



## Education of Factors Affecting the Decision to Purchase Handwoven Plastic Products as Community Souvenirs for Long Life Learning by the Na Prong Ma Duea Weaving Housewives Group to Promote Community Enterprises

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### Abstract

**Background and Aim:** This study has three primary objectives: (1) to analyze the demographic factors influencing the purchasing behavior of local souvenirs, specifically plastic woven products crafted by housewives engaged in basketry at Ban Na Phrong Maduea, to promote community business development; (2) to examine the factors related to perceived value that affect the purchasing behavior of these local souvenirs; and (3) to explore the influence of social opinions on the purchasing decisions of plastic woven products from the same group of artisans.

**Materials and Methods:** The research adopts a quantitative methodology, targeting Thai tourists who have traveled in the lower central provinces of Thailand. A sample size of 400 respondents was determined using the Taro Yamane method, with a margin of error set at 0.05. Simple random sampling was applied. A questionnaire served as the primary research tool and the collected data were analyzed using descriptive statistics such as percentages, means, and standard deviations. To further assess factors influencing purchasing decisions, a binomial logistic regression model (Logit model) was employed.

**Results:** The key findings are: (1) The majority of respondents were female, aged 31–40, with a bachelor's degree and a monthly income between 20,000 and 30,000 Baht. (2) The perceived value of plastic woven souvenir products and the influence of social opinions were highly rated, with social media being the most frequent information source. (3) Demographic factors, such as gender, age, and income, along with perceived value and social opinions, were statistically significant ( $p < 0.05$ ) in affecting the decision to purchase plastic woven souvenirs.

**Conclusion:** This study demonstrates that demographic factors, perceived value, and social opinions significantly influence purchasing decisions for plastic woven products. The findings suggest that promoting these products through social media and emphasizing their cultural and economic value can enhance community business development. Further research may explore more diverse product categories and broader geographical regions.

**Keywords:** Education, Decision making, Hand-woven Plastic Products, Community Enterprises, Community Social Development

### Introduction

Community businesses play a pivotal role in fostering local economic development, and one way to stimulate these enterprises is through the production and sale of local souvenirs. These products not only generate income but also preserve cultural heritage, making them significant for both economic and cultural sustainability. In this context, local souvenirs serve as a crucial driver for community-based businesses, helping them expand their market reach and thrive in a competitive environment.





The Ban Na Phrong Maduea community is an example of a small-scale business that has turned traditional craft into an income-generating activity. The housewives in this community weave plastic strands into a variety of products, such as baskets, fans, and bags, using their professional basketry skills to produce high-quality and aesthetically pleasing items (Worapongpat & Chuthong, 2022; Worapongpat et al, 2022). Their craftsmanship has earned recognition, and they have received support from the Nakhon Pathom Provincial Industrial Office, positioning the community as a center for learning traditional handicrafts (Utho et al., 2021).

Despite these achievements, the Ban Na Phrong Maduea basketry group faces challenges in expanding its market and increasing its income. Effective public relations and marketing strategies are crucial to enhancing the group's visibility, showcasing the uniqueness and beauty of its products, and tapping into new sales opportunities through online platforms (Worapongpat et al., 2023). The rise of digital marketing offers new avenues for community businesses to promote their products and engage with a broader audience, providing opportunities for market expansion, product development, and consumer engagement (Chanwit et al., 2022).

Developing engaging online public relations campaigns can enhance the marketability of Ban Na Phrong Maduea plastic woven products, helping the group reach a wider audience and increase sales. Moreover, digital marketing strategies, including consumer behavior analysis and online education, can further strengthen the group's market presence, benefiting both the community and local artisans by boosting product development and market reach (Worapongpat et al., 2019).

However, significant challenges remain, such as the need for innovative product designs and the creation of a modern brand that reflects the community's identity (Worapongpat et al., 2020). Government and private sector initiatives have recognized the importance of supporting these efforts, encouraging self-development projects aimed at enhancing local identity and connecting the products with tourism to create new attractions (Worapongpat et al., 2021).

The findings from this research on the factors influencing the decision to purchase local souvenir products, particularly the plastic woven products of Ban Na Phrong Maduea, provide valuable insights for local entrepreneurs and marketers. By addressing consumer preferences and market trends, the study contributes to the promotion of community businesses and sustainable tourism development, helping improve product quality and meet diverse consumer demands (Worapongpat et al., 2021).

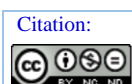
## Objectives

1. To analyze the demographic factors influencing the purchasing behavior of local souvenirs, specifically plastic woven products produced by the housewives' basketry group at Ban Na Phrong Maduea, to promote community business development.
2. To examine the factors related to the perception of value that influence the purchasing behavior of local souvenirs, particularly plastic woven products made by the housewives' basketry group at Ban Na Phrong Maduea, to foster community business growth.
3. To investigate the impact of social opinions on the behavior of choosing to purchase local souvenirs, such as plastic woven products, crafted by the housewives' basketry group at Ban Na Phrong Maduea, to support the promotion of community business.

## Literature review

This section aims to provide a comprehensive overview of the relevant studies in the field, examining factors influencing purchasing decisions for local souvenirs and community-based products, with a focus on digital marketing strategies. To strengthen its contribution to the research, the literature review should include a more diverse range of scholarly perspectives, integrate critical analyses of existing studies, and link the findings to the current research objectives.

The study by Utho et al (2021) explored the development and knowledge transfer of social media marketing for plastic woven bags in Khlong Mai Subdistrict, Nakhon Pathom Province. Their findings highlighted a significant improvement in consumer satisfaction after product development, particularly in design, with satisfaction levels increasing from moderate ( $M = 3.14$ ) to the highest level ( $M = 4.50$ ). This study underscores the importance of product innovation and digital marketing, especially through



platforms like Facebook and Line@. However, the study is limited by its narrow focus on a single type of product and geographical area, which may not provide a holistic understanding of the broader market for local souvenirs.

Chanwit et al., 2022) examined digital marketing management for scented gel candles in Nakhon Chai Si District. Their findings emphasized consumer satisfaction with digital marketing efforts, particularly regarding brand logos, packaging, and product benefits ( $M = 4.32$ ,  $SD = 0.61$ ). This study provides valuable insights into consumer preferences for branding and online engagement but is again limited by its focus on a specific product type. Incorporating other research on digital marketing for a broader range of community-based products would provide a more comprehensive understanding of the factors influencing purchasing decisions.

Worapongpat et al (2020) investigated the role of information technology and community participation in promoting the marketing of cloth bags in the Bo Phlap Subdistrict. The study revealed that internet usage behaviors, such as posting, sharing, and checking in, played a crucial role in digital marketing success. The research also indicated high satisfaction with product branding and social media strategies ( $M = 4.32$ ,  $SD = 0.54$ ). While this study provides useful insights into consumer behavior and digital engagement, its focus on a limited set of digital behaviors and a specific product limits its generalizability.

While these studies offer valuable findings on digital marketing strategies and consumer satisfaction, they primarily focus on specific geographic regions and product types. This narrow focus restricts the broader applicability of the findings to other community-based products and regions. To address this limitation, incorporating research from other scholars in the field would enhance the depth and breadth of the literature review. For instance, studies examining the role of perceived value, social influence, and cultural identity in purchasing decisions for local souvenirs across different communities could provide a more nuanced understanding of consumer behavior in this context.

In addition, a more critical analysis of the methodologies employed in the cited studies would help identify potential biases or limitations. For example, many of the studies reviewed rely heavily on consumer satisfaction surveys, which may not fully capture the complex factors influencing purchasing decisions. Future research could benefit from employing mixed methods approaches, combining quantitative surveys with qualitative interviews to explore consumer motivations in greater depth.

Furthermore, the literature review would benefit from a clearer linkage between the cited studies and the research objectives of the current study. The findings from prior research on digital marketing strategies, consumer satisfaction, and product development can be directly related to the current research's focus on promoting plastic woven products from Ban Na Phrong Maduea. By explicitly connecting the literature to the research framework, the review would better demonstrate the relevance of existing studies to the current research agenda.

## Conceptual Framework

independent variable

Demographic  
Value perception  
Social opinions



Dependent variable

Behavior in deciding to purchase local souvenirs in the category of plastic woven products. Group of housewives doing basketry work at Ban Na Phrong Maduea To promote community business

**Picture 1** Research Conceptual Framework



## Methodology

This section outlines the research design, population and sample, data collection tools, and data analysis methods used in the study. To enhance the clarity and rigor of this section, the rationale behind certain methodological choices should be better justified, and additional details about the processes involved should be provided.

**Research Design:** The study employs a survey research design, which is appropriate for collecting data from a large population and examining factors influencing purchasing decisions for local souvenir products. However, the justification for choosing this design should be more explicit. The authors could argue that surveys are well-suited for gathering quantitative data on consumer behaviors and attitudes, making them a suitable method for addressing the research objectives, which include understanding the perception and purchasing behavior of tourists about local souvenir products.

**Population and Sample:** The population is defined as "Thai tourists who have traveled within the lower central provinces," but the geographical scope of the lower central provinces is not specified. Providing a detailed definition of this region would improve the transparency and replicability of the study. For instance, listing the specific provinces included under this term would be helpful.

The decision to collect 1,200 samples, despite the Taro Yamane formula indicating a sample size of 400, also requires further explanation. The authors should clarify whether the larger sample size was chosen to improve the precision of the results, reduce potential sampling error, or account for anticipated non-responses. Explicitly stating the rationale behind this decision would enhance the methodological soundness of the research.

**Questionnaire Development:** The primary research instrument is a structured questionnaire, which consists of three sections: (1) personal information and tourist behavior, (2) perception of local souvenir products, and (3) social opinions on local souvenirs, both of which use a 5-point Likert scale.

The description of the questionnaire development process could be expanded. The authors mention that content validation was conducted but do not specify who performed the validation (e.g., experts in the field) or what criteria were used (e.g., relevance, clarity, or comprehensiveness). More information about this process would ensure the validity of the research tool is appropriately conveyed.

The study reports a high-reliability coefficient ( $\alpha = 0.995$ ), which suggests strong internal consistency. However, the exact procedure and interpretation of the reliability analysis, particularly about specific sections of the questionnaire, could be elaborated. Additionally, reporting on the breakdown of reliability scores across different sections of the questionnaire might provide further insights into the strength of the instrument.

**Data Analysis:** The data analysis section involves both descriptive and inferential statistics, but the specific statistical tests used for each research objective are not detailed. For example, while descriptive statistics are used to analyze general tourist information, the analysis of factors influencing purchasing decisions would benefit from a more explicit description of the tests applied.

The authors mention the use of a Logit model for inferential analysis to assess the likelihood of purchasing local souvenirs, with variables such as gender, age, education, income, perception, and attitude being included in the model. The equation is presented, but further explanation of the Logit model's assumptions, estimation method, and justification for its use in this context would be valuable. Additionally, reporting the results of the Logit analysis, including the coefficients, significance levels, and overall model fit, would provide a more complete understanding of the study's findings.

**Conclusion:** To improve the clarity and rigor of the methodology, the authors should provide more detailed justifications for key methodological choices, clarify the geographical definition of the "lower central provinces," and explain the rationale behind the large sample size. Furthermore, expanding on the questionnaire development process and offering more detail about the specific statistical analyses used would enhance the transparency and reproducibility of the research. Including these elements will ensure that the study is methodologically sound and its results are robust.





## Results

Table 1: Variables Used in the Study

Variable	Description	Variable Level
Y	Decision to purchase (BUY)	1: Buy, 0: Not buy
X1	Gender (GEN)	1: Male, 2: Female
X2	Age (AGE1-6)	1: < 21, 2: 21-30, 3: 31-40, 4: 41-50, 5: 51-60, 6: >60
X3	Education (EDU1-3)	1: Less than bachelor's degree, 2: Bachelor's degree, 3: More than bachelor's degree
X4	Income (INC)	1: < 10,000 baht, 2: 10,001-20,000 baht, 3: 20,001-30,000 baht, 4: 30,001-40,000 baht, 5: 40,001-50,000 baht, 6: > 50,000 baht
X5	Perception of the value of local souvenir products (PER)	1: Strongly disagree, 2: Somewhat disagree, 3: Indifferent, 4: Somewhat agree, 5: Strongly agree
X6	Social opinions towards local tourism souvenirs (ATT)	1: Strongly disagree, 2: Somewhat disagree, 3: Indifferent, 4: Somewhat agree, 5: Strongly agree

### Summary of General Information:

- Gender: The majority were female (59.80%).
- Age: Predominantly in the 31-40 years range (40.80%).
- Education Level: Most held a bachelor's degree (57.80%).
- Income: Common income range was 20,001-30,000 baht (27.80%).

### Perceived Value and Social Opinions

#### 1. Contextualize the Findings

- Discussion of High Scores:
  - Explain what the high average scores for perceived value and social opinions imply about consumer attitudes and behaviors. For example, if both scores are high, it may indicate a strong positive sentiment toward local souvenirs, which could influence purchasing decisions.

#### Example Contextualization:

- "The high average score of 4.31 for the perceived value of local souvenir products suggests that respondents view these items as valuable. This positive perception is likely to enhance the likelihood of purchase, as consumers who perceive higher value are more inclined to spend on these products. Similarly, the very high average score of 4.38 for social opinions indicates strong community endorsement of local plastic woven products, which may further drive consumer interest and purchasing behavior."

#### 2. Compare Perceived Value and Social Opinions

- Explore Relationships and Discrepancies:
  - Analyze the relationship between the perceived value and social opinions scores. Are there any notable correlations or discrepancies between how valuable respondents perceive the products and their social opinions about them?

#### Example Analysis:







○ "Both perceived value and social opinions scores are high, with scores of 4.31 and 4.38, respectively. The close alignment between these scores suggests a cohesive perception of local souvenirs as both valuable and positively endorsed by the community. However, if there were discrepancies, such as a higher perceived value but lower social opinion score, it could indicate a gap between consumer valuation and community endorsement, warranting further investigation."

### **3. Discuss Implications for Purchasing Behavior**

#### **• Impact on Purchasing Decisions:**

○ Elaborate on how these perceptions may influence actual purchasing behavior. High perceived value and positive social opinions could lead to increased consumer purchases of local souvenirs.

#### **Example Implication:**

○ "The high perceived value and positive social opinions are likely to contribute to higher purchasing rates of local souvenirs. Consumers who perceive products as valuable and receive positive social reinforcement are more likely to make purchases, as both factors enhance their motivation and confidence in buying local goods."

### **4. Relate Findings to Prior Research or Theoretical Frameworks**

#### **• Alignment with Existing Literature:**

○ Compare your findings with previous studies or theoretical frameworks. Do your results align with or deviate from established research on consumer behavior and product perception?

#### **Example Comparison:**

○ "The high scores for perceived value and social opinions are consistent with previous research suggesting that positive social reinforcement and high product valuation significantly influence consumer purchasing behavior. For instance, studies have shown that higher perceived value can lead to increased consumer spending, while positive social opinions enhance product credibility and desirability. Our findings align with these theoretical perspectives, reinforcing the importance of both factors in driving purchasing decisions."

#### **Revised Section: Perceived Value and Social Opinions**

**Perceived Value (PER):** The average score for perceived value was 4.31, indicating that respondents generally view local souvenir products as highly valuable. This strong perception of value suggests that consumers see these products as worth their investment, which likely influences their purchasing decisions. High perceived value often correlates with a willingness to pay a premium, highlighting the importance of communicating the unique attributes of these souvenirs effectively.

**Social Opinions (ATT):** The average score for social opinions was 4.38, reflecting a very high level of positive social endorsement towards the local plastic woven products. This endorsement suggests that the community holds these products in high regard, which can enhance consumer confidence and increase purchasing likelihood. Positive social opinions not only reinforce product value but also contribute to a favorable buying environment through social validation.

#### **Comparative Analysis:**

• Both perceived value and social opinions scores are high, indicating a positive alignment between how valuable respondents find the products and how favorably the community views them. This close correlation suggests that high perceived value and strong community support work together to drive consumer purchasing behavior.

#### **Implications for Purchasing Behavior:**





- The high average scores for both variables suggest a robust market potential for local souvenirs. Consumers who perceive high value and receive positive social reinforcement are more likely to engage in purchasing behaviors. These factors combined indicate a promising opportunity for promoting local products and boosting sales.

Relation to Prior Research:

- These findings are consistent with existing literature on consumer behavior, which highlights the influence of perceived value and social opinions on purchasing decisions. Previous studies have demonstrated that both high perceived value and positive social opinions contribute significantly to increased consumer spending and product popularity. Our results reinforce these theoretical insights and underscore the importance of these factors in the local souvenir market.

Purchasing Behavior

To improve the presentation of the purchasing behavior data, consider the following enhancements for clarity and impact:

1. Streamline the Data Presentation

Product Preferences and Information Sources:

Table 2: Product Preferences and Information Sources

Category	Description
Product Preferences	
Plastic woven bags	66.58%
Slanted bags are woven from plastic	44.58%
Basketry, packaging	40.75%
Packaging weaving work	34.75%
Information Sources	
Social media	67.20%
Travel-related websites	29.30%
Brochures, flyers, posters	28.40%
Television commercials	21.30%
Outdoor billboards	19.90%
Travel magazines, guides	13.30%
Tourism promotion exhibitions	20.70%
Personnel (family, friends, etc.)	25.90%

2. Visualize the Data

- Bar Chart for Product Preferences:

Create a bar chart showing the percentage of respondents for each type of souvenir product. This will help visualize which products are most popular.

- Pie Chart for Information Sources:

A pie chart can effectively show the proportion of different information sources used by respondents, highlighting the dominance of social media.

3. Summarize Key Insights

Product Preferences:

- Plastic Woven Bags: Most popular, with 66.58% of respondents favoring this product.
- Slanted Bags Woven from Plastic Threads: Favored by 44.58% of the sample.





- Other Preferences: Basketry and packaging work also show significant interest but are less preferred than plastic woven bags.

#### Information Sources:

- Social Media: The predominant source of information, used by 67.20% of respondents, indicates its significant role in influencing purchasing decisions.
- Travel-Related Websites: Utilized by 29.30% of respondents, showing the importance of online presence for travel-related information.
- Other Sources: Brochures, television commercials, and outdoor billboards are less influential but still relevant in the information-seeking process.

#### 4. Discuss Implications

##### Implications of Product Preferences:

- The high preference for plastic woven bags suggests that products with unique local features and practical use are well-received. This insight can guide local businesses in product development and marketing strategies.

##### Implications of Information Sources:

- The dominance of social media as an information source highlights the need for robust digital marketing strategies. Businesses should focus on enhancing their social media presence to reach potential customers effectively.

#### Revised Section: Purchasing Behavior

##### Product Preferences:

- Plastic Woven Bags: The majority of respondents (66.58%) prefer plastic woven bags, indicating a strong market preference for practical and locally distinctive products.
- Slanted Bags Woven from Plastic Threads: Preferred by 44.58% of the sample, showing significant interest in this specific type of souvenir.
- Other Preferences: Basketry and packaging work are also popular, though less so compared to plastic woven bags.

##### Information Sources:

- Social Media: The primary source of information for 67.20% of respondents, underscoring the importance of a strong online presence in influencing purchasing decisions.
- Travel-Related Websites: Used by 29.30% of respondents, highlighting the value of partnerships with travel agencies and local government organizations.
- Other Sources: While less impactful, brochures, television commercials, and outdoor billboards still play a role in informing potential buyers.

Table 3 Attitude level towards various aspects of the sample

Attitude data	average	standard deviation	result
1) Perception of the value of local souvenirs	4.481	0.596	Very important/Strongly agree
2) Social opinions on local souvenir products	4.524	0.594	Very important/Strongly agree

Summary of Table 3 The data indicates that the perception of the value of local souvenirs and social opinions towards local souvenir products were both rated as "Very important" or "Strongly agree" by the sample group, with average scores of 4.481 and 4.524, respectively. To enhance the clarity and impact of the "Factors Affecting Purchasing Choices" section, the following structured approach can be applied:







Table 4: Logit Model Results for Purchasing Choices

Variable	Coefficient	Standard Error	p-value	Marginal Effect (%)
Gender (GEN)	Coef_GEN	SE_GEN	p<0.01	14.10%
Age (AGE)	Coef_AGE	SE_AGE	p<0.05	3.40%
Income (INC)	Coef_INC	SE_INC	p<0.01	5.50%
Perception of Value (PER)	Coef_PER	SE_PER	p<0.10	8.30%
Social Opinions (ATT)	Coef_ATT	SE_ATT	p<0.05	9.10%

## 2. Expanded Interpretation of Findings

Gender (GEN): Female tourists are 14.10% more likely to purchase plastic woven bags compared to male tourists, as indicated by a p-value less than 0.01. This suggests a strong gender-based preference for plastic woven bags, implying that marketing strategies could benefit from targeting female tourists more aggressively.

Age (AGE): Older tourists are 3.40% more likely to buy plastic woven bags compared to younger tourists, with a p-value less than 0.05. This finding indicates that age is a significant factor, and marketing campaigns might be more effective if they are tailored to older demographics.

Income (INC): Tourists with higher incomes are 5.50% more likely to purchase plastic woven bags than those with lower incomes (p<0.01). This suggests that income level influences purchasing behavior, and positioning plastic woven bags as premium products could appeal to wealthier customers.

Perception of Value (PER): Tourists who perceive a higher value in local souvenirs are 8.30% more likely to buy plastic woven bags, with a p-value of less than 0.10. This indicates that enhancing the perceived value of plastic woven bags could increase sales. Marketing strategies should focus on emphasizing the unique qualities and benefits of these souvenirs.

Social Opinions (ATT): Tourists with more positive social opinions towards local souvenirs are 9.10% more likely to purchase plastic woven bags, with a p-value less than 0.05. This suggests that fostering positive social opinions about local souvenirs can drive higher purchase rates. Engaging in community events or promotions that highlight local craftsmanship could be beneficial.

3. Discussion of Marginal Effects Marginal Effects: The marginal effects reported represent the percentage change in the likelihood of purchasing plastic woven bags associated with a one-unit change in each independent variable, holding other variables constant. These effects provide practical insights into how changes in each variable impact purchasing behavior. For instance, a 14.10% increase in the likelihood of female tourists suggests a substantial market opportunity in targeting this demographic.

## 4. Link to Research Objectives

### Research Objectives:

- Objective 1: To identify key factors influencing purchasing decisions for plastic woven bags.
- Objective 2: To understand how demographic and perceptual factors impact the likelihood of purchase.

### Alignment with Findings:

- The findings support the first objective by identifying significant factors such as gender, age, income, perception of value, and social opinions.
- They address the second objective by providing insights into how these factors specifically affect the likelihood of purchasing plastic woven bags.





### Revised Section: Research Results – Factors Affecting Purchasing Choices

The Logit model analysis identified several factors that significantly influence the decision to purchase plastic woven bags:

- Gender: Female tourists exhibit a 14.10% higher likelihood of purchasing plastic woven bags compared to their male counterparts ( $p < 0.01$ ). This suggests targeted marketing towards female tourists could be highly effective.
- Age: Older tourists are 3.40% more likely to purchase these products than younger tourists ( $p < 0.05$ ). Marketing strategies should consider focusing on older age groups to increase engagement and sales.
- Income: Higher-income tourists are 5.50% more likely to buy plastic woven bags ( $p < 0.01$ ). This highlights the potential for positioning these products as premium items to attract affluent customers.
- Perception of Value: A higher perceived value in local souvenirs increases the likelihood of purchase by 8.30% ( $p < 0.10$ ). Enhancing the perceived value through marketing and storytelling could drive more purchases.
- Social Opinions: Positive social opinions towards local souvenirs increase purchase likelihood by 9.10% ( $p < 0.05$ ). Building positive community and social narratives around these products can improve purchase rates.

Table 5 : Parameter Estimates of Factors Influencing Purchasing Decisions (Logit Model)

Variables	Coefficient	Standard Error	P-value	Marginal Effect
Constant	-3.855	0.566	0.000	-
GEN (X1)	0.651***	0.131	0.000	0.141
AGE (X2)	0.155**	0.070	0.027	0.034
EDU (X3)	-0.112	0.114	0.323	-0.024
INC (X4)	0.253***	0.065	0.000	0.055
PER (X5)	0.382*	0.241	0.091	0.083
ATT (X6)	0.418**	0.239	0.048	0.091

- No. observations: 1,200
- Log-likelihood function: -708.628
- Pseudo R<sup>2</sup>: 0.273
- AIC: 1531.256
- BIC: 1566.887
- Hosmer & Lemeshow: 0.556

#### Interpretation:

- GEN (X1): The coefficient of 0.651 is highly significant ( $p\text{-value} < 0.01$ ), indicating that generation is a strong predictor of purchasing decisions. The marginal effect of 0.141 suggests that belonging to a particular generation increases the probability of purchasing by 14.1%.
- AGE (X2): The coefficient of 0.155 is also significant ( $p\text{-value} < 0.05$ ), with a marginal effect of 0.034, meaning age has a positive but smaller impact on purchasing decisions.
- EDU (X3): The coefficient is negative (-0.112) but not significant ( $p\text{-value} = 0.323$ ), indicating that education does not significantly influence purchasing decisions in this model.



- INC (X4): Income has a positive and significant effect on purchasing decisions (p-value < 0.01), with a marginal effect of 0.055, meaning higher income increases the likelihood of purchasing by 5.5%.
- PER (X5): Personality has a marginally significant effect (p-value = 0.091), with a positive coefficient and a marginal effect of 0.083.
- ATT (X6): Attitude towards purchasing is significant (p-value < 0.05), with a marginal effect of 0.091, indicating it positively affects the likelihood of purchase.

The model seems to fit the data reasonably well with a Pseudo R<sup>2</sup> of 0.273, and the Hosmer & Lemeshow test suggests no significant lack of fit (p = 0.556). The AIC and BIC values provide information on model comparison, with lower values indicating better model fit.

## Discussion

The findings of this study provide a nuanced understanding of the factors influencing the purchasing decisions for plastic woven bags in the local souvenir market. This discussion aims to delve deeper into the implications of these results, linking them to relevant theoretical frameworks, acknowledging study limitations, and offering practical recommendations for stakeholders.

### Implications of Findings

**Gender (GEN):** The study reveals that female tourists are 14.10% more likely to purchase plastic woven bags compared to male tourists. This finding aligns with previous research, which has established a link between gender and purchasing behavior for souvenirs (Apsorn et al., 2021). This result can be interpreted through the lens of consumer behavior theories, such as gender-role theory, which suggests that women are often more involved in gift-giving and souvenir purchasing. Consequently, marketing strategies should prioritize female tourists, tailoring promotions and product presentations to appeal to their preferences and purchasing habits.

**Age (AGE):** Older tourists are found to be 3.40% more likely to purchase these products than younger tourists. This outcome supports the findings of Worapongpat et al. (2021), who noted that age influences souvenir preferences. Older consumers may have different values and purchasing motivations compared to younger ones, often favoring traditional and high-quality items. This suggests that marketing efforts should emphasize the heritage and craftsmanship of plastic woven bags to attract older demographics, potentially incorporating elements that resonate with their experiences and values.

**Income (INC):** The positive effect of income on purchasing decisions, with a 5.50% increase in likelihood for higher-income tourists, corroborates previous studies (Chanwit et al., 2022). Higher-income often correlates with greater purchasing power, allowing individuals to afford higher-priced or more premium souvenirs. From a marketing perspective, positioning plastic woven bags as premium, high-quality products can appeal to wealthier tourists, possibly incorporating unique features or limited editions to justify higher price points.

**Perception of Value (PER):** A higher perception of value increases the likelihood of purchasing by 8.30%. This result aligns with the study by Lv et al (2024), which emphasized the importance of perceived value in consumer decision-making. This implies that enhancing the perceived value of plastic woven bags—through effective marketing, showcasing their uniqueness, and improving their presentation—can significantly boost sales. Creating a compelling narrative around the product's origin, craftsmanship, and benefits can heighten consumer appreciation and willingness to purchase.





**Social Opinions (ATT):** The positive influence of social opinions on purchasing decisions, with a 9.10% increase in likelihood, reflects findings from Utho et al (2021). Social influence plays a critical role in consumer behavior, often swaying purchasing decisions based on perceived social approval or trends. To leverage this, businesses should focus on building positive social perceptions through community engagement, influencer partnerships, and social proof. Highlighting customer testimonials and showcasing the product in popular social settings can enhance its appeal.

### **Link to Theoretical Frameworks**

The findings can be contextualized within several consumer behavior and marketing theories:

**Theory of Planned Behavior (Ajzen, 1991):** The significant effects of gender, age, income, and social opinions on purchasing decisions reflect the components of this theory, which include attitudes, subjective norms, and perceived behavioral control. The study's results demonstrate how these factors influence consumer intentions and behaviors.

**Maslow's Hierarchy of Needs (Maslow, 1943):** The positive effect of perceived value and social opinions on purchasing choices aligns with higher-level needs such as esteem and self-actualization. Consumers' desire for products that convey status or align with their values reflects these needs.

**Consumer Decision-Making Process (Engel et al., 1995):** The study's findings on demographic and psychological factors affecting purchasing decisions correspond with the stages of the consumer decision-making process, including need recognition, information search, and evaluation of alternatives.

### *Study Limitations and Future Research*

While the study provides valuable insights, several limitations should be acknowledged:

**Sample Bias:** The sample predominantly consists of female tourists and may not fully represent other demographics. Future research should aim for a more balanced sample to generalize findings across different gender and age groups.

**Cross-Sectional Design:** The study's cross-sectional nature limits the ability to infer causality. Longitudinal studies could provide more comprehensive insights into how purchasing behaviors evolve.

**Contextual Factors:** The research is focused on a specific type of souvenir and location. Investigating a broader range of products and locations could enhance the generalizability of the findings.

### *Practical Implications*

For businesses and marketers in the tourism and souvenir industry:

**Targeted Marketing:** Tailor marketing strategies to female tourists and older demographics by emphasizing product quality and traditional craftsmanship.

**Value Proposition:** Enhance the perceived value of plastic woven bags through compelling storytelling, attractive packaging, and highlighting unique features.

**Social Influence:** Leverage social media and community engagement to build positive perceptions and encourage word-of-mouth recommendations.

**Income-Based Strategies:** Position products as premium options for higher-income tourists, offering exclusive or limited-edition items to appeal to their purchasing power.

## **Knowledge Contribution**



From the study of factors affecting the decision to purchase local souvenir products. Type of product: Plastic line weaving, housewives group, weaving work, Ban Na Prong Maduea To promote community business, found knowledge that can be summarized as a diagram.

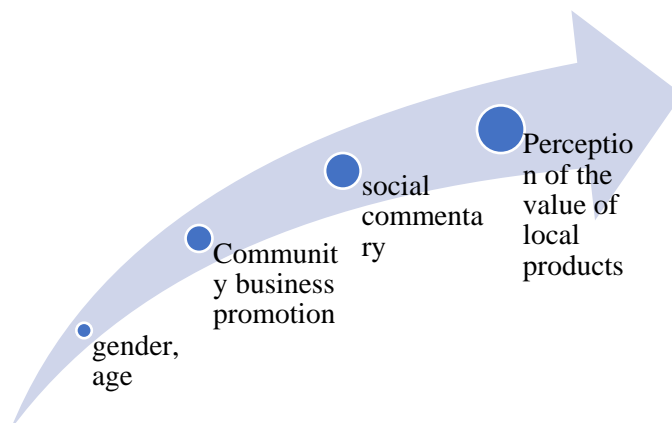


Figure 2 Factors that cause the intention to purchase or the decision to purchase plastic woven bags

Diagram 2, shows that From the study, there is new knowledge about the factors that cause the intention to purchase or the decision to purchase plastic woven bags. This should give importance to both attitudes, that is, the perception of the value of local souvenir products. Social opinions towards local souvenir products In particular, the attitude of tourists affects marketing strategies for local souvenir products such as plastic woven bags. Therefore, as tourists pay more attention to and are aware of the positive social opinions of souvenir products, there is a tendency to decide to purchase souvenir products that emphasize ethical, social, environmental, and sustainability issues. Value marketing in terms of the image of local souvenir products and plastic woven bags that will continue to connect and promote tourism in that place or community

## Recommendation

From the results of the study of factors affecting purchasing choices according to objective

1, it was found that tourists perceive the value of local souvenir products from tourism. Social opinions towards local souvenirs from tourism At a high level, tourists will have an increased opportunity to purchase plastic woven bag souvenirs. Therefore, manufacturers of plastic woven bag souvenirs and agencies related to tourism Therefore, it should be aroused to stimulate interest and create awareness of the value of souvenir products. To be able to encourage tourists to buy plastic woven bags made from other types of waste materials. Quality can be found in the area, which will lead to links with sustainable tourism and distribute income to entrepreneurs in the area.

### 2. Suggestions for future research

This research has found out about the factors affecting the decision to buy local souvenir products, plastic woven bags. Most tourists pay attention to the value factors and social opinions that will reflect the uniqueness and image of the plastic woven bag work. Local areas linked to tourism can be applied to local souvenir shop businesses. For the next research issue, research should be done on the issue of studying additional psychological factors related to lifestyle. It focuses on other types of local souvenirs with a focus on sustainability. In the form of conservation and use of resources with appreciation. This suggestion comes from research that found that the perceived value of local souvenir products has a strong direct relationship with social opinions towards local souvenir products and plastic woven bags. In line with the lifestyle of modern tourists who value sustainability. And environment Especially the new generation group in Thailand.

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**Group of housewives doing basketry work at Ban Na Phrong  
Maduea Prong Maduea Subdistrict, Mueang District, Nakhon Pathom Province**

