



**An Investigation of Foreign tourists' risk perception on jewelry purchasing from
Phuket, Thailand**

Nimruetai Pathomakakul

**A thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of
Business Administration in Hospitality and Tourism Management
(International Program)**

Prince of Songkla University

2015

Copyright of Prince of Songkla University

Thesis title An Investigation of Foreign tourists' risk perception on jewelry purchasing from Phuket, Thailand

Author Miss Nimruetai Pathomakakul

Major program Hospitality and Tourism Management (International program)

Major Advisor:

.....

(Asst. Prof. Dr. Kullada Phetvaroon)

Examining committee

.....

(Assoc. Prof. Manat Chaisawat)

.....

(Dr. Prateep Wetprasit)

.....

(Asst. Prof. Dr. Kullada Phetvaroon)

The Graduate School, Prince of Songkhla University, has approved this thesis as partial fulfillment of requirements for the Master of Business Administration Degree in Hospitality and Tourism Management (International Program)

.....

(Assoc. Prof. Dr. Teerapol Srichan)

Dean of Graduate School

This is to certify that the work here submitted is the result of the candidate's own investigations.
Due acknowledgement has been made of any assistance received.

_____ Signature

(Asst. Prof. Dr. Kullada Phetvaroon)

Major Advisor

_____ Signature

(Miss Nimruetai Pathomakakul)

Candidate

I hereby certify that this work has not been accepted in substance for any other degree, and is not being currently submitted in candidature for any degree.

_____ Signature

(Miss Nimruetai Pathomakakul)

Candidate

ชื่อวิทยานิพนธ์	การสำรวจการรับรู้ความเสี่ยงของนักท่องเที่ยวต่างชาติในการซื้อสินค้าเครื่องประดับจากจังหวัดภูเก็ต
ผู้เขียน	นางสาวนันทิมา ปฐมธรรมย์กุล
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2558

บทคัดย่อ

งานวิจัยนี้มีจุดมุ่งหมายเพื่อสำรวจด้านการรับรู้ความเสี่ยงของนักท่องเที่ยวต่างชาติเมื่อซื้อเครื่องประดับในจังหวัดภูเก็ต ตรวจสอบวิธีลดความเสี่ยงที่นักท่องเที่ยวนำมาใช้เมื่อซื้อเครื่องประดับในจังหวัดภูเก็ตและเปรียบเทียบการรับรู้ความเสี่ยงและวิธีการลดความเสี่ยงกับลักษณะทางประชากรศาสตร์ของนักท่องเที่ยวต่างชาติ แบบสอบถามถูกเก็บรวบรวมในช่วงเดือนธันวาคม พ.ศ. 2556 และแบบสอบถามจำนวน 390 ชุด ได้รับการตอบจากนักท่องเที่ยวที่ร้านเครื่องประดับในภูเก็ต

การศึกษาพบว่านักท่องเที่ยวส่วนใหญ่รับรู้ความเสี่ยงโดยรวมในระดับกลางเมื่อซื้อเครื่องประดับในภูเก็ต ในหกด้าน ความเสี่ยงทางการเงินและความเสี่ยงทางสังคมได้รับการพิจารณาโดดเด่นที่สุดในกลุ่มนักท่องเที่ยว นอกจากนี้พบว่านักท่องเที่ยวต่างชาติถือความสำคัญของกลยุทธ์การลดความเสี่ยงเมื่อซื้อเครื่องประดับ โดยนักท่องเที่ยวส่วนมากนิยมการรับประกันสินค้าและร้านค้ารับรองโดยรัฐบาลเช่นเดียวกับประสบการณ์ในอดีตและภาพลักษณ์ร้านค้ามีชื่อเสียง

ผลการศึกษายังพบว่า ความแตกต่างทางเพศมีผลกระทบต่อการรับรู้ด้านความเสี่ยงและกลยุทธ์การลดความเสี่ยงของนักท่องเที่ยวต่างชาติ นักท่องเที่ยวชายมีความกังวลมากขึ้นกับความเสี่ยงด้านจิตใจขณะที่นักท่องเที่ยวหญิงมีความกังวลมากขึ้นกับความเสี่ยงด้านการเสียเวลา การศึกษาชี้ให้เห็นว่านักท่องเที่ยวหญิงพิจารณาเรื่องข้อมูลสินค้ามีความสำคัญมากขึ้น เช่น ราคาและป้ายสินค้า มากกว่านักท่องเที่ยวชาย

จากผลการวิจัยเหล่านี้ มีข้อเสนอแนะให้ร้านค้าเครื่องประดับในจังหวัดภูเก็ตปรับปรุงทั้งเรื่องการบริการและคุณภาพของร้านค้า พนักงานขายมีบทบาทสำคัญในคุณภาพการบริการ ดังนั้นพนักงานขายที่มีความรู้ในสินค้า เป็นมิตรและพร้อมที่จะช่วยเหลือลูกค้าจึงเป็นที่ต้องการเพื่อตอบสนองความต้องการของผู้ซื้อและสร้างแรงบันดาลใจให้ชาวต่างชาติกลับมาเยี่ยมชมภูเก็ตอีกครั้ง นอกจากนี้ร้านค้าเครื่องประดับควรพัฒนาภาพลักษณ์เชิงบวกของร้านค้าให้มากขึ้นโดยมุ่งเน้นไปที่บรรยากาศร้าน หน้าต่างโชว์หน้าร้านและทำเลที่ตั้งสะดวก

คำสำคัญ: การรับรู้ความเสี่ยง กลยุทธ์การลดความเสี่ยง สินค้าเครื่องประดับ

Thesis Title	An Investigation of Foreign tourists' risk perception on jewelry purchasing from Phuket
Author	Miss Nimruetai Pathomakakul
Major Program	Hospitality and Tourism Management (International Program)
Academic Year	2015

ABSTRACT

This research is aimed at investigating the perceived risk dimensions of international tourists when buying jewelry in Phuket. To examine methods of risk-reduction adopted by international tourists when buying jewelry in Phuket, and compare that with categorized demographics. The questionnaires were collected during December 2013 and a total of 390 questionnaires were responded to tourists from jewelry shops around Phuket.

The study found that most tourists had a “moderate” level of overall risk perception when purchasing jewelry in Phuket. Among the six dimensions, financial risk and social risk were considered the most prominent among respondents. In addition, results showed that international tourists hold risk-reduction strategies to be important when purchasing jewelry. Most respondents favored product guarantees, and government-certified shops, as well as past experiences with jewelry products, and a reputable store image.

Results also found that gender differences affected international tourists' perceived risk dimensions and risk-reduction strategies. Male tourists were more concerned with psychological risk, while female tourists were more concerned with the risk of wasting time. The study pointed out that female tourists consider information, such as prices and labels to be more important, than their male counterparts.

Based on these findings, this research recommends that jewelry shops in Phuket improve both their service, and the quality of the shops. Salespeople play a vital role in service quality. Therefore, sales people who are knowledgeable of the product, friendly, and willing to assist, are required in order to satisfy prospective buyers, as well as inspire foreigners to revisit Phuket. In addition, jewelry shops should develop a more positive and inviting store image, which concerns atmosphere, window display, and convenient location.

Keywords: Perceived risk, Risk-reduction strategies, Jewelry products

Acknowledgements

This Thesis “An Investigation of Foreign tourists’ risk perception on jewelry purchasing from Phuket, Thailand” was completed with the kindness and contribution of my advisor, Assistant Professor Dr. Kullada Phetvaroon. I also was gratefully acknowledge for the special kindness and contribution from Dr. Ilian Assenov of his excellent guidance and friendship moreover, my sincere thank gratitude extends to Dr. Raymon J Richie; and Laurence Gabriel Rays for my Thesis proofread.

I am thankful to jewelry shops in Phuket for kind cooperation for collecting international tourists’ data. In addition, special thanks to international tourists at jewelry shops in Phuket for devoting the time to participated completed questionnaires. In addition, extend thanks for all IMBA friends IMBA staff and sincere thanks for the entire name that are not listed here as well.

Lastly, I would like to thank you my lovely family who gave me the chance to study in this program, also for the financial support and kindly understanding and encouragement

Nimruetai Pathomakakukul

CONTENTS

	Page
หน้าอนุมัติ.....	ii
บทคัดย่อภาษาไทย.....	v
Abstract	vi
Acknowledgements	vii
Contents	viii
Lists of Tables	xii
Lists of Figures	xv
Chapter	
1. INTRODUCTION	1
1.1 Background and Statement of the problem	1
1.2 Aims and Objectives of the study.....	5
1.3 Hypotheses.....	6
1.4 Significance of the study.....	7
1.5 Scope of the study.....	8
1.5.1 Scope of the research area.....	8
1.5.2 Scope of time.....	8
1.5.3 Scope of geography.....	8
1.5.4 Scope of demography.....	8
1.6 Definitions of Key terms.....	8
2. LITERATURE REVIEW	10
2.1 Consumer Behavior.....	11
2.2 Purchasing Behavior.....	11
2.2.1 Definition and Theory of Purchasing Behavior.....	11
2.2.2 Types of consumers' buying behavior.....	12
2.2.3 Decision-making process.....	13
2.2.4 Consumer decision-making for luxury products.....	16
2.2.5 Factors influences on purchasing behavior	16

CONTENTS (CONTINUED)

	Page
2.3 Perceived risk and Risk-reductions strategies.....	20
2.3.1 Definition and Theory of Perceived risk	20
2.3.2 Dimensions of Perceived risk.....	20
2.3.3 Risk-reduction strategies.....	28
2.3.4 Demographic and Perceived risk.....	29
2.3.5 Demographic and Risk-reduction strategies.....	30
2.4 Jewelry Industry in Thailand.....	30
2.4.1 Thai Jewelry Industry overview	30
2.4.2 Current situation of the Jewelry industry	34
2.5 Related study.....	35
2.6 Conceptual framework.....	40
3. METHODOLOGY.....	42
3.1 Population, Sample size and Sampling method.....	42
3.2 Research design.....	46
3.3 Research instruments.....	46
3.4 Data collection.....	49
3.4.1 Primary Data.....	49
3.4.2 Secondary Data.....	49
3.5 Data analysis.....	51
4. RESULTS.....	52
4.1 Findings of Respondents.....	52
4.1.1 Respondents' Demographic Characteristics.....	52
4.1.2 Respondents' Trip behaviors.....	54
4.1.3 Attributes influencing international tourists' purchasing decision from jewelry shops in Phuket.....	57
4.1.4 Types of jewelry which international tourists were interested from jewelry shops in Phuket.....	58

CONTENTS (CONTINUED)

	Page
4.1.5 Purposes of buying jewelry products from jewelry shops in Phuket.....	59
4.1.6 Sources of information on jewelry before international tourists visit Phuket...	60
4.2 Foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket.....	61
4.3 Risk-reduction strategies of foreign tourists adopted on jewelry purchasing from Phuket.....	65
4.4 Hypothesis Testing.....	67
4.4.1 Demographic and Perceived risk dimensions.....	67
4.4.2 Demographic and Risk-reduction strategies.....	86
4.5 Foreign tourists' satisfaction level on purchasing jewelry products in Phuket.....	111
4.6 An international tourists' recommendations related to perceived risks on buying jewelry products in Phuket (Open-ended questions).....	112
5. CONCLUSIONS AND DISCUSSION.....	115
5.1 Conclusions.....	116
5.1.1 About the Respondents.....	116
5.1.2 Foreign tourists' dimensions of perceived risk.....	116
5.1.3 Risk-reduction strategies of foreign tourists adopted on purchasing jewelry....	116
5.1.4 Comparisons of tourists' perceived risk dimensions, and risk-reduction strategies, among respondents' demographic characteristics.....	117
5.1.5 Respondents' satisfaction levels upon buying jewelry.....	118
5.1.6 A foreigners' recommendations towards perceived risk on buying jewelry	118
5.2 Discussions.....	119
5.2.1 Objective 1: To investigate perceived risk dimensions of international tourists on buying jewelry products in Phuket.....	119
5.2.2 Objective2: To examine methods which international tourists have adopted to reduce risks on jewelry purchasing in Phuket.....	120

CONTENTS (CONTINUED)

	Page
5.2.3 Objective3: To compare perceived risk dimensions with risk-reduction strategies of international tourists when buying jewelry in Phuket with international tourists’ demographics.....	122
5.3 Recommendations.....	123
5.3.1 Recommendation to government (or relevant organization)	123
5.3.2 Recommendation to jewelry shops in Phuket.....	123
5.4 Limitations and suggestions for future study.....	124
5.4.1 Limitations of the study.....	124
5.4.2 Suggestions for future study.....	125
BIBLIOGRAPHY.....	126
APPENDICES.....	140
Appendix A.....	140
Appendix B.....	145
VITAE.....	146

LIST OF TABLES

	Page
1.1 Tourists' arrivals number, tourism revenues, average spending per tourists and tourism shopping contribution to tourists' spending in 2003-2013.....	2
1.2 Average expenditure of international tourist arrivals in Thailand 2003-2013 separated by expenditure items.....	3
2.1 Definition and Perceived risk attributes of international tourist associated with jewelry purchasing in Phuket.....	22
2.2 Thailand's Jewelry Export Value in 2011-2013 (by category).....	32
2.3 Thailand's Gold Jewelry Export Markets in 2011-2013.....	33
2.4 Risk-reduction strategies in an online clothes purchasing among Chinese consumers	38
3.1 Participated Jewelry shops in Phuket.....	45
3.2 Reliability of Measurements in the Pilot test.....	47
3.3 Likert Scale Evaluation.....	51
4.1 Respondents' Demographic Characteristics.....	53
4.2 Respondents' Trip Behaviors.....	55
4.3 Attributes influencing international tourists' purchasing decision from jewelry shops in Phuket.....	58
4.4 Type of jewelry which international tourists were interested in jewelry shops from Phuket.....	59
4.5 Purposes of buying jewelry in Phuket.....	60
4.6 Sources of information on jewelry before international tourists visited Phuket.....	60
4.7 Measurement of foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket.....	62
4.8 Measurement of risk-reduction strategies adopted by foreign tourists on jewelry purchasing in Phuket.....	66
4.9 Independent sample t-test on impact of gender with regards to perceived risk dimensions on purchasing jewelry in Phuket.....	68

LIST OF TABLES (CONTINUED)

	Page
4.10 One way ANOVA on impact of Age and foreign tourists' risk dimensions of perceived risk on jewelry purchasing from Phuket.....	71
4.11 Multiple Comparisons (Fisher LSD post hoc test) on impact of Age group and foreign tourists' perceived risk dimensions on purchasing jewelry in Phuket.....	73
4.12 One way ANOVA on impact of Annual household income and foreign tourists' risk dimensions of perceived risk on jewelry purchasing from Phuket.....	74
4.13 Multiple Comparisons (Fisher LSD post hoc test) on impact of Annual household income groups and foreign tourists' perceived risk dimensions on purchasing jewelry in Phuket.....	76
4.14 One-way ANOVA on impact of Nationality and foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket.....	77
4.15 Multiple Comparisons (Fisher LSD post hoc test) on impact of Nationality groups and foreign tourists' risk perception on purchasing jewelry from Phuket.....	79
4.16 One-way ANOVA on impact of education level and foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket.....	80
4.17 Multiple Comparisons (Fisher LSD post hoc test) on impact of Education levels groups and foreign tourists' risk perception on purchasing jewelry from Phuket...	81
4.18 One-way ANOVA on impact of Occupation and foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket.....	81
4.19 Multiple Comparisons (Fisher LSD post hoc test) on impact of Occupation group and foreign tourists' risk perception on purchasing jewelry from Phuket.....	83
4.20 One-way ANOVA on impact of the most influential person involved in buying jewelry products in Phuket differences and foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket.....	84
4.21 Multiple Comparisons (Fisher LSD post hoc test) on impact of the most influential person influencing on jewelry purchasing in Phuket groups and foreign tourists' risk perception on purchasing jewelry from Phuket.....	85

LIST OF TABLES (CONTINUED)

	Page
4.22 Independent sample t-test on impact of gender with regards to risk- reduction strategies on jewelry purchasing in Phuket.....	87
4.23 One way ANOVA on impact of Annual household income and foreign tourists' risk-reduction strategies on jewelry purchasing in Phuket.....	89
4.24 Multiple Comparisons (Fisher LSD post hoc test) on impact of Annual household income groups and foreign tourists' risk-reduction strategies on jewelry purchasing in Phuket.....	94
4.25 One way ANOVA on impact of Nationality and foreign tourists' risk-reduction strategies on jewelry purchasing in Phuket.....	99
4.26 Multiple Comparisons (Fisher LSD post hoc test) on impact of Nationality groups and foreign tourists' risk-reduction strategies on purchasing jewelry in Phuket.....	102
4.27 One way ANOVA on impact of Education level and foreign tourists' risk-reduction strategies on jewelry purchasing in Phuket.....	106
4.28 Multiple Comparisons (Fisher LSD post hoc test) on impact of Education level groups and foreign tourists' risk-reduction strategies on purchasing jewelry in Phuket	108
4.29 The Measurement of Respondents' Satisfaction levels on purchasing jewelry products in Phuket.....	111
4.30 The Measurement of Respondents' Satisfaction levels to recommend their friends/family or relatives to buy jewelry from Phuket.....	112
4.31 The Measurement of Respondents' intention to buy jewelry products in case of revisit Phuket.....	112

LIST OF FIGURES

	Page
2.1 Types of Consumers' Buying Behavior based on the degree of buyer involvement and the degrees of differences among brands.....	12
2.2 Consumer Decision Making Process.....	14
2.3 Factors influences consumer buying behavior.....	17
2.4 Maslow's hierarchy of Needs.....	18
2.5 Conceptual framework.....	41

LIST OF ABBREVIATION AND SYMBOLS

AIGS	Asian Institute of Gemological Sciences
ANOVA	Analysis of variance
BOI	Thailand Board of Investment
BWC	Buy with confidence
DBD	Department of Business Development
DIW	Department of Industrial Works
GCT	Gems and Jewelry Business Development Committee of Thailand
GIA	Gemological Institute of America
GIT	Gem and Jewelry Institute of Thailand (Public Organization)
JFC	Jewel Fest Club
LSD	Least Significant Difference
MBA	Master of Business Administration
OSMEP	Office of Small and Medium Enterprise Promotion
OTOP	One Tambon One Product
PR	Perceived risk
RRS	Risk-reduction strategy
SD	Standard deviation
SPSS	Statistical Package for the Social Sciences
TAT	Tourism Authority of Thailand
TISI	Thai Industrial Standard Institute
TGJTA	Thai Gem and Jewelry Traders Association
UAE	United Arab Emirates
USA	United States of America
US dollars	United States dollars

CHAPTER 1

INTRODUCTION

1.1 Background and Statement of the problem

Thailand has always been a great travel destination for tourists around the world. Many tourists visit Thailand every year to experience the excitement, attractive shopping, appealing food and unique Thai culture. The tourism and shopping industry plays an important role in Thai economy as it contributes to Thailand's revenues and growing foreign exchange earnings. The Table1.1 (below) shows that in the period of 2003-2013, the number of foreign tourists reached a historical record of 26.5 million in 2013, rising by approximately 19 percent from the previous year and tourism revenues in Thailand increased from 309,269 million baht in 2003 to 1,207,145 million baht in 2013.

The Gem and Jewelry Institute of Thailand (GIT) reported that an increasing number of tourists in Thailand had motivated an expansion of domestic gems and jewelry market in Thailand. Gems and Jewelry have been shown to be the favorite consumer item among foreigners (Gem and Jewelry Institute of Thailand, 2013). Table1.2 shows an average expenditure of international tourists separated by categories such as accommodations, shopping, etc. The data provided by the Table1.2 indicates that international tourists spend more money on shopping and souvenirs than on food, beverages, and entertainment. Shopping and souvenirs have generated the second highest revenues on the chart, exceeded only by accommodation. Therefore, "souvenir shopping" plays an important part in tourism and it is an attractive activity among foreigners visiting Thailand.

Table 1.1 Tourists' arrivals number, tourism revenues, average spending per tourists in 2003-2013

Year	Tourists arrival number (million people)	Tourism revenue (million baht)	Average spending per tourists (Baht/person/day)
2003	10.00	309,269	3,774.50
2004	11.65	384,360	4,057.85
2005	11.52	367,380	3,890.13
2006	13.82	482,319	4,048.22
2007	10.37	547,782	4,120.95
2008	10.10	561,439	4,142.30
2009	14.14	451,324	4,011.21
2010	15.93	501,801	4,078.67
2011	19.23	776,217	4,187.12
2012	22.35	767,474	4,392.81
2013	26.54	1,207,145	4,616.49

Source: Tourism Authority of Thailand (2003-2007), and Department of Tourism (2008-2013)

Table1.2 Average expenditures of international tourist arrivals in Thailand 2003-2013 separated by expenditure items

Year	Total (Baht/Person/Day)	Shopping & Souvenir	Entertainment	Sightseeing	Accommodations	Foods & Beverages	Local transport	Miscellaneous
2003	3,774.50	1,130.96	266.43	116.07	1,255.50	635.72	307.40	118.51
2004	4,057.85	1,149.20	503.31	220.60	1,067.59	683.21	315.25	118.69
2005	3,890.13	1,089.86	494.03	165.68	1,018.34	722.97	311.96	87.29
2006	4,048.22	1,106.47	472.82	180.99	1,077.40	717.45	385.40	107.69
2007	4,120.95	1,071.78	479.91	177.66	1,145.32	731.10	393.74	121.44
2008	4,142.30	1,025.34	476.45	168.27	1,189.78	740.22	419.43	122.81
2009	4,011.21	996.27	461.93	151.6	1,198.11	725.26	412.59	65.45
2010	4,078.67	989.89	472.83	151.57	1,226.21	756.41	418.42	63.34
2011	4,187.12	1,001.67	487.86	157.64	1,255.79	784.43	434.16	65.57
2012	4,392.81	1,048.61	522.66	171.19	1,311.53	821.01	451.36	66.45
2013	4,616.49	1,093.27	540.54	184.67	1,386.49	879.84	470.24	61.44

Source: Tourism Authority of Thailand (2003-2007), and Department of Tourism (2008-2013)

Shopping is one of the main activities tourists engage in (Snepenger, Murphy, O'Connell, and Gregg, 2003; Yuksel, 2007). During the limited time spent in a tourist destination, shopping is one of the easiest and best means of experiencing a local culture (Yuksel, 2007). The previous research supported that shopping expenditures account for approximately one third of total tourism revenues (Kim and Littrell, 2001; Wong and Law, 2003) therefore, it often generates employment for the host community.

Souvenir products are universally associated with tourism, as commercially produced merchandise intended to be a tangible aspect of a tourist's travel experience (Swanson, 2004). The souvenir is something people can bring back as a memento of a tourism experience, and may come to be a life-long treasure. Damrongpipat (2009) stated that gems and jewelry are in the typology of souvenirs and purchasing souvenirs is an exciting experience for many tourists (Nithipan Damrongpipat, 2009, p.15).

Due to the image and reputation of Thailand's gems and jewelry industry, it captures the attention from financial investors, business people, and foreign tourists around the world (Thailand Board of Investments, 2012). In 2011, the Thailand Board of Investment claimed that Thai jewelry product contributed a powerful role in the tourist industry, as jewelry products were a large part of revenue generated in Thailand's tourism sector (Thailand Board of Investments, 2011). Within the domestic market, there are more than 1,100 jewelry retail stores operated around Thailand which cater to both Thai and foreign customers (Department of Business Development, 2013). On this topic, Chrongrittorn (2005) mentioned that the bulk of jewelry sales occur in the major tourist destinations in Thailand (Arporn Chongrittorn, 2005, p.1).

Phuket is a popular tourist destination, and the province plays a significant part in shopping opportunities for visitors all over the world. There are many specialist shops dealing in souvenirs and jewelry products on the island (Tourism Authority of Thailand, 2012). According to statistics compiled by Department of Tourism, Phuket welcomed more than 8 million international tourists in 2013. This world class destination generated tourism revenue of more than 220,000 million baht, and rising every year (Department of Tourism, 2013).

In 2012, Thai government and other related public organizations announced and warned foreigners about risks associated with the jewelry purchasing from jewelry shops in Thailand. For example, Gem and Jewelry Business Development Committee of Thailand (GCT)

have applied the project “Buy with confidence (BWC)” to increase awareness of jewelry scams and frauds against foreign tourists, particularly in the main tourist destination areas such as Bangkok, Phuket, Chiangmai, Pattaya, Samui, etc (Gem and Jewelry Business Development Committee of Thailand, 2012). Howard, author of “Risky Business” (2009) reported that the Thai government received 1,000 complaints, and the Tourist Police Division, got more than 300 complaints from international tourists about low quality in gemstones and jewelry in 2012 alone. Still, there are few foreign tourists (victims) who actually register their complaints at regional government offices, such as Tourism Authority of Thailand, Phuket branch, or the Thailand Tourist Police Division. The problems of well-organized gems and jewelry scams have grown into a major threats to not only the credibility of the Thai gem and jewelry industry, but also the Thai tourism industry as a whole (Ministry of Tourism and Sports, 2012).

According to the gems and jewelry scams in Thailand, this study applied the theory of perceived risk dimensions and risk-reduction strategies in order to investigate perceived risk dimensions of international tourists on buying jewelry products in Phuket and examine methods which international tourists have adopted to reduce risks on jewelry purchasing in Phuket. Besides, knowing the relationship between personal factors among tourists such as gender, age, annual household income, nationality, education level, occupation, etc. associated with perceived risk dimensions and risk-reduction strategies on jewelry purchasing in Phuket will help the jewelry shops could target their markets on the basis of tourists’ demographic characteristic by gender, annual household income, nationality, and education level. At the same time, jewelry shops could design strategies to reduce foreign tourists’ risk perception on jewelry purchasing in Phuket and create foreign customers’ satisfaction and retain for the prospect customers.

1.2 Aim and objectives of the study

Aim

This research is aimed at investigating the perceived risk dimensions of international tourists when buying jewelry products in Phuket. To examine methods which international tourists have adopted to reduce risks on jewelry purchasing in Phuket and compare data gathered regarding personal factors among tourists associated with perceived risk dimensions and risk-reduction strategies on jewelry purchasing in Phuket.

Research Questions

1. What dimensions of risk international tourists perceive on buying jewelry products in Phuket?
2. What methods tourists use to reduce risk while shopping for jewelry products in Phuket?
3. Are there any differences between personal factors among tourists associated with perceived risk dimensions and risk-reduction strategies on jewelry purchasing in Phuket?

Research Objectives

1. To investigate perceived risk dimensions of international tourists on buying jewelry products in Phuket.
2. To examine methods which international tourists have adopted to reduce risks on jewelry purchasing in Phuket.
3. To compare data gathered regarding personal factors among tourists associated with perceived risk dimensions and risk-reduction strategies on jewelry purchasing in Phuket.

1.3 Hypotheses

From the previous discussion, research hypotheses have developed to this study:

Hypothesis 1 : There is no significant difference between gender of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket

Hypothesis 2 : There is no significant difference between age group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket

Hypothesis 3 : There is no significant difference between annual household income group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket

Hypothesis 4 : There is no significant difference between nationality group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket

Hypothesis 5 : There is no significant difference between education level group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket

Hypothesis 6 : There is no significant difference between occupation group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket

Hypothesis 7 : There is no significant difference between the most influential person influenced on jewelry purchasing in Phuket group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket.

Hypothesis 8 : There is no significant difference between gender group of international tourists and risk-reduction strategies on jewelry purchasing at jewelry shops in Phuket.

Hypothesis 9 : There is no significant difference between annual household income group of international tourists and risk-reduction strategies on jewelry purchasing at jewelry shops in Phuket.

Hypothesis 10 : There is no significant difference between nationality group of international tourists and risk-reduction strategies on jewelry purchasing at jewelry shops in Phuket.

Hypothesis 11 : There is no significant difference between education level group of international tourists and risk-reduction strategies on jewelry purchasing at jewelry shops in Phuket.

1.4 Significance of the Study

The marketing mix, otherwise known as 'the 7 P's', is an important element influencing the decision-making of customers. The 7 P's of marketing mix consists of (1) Product; (2) Price; (3) Place; (4) Promotion; (5) People-an interactions between customers and contact personnel which can affect their satisfaction; (6) Physical environment-the physical appearance and provide tangible evidence of service performance; and (7) process- the operation of inputs and outputs from marketers/sellers to customers (Hashim and Hamzah, 2014). However, marketers cannot address only marketing strategies as external factors influencing a customer's

buying behavior. Internal factors such as risks perception are determinants in buying, especially expensive, risky products, for this reason, it is critical for jewelry merchants in Phuket to understand how risk perception operates in the jewelry businesses environment. This can assist jewelry in developing risk-reduction strategies to maximize customer satisfaction.

1.5 Scope of the Study

1.5.1 Scope of research area

The study investigates perceived risk dimensions of tourists when buying jewelry products in Phuket. Methods which international tourists use to reduce are examined, and comparisons between international tourists' demographics associated with perceived risk dimensions and risk-reduction strategies are made.

1.5.2 Scope of Time

The questionnaires were distributed to international tourists at jewelry shops in Phuket during December 2013.

1.5.3 Scope of Geography

The questionnaires were distributed to international tourists at jewelry shops in Phuket.

1.5.4 Scope of Demography:

The distribution of questionnaires was given directly to international tourists who had stayed in Phuket for at least one night and went shopping at local jewelry shops' reception areas. Collecting the questionnaires at the shops' reception area optimized realistic results as international tourists had done the shopping and had possibly purchased jewelry products.

1.6 Definition of Key Terms

1.6.1 Perceived risk (PR) is defined as a consumers' uncertainty regarding possible negative consequences of a purchase decision (Bauer, 1960). According to Cunningham, author of "*The Major Dimension of Perceived risk*" (1967) perceived risk was measured as a multidimensional constructs: financial risk, functional risk, social risk, physical risk, psychological risk, time risk.

1.6.2 Risk-reduction strategy (RRS) is defined as a “risk reliever” strategy or method adopted by consumers in order to lower risks and increase certainty in the pre-purchase stage (Roselius, 1971).

1.6.3 An International tourist is any person visiting Thailand for any reason other than employment based within the country. To classify as a “tourist”, the person must stay at least one night, but no longer than 90 days and the purpose of his or her journey can be classified under one of the following: leisure (recreation, holiday, health, study, religion, and sport), business, family, mission and meeting. This also refers to arrival by sea with an overnight stay in accommodation establishments ashore, but excludes cruise passengers who stay overnight on board and direct transit passengers who do not pass through immigration (Tourism Authority of Thailand, 2012).

1.6.4 Gems or Gemstone are precious or semi-precious piece of mineral and when in cut and polished form, is used to make jewelry. Gemstones are also identified by gemologists who describe gems and their characteristics using technical terminology specific to the field of gemology including chemical composition (Asian Institute of Gemological Sciences, 2004).

1.6.5 Jewelry is an ornament that people wear on their body such as rings, necklaces, bracelets made of valuable metals such as gold and silver and often decorated with precious stones (jewels, gems) (Asian Institute of Gemological Sciences, 2004).

CHAPTER 2

LITERATURE REVIEW

2.1 Consumer Behavior

2.2 Purchasing Behavior

2.2.1 Definition and Theory of Purchasing Behavior

2.2.2 Types of consumers' buying behavior

2.2.3 Decision-making process

2.2.4 Consumer decision-making process of luxury products

2.2.5 Factors influences on purchasing behaviour

2.3 Perceived risk (PR) and Risk-reduction strategies (RRS)

2.3.1 Definition and Theory of Perceived risk

2.3.2 Dimensions of Perceived risk

2.3.3 Risk –reduction strategies

2.3.4 Demographic and Perceived risk

2.3.5 Demographic and Risk-reduction strategies

2.4 Jewelry Industry in Thailand

2.4.1 Industry overview

2.4.2 Current situation of the industry

2.5 Related study

2.1 Consumer Behavior

According to Solomon and Bamossy (1996), consumer behavior is a study of the procedures involved in selecting, purchasing, using, or disposing of products and services to satisfy their needs. Schiffman and Kanuk (1997) proposed that consumer behavior was related to an individuals' decision-making on spending available time, money and efforts in order to satisfy their consumptions' need. Leiper (1997) added about consumer behavior, in an aspect of understanding the tourists' behavior which provide benefits for effective tourism planning and marketing. Leiper stated, "Without understanding the tourist consumers' behavior, businesses would not able to satisfy their consumers' needs, and also will not meet success in today's competitive markets".

Pizam and Mansfeld (1999) mentioned consumer behavior involves "the study of why people buy a product or an activity, and how consumers make decisions". After decades, Reisinger (2009) defined consumer behavior as "consumers would select, purchase, use, and evaluate products or services until their needs and desires are satisfied". The study also suggested that consumer behavior is a person's decision-making process when facing several alternatives or choices.

2.2 Purchasing Behavior

2.2.1 Definition and Theory of Purchasing Behavior

Purchasing Behavior is the decision-making process which involves evaluating, buying, consuming, and getting rid of products (Brown, 2006). In practice, Purchasing Behavior is defined as the same as Consumer Behavior (Engel, Blackwell and Miniard, 1995; Brown, 2006).

Consumers receive and process information when they need to buy product and services. One of the important steps in information processing is to understand the level of involvement involved in the purchase situation, therefore products are classified as high-involvement or low involvement products (Rothschild, 1979; Richins and Bloch, 1986; Holmes and Crocker, 1987). The same conclusions were also drawn in previous behavior studies, when purchasing high involvement (Schiffman and Kanuk, 2009), high value products and complex

technology (Mitchell, 1999) such as televisions and computers (Srinivasan and Ratchford, 1991) and luxury brand products (Wiedman, Hennigs and Siebels, 2007).

Studies investigating high-risk products such as gemstones or jewelry products are lacking, but in character, gems and jewelry are close to luxury brand products. Consumer buying behavior is associated with different demographics of buyers such as country of residence, age, and gender (Perner, 2000; Dmitrovic, Vida and Reardon, 2009; Schiffman & Kanuk, 2009; Sharma, 2010). Therefore, buyers from different demographics e.g. Thai buyers and foreign buyers may purchase in a different way. Studying the differences in consumers' purchasing behavior may involve with marketing strategies that can better reach customers, and benefit sellers.

2.2.2 Types of Consumers' buying behavior

The study of Assael (1995) divided consumers buying behavior into four types, based on the degree of buyer involvement and the degrees of differences among brands as showed in figure 2.1

Figure 2.1 Types of Consumers' Buying Behavior based on the degree of buyer involvement and the degrees of differences among brands

	High involvement	Low involvement
Significant differences between brands	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior

Source: Assael. (1995)

1. Complex Buying Behavior

The study involved in the high-involvement products e.g. televisions, cars, houses (Srinivasan and Ratchford, 1991) and luxury brand products (Wiedman, Hennigs and Siebels, 2007). This behavior occurs when consumers are influenced in buying high name-brand products. The consumers buying behavior are related with rare, expensive products which are not frequently purchased (Assael, 1995).

2. Dissonance-Reducing Buyer Behavior

The study involved in the high-involvement products e.g. carpets. Sometimes, while purchasing expensive, infrequently used, and risky products, the consumers may be highly involved, but do not see much differences in the brands. In some situations, buyers may take a look at what is available, but can buy fairly quickly because the differences among various brands. However, the consumer might experience “post-purchase” for various reasons, then find more information to narrow their options in the future. Therefore, marketers should provide any strategies to help consumers feel better about their purchases (Assael, 1995).

3. Habitual Buying Behavior

The study concerns low-involvement products, such as consumer goods, e.g. salt, which consumers repeatedly buy the same brand out of habit. Many products of day-to-day use are bought under conditions of low consumer involvement because there may be an absence of significant brand differences. There may be brand familiarity and brand conviction. In such a situation, consumers do not pass through the normal attitudes or behavior, and may or may not be followed by evaluation. They therefore do not form an attitude and opinion toward a brand product, but select it because it is familiar (Assael, 1995).

4. Variety-Seeking Buying Behavior

The study involved in the low-involvement products e.g. soaps and detergents. In some buying situations, consumers did a brand switching for the sake of variety rather than dissatisfaction (Assael, 1995).

2.2.3 Decision-making processes

For the past three decades, consumers’ decision-making research has grown quickly. There are many theories such as the ‘satisfying theory’ (Simon, 1956), the ‘prospect theory’ (Kahneman and Tversky, 1979), ‘theory of reasoned action’ (Ajzen and Fishbein, 1980) and ‘theory of planned behavior’ (Ajzen, 1985 and Ajzen, 1987) whose theories have been developed and tested in a variety of contexts. However, a particular model of Kotler and Armstrong (2010) clearly explains each step of consumer decision-making in order to purchase a product. The model consists of five stages which is show in Figure 2.2

Figure 2.2 Consumer Decision-making Process



Source: Kotler and Armstrong. (2010)

The first stage is need recognition (or problem recognition). Consumers recognize a problem or need. Needs come from internal or external stimuli. Internal stimuli comes from an individual's need e.g. hunger. However, external stimuli are from the environment or society, such as when a colleague buys a new home, it can be as external stimuli.

In the second stage, consumers looking for information to fulfill their needs therefore perceived risk associated with decision-making occurred, there are three components in searching information which are Sources of information, Search strategies, and the Amount of searching (Sheth, Mittal, and Newman, 1999).

Information search consumers use can come from the product, or other non-related sources (Sheth, Mittal, and Newman, 1999). In marketing, there are four main categories of information sources which are (1) Personal: Family, friends, relatives; (2) Commercial: Advertising, websites, salespersons, packaging, displays; (3) Public: Mass media (4) Experimental: using the product. Therefore, consumers who perceived high risks tend to seek more information (Dowling, 1986; Mitchell and Boustani, 1994). There are many different search strategies which a person uses, such as personal experiences, prior knowledge of the product, and other sources of information.

In the third stage, the evaluation of alternatives, the study involved in customers' decision-making among other options. Many previous studies in relation to consumer buying behavior have been aimed at examining evaluative criteria (or product attributes). Evaluative criteria, or, product attributes, could be price, country of origin, or could be subjective attributes, such as design and quality (Myers and Shocker, 1981; Grapentine, 1995). In addition, there are other alternatives based on the functional criteria which consumers could compare among style, function, ease of use, prestige and services.

In the fourth stage-purchase decision, consumers choose which product or brand they intend to buy. The purchasing is divided into three steps. First, the preference is recognized and identified. Second, an intent of purchase is made known and lastly, the purchase is implemented (Sheth, Mittal, and Newman, 1999). There are two factors influenced an intention to purchase and purchase decision which are attitudes of others and unexpected situational factors. Opinions of others, such as the recommendation of family, relatives, or close friends to buy a product influence the decision as well. Unexpected situational factors are opposite of expected factors such as expected price or expected product benefit. However, some situations or events could change the purchase decision, such as a sales promotion, which are called “unexpected situational factors” (Kotler and Armstrong, 2010).

The final stage is post-purchase behavior, after its purchase the customer will be satisfied or not. In this stage, customers use their experiences for future decision-making processes. This is a good chance for businesses to gain customer loyalty, customer retention, and other feedback (Sheth, Mittal, and Newman, 1999). Customers’ feelings after purchases are very important, and strong focus should be put on customer satisfaction, and in garnering customer loyalty. There are three small steps in post purchase behaviour which are (1) Post purchase satisfaction; (2) Post purchase actions; (3) Post purchase use and disposal.

1) Post-purchase satisfaction indicates consumers’ satisfaction towards products performance which would meet customers’ perceived expectations. If products satisfied customers, it is likely to help in creating a positive word-of-mouth reputation for the products which can be as follows:

- a) Disappointed if products fails to match expectations;
- b) Satisfied if products’ performances met an expected level;
- c) Delighted when products’ performance go beyond customers’ expected level.

2) Post-purchase actions occur when customers are satisfied with products, and satisfied customers will talk about the products with their friends, family, or relatives, and thus become a repeat buyer. On the other hand, dissatisfied customers will stop buying products, may complain and against that products therefore marketer or retail businesses should encourage customers to make recommendation or suggestion for improvement.

3) Post-purchase use and disposal: Products can change hands in numerous ways, such as sold, thrown away, or given as gifts. Therefore marketer or retail businesses should understand customers in this stages and communicate to customers clearly for example, batteries need to be disposed of in an environmentally acceptable manner. From the company's perspective, the importance of toxic product disposal is that it linked with consumption rate.

2.2.4 Consumer decision-making process of luxury products

Most of the previous research in consumers' decision-making is involved in luxury brand products (Gentry, Putrevu, Shultz, and Commuri, 2001; Miquel, Caplliurer, and Aldas-Manzano, 2002; Coulter, Price, and Feick, 2003; Wiedmann, Hennigs, and Siebels, 2007; Zhang, Fang, Zhang, Cui, and Fan, 2010). However, there is one interesting previous study which indicated the differences in consumers' decision-making process of purchase involvements (Woodside and Sirakaya, 2004). This study is consistent with Kotler and Keller (2009) which proposed the main type of consumers' decision-making as:

1) Habitual/routine decision-making process occur when customers get familiar with the product category, they make quickly decision based on routine and experiences, the level of involvement is low, the product was evaluated after purchasing, customers have high frequency of buying products. Examples of routine purchases are the daily newspaper, coffee, weekly groceries, etc.

2) Limited decision-making process is involved in the low level of involvement, low price of products, and moderate times used in decision-making process. Examples of products are clothes, gifts.

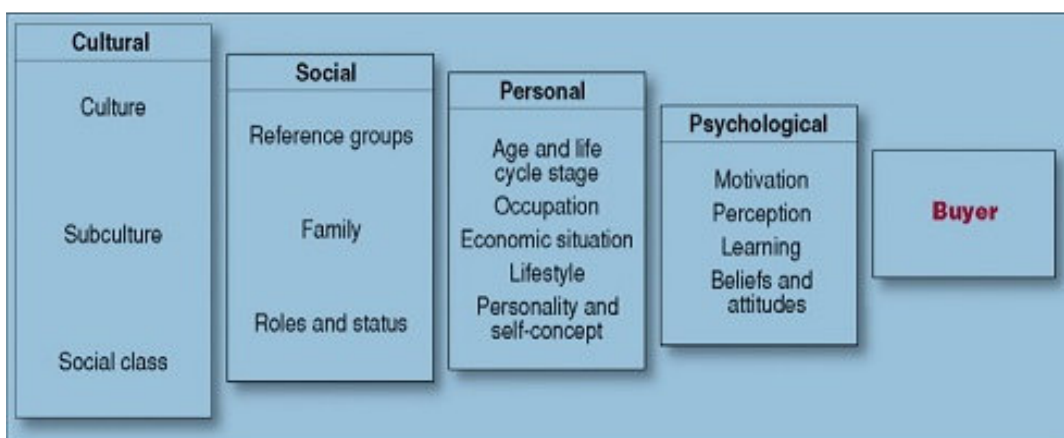
3) Extended decision-making process is involved in the high involvement, expensive products; amount of time spent on the decision-making process is considerable. Extensive decision-making occurs for product which is important to consumers, such as specialty goods (Bauer, Sauer, and Becker, 2006). Buying a house, a first car, or luxury products are examples of extended decision-making process.

2.2.5 Factors influences on purchasing behavior

Consumer behavior theories suggest two major issues influencing consumer buying behavior which are internal factors and external factors (Kotler and Keller, 2009; Schiffman and Kanuk, 2009). Previous studies of external factors which influenced consumers buying behavior

have found in the traditional marketing strategies or 4' Ps strategies (Kotler and Keller, 2009) and have been widely use and acceptable (Berstell, 2006). However, an internal factor also plays an important part in affecting consumer behavior. According to Kotler and Armstrong (2008), there are four factors influences consumers purchasing behavior which is show in figure 2.3

Figure2.3 Factors influences consumer buying behavior



Source: Kotler and Armstrong. (2008)

1. *Cultural factors* refer to the people belonging of groups as such nationality, race, and social class. This belonging influences each consumer's purchase.

2. *Social factors* refer to reference groups, family and roles and status. A reference group is person or group which influenced directly or indirectly on individual's behavior. It is so named because it serves as a point of comparison for its members. Each group has a set of norms and values which are respected by everyone who want to belong to this group. The "Reference group" concept is an important one for marketers to understand the consequences of group life, and the impact on an individual's beliefs, judgment, and attitudes (Kumra, 2007).

3. *Personal factors* refer to differences in age, gender, race, etc., and these are influential to consumers during their purchases. Kotler and Armstrong (2008) suggested that people always differ when buying goods and services. Occupations are also affected an intention to buy products.

4. *Psychological factors* are represented by motivation, perception, learning, beliefs and attitudes. Maslow (Cited in Doyle and Stern, 2010) uses this hierarchy of human

needs to explain why people are driven by particular needs at every time which is show in figure 2.4

Figure2.4 Maslow's hierarchy of Needs



Source: Kotler and Armstrong. (2010)

According to figure 2.4, people try to satisfy the first need not fulfilled, starting from the bottom of the pyramid. This model can explain the term “motivation”, which refers to subconscious motivations. Most of the time, consumers do not know why or cannot explain why they act as they do (Kotler and Armstrong, 2008).

Kumra (2007) explains several characteristics of needs. Needs cannot be created or manipulated by marketers. The need exists perpetually within the customer. Needs are never permanently satisfied, however fully. They come back and change with time and environment. For instance, people have not the same needs at each meal. We can also observe that new needs arrive when old needs are satisfied. Consumers have multiple needs at the same time. Money they use to satisfy a need, means less money for another need. Lastly, we can differentiate needs and wants. Needs pre-exist, while wants lead to a demand.

1) Motivation is a process that starts when customer has needs that he wants to satisfy. It creates both physiological and psychological tension and discomfort. This is satisfied through the purchase and use of products and services (Kumra, 2007).

2) Perception is selecting, organizing and interpreting information from three perceptual processes: selective attention, selective distortion and selective retention. Selective attention is the tendency for people to screen out most of the information they are exposed to.

Selective distortion is the way that people interpreting information that supports what they already believe. Selective retention is the way that people remember good points of products they purchased in order to compete with others (Kotler and Armstrong, 2008). The first impression is the last one. When you introduce a new product without testing it and customers have a bad impression about it, any product improvement might change the negative view that the consumer already has of it (Kumra, 2007).

3) Learning: changes individual behavior according to the past experiences. Past purchase experiences influence future purchases. For instance if a customer has been disappointed by a product or brand, he won't buy it anymore (Kotler and Armstrong, 2010). Learning is a process that evolves with knowledge, and experience. Knowledge is considered as the acquisition and processing of information available through an exchange between customers and company.

4) Beliefs and Attitudes which Kotler and Armstrong (2008) explain that a belief is “a descriptive thought that a person holds about something”. Beliefs are important to products therefore marketers have to focus on brand image in order to maintain their customers. For attitudes described a person’s relatively consistent evaluations, feelings, and tendencies toward an object or idea. Most of previous research widely used attitudes to investigate the satisfaction, trust and purchase intention of buyers. In addition, buyers with different demographic such as age, gender tend to perceived different level of attitudes (e.g. satisfaction, trust and intention to purchase) towards buying particular products or services (Erffmeyer, Keillor, and Leclair, 1999; Kishtwaria, Sharma, Sharma, and Rana, 2006; Kotler and Keller, 2009; Schiffman and Kanuk, 2009; Van Der Waldt, Rebello, and Brown, 2009; Wiedmann and Hennigs 2007). Therefore, different demographic profiles reflected different attitudes toward particular products, such as gemstones and jewelry e.g. Thai buyers as opposed to foreign buyers).

2.3 Perceived risk (PR) and Risk-reduction strategies (RRS)

2.3.1 Definition and Theory of Perceived risk

Perceived risk concept was initially proposed by Bauer (1960) and the study is well known in consumer behavior and marketing research (Bauer 1960 cited by Cox and Rich, 1967; Cunningham 1967; Bettman 1973; Chaudhuri 1998; Santana and Loureiro, 2010). Bauer (1960) cited by Stone and Gronhau (1993) defined “consumer behavior involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with anything approximating certainty, and some of which are likely to be unpleasant”. In addition, Bauer’s concept stated about consumers’ decision-making process under the risky situation which affects to consumers’ purchase decisions under the uncertainty situation and cannot get incomplete information (Bauer 1960, cited by Mitchell and Groatorex, 1988; Agrawal, 1995; Mitra, Reiss, and Capella, 1999). Moreover, the study also affects purchasing and purchase intention (Roehl and Fesenmarier, 1992; Mitchell, 1999).

The perceived risk concept has been developed by many previous studies in the consumer behavior and marketing fields. Most of those studies are associated with purchasing products and services such as foods, wines, cars (Mitchell, 1998; Lacey, Bruwer, and Li, 2009; Sunitha, Justus, and Ramesh, 2012), as well as online purchasing or e-shopping (Samadi and Yaghoob-Najadi, 2009; Santana and Loureiro, 2010; Zheng, Favier, Huang and Coat, 2012) which includes the online purchasing of gemstones (Tiangsoongnern, 2007) However, previous studies examining perceived risk associated in gems and jewelry purchasing at stores are lacking.

2.3.2 Dimensions of Perceived risk

Bauer’s initiated the concept of perceived risk and many studies have been developed in order to understand the consumer buying behavior under the risky situation (Cox and Rich, 1967; Bettman, 1973). Based on the previous research, Jacoby and Kaplan (1972) introduced the multi-dimensions of consumers’ perceived risk towards products purchasing which are overall perceived risk dimensions, performance risk, financial risk, social risk, physical risk, and psychological risk. Besides, the study of Roselius (1971) supported in time risk which are also important component of perceived risk dimensions.

Generally, risk can be varied based on the situation which consumer confronted with. A review of past researches both in traditional offline, (purchase at store) and online purchasing

(or e-shopping) situations showed that researchers have classified perceived risk into six dimensions which are;

1) Financial risk or economic risk

Beneke, Greene, Lok, and Mallet (2012) define financial risk as the possibility of loss money from a poor purchasing decision or involving consumers' concerns on value of money spent. It can be that the quality of a product does not match its price (Mitchell, 1998 cited by Beneke, Greene, Lok, and Mallet, 2012; Shiffman and Kanuk, 2004). The price level in the store and the ease of payments i.e. credit cards. In addition, tourists have been cheated by salespeople regarding the price of product, or conditions of the product. All of these affect the financial risk perception (Cunningham, 1967; Roselius, 1971; Jacoby and Kaplan, 1972; Stone and Grounhaug, 1993; Mitchell, 1998; Forsythe and Shi, 2003; Lim, 2003; Schiffman and Kanuk, 2004; Yuksel, 2007, Jahankhani, 2009; Beneke, Greene, Lok, and Mallet, 2012; Sunitha, Justus, and Ramesh, 2012; Zheng, Favier, Huang, and Coat, 2012).

2) Performance risk is sometimes called Functional risk or Quality risk

This concept is defined as the probability that the product does not work as consumers expected, or there is a noticeable low quality in the product (Cunningham, 1967; Roselius, 1971; Jacoby and Kaplan, 1972; Mitchell, 1998; Mieres, Martin and Guitierrez, 2005 cited by Beneke, Greene, Lok, and Mallet, 2012). It could be that consumers are concerned that products may not work as they need and want. Also, after-sales service might be ignored, or non-existent. In the case of poor quality of products, or the products' very short lifespan, this could cause extreme customer dissatisfaction. In some cases, product performance risk stems from the consumers' inability to make informed decisions, because of misinformation by shops or salespeople.

Furthermore, the ability to inspect the quality may be limited by physical problems such as products trials and the product labels provide little product information which could be the problems in language (Jacoby and Kaplan, 1972; Stone and Grounhaug 1993; Mitchell 1998; Forsythe and Shi, 2003; Lim, 2003; Gupta, Su, and Walter, 2004; Yuksel, 2007; Jahankhani, 2009; Beneke, Greene, Lok, and Mallet, 2012; Sunitha, Justus, and Ramesh, 2012; Zhang, Tan, Xu and Tan, 2012; Zheng, Favier, Huang, and Coat, 2012).

3) Social risk

This occurs when the product purchased was not approved by family, relatives, friends, or the loss of social status and image which comes from the purchasing of a given product (Cunningham, 1967; Roselius, 1971; Jacoby and Kaplan, 1972; Zielke and Dobbstein, 2007 cited by Beneke, Greene, Lok, and Mallet, 2012). Therefore buying from a reputable store can bring the satisfaction in consumers' social status. At the same time, buying from the well-known brand product can increase the satisfaction of consumers' status. In addition, service quality in shops and attitudes of staff effects on the self-esteem, status, and impressed consumers which brings the opportunity of store loyalty or brand loyalty (Cunningham, 1967; Roselius, 1971; Jacoby and Kaplan, 1972; Peter and Ryan, 1976; Stone and Grounhaug, 1993; Lim, 2003; Jahankhani, 2009; Sunitha, Justus, and Ramesh, 2012; Zhang, Tan, Xu and Tan, 2012; Zheng, Favier, Huang, and Coat, 2012).

4) Physical risk

This concept is defined as the probability that products may harm consumers or the concern that products might not safe or potentially unhealthy (Cunningham, 1967; Jacoby and Kaplan, 1972; Peter and Ryan, 1976; Stone and Grounhaug, 1993; Lim, 2003; Jahankhani, 2009; Zheng, Favier, Huang, and Coat, 2012).

5) Psychological risk

This concept is defined as the probability that products purchased do not fulfill self-esteem, and that consumer will be disappointed, and not happy with the products (Cunningham, 1967; Jacoby and Kaplan, 1972; Peter and Ryan, 1976; Roselius, 1971; Stone and Grounhaug; 1993; Forsythe and Shi, 2003; Lim, 2003; Jahankhani, 2009; Sunitha, Justus, and Ramesh, 2012; Zheng, Favier, Huang, and Coat, 2012).

6) Time risk

This concept is defined as the probability of wasting time due to product purchased (Zielke and Dobbstein, 2007 cited by Beneke, Greene, Lok and Mallet, 2012). Time is spent by searching and selecting a particular product, and time is wasted by travelling from place to place. This could include the time spent locating the store, or wasting time by replacing the damaged or faulty products purchased, and in collection product information. All of these effect the time risk perception on product purchasing (Cunningham, 1967; Roselius, 1971; Peter

and Ryan, 1976; Stone and Grounhaug, 1993; Forsythe and Shi, 2003; Lim, 2003; Jahankhani, 2009; Zhang, Tan, Xu, and Tan, 2012; Zheng, Favier, Huang, and Coat, 2012).

The table below shows the definition of perceived risk dimensions and various perceived risk attitudes of international tourists associated with purchasing jewelry products in Phuket as showed in Table 2.1:

Table 2.1 Definition and Perceived risk attributes of international tourists associated with jewelry products purchasing in Phuket

Dimensions of perceived risk	Definitions	Attributes	References
1. Financial risk or Economic risk	Possibility of a monetary loss from a poor purchase choice/decision	<ol style="list-style-type: none"> 1. Good are value for money 2. Product's quality does not match its price 3. Offers a variety of price ranges 4. Ease of payments such as credit card accepted 5. Deceptive product price or terms of a product by sales person 	<p>Beneke, Greene, Lok and Mallet(2012); Cunningham (1967); Forsythe and Shi (2003); Jacoby and Kaplan (1972); Jahankhani (2009); Lim (2003); Mitchell (1998); Schiffman and Kanuk (2004); Stone and Grounhaug (1993); Sunitha, Justus, and Ramesh (2012); Zheng, Favier, Huang and Coat (2012)</p>
2. Performance risk or Functional risk or Quality risk	Probability that a product or service purchased results in failure to function as desired	<ol style="list-style-type: none"> 1. Product might not perform as desired/ as expected 2. The actual quality of product does not match its description on the jewelry product labels 3. Poor product choice due to insufficient information on jewelry product labels to judge the quality of product 	<p>Beneke, Greene, Lok and Mallet(2012); Cunningham (1967); Forsythe and Shi (2003); Gupta, Bo-chiuan, and Walter (2004); Horton (1976); Jacoby and Kaplan (1972); Jahankhani (2009); Lim (2003); Roselius, (1971);</p>

Table 2.1 Continued

Dimensions of perceived risk	Definitions	Attributes	References
		4. Misinformation delivered by the shop assistants 5. Ability to judge the product quality may be limited by touching or trying the product 6. Sales person may not expert or unknowledgeable	Mitchell (1998); Stone and Grounhaug (1993); Sunitha, Justus, and ramesh (2012); Zhang, Tan, Xu, and Tan (2012); Zheng, Favier, Huang, and Coat (2012)
3. Social risk	Probability that a product purchased results in disapproval from family, friends, and relatives or a possible perceived loss of image or status through the purchase of a particular brand or product	1. Product purchased results in disapproval by family, friends, and relatives 2. Shopping at a well-known, highly reputable store might lead to the satisfaction of status or prestige needs. 3. Quality image of the shop 4. Service quality such as attitudes of staffs e.g. friendly staffs and courteous service	Beneke, Greene, Lok and Mallet(2012); Cunningham (1967); Lim (2003); Jacoby and Kaplan (1972); Jahankhani (2009); Peter and Ryan (1976); Roselius (1971); Stone & Grounhaug (1993); Sunitha, Justus, and Ramesh (2012);

Table 2.1 Continued

Dimensions of perceived risk	Definitions	Attributes	References
			Zhang, Tan, Xu, and Tan (2012); Zheng, Favier, Huang, and Coat (2012)
4. Physical risk	The potential threats to an individual's safety, physical health and well-being	<ol style="list-style-type: none"> 1. Potential threats to an individual's safety 2. Potential threats to an individual's physical health 3. Potential threats to an individual's well-being 	Cunningham (1967); Jahankhani (2009) Jacoby and Kaplan (1972); Lim (2003); Peter and Ryan (1976); Stone and Grounhaug (1993); Zheng, Favier, Huang, and Coat (2012)
5. Psychological risk	Potential loss of self-esteem (ego loss) from frustration and not achieving a buying goal	<ol style="list-style-type: none"> 1. Disappointed oneself for not making a good choice in buying product labels to judge the quality of product 2. loosing confident because the product does not fit with one's self-image 3. Loosing self-esteem from the frustration of not achieving a buying goal 	Cunningham (1967); Forsythe and Shi (2003); Lim (2003); Jacoby and Kaplan (1972); Jahankhani (2009); Roselius (1971); Peter and Ryan (1976); Stone and Grounhaug (1993); Sunitha, Justus, and Ramesh (2012); Zheng, Favier, Huang and Coat (2012)

Table 2.1 Continued

Dimensions of perceived risk	Definitions	Attributes	References
6. Time risk	Possible loss of convenience or time as a result of product or service failure or making a bad purchasing decision	1. Wasting time in search and select a particular product 2 Wasting time purchasing when finally making- bad decision 3. Wasting time in return or exchange of the unsatisfactory products 4. Ease of moving to the shop (easy to get to)	Beneke, Greene, Lok and Mallet(2012); Cunningham (1967); Forsythe and Shi (2003); Jahankhani (2009); Lim (2003); Peter and Ryan (1976); Stone and Grounhaug (1993); Zhang, Tan, Xu, and Tan (2012); Zheng, Favier, Huang and Coat (2012)

2.3.3 Risk-reduction strategies

Generally, perceived risk is conceptualized as a typical influence that is addressed during the early stages of the consumer buying process (Cox, 1967; Murray and Schlacter, 1990; Dowling and Staelin, 1994; Zeithaml, Bitner, and Gremler, 2003). In the need recognition stage (or problem recognition), consumers first perceive risk when recognizing the need for a product or service. In the presence of uncomfortable levels of perceived risk, consumers apply risk-reduction strategies during the second stage (information search) and third stages (evaluation of alternatives) such as reliance on personal recommendations (Cunningham, 1967; Perry and Hamm, 1969; Midgley, 1983). This could include seeking additional information about products or services, (Cox, 1967; Beatty and Smith, 1987; Lutz and Reilly, 1974), and the security of warranties (Cox, 1967; Bettman, 1973; Dowling and Staelin, 1994).

Mitchell and McGoldrick (1996) explain that there are two generic methods employed by consumers to reduce the risk experienced at the point of purchase. First, the individual can attempt to reduce the perceived risk associated with the purchase by adopting some risk-reduction strategies. Second, the individual could postpone their purchase or, lastly, make the purchase, and absorb those risks. The main approach taken by consumers relates to the first of these, namely enhancing the probability of product success through the use of risk relievers. A risk reliever can be defined as a piece of information that increases the likelihood of product satisfaction. The use of risk relievers differs not only to the overall level of perceived risk but across risk facets (Roselius, 1971), such as frequency of purchase, (Sheth and Venkatesan, 1968) and by product classifications (Derbaix, 1983).

The previous studies regarding risk-reduction strategies associated with an online shopping concluded that consumers use the following strategies to reduce or lower risks which are advertisements, word-of-mouth, asking from family, friends or relatives, store recommendations, brand previously satisfactory shopping experiences, past experience using the product, brand loyalty, store loyalty, store image, warranty, the relation between product price and quality, price information, comparing price to reduce risk.

Trust in well-known brands, money-back guarantees, endorsements, government testing, private testing, free samples and after-sales service such as product return-or-replace policy, made to order, etc. Risk-relievers such as these turned out to be more useful in reducing

risk perception of buyers and assure a purchase success, or to reduce loss in case of purchase failure (Arndt, 1967b, Cunningham, 1967c; Levitt, 1967; Sheth and Venkatesan, 1968; Barach, 1969; Perry and Hamm, 1969; Nelson, 1970; Roselius, 1971; Lutz and Reilly, 1973; Mangold, Berl, Pol, and Abercrombie, 1987; Akaah and Korgaonkar, 1988; Mitchell and McGoldrick, 1996; Tan, 1999; Cunningham, Gerlach, and Harper, 2004; Soopramanien, Fildes, and Robertson, 2007; Chu, Choi and Song, 2005 cited by Chu and Li 2008; Samadi and Yaghoob-Najadi, 2009; Kim, 2010; Zheng, Favier, Huang, and Coat, 2012). Studies in risk-reduction strategies exploring shopping at jewelry shops are lacking, especially in popular tourist destination areas.

2.3.4 Demographic and Perceived risk

Gender

The study of Kumpf (1978) cited by Mitchell (1998) found that women had more concerned on the convenience, physical, financial, and performance risk in the purchase of lawn mowers on the other hand, men had more concerned on social risk and psychological risk dimensions.

Mitchell and Boustani (1993) found that men perceived less risk because men do not have the repeated task of purchase, their knowledge of different types of cereals could be less however, the women perceived more risk because women are generally more conscious about what they eat.

Age

Dychtwald and Gable (1990); Lumpkin, Cabellero and Chanko (1989) and Phillips and Sternthal (1977) cited by Simcock, Sudbury, and Wright (2006) stated about elderly people perceived quality risk than younger consumers.

Simcock, Sudbury, and Wright (2006) found that age differences associated with perceived risk when buying a car. The study indicated that the over-50s had more concerned on physical risk focus on the importance of a reputation for safety than younger respondents (under 40).

Nationality

The study of Ko, Jung, Kim, and Shim (2004) pointed out the significant difference between the two countries. Korean showed higher perceived social risk, while American showed higher risk on financial risk, psychological risk, and time risk on purchasing

online. This study suggested that cultural differences in perceived risk might also be affected by the individualism/collectivism culture. Korean internet users concerned more about how family or others view their purchases. On the other hand, an individualist culture like the United States, a person making a risky decision would be expected to personally deal with all the possible adverse consequences of their purchase from online shopping. Therefore, American internet users seem more worried about the possible of loss of their money, time and peace of mind.

2.3.5 Demographic and Risk-reduction strategies

Gender

Mitchell and Boustani (1993) found that women considered these strategies which are (1) choosing the most expensive; (2) taking the recommendations of family/ friends; (3) company reputation; (4) special offers; (5) trial sizes; (6) advertising; (7) money-back guarantee; (8) free samples; (9) shopping around; and (10) endorsements than men in the purchase of breakfast cereals

2.4 Jewelry industry in Thailand

2.4.1 Thai Jewelry Industry overview

Thailand has a rich history in gems and jewelry (Pongyeela, 2012) and is one of the world's leading countries in gemstone resources, especially rubies and sapphires (Satayapaisal, 2007). The industry creates much employment within the industry and other industries related to it (Chombudha, 2001 cited by Nithisathian, Rattanakomut and Walsh, 2012) by the traditional knowledge and high skills, cutting and polishing precious gemstones of Thai craftsmanship which added unique value to Thai jewelry products and turned Thailand into a famous jewelry trade center (The Gem and Jewelry Institute of Thailand, 2011) moreover this industry brought a large amount of money from overseas (Kawsaard, 2002 cited by Nithisathian, Rattanakomut, and Walsh, 2012).

Thai jewelry manufacturing industry generates a very high export income to Thailand. Thai jewelry industry consists of "Fine jewelry industry" and "Imitation jewelry industry" (The Gem and Jewelry Institute of Thailand, 2011). Fine jewelry includes gold jewelry, silver jewelry, platinum jewelry, and jewelry from other precious metals, with or without gem decoration. According to Nithisathian, Rattanakomut and Walsh (2012), the study indicated that

the Thai fine gold jewelry industry is a sub-sector of the jewelry industry and most of Thai jewelry entrepreneurs are fine jewelry manufacturers. Currently, there are 838, Thai fine jewelry manufacturers in total, and most of these enterprises are small and medium enterprises. These are primarily located in Bangkok and the surrounding regions, and produce gold jewelry products in response to market demand internationally and locally (Department of Business Development, 2013).

In the imitation industry, there are quite a number of imitation jewelry manufacturers, since it is a business which requires low investment. Raw materials of imitation jewelry are composed mainly from metal alloys, such as brass, copper, mercury, stainless steel, etc. and products are decorated with synthetic gemstones. The imitation manufacturing machines use non-complex technology, and generally, only require semi-skilled labor to produce. This sector is mostly geared toward local demand, especially the low-end market which needs inexpensive products (The Gem and Jewelry Institute of Thailand, 2011).

For the past decade, gems and jewelry has been a significant contributor to Thai exports. In 2013, the industry earned the export value of over 3,700 million US dollars (The Gem and Jewelry Institute of Thailand, 2013), In 2012 , gold jewelry contributed over half of Thailand's jewelry export value, however it decreased from the previous year due to the decline in value in 2013, as shown in Table 2.2. The main markets for Thai gold jewelry exports are Hong Kong, the United States, (USA), the United Arab Emirates, (UAE) and Italy, as shown in Table2.3.

Table2.2 Thailand's Jewelry Export Value in 2011-2013 (by category)

Product	Value (million US dollars)			Share (%)			Change (%)	Change (%)
	2011	2012	2013	2011	2012	2013	2012/2011	2013/2012
1. Gold jewelry	1,968.96	2,066.88	1,937.06	53.32	54.87	52.00	4.97	-6.28
2. Silver jewelry	1,540.35	1,519.45	1,603.54	41.71	40.33	43.05	-1.36	5.53
3. Platinum jewelry	55.70	68.88	90.74	1.51	1.83	2.44	23.66	31.74
4. Others	127.68	112.00	93.62	3.46	2.97	2.51	-12.28	-16.41
Total	3,692.69	3,767.20	3,724.96	100.00	100.00	100.00	2.02	-1.12

Table 2.3 Thailand's Gold Jewelry Export Markets in 2011-2013

Country	Value (million US dollars)			Share (%)			Change (%)	
	2011	2012	2013	2011	2012	2013	2012/2011	2013/2012
1. Hong Kong	406.70	522.27	478.14	20.66	25.27	24.68	28.42	-8.45
2. The United States (USA)	411.61	348.26	346.07	20.9	16.85	17.87	-15.39	-0.63
3. The United Arab Emirates	151.03	209.52	285.66	7.67	10.14	14.75	38.72	36.34
4. India	201.25	179.67	135.94	10.22	8.69	7.02	-10.72	16.15
5. Italy	124.87	125.90	94.45	6.34	6.09	5.03	0.83	15.01
6. United Kingdom (UK)	96.10	117.04	88.10	4.88	5.66	4.55	21.79	-30.02
7. Switzerland	89.98	84.73	57.90	4.57	4.1	2.99	-5.83	-14.48
8. Australia	84.34	67.70	51.84	4.28	3.28	2.68	-19.73	-18.01
9. Japan	51.45	63.22	41.96	2.61	3.06	2.17	22.87	13.58
10. Germany	43.66	44.15	39.21	2.22	2.14	2.02	1.12	467.73
Others	307.98	304.42	314.81	15.64	14.73	16.25	-1.16	-35.01
Total	1968.96	2066.88	1937.06	100.00	100.00	100.00	4.97	-6.28

Source: Thailand Customs Department, data calculated by The Gem and Jewelry Institute of Thailand (Public Organization)

Within the domestic market, those with the most purchasing power are working class foreigners of median level incomes. Jewelry entrepreneurs are mainly manufacturers and retailers who own the stores in the shopping areas, or in nearby streets. Large jewelry entrepreneurs usually have their own retail chains, and supply both domestic and international markets. These stores are located in the main tourist areas (Office of Small and Medium Enterprises Promotion, 2012).

The domestic market is normally linked to the tourism businesses, such as Tour companies and tour guides. This is because these businesses could bring both local and international tourists to buy jewelry products and earn dividends for taking tourists directly to the shops. The domestic market is mainly focused on the jewelry retail located in shopping malls, popular hotels, and major tourists' destination areas such as Pattaya, Phuket, Krabi and Chiangmai which target international tourists (Nithisathian, Rattanakomut, and Walsh, 2012) In addition, these businesses would offer direct sales, and after-sales services for repair, and maintain products in what is often called a "Jewelry clinic". The business produces "Warranty Certificates" for their customers; to ensure satisfaction on buying genuine jewelry from the jewelry shops (Office of Small and Medium Enterprises Promotion, 2012).

2.4.2 Current situation of the jewelry industry

A typical gem or jewelry fraud takes place in popular tourist destination areas, and targets foreign tourists. These groups of people work as a gang in cooperation with tour guides, travel agents, and also tuk-tuk drivers. These people will take foreign tourists to the particular jewelry shops with false claims of a huge discount, then "professional" salespeople will offer the tourist a drink, demonstrate how gemstones are cut, and how to distinguish between genuine and fake gemstones. The "salespeople" then offer some "genuine" stones for sale and try to convince the tourists that they can pay for their holiday or extend their holiday by reselling the stones at two to three times the retail price. To overcome any doubts the tourists may have at this point, the salesperson show receipts from other sales, and provides addresses of companies around the world which sales staffs say will buy the stones. An official looking "Certificate of Guarantee" comes with the gemstones offered for sale and is stamped with this promise "Unreal items are refundable". The salesperson reconfirms that if the buyer cannot sell at two to three times the purchase price, he or she can get a full refund at any Thai embassy since the company is

government supported. Once the tourists purchases gems or jewelry, the tour guides, travel agents, and tuk-tuk drivers also get a percentage from those sales from the jewelry shops. Second, some dishonest jewelry shops have changed the figures on the customer's receipt; some will swipe the customer's credit cards several times. Some will serve a lower quality of jewelry product than they agreed with the customer earlier. Some may claim not to be able to deliver the product to the customer on time (Thailand Tourist Police Division, 2012). Disappointed foreign tourists will not recommend Phuket to their friends, relatives, etc. and are not likely to come to Phuket again.

2.5 Related study

Chongritthipon (2005) "Factors affecting Thai tourists' decisions on the purchase of jewelry in Meuang District, Kanchanaburi province", found that most Thai consumers were women between the ages of 31-40, married, held bachelor degrees, most of them were merchants or business owners, and earned between 10,000-20,000 baht per month. The majority of Thai tourists was interested in buying diamond rings in yellow gold setting, and spent less than 5,000 baht on jewelry per time. Most of them bought jewelry for personal use, with undefined frequency. Thai tourists relied mostly on friends and sales person when making decisions to buy. The sources of information used were from recommendations and travel companions.

As there are various kinds of jewelry shops in Kanchanaburi province, the results showed that Thai buyers tended to buy at High Street gem and jewelry shops, rather than in Department stores or shops at tourist destinations. In terms of factors influencing Thais in buying jewelry in Kanchanaburi province, the most important were quality and credibility of the shops in question. In terms of price, Thai tourists carefully considered reasonable prices and bargain prices. In terms of distribution channel, Thais considered the convenience of jewelry shops, such as full parking facilities and the appeal of jewelry displays. In terms of marketing promotion, salespersons' knowledge of jewelry played a significantly factor for Thai tourists' buying decision-making in Kanchanaburi province. For the other problems pointed out by Thai tourists about jewelry shops were low quality products, overpricing and no parking available at jewelry shops.

Tiengsoongern (2007) “An Examination of Perceived risk and Trust as determinants of Online Purchasing behavior: a study within the U.S.A. gemstones industry”, suggested that perceived risk and trust are significant determinants of online purchasing behavior of prospective buyers. The study also shows that the type of internet marketing strategy used by the seller, as well as the buyer’s privacy and security concerns, influences a buyer’s perceived risk to purchase gemstones online. Interestingly, internet fraud protection has been found to be the only significant factor that has an influence on the buyer’s trust to purchase gemstones online.

Damrongpipat (2009) “Determinants of Souvenir Purchasing Behavior among International Phuket Visitors”, the study found that most international tourists were European women, aged between 25-34 years old and held bachelor’s degrees. Most had previously visited Phuket before for holidays, and stayed for 4-7 days. The majority of respondents bought souvenirs as gifts, and did not plan to buy souvenirs before traveling. The sources of souvenir information used by international tourists tended to be their friends or relatives rather than their own experiences.

In each stage of the buying process, the decision-making was influenced by demographic characteristics. The external factors which influenced the decision-making and purchase were marketing mixes. For gems and jewelry, brand names, durability, after-sales service, packaging, warranty, uniqueness, shops’ convenience, decoration, advertisements, hospitality and knowledge of sales person were significantly important in Phuket.

Problems highlighted by international tourists towards souvenir retailers were unattractive souvenir shops, low quality products, overpricing, and language barriers with the salesperson. Regarding an in-depth interview of the souvenir business operators, it was found that most of the retailers had a misguided understanding of the concept of marketing. Namely, operating their respective businesses without targeting the specific customers’ needs.

Kaewpipat (2011) “Factors influence Pearl purchasing in Pang-nga Province”, the study found that most Thai tourists were female, ages between 31-40 years old, married, held bachelor degrees, were self-employed or business owners, and earned between 20,000-30,000 baht per month. Regarding the factors affecting the decision to buy pearls, the study highlighted Product factors. Factors reported by Thai buyers were design and beauty of pearls, pearls were certified by renowned and accepted organizations such as Community Development Department

e.g. OTOP products, Thai Industrial Standard Institute (TISI) under the Department of Industrial Works (DIW), and were produced from the well accepted pearl farmers. In terms of price, Thai tourists had significantly considered the price settings which related to quality, prices of pearls that are value for their money spent and quality is more important than buying in large amounts.

Regarding distribution, pearls must be easy to find and buy, to be appealing to a market. Pearl shops are located close to the manufacturers, and were supported and promoted by government organizations. In terms of marketing and promotion, the pearl exhibition and sales person's knowledge played a significantly important role for Thai tourists' buying pearls. Recommendations were to build standards and quality of pearl products for credibility, extend distribution channels of pearl products and emphasized on Pearls exhibition and presentation in pearl shops' and the products' image.

Sretsatain (2011) "Factors affecting foreign tourists' decisions in Buying Souvenir in Chiang Mai Province", found that most foreign tourists were European women, ages between 20-30 years old, single, holding bachelor degrees, worked in the private sector, and earned less than 60,000 baht annually. They visited Chiang Mai for the first time as vacation, and stayed in Chiang Mai for 4-5 days. The majority of respondents bought souvenirs for their family, friends and relatives and spent between 1,000-3,000 baht on products from a night bazaar area. The sources of information used by foreign were tourists' guidebook and word of mouth. In terms of factors influencing the buying souvenirs from Chiang Mai province, the most important were price, distribution, and marketing promotion. In terms of products, the most respondent carefully considered Thai identity, and in terms of price, international tourists considered the quality to match its price. Problems pointed out by international visitors were inconvenient size of souvenirs for transportation, distribution channels, and marketing promotion.

Zheng, Favier, Huang, and Coat (2012) found that most of online shoppers are female, aged between 23-29 years old, hold bachelor degree, and earned between 1,500-2,500 Yuan per month. The study also found seven dimensions from ten dimensions of perceived risk influences Chinese consumers in online clothes shopping which are ranked as followed: (1) Performance risk; (2) Privacy risk; (3) Source risk; (4) Delivery risk; (5) Time risk; (6) Financial risk; and (7) Payment risk.

Results also showed the five most favorable risk-reduction strategies which Chinese consumers adopted to reduce their perceived online clothing purchase risk which are (1) Information about the product; (2) Payment security; (3) Money-back guarantee; (4) Past experience using the product/brand; and (5) Buying a well-known brand. The table 2.4 presents risk-reduction strategies in an online clothes purchasing among Chinese consumers

Table 2.4 Risk-reduction strategies of Chinese consumers in E-shopping for clothing

Risk-reduction methods	Not useful at all	not useful	not very useful	undecided	a little useful	useful	very useful
1. Information about product	1	2	3	4	5	6	7
2. Price information	1	2	3	4	5	6	7
3. Possibility of seeing the product in a store	1	2	3	4	5	6	7
4. Buying a well-known brand	1	2	3	4	5	6	7
5. Website loyalty	1	2	3	4	5	6	7
6. Money-back guarantee	1	2	3	4	5	6	7
7. Existence of a local retailer (package delivery, store)	1	2	3	4	5	6	7
8. Possibility of communicating with a salesperson (by phone or email)	1	2	3	4	5	6	7
14. Payment security	1	2	3	4	5	6	7
15. Information from family, friends	1	2	3	4	5	6	7
16. Comments on the internet	1	2	3	4	5	6	7
17. Past online shopping experience	1	2	3	4	5	6	7
18. Past experience using this product/brand	1	2	3	4	5	6	7

Source: Zheng, Favier, Huang, and Coat (2012)

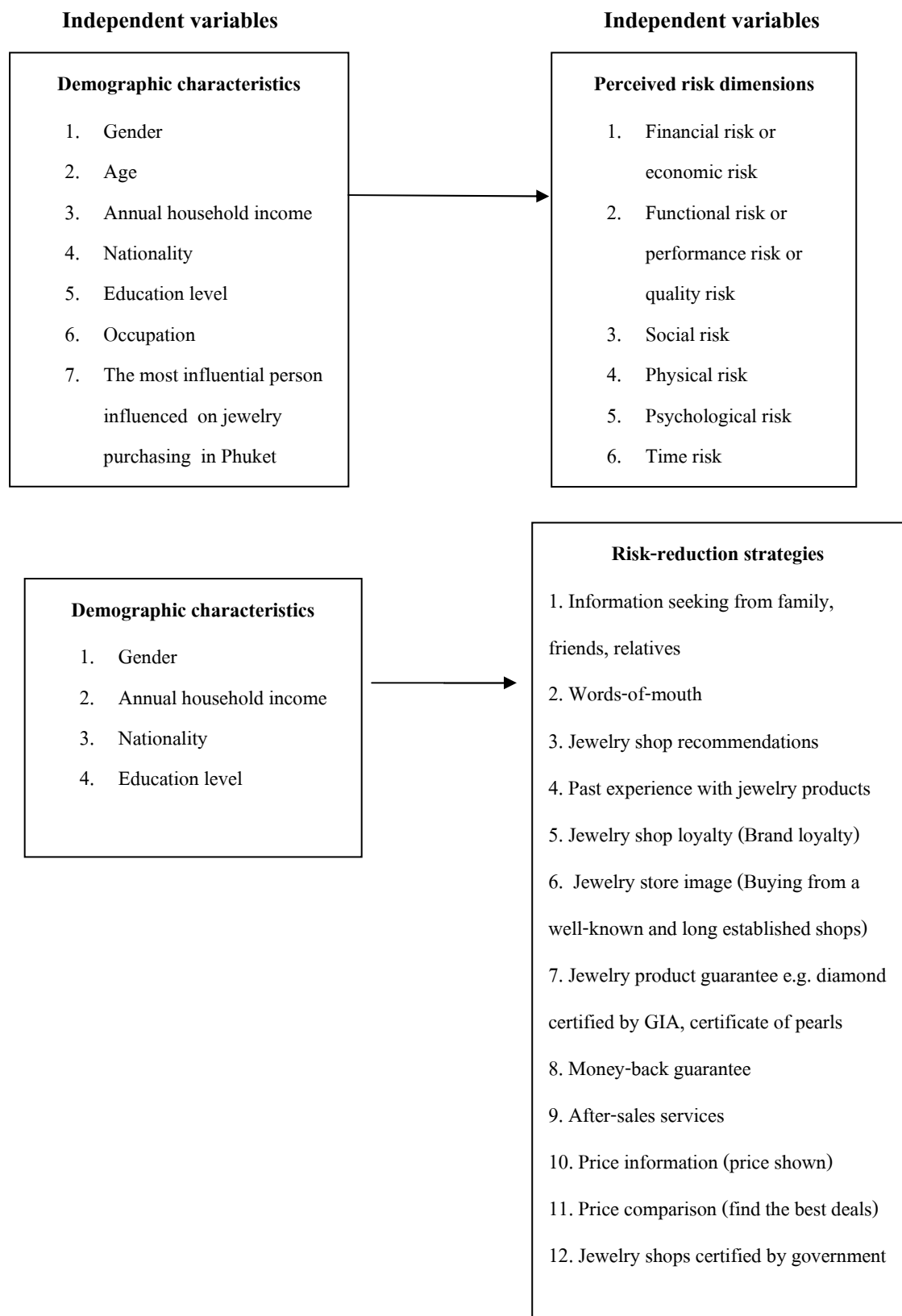
2.6 Conceptual framework

The main study of this research is to study the relationship between international tourists' demographic associated with perceived risk dimensions and risk-reduction strategies of international tourists when buying jewelry in Phuket. There are two sets of variables which included independent variables and dependent variables. An independent variable is the demographic factors which consists of age, gender, annual household income, nationality, education level, occupation and the most influential person influenced on jewelry purchasing in Phuket.

The dependent variables are perceived risk dimensions which consist of (1) Financial risk or economic risk; (2) Functional risk or performance risk or quality risk; (3) Social risk; (4) Physical risk; (5) Psychological risk; and (6) Time risk.

Risk-reduction strategies consists of (1) Information-seeking from family, friends, relatives; (2) Word-of-mouth; (3) Jewelry shop recommendations; (4) Past experience with jewelry products; (5) Jewelry shop loyalty; (6) Jewelry store image (Buying from a well-known and long established jewelry shops); (7) Jewelry product guarantee e.g. diamond certified by GIA (Gemological Institute of America) or certificate of pearls; (8) Money-back guarantee; (9) After-sales services (e.g. product return or replace policy, transportation services, made to order, jewelry cleaning and maintenance services, etc.); (10) Price information (price shown e.g. jewelry price tag labels; (11) Price comparison (find the best deals from jewelry shops); and (12) Jewelry shops certified by government e.g. Jewel Fest Club.

Figures 2.5 Conceptual framework



CHAPTER 3

METHODOLOGY

This chapter presents a description of the research methodology used for this study. This includes population, sampling method, sample size, research design, research instruments, data collection, and data analysis. The objectives of this research were (1) investigate perceived risk dimensions of international tourists when buying jewelry products in Phuket; (2) examine methods which international tourists have adopted to reduce risks on jewelry purchasing in Phuket; and (3) compare data gathered regarding personal factors among tourists associated with perceived risk dimensions and risk-reduction strategies on jewelry purchasing in Phuket.

3.1 Population, Sampling size and Sampling method

The target population is international tourists aged 20 and above who visited Phuket and go shopping at jewelry shops in Phuket. The population excluded foreigners who are permanently living in Phuket. According to the data, statistics showed that there are 3,382,093 international tourists' arrivals to Phuket (The Department of Tourism, Thailand, 2013) however the population of foreign tourists who buy jewelry is unknown thus the study adopted the statistical formula by Dr. Kanlaya Vanitbancha, cited by Amornkaew (2010) for measures the unknown sample size at 95% confidence level as the following

$$n = \frac{Z^2_{1-\alpha/2}(pq)}{E}$$

Where n = sample size

 Z = confidence level

 P = expected value

 q = 1-p

 E = the margin of error, Margin of error, at confidence interval of 95%

 so the allowable deviation is 0.05

In case not known p and q therefore P = 0.5 and q = 0.5

Defined that $\alpha = 0.05$, therefore z = 1.96 and equal is assured to 1.96

E= 0.05 or 5%

In the formula:

$$\begin{aligned} n &= \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} \\ &= \frac{9.604}{0.0025} \\ &= 384.16 \quad = 385 \end{aligned}$$

Based on this formula, the sample size would be sets at 385 however the researcher worried that the questionnaires will not completely filled by respondents therefore the researcher prepared more 45 questionnaires as following:

$$\begin{aligned} &= 385 + 45 \\ &= 430 \end{aligned}$$

The 430 questionnaires were distributed to international tourists at jewelry shops in Phuket. There are a number of different sizes of jewelry businesses in Phuket. According to the data in 2012, there are 34 jewelry businesses registered with the Department of Business Development, Phuket branch (The Department of Business Development, Phuket branch, 2012). For jewelry booths in Department stores; jewelry stalls and small booths around the beaches were excluded because many jewelry booths in Department stores or jewelry stalls around the beaches are not registered with the Department of Business Development, Phuket branch. Due to the limitation that exists within the 34 jewelry businesses as there are many shops that do not directly provide jewelry as their main business purpose. After introductory letters were sent out, only 6 jewelry shops agreed to participate in this research. Therefore, jewelry shops in Phuket which distributed the questionnaires are as follows:

- (1) Gems Gallery Co., Ltd;
- (2) Wang Thalang Jewelry and Giftshop Co., Ltd;
- (3) Karon Jewelry Co., Ltd;
- (4) Paradise jewelry international Co., Ltd;
- (5) Taweesuwan Co., Ltd; and
- (6) Wealthy Gems Co., Ltd.

The researcher uses the quota sampling to distribute 430 questionnaires between six jewelry shops in Phuket. Due to the small number of jewelry shops available for this study, the researcher adapted the principle of measuring the size of six jewelry businesses in Phuket by the office of Small and Medium Enterprises Promotion (Office of Small and Medium Enterprises Promotion, 2012) for distribute 100 questionnaires in large jewelry shops, 80 questionnaires for the medium jewelry shops, and 50 questionnaires for the small jewelry shops which are showed in Table3.1

Table3.1 Participated jewelry shops in Phuket

No.	Jewelry Businesses' name	Address	Size of shops	Distributed	Sample received
1	Gems Gallery Phuket Company Limited	99/3, 888 Moo.5, Chaloemprakiat Rama9 Road, Tambon Ratsada, Amphur Muang, Phuket	Large	100	100
2	Wang Thalang Jewelry and Giftshop Company Limited	34/2 Moo.3, West Chaofa Road, Tambon Vichit, Amphur Muang Phuket	Large	100	100
3	Karon jewelry Company Limited	220, 222 Karon Road, Tambon Karon, Phuket	Small	80	70
4	Paradise jewelry international Company Limited	47/9 Moo.6 Tambon Kathu, Amphur Kathu, Phuket	Small	50	40
5	Taweesuwan Company Limited	30-32 Montri Road, Tambon Taladyai, Amphur Muang, Phuket	Small	50	40
6	Wealthy Gems Company Limited	206/4 Raj-utit 200 Pee Road, Tambon Patong, Amphur Kathu, Phuket	Small	50	40
Total				430	390

Source: The Department of Business Development, Phuket branch (2012) and The Office of Small and Medium Enterprise Promotion (OSMEP), 2012

*Remarks: The principle of measuring the businesses operators' sizes are divided into three categories as followed:

1. A "Small size business" is any business whose worth is valued less than 50 million baht
(Distributed 50 questionnaires per one jewelry shop)
2. A "Medium size businesses" is any business which is valued at more than 50 million baht, but less than 200 million baht.
3. A "Large size businesses" is any business which is valued at more than 200 million baht.

Source: Office of Small and Medium Enterprise Promotion (OSMEP), 2012

3.2 Research Design

This study uses a questionnaire as a tool to collect the data. The researcher set up the questionnaire from an approach of objectives of the study. Variables and items statements in the questionnaire are developed according to the literature review. The questionnaire was designed in English, and contained a combination of closed questions, and open-ended questions. The quantitative survey used 430 questionnaires given to tourists at six jewelry shops in Phuket and 390 questionnaires were completed. Collecting questionnaires at these shops was successful because customers were finished their shopping and had time to fill questionnaires while waiting for the tour group.

Before the survey, a pilot test was conducted to test the draft questionnaire. The pilot test had 30 international tourists participating at the six jewelry shops in Phuket. In order to identify confusing questions and other potential problems, some comments were reviewed to improve the clarity of questionnaires to obtain more realistic results.

3.3 Research Instruments

The questionnaire for this research was based on previous studies of Kim, 2003; Chongrittiporn, 2005; Tiangsoongnern, 2007; Damrongpipat, 2009; Zhang, Tan, Xu, and Tan, 2012; and Zheng, Favier, Huang, and Coat, 2012 which relate to perceived online shopping risks, and risk-reduction strategies.

Before the questionnaires were carried out, content validity was conducted in order to test for reliability of questionnaires. For the pre-test, two professional MBA lecturers in the field of hospitality and tourism were asked to rate the appropriateness of the items in each scale, the format of scale, and the length of content in the questionnaire. Some items were deleted and

changed according to their suggestions. After that, the pilot test was conducted to pre-test the format and suitability of the questionnaire, as well as eliminate ambiguity (Wesley, Lehw & Woodside, 2006).

The pilot was tested for the validity of correcting the question, continuous, flow and timing. The sample size for the pilot test was determined from previous research. Some comments were reviewed to improve the clarity of questionnaires to obtain the realistic results. Cronbach's Alpha Coefficient (α) was used to investigate the reliability of questionnaires. According to Guieford (1965) who indicated that Cronbach's ($\alpha > 0.7$) was to be used as benchmark, and the researcher's results showed that all attributes in 30 questionnaires had Cronbach's alpha values of more than 0.7 which are showed in table 3.2:

Table 3.2 Reliability of Measurements in the Pilot Test

Constructs	Number of variables	Cronbach's Alpha (α)
Part2: Perceived risk dimensions of international tourists on buying jewelry products in Phuket	25	0.803
Part3: Risk-reduction strategies on buying jewelry products in Phuket	13	0.800

The questionnaire has divided into four parts (See Appendix A):

Part One: Demographic Characteristics

The first part consists of information on various socio-demographic variables which contained 17 questions. The 6 questions asked about gender, age, annual household income, nationality, education level, and occupation. The next 7 questions asked about person's behaviors on the trip i.e. type of group travel, trip characteristics, length of stay in Phuket, transportations used to go to jewelry shops in Phuket, the spending amount on jewelry products, and the most influential person influenced when purchasing jewelry products. The last 4 questions asked about attributes of jewelry products influencing the purchasing decision. Questions such as, what type of jewelry, the purposes of buying jewelry products, and sources of

information concerning buying jewelry before coming to Phuket. The demographics are adapted from the study of Chongrittiporn, 2005 and Damrongpipat, 2009.

Part Two: Perceived risk dimension of foreign tourists on the purchasing jewelry products in Phuket

The second part measured the foreign tourists' perceived risk dimensions on jewelry purchasing from jewelry shops in Phuket using a 5 point Likert scale starting from 1 (Strongly disagree), 2 (Disagree), 3 (Neither agree nor disagree), 4 (Agree) and 5 (Strongly agree). The variables measures were developed from the previous literature and theories to collect the related information. The questions in this part were six dimensions of perceived risk on the purchasing jewelry products in Phuket which consist of (1) Financial risk or economic risk; (2) Functional risk or performance risk or quality risk; (3) Social risk; (4) Physical risk; (5) Psychological risk; and (6) Time risk. This study adapted from the study of Kim, 2003; Tiangsoongnern, 2007; and Zhang Zhang, Tan, Xu & Tan, 2012. Each dimension has its own items that were adopted from 25 items. In total, 25 questions were asked about the perceived risk dimensions of purchasing gems and jewelry products in Phuket.

Part Three: Risk- reduction strategies of foreign tourists on purchasing jewelry products in Phuket

This part relevant to risk-reduction strategies of foreign tourists used to reduce risks on jewelry purchasing in Phuket using the 5 point Likert scale ranging from 1 (Not important at all), 2 (Not important), 3 (Neutral), 4 (important), and 5 (Very important).

The questionnaire contained 13 important risk-reduction attributes to reduce feelings of overall risk on jewelry purchasing in Phuket which are (1) Seeking information from friends, family, relatives; (2) Words-of-mouth; (3) Jewelry shop recommendations; (4) Past experience with jewelry products; (5) Jewelry shop loyalty (Brand loyalty); (6) Jewelry store image (Buying from a well-known and long established jewelry shops); (7) Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls; (8) Money-back guarantee; (9) After-sales service (e.g. product return or replace policy, transportation services, made to order, jewelry, jewelry cleaning and maintenance service, etc.); (10) Price information (price shown e.g.

jewelry price tag labels); (11) Price comparison (find the best deals from jewelry shops in Phuket); (12) Jewelry shops certified by government e.g. Jewel Fest Club; and (13) Others.

These strategies are based upon the study of Zheng, Favier, Huang, and Coat (2012) investigating risk-reduction strategies adopted by foreign tourists on the jewelry purchasing in Phuket.

Part four: Comments of respondents' experience related to perceived risks on purchasing jewelry products in Phuket (Open-ended questions).

This section gathered all comments and recommendations through open-ended question from international tourists who go shopping at jewelry shops in Phuket. In addition, there were three questions associated with satisfaction of international tourist on the purchasing of jewelry products in Phuket which are (1) Overall satisfactions of buying jewelry products in Phuket; (2) Recommendations to friends, family and relatives to jewelry products in Phuket; and (3) Intention to buy jewelry products in case of revisit Phuket.

3.4 Data Collection

3.4.1 Primary Data

The Primary data was collected by using questionnaires to ask international tourists who visited Phuket and go shopping at jewelry shops in Phuket. The questionnaire had four parts; the first was about the personal data of international tourists such as gender, age, annual household income, nationality, education level, and occupation. The second part was about foreign tourists' perceived risk dimensions on the purchasing of jewelry products in Phuket. The third part was about risk-reduction strategies adopted by international tourists on jewelry purchasing in Phuket. And the last part was recommendations or comments of respondents' experience in relation to perceived risk dimensions on buying jewelry products in Phuket.

3.4.2 Secondary Data

The researcher reviewed the data about the consumer's behavior, purchasing behavior, perceived risk dimensions, risk-reduction strategies, the jewelry industry and related ideas, theories based on tourism from previous studies and references which gathered data from academic resources such as, text books, local newspapers, articles, journals and websites. Statistical data on international tourists who visited Thailand and Phuket was obtained from the

Department of Tourism, Thailand. Statistical data on jewelry businesses in Phuket was obtained from the Department of Business Development, Phuket branch in 2012.

The data about the situation and problems in Thai gem and jewelry industry was gathered from government organizations in Thailand, namely (1) Gem and Jewelry Business Development Committee of Thailand (GCT), this organization was established as the center for collaboration between the public and private sectors in order to solve various problems related to the gem and jewelry businesses; (2) The Thai Gem and Jewelry Traders Association (TGJTA); (3) The Jewel Fest Club (JFC); and (4) The Gem and Jewelry Institute of Thailand (Public Organization), (GIT) which is the governmental organization in the form of a public organization, the Institute is under the supervision of Minister of Commerce, and etc.

The researcher collected the data during December 2013. The questionnaires were used for asking 430 international tourists at six jewelry shops in Phuket during 10 a.m. to 6 p.m. The potential respondents were specifically asked if they stayed overnight in the particular area. All questionnaires were filled in by international tourists themselves. The average time to answer the questions was about 10-15 minutes per sample.

3.5 Data analysis

The data analysis was undertaken in several steps, the first of which is data screening. This was carried out by using Cronbach's Alpha Coefficient (α) to examine the reliability of the questionnaire data. The researcher then decided to use descriptive statistics (e.g. frequencies, percentage, means and standard deviation), on an independent sample t-test, and one-way ANOVA (Analysis of variance) tests with Fisher LSD post hoc tests.

Descriptive Statistics such as standard deviations, means, and percentages were used to determine respondents' demographic characteristics such as gender, age, annual household income, nationality, education level, occupation as well as the respondents' behavior during the trip. For questions concerning attributes of jewelry influencing international tourists' purchasing decision, type of jewelry which international tourists were interested in, the purpose of buying jewelry products and sources of information on jewelry products before their stay in Phuket were recorded. Mean and standard deviation were used to analyze the overall dimensions of foreign tourists' perceived risk on the purchasing of jewelry products in Phuket and overall risk-reduction

strategies which foreign tourists adopted on jewelry purchasing in Phuket. Similarly, overall satisfactions, recommendations and intentions of international tourists on purchasing jewelry products in Phuket were recorded and analyzed.

Independent sample Mean t-test and one-way ANOVA (Analysis of variance) test with Fisher LSD post hoc test were used to examine the differences between the tourists' demographic characteristics and perceived risk dimensions of buying jewelry products in Phuket and the differences between demographic characteristics and risk-reduction strategies on buying jewelry products in Phuket were examined

For the data analysis, mean was based on the interval level that is calculated by:

$$\begin{aligned} \text{The interval level width} &= \frac{(\text{Maximum} - \text{Minimum})}{n} \\ &= \frac{(5 - 1)}{5} \\ &= 0.80 \end{aligned}$$

Therefore, the researcher arranged the results of each sub-level which are showed in Table 3.3

Table 3.3 Likert Scale Evaluation

Likert Scale	Mean	Level of Agreement and Level of Importance	Level of Satisfaction
5	4.20-5.00	Strongly agree/ Very important	Very Satisfied
4	3.40-4.19	Agree/ Important	Satisfied
3	2.60-3.39	Neutral	Fair
2	1.80-2.59	Disagree/ Unimportant	Dissatisfied
1	1.00-1.79	Strongly disagree/ Very unimportant	Very Dissatisfied

Source: Damrongpipat (2009), Socharoen (2009)

CHAPTER 4

RESULTS

This chapter presents the results of quantitative survey of this study. Quantitative data were collected by using questionnaires distributed to foreign tourists who are the potential customers at jewelry shops in Phuket. The quantitative data were analyzed using descriptive statistics (e.g. percentage, frequencies, means, and standard deviation), Independent Samples t-tests, One-Way ANOVA (Analysis of variance), and Fisher LSD post hoc test.

4.1 Findings of Respondents

4.1.1 Respondents' Demographic Characteristics

Table 4.1 shows a demographic profiling of the tourists who participated in this survey. Among the 390 respondents, 207 respondents (53.08%) were female and 183 respondents (46.92%) were male. The majority of the respondents were between 30-40 years old (39.74%), 30.26% of the respondents were 40-50 years old, approximately 16% were 50-60 years old, 11.03% of them were 20-30 years old, and a mere 3.08% of them were more than 60 years old. According to an annual household income, most of the respondents had an annual income in the range of \$25,000-\$50,000 at 36.15%, around 25% of them earned \$50,000-\$75,000 per year, approximately 15% of the respondents earned \$10,001-\$25,000 and \$75,001-\$100,000 annually, while only 4% of them earned more than \$100,000 per year. Respondents were primarily from Europe (52.80%), Asia (28.20%), Australia and Oceania (7.70%), the Americas (7.20%), Africa (2.82%), and Middle East (1.30%).

With regards to education level of the test subjects, most of the respondents had an education level in High school/Diploma level at 46.41%, while 40 percent of respondents held bachelor's degree. 8.46% held Master's degrees, and 5.13% were at secondary school level. The majority of respondents, who represent the first category, worked in the private sector. (28.97%) Another 24.10% were self-employed, the third category were housewives, 12.83%, the fourth worked in state enterprises 8.46%, the fifth were businessmen, or retired 7.95%, the sixth were students 6.41%, and 3.33% represented various others.

Table 4.1 Respondents' Demographic Characteristics (n=390)

Respondents' demographic characteristics	Frequency (n)	Percentage (%)
Gender		
Male	183	46.92
Female	207	53.08
Age		
20-30 years old	43	11.03
31-40 years old	155	39.74
41-50 years old	118	30.26
51-60 years old	62	15.9
more than 60 years old	12	3.08
Annual household income		
Less than \$10,000	18	4.62
\$10,001-\$25,000	58	14.87
\$25,001-\$50,000	141	36.15
\$50,001-\$75,000	97	24.87
\$75,001-\$100,000	59	15.13
Above \$100,000	17	4.36
Nationality		
Asia	110	28.20
Europe	206	52.80
Middle East	5	1.30
America	28	7.20
Africa	11	2.82
Australia & Oceania	30	7.70

Table 4.1 Continued

Respondents' demographic characteristics	Frequency (n)	Percentage (%)
Education level		
Secondary	20	5.13
High school/Diploma	181	46.41
Bachelor	156	40.00
Master	33	8.46
Occupation		
Student	25	6.41
Housewife	50	12.82
Private company	113	28.97
State enterprises	33	8.46
Merchant	31	7.95
Self-employed	94	24.10
Retired	31	7.95
Other	13	3.33

4.1.2 Respondents' Trip behaviors

Table 4.2 presents trip behavior of those tourists who participated in this survey. Results show types of travel were divided almost equally between group tours (48.46%) and travelling individually (47.18%) in terms of quantity. According to trip characteristics, 60% of the respondents travelled economy, while 27 % of them travelled on a budget, and the rest (13.33%) of respondents tended to travel first class.

Over half of respondents (64.62%), stayed in Phuket for less than 10 days, 27.69% of them stayed in Phuket for 10-20 days, 4.36% stayed in Phuket for 21-30 days, and only 3% stayed in Phuket for more than 30 days. In addition, the survey showed that over half of respondents (72.82%) visited Phuket for vacation, approximately 17% visited Phuket for business, around 7% visited Phuket for visiting friends and relatives, the remaining 2.05 % of respondents visited Phuket for other reasons and only 1.03% of them visited Phuket for a conference.

There are six main methods of transportation in Phuket, namely van, bus, local taxi, local bus, a rental car or motorcycle, and Tuk tuk. Most of respondents arrived to jewelry shops in Phuket by van (35.38%), followed by bus (29.23%), local taxi (18.97%), and around 7% used local bus. About 6% used other transportations, and only 3% used Tuk tuk.

Regarding the amount of money spent on jewelry products in Phuket, the largest group of respondents (51.54%) chose not to specify. The next largest group (19.49%) spent less than \$1,000, followed by a group of 17.69%, who spent between \$1,000, - \$2,000. Other groups constituting less than 9% of respondents (5.64%, 1.54%, and 1.28%, respectively) spent more than \$2000 but not over \$5,000 and approximately 3% spent more than \$5,000 on jewelry.

Results shows that 33% of the respondents were mostly influenced by their spouses, followed by the next group of 27% who were influenced by parents. 15.38% were influenced by friends, while 13.08% of respondents were influenced by the sales person. About 10% were influenced by relatives, and only 2% were influenced when buying jewelry products in Phuket by outside sources.

Table 4.2 Respondents' trip behaviors (n=390)

Respondents' trip behaviors	Frequency (n)	Percentage (%)
Type of group travel		
Individual	184	47.18
Tour group	189	48.46
Other	17	4.36
Trip characteristics		
Budget trip	104	26.67
Economy trip	234	60.00
Luxury trip	52	13.33

Table 4.2 Continued

Respondents' trip behaviors	Frequency (n)	Percentage (%)
Length of stay in Phuket		
Less than 10 days	252	64.62
10-20 days	108	27.69
21-30 days	17	4.36
More than 30 days	13	3.33
Purpose of travel		
Vacation	284	72.82
Visiting friends/relatives	29	7.44
Business	65	16.67
Symposium	4	1.03
Other	8	2.05
Transportations used to go to jewelry shops		
Local bus	27	6.92
Local taxi	74	18.97
Tuk tuk	13	3.33
Van	138	35.38
Bus	114	29.23
Other	24	6.15
Spending amount on jewelry products in Phuket		
Less than 1,000 dollars	76	19.49
More than 1,000 dollars but not over 2,000 dollars	69	17.69
More than 2,000 dollars but not over 3,000 dollars	22	5.64
More than 3,000 dollars but not over 4,000 dollars	6	1.54
More than 4,000 dollars but not over 5,000 dollars	5	1.28
Over 5,000 dollars	11	2.82
Not specified	201	51.54

Table 4.2 Continued

Respondents' trip behaviors	Frequency (n)	Percentage (%)
The most influential person involved in buying jewelry in Phuket		
Parents	104	26.60
Relatives	39	10.00
Friends	60	15.38
Sales person	51	13.08
Spouse	129	33.08
Other	7	1.79
Total	390	100.00

4.1.3 Attributes influencing international tourists' purchasing decisions from jewelry shops in Phuket

Table 4.3 shows the percentage of respondents who selected each attribute of jewelry from jewelry shops in Phuket. Based on the multiple ranking of attributes of jewelry there are three attributes of jewelry which played a significant part in respondents' purchasing decisions, which are

- (1) Design;
- (2) Quality; and
- (3) Price.

The findings showed that the primary attribute of the jewelry was its design, which influenced the respondents' purchase. 137 respondents (35.04%), ranked design attribute first, 130 respondents (33.77%), and 87 respondents (23.39%) ranked it second and third respectively.

The second most important attribute was quality. 126 respondents (32.23%) ranked quality attribute first, 81 respondents (21.04%), second, and 110 respondents (29.57%) third. Lastly, price was the third consideration of jewelry which influenced respondents' purchase decision in Phuket jewelry shops, results showed the number of international tourists who ranked price attribute first, second, third were 86 respondents (21.99%), 114 respondents (29.61%), and 113 respondents (30.38%) respectively.

Table 4.3 Attributes influencing international tourists' purchasing decisions from jewelry shops in Phuket

Attributes influencing international tourists' purchasing decision from jewelry shops in Phuket	Frequentness (n) and Percentage (%)		
	Rank 1	Rank 2	Rank 3
1. Quality	126 32.23%	81 21.04%	110 29.57%
2. Design	137 35.04%	130 33.77%	87 23.39%
3. Price	86 21.99%	114 29.61%	113 30.38%
4. After sales services	6 1.53%	7 1.82%	24 6.45%
5. Credibility	35 8.95%	50 12.99%	37 9.95%
6. Others	1 0.26%	3 0.58%	1 0.27%
Total	391 ^a 100% ^a	385 ^a 100% ^a	372 ^a 100% ^a

Remark ^a = Frequencies and Percentage represent multi responses.

4.1.4 Types of jewelry which international tourists were interested in jewelry shops in Phuket

Table 4.4 shows the percent of respondents and what type of jewelry respondents were interested in jewelry shops from Phuket. The results from multi responses show the top three jewelry items which are (1) Rings; (2) Earrings; and (3) Necklaces.

Based on the multi responses, rings were the first type of jewelry respondents were interested in jewelry shops in Phuket, the number of international tourists who ranked rings first, second, third were 132 respondents (33.93%), 89 respondents (23.80%), 73 respondents (21.60%) respectively. The second type of jewelry were earrings respondents were interested in jewelry shops in Phuket, the number of international tourists who ranked earrings first, second, third were 127 respondents (32.65%), 89 respondents (23.80%), 57 respondents (16.86%) respectively and necklaces were the third type of jewelry respondents were interested in jewelry shops in Phuket,

results showed the number of international tourists who ranked necklace first, second, third were 73 respondents (18.77%), 86 respondents (22.99%), 82 respondents (24.26%) respectively.

Table 4.4 Type of jewelry which international tourists were interested in jewelry shops in Phuket

Type of jewelry which international tourists were interested to buy at jewelry shops in Phuket	Frequentness (n) and Percentage (%)		
	Rank 1	Rank 2	Rank 3
1. Rings	132 33.93%	89 23.80%	73 21.60%
2. Earrings	127 32.65%	89 23.80%	57 16.86%
3. Necklace	73 18.77%	86 22.99%	82 24.26%
4. Bracelet	32 8.23%	55 14.71%	81 23.96%
5. Bangles	25 6.43%	54 14.44%	38 11.24%
6. Others	non non	1 0.27%	7 2.07%
Total	389 ^a 100% ^a	374 ^a 100% ^a	338 ^a 100% ^a

Remark ^a = Frequencies and Percentage represent multi responses.

4.1.5 Purpose of buying jewelry products from jewelry shops in Phuket

Table 4.5 shows the percent of respondents and purposes of buying jewelry products in Phuket. Results showed that approximately 40% of the respondents bought jewelry in Phuket as a gifts, followed by 36% for personal use, while 11% bought for collecting purposes. The remaining 9% for increase their social status, 3.48% for resell, and the smallest group of 0.99% for other reasons such as religious, beliefs, etc.

Table 4.5 Purpose of buying jewelry products at jewelry shops in Phuket

Rank	Purposes for buying jewelry products at jewelry shops in Phuket	Frequentness (n)	Percentage (%)
1	Gifts	243	40.23%
2	Personal use	217	35.93%
3	Collection	64	10.60%
4	Increase social status	53	8.77%
5	Reselling	21	3.48%
6	Other	6	0.99%
Total		604^a	100%^a

Remark^a = Frequencies and Percentage represent multi responses.

4.1.6 Sources of information on jewelry before international tourists visit Phuket

The Table4.6 reports the sources of information on jewelry before international tourists visit Phuket. Results indicated that 32.19% of respondents came across jewelry product information in Phuket from tour guides, and relied on recommendations from the people close to them (23.29%). The next most popular sources were newspapers/magazines which had nearly equal the rate of brochures, at 16%. The rests cited billboards (6.85%) and other (5.75%).

Table 4.6 Sources of information on jewelry before international tourists visit Phuket

Rank	Sources of Information on jewelry before international tourists visit Phuket	Frequentness (n)	Percentage (%)
1	Tour guide	235	32.19%
2	Recommendations	170	23.29%
3	Brochures	121	16.58%
4	Newspaper/magazine	112	15.34%
5	Billboard	50	6.85%
6	Other	42	5.75%
Total		730^a	100%^a

Remark^a = Frequencies and Percentage represent multi responses.

4.2 Foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket (Objective1)

The Measurement of Foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket

According to the Table 4.7, international tourists had a “moderate” level of overall perceived risk dimensions. The study reports the mean score on foreign tourists' six dimensions of perceived risk such as “Financial risk or Economic risk”. “Social risk” ranked first with a mean score of 3.32. “Performance risk or Quality risk” ranked the second with the mean score of 3.17, “Physical risk” ranked third, with the mean score of 3.01, “Time risk” ranked fourth, with a mean score 3.12. “Psychological risk” was the lowest ranked, with a mean score of 3.03.

When considering risk dimensions, the financial risk perceived by international tourists on the purchasing of jewelry, respondents agree “a variety of price ranges exist, among jewelry shops in Phuket” (mean 3.49), followed by performance risk or functional risk or quality risk in which respondents agree that “One needs to test the product before buying” (Mean 3.52), Also the social risk in which international tourists agree that “ They feel special and important, with good service, and friendly and courteous staff. Concerning physical risk, respondents moderately agree that “Wearing jewelry products is not safe” (mean 3.21), Respondents moderately agree that “Time is wasted by the return or exchange of unsatisfactory products” (mean 3.25), and respondents moderately agree in psychological risk that “They feel disappointed with themselves for not making a good decision when buying jewelry”.

Table 4.7 Measurement of foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket

Perceived risk dimensions of international tourists on purchasing jewelry in Phuket	Mean	Std.	Agreements Level	Ranking
1. Financial risk or Economic risk				First
1. Buying jewelry products in Phuket are value for the money	3.23	0.64	Neutral	
2. Jewelry products' quality in Phuket match with its price	3.24	0.76	Neutral	
3. <i>There are a variety of jewelry price ranges in Phuket jewelry shops</i>	3.49	0.80	<i>Agree</i>	
4. I feel ease of payments in buying jewelry in Phuket e.g. credit card accepted	3.32	0.91	Neutral	
5. Jewelry products sales in Phuket are reasonable prices	3.23	0.83	Neutral	
Average Mean Score	3.32	0.51	Neutral	
2. Performance risk or Functional risk or Quality risk				Second
1. Jewelry products in Phuket do not perform as expected (e.g. quality, color, design)	3.07	0.77	Neutral	
2. The actual quality of jewelry products does not match its description	3.01	0.72	Neutral	
3. Due to an insufficient information on jewelry product labels, I cannot judge the-product quality and buy it	3.17	0.73	Neutral	
4. There are some misleading information in jewelry products	3.18	0.77	Neutral	
5. <i>I need to try the jewelry products before buying</i>	3.52	0.84	<i>Agree</i>	
6. I feel that salesperson in jewelry shops in Phuket are not expert or unknowledgeable	3.09	0.78	Neutral	
Average Mean Score	3.17	0.43	Neutral	

Table 4.7 Continued

Perceived risk dimensions of international tourists on purchasing jewelry in Phuket	Mean	Std.	Agreements Level	Ranking
3. Social risk				First
1. Buying jewelry products in Phuket are recognized by family/ friends or relatives	3.19	0.71	Neutral	
2. Shopping jewelry at a well-known in Phuket help me to have a better feelings of-status and power	3.17	0.70	Neutral	
3. I would like to buy from jewelry shops with good quality image	3.42	0.83	Agree	
4. <i>I feel special and important with the service quality in jewelry shops in Phuket-e.g. friendly staffs and courteous service</i>	3.50	0.77	Agree	
Average Mean Score	3.32	0.49	Neutral	
4. Physical risk				Third
1. <i>Wearing jewelry products is not safe</i>	3.21	0.70	Neutral	
2. I might be allergic from jewelry products (Jewelry metal allergies e.g. Nickel allergy)	3.12	0.83	Neutral	
3. Wearing jewelry may cause a small injuries due to poor design and production process	3.09	0.77	Neutral	
Average Mean Score	3.14	0.52	Neutral	

Table 4.7 Continued

Perceived risk dimensions of international tourists on purchasing jewelry in Phuket	Mean	Std.	Agreements Level	Ranking
5. Psychological risk				Fifth
<i>1. I feel disappointed with myself for not making a good decision in buying jewelry</i>	3.05	0.78	Neutral	
2. I am aware that wearing jewelry is not suitable for me	3.01	0.78	Neutral	
3. I lose my self-esteem from the frustration of not achieving a buying goal	3.04	0.78	Neutral	
Average Mean Score	3.03	0.58	Neutral	
6. Time risk				Fourth
1. I wasted time searching to select the jewelry products in Phuket	3.07	0.82	Neutral	
2. I make a bad purchasing decision so I wasted time	3.09	0.80	Neutral	
<i>3. It wasted time for me to return or exchange the unsatisfactory products</i>	3.25	0.81	Neutral	
4. It is difficult to go to jewelry shop	3.06	0.81	Neutral	
Average Mean Score	3.12	0.54	Neutral	
Overall Perceived risk dimensions Average Mean Score	3.18	0.28	Neutral	

Remark Based on a scale ranging from 1-5 (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

4.3 Risk-reduction strategies of foreign tourists adopted on jewelry purchasing in Phuket (Objective 2)

The Measurement of risk-reduction strategies adopted by foreign tourists on jewelry purchasing in Phuket

According to Table 4.8, the study found that international tourists adopted different risk-reduction strategies to relieve risk associated with purchasing jewelry in Phuket. Results showed the top five risk-reduction strategies which foreign tourists adopted, in order to reduce risks on purchasing jewelry from Phuket. The category which ranked first was “jewelry product guarantee e.g. diamonds certified by GIA (Gemological Institute of America) or certificate of pearls”, followed by second was “jewelry shops were certified by government e.g. Jewel Fest Club”, third ranked was “past experience with jewelry products”, fourth ranked was “jewelry store image (Buying from a well-known and long established jewelry shop”, and fifth ranked was “money-back guarantee”.

Table 4.8 The Measurement of risk-reduction strategies adopted by foreign tourist on jewelry purchasing in Phuket

Risk reduction strategies adopted by foreign tourists on jewelry purchasing in Phuket	Mean	Std.	Importance level	Ranking
1. Seeking information from family, relatives, friends	3.43	0.81	Important	
2. Words-of-mouth	3.17	0.92	Neutral	
3. Jewelry shop recommendations	3.41	0.79	Important	
4. Past experience with jewelry products	3.51	0.94	Important	Third
5. Jewelry shop loyalty (Brand loyalty)	3.25	0.90	Neutral	
6. Jewelry store image (Buying from a well-known and long established jewelry shop)	3.50	0.75	Important	Fourth
7. Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls	3.56	0.93	Important	First
8. Money-back guarantee	3.46	0.85	Important	Fifth
9. After-sales Service (e.g. product return or replace policy, transportation services, made to order, - jewelry cleaning and maintenance service, etc.)	3.45	0.89	Important	
10. Price information (Price shown e.g. Jewelry price tag labels)	3.27	0.88	Neutral	
11. Price comparison (find the best deals from jewelry shops in Phuket)	3.29	0.84	Neutral	
12. Jewelry shops were certified by government e.g. Jewel Fest Club	3.52	0.94	Important	Second
Overall risk reduction strategies Average mean score	3.40	0.57	Important	

Remark Based on a scale ranging from 1-5 (1 = Very unimportant, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Very important)

4.4 Hypothesis Testing (Objective 3)

4.4.1 Demographic and Perceived risk dimensions

An Independent sample t-test was conducted to test the hypotheses which aim to examine the differences between demographic variables and perceived risk dimensions of buying jewelry products in Phuket.

From Table 4.9 showed significant differences between men and women in the psychological risk dimension and time risk dimension. The male respondents were more concerned with psychological risks, in which loss self-esteem for not making a good purchasing decision. However, female respondents had more concern that they were wasting time in searching and selecting the than male respondents.

Table 4.9 Independent sample t-test on impact of gender with regards to perceived risk dimensions on purchasing jewelry in Phuket

Perceived risk dimensions of international tourists on purchasing jewelry in Phuket	Male		Female		t- value	p- value
	Mean	Std.	Mean	Std.		
1. Financial risk or Economic risk						
1. Buying jewelry products in Phuket are value for the money	3.22	0.64	3.24	0.65	-0.27	0.79
2. Jewelry products' quality in Phuket match with its price	3.21	0.76	3.27	0.76	-0.68	0.49
3. There are a variety of jewelry price ranges in Phuket jewelry shops	3.44	0.80	3.53	0.81	-1.09	0.28
4. I feel ease of payments in buying jewelry in Phuket e.g. credit card accepted	3.27	0.93	3.37	0.89	-1.02	0.31
5. Jewelry products sales in Phuket are reasonable prices	3.26	0.83	3.20	0.83	0.70	0.48
Average Mean Score	3.29	0.50	3.35	0.52	-1.21	0.23
2. Performance risk or Functional risk or Quality risk						
1. Jewelry products in Phuket do not perform as expected (e.g. quality, color, design)	3.02	0.73	3.12	0.79	-1.35	0.18
2. The actual quality of jewelry products does not match its description	3.00	0.73	3.01	0.71	-0.13	0.90
3. Due to an insufficient information on jewelry product labels, I cannot judge the product quality and buy it	3.20	0.71	3.15	0.74	0.57	0.57
4. There are some misleading information in jewelry products	3.13	0.75	3.23	0.78	-1.30	0.19
5. I need to try the jewelry products before buying	3.52	0.82	3.51	0.85	0.20	0.84
6. I feel that salesperson in jewelry shops in Phuket are not expert or unknowledgeable	3.14	0.77	3.05	0.78	1.12	0.26
Average Mean Score	3.17	0.41	3.18	0.45	-0.26	0.80

Table 4.9 Continued

Perceived risk dimensions of international tourists on purchasing jewelry in Phuket	Male		Female		t- value	p- value
	Mean	Std.	Mean	Std.		
3. Social risk						
1. Buying jewelry products in Phuket are recognized by family/ friends or relatives	3.15	0.77	3.24	0.65	-1.24	0.22
2. Shopping jewelry at a well-known in Phuket help me to have a better feelings of status and power	3.19	0.75	3.16	0.71	0.29	0.77
3. I would like to buy from jewelry shops with good quality image	3.39	0.76	3.45	0.75	-0.86	0.39
4. I feel special and important with the service quality in jewelry shops in Phuket e.g. friendly staffs and courteous service	3.48	0.72	3.53	0.69	-0.71	0.48
Average Mean Score	3.30	0.52	3.35	0.47	-0.92	0.36
4. Physical risk						
1. Wearing jewelry products is not safe	3.22	0.69	3.21	0.71	0.15	0.88
2. I might be allergic from jewelry products (Jewelry metal allergies e.g. Nickel allergy)	3.05	0.83	3.18	0.83	-1.53	0.13
3. Wearing jewelry may cause a small injuries due to poor design and production process	3.02	0.74	3.05	0.79	-0.34	0.74
Average Mean Score	3.08	0.56	2.99	0.59	1.42	0.16

Table 4.9 Continued

Perceived risk dimensions of international tourists on purchasing jewelry in Phuket	Male		Female		t- value	p- value
	Mean	Std.	Mean	Std.		
5. Psychological risk						
1. <i>I feel disappointed with myself for not making a good decision in buying jewelry</i>	3.18	0.79	2.93	0.76	3.16	0.00*
2. I am aware that wearing jewelry is not suitable for me	3.03	0.77	3.00	0.78	0.35	0.73
3. I lose my self-esteem from the frustration of not achieving a buying goal	3.02	0.74	3.05	0.79	-0.34	0.74
Average Mean Score	3.08	0.56	2.99	0.59	1.42	0.16
6. Time risk						
1. <i>I wasted time searching to select the jewelry products in Phuket</i>	2.98	0.80	3.15	0.83	-2.00	0.05*
2. I make a bad purchasing decision so I wasted time	3.08	0.77	3.10	0.82	-0.31	0.76
3. It wasted time for me to return or exchange the unsatisfactory products	3.25	0.79	3.26	0.83	-0.12	0.90
4. It is difficult to go to jewelry shop	3.05	0.75	3.06	0.86	-0.17	0.87
Average Mean Score	3.09	0.52	3.14	0.56	-0.98	0.33
Overall Perceived risk dimensions Average Mean Score	3.17	0.28	3.19	0.28	-0.92	0.36

Remark *indicated statistically significant differences $p \leq 0.05$

Hypothesis 1 : There is no significant difference between gender of international tourist and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket. Results displayed in Table 4.9 indicated that there was a relationship between genders in the psychological risk and time risk dimension. It reveals that male respondents were more concerned with psychological risks, in which loss self-esteem for not making a good purchasing decision. However, female respondents had more concern that they were wasting time in searching and selecting the than male respondents.

Further analysis was one-way ANOVA (Analysis of variance) test with Fisher LSD post hoc test were used to describe the relationship between the tourists' demographic group and perceived risk dimensions of buying jewelry products in Phuket.

Table 4.10 showed the findings of One-way ANOVA between age and foreign tourists' dimensions of perceived risk on jewelry purchasing in Phuket. Results indicated that there was statistically significant difference for foreign tourists' overall perceived risk dimensions on purchasing jewelry from Phuket (p is 0.000) and results also revealed three significant difference perceived risk dimensions which are performance risk (p is 0.004); social risk (p is 0.005), and physical risk (p is 0.025).

Table 4.10 One way ANOVA on impact of age and foreign tourists' risk dimensions of perceived risk on jewelry purchasing from Phuket

Dependent variables	Age Group	ANOVA	
	(Mean)	F-value	P-value (Sig)
1. Financial risk	3.32	0.98	0.42
2. Performance risk	3.17	3.89	0.00*
3. Social risk	3.32	3.80	0.00*
4. Physical risk	3.14	2.82	0.03*
5. Psychological risk	3.03	0.68	0.61
6. Time risk	3.12	0.90	0.47
Overall Perceived risk dimensions	3.18	5.42	0.000*

Remark * indicates significant differences between groups at p -value ≤ 0.05

Hypothesis 2 : There is no significant difference between age group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket. The findings in Table 4.10 did not support hypothesis 2 as it indicated a statistically significant difference at $p \leq 0.05$ for foreign tourists' overall perceived risk dimensions on purchasing jewelry from Phuket (p is 0.000) and, results also revealed three significant difference perceived risk dimensions which are performance risk (p is 0.004); social risk (p is 0.005), and physical risk (p is 0.025).

Further analysis was multiple comparisons between age group and perceived risk dimensions. Table 4.11 shows comparisons among age groups and foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket. The Post hoc test shows that the 20-30 and 31-60, the 31-40 and 41-60 were statistically significantly different in overall risk perception on jewelry purchasing from Phuket. It can be concluded that international tourists in the 20-30 age group were less concerned about overall dimension of risk perception on jewelry purchasing from Phuket than international tourists in the 30-60 or 30-40 had less concerned about overall dimensions of risk perception on jewelry purchasing from Phuket than international tourists in the 41-60. However, there was no significant difference overall, in dimensions of risk perception in the age group over 60.

As illustrated in Table 4.11, concerning perceived risk dimensions, the post hoc test shows that the 20-30 group, the 44-60 group, the 31-40, and 51-60 group were statistically significantly different in performance risk perception and physical risk perception on jewelry purchasing in Phuket. It can be concluded that international tourists in the 20-30 age group were less concerned with performance risk and physical risk, than those in the 41-60 group. However, there was no significant difference in performance, physical risk perception on jewelry purchasing from Phuket in the more than 60.

In addition, The post hoc test shows that the 20-30 years old and 31-60 age groups, and the 31-40 years old and 51-60 years old age groups were significantly statistically difference in social risk perception on jewelry purchasing. It can be concluded that those in the 20-30 age group were less concerned with social risk perception when purchasing jewelry from Phuket, than tourists in the 31 - 60 age group. Those in the 31-40 years old age group were less concerned with social risk perception when purchasing jewelry from Phuket than tourists in the 50-60 age group.

Table 4.11 Multiple Comparisons (Fisher LSD post hoc test) on impact of Age groups and foreign tourists' perceived risk dimensions on purchasing jewelry in Phuket

Dependent variables	Age Group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
Performance risk or Functional risk or Quality risk	20-30	3.00	a	3.89	<i>0.004*</i>
	31-40	3.14	a c		
	41-50	3.21	b c		
	51-60	3.31	b c		
	Above 60	3.11	a b c		
	Total	3.17			
Social risk	20-30	3.12	a	3.80	<i>0.005*</i>
	31-40	3.28	c		
	41-50	3.38	b c		
	51-60	3.44	b c		
	Above 60	3.50	b c		
	Total	3.32			
Physical risk	20-30	2.97	a	4.02	<i>0.025*</i>
	31-40	3.12	a c		
	41-50	3.17	b c		
	51-60	3.28	b		
	Above 60	3.00	a b c		
	Total	3.14			
Overall Perceived risk dimensions	20-30	3.06	a	5.421	<i>0.000*</i>
	31-40	3.15	c		
	41-50	3.22	b		
	51-60	3.28	b		
	Above 60	3.14	a b c		
	Total	3.18			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different age indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance)

Table 4.12 showed the findings of One-way ANOVA between annual household income and foreign tourists' dimensions of perceived risk on jewelry purchasing in Phuket. The study found that there were significant statistical differences for foreign tourists' overall dimensions of risk perception on purchasing jewelry in Phuket (p is 0.001) and results revealed three significant difference perceived risk dimensions which are Performance risk (p is 0.007); Social risk (p is 0.000), and Physical risk (p is 0.025).

Table 4.12 One way ANOVA on impact of Annual household income and foreign tourists' risk dimensions of perceived risk on jewelry purchasing from Phuket

Dependent variables	Annual household income Group (Mean)	ANOVA	
		F-value	P-value (Sig)
1. Financial risk	3.32	1.24	0.29
2. Performance risk	3.17	3.24	0.007*
3. Social risk	3.32	6.44	0.000*
4. Physical risk	3.14	2.49	0.025*
5. Psychological risk	3.03	1.72	0.13
6. Time risk	3.12	1.96	0.08
Overall Perceived risk dimensions	3.18	4.37	0.001*

Remark * indicates significant differences between groups at $p\text{-value} \leq 0.05$

Hypothesis 3 : There is no significant difference between annual household income group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket. The finding is not

The findings did not support hypothesis 3 as it indicated a statistically significant difference at $p \leq 0.05$ for foreign tourists' overall perceived risk dimensions on purchasing jewelry from Phuket (p is 0.001) and, results also revealed three significant difference perceived risk dimensions which are performance risk (p is 0.007); social risk (p is 0.000), and physical risk (p is 0.025).

Further analysis was multiple comparisons between annual household income group and perceived risk dimensions. Table 4.13 shows comparisons among annual household income

groups and foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket. The Post hoc test shows the group that earns less than \$10,000-\$25,000 and the \$25,000-\$100,000 annual household income groups, and the \$25,000-\$50,000 and the \$50,000-\$75,000 annual household income groups were statistically significance difference in overall dimensions of perceived risk on jewelry purchasing from Phuket. It can be concluded that those had less than \$10,000, \$10,000-\$25,000 annual household income, had less concerned in overall dimensions of perceived risk than the \$25,000-\$100,000 group. In addition, those who earn \$25,000-\$50,000 were less concerned with overall dimensions of perceived than the \$50,000-\$75,000 group. However there was no significant difference for overall dimensions of perceived risk on jewelry purchasing from Phuket in the above \$100,000 annual household income group.

As seen in Table 4.13, considering the dimensions of perceived risk, the post hoc test shows that the \$10,000-\$25,000 and \$50,001 to above than \$100,000 annual household income groups, and the \$25,000-\$50,000 and the above than \$100,000 annual household income groups were statistically significance difference in performance risk on purchasing jewelry from Phuket. It can be concluded that the \$10,000-\$25,000 had less concerned in performance risk on jewelry purchasing from Phuket than the \$50,000 to above than \$100,000. In addition, \$25,000-\$50,000 had less concerned in performance risk on purchasing jewelry from Phuket than the above than \$100,000 and there was no significant difference in performance risk on purchasing jewelry from Phuket in the less than \$10,000 annual household income group.

The post hoc test shows that the less than \$10,000, \$10,001-\$25,000 and the \$25,001 to above than \$100,000 annual household income groups, and the \$25,001-\$50,000 and above \$100,000 annual household income groups were statistically significance difference in social risk on purchasing jewelry products in Phuket. It can be concluded that the less than \$10,000, \$10,001-\$25,000 had less concerned in social risk on buying jewelry products in Phuket than the \$25,001 to above than \$100,000 annual household income group. Moreover, the \$25,001-\$50,000 had less concerned in social risk on purchasing jewelry products from Phuket than the above \$100,000 annual household income group.

The post hoc test shows that the \$10,001-\$25,000 and \$50,001-\$100,000 annual household income groups was statistically significance difference in physical risk on purchasing jewelry products from Phuket however there were no statistically significant difference in

physical risk on purchasing jewelry from Phuket in the less than \$10,000, \$25,001-\$50,000, and above \$100,000 annual household income groups.

Table 4.13 Multiple Comparisons (Fisher LSD post hoc test) on impact of Annual household income groups and foreign tourists' perceived risk dimensions on purchasing jewelry in Phuket

Dependent variables	Annual household income group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
Performance risk	Less than \$10,000	3.14	a b	3.24	<i>0.007*</i>
	\$10,001-\$25,000	3.02	a b		
	\$25,001-\$50,000	3.14	a c		
	\$50,001-\$75,000	3.23	b c		
	\$75,001-\$100,000	3.25	b c		
	Above \$100,000	3.38	b c		
	Total	3.17			
Social risk	Less than \$10,000	3.07	a	6.44	<i>0.000*</i>
	\$10,001-\$25,000	3.08	a		
	\$25,001-\$50,000	3.32	c		
	\$50,001-\$75,000	3.42	b c		
	\$75,001-\$100,000	3.43	b c		
	Above \$100,000	3.57	b c		
	Total	3.32			
Physical risk	Less than \$10,000	3.06	a b	2.49	<i>0.025*</i>
	\$10,001-\$25,000	3.01	a		
	\$25,001-\$50,000	3.11	a b		
	\$50,001-\$75,000	3.24	b		
	\$75,001-\$100,000	3.25	b		
	Above \$100,000	2.98	a b		
	Total	3.14			

Table 4.13 Continued

Dependent variables	Annual household income group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
Overall Perceived risk dimensions	Less than \$10,000	3.09	a c	4.37	0.001*
	\$10,001-\$25,000	3.06	a		
	\$25,001-\$50,000	3.17	c		
	\$50,001-\$75,000	3.26	b		
	\$75,001-\$100,000	3.24	b c		
	Above \$100,000	3.19	a b c		
	Total	3.18			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different annual household income indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance)

Table 4.14 showed the findings of One-way ANOVA between nationality and foreign tourists' dimensions of perceived risk on jewelry purchasing in Phuket. Results showed that there was a statistically significant difference for overall foreign tourists' risk perception on purchasing jewelry from Phuket (p is 0.03). In addition, results revealed one dimension of perceived risk indicating statistically significant difference in Psychological risk (p is 0.009).

Table 4.14 One way ANOVA on impact of Nationality and foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket

Dependent variables	Nationality Group (Mean)	ANOVA	
		F-value	P-value (sig)
1. Financial risk	3.32	0.85	0.51
2. Performance risk	3.17	1.90	0.09
3. Social risk	3.32	1.25	0.28
4. Physical risk	3.14	1.73	0.13
5. Psychological risk	3.03	3.12	0.009*
6. Time risk	3.12	2.02	0.08
Overall Perceived risk dimensions	3.18	2.56	0.03*

Remark * indicates significant differences between groups at $p\text{-value} \leq 0.05$

Hypothesis 4 : There is no significant difference between nationality group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket. The findings did not support hypothesis 4 as it indicated a statistically significant difference at $p \leq 0.05$ for overall foreign tourists' risk perception on purchasing jewelry from Phuket (p is 0.03). In addition, results revealed one dimension of perceived risk indicating statistically significant difference in Psychological risk (p is 0.009).

Further analysis was multiple comparisons between nationality group and perceived risk dimensions. Table 4.15 shows comparisons among the nationality groups and foreign tourists 'risk perception on purchasing jewelry from Phuket. The post hoc test shows that Asia, Middle East, America; Europe and the Middle East, the America and the Australia and Oceania were statistically significance difference in overall dimensions of risk perception on purchasing jewelry from Phuket. It can be concluded that Asia and Middle East respondents had less concerned in overall dimensions of risk perception on purchasing jewelry from Phuket than America. Moreover, Europe respondents had more concerned in overall dimensions of risk perception on purchasing jewelry from Phuket than Middle East. In addition, America had more concerned in overall dimensions of risk perception on buying jewelry from Phuket than Australia and Oceania however there was no significant difference for overall dimensions of risk perception on purchasing jewelry from Phuket in Africa respondents.

As seen in Table 4.15, considering the perceived risk dimensions, the post hoc test shows that the Asia and Europe, An Europe and the Middle East, the Middle East and the America were statistically significance difference in psychological risk on purchasing jewelry products in Phuket. It can be concluded that Asia respondents had less concerned in psychological risk on jewelry purchasing in Phuket than Europe respondents. Moreover, Europe respondents had more concerned in psychological risk on buying jewelry products in Phuket than Middle East respondents. In addition, Middle East respondents had less concerned in psychological risk on purchasing jewelry in Phuket than America respondents. However, there were no statistically significant difference in psychological risk on purchasing jewelry in Phuket in Africa and Australia and Oceania respondents.

Table 4.15 Multiple Comparisons (Fisher LSD post hoc test) on impact of Nationality groups and foreign tourists' perceived risk dimensions on purchasing jewelry in Phuket

Dependent variables	Nationality group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
Psychological risk	Asia	2.93	a b	3.12	0.01*
	Europe	3.14	b		
	Middle East	2.61	a		
	America	3.14	b		
	Africa	3.00	a b		
	Australia & Oceania	2.97	a b		
	Total	3.03			
Overall Perceived risk dimensions	Asia	3.16	a b	2.56	0.03*
	Europe	3.21	a c		
	Middle East	2.94	b		
	America	3.31	c		
	Africa	3.18	a b c		
	Australia & Oceania	3.16	a b		
	Total	3.18			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different nationality indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance)

Table 4.16 showed the findings of One-way ANOVA between education level and foreign tourists' dimensions of perceived risk on jewelry purchasing in Phuket. The study found that there was a statistically significant difference for social risk dimension on purchasing jewelry in Phuket (p is 0.000).

Table 4.16 One way ANOVA on impact of Education level and foreign tourists' dimensions of perceived risk on jewelry purchasing from Phuket

Dependent variables	Education level	ANOVA	
	Group (Mean)	F-value	P-value (Sig)
1. Financial risk	3.32	2.37	0.07
2. Performance risk	3.17	1.26	0.29
3. Social risk	3.32	7.14	0.000*
4. Physical risk	3.14	1.13	0.34
5. Psychological risk	3.03	1.06	0.37
6. Time risk	3.12	1.44	0.23
Overall Perceived risk dimensions	3.18	1.26	0.29

Remark: * indicates significant differences between groups at $p\text{-value} \leq 0.05$

Hypothesis 5 : There is no significant difference between education level group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket. The findings is support hypothesis 5 as it indicated no statistically significant difference at $p \leq 0.05$ for overall foreign tourists' dimensions of perceived risk on jewelry purchasing in Phuket (p is 0.29). However, the findings indicated statistically significantly difference for social risk dimension on purchasing jewelry in Phuket (p is 0.000).

Further analysis was multiple comparisons between education level groups and foreign tourists' risk perception on purchasing jewelry from Phuket, the post hoc test shows that the Diploma/High School group with Bachelor and Master Degree groups. It can be concluded that the Diploma/High school group had less concern about social risk on buying jewelry products in Phuket than Bachelor and Master Degree groups however there was no statistically significant difference for social risk on jewelry purchasing in Phuket in the Secondary group.

Table 4.17 Multiple Comparisons (Fisher LSD post hoc test) on impact of Education level groups and foreign tourists' perceived risk dimensions on purchasing jewelry in Phuket

Dependent variables	Education level Group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
Social risk	Secondary	3.32	a b	7.14	<i>0.000*</i>
	Diploma/High School	3.38	a		
	Bachelor	3.21	b		
	Master	3.41	b		
Total		3.32			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different education level indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance)

Table 4.18 showed the findings of One-way ANOVA between occupation and foreign tourists' dimensions of perceived risk on jewelry purchasing in Phuket. The study found that there was a statistically significant difference for overall dimensions of risk perception on purchasing jewelry from Phuket (p is 0.03). In addition, results revealed two significant difference perceived risk dimensions namely (1) Financial risk or Economic risk (p is 0.03) and (2) Performance risk (p is 0.01).

Table 4.18 One way ANOVA on impact of Occupation and foreign tourists' risk dimensions of perceived risk on jewelry purchasing from Phuket

Dependent variables	Occupation Group (Mean)	ANOVA	
		F-value	P-value (Sig)
1. Financial risk	3.32	2.26	<i>0.03*</i>
2. Performance risk	3.17	2.63	<i>0.01*</i>
3. Social risk	3.32	1.97	0.06
4. Physical risk	3.14	0.86	0.54
5. Psychological risk	3.03	1.12	0.35
6. Time risk	3.12	1.07	0.38
Overall Perceived risk dimensions	3.18	2.24	<i>0.03*</i>

Remark * indicates significant differences between groups at $p\text{-value} \leq 0.05$

Hypothesis 6 : There is no significant difference between occupation group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket. The findings did not support hypothesis 6 as it indicated a statistically significant difference at $p \leq 0.05$ for overall dimensions of risk perception on purchasing jewelry from Phuket (p is 0.03). In addition, results revealed two significant difference perceived risk dimensions namely (1) Financial risk or Economic risk (p is 0.03) and (2) Performance risk (p is 0.01).

Further analysis was multiple comparisons between occupation groups and foreign tourists' risk perception on purchasing jewelry from Phuket. The post hoc test shows comparisons between occupation groups, and foreign tourists' risk perception on purchasing jewelry from Phuket. The post hoc test shows that student, public sector workers, the self-employed, and retirement age groups; housewives and merchants groups were statistically different in their overall risk perception. It can be concluded that students had less concerned overall, than public sector workers, self-employed, or retired groups. In addition, housewife and merchant had less concerned for overall dimensions of risk perception on purchasing jewelry from Phuket than self-employed group. However there was no significant difference in overall dimensions of risk, between private sector workers, and other groups.

As seen in Table 4.19, it can be concluded that the students, housewives, public and private sector workers, merchants, self-employed, and retirement age group, had less concern in financial or economic risk than the other group. Students, Housewives, private sector workers and merchants, had less concern in performance risk of jewelry than the self-employed group. In addition, students and merchants had less concern in performance risk than any other group. However, there was no significant difference in perceived performance risk, in the retirement age group.

Table 4.19 Multiple Comparisons (Fisher LSD post hoc test) on impact of Occupation groups and foreign tourists' perceived risk dimensions on jewelry purchasing in Phuket

Dependent variables	Occupation Group	Mean	LSD post hoc test	ANOVA	
				F	Sig
Financial risk	Student	3.24	a	2.26	0.03*
	Housewife	3.24	a		
	Private company	3.33	a		
	State enterprises	3.28	a		
	Merchant	3.18	a		
	Self-employed	3.41	a		
	Retired	3.24	a		
	Other	3.71	b		
	Total	3.32			
Performance risk	Student	3.03	a	2.63	0.01*
	Housewife	3.14	a c		
	Private company	3.11	a c		
	State enterprises	3.18	a		
	Merchant	3.06	a		
	Self-employed	3.30	b		
	Retired	3.23	a		
	Other	3.35	b c		
	Total	3.17			
Overall perceived risk dimensions	Student	3.05	a	2.24	0.03*
	Housewife	3.15	a c		
	Private company	3.16	a c		
	State enterprises	3.2	b c		
	Merchant	3.14	a c		
	Self-employed	3.26	b d		
	Retired	3.23	b c		
	Other	3.21	a c d		
	Total	3.18			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different occupation indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance)

Table 4.20 showed the findings of One-way ANOVA between the most influential person involved in the purchase, and tourists' perceived risk when purchasing jewelry. According to Table 4.20, results showed that there was a significant difference for overall dimensions of risk perception between the categories. (P is 0.05). Results revealed significant differences in perceived performance risk (p is 0.04).

Table 4.20 One way ANOVA on impact of the most influential person involved in the jewelry purchasing in Phuket and foreign tourists 'dimensions of perceived risk on jewelry purchasing from Phuket

Dependent variables	The most Influential person involved in jewelry purchasing In Phuket Group (Mean)	ANOVA	
		F-value	P-value (Sig)
1. Financial risk	3.32	1.83	0.11
2. Performance risk	3.17	2.30	0.04*
3. Social risk	3.32	2.14	0.06
4. Physical risk	3.14	0.82	0.54
5. Psychological risk	3.03	1.83	0.11
6. Time risk	3.12	1.40	0.22
Overall Perceived risk dimensions	3.18	2.20	0.05*

Remark * indicates significant differences between groups at $p\text{-value} \leq 0.05$

Hypothesis 7 : There is no significant difference between the most influential person influenced on jewelry purchasing in Phuket group of international tourists and perceived risk dimensions on jewelry purchasing at jewelry shops in Phuket. The findings did not support hypothesis 8 as it indicated a statistically significant difference at $p \leq 0.05$ for overall dimensions of perceived risk on jewelry purchasing in Phuket (P is 0.05). In addition, results revealed significant difference in performance risk (p is 0.04).

Further analysis was multiple comparisons between the most influential person influenced on jewelry purchasing in Phuket groups and foreign tourists' risk perception on purchasing jewelry from Phuket. The post hoc test shows that parents and relatives and other group were statistically significance difference in overall dimensions of risk perception on

purchasing jewelry from Phuket. Respondents who specified “parents” as the most influential people influencing purchasing decisions, had more risk perception, than respondents who specified “relatives’ and “others”. However, there was no significant difference in overall dimensions of risk perception in the “friends, salespeople, and spouse” group.

As seen in Table 4.21, considering the perceived risk dimensions, the post hoc test shows that parents, relatives, friends, spouses, and others, were statistically different in performance risk on jewelry purchasing from Phuket. It can be concluded that respondents who specified “parents” as the most influential person influencing purchasing jewelry products, had more concern about performance risk than respondents who specified “ relatives, friends, spouse and other” group. However, there was no significant statistical difference in performance risk on jewelry purchasing in Phuket, than the “salesperson” group.

Table 4.21 Multiple Comparisons (Fisher LSD post hoc test) on impact of the most influential person involved in jewelry purchasing in Phuket groups and foreign tourists’ perceived risk dimensions on jewelry purchasing in Phuket

Dependent variables	The most Influential person involved in jewelry purchasing in Phuket Group	Mean	LSD Post Hoc test	ANOVA	
				F	Sig
Performance risk	Parents	3.29	a	2.30	<i>0.04*</i>
	Relatives	3.07	b c		
	Friends	3.13	b c		
	Sales person	3.16	a b c		
	Spouse	3.14	b c		
	Other	3.02	b c		
	Total	3.17			

Table 4.21 Continued

Dependent variables	The most Influential person involved in jewelry purchasing in Phuket Group	Mean	LSD Post Hoc test	ANOVA	
Overall Perceived risk dimensions	Parents	3.23	a	2.20	<i>0.05*</i>
	Relatives	3.10	b c		
	Friends	3.15	a c		
	Sales person	3.21	a b		
	Spouse	3.19	a b		
	Other	2.99	b c		
	Total	3.18			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different of the most influential person involved in jewelry purchasing in Phuket indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance).

4.4.2 Demographic and Risk-reduction strategies

An Independent sample t-test was conducted to test the hypotheses which aim to examine the differences between demographic variables and risk-reduction strategies of international tourists adopted on buying jewelry in Phuket.

From Table 4.22, the study found statistical significant differences between men and women in price information, (price shown e.g. jewelry price tag labels). The female tourists had more concern for this strategy than their male counterpart.

Table 4.22 Independent sample t-test on impact of gender with regards to risk-reduction strategies on jewelry purchasing in Phuket

Risk-reduction strategies on jewelry purchasing in Phuket	Male		Female		T-value	P-value
	Mean	Std.	Mean	Std.		
1. Seeking information from family, relatives, friends	3.43	0.83	3.42	0.80	0.14	0.89
2. Words-of-mouth	3.23	0.91	3.12	0.93	1.21	0.23
3. Jewelry shop recommendations	3.38	0.80	3.43	0.78	-0.53	0.60
4. Past experience with jewelry products	3.46	0.96	3.55	0.92	-0.91	0.36
5. Jewelry shop loyalty (Brand loyalty)	3.23	0.92	3.26	0.88	-0.28	0.78
6. Jewelry store image (Buying from a well-known and long established jewelry shop)	3.52	0.75	3.49	0.75	0.41	0.68
7. Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls	3.57	0.92	3.55	0.95	0.24	0.81
8. Money-back guarantee	3.51	0.84	3.42	0.87	1.07	0.28
9. After-sales Service (e.g. product return or replace policy, transportation services, made to order,-jewelry cleaning and maintenance service, etc.)	3.43	0.92	3.47	0.86	-0.46	0.64
10. Price information (Price shown e.g. Jewelry price tag labels)	3.15	0.87	3.38	0.87	-2.59	0.01*
11. Price comparison (find the best deals from jewelry shops in Phuket)	3.26	0.80	3.32	0.88	-0.79	0.43
12. Jewelry shops were certified by government e.g. Jewel Fest Club	3.49	0.92	3.55	0.95	-0.63	0.53
Overall risk-reduction strategies Average mean score	3.39	0.59	3.41	0.55	-0.41	0.68

Remark *indicated statistically significant differences $p \leq 0.05$

Hypothesis 8: There is no significant difference between gender of international tourist and risk-reduction strategies on jewelry purchasing in Phuket. Results displayed in Table 4.22 indicated that there was a relationship between men and women in price information, (price shown e.g. jewelry price tag labels). The female tourists had more concern for this strategy than their male counterpart.

Further analysis was one-way ANOVA (Analysis of variance) test with Fisher LSD post hoc test were used to describe the relationship between the tourists' demographic group and risk-reduction strategies on jewelry purchasing in Phuket.

Table 4.23 showed the findings of One-way ANOVA between annual household income groups and foreigners' risk-reduction strategies when purchasing jewelry products in Phuket. The study found there were statistical differences in overall strategies adopted by tourists. In addition, results revealed eleven different risk-reduction strategies on jewelry purchasing, which are (1) information seeking, from family, (2) words-of mouth, (3) jewelry shop recommendations, (4) past experience with jewelry, (5) jewelry shop loyalty (Brand loyalty), (6) jewelry store image (Buying from a well-known and long established jewelry shops), (7) jewelry product guarantee, (8) money-back guarantee, (9) After-sales services, (10) price information, and (11) jewelry shops certified by government e.g. Jewel Fest Club.

Table 4.23 One way ANOVA on impact of Annual household income and foreign tourists' risk-reduction strategies on jewelry purchasing in Phuket

Dependent variables	Annual household income Group (Mean)	ANOVA	
		F-value	P-value (Sig)
1. Seeking information from family, relatives, friends	3.43	4.80	0.000*
2. Words-of-mouth	3.17	6.93	0.000*
3. Jewelry shop recommendations	3.41	8.68	0.000*
4. Past experience with jewelry products	3.51	5.08	0.000*
5. Jewelry shop loyalty (Brand loyalty)	3.25	7.08	0.000*
6. Jewelry store image (Buying from a well-known and long established jewelry shop)	3.50	8.07	0.000*
7. Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls	3.56	15.54	0.000*
8. Money-back guarantee	3.46	7.82	0.000*
9. After-sales Service (e.g. product return or replace policy, transportation services, made to order , jewelry cleaning and maintenance service, etc.)	3.45	5.42	0.000*
10. Price information (Price shown e.g. jewelry price tag labels)	3.27	2.54	0.03*
11. Price comparison (find the best deals from jewelry shops in Phuket)	3.29	1.21	0.30
12. Jewelry shops were certified by government e.g. Jewel Fest Club	3.52	4.43	0.000*
Overall risk reduction strategies	3.40	13.41	0.000*

Remark * indicates significant differences between groups at $p\text{-value} \leq 0.0$

Hypothesis 9 : There is no significant difference between annual household income group of international tourists and risk-reduction strategies on jewelry purchasing at jewelry shops in Phuket. The findings did not support hypothesis 9 as it indicated a statistically significant difference at $p \leq 0.05$ in overall strategies adopted by tourists. In addition, results revealed eleven different risk-reduction strategies on jewelry purchasing, which are (1) information seeking, from family, relatives, and friends, (2) words-of mouth, (3) jewelry shop recommendations, (4) past experience with jewelry , (5) jewelry shop loyalty, (6) jewelry store image, (7) jewelry product guarantee, (8) money-back guarantee, (9) after-sales services; (10) price information, and (11) jewelry shops certified by government e.g. Jewel Fest Club.

Further analysis was multiple comparisons between Annual household income and risk-reduction strategies on jewelry purchasing in Phuket. From Table 4.24 shows four comparisons between annual household income groups, and risk-reduction strategies adopted by foreigners when purchasing jewelry in Phuket as follows:

(1) The less than \$10,000 group had less risk concern overall than the \$25,000-\$50,000, and the \$75,000-\$100,000 annual household income group

(2) The \$10,000-\$25,000 annual income group had less concern overall with risk-reduction strategies, than the \$25,000-\$100,000 group

(3) The 50,000-\$75,000 group had less concern overall with risk-reduction strategies than the \$75,000-\$100,000 group.

(4) The \$75,000-\$100,000 group had less concern overall with risk-reduction strategies, than the over \$100,000 group.

As seen in Table 4.24, the post hoc test shows three comparisons among annual household income groups and risk-reduction strategy on purchasing jewelry from Phuket. These are as follows:

(1) The less than \$10,000, had less concern in information-seeking from family, relatives and friends as a risk-reduction strategy than the over \$100,000 group.

(2) The \$10,000-\$25,000 group had less concern in information-seeking from family, relatives and friends as a risk-reduction strategy, than the \$25,000 to over \$100,000 group.

(3) The \$25,000-\$75,000 annual household income group had less concern in seeking information from family, relatives and friends as risk-reduction strategies, than the over \$100,000 annual income group.

The post hoc test shows two comparisons among an annual household income groups and words-of-mouth as risk-reduction strategy on purchasing jewelry from Phuket as followed:

(1) The less than \$10,000-\$25,000 group had less concern with word-of-mouth as a risk-reduction strategy than the over \$100,000 group.

(2) The \$25,000-\$75,000 group had less concern with word-of-mouth as a risk-reduction strategy, than the over \$100,000 group.

The post hoc test shows two comparisons of annual household income groups, and jewelry shop recommendations as risk-reduction as follows:

(1) The less than \$10,000-\$25,000, and \$50,000-\$75,000 annual household income groups had less concern in jewelry shop recommendations, than the \$25,000-\$50,000 and \$75,000-\$100,000 groups.

(2) The \$25,000-\$50,000 annual household income group had less concern in jewelry shop recommendations than the over \$100,000 group.

The post hoc test shows four comparisons among an annual household income groups and past experience with jewelry products as risk-reduction strategy on purchasing jewelry from Phuket as followed:

(1) The less than \$10,000 and more than \$100,000, it can be concluded that the less than \$10,000 were less concern with past experience as a risk-reduction strategy on purchasing jewelry than the over \$100,000 group.

(2) \$10,000-\$25,000 annual household income group and the \$25,001-\$100,000 annual household income group, it can be concluded that the 10,000-\$25,000 group had less concern in past experience as a risk-reduction strategy, on purchasing jewelry, than the \$25,000-\$100,000 group.

(3) The \$25,000-\$50,000 group had less concern in past experience with jewelry products as risk-reduction strategy, than the over \$100,000 group.

(4) The \$50,000-\$75,000 had less concerned in past experience with jewelry products as risk-reduction strategy on purchasing jewelry from Phuket than the \$75,001 to more than \$100,000.

The post hoc test shows three comparisons among an annual household income groups and jewelry shop loyalty (Brand loyalty) as a risk-reduction strategy on purchasing jewelry from Phuket as followed:

(1) The less than \$10,000, the \$50,001-\$75,000 annual household income groups had less concern in jewelry shop loyalty (Brand loyalty) as risk-reduction strategy, than the \$75,000 to over \$100,000 group.

(2) The \$10,000-\$25,000 group had less concern in jewelry shop loyalty (Brand loyalty) as a risk-reduction strategy, than the \$25,000-\$50,000, and the \$75,000 to over \$100,000 group.

(3) The \$25,000-\$50,000 group had less concern in jewelry shop loyalty (Brand loyalty) as a risk-reduction strategy, than the \$75,000 to \$100,000 group.

The post hoc test shows four comparisons among an annual household income groups and store image as risk-reduction strategies when purchasing jewelry products in Phuket as follows:

(1) The less than \$10,000-\$25,000 group had less concern in the store image as a risk-reduction strategy, than the \$25,000 to over \$100,000 group.

(2) The \$25,000-\$50,000 group had less concern in the stores' image as a risk-reduction strategy, than the over \$100,000 group.

(3) The \$50,000-\$75,000 group had less concern in the stores' image as a risk-reduction strategy, than the \$75,000 to over \$100,000

(4) The \$75,000-\$100,000 group had less concern in the stores' image as a risk-reduction strategy, than the over \$100,000 group.

The post hoc test shows four comparisons among an annual household income groups with jewelry product guarantee and after sales service as risk-reduction strategies. These are as follows:

(1) The less than \$10,000 had less concern in jewelry product guarantees and after sales service as risk-reduction strategies, than the \$10,000-\$25,000, and the \$75,000 to over\$100,000 groups.

(2) The \$10,000-\$25,000 group had less concern in product guarantee as a risk-reduction strategy, than the \$25,000 to over \$100,000 group.

(3) The \$25,000-\$75,000 had less concern with jewelry product guarantee as risk-reduction strategy on buying jewelry products in Phuket than the \$75,000-\$100,000 group.

(4) The \$75,000-\$100,000 group had less concern in jewelry product guarantee as a risk-reduction strategy, than the over \$100,000 group.

The post hoc test shows three comparisons among an annual household income groups with money-back guarantee and after-sales service as risk-reduction strategies on purchasing jewelry products in Phuket as followed:

(1) The less than \$10,000 group had less concern in money-back guarantees and after-sales service as risk-reduction strategies than the over \$100,000 group.

(2) The \$10,000-\$25,000 group had less concern in money-back guarantees and after-sales service as risk-reduction strategies, than the \$25,000 to over \$100,000

(3) The \$ 25,001-\$100,000 group had more concern in money-back guarantees and after-sales service as risk-reduction strategies, than the over \$100,000.

The post hoc test shows two comparisons among annual household income groups with price information such as jewelry price tag labels as risk-reduction strategy on purchasing jewelry products in Phuket as followed:

(1) The less than \$10,000 group had less concern in price information, such as jewelry price tag labels, than the \$100,000

(2) The \$10,000-\$25,000 group had less concern in price information such as jewelry price tag labels than the \$25,000 to above \$100,000 group.

The post hoc test shows two comparisons among annual household income groups using jewelry shops certified by government as risk-reduction strategy on purchasing jewelry products in Phuket as follows:

(1) The \$10,000-\$25,000 annual household income group had less concern in jewelry shops certified by government than the \$25,000 to the above \$100,000 annual household income group

(2) The \$50,000-\$75,000 annual household income group had less concern in jewelry shops certified by government than the \$75,000 to the above \$100,000 annual household income group.

Table 4.24 Multiple Comparisons (Fisher LSD post hoc test) on impact of Annual household income groups and foreign tourists' risk-reduction strategies on jewelry purchasing in Phuket

Dependent variables	Annual household income group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
1. Seeking information from family, relatives, friends	Less than \$10,000	3.28	a b	4.80	0.00*
	\$10,001-\$25,000	3.05	a b		
	\$25,001-\$50,000	3.48	b		
	\$50,001-\$75,000	3.39	b		
	\$75,001-\$100,000	3.63	b		
	Above \$100,000	3.88	b c		
	Total	3.43			
2. Words-of-mouth	Less than \$10,000	2.67	a b	6.93	0.000*
	\$10,001-\$25,000	2.72	a b		
	\$25,001-\$50,000	3.25	b		
	\$50,001-\$75,000	3.15	b		
	\$75,001-\$100,000	3.41	b		
	Above \$100,000	3.82	b c		
	Total	3.17			

Table 4.24 Continued

Dependent variables	Annual household income group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
3. Jewelry shop recommendations	Less than \$10,000	3.00	a b	8.68	<i>0.000*</i>
	\$10,001-\$25,000	3.10	a b		
	\$25,001-\$50,000	3.49	c		
	\$50,001-\$75,000	3.24	a b		
	\$75,001-\$100,000	3.71	b c		
	Above \$100,000	4.06	b		
	Total	3.41			
4. Past experience with jewelry products	Less than \$10,000	3.50	a c	5.08	<i>0.00*</i>
	\$10,001-\$25,000	3.19	a		
	\$25,001-\$50,000	3.55	c		
	\$50,001-\$75,000	3.34	a c		
	\$75,001-\$100,000	3.80	b c		
	Above \$100,000	4.18	b		
	Total	3.51			
5. Jewelry shop loyalty (Brand loyalty)	Less than \$10,000	2.94	a c	7.08	<i>0.000*</i>
	\$10,001-\$25,000	2.93	a c		
	\$25,001-\$50,000	3.30	c		
	\$50,001-\$75,000	3.08	a c		
	\$75,001-\$100,000	3.61	b		
	Above \$100,000	3.94	b		
	Total	3.25			

Table 4.24 Continued

Dependent variables	Annual household income group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
6. Jewelry store image (Buying from a well-known and long established jewelry shop)	Less than \$10,000	3.00	a c	8.07	<i>0.000*</i>
	\$10,001-\$25,000	3.21	a c		
	\$25,001-\$50,000	3.54	c		
	\$50,001-\$75,000	3.46	c		
	\$75,001-\$100,000	3.73	c		
	Above \$100,000	4.18	b		
	Total	3.50			
7. Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls	Less than \$10,000	3.33	a	15.54	<i>0.00*</i>
	\$10,001-\$25,000	2.84	b c		
	\$25,001-\$50,000	3.63	a		
	\$50,001-\$75,000	3.52	a		
	\$75,001-\$100,000	3.92	b		
	Above \$100,000	4.59	b		
	Total	3.56			
8. Money-back guarantee	Less than \$10,000	3.39	a c	7.82	<i>0.00*</i>
	\$10,001-\$25,000	3.09	a		
	\$25,001-\$50,000	3.45	c		
	\$50,001-\$75,000	3.42	c		
	\$75,001-\$100,000	3.66	c		
	Above \$100,000	4.41	b		
	Total	3.46			
9. After-sales Service (e.g. product return or replace policy, transportation services, made to order, jewelry cleaning and maintenance service, etc.)	Less than \$10,000	3.17	a c	5.42	<i>0.00*</i>
	\$10,001-\$25,000	3.03	a		
	\$25,001-\$50,000	3.57	c		
	\$50,001-\$75,000	3.43	c		
	\$75,001-\$100,000	3.54	c		
	Above \$100,000	4.06	b		
	Total	3.45			

Table 4.24 Continued

Dependent variables	Annual household income group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
10. Price information (Price shown e.g. jewelry price tag labels)	Less than \$10,000	3.38	a b	2.54	0.03*
	\$10,001-\$25,000	3.14	a		
	\$25,001-\$50,000	2.83	b		
	\$50,001-\$75,000	3.57	b		
	\$75,001-\$100,000	3.27	a b		
	Above \$100,000	3.20	b		
	Total	3.27			
12. Jewelry shops certified by government e.g. Jewel Fest Club	Less than \$10,000	3.44	a c d	4.43	0.00*
	\$10,001-\$25,000	3.12	b d		
	\$25,001-\$50,000	3.54	a c		
	\$50,001-\$75,000	3.47	c		
	\$75,001-\$100,000	3.81	a		
	Above \$100,000	4.00	a		
	Total	3.52			
Overall risk reduction strategies	Less than \$10,000	3.19	a c	13.41	0.00*
	\$10,001-\$25,000	3.03	a		
	\$25,001-\$50,000	3.46	c		
	\$50,001-\$75,000	3.34	c		
	\$75,001-\$100,000	3.61	c		
	Above \$100,000	4.02	b		
	Total	3.40			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different annual household income indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance)

From the One-way ANOVA conducted in order to test a relationship between nationality and risk-reduction strategies when purchasing jewelry products in Phuket. According to Table 4.25, the study found a significant difference in overall strategies respondents adopted when jewelry purchasing in Phuket. In addition, results revealed seven different risk-reduction strategies foreigners adopted on purchasing jewelry. These are (1) information-seeking from family, friends, or relatives, (2) jewelry shop recommendations, (3) past experience with jewelry products, (4) jewelry product guarantee, (5) price information, (6) price comparisons, and shops certified by the government.

Table 4.25 One way ANOVA on impact of Nationality and foreign tourists' risk-reduction strategies on jewelry purchasing in Phuket

Dependent variables	Nationality	ANOVA	
	Group (Mean)	F-value	P-value (Sig)
1. Seeking information from family, relatives, friends	3.43	2.33	0.04*
2. Words-of-mouth	3.17	1.48	0.20
3. Jewelry shop recommendations	3.41	2.92	0.01*
4. Past experience with jewelry products	3.51	2.39	0.04*
5. Jewelry shop loyalty (Brand loyalty)	3.25	0.91	0.47
6. Jewelry store image (Buying from a well-known and long established jewelry shop)	3.50	1.92	0.09
7. Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls	3.56	3.20	0.008*
8. Money-back guarantee	3.46	1.99	0.08
9. After-sales Service (e.g. product return or replace policy, transportation services, made to order , jewelry cleaning and maintenance service, etc.)	3.45	1.39	0.23
10. Price information (Price shown e.g. jewelry price tag labels)	3.27	2.21	0.05*
11. Price comparison (find the best deals from jewelry shops in Phuket)	3.29	4.20	0.001*
12. Jewelry shops were certified by government e.g. Jewel Fest Club	3.52	2.78	0.02*
Overall risk reduction strategies	3.40	4.22	0.001*

Remark * indicates significant differences between groups at $p\text{-value} \leq 0.05$

Hypothesis 10 : There is no significant difference between nationality group of international tourists and risk-reduction strategies on jewelry purchasing at jewelry shops in Phuket. The finding did not support hypothesis 10 as it indicated a statistically significant difference at $p \leq 0.05$ in overall strategies respondents adopted when jewelry purchasing. In addition, results revealed seven different risk-reduction strategies foreigners adopted on purchasing jewelry. These are as follows: (1) information-seeking from family, relatives, friends, (2) jewelry shop recommendations, (3) past experience with jewelry products, (4) jewelry product guarantee, (5) price information, (6) price comparisons, and (7) jewelry shops certified by the government.

Further analysis was multiple comparisons between nationality groups and the risk-reduction strategies adopted by foreigners when purchasing jewelry in Phuket. The Post hoc test shows three comparisons among nationality groups and respondents' overall risk-reduction strategies when purchasing jewelry products in Phuket (Table 4.26) as follows:

(1) Asians had more concern of overall risk-reduction strategies when purchasing jewelry than Europeans and Middle Easterners.

(2) Europeans were more concerned in overall risk-reduction when purchasing jewelry than the Middle Eastern group.

(3) Middle Easterners had less concerned in overall risk-reduction strategies, than Americans, Africans, and Australians.

As seen in Table 4.26, the post hoc test shows two comparisons among nationality groups and seeking information from family, relatives and friends as risk-reduction strategy on purchasing jewelry products in Phuket as followed:

(1) Asians had more concern in information-seeking from family, relatives and friends as a risk-reduction strategy than Europeans and Middle Easterners.

(2) Middle Easterners had less concern in information-seeking from family, relatives and friends as a risk-reduction strategy, than Africans.

The post hoc test shows two comparisons among nationality groups and jewelry shop recommendations as risk-reduction strategy on purchasing jewelry products in Phuket as followed:

(1) Asians had more concern in jewelry shop recommendations as a risk-reduction than Europeans and Middle Easterners.

(2) Middle Easterners had less concern in jewelry shop recommendations as a risk-reduction strategy, than Australians.

The post hoc test shows three comparisons among nationality groups and past experience with jewelry products as risk-reduction strategy on purchasing jewelry products in Phuket as followed:

(1) Asians had more concern in past experience with jewelry products, than Europeans and Middle Easterners.

(2) Europeans exhibited more concern with past experience with jewelry, than Middle Easterners

(3) Middle Easterners had less concern in past experience concerning jewelry products, than Americans, Africans, and Australians.

The post hoc test shows two comparisons among nationality groups and jewelry product guarantee as risk-reduction strategy on purchasing jewelry products in Phuket as followed:

(1) Asians displayed more concern with jewelry product guarantee as a risk-reduction strategy, than Europeans and Middle Easterners.

(2) Middle Easterners had less concern with jewelry product guarantees as a risk-reduction strategy, than Americans, Africans, and Australians.

The post hoc test shows two comparisons among nationality groups and price information such as jewelry price tag labels as risk-reduction strategy on purchasing jewelry products in Phuket as followed:

(1) Asians had more concern for price information, such as price tags and labels, as a risk-reduction strategy, than Europeans.

(2) Europeans had less concern for price information, such as price tags, and labels, than Americans.

The post hoc test shows four comparisons among nationality groups and price comparisons as risk-reduction strategy on purchasing jewelry products in Phuket as followed:

(1) Asians displayed more concern for price comparisons as risk-reduction strategies, than Europeans and Middle Easterners.

(2) Middle Eastern respondents had less concern with price comparisons, as a risk-reduction strategy, than Americans and Africans.

(3) Americans showed less concern with price comparisons as risk-reduction strategy, than Australians.

(4) African respondents showed more concern in price comparisons as risk-reduction strategy than Australians.

The post hoc test shows three comparisons among nationality groups and jewelry shops certified by government as risk-reduction strategy on purchasing jewelry products in Phuket as followed:

(1) Asians displayed more concern in jewelry shops certified by the government as a risk-reduction strategy, than Middle Eastern respondents.

(2) Europeans displayed more concern of jewelry shops certified by the government, than Middle Eastern respondents.

(3) Middle Easterners had less concern in jewelry shops certified by the government as a risk-reduction strategy, than Americans and Africans.

Table 4.26 Multiple Comparisons (Fisher LSD post hoc test) on impact of Nationality groups and foreign tourists' risk-reduction strategies on purchasing jewelry in Phuket

Dependent variables	Nationality group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
1. Seeking information from family, relatives, friends	Asia	3.55	a	2.33	0.04*
	Europe	3.33	b		
	Middle East	2.83	b		
	America	3.50	a b		
	Africa	3.64	a b		
	Australia & Oceania	3.27	a b		
	Total	3.43			

Table 4.26 Continued

Dependent variables	Nationality group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
2. Jewelry shop recommendations	Asia	3.53	a	2.92	0.01*
	Europe	3.27	b		
	Middle East	2.83	b		
	America	3.50	a b		
	Africa	3.18	a b		
	Australia & Oceania	3.57	a b c		
	Total	3.41			
3. Past experience with jewelry products	Asia	3.63	a b c	2.39	0.04*
	Europe	3.40	b c		
	Middle East	2.50	c		
	America	3.57	b		
	Africa	3.45	b		
	Australia & Oceania	3.57	b		
	Total	3.51			
4. Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls	Asia	3.71	a b c	3.20	0.01*
	Europe	3.40	b c		
	Middle East	2.67	c		
	America	3.64	b		
	Africa	3.91	b		
	Australia & Oceania	3.57	b		
	Total	3.56			
5. Price information (Price shown e.g. jewelry price tag labels)	Asia	3.38	a b c	2.21	0.05*
	Europe	3.14	b		
	Middle East	2.83	a b		
	America	3.57	a		
	Africa	3.27	a b		
	Australia & Oceania	3.20	a b		
	Total	3.27			

Table 4.26 Continued

Dependent variables	Nationality group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
6. Price comparison (find the best deals from jewelry shops in Phuket)	Asia	3.45	a	4.20	0.00*
	Europe	3.16	b		
	Middle East	2.50	a b		
	America	3.46	a		
	Africa	3.64	a b		
	Australia & Oceania	3.03	a b		
	Total	3.29			
7. Jewelry shops certified by government e.g. Jewel Fest Club	Asia	3.62	a b	2.78	0.02*
	Europe	3.43	a b		
	Middle East	2.67	b		
	America	3.86	a b		
	Africa	3.64	a b		
	Australia & Oceania	3.30	a b		
	Total	3.52			
Overall risk reduction strategies	Asia	3.51	a c	4.22	0.00*
	Europe	3.30	c		
	Middle East	2.75	b		
	America	3.50	a c		
	Africa	3.44	a c		
	Australia & Oceania	3.34	a c		
	Total	3.40			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different nationality indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance)

Table 4.27 showed the findings of One-way ANOVA between the education level of a group and their risk-reduction strategies when purchasing jewelry in Phuket. The study indicated statistically significant differences among education levels for overall risk-reduction strategies. In addition, results revealed several significant differences among education level

groups. There were 12 strategies which indicated significant differences in education levels which are information-seeking from family and friends, word-of mouth, jewelry shop recommendations, past experience with jewelry, jewelry shop loyalty, jewelry store image (Buying from a well-known and long established jewelry shops), jewelry product-guarantee, money-back guarantee, after-sales services, price information such as price tags labels, price comparisons, and jewelry shops certified by government e.g. Jewel Fest Club.

Table 4.27 One way ANOVA on impact of Education level and foreign tourists' risk-reduction strategies on jewelry purchasing in Phuket

Dependent variables	Education level	ANOVA	
	Group (Mean)	F-value	P-value (Sig)
1. Seeking information from family, relatives, friends	3.43	12.54	0.000*
2. Words-of-mouth	3.17	20.55	0.000*
3. Jewelry shop recommendations	3.41	15.36	0.000*
4. Past experience with jewelry products	3.51	16.97	0.000*
5. Jewelry shop loyalty (Brand loyalty)	3.25	6.38	0.000*
6. Jewelry store image (Buying from a well-known and long established jewelry shop)	3.50	13.05	0.000*
7. Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls	3.56	23.62	0.000*
8. Money-back guarantee	3.46	10.98	0.000*
9. After-sales Service (e.g. product return or replace policy, transportation services, made to order, jewelry cleaning and maintenance service, etc.)	3.45	13.90	0.000*
10. Price information (Price shown e.g. jewelry price tag labels)	3.40	12.36	0.000*
11. Price comparison (find the best deals from jewelry shops in Phuket)	3.29	12.29	0.000*
12. Jewelry shops were certified by government e.g. Jewel Fest Club	3.52	40.81	0.000*
Overall risk reduction strategies	3.40	42.26	0.000*

Remark * indicates significant differences between groups at $p\text{-value} \leq 0.05$

Hypothesis 11 : There is no significant differences between education level group of international tourists and risk-reduction strategies on jewelry purchasing at jewelry shops in Phuket. The findings did not support hypothesis 11 as it indicated a statistically significant difference at $p \leq 0.05$ for 12 strategies which are as follows; (1) information-seeking from family, relatives, friends, (2) words-of mouth, (3) jewelry shop recommendations, (4) past experience with jewelry , (5) jewelry shop loyalty, (6) jewelry store image, (7) jewelry product-guarantee, (8) money-back guarantee, (9) after-sales services, (10) information such as price tags and labels, (11) price comparisons, and (12) jewelry shops certified by government e.g. Jewel Fest Club.

Further analysis was multiple comparisons between education level groups and risk-reduction strategies adopted by foreign tourists on purchasing jewelry from Phuket. The Post hoc test shows multiple comparisons as follows:

(1) The secondary school group had less concern with overall risk-reduction strategies, on jewelry purchasing than the Bachelors' and Masters' group

(2) The High school group had less concern overall, than the Bachelors' and Masters' group.

(3) The Bachelors' group had less concern in overall risk-reduction strategies than Masters' group.

The post hoc test shows two comparisons among education level groups and information seeking from family, friends, relatives, jewelry store image, after-sales service as risk-reduction strategies on purchasing jewelry products in Phuket as followed:

Both the High school and the Secondary group had less concern with information seeking from family, friends, relatives, jewelry store image, and after-sales service, as risk-reduction strategies on purchasing jewelry, than Bachelors' and Masters' groups.

The post hoc test shows three comparisons among education level groups and words-of-mouth, jewelry product guarantee, price information such as jewelry price tag labels, price comparisons, and jewelry shops certified by government as risk-reduction strategies on purchasing. These are as follows:

(1) The Secondary group was less concerned in words-of-mouth, jewelry product guarantee, price information such as jewelry price tag labels, price comparisons, and

jewelry shops certified as risk-reduction strategies on buying jewelry products in Phuket than the master group

(2) The High school group had less concern for word-of-mouth, jewelry product guarantee, price information, price comparisons, and shops certified by the government, as risk-reduction strategies, than the bachelor and master group

(3) The Bachelors' group had less concern for word-of-mouth, product guarantee, price information, price comparisons, and shops certified by the government, as risk-reduction than the Masters' degree group.

The post hoc test shows two comparisons among education level groups and jewelry shop recommendations as risk-reduction strategy on purchasing jewelry products in Phuket as followed: (1) Secondary group and High school/Diploma group, it can be concluded that the secondary group had more concern in jewelry shop recommendations as a risk-reduction strategy, than the high school group.

The post hoc test shows two comparisons among education level groups and past experience with jewelry products, and money-back guarantees as risk-reduction strategies. The high school group had less concern with past experience when buying jewelry products, than the Bachelors and Master group.

Table 4.28 Multiple Comparisons (Fisher LSD post hoc test) on impact of Education level groups and foreign tourists' risk-reduction strategies on purchasing jewelry in Phuket

Dependent variables	Education level group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
1. Seeking information from family, relatives, friends	Secondary	3.25	a	12.54	<i>0.000*</i>
	High school/Diploma	3.19	a		
	Bachelor	3.63	b		
	Master	3.85	b		
	Total	3.43			

Table 4.28 Continued

Dependent variables	Education level group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
2. Words-of-mouth	Secondary	3.15	a c	20.55	<i>0.000*</i>
	High school/Diploma	2.84	a		
	Bachelor	3.40	c		
	Master	3.91	b		
	Total	3.17			
3. Jewelry shop recommendations	Secondary	3.55	a b	15.36	<i>0.000*</i>
	High school/Diploma	3.13	a		
	Bachelor	3.62	b		
	Master	3.79	b		
	Total	3.41			
4. Past experience with jewelry products	Secondary	3.50	a b	16.97	<i>0.000*</i>
	High school/Diploma	3.18	a		
	Bachelor	3.78	b		
	Master	4.03	b		
	Total	3.51			
5. Jewelry shop loyalty (Brand loyalty)	Secondary	3.20	a b	6.38	<i>0.00*</i>
	High school/Diploma	3.06	a		
	Bachelor	3.40	b		
	Master	3.61	b		
	Total	3.25			
6. Jewelry store image (Buying from a well-known and long established shop)	Secondary	3.35	a b	13.05	<i>0.000*</i>
	High school/Diploma	3.29	a		
	Bachelor	3.68	b		
	Master	3.94	b		
	Total	3.50			

Table 4.28 Continued

Dependent variables	Education level group	Mean	LSD Post hoc test	ANOVA	
				F	Sig
7. Jewelry product guarantee e.g. diamond certified by GIA, certificate of pearls	Secondary	3.35	a	23.62	<i>0.000*</i>
	High school/Diploma	3.20	a		
	Bachelor	3.86	b		
	Master	4.21	c		
	Total	3.56			
8. Money-back guarantee	Secondary	3.50	a b	10.98	<i>0.000*</i>
	High school/Diploma	3.21	a		
	Bachelor	3.67	b		
	Master	3.82	b		
	Total	3.46			
9. After-sales Service (e.g. product return or replace policy, transportation services, made to order, jewelry cleaning and maintenance service, etc.)	Secondary	3.20	a	13.90	<i>0.000*</i>
	High school/Diploma	3.19	a		
	Bachelor	3.71	b		
	Master	3.88	b		
	Total	3.45			
10. Price information (Price shown e.g. jewelry price tag labels)	Secondary	2.85	a	12.36	<i>0.000*</i>
	High school/Diploma	3.06	a		
	Bachelor	3.45	b		
	Master	3.82	c		
	Total	3.27			
11. Price comparison (find the best deals from jewelry shops in Phuket)	Secondary	2.80	a	12.29	<i>0.000*</i>
	High school/Diploma	3.10	a		
	Bachelor	3.47	b		
	Master	3.79	c		
	Total	3.29			

Table4.28 Continued

Dependent variables	Education level group	Mean	LSD	ANOVA	
			Post hoc test	F	Sig
12. Jewelry shops certified by government e.g. Jewel Fest Club	Secondary	3.10	a	40.81	0.000*
	High school/Diploma	3.09	a		
	Bachelor	3.89	b		
	Master	4.36	c		
Total		3.52			
Overall risk reduction strategies	Secondary	3.23	a	42.26	0.000*
	High school/Diploma	3.13	a		
	Bachelor	3.63	b		
	Master	3.92	c		
Total		3.40			

Remark Letter (a), (b), (c) shows the multiple comparisons between groups in various variables. The same letters after the means of different education level indicated no statistically significant difference (at 5% level) according to LSD tests in ANOVA (Analysis of variance)

4.5 Foreign tourists' satisfaction level on purchasing jewelry products in Phuket

The Measurement of Respondents' Satisfaction levels on purchasing jewelry products in Phuket

According to Table 4.29, results revealed that foreign tourists were satisfied on purchasing jewelry products in Phuket (mean=3.64).

Table4.29 The Measurement of Respondents' Satisfaction levels on purchasing jewelry products in Phuket

Satisfactions of international tourists on buying jewelry in Phuket	Mean	Std.	Satisfaction Level
How would you rate overall satisfactions of buying jewelry in Phuket?	3.64	0.61	Satisfied

Remark Based on a scale ranging from 1 (Very unsatisfied) 5 (Very satisfied)

According to Table 4.30, results revealed that international tourists were neither satisfied nor inclined to recommend their friends/family or relatives to buy jewelry products in Phuket, with the average mean score 3.29.

Table 4.30 The Measurement of Respondents' Satisfaction levels to recommend their friends/family or relatives to buy jewelry from Phuket

Recommendations of international tourists on buying jewelry in Phuket	Mean	Std.	Satisfaction Level
Would you recommend your family/friends or relatives to buy jewelry in Phuket?	3.29	0.70	Neutral

Remark Based on a scale ranging from 1 (Very unsatisfied) 5 (Very satisfied)

According to Table 4.31, results revealed that international tourists moderately intend to buy jewelry products in case of revisit Phuket, with the average mean score 3.29.

Table 4.31 The Measurement of Respondents' intention to buy jewelry products in case of revisit Phuket

Intention of international tourists to buy jewelry in case of revisit Phuket	Mean	Std.	Satisfaction Level
Do you have intention to buy jewelry products in case of revisit Phuket?	3.35	0.72	Neutral

Remark Based on a scale ranging from 1 (Very unsatisfied) 5 (Very satisfied)

4.6 An international tourists' recommendations related to perceived risks on purchasing jewelry in Phuket (Open-ended questions)

This section reports international tourists' thoughts on perceived risk when buying jewelry products in Phuket.

An Australian tourist in her 20s, commented "stop following us around inside the shops and trying to make us buy things we don't want."

An Australian tourist in his 20s also commented “There is a lot of pressure when going into shops, always following you and won’t stop at anything to make a sale. They also try to sell stuff more expensive to Australians compared to people from Russia.”

Another Australian tourist in his 50s, said that “people should be aware of a product’s design! Many times I saw illegal imitations of brand name products!.”

A Brazilian tourist in his 50s said, “I feel some stores are misleading in their over-advertisement.”

A British tourist in his 50s said, “I have no problem with purchasing jewelry in Phuket shops, but I will not return to buy again, as I feel they’re a bit expensive compared to other shops.”

A British tourist in her 30s said “The high price can’t guarantee the quality of fake pearls and jewelry.”

A British tourist in her 40s, commented, “The jewelry in Thailand can’t guarantee the quality and afraid of faked jewelry.

A Chinese tourist in her 30s said “I think that I’d rather buy jewelry in Hong Kong, because it’s closer to China. When I have problems I can go to jewelry shop and make claims on the product. If I buy it here, it’s difficult for me to make a claim on the product when there is a problem. Most of the sales staff here follows customers around too much while looking around the shop. I would rather buy jewelry in Hong Kong, because there are many more brand names of jewelry, and there is a larger variety of gemstones when compared to Phuket.”

A Chinese tourist in her 30s commented, “High quality with reasonable prices. The sales staff gives good information.

A Chinese tourist in her 40s commented, “The jewelry here is lower quality than other countries, and often fake. The jewelry shop had more information but I am afraid they will give me misleading information.”

A Chinese tourist in her 50s commented, “I’m not sure that the price always matches with the quality. I feel it’s more expensive than my country, and the prices are too flexible, too different among shops around Phuket.”

A Philippine tourist in her 40s commented “I’m afraid of the low quality of jewelry shops on the street.”

A German tourist in his 40s commented “I think the price of jewelry products in Phuket is quite expensive, but the Thai design is good. If they would reduce some prices, for sure I’ll be one of their customers!.”

A Japanese tourist in her 30s commented “I think the price is a bit expensive, and not a lot of variety of products.”

A tourist from Hong Kong in his 30s commented “I think some product are quite overpriced!.”

An Indian tourist in her 30s commented that “Quality is very important when buying jewelry e.g. gold.”

A Dutch tourist in her 30s said that “the biggest difficulty with buying jewelry in a foreign country is the quality. As there is no chance to return your product, you need to be sure that the product is real especially with pearls and gold items and nothing fake/artificial. In some countries, such as Turkey, tourists are taken to jewelry shops by bus tours from hotels. I don’t think a lot of individual travelers will go to jewelry stores, or make buying jewelry their goal when visiting Phuket. For most, the aim is sun, sea, and relaxing the beach, not buying jewelry.

CHAPTER 5

CONCLUSIONS AND DISCUSSIONS

The chapter summarizes the main findings of the research entitled “An Investigation of Foreign tourists’ risk perception on jewelry purchasing from Phuket, Thailand”. Following is some discussions, and disclaimers, as well as areas for future research. The discussions were based on the research results, literature review, as well as the objectives of the study. These were (1) To investigate perceived risk dimensions of international tourists on buying jewelry products in Phuket; (2) To examine methods which international tourists have adopted to reduce risks on jewelry purchasing in Phuket, and (3) To compare data gathered regarding personal factors among tourists associated with perceived risk dimensions and risk-reduction strategies on jewelry purchasing in Phuket.

There are six jewelry shops in Phuket provided data. The questionnaires were sent out to these jewelry shops and 390 usable questionnaires were returned.

The conclusions of the data are divided into 6 parts:

(1) Demographic characteristics of respondents and trip behavior, attributes of jewelry influencing the buying decision, types of jewelry tourists find most interesting, purposes of buying, and sources of information on jewelry, before they arrive in Phuket.

(2) Foreign tourists’ dimensions of perceived risk when purchasing jewelry products in Phuket;

(3) Risk-reduction strategies of foreign tourists adopted when purchasing jewelry in Phuket;

(4) Comparisons of tourists’ perceived risk dimensions and risk-reduction strategies, among the respondents’ demographic characteristics;

(5) Satisfaction level upon jewelry purchasing in Phuket; and

(6) An international tourists’ recommendations related to perceived risks when buying jewelry. These are open-ended questions

5.1 Conclusions

5.1.1 About the Respondents

The majority of respondents were European women, aged between 30 and 40 years old. Their annual household incomes were in the range of \$25,000-\$50,000. They had graduated from High School, and worked in the private sector. Most respondents tended to travel with a tour group. In addition, most respondents preferred to go to jewelry shops by van. The main purpose of travelling to Phuket of respondents was for vacation, and had been in Phuket for less than 10 days. More than half of the respondents did not specify the amount of money spent on jewelry, and spouses were the most influential person influenced in the buying decision.

Design, quality and price were the three main jewelry product attributes which played an important part in respondents' purchase decision-making on jewelry product from Phuket. Moreover; the most favorite type of jewelry which foreign tourists are interested to buy from Phuket are rings, earrings, and necklaces, in addition to, most respondents bought jewelry product from Phuket for gifts and they gathered the relevant information about jewelry in Phuket from tour guide.

5.1.2 Foreign tourists' dimensions of perceived risk

It can be concluded that most tourists had a "moderate" perception of risk overall. This study found that financial risk (or economic risk) and social risk was cited by respondents as the most prevalent risk. International tourists agree there is a large variety of jewelry price ranges among jewelry shops in Phuket, and worried about the service quality at jewelry shops in Phuket.

5.1.3 Risk-reduction strategies of foreign tourists adopted on purchasing jewelry

This research has shown that international tourists give importance to risk-reduction strategies when purchasing jewelry in Phuket. It can be concluded that tourists practice these strategies to reduce risks on buying jewelry. These are as follows; (1) Jewelry product guarantee e.g. diamonds or pearls certified by GIA (Gemological Institute of America); (2) Jewelry shops certified by the government e.g. Jewel Fest Club; (3) Past experience with jewelry products; (4) Jewelry store image (Buying from a well-known and long established jewelry shop); and (5) Money-back guarantee.

5.1.4 Comparisons of foreign tourists' perceived risk dimensions, and risk-reduction strategies, among respondents' demographic characteristics.

The study found differences in age, gender, annual household income, nationality, education level, occupation and the most influential person influencing purchasing decision.

In terms of different age groups, results showed that as age increases, the perception of quality risk, social risk, and physical risk increases. There were significant differences in the 20-30 year old age group and the 50-60 year old age group.

In terms of gender differences, results illustrated that male tourists were more concerned with psychological risk; female tourists were more concerned with time risk on buying jewelry in Phuket.

In terms of annual household income, findings showed that as annual household income increases, the perception of social risk increases and there was significant difference in the \$10,000-\$50,000 group, compared with the above \$100,000 annual income group.

In terms of different nationality, results indicated that European and American tourists had more concern with psychological risk and overall perceived risk, when buying jewelry in Phuket, compared to tourists from the Middle East.

In terms of different education levels, results found that tourists with a High school had less concern with social risk, than tourists with higher education, such as Bachelors' and Masters' degree.

In terms of occupations, results found that students had less concern with financial risk, and quality risk when buying jewelry, than tourists who were self-employed.

Regarding the most influential person in the buying decision, the study found that respondents who specified "other" as the most influential person influenced buying jewelry in Phuket had less concern overall with perceived risk dimensions, and performance risk, as compared to respondents who specified "parents" as the most influential person.

The findings also indicated differences in gender, annual household income, and nationality with risk-reduction strategies on buying jewelry in Phuket.

The results illustrated that female tourists give more importance to price information, to reduce risks when buying jewelry, than male tourists.

Regarding income brackets, the findings showed that the \$10,000-\$25,000 annual household income group had less concern in overall risk-reduction strategies. Some of these strategies are seeking information from family, relatives and friends, past experiences, shop loyalty, (brand loyalty), jewelry product guarantee e.g. diamonds certified by the GIA, certificates for pearls, money-back guarantees, after-sales service (e.g. product return or replace policy, transportation services, made to order, jewelry cleaning and maintenance services, etc.), and jewelry shops certified by the government.

In terms of different nationalities, results found that Asian and European tourists had more concern about overall risk-reduction strategies such as past experience with jewelry products; and jewelry shops certified by the government, than Middle Eastern group.

5.1.5 Respondents' satisfaction levels upon buying jewelry

The findings revealed tourists' post-purchase attitude to be satisfied. However, they only moderately recommend their friends/ family or relative to buy from the same place, and also only moderately intended to revisit Phuket in the future.

5.1.6 A foreigners' recommendations towards perceived risk on buying jewelry

Results revealed six main points recommended by international tourists when buying jewelry in Phuket. Firstly, they pointed out the low quality of jewelry, compared to Hong Kong and China, as well as the lack of variety, and no brand names. In addition, the design of jewelry products in Phuket is not considered as beautiful, or well-designed, in comparison to Hong Kong or China. Jewelry, especially gold and pearls is often found to be fake, or not genuine. Many tourists indicated that the price was much more expensive than other countries, and did not match the quality. In addition, the prices were too flexible, and there was little consistency among jewelry shops in Phuket.

Respondents also complained about salespeople, imposing pressure by trying too hard to make a sale, and by following them around, annoying customers inside the shop. They also commented negatively about the service itself, saying they were not treating customers politely, and selling too aggressively. The study of Swanson and Horridge (2006) confirmed that salespeople should be courteous and not pressure the tourists into a sale. After-sales service is often non-existent. Most tourists are aware there is no policy on returning defective or problematic items, especially after they return to their country. Problems also arose with the sales

promotion, such as over advertisement and misleading information on jewelry. Transportation is also a huge problem in Phuket in general, but is brought to light in particular when tourists want to travel to a specific jewelry merchant. The transport is notoriously overpriced, unreliable, and disorganized to their own detriment.

5.2 Discussions

This part discusses the findings of the study and findings based on the objectives of the study which are:

5.2.1 Objective 1: To investigate perceived risk dimensions of international tourists on buying jewelry products in Phuket.

The study found international tourists' to be most concerned with social risk and service quality in the jewelry shops. The social risk dimension found in this study matched what the findings of Yuksel^a and Yuksel B (2007) indicated about social risk. Tourists also perceived in-shop service as inconvenient, uncomfortable, and not helpful.

Information seeking plays an important part in foreign tourists' purchase decision-making, reducing risks associated with jewelry purchasing in Phuket. The researcher can surmise that the higher the perceived social risk involved, the more the information tourists searched for, reducing risks in a purchase situation. Thus, in order to reduce social risk perception, tourists should use an external information search to increase their product knowledge. The study of Sunitha, Justus, and Ramesh (2012) mentioned that the role of informative salespeople and good customer service quality helps to reduce social risk while shopping. The study of Yuksel (2004) cited by Lloyd, Yip, and Luk (2011) confirmed that service quality, staffs' knowledge of products, ease of communication, and staffs' respect for customers shopping was key to good overall impression.

In conclusion, most tourists perceived social risk on the purchase of jewelry products in Phuket, as well as poor service quality of the shops themselves. Sweeney, Soutar, and Johnson (1999) stated that perceive risk played an important role in the perceived service quality, therefore, jewelry shops must develop their service quality to make foreign customers satisfied with their purchase, attract more potential customers, and inspire foreign tourists to come back again.

According to this objective, the researcher would like to recommend that jewelry shops reduce social risk perception for foreigners, and improve the salespeople's role, and pay attention to the consistency of their customer service quality. Jewelry shops should provide effective training for their salespeople, and therefore, the service quality in shops. The Training consists of product knowledge, the selling process, language training, and customer services. Salespeople should greet their customers with smiling and friendly gestures, at the same time, approaching every customer with an open mind. They should be good listeners, knowing how to ask questions, and listening for what the customers' want.

Salespeople should not be pushy and be aggressive when selling, and ideally should be able to communicate fluently with customers in other languages, such as English and Mandarin. Salespeople should also provide customers recommendations, such as detailed information about their merchandise, or inform customers about after-sales services, like jewelry cleaning and maintenance, and exchange and return policy.

5.2.2 Objective 2: To examine methods which international tourists have adopted to reduce risks on jewelry purchasing in Phuket.

According to the results, foreign tourists relied on "store image" (Buying from a well-known and reputable jewelry shop) as their main risk-reliever on purchasing jewelry products in phuket, consistent with the study of Warnakulasooriya (2009) which indicated that consumers look for the jewelry store image as their risk-coping strategy.

Store image has been defined as the way in which a store is perceived by shoppers (Cornelius, Natter, and Faure, 2010 cited by Beneke, Adams, Demetriou, and Solomons, 2011), and it was conceptualized as a person who are involved with shopping at a particular store (Hartman and Spiro, 2005 cited by Beneke, Adams, Demetriou, and Solomons, 2011). Store image has also been defined as "a consumers' perception of a store" (Bloemer and de Ruyter, 1998 cited by Imran, Ghani, and Rehman, 2013).

Different researchers have distinguished different store attributes as a "store image", in relation to perceived risk dimensions for example, Linqvist, 1974 cited by Visser, Preez, and Noordwyk, 2006 mentioned product quality, guarantees, store location, staff service, as being positive store image. Bearden (1977) suggested price, the quality of the merchandise, atmosphere, location, and friendly personnel (Imran, Ghani, and Rehman, 2013). Mitchell (2001) mentioned

store attributes as “service quality of sales staffs”; Torres, Summers*, Belleau (2001) indicated that knowledge of the sales person was the most important in store attributes (Fiorito and Fiorito, 1987; Fortenberry, 1985; Mahoney and Sternquist, 1989; Thorpe and Avery, 1983; Weitzel, Schwarzkopf, and Peach, 1989 cited by Torres, Summers*, and Belleau, 2001), high quality of product and product selection (Mahoney and Sternquist, 1989; Thorpe and Avery, 1983 cited by Torres, Summers*, and Belleau, 2001), and shops atmosphere (Mahoney and Sternquist, 1989 cited by Oppewal and Timmermans (1997); Torres, Summers*, and Belleau (2001) stated retail store attributes most important were competitive prices, promotional activities, high service level, guarantees, advertisements, attractive locations and atmosphere, etc.

Regarding to the study of Sanguanpiyapan and Jasper (2010), which indicated that jewelry shoppers were satisfied that shops offered a good section of products, varied price ranges, and that the products’ size and style fit their needs, convenient hours, and convenient location. The researcher recommended jewelry shops in Phuket to develop their store image attributes in order to reduce foreign tourists’ risk perception on buying jewelry products in Phuket and also create foreign customers’ satisfaction and retain for the prospect customers.

The researcher recommends that jewelry shops in Phuket focus first on products, and should provide a wide range and variety of gemstones, as well as a selection that are exclusive to Thailand. Second, jewelry shops’ should focus on their service which includes the hospitality and knowledge of the salesmen. Shops should provide certificates of jewelry, in order to build confidence and satisfaction among foreign customers, as well as recommend after-sales services such as jewelry cleaning and polishing, ring sizing, necklace or bracelet repair, pearls restringing services, etc.

Lastly is jewelry shop atmosphere. Customers normally require time to stay in jewelry, and shops, should provide a clean, peaceful, soothing, atmosphere, far from the high-pressure of sales. Shops’ layout should be spacious; parking should be convenient, easy to entered and exit. In addition, jewelry displays should be creative and interesting, with appealing props and backgrounds, which can catch the customers’ eye.

5.2.3 Objective3 : To compare data gathered regarding personal factors among tourists associated with perceived risk dimensions and risk-reduction strategies on jewelry purchasing in Phuket.

Results of this study found age differences affected foreign tourists' dimensions of perceived risk with the purchase of jewelry products in Phuket. Results showed that as age increases, the perception of performance risk (or functional risk or quality risk) on buying jewelry increases. It can be surmised that older tourists had more concern with the products' quality, than the younger tourists. According to this objective, the researcher recommend for jewelry shops reduce customers' performance risk (or functional risk or quality risk) on buying jewelry products in Phuket by sales person offer certificate of jewelry products with an after-sales services such as jewelry repair for re-assure customers about quality of gemstones and jewelry products purchased, reduced customers' performance risk of jewelry, and increase customers' satisfaction towards jewelry products in Phuket. At the same time, jewelry shops could target customers by age, and promote jewelry products to fit their respective group. For example, jewelry shops provide an inexpensive, more attractive design, for younger customers, while introducing higher quality products for elder customers.

The study also found gender differences in foreign tourists' risk-reduction strategy towards buying jewelry products in Phuket. The study of Sridhar (2007) showed that women and men possess uniquely different ways of processing and evaluating products differently. The study showed that the women looked more for price information (price shown e.g. jewelry price tag labels) as a risk-reduction strategy, than men. (Eagly and Carli 1981; Fischer and Arnold 1994; Everhart, Shucard, Quatrin, and Shucard, 2001; Sanjay 2001 cited by Sridhar, 2007 moreover Mortimer and Clarke, 2011; Bakewell and Mitchell, 2004 cited by Hoger, Young, and Schroeder, 2006 stated that men do not enjoy shopping, and are usually unwilling to go along (Mortimer and Clarke, 2011). Men generally exhibited problems when looking for jewelry price information. The researcher suggested that jewelry shops in Phuket should capture and keep men's attentions, by targeting male customers, promoting men's jewelry, as well as offering them special discounts. This could improve men's attitudes towards purchasing decisions.

5.3 Recommendations

5.3.1. Recommendation to government (or relevant organization)

According to the findings of this research, there are crucial points that the government should be considering as following:

1) The Thai government should control the standard of gems and jewelry products' prices. This would create more consistency prices in different jewelry shops, though the quality standards of their products are the same.

2) The Thai government must require all jewelry shops be registered with Gems and jewelry organizations, Tourist Police Division and the Department of Business Development in order to stay well-managed, and easy to control problems of jewelry scams. This is especially needed in the main tourist destination areas such as Bangkok, Phuket, Chiang-Mai, etc.

3) The government could admonish the tourist population about jewelry fraud, jewelry deception, and unfair business practices, which causes mistrust of Thai merchants, and discourages returning to Thailand. Practices such as these would build up foreign tourists' confidence in Phuket. For example, the Pocket Tourist Guide Book, or Thailand Gems and Jewelry Guide Book, may contain history and an introduction of Thai gems and jewelry, where to buy gems and jewelry, a list of reliable, reputable jewelry shops certified by Jewel Fest Club, as well as advice and tips when buying gems and jewelry, etc.

4) Local officers should make a serious effort to suppress illegal activities and punish those jewelry shops that deceived their customers by selling fake and low quality jewelry products. This will garner a more positive image for jewelry shops in Phuket.

5) Encourage salespeople of jewelry shops to learn languages such as Chinese, Russian, Japanese, and English, in order to communicate clearly with foreign tourists.

5.3.2 Recommendation to jewelry shops in Phuket

1) Jewelry shops in Phuket should provide a larger variety of products, such as a summer jewelry collection, classic Phuket pearl collection, jewelry for men, and jewelry for children. shops could provide a wider range of jewelry which can cater to special occasions such as wedding sets, bridal sets or holiday seasons such as Valentine's day sets, Mother's day sets, or those for daily use, etc.

2) Jewelry shops should attach price labels on all precious gemstones and jewelry products. These should be used to show information such as price, precious gems and jewelry product details such as the metal used in setting, like gold karat, platinum, or titanium. The weights of precious metal gold karat in jewelry product such as 9k, 14k, and 18K;

Specific colors of precious metals, should be listed, such as yellow gold, white gold, pink gold, rose gold, and black gold. The type of gemstones in jewelry, such as diamonds, emeralds, rubies, sapphires or semi-precious gemstones like amethyst, pearls, topaz, zircon, etc. The quality of gemstones should be clearly graded on precious gemstones, such as diamonds, by the “Four C’s”. These stand for Color, Clarity, Cut and Carats as well as the quality of semi-precious gemstones, such as pearls, which are graded by shape, color, luster, size, and lack of surface flaws.

3) Sales service has always been an important part of the whole service. Because of this, jewelry shops should focus more on specialized services, such as jewelry cleaning and maintenance services, etc.

4) Jewelry shops should find more convenient locations (closer to hotels, etc.) and shops should customize their opening and closing times, in order to better satisfy customers’ needs and wants.

5) It can be suggested that jewelry shops try to reduce foreign tourists’ risk perception by improving their sales and marketing towards tourists from different countries. They should be aware of nationality differences, and provide customers with a high standard of sales and service. When customers feel they are being catered to specifically, this garners satisfaction, and gives the overall impression that jewelry purchase in Phuket is worth the money spent. For example, some jewelry shops may treat Western tourists better than Asian tourists because they perceive Western tourists to have more money.

5.4 Limitations and suggestions for future study

5.4.1 Limitations of the study

Regarding the questionnaire which was collected during high season, December 2013 the results were limited to tourists who traveled during that period of time, and did not cover

the situations that may occur on low season. International tourists who travel in different seasons may have different points of view towards buying jewelry in Phuket.

1) The study focused on tourists' perceived risk dimensions when buying jewelry. However, due to time and place limitation, this study focused on only some aspects of jewelry shops in Phuket. Only six jewelry shops in Phuket participated in this data collection. A big limitation of this research is the small sample size, which can create bias and lead to inaccurate generalization.

2) Jewelry shop managers were not interviewed; therefore, their perspectives were not investigated and categorized. They claimed that it was confidential information of jewelry shops.

5.4.2 Suggestions for future study

1) This study investigated international tourists' perceived risk dimensions in buying jewelry products in Phuket. A future study is needed to study and survey more locations, such as jewelry shops in Department Stores in Phuket. In the future, the research could be expanded to other famous tourists' destinations in Thailand such as Bangkok, Chiang Mai, Phang-nga, etc. for collecting data, as it would add value and benefit to the tourism research, and reduce the bias of one locations data as a result.

2) A future study is needed to survey more types of jewelry products such as pearl products, which brings in a large amount of revenue into the Phuket province.

3) Future research into tourists' perceived risk dimensions in buying jewelry is needed. As is the research into their specific demographics, such as purpose of travel, trip characteristics, etc. This can keep the findings more complete.

4) Future research about tourists perceived risk dimensions when buying jewelry should include information about shop managers' opinions and recommendations about jewelry product development.

5) Future research should be conducted particularly with Russian and Chinese tourists, because according to the data gathered by the Thai Department of Tourism, (2013); the largest group of international tourists in Phuket comes from Russia and China.

No.....

Location.....

Date.....

By.....

Appendix A



“An investigation on International tourists’ Perceived risk towards Jewelry products in Phuket”

Dear Respondents,

My name is Nimruetai Pathomakakul. I am MBA student at an International Program in Hospitality and Tourism Management of Prince of Songkhla University, Phuket Campus. My research topic is an Investigation on International tourists’ perceived risk towards jewelry products in Phuket. The data from your valuable time will be used for academic purpose only. Kindly assist me spending on completing these questionnaires. The information you provide will be kept confidential. Thank you for your help and your valuable contribution to this research.

Part I: Personal information

1. Gender

Male Female

2. Age

20-30 31-40 41-50
 51-60 above 60

3. Annual household income (USD):

\$10,000 or less \$10,001-\$ 25,000 \$25,000-\$50,000
 \$50,001-\$75,000 \$75,001-\$100,000 \$100,000 or over

4. Nationality: (Please specify)

5. Education level

Primary School Secondary School High School/ Diploma
 Bachelor Degree Master Degree Ph.D.

6. Career

- Student Housewife Private Company
 State Enterprises Merchant Self-employed
 Retired Others (Pls. specify.....)

7. Are you traveling?

- Individual Tour group Others (Pls. specify.....)

8. What is your travel trip characteristic?

- Budget trip Economy trip Luxury trip

9. How many days did you (are planning to) stay in Phuket day (s)

10. What is the purpose of this travel?

- Vacation Visit friends/ relatives Business
 Symposium Others (Pls. specify.....)

11. What types of transportation do you use to go to jewelry shops in Phuket?

- Local bus Local taxi Tuk tuk
 Van Bus Others (Pls. specify.....)

12. Approximately how much did you (are planning to) buy jewelry in Phuket? (In USD)

13. Which of these followings are you interested in making decision to buy jewelry? (Please rank 1-3 according to the most important level)

- Quality Design Price
 After sales service Credibility Others (Pls. specify.....)

14. Which of these jewelry types are you interested in Phuket? (Please rank 1-3 according to the most important level)

- Ring Earrings Necklace
 Bracelet Bangles Others (Pls. specify.....)

15. What is your reason for buying jewelry products? (Can answer more than one)

- Personal use Gifts Increase social status
 Collection Reselling Others (Pls. specify.....)

16. Who is **the most** influential person when you make a decision to buy jewelry?

- Parents Relatives Friends
 Sales person Spouse Others (Pls. specify.....)

17. How did you get information of jewelry products before you visit (Can answer more than one)

- Billboard Recommendations Tour guide
 Newspaper/Magazine Brochures Others (Pls. specify.....)

Part II: Perceived risk dimensions in buying jewelry products in Phuket

Please indicate the degree to which you agree with the following questions:

How would you describe yourself when you buy jewelry products in Phuket	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
Financial risk or Economic risk					
1. Buying jewelry products in Phuket are value for the money	1	2	3	4	5
2. Jewelry products' quality in Phuket match with its price	1	2	3	4	5
3. There are a variety of jewelry price ranges in Phuket jewelry shops	1	2	3	4	5
4. I feel ease of payments in buying jewelry in Phuket e.g. credit card accepted	1	2	3	4	5
5. Jewelry products sales in Phuket are reasonable prices	1	2	3	4	5
Performance risk or Functional risk or Quality risk					
1. Jewelry products in Phuket do not perform as expected (e.g. quality, color, design)	1	2	3	4	5
2. The actual quality of jewelry products does not match its description	1	2	3	4	5
3. Due to an insufficient information on jewelry product labels, I cannot judge the product quality and buy it	1	2	3	4	5
4. There are some misleading information in jewelry products	1	2	3	4	5
5. I need to try the jewelry products before buying	1	2	3	4	5
6. I feel that salesperson in jewelry shops in Phuket are not expert or unknowledgeable	1	2	3	4	5
Social risk					
1. Buying jewelry products in Phuket are recognized by family/ friends or relatives	1	2	3	4	5
2. Shopping jewelry at a well-known in Phuket help me to have a better feeling of status and power	1	2	3	4	5
3. I would like to buy from jewelry shops with good quality image	1	2	3	4	5
4. I feel special and important with the service quality in jewelry shops in Phuket e.g. friendly staffs and courteous service	1	2	3	4	5

How would you describe yourself when you buy jewelry products in Phuket	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
Physical risk					
1. Wearing jewelry products is not safe	1	2	3	4	5
2. I might be allergic from jewelry products (Jewelry metal allergies e.g. nickel allergy)	1	2	3	4	5
3. Wearing jewelry may cause a small injuries due to poor design and production process	1	2	3	4	
Psychological risk					
1. I feel disappointed with myself for not making a good decision in buying jewelry	1	2	3	4	5
2. I am aware that wearing jewelry is not suitable for me	1	2	3	4	5
3. I lose my self-esteem from the frustration of not achieving a buying goal	1	2	3	4	5
Time risk					
1. I wasted time searching to select the jewelry products in Phuket	1	2	3	4	5
2. I make a bad purchasing decision so I wasted time	1	2	3	4	5
3. It wasted time for me to return or exchange the unsatisfactory products	1	2	3	4	5
4. It is difficult to go to jewelry shop	1	2	3	4	5

Part III: Risk reduction strategies in buying jewelry products in Phuket

The following items are risk-reduction attributes to reduce your feelings of overall risk about buying jewelry products in Phuket. Please check the importance of each attribute.

Risk-reduction Attributes	Not important at all (1)	Not important (2)	Neutral (3)	Important (4)	Very important(5)
1. Seeking information from family, relatives, friends	1	2	3	4	5
2. Words-of-mouth	1	2	3	4	5
3. Jewelry shop recommendations	1	2	3	4	5
4. Past experience with jewelry products	1	2	3	4	5

Risk-reduction Attributes	Not important at all (1)	Not important (2)	Neutral (3)	Important (4)	Very important (5)
6. Jewelry store image (Buying from a well-known and long established jewelry shop)	1	2	3	4	5
7. Jewelry product guarantees e.g. diamond certified by GIA, certificate of pearls	1	2	3	4	5
8. Money-back guarantee	1	2	3	4	5
9. After-sales Service (e.g. product return or replace policy, transportation services, made to order, jewelry cleaning and maintenance service, etc.)	1	2	3	4	5
10. Price information (Price shown e.g. Jewelry price tag labels)	1	2	3	4	5
11. Price comparison (find the best deals from jewelry shops in Phuket)	1	2	3	4	5
12. Jewelry shops certified by government e.g. Jewel Fest Club	1	2	3	4	5
13. Others, pls. specify	1	2	3	4	5

Please rate the following answer below:	Very unsatisfied (1)	Unsatisfied (2)	Neutral (3)	Satisfied (4)	Very satisfied (5)
How would you rate overall satisfactions of buying jewelry products in Phuket?	1	2	3	4	5

Please rate the following answers below:	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Would you recommend your family/friends or relatives to buy jewelry products in Phuket?	1	2	3	4	5

Please rate the following answers below:	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Do you have intention to buy jewelry products again?	1	2	3	4	5

Part IV: Recommendations

Please provide any other comments on your experience related to perceived risks when buying jewelry products in Phuket

****Thank you for participation in this research***

APPENDIX B

Certificate of Attendance

