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

By: Pasirom, G (Pasirom, Graipop)^[1]; Rugwongwan, Y (Rugwongwan, Yanin)^[2]

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Abstract

Culture can indicate the way of life and the style of society, and the economic fundamentals of different cultures link to perception. Perception factor is one of a people process for making a way of life and path of cultural which is a crucial matter. This study investigates the factors before and after giving information buying decision between Thai and Malaysia with the following objectives: 1. Study the relevant elements of different cultural groups 2. To compare and evaluate the interest to Before and After Giving information product 3. To summaries the results and perceptions that affect decision making

Keywords

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