product as souvenirs and as representations of Thai culture; to attract more domestic customers, producers can make products more fashionable, modern, and functional in everyday Thai life.

Marketers should also pay attention to the power of social influencers to motivate customers to buy the product. Marketers can use a word-of-mouth strategy that encourages friends and family members (the most influential groups on purchasing decisions according to the survey) to review or discuss products via social media or other medias. Finally, marketers should provide and improve all available channels for easy access to potential customers. This study found the top customer-preferred channels to be local retailers, fair events, local markets, souvenir shops, and social media.

## 5.3  Research limitation

There are some limitations such as samples are mostly live in Bangkok and questionnaire were only distributed on Online channel. The research results cannot be represented to all Thai population

## 5.4  Further study suggestion

Future research on this topic can focus on the effect of age on purchasing decisions, particularly as the national demographics change. As this research focused solely on Bangkok, surveys should be conducted throughout other locations in Thailand. Additionally, future research could focus on other variables, such as variations in product design, perhaps creating a number of sample designs and measuring consumer reaction. Researchers could work with producers to develop prototypes according to the recommendations of this study and run market tests.

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**APPENDICES**

## Appendix A: Survey Questionnaire

**Part 1 Introduction part**

      This research is in partial of the degree of master of management (Marketing), College of management, Mahidol university. Researcher aims to study the main factors that affect purchasing behavior on Thai local fabric product that can use the information to develop the product to gain more efficiency.

      The questionnaire will take less than 10 minutes to complete. Please read carefully and fill out the entire questionnaire. Your response will be treated anonymously and used for study only.

Thank you for your participation.

Thai local fabric products:

Focusing on Thai local fabric product such as clothing and handbag

The product must be made from local people and produced with local material.

| No. | Questions |
|---|---|
| **Part 2 Screening question** | |
| 1 | Have you ever purchase traditional local fabric product? |
| **Part 3 General questions** | |
| 2 | How often do you purchased Thai local fabric products per year? |
| 3 | How much do you usually pay for Thai local fabric products per piece |
| 4 | How satisfied are you with Thai local fabric products? |
| **Part 4 Specific questions** | |
| 5 | Attitude toward the product: Please indicate to what extent you agree or disagree with each of the following statement. - I think the local products are value for money - I think the local products look conservative |

| No. | Questions |
|-----|-----------|
|     | - I think the local products is environment caring product |
|     | -I think the local products have better quality than industrial product |
|     | -I think the local products is suitable for me. |
|     | - I think the local products has a good image |
|     | -I think the local products is support local people. |
|     | - I think the local products have unique style in difference area |
|     | -I think the local products can make me different from others |
| 6   | Question about product: |
|     | Please indicate to what extent you agree or disagree with each of the following statement. |
|     | - I prefer Thai local fabric products made from local material |
|     | - I prefer to participate to design my Thai local fabric product |
|     | - I prefer Thai local fabric products has minimal style |
|     | -I prefer Thai local fabric products made by well-known crafts-person/artisan from area |
|     | -I prefer Thai local fabric products made from comfortable fabric. |
|     | -I prefer Thai local fabric products which are made from high quality fabric |
|     | - I prefer Thai local fabric products has been design with traditional style |
|     | -I prefer Thai local fabric products are easy to care |
|     | -I prefer Thai local fabric products which is eco-friendly |
|     | -I prefer Thai local fabric products has interesting brand story |
|     | -I prefer Thai local fabric products look fashionable. |
|     | - I prefer Thai local fabric products look modern |
|     | - I prefer Thai local fabric products has unique style in each local area. |
|     | -I prefer to have traditional art on product such as use Kanok pattern |
|     | -I prefer Thai local fabric products have a variety of colors. |
|     | -I prefer Thai local fabric products have a standard like industrial product. |
|     | -I prefer Thai local fabric products have certified |
|     | - I prefer to have a brand logo on product package |
|     | -I prefer Thai local fabric products focus on functional feature such as bag has a lot of pocket inside |

| No. | Questions |
|---|---|
|  | - I prefer Thai local fabric products have reasonable price |
|  | -I prefer Thai local fabric products have high strength of fabric. |
|  | - I prefer to have a logo tag separate from the product |
|  | -I prefer Thai local fabric products is hand-made product. |
| 7 | Intention to buy: |
|  | Please indicate to what extent you agree or disagree with each of the following statement. |
|  | - I prefer to buy Thai local fabric product as special gift |
|  | -I prefer to buy Thai local fabric products if it is trendy |
|  | - I prefer to buy Thai local fabric products for my collection |
|  | -I prefer to buy Thai local fabric products and use in daily life |
|  | -I prefer to buy Thai local fabric products to represent Thai culture |
|  | -I prefer to buy Thai local fabric products as souvenirs |
|  | - I prefer to buy Thai local fabric products which is supported by the government |
| 8 | Which channel you would like to buy the Thai local fabric product? |
| 9 | Who is the most influenced your purchasing decisions of Thai local fabric product? |
| 10 | Which of the following factors influenced your decision to buy Thai local fabric product? |
| **Part 5 Demographic questions** | |
| 11 | Please indicate your gender |
| 12 | Which range below includes your age? |
| 13 | Which of the following categories best describes your employment status? |
| 14 | What is your approximate average income per month? |