A Perception Study on Buying Decision Factors of Thai Fish-Shaped Wickerwork (Souvenir) Between Thais and Malaysian Consumers

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Abstract:
Culture is indicative of the way of life and the style of society, and the economic fundamentals of different cultures linked to perception. Perception factor is one of the major factors in making a way of life and path of cultural which is a crucial matter. This study investigates the factors before and after giving the information buying decision between Thai and Malays with the following objectives: 1. Study the relevant elements of different cultural groups. 2. To compare and evaluate the interest before and after giving the information product 3. To summarize the results and perceptions that affect decision making.

Keywords:
Perception; Fish shaped; OTOP; Decision

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