



Appendix

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
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Appendix A

Questionnaires

Questionnaires about Value Measurement of Teak Chairs

Part1. Information of the respondent


Name.....Surname.....

Telephone.....

Name of company.....

Position.....

Part 2. Details of products

(Code)	Photos	Details
C-001		<ol style="list-style-type: none"> 1. Raw material: Teak 2. Style: Colonial 3. Design: Carved by experts of carving 4. Price: 8,000 Baht

C-002		<p>1. Raw material: Teak</p> <p>2. Style: none</p> <p>3. Design: made by machinery</p> <p>4. Price: 5,500 Baht</p>
C-003		<p>1. Raw material: Teak</p> <p>2. Style: none</p> <p>3. Design: no special design</p> <p>4. Price: 4,500 Baht</p>

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C-004		<p>1. Raw material: Teak</p> <p>2. Style: none</p> <p>3. Design: made by machinery</p> <p>4. Price: 3,500 Baht</p>
C-005		<p>1. Raw material: Teak</p> <p>2. Style: none</p> <p>3. Design: no special design</p> <p>4. Price: 2,500 Baht</p>

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1. From the details of 5 types of chairs shown above, please evaluate the price of teak chairs if you were to purchase them.

Code C-001	<input type="checkbox"/> <1,000	<input type="checkbox"/> 1,001-2,000	<input type="checkbox"/> 2,001-3,000	<input type="checkbox"/> 3,001-4,000	<input type="checkbox"/> 4,001-5,000	<input type="checkbox"/> >5,000
Code C-002	<input type="checkbox"/> <1,000	<input type="checkbox"/> 1,001-2,000	<input type="checkbox"/> 2,001-3,000	<input type="checkbox"/> 3,001-4,000	<input type="checkbox"/> 4,001-5,000	<input type="checkbox"/> >5,000
Code C-003	<input type="checkbox"/> <1,000	<input type="checkbox"/> 1,001-2,000	<input type="checkbox"/> 2,001-3,000	<input type="checkbox"/> 3,001-4,000	<input type="checkbox"/> 4,001-5,000	<input type="checkbox"/> >5,000
Code C-004	<input type="checkbox"/> <1,000	<input type="checkbox"/> 1,001-2,000	<input type="checkbox"/> 2,001-3,000	<input type="checkbox"/> 3,001-4,000	<input type="checkbox"/> 4,001-5,000	<input type="checkbox"/> >5,000
Code C-005	<input type="checkbox"/> <1,000	<input type="checkbox"/> 1,001-2,000	<input type="checkbox"/> 2,001-3,000	<input type="checkbox"/> 3,001-4,000	<input type="checkbox"/> 4,001-5,000	<input type="checkbox"/> >5,000

2. From the photos of 5 chairs above, which Code would you think the most expensive?

C-001 C-002 C-003 C-004 C-005

Because.....

3. From the photos of 5 chairs above, would you choose the chairs with style or without style?

With style Without style

Because.....

4. From the photos of 5 chairs above, would you choose chairs with design made by hand carving?

choose chairs with design made by hand carving do not choose

Because.....

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Continued

5. From the table presenting details of houses below, if you were the Purchaser or Procurement, which chair from the 5 types shown above would you choose as household furniture?

No.	Space (m ²)	Style	Selling Prices (Baht)	Purchased chairs				
				C-001	C-002	C-003	C-004	C-005
1	20	-	1,000,000					
2	30	-	3,000,000					
3	50	-	20,000,000					
4	150	-	40,000,000					
5	240	colonial	60,000,000					

Thank you very much for your co-operation.

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CURRICULUM VITAE

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Publication(s)

S. Phuatngam, T. Chandarasupsang, N. Chakpitak, and P.P. Yupapin, "Value added Teak Industry Management by Creative Economy" the Publication in the Life Science Journal (ISSN 1097-8135, <http://www.lifesciencesite.com>), New York, USA, August 22,2014. pp.731-737

S. Phuatngam, T. Chandarasupsang, N. Chakpitak, "Supply Chain in Teak Furniture Business" the Proceedings of the 4th International Conference on Software, Knowledge, Information Management and Applications (SKIMA 2010), Para, Bhutan, August 12, 2010.

