

Consumers' Behaviour to Purchase Nakhon Si Thammarat Nielloware: A Case Study of Mueang District, Nakhon Si Thammarat Province

Jirawadee Yingkongdee¹

Faculty of Business Administration and Information Technology, Rajamangala University of Technology Suvarnabhumi, 60 Asianhighway Road, Huntra, Pranakhon Si Ayutthaya 13000, Thailand
jirawadee3399@gmail.com

Pradit Songsangyos³

Faculty of Science and Technology, Rajamangala University of Technology Suvarnabhumi, 60 Asianhighway, Huntra, Pranakhon Si Ayutthaya 13000, Thailand
pradit.s@rmutsb.ac.th

Supakorn lamamporn²

Faculty of Business Administration and Information Technology, Rajamangala University of Technology Suvarnabhumi, 60 Asianhighway Road, Huntra, Pranakhon Si Ayutthaya 13000, Thailand
supakorn.a@rmutsb.ac.th

² Corresponding author: Faculty of Business Administration and Information Technology, Rajamangala University of Technology Suvarnabhumi, 60 Asianhighway Road, Huntra, Pranakhon Si Ayutthaya 13000, Thailand Email: supakorn.a@rmutsb.ac.th

Keywords

Consumers' behaviour, Purchasing behaviour, Nakhon Si Thammarat nielloware, Demographic Characteristics

To cite this article: Yingkongdee, J.; lamamporn, S.; and Songsangyos, P. (2021) Consumers' Behaviour to Purchase Nakhon Si Thammarat Nielloware: A Case Study of Mueang District, Nakhon Si Thammarat Province. *Review of International Geographical Education (RIGEO)*, 11(5), 2865-2873. doi: 10.48047/rigeo.11.05.182

Submitted: 12-10-2020 • **Revised:** 14-12-2020 • **Accepted:** 16-02-2021

Abstract

The research aims to study the buying behaviour of Nakhon Si Thammarat nielloware products. To examine the relationship between demographic factors, including gender, age, education, income, occupation, and marital status, influencing the purchasing of nielloware products in Nakhon Si Thammarat province. The study aimed at consumers' behaviour to purchase Nakhon Si Thammarat Nielloware. By type of nielloware, characteristics of purchased items, category of product, the pattern, the number of pieces, susceptibility to economic conditions, purchase frequency, cost of buying a nielloware at a time, the reason for purchase, reasons for choosing a shop, a person who influence purchasing decisions, place of purchase, channels of perception of information, and referrals. A population are a person who knows Nakhon Si Thammarat nielloware or experienced in purchased Nakhon Si Thammarat nielloware products. The samples size are 384 people. The research instrument is a questionnaire. The study found that most respondents were female, aged between 41 to 50 years, with a bachelor's degree, occupation as a private employee, monthly income between 20,001-30,000 THB, marital status is single. Preferably to purchase nielloware as silver, ring, buy one piece at a time, applied pattern. Whereas economic conditions affect their purchasing decisions, purchase frequency is indefinable, the cost to purchase less than 10,000 THB at a time, customers buy for themselves. Besides, the reason for choosing a shop is a special discount. The buyer's decision by themselves, preferred to buy at the shop in Wat Phra Mahathat area, get information about the shop from word-of-mouth, and recommend the Nakhon Si Thammarat nielloware to others.

Introduction

Nakhon Si Thammarat Province is a province in Thailand that has developed its history and culture for thousands of years, has gathered into communities. Then developed into a port city, namely Tampornlink, which creates wisdom and unique identity. That plays a role in everyday life and tradition belief, forming cultural heritage, as shown through archaeological sites, antiques, arts and crafts, especially Nakhon Si Thammarat Nielloware. Which are considered to be beautiful and recognized both domestically and internationally (Pančaphan, 1991). This cause researchers interested in studying the consumers' behaviour to purchase Nakhon Si Thammarat Nielloware. The finding can guide the community and local Nakhon Si Nielloware entrepreneurs to plan and design products and services to be unique and different. Besides, develop marketing strategies to meet customer needs, promote careers and generate income for local artisans and entrepreneurs. Finally, preserve this high-end arts and crafts to booming again. The study purpose to study (1) the purchasing behaviour of Nakhon Si Thammarat Nakhon Si Thammarat Nielloware, and (2) the relationship between demographic factors including gender, age, education level, income, occupation and marital status, influencing the purchasing behaviour of Nakhon Si Thammarat Nakhon Si Thammarat Nielloware. Benefits of the study as follows: (1) to study the purchasing behaviour of Nakhon Si Thammarat Nakhon Si Thammarat Nielloware. Then local artisans and entrepreneurs can apply the study results as the information for planning and design of products and services to differentiate and improve marketing strategies to meet customer needs and build competitiveness, (2) to preserve the high-end arts and crafts of Nakhon Si Thammarat, and (3) To promote careers and generate income for people in the community. The study aimed to study the consumers' behaviour to purchase Nielloware in Nakhon Si Thammarat only. It aimed at the purchasing behaviour of Nakhon Si Thammarat Nielloware. In the issues of characteristics of purchase items, type of products, products' pattern, number of purchased, sensitivity to economic conditions, purchase frequency, cost of purchasing per times, the reason for purchase, the reason for choosing a store, a person who influence purchasing decision, place of purchase, channels of perception of information, and referrals. The population of this research were those who knew about Nakhon Si Thammarat Nielloware or who had experienced in purchased. Data collection from 3 May 2020 to 10 May 2021. Research hypothesis is demographic factors including gender, age, education, income, occupation, and marital status, correlation with the consumers' behaviour to purchase Nakhon Si Thammarat Nielloware.

Literature Reviews

Nakhon Si Thammarat Nielloware has been famous since ancient times as one of the finest arts and crafts since the Ayutthaya period. While one out of three of Thailand's finest arts and crafts,

including goldwork, silverware, and Nielloware. It is a high-class handicraft that is worth conserving. Nakhon Si Thammarat's Nielloware range from royal court artisans to local wisdom artisans. In the past, Nielloware was considered as the king's utility. It was also a tribute to the cities, such as King Narai the Great, who sent tributes to King Louis XIV and the Pope of Rome. In addition, during the Rattanakosin period, Chao Phraya Nakhon Si Thammarat offered sacrifices to Lord Rama IX, such as the Phuttana Throne Hall, which was placed on the belly of the Chakri Maha Prasat Throne Hall (Sasithornwetchakul & Choibamroong, 2019). The Nielloware was also a special gift of His Majesty King Rama IV's tribute to Queen Victoria of England. It is currently on display in the Buckingham Palace Museum (Suknuan & Thaicharoen, 2006). The distinctiveness of the Nielloware is that it is handmade every step. It is enamel in black and shiny without any bubble, requiring refinement and taking a long time to complete. Therefore, the skilled craftsmen are the ones who need to concentrate, have the wisdom and calm to create (Nakorn, 19778). During the seam between Gen. Prem Tinsulanonda and Gen. Chatchai Chunhawan's government in 1988, there were many craftsmen because it was a time to promote and preserve Thai art and culture. According to her royal highness, Princess Maha Chakri Sirindhorn's wishes and a booming economy. So the demand for the Nakhon Si Thammarat Nielloware market was huge. Later on, the economic crisis occurred at the end of Gen. Chatchai Chunhawan's government, causing the Nakhon Si Thammarat Nielloware market to fall sharply. The Nakhon Si Thammarat Nielloware producers gradually turned to other occupations to survive, changing customer taste. As a result, the Nakhon Si Thammarat Nielloware market stagnated over the later period (Suknuan & Thaicharoen, 2006). Susanti, Koswara, and Rachmaniar (2021) found that marketing communications to promote Selaawi bamboo handicrafts require synergy between the artisans and local governments. In comparison, the craftsmen need to develop skills to market products online. The government seeks to provide support in the manufacturing process with production aids. Besides, build marketing by establishing tourist villages. Marketing assistance offers online marketing training and engagement at the local and national levels.

Methodology

The population used in the study were present customers who buy Nielloware, and those who had experienced in purchased Nielloware in Mueang District, Nakhon Si Thammarat Province. The exact population in the study were unknown. So use an unknown population for calculation the sample size (Sincharu, 2014). At a confidence level of 95% and accepted a 5% sampling discrepancy yield 384 sample size. Use of non-probability sampling by accidental sampling due to it requires the volunteer of customers who buy Nielloware.

Research Instrument

The research instrument is a questionnaire divided into three parts: Part 1 is demographic data of those who respond to the questionnaire, as a checklist. Part 2 is a survey on purchasing habits, as a checklist, which is based on analyzing the consumption behaviour of (Kotler & Dubois, 2003). Part 3 is an open-ended question to provide comments on the problems and suggestions on the development of Nielloware following the consumer's needs. The collection of data, researchers were collecting the data in the central area which the souvenirs are sold in Nakhon Si Thammarat province, namely Tha Chang road area, the souvenir shop area in front of Wat Phra Mahathat Woramahawihan, and the Giant Pagoda area in Mueang District, Nakhon Si Thammarat Province. The data collector initially asks the buyer to filter the data, are they know the Nielloware or not. If yes, bring a questionnaire to fill in—the questionnaire then verification for completeness. Lastly, analyze the statistical data with the package software. The collected data then turn into a code and input into a package software to analyze statistical data. Including the demographic data of respondents in part 1, using frequency and percentage, analyzing the relationship between consumer behaviour and personal status in Part 2, using Pearson's Chi-Square, and in Part 3, which is open-ended data, using content analysis and then summarize it as a frequency by sorting from highest to lowest.

Results and Discussions

Analyse of Demographic Data

Data analysis results from 384 respondents, as shown in Table 1.

Table 1

The demographic characteristics of respondents

Characteristics	Frequency	Percentage
Gender		
Male	67	17.4
Female	317	82.6
Total	384	100.0
Age		
Below 31 years	101	26.3
31 – 40 years	109	28.4
41 – 50 years	117	30.5
51 – 60 years	44	11.5
Over 60 years	13	3.4
Total	384	100.0
Education level		
High school	46	12.0
Undergraduate	283	73.7
Graduated	55	14.3
Total	384	100.0
Occupation		
Government / State enterprise officers	103	26.8
Private employees	108	28.1
Housewife	14	3.6
Own business	95	24.7
Students	64	16.7
Total	384	100.0
Salary per month (Thai Baht: THB)		
Below 10,000 THB	56	14.6
10,000-20,000 THB	135	35.2
20,001-30,000 THB	144	37.5
Over 30,000 THB	49	12.8
Total	384	100.0
Marital status		
Single	223	58.1
Married	136	35.4
Divorced	25	6.5
Total	384	100.0

The majority gender of the respondents was female. The majority age range between 41 to 50, followed by 31- to 40 years. The majority of education level was undergraduate, followed by the undergraduate. The majority of the occupation was private employees, followed by government officers. The majority income range between 20,001 - 30,000 THB per month, followed by 10,000-20,000 THB per month. The majority marital status was single, followed by married.

Results of the study of consumers' behaviour to purchase Nielloware in Nakhon Si Thammarat Province, as shown in Table 2.

The majority of respondents purchased the golden nielloware, follow by silver nielloware. The majority of respondents purchased ready-made nielloware, follow by custom-made nielloware. Most respondents purchased rings, followed by bangle, bracelets, necklaces, earrings, pendants, necklaces, brooches, and pens, respectively. The majority of respondents purchased one piece at a time, followed by two pieces or more. Most respondents purchased nielloware with applied patterns, followed by modern patterns and traditional patterns, respectively.

Table 2

Consumers' behaviour to purchase Nielloware in Nakhon Si Thammarat Province

Consumers' behavior to purchase	Frequency	Percentage
By type of Nielloware		
Silver Nielloware	301	17.4
Gold Nielloware	78	82.6
gold painted nielloware	5	1.3
<i>Total</i>	384	100
By characteristic of Nielloware		
Ready-made	324	84.4
Custom-made	60	15.6
<i>Total</i>	384	100.0
By category of Nielloware		
Ring	228	59.4
Necklace	35	9.1
Bracelet	36	9.4
Bangle	68	17.7
Earrings	9	2.3
Alms bowl	5	1.3
Pendant necklace	1	.03
Brooch	1	.03
Pen	1	.03
<i>Total</i>	384	100.0
Amount of purchase in a time		
1 piece	281	73.2
2pieces or more	103	26.8
<i>Total</i>	384	100.0
Pattern		
Traditional	75	19.5
Applied	188	49.0
Modern	121	31.5
<i>Total</i>	384	100.0
Consumers' decision to purchase by sensitivy to economic		
Affected	364	94.8
Non-affected	20	5.2
<i>Total</i>	384	100.0
Frequency of purchases		
Once in 1-3 months	10	2.6
Once in 4-6 months	8	2.1
Once in more than 6 months	16	4.2
Once in 1 year	36	9.4
Not exactly	314	81.8
<i>Total</i>	384	100.0
Cost of each transaction		
Less than 10,001 THB	345	89.8
10,001-20,000 THB	32	8.3
20,001-30,000 THB	7	1.9

Consumers' behavior to purchase	Frequency	Percentage
<i>Total</i>	384	100.0
Reason to buy		
A gift for himself or herself	319	83.1
A gift for others	30	7.8
To present social status	2	0.6
As a collection	23	6.0
To promote a local goods	10	2.6
<i>Total</i>	384	100.0
Reason for choosing a Nielloware shop		
Offer a special discount	93	24.2
Bargaining offer	66	17.2
Variety of goods	77	20.1
The owner is friendly and helpful	44	11.5
Good location	34	8.9
Good services	26	6.8
Good quality	35	9.1
Decoration	1	.3
Recommendation	3	.8
After sale services	3	.8
Reviews from the Internet	2	.5
<i>Total</i>	384	100.0
An influencer to buying-decision to purchase		
Parents	44	11.5
Friends	37	9.6
Spouse	34	8.9
Relatives	17	4.4
Sale staff	26	6.8
Himself or herself	226	58.9
<i>Total</i>	384	100.0
Place of purchase the Nielloware		
Wat Phra Mahathat area	139	36.2
Tha Chang street area	103	26.8
Order directly from local artisans	24	6.3
Giant pagoda shop area	118	30.7
<i>Total</i>	384	100.0
Channel of information about the Nielloware shop		
Word-of-mouth (WOM)	283	73.7
Books/brochures/flyers	22	5.7
The Internet	70	18.2
Television	3	.08
Banners	6	1.6
<i>Total</i>	384	100.0
Recommend to others		
Recommend	375	97.7
Not recommend	9	2.3
<i>Total</i>	384	100.0

The purchasing decisions of the majority of respondents are affected by economic conditions. The majority of respondents had a frequency to purchase with uncertainty, followed by purchase once a year, once in 6 months, once in 1-3 months, and once in 4-6 months, respectively. The majority of respondents cost of purchased not exceeding 10,000 THB, followed by 10,001-20,000 THB, and 20,001-30,000 THB, respectively. The majority of respondents purchased nielloware as a gift for themselves, followed by a gift for someone else, as a collectable, as promoting local products, and to show social status, respectively. The majority of their reason to purchase at nielloware shops including the store offers special discounts, followed by a variety of products, negotiable, the owner is friendly and helpful, good quality, services, recommendations, post-sales services, read reviews from the Internet, and shops' decorations, respectively. The majority of respondents

decided by themselves, followed by their parents, friends, spouse, and sales representative, respectively. Most respondents prefer to purchase nielloware at Wat Phra Mahathat area, followed by the Giant pagoda shop area, Tha Chang street area, and order directly from local artisans, respectively. Most respondents received information about the Nakhon Si Thammarat Nielloware shop majority from the word-of-mouth (WOM) channel, followed by the Internet, books/brochures/flyers, banners, and television. The majority of respondents would recommend the Nakhon Si Thammarat Nielloware to others.

The results of the hypothesis, it was found that following. The consumers' behaviour of their decision to purchase by the type of nielloware related to gender, occupation and income significantly at .05. The consumers' behaviour of their decision to purchase by characteristics of nielloware pertaining to gender, occupation, income and marital status significantly at .05. The consumers' behaviour of their decision to purchase by the category of Nielloware products related to gender, age, occupation, income, and marital status significantly at .05. The consumers' decision to purchase by the pattern of nielloware pertaining to gender, occupation and income significantly at .05. The consumers' decision to purchase by sensitivity to economic-related to gender, and income significantly at .05. Frequency of purchases the nielloware related to gender, age, occupation, income, and marital status significantly at .05. Period of purchase the nielloware related to age, and income significantly at .05. Cost of purchase the nielloware per times associated to education level, and income significantly at .05. Reason to purchase the nielloware related to gender, age, and marital status significantly at .05. Reason for choosing a Nielloware shop pertaining to age, occupation, and income significantly at .05. An influencer to buying-decision to purchase the nielloware related to gender, age, occupation, income, and marital status significantly at .05. Place of purchase the Nielloware related to age, education level, occupation, and income significantly at .05. Channel of information about the nielloware related to gender significantly at .05. Lastly, the recommendation of the nielloware to other people related to age, occupation, income, and marital status significantly at .05. Results of the content analysis obtained from open-ended questionnaires, comments and suggestions on the problems, and guidelines for developing the nielloware in accordance with the consumers' needs. It can be divided into 4 factors: product, price, place, and promotion.

Product

The majority of respondents wanted producers to develop more modern patterns. Followed by variety of options, variety of designs, available of conventional nielloware at low prices should have a unique local pattern. In addition, it should pack with a beautiful package, and maintain good quality.

Price

Most respondents commented that the product should be designed in small pieces so that customers with little purchasing power could own it, such as rings, earrings, bracelets. Besides, label the price on every product.

Place

Most respondents commented that there are a small number of products display in the shops. Followed by, the demonstration of the production processes in the shops, and available of seats in a shop.

Promotion

Most respondents commented that employees rarely educate their customers, including guiding of care methods, explain the production processes and the percentage of silver. Followed by, increase the channel of sales through online media.

Discussions

According to the results of the study, it is consistent with [Pimphatarayos \(2003\)](#) study "Consumers' behaviour of jewellery products. In Muang District, Chiang Mai province". It found that the majority of respondents were female, undergraduate, private company employees, and single. Besides, buy jewelry on average once a year, interested in buying necklace, jewelry products below 10,000 THB at a time. Whereas the factors that influence the purchase include quality of the products at the highest appropriate. At the same time, the ease of access to the shop's products, the price is reasonable to the quality, security, offer special discounts or free gift during the festival at highly appropriate. The finding from the purchasing process, most of them have reason to buy for themselves, get information about the shops from word-of-mouth. It is also in line with [Maneewan \(2008\)](#) conducted the study of "Consumers' behaviour toward decision to buy jewellery in Mae Sai district, Chiang rai". It found that, most consumers decided to buy ring, the cost of each transaction is less than 10,000 THB at a time, mostly of them purchased for themselves, decision to purchase according to the quality of products, get information about the shops from relatives/known persons. In addition, based on results of the content analysis obtained from the open-ended questionnaire, which provided their opinion and feedback on the problems and suggestions for developing nielloware in accordance with the consumers' needs. Besides, the problems toward purchasing were counterfeit products, poor quality products, and has a non-modern style. According to the majority channel of information about the Nakhon Si Thammarat Nielloware shop from word-of-mouth, followed by the Internet, development of the channel of sales through online media should be concerned.

It is consistent with [Susanti et al. \(2021\)](#) who study "Marketing Communication of Bamboo Crafts in Garut Regency". It found that the craftsmen need to develop skills to market products online. The government seeks to provide support in the manufacturing process with production aids. Besides, build marketing by establishing tourist villages. Marketing assistance offers online marketing training and engagement at the local and national levels. Then lead to motivate residents in Selaawi proud to be of bamboo craftsmen and increase their income due to tourist visits to the village.

Conclusion

The study of the consumers' behaviour to purchase Nakhon Si Thammarat Nielloware aimed to study the purchasing behaviour of Nakhon Si Thammarat Nakhon Si Thammarat Nielloware, and the relationship between demographic factors influencing the purchasing behaviour of Nakhon Si Thammarat Nakhon Si Thammarat Nielloware. The sample groups were 384 customers who had experienced in purchased Nielloware in Mueang District, Nakhon Si Thammarat Province. Sampling method using accidental sampling. The research instrument is a questionnaire. Data collection from 3 May 2020 to 10 May 2021.

Recommendations for the Study

In the issue of product, modern patterns should develop as an option for consumers. Particularly, to meet the needs of new consumers. In contrast, maintaining its uniqueness. Whereas develop nielloware into variety products to increase customer choices such as designing the patterns, ring, bracelet, necklace to be variety, valuable and different from ordinary silver jewelry. The nielloware shops should buy nielloware products from local artisans to assist spread income and build careers for local people. It is essentially designing the nielloware to the appropriate size and weight. Besides, wisdom should be promoted and passed on to youth and next generations in order to preserve their uniqueness and maintain good quality of the nielloware to create recognition and a positive image.

In the issue of price, should designed as a small product so that customers with little purchasing power buy for themselves or as a gift for others people, such as rings, earrings, small bracelets, etc. Besides, the nielloware shop should label the price for every product. In the issue of place, should displayed variety of products in the shop, to give customers more selection, and maintain the atmosphere in the shop. At the same time, allow customers to see some production processes, to create value of the product. Besides, design the interior to have a seat for relaxation.

In the issue of promotion, training and educating employees in the shop about the production processes, advice on how to care the nielloware, to convey accurate information to customers, and to create value for the product as well. Besides, increase sales channels through online media and public relations through various media, such as Facebook, Line, and Youtube, because it is the media and channel that present customers can easily access at anywhere, anytime.

Recommendations for Further Study

According to the study, the recommendations for further study should be conducted as follows. (1) Study of the marketing mix that affects the purchasing decision of consumers. (2) Study of the development of nielloware products that combine with other products such as the combination of nielloware with basketry work in Lipao grass, auspicious stone ornaments. (3) Study of the interpretation of the Nakhon Si Thammarat nielloware to create value for products and tourism in the local.

References

- Kotler, P., & Dubois, B. (2003). *Marketing Management*. (11 ed.). Upper Sanddler River, New Jersey: Prentice Hall.
- Maneewan, P. (2008). *The behavior of purchasing jewelry products of consumers in Mae Sai District, Chiang Rai Province*. (Master thesis), Chiang Rai Rajabhat University.
- Nakorn, W. N. (19778). *Nakhon Si Thammarat Teachers College*. Bangkok: Nakhon Si Thammarat Provincial Administrative Organization.
- Pančhaphan, N. i. (1991). *Silverware in Thailand*: Rerngrom Publishing Company.
- Pimphatarayos, P. (2003). *Consumers' behaviour of jewellery products in Muang District, Chiang Mai province*. (Master thesis), Chiang Mai University, Chiang Mai.
- Sasithornwetchakul, A., & Choibamroong, T. (2019). Evaluation of tourism management in Nakhon Si Thammarat province, Thailand as a secondary tourism city. *Asian Administration & Management Review*, 2(2), 23-36. doi: <https://ssrn.com/abstract=3654557>
- Sincharu, T. (2014). Research and analysis of statistical data with SPSS and AMOS. *Bangkok: Business R&D*.
- Suknuan, T., & Thaicharoen, W. (2006). The identity of a nielloware in Nakhon Si Thammarat. *Journal of Nakhon Si Thammarat Province*, 36(11), 37-47.
- Susanti, S., Koswara, I., & Rachmaniar. (2021). Marketing Communication of Bamboo Crafts in Garut Regency. *Review of International Geographical Education Online*, 11(4), 1154-1161. doi: [10.33403/rigeo.8006831](https://doi.org/10.33403/rigeo.8006831)

Biographical Statements

Yingkongdee Jirawadee works at Rajamangala University of Technology Suvarnabhumi, Faculty of Business Administration and Information Technology, Department of Marketing. Her research interest is Marketing, Distribution Channel, and Supply Chain Management.

lamamporn Supakorn works at Rajamangala University of Technology Suvarnabhumi, Faculty of Business Administration and Information Technology, Department of Marketing. Her research interest is Marketing, and Consumers' Behaviour.

Songsangyos Pradit works at Rajamangala University of Technology Suvarnabhumi, Faculty of Science and Technology, Computer Science Department. His research interests are information and communication technology for education, and knowledge management.