

**FACTORS THAT INFLUENCE CHINESE CONSUMERS'  
PURCHASE INTENTION ON THAI SKINCARE PRODUCT**



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entitled  
**FACTORS THAT INFLUENCE CHINESE CONSUMERS'  
PURCHASE INTENTION ON THAI SKINCARE PRODUCT**

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## **FACTORS THAT INFLUENCE CHINESE CONSUMERS' PURCHASE INTENTION ON THAI SKINCARE PRODUCT**

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### **ABSTRACT**

This thematic paper is conducted in order to explore and understand the factors that influence Chinese consumers' purchase behaviour on Thai skincare product. The conceptual framework is used to assume the factors that might be significant or potential factors that influence Chinese consumers' purchase behaviour on Thai skincare product. To conduct this research, quantitative research method is applied to 135 Chinese respondents so as to better understand the actual factors that influence the purchase intention on Thai skincare product. The survey was distributed through Chinese online questionnaire platform to Chinese potential and existing customer.

The study shows that country of origin effect is the most influential factor after using factor analysis to extract the most significant factor. Moreover, Multiple regression analysis also points out the relationships between different factors and group of questions. The result of this study confirmed that country of origin effect holds the most influential factor that influences Chinese consumers' purchase intention on Thai skincare product.

**KEY WORDS:** Thai Skincare Product/ Chinese Purchase Intention/ Beauty Product/  
Factors Influence Chinese Purchase Intention

40 pages

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## CHAPTER I

### INTRODUCTION

Thailand --the Land of Smiles-- is considered as an in-demand tourism destination for international traveler around the world. According to Nijathaworn (2017), inbound Chinese traveler is the major lead for Thailand tourism sector pushing to the new highest record. Statistics show that in year 2017, the highest proportion of international tourist that inbound to Thailand is from China, holding approximately 3,133,411 visits up until August 2017 (Nijathaworn, 2017). In addition, according to World Travel & Tourism Council (n.d.), direct or indirect travel and tourism are still be one of the key drivers toward GDP that remains at a certain level of impacting Thai economy. In other words, Chinese tourist, who is ranked as the most populated inbound tourist in Thailand, takes a significant lead on influencing the economy of Thailand.

Due to the sharp increase of Chinese tourist in recent years, many sectors such as retail sectors, hotel and related service sectors have been benefited from the boost. Especially, in the skincare or cosmetics market, Thailand is deemed as one of the top leaders in this sector within ASEAN. To clarify, Thailand is the top OEM cosmetics or skincare product manufacturer and exporter in ASEAN (Asia Today, 2017). Additionally, Thailand ranks at the number 17 of most significant manufacturer and exporter in the world (Asia Today, 2017). This hidden sign of top ranking position in OEM manufacturer and exporting business ensures the quality of Thai skincare product. In other words, the cosmetics or skincare product that is Made-In-Thailand is considered as quality-product, and it enhances consumers' confidence. This make a great leap on perception of foreigner toward Thai originated product.

Since as a traveler, one of the Chinese tradition is buying gifts or special Thai product for friends or family, they tend to spend more on buying Thai product back to China. According to Tungsirisurp & Athigapanich (2017), Tourism Authority of Thailand (TAT) survey shows that Chinese tourist spends 41% of budget on shopping, especially for skincare and personal product, they allocate 49% of their shopping budget

on these kinds of product. As an example, one of the Thai skincare product that is very popular for Chinese tourist is Beauty Buffet (Tungsirisurp & Athigapanich, 2017). With the reasonable price and continuous positive feedback from Chinese users, it has become a must-buy skincare product that most traveler would like to buy. This also lead to the positive image and perception toward Thai skincare product.

The inspiration of doing this research topic is based on personal online business in WeChat and Facebook, which targeting Hong Kong and Chinese consumer in terms of Thai skincare and beauty product. Therefore, apart from my working experience, I would like to explore other hidden factors that influence target consumers' purchase intention. These factors are grouped into 4 main factor groups: country of origin effect, skincare product trend, product related factors and buying experience related factors. For the product related factors, it is related to the product itself which are price, product benefit and reviews of the product. For the buying experience related factors, it basically related to the ease of consumer buying and psychology perception toward the product.

The objective of this research is to identify the key factors that influence Chinese Consumers' Purchase Intention on Thai Skincare Product. Due to the fact that there are still many business opportunities in skincare or beauty product sector that allow to explore and develop related businesses. By conducting this research, it would provide further consumer insight related to skincare product section in Thailand so as to better develop product to meet with target consumers' wants and needs. In the meantime, this research also reveals the related buying experience related factors in terms of internal perception and external factors that might help retailing business to better understand Chinese consumers' buying intention.

The targeted respondent in this research would be Chinese consumer whose age is above 18 years old who has traveled Thailand or bought or has experience on using skincare product. The quantitative research method would be applied to the data collection process and the data would be gathered by questionnaire. In this research, 136 respondents would be the sample size in order to fulfill the data collection.

## **CHAPTER II**

### **LITERATURE REVIEW**

In recent years, Chinese inbound tourist has been causing a huge impact on Thai's tourism industry and Thai economy. There is an increasing number of local brand beauty product that be distributed and sold all over Thailand, even in overseas. Moreover, as we can see that there are more and more Thai local product are attached with Chinese language on the packages, which shows an emerging growth about the targeting for Chinese consumer. Therefore, the literature review is conducted regarding to this aspect to better understand the factors that influence Chinese consumers' purchase intention on Thai skincare product.

Regard to the research topic of "Factors that influence Chinese consumers' purchase intention on Thai skincare product", in this chapter, there are some internal and external factors that might drive the purchase intention of Chinese consumer on Thai skincare product. Merely focusing on the product factor would not be sufficient to match or grow in this specific market. Hence, it is very significant to study about the consumer purchase intention or consumer behavior in terms of the process of how they perceive, what they are interested in and how they select and make decision to purchase. Understand more about the targeted consumers' insight, it would help different related business sectors to improve and offer product that matched with the targets' needs so as to generate more sales and revenue. This chapter shows a summary of literature reviews from previous researches and evidences that related to country perception, country of origin, skincare product trend, product related factors and buying experience related factors.

## 2.1 Country of Origin Effect

### 2.1.1 Imported Product Perception

In this research, perception towards imported product refers to how consumers consider imported product rather than local or domestic manufactured product. According to “5 Reasons Why Chinese Like to Buy Imported Brands” (n.d.), Chinese consumer always have a better perception towards imported product over Chinese product because they think that imported goods will always have better quality than the local’s. Furthermore, emotional perception refers to the intrinsic perception that a consumer holds toward the product. Most of the time, emotional influence might affect buying behavior of consumer. According to M.A. Desmet (2012), regards to consumer research, positive emotional perception tends to impact on consumers’ buying intention, repurchase decision and product attachment. Furthermore, emotional perception also create a so-called product attachment. The product attachment could arouse positive emotional perception in terms of pride, satisfaction and appreciation (Mugge, P.L. Schoormans & N.J. Schifferstein, 2005). That is to say, when a consumer is buying a product which influenced by positive and emotional perception, these kinds of perception would eventually create a sense of attachment to the product. It might evoke to be a positive emotion to be a long-lasting perception to the consumer.

### 2.1.2 Thailand General Perception

When talking about Thailand, the Land of Smile surely would pop up in the mind of people. The greatest attractions are those beaches and good value-for-money shopping experience (Fernquest, 2012). For Chinese, the first thing that might pop up in their mind is travel destination in which Thailand is ranked at top 10 countries for Chinese outbound tourist. Spoken by Ctrip spokesman, especially for the travel destination in Southeast Asia, Thailand is considered the most popular destination in Chinese’s mind (Ming, 2017). It is full of unique culture country with special goods, food and many of interesting travel destinations. Moreover, with currency advantage of Chinese Yuan, Chinese tourist tend to shop more in Thailand. As a result, Thailand also has been considered as a major shopping destination (Tungsirisurp & Athigapanich, 2017). In addition, according to Tourism Authority of Thailand (2017), for the first 2 quarter

in year 2017, China generates one of the largest contribution for Thai's inbound tourism and inbound spending.

### **2.1.3 Thai Skincare Product Perception**

Due to the globalization, consumer could choose and purchase various types of product from different countries easily. Apart from the perception of a country, the country of origin also plays a big role on influencing the consumer's' purchase decision. Country of origin has a great impact on perceived quality of a product. No matter in which country, it is a significant sign to reflect the association between country of origin and valued quality of consumer (Niraj and Parker, 1994). Product that is made in Thailand are perceived as niche products emphasizing the unique characteristics of Thai culture as good quality with affordable price, which makes tourists perceive as a type of increase value of money (Tungsirisurp & Athigapanich, 2017).

## **2.2 Skincare Product Trend**

Thailand is ranked at the top OEM cosmetics manufacturer for local and international cosmetics brands in which those Thai manufacturer are able to produce beauty product at premium level among ASEAN countries ("Thailand - Personal Care and Beauty Products", 2017). This implies that the quality of Thai beauty product is considerable good and trustable. According to "Asia Personal Care & Cosmetics Market Guide", (2016), the statistic from International Trade Administration shows there was an increasing trend of importing personal care and cosmetics product from Thailand to China, in which up until year 2015, there was a three year average growth at 16%. To put it in other words, the demand of Thai beauty product from Chinese consumer has been increasing over years.

## **2.3 Product Related Factor**

Before Chinese consumer decide to purchase Thai skincare product, the product related factor takes a great part on influencing the consideration extrinsically. The factors such as price, benefit of product offered and reviews are considered as the external driver toward the demand of Thai skincare product by Chinese consumer.

### **2.3.1 Price**

Price is one of the major drivers that influence most consumer in terms of buying intention. While comparing to international brands, as Thailand is a lead of manufacturing beauty product in ASEAN, it certainly offers at a more reasonable price compared to international brands, which offer good quality of product. In addition, according to Global Habit “Women’s Perceptions of Beauty Products in 14 Asian Cities” (2012), the survey shows in most important cities in China, in consumer’s’ point of view, one of the most significant attributes of skincare product is at reasonable price. Moreover, Thai product is considered cheap and affordable for Chinese consumers.

### **2.3.2 Product benefit offered**

According to U.S. Commercial Service Hong Kong (n.d.), even though the competition of Chinese skincare product is relatively high and the price is competitive than imported skincare product; the selection of Chinese consumer still based on the quality especially those skincare product that is only for Asian skin. It can be deem that apart from price level, Chinese consumer perceive the benefit offered by the product as well. In this case, skin product for Asian skin is highly perceived and accepted by Chinese customer. With Thai skincare product that sells at a reasonable price with premium quality, this provide a great value-added perception as product benefit offered.

### **2.3.3 Reviews**

When consumer search for comments or reviews on social media about product or services, it influences original perception toward brand and selection (Sema, 2013). Furthermore, according to Kim & Chu (2011), Electronic word-of-mouth is defined as consumer exchange information online, which includes sharing attitudes, perception and behavior or comments for specific product or services. eWOM also

stimulates consumer engagement in social network and influence perception of product, purchase intention and decision making (Kim and Chu, 2011). Moreover, Chinese consumer tends to be open and willing to gather information from word-of-mouth (Luo, 2009). That is to say, reviews on the internet take part in influencing consumer to make decision. Plus, for Chinese consumer, it is more comfortable that they search for online reviews in Chinese social network before making decisions.

## **2.4 Buying Experience Related Factor**

Aside from the product itself, some external and internal factors that consumer encounter is also considered crucial to impact on the purchase intention of Chinese consumers. Those factors are variety of product, emotional perception, convenient channels and convenience of payment.

### **2.4.1 Variety of Product**

In Thailand, there are numerous flea market, outdoor markets and shopping malls available for shopping such as Asiatique River Front, Train Market, JJ Market and Artbox Market. There are thousands of products that allow tourist to make purchase such as local food or drinks, souvenirs, DIY items, accessories and skincare product etc. There are high product variety with similar functions and packages available. Most of the places have become popular destination for both local and tourists. Variety of product is considered significant to shopper. It allows a sense that consumers are free to compare and choose product that they saw whether which product best fit with their wants and needs (W. Dillon and L. Reif, n.d.). This means that it would influence consumers' buying experience during the shopping process.

### **2.4.2 Convenient Channel**

In this research, convenient channel refers to the channels that Chinese consumer would approach to search or purchase skincare product with the ease of accessibility in both online and offline channel. The online channel in this research refers to the Chinese webpages or social media platforms that sell skincare product.

On the other hands, offline channel in this research refers to virtual retail stores that sell skincare product in Thailand.

#### 2.4.2.1 Offline Channel (Thai retail stores)

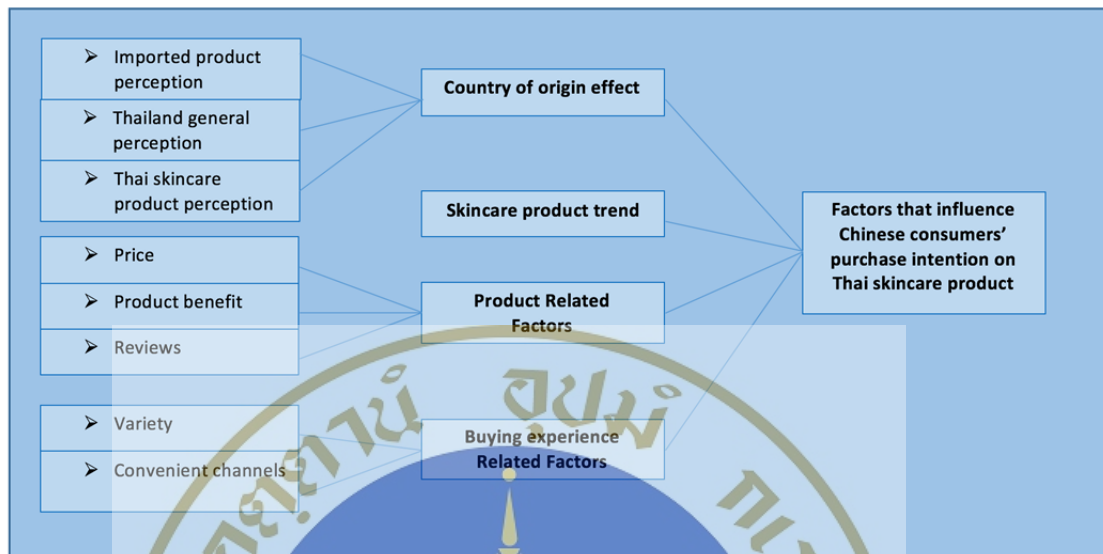
According to (Tungsirisurp & Athigapanich, 2017), in some major tourist area, there are several branches of 7-Eleven that provide special product shelf targeting Chinese consumers which includes Thai skincare product, Thai dried fruits, souvenir and Thai herbal product. Moreover, recently, with more than hundreds of retail stores like Watsons and Boots, there are various types of Thai skincare product and related souvenirs that targets to Chinese consumer available in almost all branches, and provide some testers for customers to test using the product.

#### 2.4.2.2 Online Channel (Chinese social medias)

In Chinese perception, health, family and personal experience are prioritized than other factors, more of them tend to seek for a balancing of life in which using the internet and mobile phones to facilitate daily activities in their lives (Enkhchimeg, 2016). Also, with the globalization and internet accessibility, the Statistics Portal (n.d.) shows that there are 1004.11 million of Chinese internet users currently. With the ease of internet access, online e-commerce platform such as JingDong, Taobao, Alibaba and WeChat together with convenient online payment like Aplipay or WeChat pay, Chinese consumer have changed the culture of purchase product (Enkhchimeg, 2016). The integration of online shopping and E-payment platform enable Chinese consumer to easily purchase imported or local product with less effort.



## 2.5 Framework and Hypotheses



**Figure 2.1 Main factors that influence Chinese consumers' purchase intention on Thai Skincare product**

From the framework above, the hypothesis of this research are developed as below:

H1: Country of origin effect has positive influence on Chinese consumers' purchase intention on Thai skincare product

H2: Skincare product trend has positive influence on Chinese consumers' purchase intention on Thai skincare product

H3: Product related factors has positive influence on Chinese consumers' purchase intention on Thai skincare product

H4: Buying experience related factors has positive influence on Chinese consumers' purchase intention on Thai skincare product

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The purpose of this research is to identify the factors that influence Chinese consumers' purchase intention towards Thai skincare product. Moreover, through this research, country of origin, country perception, factor-related product, psychological consumer insight and channels that potentially affect buying decision of Chinese consumer on Thai product would also be explored.

#### **3.1 Research Design**

This research aims to discover Chinese consumers' buying behavior toward Thai local product like Skincare product and the reasons that drive them to make purchase on Thai skincare product. As in recent years, Thailand has been one of the top tourist destination for Chinese tourist as well as Thai local product are sold significantly to Chinese market, it would be an advantage if business owners or retailers understand more about the target consumers' insight and know what actual trigger their purchase intention and to make decision. To address the findings of this research, quantitative research method would be applied to gather data. In quantitative research design, the questionnaires would be distributed to specific group of respondent.

#### **3.2 Instrument**

The questionnaire questions would be divided into two parts as following:

Part I: General and Demographic Questions that would focusing on the previous travel in Thailand and Thai skincare product purchasing

Part II: Specific questions for each factor that considered as potential factor that influence Chinese consumers' purchase intention on Thai skincare product

The survey questions would be applied to Likert scale structure assess the perception and motivation on purchasing Thai skincare product. There are 22 factor-related questions which would be scaled by 4 points: Strongly Disagree (1), Disagree (2), Agree (3) and Strongly Agree (4).

**Table 3.1 Questions for each factor**

<b>Factors</b>	<b>Questions</b>
<b>Country of origin effect</b>	Thailand appeals to me as a tourist destination
	In Thailand, there are various specific goods and culture that I likely to explore or try
	I prefer to consume products that is made overseas
	I am likely to trust the quality of products that is made in Thailand
	My perception of Thai skincare product is that they are good value for money
	I prefer to purchase Thai skincare products because of the skin improvement after using them
	Purchasing Thai skincare products makes me feel emotionally satisfied
	I like the feeling after applying Thai skincare product
	It makes me think of Thailand when I use Thai skincare product
	Generally, I have quite specific brand preferences when buying Thai skincare products
	I am likely to recommend others to buy Thai skincare products
<b>Trend</b>	The popular trend of imports from countries like South Korea has made me more open to buying skincare products from Thailand too
	I am likely to purchase Thai product because Thailand is the top OEM manufacturer in ASEAN
<b>Reviews</b>	I am likely to purchase skincare products based on positive feedback or reviews from online users
	I am likely to purchase skincare products based on online top ranking list or must-buy products list
<b>Variety of Product</b>	I like the variety options available when shopping for Thai skincare products
	Thai skincare product offer a variety of benefits to users, which makes me want to consume them
<b>Channels</b>	When I shop for Thai skincare products, I first like to inspect them at retail stores
	When I shop for Thai skincare product, I like to test them first
	I do not mind to buying Thai skincare products which I have never consume before via online channel
	I prefer to repurchase Thai skincare product via Chinese online stores
	I purchase Thai skincare products via Chinese online stores because it makes my life easier

### 3.3 Sample

In this study, the factors that influence Chinese consumers' purchase intention towards Thai skincare product would be explored. Thus, targeted respondents would be narrow down to whose age above 18 years old, have visited to Thailand within passing 5 years and bought Thai skincare product. The sample size of questionnaire would be applied to 136 respondents. The demographic aspect would not be taken into account since the actual purchase behavior would only be the most focused field of study.

### 3.4 Data Collection

The questionnaire would be distributed via online channel. Since the 136 targeted respondents are Chinese tourist who have visited Thailand and bought skincare product before, it would be convenient for them to do the questionnaires with less effort via the Internet. Moreover, the questionnaires would be presented in English together with Chinese translation. This is to clarify the meaning of each question clearly in case that some respondents might have misunderstanding in some questions. The data will be collected via [www.wjx.cn](http://www.wjx.cn) -- a Chinese online questionnaire platform where widely used by Chinese -- and those survey requests would be distributed through WeChat, WeiBo and QQ mobile application.

### 3.5 Data Analysis

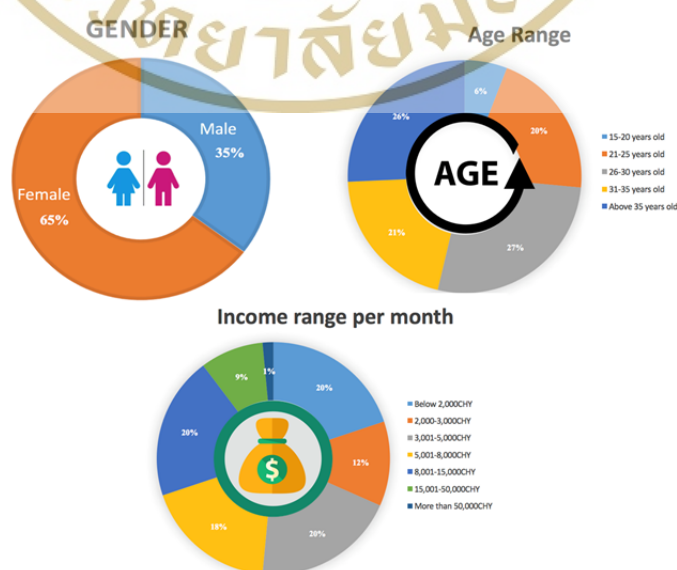
After data is collected via online survey, the SPSS program would be used for data analysis. In this research, descriptive statistic, factor analysis, correlation and cross-tabulation analysis would be used to analyze the data. Firstly, for descriptive statistic function, it would be used to group the Chinese consumers' demographic characteristic and experience in purchasing Thai skincare product. Secondly, for factor analysis, it would be used to narrow down the specific factors that actually influence Chinese consumers' purchase intention on Thai skincare product, which show the direction of analyzing data and predict the accuracy. Third, multiple regression analysis, correlation analysis and cross-tabulation are used to testify the likelihood of relationship between each factor.

## CHAPTER IV

### RESEARCH FINDING AND DISCUSSION

After collecting online survey from 136 Chinese respondents, the result of refined data, research finding and discussion will be discussed in detail. In this chapter, it will start from the demographic information of Chinese respondents and general information in terms of purchasing Thai product and Thai beauty product. Next, cross-tabulation would be discussed in order to compare some specific datasets and identify some interesting findings to support for further discussions. By then, the process of factor analysis finding will be discussed so as to narrow down larger number of factors to become small and precise factors that have actual correlation upon the Chinese purchase behavior on Thai skincare product. Finally, linear regression would be discussed in order to test the hypothesis before whether those assumed factors could be proven or not in which have influences on purchase intention.

#### 4.1 Demographic Information

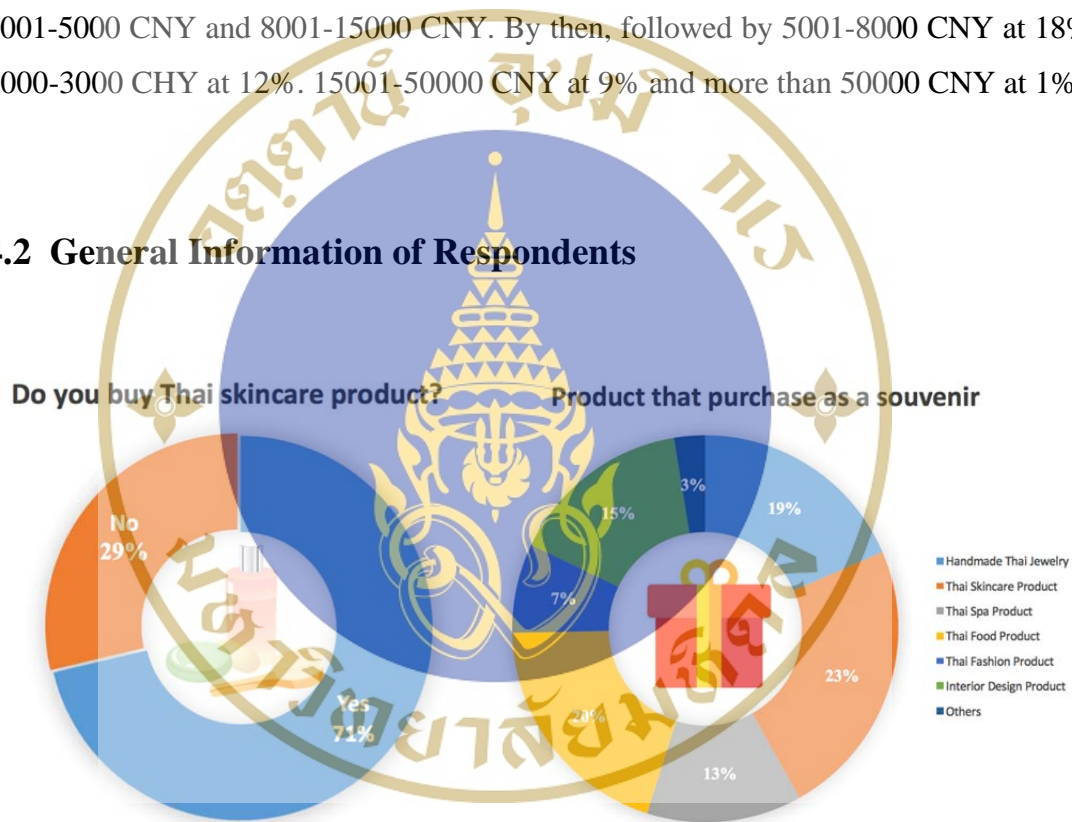


**Figure 4.1 Summarized charts of respondents' demographic information**

Under figure 4.1, it illustrates the basic summary of demographic information of Chinese respondents in terms in the scope of gender, age and income per month. In this figure, among all 136 respondents, in terms of gender, it shows the 65% of the total Chinese respondents are female. In terms of age range, the majority of age range is 26-30 years old holds at 27%, followed by respondents above 35 years old at 26%, 21-25 years and 31-35 years old at 21% per each and 15-20 years old at 6%.

In addition, related income per month of all respondents shows that the highest proportion is at 20% per each which contributes to income per month below 2,000 CNY, 3001-5000 CNY and 8001-15000 CNY. By then, followed by 5001-8000 CNY at 18%, 2000-3000 CHY at 12%. 15001-50000 CNY at 9% and more than 50000 CNY at 1%.

#### 4.2 General Information of Respondents



**Figure 4.2 Summarized table of respondents' general information**

Under figure 4.2, it shows the basic summary of general information of Chinese respondents in terms of previous experience of approaching Thai skincare product such as whether they buy Thai skincare product or not, frequency of buying and which types of product they choose to buy as Thai souvenir.

The summary table illustrates that 71% of respondents would like to buy Thai skincare product. Moreover, top 3 product that Chinese respondents would like to

buy among variety of choices as Thai souvenir are Thai skincare product at 23%, followed by Thai food product and handmade Thai jewelry. This implies that Thai skincare product is positioned at the top priorities in consumers' buying list.

### 4.3 Cross-tabulation Analysis

Cross-tabulation is used to compare between segments with the calculation of frequency. It would clearly present a comparison between segments details with frequency so as to examine the relationship among selected datasets that might not be clear when analyzing the entire dataset in the survey.

**Table 4.1 Cross-tabulation (Gender x How often buy Thai skincare product)**

**Gender \* How often buy Thai skincare product Crosstabulation**

		How often buy Thai skincare product			Total
		Always	Sometimes	Rarely	
Gender	Male	Count 9	11	28	48
	% within Gender	18.8%	22.9%	58.3%	100.0%
Female	Count	21	42	25	88
	% within Gender	23.9%	47.7%	28.4%	100.0%
Total	Count	30	53	53	136
	% within Gender	22.1%	39.0%	39.0%	100.0%

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.411 <sup>a</sup>	2	.002
Likelihood Ratio	12.507	2	.002
Linear-by-Linear Association	6.507	1	.011
N of Valid Cases	136		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.59.

In table 4.1, it shows the relationships between gender and the frequency that they purchase Thai skincare product. By looking at the crosstab table, there is 72% of female who always and sometimes buy Thai skincare product while comparing to male, there is merely 42%. Therefore, it could be deemed that the segment that sellers should focus on is Chinese female consumers. With the Chi-Square Test table, the significant level at 0.002 indicates that this relationship can be trusted.

**Table 4.2 Cross-tabulation (Buy Thai skincare product x Times visit to Thailand)**

**Buy Thai skincare product \* Times visit to Thailand Crosstabulation**

Count

		Times visit to Thailand				Total
		None	Only Once	2 Times	More than 2 times	
Buy Thai skincare product	Yes	40	21	10	26	97
	No	33	1	2	3	39
Total		73	22	12	29	136

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.626 <sup>a</sup>	3	.000
Likelihood Ratio	24.223	3	.000
Linear-by-Linear Association	14.075	1	.000
N of Valid Cases	136		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.44.

According to the table 4.2, the Chi-square tests shows the significant level of this test is statistically significant at 0.000 which is less than P value of 0.005. Therefore, this comparison could be trusted. With the table of cross-tabulation, it implies that of total 136 respondents, they tend to purchase Thai skincare product no matter whether they have visited or never visited to Thailand. The result point out a quite interesting point that even for respondents who have never visited Thailand before, they are still willing to purchase Thai skincare product. Likewise, for those who have visited Thailand at least for once and so on, they have the likelihood to purchase Thai skincare product either.



**Table 4.3 Cross-tabulation (Times visit to Thailand x How often buy Thai skincare product)**

**Times visit to Thailand \* How often buy Thai skincare product Crosstabulation**

			How often buy Thai skincare product			Total
			Always	Sometimes	Rarely	
Times visit to Thailand	None	Count	6	26	41	73
		% within Times visit to Thailand	8.2%	35.6%	56.2%	100.0%
	Only Once	Count	5	14	3	22
		% within Times visit to Thailand	22.7%	63.6%	13.6%	100.0%
	2 Times	Count	6	2	4	12
		% within Times visit to Thailand	50.0%	16.7%	33.3%	100.0%
	More than 2 times	Count	13	11	5	29
		% within Times visit to Thailand	44.8%	37.9%	17.2%	100.0%
Total		Count	30	53	53	136
		% within Times visit to Thailand	22.1%	39.0%	39.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.363 <sup>a</sup>	6	.000
Likelihood Ratio	36.030	6	.000
Linear-by-Linear Association	23.402	1	.000
N of Valid Cases	136		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.65.

According to above crosstab table in figure 4.3, it shows the relationship between times visit to Thailand and the frequency buying Thai skincare product. From the figure, it can be seen that Chinese consumers who visit Thailand for once get the highest percentage at 86% that they always and sometimes buy Thai skincare product. It implies the first trial or impression of Thai skincare of product is very important. On the other hands, Chinese consumers who never visited to Thailand before and rarely buy Thai skincare product are at 56%. This implies that people who never visited to Thailand would buy Thai skincare product less often.

#### 4.4 Factor Analysis

Since there are several factors that are assumed affecting to the Chinese purchase intention towards Thai skincare product, Factor Analysis is used to analyze the correlations among different variables and reduce the numbers of variables to be

smaller and easier to narrow down the only important factors or components for further uses. It is also a data reduction technique that could make the analysis easier to conduct and interpret those relationships.

#### 4.4.1 Total Variance Explained

**Table 4.4 Total Variance Explained for 1st round significant factors**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.358	60.719	60.719	7.973	36.241	36.241
2	1.665	7.568	68.288	4.516	20.528	56.769
3	1.227	5.575	73.863	3.761	17.094	73.863
4	.783	3.559	77.422			
5	.609	2.770	80.192			
6	.563	2.559	82.750			
7	.442	2.007	84.758			
8	.423	1.923	86.680			
9	.399	1.815	88.495			
10	.363	1.650	90.145			
11	.331	1.504	91.649			
12	.298	1.355	93.004			
13	.275	1.250	94.254			
14	.252	1.146	95.400			
15	.196	.891	96.291			
16	.180	.817	97.108			
17	.158	.716	97.824			
18	.137	.625	98.449			
19	.107	.487	98.936			
20	.097	.440	99.376			
21	.075	.341	99.718			
22	.062	.282	100.000			

Extraction Method: Principal Component Analysis.

In table 4.4 Total Variance Explained for 1st round significant factors, the first three factors that have Initial Eigenvalues more than 1, which indicates these factors are significant and reliable than other nineteen factors. For the rest of nineteen factors that have the Initial Eigenvalues less than 1, it indicates that they are less significant or have a weaker correlation. As a result, the first three factors are the significant factors that influence the Chinese consumers' purchase intention on Thai skincare product.

#### 4.4.2 Rotated Component Matrix

Table 4.5 1<sup>st</sup> Round Rotated Component

Rotated Component Matrix <sup>a</sup>			
	Component		
	1	2	3
I prefer to purchase Thai skincare products because of the skin improvement after using them	.832		
I am likely to trust the quality of products that is made in Thailand	.818		
My perception of Thai skincare product is that they are good value for money	.792		
I like the feeling after applying Thai skincare product	.777		
I prefer to consume products that is made overseas	.769		
I am likely to recommend others to buy Thai skincare products	.760		
Generally, I have quite specific brand preferences when buying Thai skincare products	.743		
Purchasing Thai skincare products makes me feel emotionally satisfied	.742		
It makes me think of Thailand when I use Thai skincare product	.705		.458
I am likely to purchase Thai product because Thailand is the top OEM manufacturer in ASEAN	.668		
The popular trend of imports from countries like South Korea has made me more open to buying skincare products from Thailand too	.660	.512	
I am likely to purchase skincare products based on positive feedback or reviews from online users	.588	.560	
Thailand appeals to me as a tourist destination	.564	.544	
When I shop for Thai skincare products, I first like to inspect them at retail stores		.869	
When I shop for Thai skincare product, I like to test them first		.776	
I like the variety options available when shopping for Thai skincare products	.491	.653	
I am likely to purchase skincare products based on online top ranking list or must-buy products list		.554	.489
In Thailand, there are various specific goods and culture that I likely to explore or try	.478	.527	
Thai skincare product offer a variety of benefits to users, which makes me want to consume them	.472	.503	.489
I prefer to repurchase Thai skincare product via Chinese online stores			.852
I purchase Thai skincare products via Chinese online stores because it makes my life easier			.848
I do not mind to buying Thai skincare products which I have never consume before via online channel			.812

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

According to the table 4.5, there are three components loaded in each factors. This figure would only show the factors that are greater than 0.4. Anyhow, there are some cross-loading occurs in which there will be more than one component that shown under the same factor. In this figure, there are eight cross-loadings that needs to be reduce in order to get a more precise factor reduction.

### 4.4.3 Result after cross loading reduction

**Table 4.6 Final Round Rotated Component Matrix**

**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	
I prefer to purchase Thai skincare products because of the skin improvement after using them	.857			Country of origin effect factor
I am likely to trust the quality of products that is made in Thailand	.842			
My perception of Thai skincare product is that they are good value for money	.823			
I like the feeling after applying Thai skincare product	.804			
I prefer to consume products that is made overseas	.793			
I am likely to recommend others to buy Thai skincare products	.792			
Purchasing Thai skincare products makes me feel emotionally satisfied	.775			
Generally, I have quite specific brand preferences when buying Thai skincare products	.761			
I am likely to purchase Thai product because Thailand is the top OEM manufacturer in ASEAN	.706			
I purchase Thai skincare products via Chinese online stores because it makes my life easier		.869		Buyer experience related factor (Channel)
I prefer to repurchase Thai skincare product via Chinese online stores		.868		
I do not mind to buying Thai skincare products which I have never consume before via online channel		.827		
When I shop for Thai skincare products, I first like to inspect them at retail stores			.892	Buyer experience related factor (Channel in terms of product testing)
When I shop for Thai skincare product, I like to test them first			.829	

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 5 iterations.

From table 4.6, it shows that after deducting the cross loadings and factors, the result remains to two main significant factors, which are country of origin effect factor and buying experience factor. Under the buying experience factor in this table, it consists two related components which are channel and channel in terms of product testing, which are represented by component 2 and component 3 respectively. Therefore, we could utilize from these three components—country of origin effect, channel and product testing—to further analyze. In other words, the components or factors could be explained as:

- Country of origin effect in which consists of imported product perception, Thailand general perception and Thai skincare product perception.
- Buying experience related factor in which consists of channel and channel in terms of product testing.

## 4.5 Linear Regression

After conducting factor analysis, a more precise and narrowed significant factors are obtained. To put it differently, country of origin effect, channel and channel in terms of product testing are the significant factors that influence the Chinese consumers' purchase intention on Thai skincare product. In this section, linear regression is used to predict and test hypothesis that have set previously by applying dependent variable and independent variables to conduct the analysis. In this research, the selected dependent variable is the purchase intention of Chinese consumers towards Thai skincare product. The independent variables are the factors of country of origin effect, channel and channel in terms of product testing.

**Table 4.7 Model Summary of Linear Regression**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.338 <sup>a</sup>	.114	.094	.432

a. Predictors: (Constant), Channel\_ProductTesting, Channel, Country\_of\_origin\_effect

In table 4.7, the R Square in the model summary is equaled to 0.114 or 11.4%, which could be interpreted as 11.4% of fluctuation of dataset or the independent variables (country of origin effect, channel and channel in terms of product testing) can be predicted by the dependent variables (Chinese consumers' purchase intention on Thai skincare product).

**Table 4.8 ANOVA table**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.180	3	1.060	5.679	.001 <sup>b</sup>
	Residual	24.636	132	.187		
	Total	27.816	135			

a. Dependent Variable: Buy Thai skincare product

b. Predictors: (Constant), Channel\_ProductTesting, Channel, Country\_of\_origin\_effect

In table 4.8, after running regression, according to the ANOVA table, the significant level is shown as 0.001, which is matched with the requirement that the significant level has to be lower than 0.05. This could be interpreted as a statistically significant, which implies that the result of regression analysis is significant or very low risk to be wrong.

**Table 4.9 Coefficients of Linear Regression**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.677	.171		9.808	.000
	Country_of_origin_effect	-.275	.068	-.445	-4.026	.000
	Channel	.068	.059	.121	1.158	.249
	Channel_Product Testing	.078	.061	.135	1.274	.205

a. Dependent Variable: Buy Thai skincare product

The above table shows the result of coefficient of three factors (country of origin effect, channel, channel in terms of product testing). In order to identify the significant factor, by checking the condition that only the factor with significant level below 0.05 could be used for identifying factors that influence Chinese consumers' purchase intention on Thai skincare product. To illustrate, from the result in table 4.9 indicates that only one out of three factors has the relationship with Chinese consumers' purchase intention on Thai skincare product. From the coefficient table, it shows that the factor of country of origin effect is statistically significant with P value equal to 0.000, which is less than P value of 0.05. However, the channel factor and channel in terms of product testing factor are not statistically significant with P value 0.249 and 0.205 respectively, which both P values are greater than 0.05. As a result, the result as shown in table 4.9, it also could be written as a regression equation as following:

$$\text{Purchase Intention} = 1.677 - (0.275 \times \text{Country of origin effect})$$

From the equation above, it shows that there is only one significant factor that influence purchase intention in this research. This factor is country of origin effect.

With the Beta at -0.275, it shows a negative relationship in the equation; anyhow, the dependent variable with smaller value shows respondents are likely to buy Thai skincare product, which implies as another negative relationship in this condition. As a result, two negatives become a positive relationship. Therefore, it could be summarized as when a value increase in country of origin effect factor, there will be an increase in purchase intention. To put it differently, it also could be interpreted as the country of origin effect has a positive relationship to influence purchase intention.

#### 4.6 Hypothesis Testing

By running the factor analysis, linear regression and cross-tabulation, they are used to test the hypothesis of the conceptual framework in this research. By doing this, it would provide an easier way to identify relationships among dependent variable and independent variables, which are as following:

H1: Country of origin effect has positive influence on Chinese consumers' purchase intention on Thai skincare product

H2: Skincare product trend has positive influence on Chinese consumers' purchase intention on Thai skincare product

H3: Product related factors has positive influence on Chinese consumers' purchase intention on Thai skincare product

H4: Buying experience related factors has positive influence on Chinese consumers' purchase intention on Thai skincare product

Referring to the figure 4.8.2 Coefficients of Linear Regression, the result of regression shows that with the statistically significant level of 0.000 which is less than P value of 0.05, only the factor of country of origin effect is significant. In other words, H1 is accepted in which the Country of origin effect has positive influence on Chinese consumers' purchase intention on Thai skincare product. On the other hands, another two factors of channel and channel in terms of product testing (which are under buying experience factor) are not statistically significant. In other words, H4 is rejected in which Buying experience related factors has positive influence on Chinese consumers' purchase intention on Thai skincare product.

## 4.7 Discussion

After collecting data and obtaining result from different statistic analysis, it shows that 70.8% of respondents would like to purchase Thai skincare product. It could be deemed that Thai skincare product is accepted by Chinese consumers, and they would like to purchase Thai skincare product. The main target segment is Chinese female consumers. Moreover, by summarizing the findings based on the hypothesis of conceptual framework, the results confirm that only one factor that significantly affects on the purchase intention of Chinese consumer towards Thai skincare product. In this factor, referring to literature framework, the factor of country of origin effect consists of three main elements, which are imported product perception, Thailand general perception and Thai skincare perception. However, buying experience related factors and other factors might also be the influential elements, but they might not highly significant as much as the factor of country of origin effect.





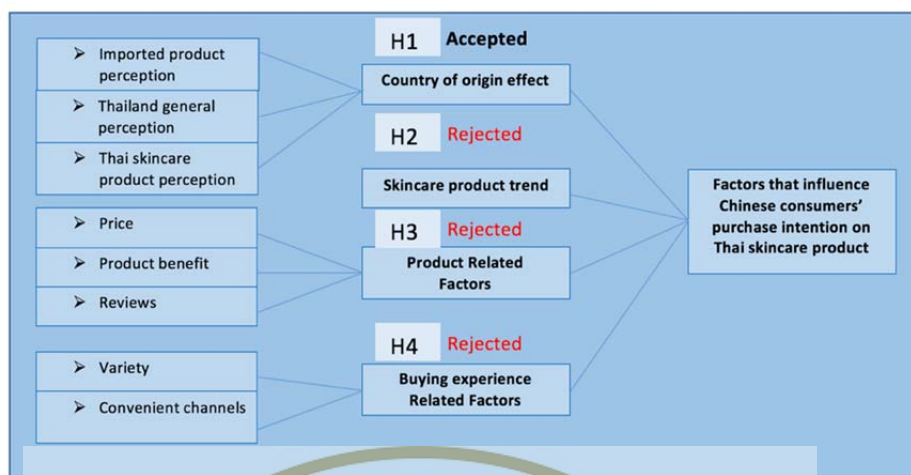
## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusion**

In this research paper, it emphasizes on identifying the factors that influence Chinese consumers' purchase intention on Thai skincare product in which could be potential clues for SMEs or retailers to understand the consumer behavior in different aspects such as country of origin effect, product trend, product related factors and buying experience related factors. By digging deeper in these aspects, it could help sellers to see a better big picture of Thai skincare product and improve their product and marketing strategy to develop Thai skincare product to be more attractive and merge the position higher in Chinese tourist or consumers' mind.

Referring to the literature review in chapter two, there are eight major components that are used for variables in this research: 1) Imported product perception 2) Thailand general perception 3) Thai skincare product perception 4) Price 5) Product benefit 6) Reviews 7) Variety 8) Convenient channels. These eight attributes initially assumed to be the factors that influence Chinese consumers' purchase intention on Thai skincare product. By then, they are combined into 4 main categories that potentially become the key factors, which are country of origin effect, skincare product trend, product related factors and buying experience related factors.



**Figure 5.1 Conclusion of framework and hypothesis**

In figure 5.1, it shows the conclusion of the finding based on the research, after gathering data from 136 respondents and conduct statistical analysis such as descriptive statistic, cross-tabulation analysis, factor analysis and regression so as to analyze the data. To illustrate, majority of respondent agreed with all variables in this research that influence the purchase intention. It could be deemed as a good and positive perception of Chinese consumers have towards Thai skincare product. In order to identify the main critical factors that influence Chinese consumers' purchase intention on Thai skincare product, by conducting factor analysis, it helps to narrow down the numbers of unrelated factor. After tested by regression, the final significant and influential factor remains to the factor of country of origin effect. Even other potential factors like trend, product related factor and buying experience related factor might be somehow influential, they are not as important as country of origin effect.

## 5.2 Recommendation and Practical Implications

The main purpose of this research is to discover the factors that influence Chinese consumers' purchase intention towards Thai skincare product, there are some recommendations that might be beneficial as suggestions for SMEs or retailers who are interested in selling Thai beauty product to Chinese consumers.

### **5.2.1 Build a better brand image and brand positioning**

A great brand image not only provides a positive association to the brand, but also for the country of origin aspect, especially for export goods. As nowadays more and more Thai manufacturers and retailers aim to export Thai local product to target Chinese consumers, the brand image itself should be highly associated with the country of origin -- Thailand. As an example, in order to build a better brand image and association, the manufacturers and retailers should strongly stress on the representative of Thai elements embedded into the product no matter in terms of ingredients, functions or even packaging. Moreover, apply for the Thailand Trust Mark to ensure the quality and enhance the credibility in which delivering the strong value propositions of the product. Apart from that, with the power of country of origin that the Thai government has been supported to SMEs, Thailand trust mark also brings more exposure to international market and easily accepted and trusted by international consumers.

### **5.2.2 Focus on stressing Thai skincare product as souvenir**

Since Thailand has been ranking on the number one OEM skincare product manufacturer and exporter in ASEAN, for this aspect, it will surely help Thai sellers to enter international market. However, this might still not strong enough to influence the end buyers' purchase intention or sometimes consumers do not even care about it. Therefore, to emphasize on the high quality of product to retain the strong position in OEM field still be crucial in long term. From the research, Thai skincare product are considered as the top souvenir that pop up in Chinese consumers' mind. Thus, this is important to maintain and strengthen emotionally with the association between Thai skincare product with Thai souvenir. This helps to make Chinese consumer whenever think of Thai souvenir will think of Thai skincare product at least at the top three products in their list.

### **5.2.3 Creative and suitable marketing communication**

From the result of research, some respondents are likely to purchase Thai skincare product even for those have never visited Thailand. Plus, consumers who visited Thailand tends to buy Thai skincare product more frequently. Therefore, it could be deemed that the first impression, image and trial is quite important to make consumers

to remember Thai beauty product. As most of the respondents are likely to buy Thai skincare product, this implies that Chinese consumers have a good perception and trust Thai skincare product. It is considered a good clue that Chinese consumers are open-minded to try Thai skincare product even they do not know about Thailand. Therefore, continuously improve innovation and push creative marketing in digital marketing are equally significant either. As nowadays, Chinese consumers prefer online shopping, Thai sellers who aim to export Thai product should decide the right channel to target right segment precisely and build trusts. For instance, popular online ecommerce marketing channels in China like QQ, Wechat, Weibo, Taobao, TMall and so on are needed to focus on in order to better reach targeted segment and potential consumers, communicate the product features, differentiation and promote the product with the linkage of country of origin in creative ways. This would help Chinese consumer to absorb the consciousness about Thai-made product, accept more and trust upon Thai skincare product.

With the mix of quality, strong commitment, strong association, creative marketing and continuously improved innovation, this would help to strengthen the position of Thai product in the mind of consumer, and so as to better influence Chinese consumer to make decision on purchasing Thai skincare product in any occasion.

### **5.3 Research Limitation and Future Research**

The limitation of this research is the time constraint. A small number of sampling as 136 respondents might not enough to represent the entire population of China due to the limited time for data collection. Another limitation is that some of the questionnaires were done roughly, which might lead to bias or inaccurate of the result.

For the future research, it would be better if combining both quantitative and qualitative to come up with a full and complete detailed research so as to better analyze the factor of purchase intention. Moreover, extend and develop more potential factors to conduct a more imprecise research might lead to a boarder understanding in this field.

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## Appendix A: Questionnaire

This set of questionnaire has been developed by College of Management Mahidol University's International student to be conducted for research, which aims to understand Chinese consumers' perception and motivation toward Thai skincare product. All of the information given by respondents will be treated with high confidentiality and will be used for education purpose only. It will take about 5-10 minutes to complete. Please be assured that the response is strictly confidential and only the aggregate results will be reported and used for educational purposes only. Please complete all questions truthfully by mark "✓" that represent with your opinions. Thank you for your participation.

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### Part 1: Demographics

1. Gender
  - Male
  - Female
2. Age
  - 15-20 years old
  - 21-25 years old
  - 26-30 years old
  - 31-35 years old
  - More than 35 years old
3. What is your level of education?
  - High school
  - Bachelor's Degree
  - Master's Degree
  - Ph.D.
4. What is your income range per month?
  - Below 2,000 CHY
  - 2,000-3,000 CHY
  - 3,001-5,000 CHY
  - 5,001-8,000 CHY
  - 8,001-15,000 CHY
  - 15,001-50,000 CHY
  - More than 50,000 CHY

5. How many times have you visited Thailand?
- None  Only once
- 2 times  More than 2 times
6. Do you buy Thai skincare product?
- Yes  No
7. How often you purchase Thai skincare product
- Always  Sometimes  Rarely
8. What kind of product would you like to purchase as a souvenir from Thailand?
- Handmade Thai Jewelry  Thai Skincare or beauty product
- Thai Spa product  Thai Food product
- Thai Fashion product  Interior design product / Home decor
- Other: \_\_\_\_\_

## Part 2: Perception and motivation

Please specify the level of your agreement on the following statement:

(Assessment scale 1 = Strongly Disagree, 2= Disagree, 3 = Agree, 4 = Strongly Agree)

Perception	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)
Thailand appeals to me as a tourist destination				
In Thailand, there are various specific goods and culture that I likely to explore or try				
I prefer to consume products that is made overseas				
I am likely to trust the quality of products that is made in Thailand				
My perception of Thai skincare product is that they are good value for money				
I prefer to purchase Thai skincare products because of the skin improvement after using them				
Purchasing Thai skincare products makes me feel emotionally satisfied				

<b>Perception</b>	<b>Strongly Disagree (1)</b>	<b>Disagree (2)</b>	<b>Agree (3)</b>	<b>Strongly Agree (4)</b>
I like the feeling after applying Thai skincare product				
It makes me think of Thailand when I use Thai skincare product				
Generally, I have quite specific brand preferences when buying Thai skincare products				
I am likely to recommend others to buy Thai skincare products				
<b>Trend</b>				
The popular trend of imports from countries like South Korea has made me more open to buying skincare products from Thailand too				
I am likely to purchase Thai product because Thailand is the top OEM manufacturer in ASEAN				
<b>Reviews</b>				
I am likely to purchase skincare products based on positive feedback or reviews from online users				
I am likely to purchase skincare products based on online top ranking list or must-buy products list				
<b>Variety of product</b>				
I like the variety options available when shopping for Thai skincare products				
Thai skincare product offer a variety of benefits to users, which makes me want to consume them				
<b>Channels</b>				
When I shop for Thai skincare products, I first like to inspect them at retail stores				

<b>Perception</b>	<b>Strongly Disagree (1)</b>	<b>Disagree (2)</b>	<b>Agree (3)</b>	<b>Strongly Agree (4)</b>
When I shop for Thai skincare product, I like to test them first				
I do not mind to buying Thai skincare products which I have never consume before via online channel				
I prefer to repurchase Thai skincare product via Chinese online stores				
I purchase Thai skincare products via Chinese online stores because it makes my life easier				

9. Please describe which of the three statements describes you the best:

When buying skincare products, .....

- I generally buy cheaper skincare products because I don't think there's much difference anyway
- I have a limited budget but I don't necessarily buy the cheapest
- I am primarily focused on quality.

## 问卷调查 (中文版)

这份问卷是属于泰国玛希隆大学国际学院学生的研究项目，项目为了解中国消费者对泰国护肤产品的看法与需求。受访者提供的所有信息都将被保密，并仅用于教育用途。这将需要大约 5-10 分钟完成这份问卷。请放心，您提供的答案将是严格保密的，汇总的结果仅用为学生报告及教育用途。请选出代表您的意见并在空格里标记为“✓”。请您如实填写所有问题。感谢您的参与！

### 第一部分：人口统计

1. 请选择您的性别
  - 男性
  - 女性
2. 请选择您的年龄
  - 15-20 岁
  - 21-25 岁
  - 26-30 岁
  - 31-35 岁
  - 35 岁以上
3. 请选择您的学历
  - 高中
  - 学士学位
  - 硕士学位
  - 博士
4. 您目前的月收入
  - 2,000 元以下
  - 2,000-3,000 元
  - 3,001-5,000 元
  - 5,001-8,000 元
  - 8,001-15,000 元
  - 15,001-50,000 元
  - 50,000 元以上
5. 您去过泰国多少次?
  - 没有去过
  - 只去过一次
  - 两次
  - 两次以上
6. 您有没有购买或使用过泰国护肤品?
  - 有
  - 没有
7. 您经常买泰国护肤品吗?
  - 很经常
  - 平凡使用
  - 间中
  - 很少
8. 您觉得从泰国购买什么样的产品作为纪念品适合?
  - 泰国本土手工制作首饰
  - 泰国护肤品或化妆品
  - 泰国按摩精油
  - 泰国食品
  - 泰国潮流服饰
  - 室内装饰品
  - 其他: \_\_\_\_\_

## 第二部分：消费者看法

请在以下选择能代表您想法的程度：

消费者看法	完全不同意 (1)	不同意 (2)	同意 (3)	完全同意 (4)
泰国对我来说是一个适合旅游的国家				
泰国有各种有特色的商品和文化令我想去探索或尝试				
我比较喜欢使用海外制造的护肤产品				
我比较信任泰国产品的质量				
对于我来说，泰国的护肤品是物有所值的				
我比较喜欢买泰国的护肤品，因为使用后皮肤有明显的改善				
使用泰国护肤品让我得到心理上的满足				
我喜欢泰国护肤产品抹上脸后的感觉				
每次当我使用泰国护肤品，都会令我想起关于泰国				
在泰国护肤品里，我有特别比较喜欢购买的牌子				
我会推荐其他人购买泰国护肤品				
<b>流行趋势</b>				
从韩国等国家进口的护肤品流行趋势使我更愿意尝试使用或购买泰国护肤品				
我会尝试或购买泰国产品，因为泰国是东盟之中的排名第一的护肤品代工制造商				
<b>使用反馈</b>				
选购泰国护肤品时，我会根据网上的反馈或用户评论再决定购买泰国护肤产品				
有关在线护肤品排行榜或必买清单排名会影响我购买泰国护肤品的决定				

消费者看法	完全不同意 (1)	不同意 (2)	同意 (3)	完全同意 (4)
<b>产品种类</b>				
当购买泰国护肤产品时，我喜欢有各种各样的护肤品供我选择				
泰国护肤品里有各种各样使用后的效果供我选择，引起我购买的欲望				
<b>购买渠道</b>				
当我想购买泰国护肤时，我觉得在实体店购买比较放心，因为我可以比较产品				
当我想购买泰国护肤时，我觉得在实体店购买比较放心，因为我可以试用产品				
我不介意在网上购买未曾使用过的泰国护肤产品				
当我回到中国，我会选择中国网上商店购买泰国护肤品				
我喜欢通过中国网店里购买泰国护肤产品，因为很方便，让我的生活更轻松				

9. 请选择以下其中一句陈述最适合您:

当购买泰国护肤品时.....

我一般都会直接选购比较便宜的商品，因为我觉得护肤产品都是大同小异，没有太大区别

我有一定的预算，但是我不会选最便宜的护肤产品

我比较注重产品质量同时也会考虑到价格，但我会考虑产品质量和品牌多于价格