

## Abstract

Tourism and shopping are helping each other in the development of tourism industry and shopping plays an important role in developing the local economy.

This study tries to identify the relationship between Chinese interpersonal traits and tourists' shopping behavior in their visit to Bangkok. In this study, Guanxi, face and family are chosen as the testing factors from the Chinese interpersonal traits to examine their relationship with shopping behavior when Chinese have an inbound travel in Bangkok. Besides, what kinds of items are purchased by Chinese tourists was also tested to find out Chinese preference for purchasing Thai goods during their travel in Bangkok.

Approximately 384 questionnaires were distributed at Bangkok International Airport (BIA) and shopping malls like The Mall and World Center Plaza from September to November 2005. SPSS was applied to analyze the data including descriptive statistics and Pearson Correlation Coefficient was employed to analyze the relationship between the perceptions of Chinese interpersonal traits and Chinese tourists' shopping behavior in their trips in Bangkok.

Analysis from SPSS, the majority of respondents is male, which accounted for 58.9% among the 384 respondents. The middle-aged people were between 31- 50 years old take up almost 60%, and they have good educational background and good job. Over 60% of the Chinese respondents spent more than 200 US\$ on shopping as

they traveled in Bangkok. In this research, family, friends and colleagues are selected as the objects for whom the items would be purchased in the trips to Bangkok.

The results of hypotheses testing show that all the three dimensions of Chinese interpersonal traits have positive and significant relationship with Chinese tourists' shopping behavior in Bangkok.

The study found that the more the respondents agree with the concept of Guanxi, the stronger their motivations to shop in Bangkok, and the higher degree they would buy items for their families, friends and colleagues.

It is recommended that Thai items could be improved to meet Chinese needs, especially the Thai cultural and natural items. Information of traveling and shopping to Thailand is also essential, preferably communicated in Chinese language for Chinese tourists.

