
ABSTRACT

Tourism contributes significantly to Thailand's economy. Tourists spend about 1,537 baht per day of their money on shopping. This study aims to identify the overall satisfaction of the tourists. This research focuses on the one customer market segment namely, the Indian Tourists.

Two hundred Indian tourists were given self-structured questionnaires. Using factor analysis, four shopping dimensions were identified from the 14 shopping attributes: Tangible Attribute, Staff Service Quality, Product and Price.

Results of multiple regression analysis reveal that Staff Service Quality has the most important effect on the tourists' overall satisfaction with shopping in Sampheng's souvenir shops, followed by Tangible Attribute, Price and Product.