

APPENDIX A



DHURAKIJ PUNDIT UNIVERSITY

Research Title **“Purchasing Behavior and Attitudes of Gemstone Buyers toward Thai Gemstones”**

I am a lecturer of the Dhurakij Pundit University International College (DPUIC), Bangkok. I am conducting the research to identify the purchasing behavior and attitudes of organizational buyers toward gemstones bought in Thailand. Results obtained from this study are expected to provide new knowledge to the literature; provide sellers with alternative strategies to satisfy customers; and provide the gemstone industry with alternatives ways to increase the market size of gemstones trading.

Should you have any queries or concerns, please feel free to contact me directly. Thank you very much in advance for your time.

Best regards,

Leela

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Questionnaire

Purchasing Behavior and Attitudes of Buyers toward Thai Gemstones

Section I: Company Data

Please tell us general information about your company and yourself for classification purposes.

1. Which of the following best describe your company type?

Gemstone Dealers <input type="checkbox"/>	Jewelry Retailers <input type="checkbox"/>
Gemstone and Jewelry Dealers <input type="checkbox"/>	Other, please specify..... <input type="checkbox"/>

2. Which categories describe locations of your company? (select as many as apply)

Thailand <input type="checkbox"/>	Asia <input type="checkbox"/>	North-America <input type="checkbox"/>	Middle-East <input type="checkbox"/>	Europe <input type="checkbox"/>	Other, please specify <input type="checkbox"/>
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Please specify cities

3. How many employees are there in your company? employees

4. Which categories describe your methods of buying (select as many as apply)?

Visit gemstone exhibition <input type="checkbox"/>	Buy from Seller's Web sites <input type="checkbox"/>
Visit to seller organization <input type="checkbox"/>	Buy from e-marketplaces e.g., eBay <input type="checkbox"/>
Call salesperson <input type="checkbox"/>	Buy from gems & jewelry e-marketplaces e.g., Thaigem.com, Polygon.net <input type="checkbox"/>
Buy from travelling salesperson <input type="checkbox"/>	Other, please specify..... <input type="checkbox"/>

5. Which categories represent the types of gemstones you buy (select as many as apply)?

Ruby <input type="checkbox"/>	Sapphire <input type="checkbox"/>	Emerald <input type="checkbox"/>	Amethyst <input type="checkbox"/>	Topaz <input type="checkbox"/>	Padparacha <input type="checkbox"/>
Zongia <input type="checkbox"/>	Quartz <input type="checkbox"/>	Moonstone <input type="checkbox"/>	Others, please specify..... <input type="checkbox"/>		

6. Which category represents the gemstone lot-types you buy?

Loose stones <input type="checkbox"/>	Single stones <input type="checkbox"/>	Calibrated stones <input type="checkbox"/>	Other, please specify <input type="checkbox"/>
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7. Which category represents the qualities of gemstones you buy?

High <input type="checkbox"/>	Medium <input type="checkbox"/>	Low <input type="checkbox"/>
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8. In a typical year, how many times would you say your company attend gemstones exhibition? Times

Please specify countries

Thailand <input type="checkbox"/>	Japan <input type="checkbox"/>	Hong Kong <input type="checkbox"/>
China <input type="checkbox"/>	India <input type="checkbox"/>	Middle-East <input type="checkbox"/>
Belgium <input type="checkbox"/>	U.S.A. <input type="checkbox"/>	Other, please specify..... <input type="checkbox"/>

9. How long have you been in gemstone industry? Years

10. Please specify your gender

Male <input type="checkbox"/>	Female <input type="checkbox"/>
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Section II: Purchasing Behavior and Attitudes Toward Thai Gemstones

Purchasing Behavior

1. Please select the number (1-5) that best describes your feeling about each statement. If you feel that you never consider about that, please select 'not applicable: NA'.

Gemstones

When buying gemstone, I tend to consider about

- 1) Treatment disclosure e.g. heating, diffusion, irradiation
- 2) Authentic (real)
- 3) Origin
- 4) Color
- 5) Clarity
- 6) Variety of gemstone types offered
- 7) Selective available (able to select)

Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	NA
Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	NA
Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	NA

Price

- 1) I am happy to pay higher price for better quality gemstones
- 2) Sellers should have standard price for same quality of gemstones
- 3) Seller should offer flexible payment methods (e.g. instalments)

Channel

- 1) I always buy gemstones that I can inspect by my eyes (face-to-face contacts)
- 2) I buy gemstones via online channels
- 3) I sometimes buy gemstones via online channels

2. Please select the number (1-5) that best describes your feeling about each statement. If you feel that you never consider about that, please select 'not applicable: NA'.

Attitudes

Trust

- 1) I prefer to buy from sellers that have good reputation
- 2) Company size influences my buying decision
- 3) I buy from old contacts (sellers)
- 4) Salesperson influence my buying decision
- 5) I buy from sellers offering warranty/guarantee
- 6) Offering return policy within inspection period influences my buying decision

Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	NA
Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	NA
Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	NA

Satisfaction

- 1) I am happy with gemstones buying from Thailand
- 2) I am happy to deal businesses with Thai sellers
- 3) I can make profit of gemstones buying from Thailand
- 4) Overall, I am satisfied with buying gemstones from Thailand

Purchase Intention

- 1) I will buy gemstones from Thailand in the next months
- 2) I may buy gemstones from Thailand in the future
- 3) I will buy more gemstones from Thailand

3. Please rank the attributes you consider when buying gemstones in Thailand from most importance (5) to least importance (1).

Treatment Disclosure ☐

Authentic (real) gemstones ☐

Guarantee ☐

Price ☐

Selective available ☐

Seller reputation ☐

Returnable within given period ☐

Other, please specify ☐

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4. Other recommendation

THANK YOU VERY MUCH FOR YOUR COOPERATION

DRU