



**RESEARCH REPORT**

**ON**

**PURCHASING BEHAVIOR AND ATTITUDES OF ORGANIZATIONAL  
GEMSTONE BUYERS TOWARD THAI GEMSTONES**

**BY**

**LEELA TIANGSOONGNERN, Ph.D.  
DHURAKIJ PUNDIT UNIVERSITY**

**THE RESEARCH HAS RECEIVED A RESEARCH GRANT FROM  
DHURAKIJ PUNDIT UNIVERSITY**

**2010**

## **ACKNOWLEDGEMENTS**

I am grateful to my family and friends for their valuable support in this research.

My gratitude to the Research Centre of Dhurakij Pundit University (DPU) for the research grant, and my thankfulness to the DPU International College (DPUIC).

And finally: my appreciation for everyone who has provided useful suggestion and assisted in conducting this research.

## TABLE OF CONTENTS

<b>ABSTRACT (THAI VERSION)</b>	<b>i</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ACKNOWLEDGEMENTS</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>1</b>
Introduction	1
Research Problems and Research Objectives	5
Conceptual Framework	6
Definitions of Terms	7
Significance of the Study	8
<b>CHAPTER 2: LITERATURE REVIEW AND DEVELOPMENT OF HYPOTHESIS</b>	<b>9</b>
Gemstones and Thailand	9
Purchasing Behavior	12
Attitudes	15
Purchasing Behavior and Attitudes	17
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	<b>19</b>
Population and Sample	19
Data Collection	21
Measurement Items	22
Data Analysis	24
Data Screening	25
Hypothesis Testing	25
<b>CHAPTER 4: RESULTS</b>	<b>29</b>
Introduction	29
The Results of Data Collection and Response Rate	29
Data Screening	31
The Nature of the Sample	32
Results of Hypothesis Testing	35
Results of Supplementary Analysis	40
Chapter Summary	45
<b>CHAPTER 5: DISCUSSION AND CONCLUSIONS</b>	<b>48</b>
Introduction	48
Summary of Results	49
Theoretical Implications	58
Practical Implications	61
Limitations of the Study	63
Direction for Future Study	65
Concluding Remarks	67

<b>BIBLIOGRAPHY</b>	<b>70</b>
<b>APPENDIX</b>	<b>75</b>

## **LIST OF TABLES**

Table 1: Estimated Quota Sampling Used	21
Table 2: Comparison of Expected and Actual Number of Responses for Thai and Foreign Gemstone Buyers	30
Table 3: Descriptive Statistics of the Study Variables	32
Table 4: Correlation of the Study Constructs	40
Table 5: Correlation of the Study Variables	41
Table 6: Summary of Hypothesis Results	46

## **LIST OF FIGURES**

Figure 1: Conceptual Framework of the Study	7
Figure 2: The Result of Hypothesis Test	49