

## ABSTRACT

Title : Factors Influencing Thai Tourists Purchase of Goods at The Thai – Malaysia  
Border At Sadao District, Songkhla Province

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This study aimed to explore factors influencing on goods purchases of Thai tourists at the Thai – Malaysia border in Sadao District, Songkhla Province. The objectives of this study are: 1) to investigate factors that influence on goods purchases of Thai tourists who visited the Thai – Malaysia border in Sadao District, Songkhla Province and 2) to examine the type of goods that is the most popular among Thai tourists.

A questionnaire survey was employed to 400 Thai tourists traveling to Thai – Malaysia border in Sadao District, Songkhla Province. The data analysis was computed by the Social Science: SPSS for Windows Program the statistical means of descriptive distribution used for data analysis were frequency distribution, percentage, arithmetic means, Inferential Statistics and One – Way ANOVA.

The findings showed that 53.7 percent of Thai tourists were female and between 21 to 30 years old. Most of them were Buddhist and were single. A majority of them were students, attained bachelor degree, with average income of 5,000 – 10,000 Baht per month. Their domicile were the Northern region of Thailand and visited Sadao more than 4 times, their average expense was between 500 to 1,500 Baht each time.

The results of this study suggested that most of Thai tourists purchased non food product more than food product. The most favorite products that Thai tourists like to purchase are snacks, clothes, CDs, VCDs, DVDs, bags or handbage and dried food. They mostly purchased goods for their own used. Additionally, the factors that influence on goods purchases of Thai tourists at

Sadao border city are identified from the most to least significant factors as price, psychology, product, place, social and promotion.

Suggestions for operators in cross-border trade in Thailand - Malaysia Sadao Songkhla Entrepreneurs trade area. Border Thailand - Malaysia Sadao, Songkhla. Product factors that influence the selection of most tourists the most is the variety of products /goods. Therefore, entrepreneurs should focus on a variety of products. You have to care about the quality of the product. They should give details of the source of the goods. The price factor Entrepreneurs should focus on the issue of pricing. The pricing for a reasonable price gouging and should be clearly labeled to show product prices. To demonstrate that the price is standard. Not taking advantage of buyers too. Distribution factors Entrepreneurs should focus on the ease of shopping. By the shop tidy. Sort products or goods in the shop as a distinct category. Place not expose too rowdy. Factors influencing the promotion of a greater quantity discounts are part of the problem is that a lot of the problems can not be exchanged or returned product / product. The operator should focus on the service of the seller.