A STUDY OF PERCEPTION OF THAI CUSTOMERS IN BANGKOK TOWARDS CHINESE ELECTRONIC PRODUCT

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ABSTRACT

With the rapid development of globalization and changes in daily life, electronic products have become an inseparable part of people's lives. China's electronic products have achieved certain development in the past ten years, not only recognized in the local area, but also recognized by some other countries and regions. With the promotion of Thailand's economic policy and Thailand as one of the most important economic regions in Southeast Asia, it has also become the main export area of Chinese electronic products. Therefore, how Chinese electronic products can gain a foothold in the Thai market and achieve development has become the focus of this research.

The purpose of this study is to study the Thai customers' understanding of Chinese electronic products, the expectations of Thai customers for Chinese electronic products and how to strengthen the loyalty of Thai customers to Chinese brands. The study was conducted by quantitative research methods, and a random sampling method was used to distribute online questionnaires to collect survey data. Among them, a total of 126 questionnaires were answered and 111 samples were eligible for analysis. By determining the Thai customer's understanding, 90.1% of them like to use Chinese electronic products, the most famous brand is Xiaomi with a type of smart home technology. Almost all of them learn by social media and commercial advertisement channels and the main user is the age group of 25 to 40 and single group. Through exploring Thai customer's expectations, the study revealed that there were similar perceptions of gender and income in Chinese electronic products, with no significant differences. However, there are significant differences in some cognitive trends in the use of different product types, education, age and marital status. The people who have a bachelor or above level have higher agreement with price than people who got highschool status, people who age below 40 have higher agreement with price than people who are age between 41 and 65. Brand recognition and customer satisfaction as considerate variables were also identified in the survey; these two factors have a significant positive impact on the establishment of Chinese electronic brand loyalty, but product attributes and perceived quality do not.

The founding above of these perspectives would help Chinese electronic brands manage effectively, make future market planning and strategic decisions to focus more on developing and producing electronic products that are in line with the Thai market and target the right customer base.

KEY WORDS: Chinese Electronic/ Brand Loyalty/ Customer Satisfaction/ Brand Recognition,

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CHAPTER I
INTRODUCTION

1.1 Introduction

China is the largest manufacturer in the world and also earned a reputation as the world's factory. (China manufacturing: everything you need to know,2020). China's manufacturing industry wins all this because China has a large population and ordinary labor is cheaper. At the same time, the opening economic policy has made foreign companies and investors scramble to start business in China. With the investment and help of the state, China has become the world's leader in many manufacturing fields such as steel, chemicals, electronic products, robots, etc. (China manufacturing: everything you need to know,2020). From this we can see that China's manufacturing position in the world has been achieved ahead. But manufacturing in China represents China's productivity gains and support for various policies, and manufacturing does not equal the recognition of other countries.

Thailand was the second largest economy in ASEAN and one of the most dynamic countries in Southeast Asia. (The Asia Foundation,2021); it also shows Thailand's economic position in southeast Asia. On the basis of the Belt and Road Initiative and Thailand's 4.0 strategy, China and Thailand have achieved common development and further developed their import and export trade. According to the United Nations COMTRADE database on international trade shows that Thailand's import quota from China has gradually increased in these 10 years, reaching $49.85 billion during 2020. (Figure 1.1 Thailand imports from China) This macro data shows China's import status as a Thai importer, thus demonstrating the importance of China and Thailand to each other in trade cooperation. So, this also is one of the reasons to guide this author on this topic.

Figure 1.1 Thailand imports from China, adapted from United Nations COMTRADE database, 2021.

According to the United Nations COMTRADE database on international trade (Figure 1.2 Classification that Thailand imports from China) , Electronic-related products had occupied the highest market value among the products exported from China to Thailand, and it accounted for 15.45 billion in 2020. And this mainly includes wireless phones, TVs, cameras and other equipment.

Thailand Imports from China	Value	Year
Electrical, electronic equipment	$15.45B	2020
Machinery, nuclear reactors, boilers	$9.35B	2020
Plastics	$2.58B	2020
Iron and steel	$2.28B	2020
Articles of iron or steel	$2.20B	2020
Vehicles other than railway, tramway	$1.33B	2020
Miscellaneous chemical products	$1.17B	2020
Organic chemicals	$1.11B	2020
Optical, photo, technical, medical apparatus	$1.10B	2020
Aluminum	$1.03B	2020

Figure 1.2 Classification that Thailand imports from China, adapt from United Nations COMTRADE database, 2021.

Chinese electronic product means the electronic product that comes from China, and it will be a Chinese Brand, among them are brands such as Xiaomi, Hisense and Huawei. With the development of globalization, the improvement of productivity in China and the promotion of economic policies between China and Thailand, the trade between these two countries has achieved a certain degree of development; thus, there are more and more Chinese electronic products flowing into Thailand for local sales. Among them, the Chinese electronic product brand, Xiaomi, occupies a large market share in Thailand and has a representative significance. 'Xiaomi climbed to the top spot for the first time in the Thai market with a market share of 21% in the second quarter, based on a report by global analyst Canalys. It reached No.2 in global smartphone shipments for the first time with a market share of 16.7%. IoT products account for 10% of Xiaomi revenue in Thailand and smartphones make up 90%'. (Suchit Leesanguansuk, 2021)

With the development of internationalization and the deepening of friendly relations between China and Thailand, the author believes that the business of China and Thailand will develop further in the future. The author hopes to strengthen own understanding through this study, to study the perception of Thai customers towards Chinese electronic products, and learn about the shortcomings of Chinese electronic products, and provide advice on the development of Chinese electronic products.

1.2 Problem Statement

According to the experience of researchers, it was found that Chinese electronic products have not yet been recognized by most Thai customers, and Chinese electronic products have not yet fully met the needs of Thai customers. Emerging Chinese electronic product brands are unable to capture the preferences of Thai customers very well when developing the Thai market, and those electronic product functions tend to be Chinese style. However, due to differences of national conditions and history and culture between two countries, Thai customers and Chinese customers often have some different needs for electronic products. Therefore, this research will focus on helping Chinese electronic products to develop better and learn about the needs of Thai customers.

1.3 Research Questions

Q1: What are Thai customer's perspectives towards Chinese electronic products?

Q2: What do Thai customers expect from Chinese electronic products?

Q3: How should Chinese electronic products be strengthened to win more customer's loyalty in Thailand?

1.4 Research Objective

1). To determine Thai customers' understanding towards Chinese electronic products.

2). To explore the needs/expectation of Thai customers for Chinese electronic products.

3). To determine which elements that need to be improved or worth investing for Chinese electronic products to win more customer's loyalty in Thailand.

1.5 The Scope of Study

As this study focuses on enhancing learning about Chinese electronic products among Thai customers:

1. It will only survey Thais with experience in purchasing Chinese electronic products. People who do not have purchasing experience will be excluded from data analysis.

2.This survey is limited to surveys of Thais in Bangkok.

1.6 Expected Benefit

In the face of existing Chinese electronic brands and other emerging electronic brands to provide understanding, by understanding the main needs of Thai customers to help Chinese electronics brands to develop marketing strategies and

direction to win greater market share. Thus, to provide references for development in the long-term development path of Chinese electronic products.

CHAPTER II
LITERATURE REVIEW

2.1 Dependent Variable

2.1.1 Brand loyalty

Brand loyalty is the positive association consumers attach to a particular product or brand. Customers who exhibit brand loyalty are devoted to a product or service, which is demonstrated by their repeat purchases despite competitors' efforts to lure them away (Julius Mansa,2021). Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. Consumer behavior patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship. (Skyward Stuff,2014). This also means that consumers' psychological response to the preference of the brand , and also reflect the degree of trust and dependence on the brand. Loyalty is extremely beneficial to businesses as it leads to repeat purchases by consumers, higher revenues, and customer referrals. (Sky word, 2014).

In this study, Brand Loyalty refers to the Thai customer's brand loyalty towards Chinese electronic product; by using brand loyalty as the dependent variable to make surveys. At the same time, through data survey and analysis to research the relationship and impact of each variable to brand loyalty.

2.2 Independent Variable

2.2.1 Perceived quality

The marketing expert K.Grunos proposed the 'Customer perceived service quality model' in 1982 and he also mentioned about the evaluation of quality from

customers; it is actually the comparison between the actual feeling in the process of receiving services and the expectation before receiving the services. However, Perceived quality also can be regarded as a consumer's judgment on the product. (A. Zeithaml,1988). Perceived quality can even be understood like the value to the customers. (Snoj, B., Pisnik Korda, A. and Mumel, D., 2004). In the other words, perceived quality is a psychological activity in which customers compare the actual quality and the expected quality after receiving a product or service. Johnson (1998)as cited by Szymanski and Henard(2001) states that a customer is more likely satisfied with a marketer's offering when they have higher capability-ties of fulfilling customers' needs and wants. Therefore, perceived quality has a certain influence on brand loyalty, showing a significant positive effect. (Khaton Fajar Setyawan, Mugiono, Ananda Sabil Hussein, 2020)

In summary, the perceived quality will be used as an independent variable for independent thinking. This research also develops to studying comparison between Thai customers' expectations of Chinese electronic products and their psychological after receiving the products and deeper mining whether the 'perceived quality' of Thai customers has an impact on brand loyalty, what is the effect and how strong of the effect.

2.2.2 Brand recognition

Brand recognition is the certification and trust of consumers in a brand. Consumers correctly identify the extent of a particular product or service through the identification, slogan, packaging, or advertising campaign of a company's products or services. (Tech Target Contributor, 2019). Brand recognition is also an important part of marketing, which usually refers to the ability of consumers to identify a brand by its attributes over another one. (Will.K 2021) Second, color, sound, etc. can also be used as a symbol of brand recognition; and those representative recognition are considered successful rather than expose the name of the company directly. Thus, brand recognition is very important. This represents some of the customer's understanding of the brand itself, and to give them the degree of knowledge and recognition, customers can directly or indirectly give the brand evaluation. When customers associate something iconic, they can relate directly to the brand itself, and even enhance the

brand awareness. Some customers can immediately associate Xiaomi brands with some smart home technology products. This research will use data research to explore the link between brand recognition and brand loyalty, to study the relationships it presents, and to study how relative choices are made in the face of such relationships. Thus, brand recognition had a significant and positive effect on brand loyalty. (Majid Shiasi Arani, Hamid Shafiizadeh, 2019*)*

In this research, Brand recognition is also one of the independent variables, focusing on the study of Thai customers in China's electronic products brand recognition. Through the surveys conducted to confirm how well Thai customers recognize and understand Chinese electronic brands, and explore whether brand recognition could play a role in brand loyalty based on the data analysis. If so, this study will look at how brand recognition relates, what impact it has, and how to deal with this factor.

2.2.3 Product attributes

Product attributes are the properties that describe a product. They include details that are tangible and intangible, subjective and objective. All of this information enables shoppers to find, compare, and choose products. (Nate Holmes,2020) A property of a product could be its size, color, component, and so on. You can add properties to a family, bundle, or product when they're in Draft or Under Revision states. The child products, bundles, and families inherit the properties from their parents. (Dynamics 365, 2021) Product attribute is the collection of features and characteristics that mark out a product, which also contributes to its ability to meet consumers‟ expectations. It is recommended that products that offer values for money not only influence customers‟ purchase-behavior at the pre-purchase phase but also affect their satisfaction, referrals, and repeat-purchase behavior at the post-purchase phase (William B. Dodds, Kent B. et.al,1991). Product attributes have a significant impact on loyalty. (Qomariah, N. 2017)

In this study, product attributes refer to the properties of Chinese electronic products themselves. For example, the product itself provides features, size, colors, weight, raw material use, country of origin and other factors. Explore the importance of this factor by studying its relationship to loyalty, and explore the relationship it

presents to learn how to increase brand loyalty by improving product attributes.

2.2.4 Customer satisfaction

Customer satisfaction is normally used to measure whether a product or service that is provided by a company meets customer expectation. And, it is also considered as 'the number or percentage of customers who made feedback or reported about the consumption with the company, its services or product surpasses a specific satisfaction goal. (Farris, Paul W.; Neil T. 2010). Therefore, it also means that the actual feeling of satisfaction is different between person and person; it also depends on people's self-psychological and physical satisfaction. From other perspectives, people can use the framework as the expectation-non-confirmation paradigm when ensuring customer satisfaction. This model plays a role and is used as the main independent variable to predict satisfaction. (Oliver,1980). However, Customer satisfaction with a product can create long term benefits for firms including positive word-of-mouth, cross buying, and customer loyalty (Anderson, Fornell, & Lehmann, 1994; Palmatier, Dant, Grewal, & Evans, 2006). Satisfaction is defined as the fulfillment of people's wishes, expectations, or needs, or the pleasure derived from this (*Oxford*). Dawes et al. (2015) stated that brand confidence will be greater, customer satisfaction is a precursor to loyalty, and the relationship between satisfaction and loyalty is proportional.

For this research, customer satisfaction is focusing on customer satisfaction towards Chinese electronic products; customer satisfaction will be one of the independent variables to make surveys, to understand the Thai customer satisfaction situation and the reasons with Chinese electronic products. By setting customer satisfaction as the independent variable of this study, we study and explore the relationship and influence between customer satisfaction and loyalty.

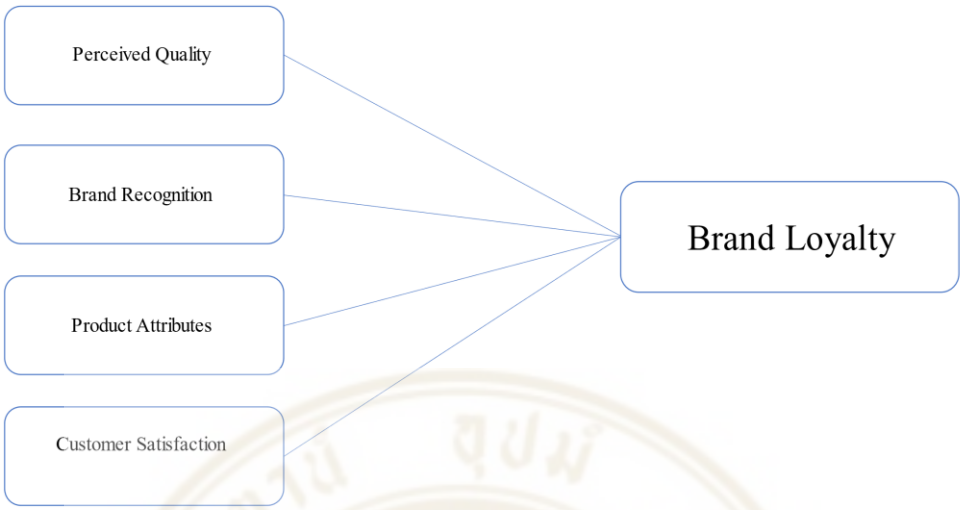

Figure 2.1 Relationship between Dependent Variable and independent variables. (Dependent variable: Brand loyalty, Independent Variable: Perceived quality, brand recognition, product attributes, customer satisfaction)

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Methodology: Quantitative Method

This research will apply quantitative research methods and distribute online questionnaires to survey customers in Bangkok in order to collect data. Among them, the questionnaire will be divided into three parts, the first one screening question, second part is a variable question and the last part is for basic information survey. This research applied quantitative methods because data collected and data analyses from local markets are more realistic, objective and representative. (Udo Kelle,2008) This research is a study of local customers in Thailand, mainly to enhance the understanding of the Thai market and Thai customers. Therefore, through a large number of data surveys and analysis, it will be better to show the Thai local market and customer understanding and perception.

3.2 Sample Plan

This research conducted a survey on the population of Bangkok, Thailand. According to the *World Population Review* website, the current population of Bangkok is 10,722,815. (World Population Review,2021). Second, China as Thailand's most important source of exports, accounts for 24.7% of the total so use the same percentage of the base as a reference; count 24.7% of the population equal to 264,853,530. (Industry Outlook 2021-2023: Electronics) The simple size was considered to collect 100 Thai customers in Bangkok who have experience of purchasing Chinese electronic products based on a simplified formula by Yamane that was used for sample size calculation.

$$n=\frac{N}{1+N(e)^2}$$

Where n is the sample size, N as population size, and e equal to the level

of precision or sampling of error. For this research, the N (population) is 264,853,530 as mentioned above. By setting a level of precision(e) equal to 10% which comes up with the result as:

$$n= \frac{264,853,530}{1+264,853,530(0.01)^2} = 100$$

Therefore, 100 samples(n) were considered and taken for this research analysis.

3.3 Data Collection

In this survey, Author hopes to understand the Thai customers' thoughts on Chinese electronic product; and to dig deeply into the reason behind. The authors hope to collect enough valid data in two weeks from 14th October 2021 and analyze the collected data.

Since the COVID-19 virus is still having a strong impact on society nowadays, this study is considering issuing questionnaires through the online collection. The questionnaire will be distributed and collected online by setting up a Google questionnaire

However, in order to study specific people (Thai customers) and Thai markets and enhance the credibility of the data, the questionnaire is only distributed to Thais. In order to obtain more suitable data for this research, this questionnaire survey will only use valid data; this means that only collect the data on customers who ever purchased Chinese electronic products, and those people who have not the relevant experience will be excluded.

3.4 Data Analysis

Quantitative research methods are used through data collection in the form of questionnaires; after the data is collected, the collected data is analyzed by using the Statistical Package for the Social Sciences (SPSS).

First, the collected data will be analyzed using reliability test methods to confirm the reliability of the data. High reliability is a prerequisite for the quality of

the questionnaire. If the reliability of the questionnaire is relatively good, it proves that the data reliability of the questionnaire is relatively high. In the analysis of SPSS, this research will refer to Cronbach's alpha coefficient first. When the Cronbach's alpha coefficient is greater than 0.7, it proves that the data is highly reliable and worthy of use.

Secondly, the research will focus on analyzing data using descriptive statistics, including frequency analysis and descriptive analysis. The applicable data are understood and judged initially by using frequencies. And the next step is to use a descriptive analysis method to understand the trends in data presentation. In descriptive analysis, this research will use T-test and ANOVA to dissect data, provide results and make analysis.

The last is to perform regression analysis on the data, and strengthen the understanding of the subject through the method of regression analysis. By analyzing the correlation coefficient between the dependent variable and independent variables, to analyze the relationship and explore the meaning, influence, and the degree of influence. Thus, enhancing understanding of the local market through data analysis will help make market analysis and provide recommendations.

3.5 Chinese Electronic Market Questionnaire

The purpose of this questionnaire is to study the key factors that can influence Thai customer's Loyalty towards Chinese electronic products.

Questions are divided into 3 parts: Part 1-screening questions; Part 2-variables questions; Part 3-personal information questions.

First page checking: Have you ever used electronic products?

Q1. Do you like Chinese electronic products?

Yes	1	No	2

Q2. What kind of Chinese electronic product do you like the best?

Computer product type	1	Communication product type	2
Smart home technology type	3	Others	4

Q3. What is your favorite Chinese electronic brand?

Q4. Which channel made you know about Chinese electronic products?

Introduction of people around

Commercial area advertising

Office Website

Social Media

Recommendation from Online shopping platform

Programs and advertisements provided by radio and television (TV)

Others

Remark: Please consider the choice based on your usage experience while you work on this questionnaire.

Q5. Please think and make judgments based on your experience to the following questions, and show your views in the form of scores. (1-Strongly Disagree, 2-Disagree,3-Neutral,4-Agree,5-Strongly Agree)

Table 3.1 Q5 Please think and make judgments based on your experience to the following questions, and show your views in the form of scores. (1-Strongly Disagree, 2-Disagree,3-Neutral,4-Agree,5-Strongly Agree)

Loyalty	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I intend to keep using the Chinese electronic product	1	2	3	4	5
I use Chinese electronic products because it is the best choice for me	1	2	3	4	5
I intend to keep purchasing the Chinese electronic product	1	2	3	4	5
I say positive things about Chinese electronic product	1	2	3	4	5
Chinese electronic products are different from other brands	1	2	3	4	5

Table 3.1 Q5 Please think and make judgments based on your experience to the following questions, and show your views in the form of scores. (1-Strongly Disagree, 2-Disagree,3-Neutral,4-Agree,5-Strongly Agree) (cont.)

Perceived Quality	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The quality of the product is as expected	1	2	3	4	5
I feel the same before and after I purchase the product	1	2	3	4	5
Chinese electronic products could fulfill all of my needs	1	2	3	4	5
Chinese electronic products are reliable as expected	1	2	3	4	5
Brand recognition	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Chinese electronic brand is well priced	1	2	3	4	5
I think Chinese brands have the expertise in producing the product	1	2	3	4	5
I buy/use the electronic product because it's a Chinese brand	1	2	3	4	5
I can get the same benefit from Chinese brand when compared to another brand	1	2	3	4	5
I believe that Chinese electronic brands are contributing to the society	1	2	3	4	5

Table 3.1 Q5 Please think and make judgments based on your experience to the following questions, and show your views in the form of scores. (1-Strongly Disagree, 2-Disagree,3-Neutral,4-Agree,5-Strongly Agree) (cont.)

Product Attributes	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I buy/use electronic products because of their function or design.	1	2	3	4	5
I Choose Chinese electronics because of its reasonable price	1	2	3	4	5
I like to choose electronic products that are made in China	1	2	3	4	5
I think Chinese electronics are new, innovative.	1	2	3	4	5
Chinese electronic products are a good match to my image and figure	1	2	3	4	5
Customer Satisfaction	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I would recommend to others to use Chinese electronic products.	1	2	3	4	5
I feel satisfied with using Chinese electronic products.	1	2	3	4	5
I would like to continue using Chinese electronic product	1	2	3	4	5
I am satisfied with the quality of the product or service of the Chinese electronic brand	1	2	3	4	5
Compared with other electronic brands, I am more satisfied with China Electronics	1	2	3	4	5

Q6. Gender:

Male	1	Female	2
Alternative gender	3		

Q7. Income:

Lower than 15,000	1	15,000-25,001	2
25,001-35,000	3	35,001-50,000	4
50,001-75,000	5	75,001-100,000	6
100,000-125,000	7	12,501-150,000	8
More than 150,000	8		

Q8. May I ask which college degree you are in?

Middle	1	High school	2
Bachelor	3	Master and above	4

Q9. May I ask about your age range?

18-24	1	25-40	2
41-60	3	More than 60	4

Q10. Are you single or married?

Single	1	Married	2
Others	3		

CHAPTER IV
DATA ANALYSIS

4.1 Finding

After a period of questionnaire survey on the local market in Bangkok, Thailand; there are a total of 126 questionnaire responses were obtained. There are 111 response quality data and will be used for analysis in this research. Because the rest of the data did not pass the screening question (Have you ever used Chinese electronic products), and the main problem investigation was not conducted, it was excluded as invalid data and did not participate in data analysis. Among 111 quality data, there are 100 people who like to use electronic products and the rest do not. In the presentation of the favorite Chinese electronic brand related question, it shows that Xiaomi is the most famous Chinese electronic brand in Thailand. However, social media channels and commercial area advertising are the 2 most commonly used to know about Chinese electronic products.

4.2 Reliability Test

Before all data analysis, this study begins with a reliability analysis to ensure that all of the variables contained in this research are effective. Therefore, it would use SPSS Statistics version 23 to do a reliability test. In this test, it will be focused on Cronbach's Alpha index. This research will only use the Cronbach's Alpha index of each variable that is higher than 0.07 to ensure its reliability.

Table 4.1 Reliability test for dependent variable and independent variable

Reliability Statistics (Loyalty)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.848	5

Reliability Statistics (Perceived Quality)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.855	4

Reliability Statistics (Brand Recognition)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.764	.768	5

Table 4.1 Reliability test for dependent variable and independent variable (cont.)

Reliability Statistics (Product Attribute)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.839	5

Reliability Statistics (Customer Satisfaction)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	.929	5

Table 4.1 shows reliability tests for dependent variables and independent variables. Based on the reliability analysis data, Table 4.1 shows that all of the Cronbach's Alpha is higher than 0.7, which means that all of the variables are acceptable and useful in this research and data analysis.

4.3 Frequencies Analysis

Table 4.2 Frequency analysis of which type do Thai customers use the most

What kind of Chinese electronic product do you like the best?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Computer type	11	9.9	9.9	9.9
	Communication product type	23	20.7	20.7	30.6
	Smart home Technology type	60	54.1	54.1	84.7
	Others	17	15.3	15.3	100.0
	Total	111	100.0	100.0	

Table 4.2 shows the frequency analysis of which type that Thai customer is using. For the Table 4.2 above, Chinese electronic products are divided into four types which are Computer type, Communication product type, Smart home technology type and Others type. Based on the frequencies analysis, it shows that Smart home technology type is the most famous type which is worth 54.1 % of the total number of surveys.

Table 4.3 Frequencies analysis of Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	48	43.2	43.2	43.2
	Female	58	52.3	52.3	95.5
	Alternative Gender	5	4.5	4.5	100.0
	Total	111	100.0	100.0	

Table 4.3 shows frequency analysis of gender based on simple size, and it shows that gender is divided into three types which are male, female and alternative gender. Among them, the result of Table 4.3 shows that there are 48 males (43.2 %),58 females (52.3%) and 5 people to choose alternative gender (4.5%).

Table 4.4 Frequencies analysis of Income

Income (Baht)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	lower than 15,000	15	13.5	13.5	13.5
	15,000-25,000	33	29.7	29.7	43.2
	25,001-35,000	18	16.2	16.2	59.5
	35,001-50,000	21	18.9	18.9	78.4
	50,001-75,000	8	7.2	7.2	85.6
	75,001-100,000	10	9.0	9.0	94.6
	125,001-150,000	1	.9	.9	95.5
	More than 150,000	5	4.5	4.5	100.0
	Total	111	100.0	100.0	

Table 4.4 shows frequency analysis of income based on simple size. From the Table 4.4 Frequencies analysis of Income, the income level distribution of the number of people surveyed, the income range of 15,000 to 25000 Thai baht is the largest proportion and is worth 29.7% of the total responses. And it was followed by people in the income range of 35,000 to 50,000 Thai baht as 18.9% of the total response.

Table 4.5 Frequencies analysis of Education

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middle school or below	3	2.7	2.7	2.7
	High school	3	2.7	2.7	5.4
	Bachelor	71	64.0	64.0	69.4
	Master or above	34	30.6	30.6	100.0
	Total	111	100.0	100.0	

For the educational distribution and based on the Table 4.5 Frequencies analysis of Education, there are 71 people (64%) in the bachelor degree stage, and there are 34 people (30.6%) in the master degree or above; which there are the highest two educational distribution and worth 94.4% of the total responses.

Table 4.6 Frequencies analysis of Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	26	23.4	23.4	23.4
	25-40	67	60.4	60.4	83.8
	41-60	18	16.2	16.2	100.0
	Total	111	100.0	100.0	

Table 4.6 shows frequency analysis of age groups. In the Table of 4.6 frequencies analysis of age group, the age between 25 to 40 is the highest frequency as 67 people and worth 60.4% of the total response; which also means that the age group between 25 to 40 is the main market for Chinese electronic product market.

Table 4.7 Frequencies analysis of Marital status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	86	77.5	77.5	77.5
	Married	23	20.7	20.7	98.2
	Others	2	1.8	1.8	100.0
	Total	111	100.0	100.0	

Table 4.7 shows frequency analysis of marital status of sample size. With 111 samples in total and based on Table 4.7, there are 86 people who are single and count as 77.5% of the total responses; which also means that the key customers of Chinese electronic products are single.

4.4 Analysis of Variance (ANOVA)

Analysis of variance (ANOVA) is an analysis tool used in statistics that splits an observed aggregate variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have a statistical influence on the given data set, while the random factors do not. Analysts use the ANOVA test to determine the influence that independent variables have on the dependent variable in a regression study. (Will Kenton,2021). In this analysis, the authors will analyze whether the different options under the various factors have different effects on the descriptive question.

4.4.1 Type of Chinese electronics using

Table 4.8 ANOVA Analysis based on Types using

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I buy/use the electronic product because it's a Chinese brand.	Between Groups	15.764	3	5.255	3.337	.022
	Within Groups	168.471	107	1.574		
	Total	184.234	110			

Table 4.8 shows ANOVA analysis based on Chinese electronic product types using. In the type of Chinese electronics used, it is divided into four groups which are computer type, communications tool type, smart home technology type, and others type. Analysis of variance is used in the case of analyzing the data of all descriptive questions. According to the One-way ANOVA test Table 4.8 results, for people who are using different types of products in general present no difference result except for one following descriptive question between group of computer type and smart home technology type:

Table 4.9 Multiple Comparisons based on Type using Bonferroni Theory

Multiple Comparisons

Bonferroni

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I buy/use the electronic product because it's a Chinese brand.	Computer type	Communication product type	.640	.460	1.000	-.60	1.88
		Smart home Technology type	1.194*	.412	.027	.09	2.30
		Others	1.021	.486	.227	-.28	2.33

Table 4.9 shows Multiple comparisons based on Chinese product types using Bonferroni theory, and the conclusion is as follows:

I buy/use the electronic product because it's a Chinese brand. {Mean difference I (Computer type)-J (Smart home technology type) = 1.194sig.=0.027}.

Based on the data from Post Hoc with Bonferroni theory of Table 4.9, it is noticeable that people who use computer type products have a higher agreement with buy/used electronic products because it is a Chinese brand than group of smart home technology type. It means that these two groups have different thinking with Chinese brands based on the product that they use.

4.4.2 Gender

In the survey, the gender was divided into three groups which are male, female, and alternative gender. Analysis of variance could be used in the case of analyzing the data of all descriptive questions. Based on the One-way ANOVA test by setting all of the variables' questions as dependent list and Gender as factor, the results shows that all the sig.> 0.5 as no differences; which means that the different Gender has no difference on Chinese electronic product loyalty, perceived quality, brand recognition, product attribute and customer satisfaction.

4.4.3 Income

In the factors of income group, it divided into 9 groups, which are monthly income ‘lower than 15,000 baht’ ‘15001 to 25,000’ ‘25,001-50,000’ ‘50,001-75000’ ‘75,001-100,000’ ‘100,001-125,000’ ‘125,001-150,000’ and ‘higher than 150,000 baht’. Based on the result of One-way ANOVA showing that all of the sig.> 0.05, no difference. It means that different income groups have similar effects thinking about Chinese electronic product loyalty, perceived quality, brand recognition, product attributes and customer satisfaction.

4.4.4 Education status

Table 4.10 ANOVA Analysis based on Education Status

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I chose Chinese electronics because of its reasonable price.	Between Groups	20.257	3	6.752	8.969	.000
	Within Groups	80.553	107	.753		
	Total	100.811	110			
I intend to keep purchasing Chinese electronic products.	Between Groups	9.651	3	3.217	3.816	.012
	Within Groups	90.204	107	.843		
	Total	99.856	110			

Table 4.10 ANOVA Analysis based on Education Status (cont.)

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I feel satisfied with using Chinese electronic products.	Between Groups	8.213	3	2.738	3.843	.012
	Within Groups	76.219	107	.712		
	Total	84.432	110			
Chinese electronic brands are well priced.	Between Groups	8.290	3	2.763	3.729	.014
	Within Groups	79.295	107	.741		
	Total	87.586	110			

Table 4.10 shows ANOVA analysis based on the Education factor. In terms of education status, it is separated into four groups: Middle school or below, High school, bachelor, and master or above. In line with One-way ANOVA analysis results of Table 4.10 showing that the different education status groups have difference effect (sig< 0.05) in some descriptive question as below:

Table 4.11 Multiple Comparisons based on Education with Bonferroni Theory

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I Choose Chinese electronics because of its reasonable price.	Middle school or below	High school	-1.000	.708	.966	-2.90	.90
		Bachelor	-2.296*	.511	.000	-3.67	-.92
		Master or Above	-2.353*	.523	.000	-3.76	-.95
I intend to keep purchasing Chinese electronic products.	High school	Middle school or below	-2.333*	.750	.014	-4.35	-.32
		Bachelor	-1.634*	.541	.019	-3.09	-.18
		Master or Above	-1.706*	.553	.016	-3.19	-.22
I feel satisfied with using Chinese electronic products.	High school	Middle school or below	-1.000	.689	.898	-2.85	.85
		Bachelor	-1.399*	.497	.035	-2.74	-.06
		Master or Above	-1.637*	.508	.010	-3.00	-.27
Chinese electronic brands are well priced.	High school	Middle school or below	-1.667	.703	.117	-3.56	.22
		Bachelor	-1.685*	.507	.007	-3.05	-.32
		Master or Above	-1.686*	.518	.009	-3.08	-.29

1. I chose Chinese electronics because of its reasonable price.

(I=Middle school, J=Bachelor, mean difference= -2.296 Sig.=0.000<0.05)

(I=Middle school, J=master or above, Mean difference= -2.353 Sig.=0.000<0.05)

2. I intend to keep purchasing Chinese electronic products.

(I= High school, J=Middle school, mean difference= -2.333, sig= 0.014)

(I= High school, J= bachelor, mean difference= -1.634, sig= 0.019)

(I= High school, J= Master or above, mean difference= -1.706, sig= 0.016)

3. I feel satisfied with using Chinese electronic products.

(I= High school, J= bachelor, mean difference= -1.399, sig= 0.035)

(I= High school, J= Master or above, mean difference= -1.637, sig= 0.010)

4. Chinese electronic brands are well priced.

(I= High school, J= bachelor, mean difference= -1.685, sig= 0.007)

(I= High school, J= Master or above, mean difference= -1.686, sig= 0.009)

Table 4.11 shows Multiple Comparisons based on Education with Bonferroni Theory. Based on the data from Post Hoc with Bonferroni theory, Table 4.11 showing that people who got 'middle school or below degree' have different thinking from people who got 'Bachelor and Master or above degree'. The mean difference is -2.296 and -2.353; which means that people who got Bachelor, master or above degree are more likely to choose Chinese electronic products because of their reasonable price.

In terms of the second proposition, the high school degree group is showing totally different thinking while purchasing Chinese electronic products from the other three groups. In conclusion, the other three groups have a higher agreement with purchasing Chinese electronic products.

The last two propositions show that the high school degree group differs from the bachelor, master and above degree group in terms of Chinese electronic products using satisfaction and price perception. Such as the people who got a high school degree have higher disagreement with Chinese electronic products using satisfaction and price perception.

4.4.5 Age

Table 4.12 ANOVA Analysis based on Age group

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
The quality of the product is as expected.	Between Groups	5.871	2	2.935	4.381	.015
	Within Groups	72.364	108	.670		
	Total	78.234	110			
Chinese electronic brands are well priced.	Between Groups	7.394	2	3.697	4.979	.009
	Within Groups	80.192	108	.743		
	Total	87.586	110			
I Choose Chinese electronics because of its reasonable price.	Between Groups	7.101	2	3.550	4.092	.019
	Within Groups	93.710	108	.868		
	Total	100.811	110			

Table 4.12 shows ANOVA analysis based on age group. According to the age group analysis of Table 4.12, it is divided into three groups that include the age range between 18 to 24, 25 to 40 and 41 to 60. On the basis of One-way ANOVA analysis with Bonferroni, the results show that there some different thinking based on the different age group, which means ANOVA sig.<0.05:

Table 4.13 Multiple Comparisons based on Age group with Bonferroni Theory

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The quality of the product is as expected.	41-60	18-24	-.684*	.251	.023	-1.29	-.07
		25-40	-.588*	.217	.024	-1.12	-.06
Chinese electronic brands are well priced.	41-60	18-24	-.739*	.264	.018	-1.38	-.10
		25-40	-.681*	.229	.011	-1.24	-.12
I chose Chinese electronics because of its reasonable price.	25-40	18-24	.181	.215	1.000	-.34	.70
		41-60	.706*	.247	.015	.11	1.31

Table 4.13 shows multiple comparisons based on age group with Bonferroni theory, and result showing as below:

1. The quality of the product is as expected.

(I= 41-60, J= 18-24, mean difference =-0.684 sig= 0.023)

(I=41-60, J=25-40, mean difference= -0.588 sig=0.024)

2. Chinese electronic brands are well priced.

(I= 41-60, J= 18-24, mean difference =-0.739 sig= 0.018)

(I=41-60, J=25-40, mean difference= -0.681 sig=0.011)

3. I chose Chinese electronics because of its reasonable price.

(I=25-40, J=41-60, mean difference= 0.706, sig=0.015)

As the analysis results of Table 4.13, it shows that there are some difference acceptances between the age range group. On the issues of acceptance of expected quality and how well the Chinese electronic product is priced, the age range group between 41 to 60 has different acceptance with the other two groups which are

age between 18 to 24 and 25 to 40. The other groups have a higher agreement with the expected quality of Chinese electronic products and think that they are well priced; which means that they are more likely to believe that the quality of Chinese electronic products is as expected and the Chinese electronic brand is well priced than the age group of 41-60.

Moreover, when seeing people decide to choose Chinese electronics because of the product's reasonable price issue, the age group of 25 to 40 has a different perception from the age group of 41 to 60 with mean difference as 0.706. It means that the people who are between 25 to 40 have more agreement with the issue, they think they choose Chinese electronic products because of their reasonable price.

4.4.6 Marital status

Table 4.14 ANOVA Analysis based on Marital Status

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic brand is well priced.	Between Groups	8.359	2	4.179	5.697	.004
	Within Groups	79.227	108	.734		
	Total	87.586	110			
I would like to continue use Chinese electronic product.	Between Groups	5.839	2	2.919	3.694	.028
	Within Groups	85.350	108	.790		
	Total	91.189	110			

Table 4.14 shows ANOVA analysis based on marital status. Depending on the marital status group analysis of Table 4.14, it is divided into three groups: single, married and others. And through One-way ANOVA analysis with Bonferroni theory, to test whether the different marital status have different perception with each descriptive question. However, the analysis shows that there are only two differences based on all of the descriptive questions:

Table 4.15 Multiple Comparisons based on Marital Status with Bonferroni Theory

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Status	(J) Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Chinese electronic brands are well priced.	Single	Married	.671*	.201	.003	.18	1.16
		Others	.453	.613	1.000	-1.04	1.94
I would like to continue using Chinese electronic products.	Others	Single	1.244	.636	.159	-.30	2.79
		Married	1.609*	.655	.047	.01	3.20

Table 4.15 shows multiple comparisons based on marital status with Bonferroni theory, and the result is as below:

1. Chinese electronic brands are well priced.

(I=Single, J= Married, mean difference=0.671, sig=0.003)

2. I would like to continue using Chinese electronic products.

(I=Others, J=Married, mean difference= 1.609, sig=0.047)

According to the analysis and table result of Table 4.15, it shows that the issue of feeling whether the Chinese electronic brand is well priced, it shows that people who is single has different perception with people who is married with mean difference as 0.671, the people who are single more agree with Chinese electronic brand is well priced than people who are married.

When comparing the group between others status and married group, these two groups have different attitude that whether would like to continue use Chinese electronic product. The group of people of other status is more willing to continue to use Chinese electronic products than the married group with mean difference as 1.609.

4.5 Regression Analysis- Linear Regression

Linear regression is a statistical analysis method that uses regression analysis in mathematical statistics to determine the quantitative relationship between two or more variables. In this section, the research will analyze whether the independent variables have an effect on dependent variables, which means that to analyze perceived quality, brand recognition, product attributes, and customer satisfaction have effect on Customer loyalty in the case of Chinese electronic products.

Table 4.16 Model Summary-Predictors: (Constant), Customer Satisfaction, Product Attributes, Perceived Quality, Brand Recognition)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825[a]	.681	.669	.43092

a. Predictors: (Constant), Customer Satisfaction, Product Attributes, Perceived Quality, Brand Recognition

Table 4.16 shows model summary-predictors. For Table 4.16, the higher R Square, the better model and the higher explanation for the case. In the Table 4.16 model summary, R-Square is 0.681 and equal to 68.1%, it meaning that all the independent variables (Perceived quality, brand recognition, product attributes, and customer satisfaction) that setting in the model can explain the dependent variable (Loyalty) for 68.1%.

Table 4.17 ANOVA alpha Dependent variable: Customer loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.961	4	10.490	56.494	.000[b]
	Residual	19.683	106	.186		
	Total	61.644	110			

a. Dependent Variable: customer loyalty

b. Predictors: (Constant), Customer Satisfaction, Product Attributes, Perceived Quality, Brand Recognition

Secondly, the following Table 4.17 shows ANOVA alpha based on dependent variable as customer loyalty and the **ANOVA[a]** showing the sig as .000[b], which means that the regression model is acceptable and useful for the analysis.

Table 4.18 Coefficients alpha by setting Customer loyalty as dependent variable

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.608	.209		2.909	.004
	Perceived Quality	.154	.098	.160	1.576	.118
	Brand Recognition	.232	.106	.239	2.192	.031
	Product Attributes	.010	.081	.010	.118	.906
	Customer Satisfaction	.426	.100	.471	4.277	.000

a. Dependent Variable: Customer loyalty

Table 4.18 shows coefficients alpha by setting customer loyalty as a dependent variable. Immediately after that, the table of Table 4.18 showing the relationship between the dependent variable and all of the independent variables. In

this case, it shows that based on the responses' data, only brand recognition and customer satisfaction have an effect on loyalty; because the sig< 0.05. It also means that perceived quality (sig=0.118>0.05) and product attributes(sig=0.906>0.05) have no influence on dependent variable Customer loyalty. Furthermore, the higher beta, the more positive effect and influence of independent variables on dependent variables. Link to the table above, the standardized coefficient (beta) showing that customer satisfaction has the highest index, which means that the level of customer satisfaction has the highest positive influence on the Customer loyalty. By following customer satisfaction, brand recognition also has a positive influence on Customer loyalty. So, it represents that improving the Thai customer's satisfaction is the most effective way to build the Customer loyalty on Chinese electronic brand and product, and brand recognition is following by.

4.6 Discussion

In this research, it uses the regression analysis to measure the customer loyalty as the dependent variable to estimate the independent variables, and it includes perceived quality, product attributes, brand recognition and customer satisfaction. Table 4.18 shows that only customer satisfaction and brand recognition have an effect on customer loyalty based on the case and data collected. And this is different from what the authors perceived before the research. Such as the independent variable as customer satisfaction, it showed the highest positive impact to dependent variable as loyalty among the four independent variables (perceived quality, brand recognition, product attributes and customer satisfaction).

In some previous examples, customer satisfaction and brand recognition have a positive influence on customer loyalty which are the same standpoint from the previous example and perception from the author. Such as Anderson ever mentioned about customer satisfaction with a product can create long term benefit including loyalty; and Dawes et stated that customer satisfaction is a precursor to loyalty and the relationship between satisfaction and loyalty is proportional. (Anderson, Fornell, & Lehmann, 1994; Palmatier, Dant, Grewal, & Evans, 2006). The analysis result from Regression shows that customer satisfaction has highest standardized coefficients beta

which means that it has the highest positive effect on customer loyalty. Which means that building Thai customer satisfaction with Chinese electronics is the most important point to build customer loyalty to Chinese electronics brands; and it also is the worthiest point to invest in because of its effectiveness.

Majid Shiasi Arani also mentioned brand recognition has a significant and positive effect on brand loyalty because some customers give the brand the degree of knowledge and recognition based on customer's understanding. *(*Majid *Shiasi Arani*, Hamid Shafiizadeh,2019*)*, while it tends to have the same result based on this research. The results of this study present the same conclusion, brand recognition has a positive impact on building customer loyalty. When Thai customers become receptive and have brand recognition of Chinese electronics brand products, it will make them tend to be loyal to the brand

Product attributes and perceived quality were beneficial to building customer loyalty, but the results of this research trends to be different; product attributes and perceived quality are important to Thai customers but they have no direct effect on customer loyalty during the case. William B mentioned product attributes could also affect people's loyalty behavior and Qomariah N thinks that product attributes have a significant impact on loyalty. Khaton Fajar Setyawan also mentioned that perceived quality has a certain influence on brand loyalty and showing positive effect. But these past studies present different results from this research, because of the particularity of Thai market base and product to lead to different results.

Based on the analysis of variance, there are some different results depending on the different groups of people. The author finds that people have different perceptions towards certain survey questions due to different degrees of education. As the data showing above, customers with high school degrees tend to be different from those with bachelor degrees or above during the perception of price and satisfaction of Chinese electronic products. The people who had a bachelor degree or above have higher agreement of the price and satisfaction of Chinese electronic products. The highly educated class is more widely used in electronic products, and the authors argue that higher incomes among highly educated customers in their daily lives make them more likely to be satisfied with product prices. There are more interesting things, the customers over the age of 40 have obvious differences with the

age between 18 to 24 and 25 to 40. And the age group of 18 to 24 and 25 to 40 are consistent, showing the same result and consistency in view of quality expectation and price setting of Chinese electronic products. The authors believe this may be due to customers under the age of 40 learning more about electronics in their daily lives and different living environment, including technology, Chinese electronic brand, and as well as compare to other brands. Hence, it shows the different views of each age group. On the contrary, electronic products as an emerging product, only in the last 10 years to penetrate the market, customers over 40 years of age do not have a deep understanding of emerging products and their growing environment lead to different consumer values that will indirectly affect their judgment of product price and quality.

It is also interesting that people who are single have significant differences with people who are married due to the pricing issue. The single people have a higher tolerance with the pricing of Chinese electronic products. Consequently, it reminds the author of the Life Course Paradigm and theory which include marriage as one of the anticipated events. (The life course paradigm: Social change and individual development,1995) Married and single people have different perceptions of Chinese electronic product pricing based on different life courses. This is because when people get married, they need to consider more in their life, and a higher spending for the family. As a result, married people pay more attention to product prices and expect lower prices to get the products they want.

CHAPTER V
CONCLUSION

5.1 Conclusion

As Chinese electronic products are world-renowned, the Thai market is a relatively important market in Asia and Chinese electronics are still in the development stage in the Thai market. This study focuses on learning about perception of Thai markets towards Chinese electronic products to help Chinese electronics and brands find key elements and identify development paths. Through determining Thai customers' understanding towards Chinese electronic products, explore the needs/expectation of Thai customers and determine which elements that need to be improved or worth investing so as to strengthen the understanding of the Thai market to conduct research.

The study was conducted using quantitative methods. The data were collected by using random sampling to distribute online questionnaires to the Thai people. Among the data received, there are a total of 126 data were received; there are 15 out of 126 samples were excluded because of never use of Chinese electronic products and excluded from data analysis as non-conforming samples. In addition, 111 data samples were used as qualified samples and participated in data analysis. From the 111 valid data samples, the majority of people like to use Chinese electronic products, with 100 people accounting for 90.1%. The most popular product type is smart home products and accounted for 54.1%. The most famous Chinese electronics brand is Xiaomi. On their way to accept and get to know Chinese electronics, the majority of them know about Chinese electronic products through social media, accounting for 50.5%

The research found that there are similar perceptions of Chinese electronic products in terms of gender and income, and there is no obvious difference. However, for different product types of use, education status, age and marital status in some cognitive trends are significantly different.

For people who use different types of Chinese electronics, those who prefer computer product types are more likely to use Chinese electronic brands than those who use smart homes. This also means that China Electronics is more developed and popular in computer product types than smart home products. The different levels of education status also affect people's perception of products or brands to some extent due to the case of Chinese electronics.

The research found that people with an education level of bachelor and above have a completely different understanding of pricing and satisfaction with Chinese electronic products than those with a high school education level. People with college education and above think the price of Chinese electronics is reasonable, acceptable, and have a higher satisfaction with the product, which also leads to a greater willingness to continue purchasing Chinese electronics. In addition, the bachelor and master or above degrees in the study were two different groups of people, but tended to be consistent and showed complete differences with the high school level.

For people of different ages, those over 40 and under are significantly different. There was no significant difference between 18 to24 years and 25-40s. But these two groups showed significant differences when compared to people aged 41-60. The groups of age between 18 to 24 and 25 to 40s expressed more positive reactions and attitudes in terms of price and product quality expectations. This is due to higher price and expectations of people aged 41-60. Thai customers who are under the age of 40 have a higher agreement towards price and quality perception which means that Chinese electronics brands should pay more attention to customers under 40 when doing segmentations.

On the basis of different marital status, there are also different trends, the married people on the price and attitude of whether to continue to use Chinese electronic products issues that show more negative attitudes and trends. Because marital situations lead to different roles and more considerations, this may lead them to have lower prices, expectations and attitude for products. Since the single population is larger and tends to be more positive in price and attitude, Chinese electronic brands can pay more attention to single customers.

Finally, based on the resulting sample data analysis and this research, the

author found that customer satisfaction has the greatest positive impact on customer loyalty. Which means that customer satisfaction will be the most critical development factor in the development of Thai customer loyalty for Chinese electronic brands. While brand recognition and customer satisfaction had a positive impact on loyalty. But product attributes and perceived quality could not have an impact on customer loyalty.

5.2 Recommendation

After a series of data surveys and analysis, this study will be based on the results of the study to recommend Chinese electronic brands.

For Chinese electronic brands, there are some more detailed recommendations for making STP (Segment, Targeting, Positing) or some other related market development strategy as follows:

Firstly, for the distribution of the Thai market, most people tend to use smart home products. With the development of society, people's demand for smart home products is increasing. For those electronic brands which are capable of developing smart home technology, they can consider focusing on the development of smart home technology and it is the current trend.

Secondly, the people who use Chinese electronic products are mainly concentrated in the young age group, and they have a higher degree of recognition on the current product price and quality, which means that their attention is not only on the price and quality level, but also others. When Chinese electronic brands target people who are under 40 years old, Chinese electronics should base on the trend of development, improve product functions, design, strengthen brand awareness, improve customer satisfaction and other ways to win more market share. For example, according to the most popular animation to design the product's pattern and color.

Thirdly, for the positioning process of users who are over 40 years, Chinese electronic brands should pay attention to product pricing strategy and product quality improvement. Because research shows that customers who are over the age of 40 have higher quality expectations and lower price demand. As a result, Chinese electronics brands can sell lower prices or higher quality products to this consumer

group or even do some promotion activity in the face of consumers who are over 40 years old.

Next, data shows that the users of Chinese electronic products mainly got bachelor, master and above degree. As an additional idea, Chinese electronic brands may consider modestly to increase their investment in education-related electronics. For example, the professional learning tablet, the large touch screen for teaching, or a device for recording learning materials or searching research. On the one hand, the research result shows that users of high education (bachelor, master or above) have higher degree of recognition to price and quality of Chinese electronic product; on the other hand, the highly educated population is the main user of Chinese electronic product based on the random survey, the user of Chinese electronic product achieved 64% for bachelor degree and 30.6% for master degree or above. Therefore, the development of related products will be used as an ancillary recommendation

Lastly, based on the regression results, show that customer satisfaction and brand recognition have a positive effect on customer loyalty. When the Chinese electronic brand builds customer loyalty, they should pay the most attention to cultivate customer satisfaction and brand recognition. For example, to improve the quality of brand service, product quality and other strategies to indirectly improve customer satisfaction, such as improve product quality, Recycling products with quality problems and even extend the warranty period to ensure customer satisfaction. For brand recognition, pay attention to brand product positioning, emphasize brand characteristics, optimize product design, and assume corporate social responsibility, so that the public will recognize the brand. Such as Xiaomi brand positioning different products to respond to the market, highlighting product characteristics through the use of white, and simple, technological design; to give customers recognition to the brand.

5.3 Limitation

This study is conducted by using quantitative research method only and distributes questionnaires survey randomly, the number of responses from online is limited, with only 111 valid data. Second, because the survey is only provided to the Bangkok area, and Bangkok as the capital and most developed city of Thailand, the

economic environment, local culture and living environment is different from other cities, so it cannot represent the perception of all other cities. Therefore, the finding cannot be generalized.

5.4 Future Research

For future research, a Mix method or qualitative method study could be an alternative research program. Through qualitative research, such as interviewing customers, merchants and some other parties to have better and deeper understanding and perception of the needs of the market and market environment. As a quantitative study, sample size collection can be maximized as well as data collection could be included from different regions, cities or even different countries. At the same time, for the purpose of consummate this research; a new study can also be processed by a qualitative method. For example, to investigate the reasons why perceived quality and product attributes do not have a positive impact on Thai customers' loyalty to Chinese electronics products.

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APPENDICES

Appendix A

Table A ANOVA analysis based on Type using

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I intend to keep using the Chinese electronic product.	Between Groups	2.214	3	.738	.916	.436
	Within Groups	86.219	107	.806		
	Total	88.432	110			
I use Chinese electronic product because it is the best choice for me.	Between Groups	1.647	3	.549	.477	.699
	Within Groups	123.128	107	1.151		
	Total	124.775	110			
I intend to keep purchasing the Chinese electronic product.	Between Groups	2.914	3	.971	1.072	.364
	Within Groups	96.942	107	.906		
	Total	99.856	110			
I say positive things about Chinese electronic product.	Between Groups	1.988	3	.663	.833	.479
	Within Groups	85.111	107	.795		
	Total	87.099	110			
Chinese electronic product is different from other brands.	Between Groups	4.046	3	1.349	1.509	.216
	Within Groups	95.648	107	.894		
	Total	99.694	110			
The quality of the product is as expected.	Between Groups	2.134	3	.711	1.000	.396
	Within Groups	76.100	107	.711		
	Total	78.234	110			
I feeling the same before and after I purchase the product.	Between Groups	1.098	3	.366	.486	.692
	Within Groups	80.541	107	.753		
	Total	81.640	110			
Chinese electronic product could fulfill all of my needs.	Between Groups	4.817	3	1.606	1.451	.232
	Within Groups	118.426	107	1.107		
	Total	123.243	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic product is reliability as expected.	Between Groups	2.671	3	.890	.984	.403
	Within Groups	96.806	107	.905		
	Total	99.477	110			
Chinese electronic brand is well priced.	Between Groups	1.821	3	.607	.757	.521
	Within Groups	85.765	107	.802		
	Total	87.586	110			
I think Chinese brands have the expertise in producing the product.	Between Groups	8.660	3	2.887	3.605	.016
	Within Groups	85.682	107	.801		
	Total	94.342	110			
I buy/use the electronic product because it's a Chinese brand.	Between Groups	15.764	3	5.255	3.337	.022
	Within Groups	168.471	107	1.574		
	Total	184.234	110			
I can get the same benefit from Chinese brand when compared to another brand.	Between Groups	6.797	3	2.266	1.943	.127
	Within Groups	124.789	107	1.166		
	Total	131.586	110			
I believe that Chinese electronic brand is contributing to the society.	Between Groups	5.847	3	1.949	1.566	.202
	Within Groups	133.144	107	1.244		
	Total	138.991	110			
I buy/use the electronic product because its function or design.	Between Groups	5.548	3	1.849	2.002	.118
	Within Groups	98.848	107	.924		
	Total	104.396	110			
I Choose Chinese electronic because its reasonable price.	Between Groups	4.618	3	1.539	1.712	.169
	Within Groups	96.193	107	.899		
	Total	100.811	110			
I like to choose electronic product that made in China.	Between Groups	2.973	3	.991	.816	.488
	Within Groups	130.018	107	1.215		
	Total	132.991	110			

		Sum of Squares	df	Mean Square	F	Sig.
I think Chinese electronic is new, innovative.	Between Groups	9.117	3	3.039	2.325	.079
	Within Groups	139.874	107	1.307		
	Total	148.991	110			
Chinese electronic product is good match to my image and figure.	Between Groups	7.708	3	2.569	2.382	.073
	Within Groups	115.392	107	1.078		
	Total	123.099	110			
I would recommend to others to use Chinese electronic product.	Between Groups	1.576	3	.525	.598	.618
	Within Groups	93.991	107	.878		
	Total	95.568	110			
I feeling I am satisfied with using Chinese electronic product.	Between Groups	2.296	3	.765	.997	.397
	Within Groups	82.137	107	.768		
	Total	84.432	110			
I would like to continue use Chinese electronic product.	Between Groups	4.403	3	1.468	1.809	.150
	Within Groups	86.787	107	.811		
	Total	91.189	110			
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Between Groups	4.804	3	1.601	1.909	.132
	Within Groups	89.754	107	.839		
	Total	94.559	110			
Compared with other electronic brands, I am more satisfied with China Electronics.	Between Groups	8.489	3	2.830	2.698	.049
	Within Groups	112.214	107	1.049		
	Total	120.703	110			

Table B Multiple Comparisons based on Type using with Bonferroni Theory

Multiple Comparisons

Bonferroni

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I intend to keep using the Chinese electronic product.	Computer type	Communication product type	.486	.329	.855	-.40	1.37
		Smart home Technology type	.465	.294	.702	-.33	1.26
		Others	.476	.347	1.000	-.46	1.41
	Communication product type	Computer type	-.486	.329	.855	-1.37	.40
		Smart home Technology type	-.021	.220	1.000	-.61	.57
		Others	-.010	.287	1.000	-.78	.76
	Smart home Technology type	Computer type	-.465	.294	.702	-1.26	.33
		Communication product type	.021	.220	1.000	-.57	.61
		Others	.011	.247	1.000	-.65	.67
	Others	Computer type	-.476	.347	1.000	-1.41	.46
		Communication product type	.010	.287	1.000	-.76	.78
		Smart home Technology type	-.011	.247	1.000	-.67	.65
I use Chinese electronic product because it is the best choice for me.	Computer type	Communication product type	.332	.393	1.000	-.73	1.39
		Smart home Technology type	.420	.352	1.000	-.53	1.37
		Others	.342	.415	1.000	-.77	1.46
	Communication product type	Computer type	-.332	.393	1.000	-1.39	.73
		Smart home Technology type	.088	.263	1.000	-.62	.79
		Others	.010	.343	1.000	-.91	.93
	Smart home Technology type	Computer type	-.420	.352	1.000	-1.37	.53
		Communication product type	-.088	.263	1.000	-.79	.62
		Others	-.077	.295	1.000	-.87	.71
	Others	Computer type	-.342	.415	1.000	-1.46	.77
		Communication product type	-.010	.343	1.000	-.93	.91
		Smart home Technology type	.077	.295	1.000	-.71	.87

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I intend to keep purchasing the Chinese electronic product.	Computer type	Communication product type	.439	.349	1.000	-.50	1.38
		Smart home Technology type	.558	.312	.462	-.28	1.40
		Others	.444	.368	1.000	-.55	1.43
	Communication product type	Computer type	-.439	.349	1.000	-1.38	.50
		Smart home Technology type	.119	.233	1.000	-.51	.75
		Others	.005	.304	1.000	-.81	.82
	Smart home Technology type	Computer type	-.558	.312	.462	-1.40	.28
		Communication product type	-.119	.233	1.000	-.75	.51
		Others	-.114	.262	1.000	-.82	.59
	Others	Computer type	-.444	.368	1.000	-1.43	.55
		Communication product type	-.005	.304	1.000	-.82	.81
		Smart home Technology type	.114	.262	1.000	-.59	.82
I say positive things about Chinese electronic product.	Computer type	Communication product type	.336	.327	1.000	-.54	1.21
		Smart home Technology type	.394	.293	1.000	-.39	1.18
		Others	.139	.345	1.000	-.79	1.07
	Communication product type	Computer type	-.336	.327	1.000	-1.21	.54
		Smart home Technology type	.058	.219	1.000	-.53	.65
		Others	-.197	.285	1.000	-.96	.57
	Smart home Technology type	Computer type	-.394	.293	1.000	-1.18	.39
		Communication product type	-.058	.219	1.000	-.65	.53
		Others	-.255	.245	1.000	-.91	.40
	Others	Computer type	-.139	.345	1.000	-1.07	.79
		Communication product type	.197	.285	1.000	-.57	.96
		Smart home Technology type	.255	.245	1.000	-.40	.91

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Chinese electronic product is different from other brands.	Computer type	Communication product type	.522	.347	.811	-.41	1.45
		Smart home Technology type	.550	.310	.474	-.28	1.38
		Others	.765	.366	.234	-.22	1.75
	Communication product type	Computer type	-.522	.347	.811	-1.45	.41
		Smart home Technology type	.028	.232	1.000	-.60	.65
		Others	.243	.302	1.000	-.57	1.06
	Smart home Technology type	Computer type	-.550	.310	.474	-1.38	.28
		Communication product type	-.028	.232	1.000	-.65	.60
		Others	.215	.260	1.000	-.48	.91
	Others	Computer type	-.765	.366	.234	-1.75	.22
		Communication product type	-.243	.302	1.000	-1.06	.57
		Smart home Technology type	-.215	.260	1.000	-.91	.48
The quality of the product is as expected.	Computer type	Communication product type	.075	.309	1.000	-.76	.91
		Smart home Technology type	-.189	.277	1.000	-.93	.55
		Others	.139	.326	1.000	-.74	1.02
	Communication product type	Computer type	-.075	.309	1.000	-.91	.76
		Smart home Technology type	-.264	.207	1.000	-.82	.29
		Others	.064	.270	1.000	-.66	.79
	Smart home Technology type	Computer type	.189	.277	1.000	-.55	.93
		Communication product type	.264	.207	1.000	-.29	.82
		Others	.328	.232	.956	-.29	.95
	Others	Computer type	-.139	.326	1.000	-1.02	.74
		Communication product type	-.064	.270	1.000	-.79	.66
		Smart home Technology type	-.328	.232	.956	-.95	.29

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I feeling the same before and after I purchase the product.	Computer type	Communication product type	.245	.318	1.000	-.61	1.10
		Smart home Technology type	.036	.285	1.000	-.73	.80
		Others	.225	.336	1.000	-.68	1.13
	Communication product type	Computer type	-.245	.318	1.000	-1.10	.61
		Smart home Technology type	-.209	.213	1.000	-.78	.36
		Others	-.020	.277	1.000	-.77	.73
	Smart home Technology type	Computer type	-.036	.285	1.000	-.80	.73
		Communication product type	.209	.213	1.000	-.36	.78
		Others	.188	.238	1.000	-.45	.83
	Others	Computer type	-.225	.336	1.000	-1.13	.68
		Communication product type	.020	.277	1.000	-.73	.77
		Smart home Technology type	-.188	.238	1.000	-.83	.45
Chinese electronic product could fulfill all of my needs.	Computer type	Communication product type	.217	.386	1.000	-.82	1.25
		Smart home Technology type	.517	.345	.823	-.41	1.44
		Others	.706	.407	.515	-.39	1.80
	Communication product type	Computer type	-.217	.386	1.000	-1.25	.82
		Smart home Technology type	.299	.258	1.000	-.39	.99
		Others	.488	.336	.897	-.42	1.39
	Smart home Technology type	Computer type	-.517	.345	.823	-1.44	.41
		Communication product type	-.299	.258	1.000	-.99	.39
		Others	.189	.289	1.000	-.59	.97
	Others	Computer type	-.706	.407	.515	-1.80	.39
		Communication product type	-.488	.336	.897	-1.39	.42
		Smart home Technology type	-.189	.289	1.000	-.97	.59

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Chinese electronic product is reliability as expected.	Computer type	Communication product type	.518	.349	.843	-.42	1.46
		Smart home Technology type	.526	.312	.569	-.31	1.36
		Others	.439	.368	1.000	-.55	1.43
	Communication product type	Computer type	-.518	.349	.843	-1.46	.42
		Smart home Technology type	.008	.233	1.000	-.62	.64
		Others	-.079	.304	1.000	-.90	.74
	Smart home Technology type	Computer type	-.526	.312	.569	-1.36	.31
		Communication product type	-.008	.233	1.000	-.64	.62
		Others	-.087	.261	1.000	-.79	.62
	Others	Computer type	-.439	.368	1.000	-1.43	.55
		Communication product type	.079	.304	1.000	-.74	.90
		Smart home Technology type	.087	.261	1.000	-.62	.79
Chinese electronic brand is well priced.	Computer type	Communication product type	.237	.328	1.000	-.65	1.12
		Smart home Technology type	.071	.294	1.000	-.72	.86
		Others	.396	.346	1.000	-.54	1.33
	Communication product type	Computer type	-.237	.328	1.000	-1.12	.65
		Smart home Technology type	-.166	.220	1.000	-.76	.42
		Others	.159	.286	1.000	-.61	.93
	Smart home Technology type	Computer type	-.071	.294	1.000	-.86	.72
		Communication product type	.166	.220	1.000	-.42	.76
		Others	.325	.246	1.000	-.34	.99
	Others	Computer type	-.396	.346	1.000	-1.33	.54
		Communication product type	-.159	.286	1.000	-.93	.61
		Smart home Technology type	-.325	.246	1.000	-.99	.34

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I think Chinese brands have the expertise in producing the product	Computer type	Communication product type	1.024*	.328	.014	.14	1.91
		Smart home Technology type	.879*	.294	.021	.09	1.67
		Others	.898	.346	.065	-.03	1.83
	Communication product type	Computer type	-1.024*	.328	.014	-1.91	-.14
		Smart home Technology type	-.145	.219	1.000	-.73	.45
		Others	-.125	.286	1.000	-.89	.64
	Smart home Technology type	Computer type	-.879*	.294	.021	-1.67	-.09
		Communication product type	.145	.219	1.000	-.45	.73
		Others	.020	.246	1.000	-.64	.68
	Others	Computer type	-.898	.346	.065	-1.83	.03
		Communication product type	.125	.286	1.000	-.64	.89
		Smart home Technology type	-.020	.246	1.000	-.68	.64
.							
I buy/use the electronic product because it's a Chinese brand.	Computer type	Communication product type	.640	.460	1.000	-.60	1.88
		Smart home Technology type	1.194*	.412	.027	.09	2.30
		Others	1.021	.486	.227	-.28	2.33
	Communication product type	Computer type	-.640	.460	1.000	-1.88	.60
		Smart home Technology type	.554	.308	.449	-.27	1.38
		Others	.381	.401	1.000	-.70	1.46
	Smart home Technology type	Computer type	-1.194*	.412	.027	-2.30	-.09
		Communication product type	-.554	.308	.449	-1.38	.27
		Others	-.173	.345	1.000	-1.10	.75
	Others	Computer type	-1.021	.486	.227	-2.33	.28
		Communication product type	-.381	.401	1.000	-1.46	.70
		Smart home Technology type	.173	.345	1.000	-.75	1.10

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I can get the same benefit from Chinese brand when compared to another brand.	Computer type	Communication product type	.921	.396	.131	-.14	1.99
		Smart home Technology type	.482	.354	1.000	-.47	1.43
		Others	.594	.418	.950	-.53	1.72
	Communication product type	Computer type	-.921	.396	.131	-1.99	.14
		Smart home Technology type	-.439	.265	.601	-1.15	.27
		Others	-.327	.345	1.000	-1.26	.60
	Smart home Technology type	Computer type	-.482	.354	1.000	-1.43	.47
		Communication product type	.439	.265	.601	-.27	1.15
		Others	.112	.297	1.000	-.69	.91
	Others	Computer type	-.594	.418	.950	-1.72	.53
		Communication product type	.327	.345	1.000	-.60	1.26
		Smart home Technology type	-.112	.297	1.000	-.91	.69
I believe that Chinese electronic brand is contributing to the society.	Computer type	Communication product type	.593	.409	.900	-.51	1.69
		Smart home Technology type	.720	.366	.311	-.26	1.70
		Others	.872	.432	.276	-.29	2.03
	Communication product type	Computer type	-.593	.409	.900	-1.69	.51
		Smart home Technology type	.127	.274	1.000	-.61	.86
		Others	.279	.357	1.000	-.68	1.24
	Smart home Technology type	Computer type	-.720	.366	.311	-1.70	.26
		Communication product type	-.127	.274	1.000	-.86	.61
		Others	.152	.306	1.000	-.67	.98
	Others	Computer type	-.872	.432	.276	-2.03	.29
		Communication product type	-.279	.357	1.000	-1.24	.68
		Smart home Technology type	-.152	.306	1.000	-.98	.67

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I buy/use the electronic product because its function or design.	Computer type	Communication product type	-.004	.352	1.000	-.95	.94
		Smart home Technology type	-.008	.315	1.000	-.86	.84
		Others	.615	.372	.607	-.38	1.61
	Communication product type	Computer type	.004	.352	1.000	-.94	.95
		Smart home Technology type	-.004	.236	1.000	-.64	.63
		Others	.619	.307	.280	-.21	1.45
	Smart home Technology type	Computer type	.008	.315	1.000	-.84	.86
		Communication product type	.004	.236	1.000	-.63	.64
		Others	.623	.264	.121	-.09	1.33
	Others	Computer type	-.615	.372	.607	-1.61	.38
		Communication product type	-.619	.307	.280	-1.45	.21
		Smart home Technology type	-.623	.264	.121	-1.33	.09
I Choose Chinese electronic because its reasonable price.	Computer type	Communication product type	.312	.348	1.000	-.62	1.25
		Smart home Technology type	-.202	.311	1.000	-1.04	.63
		Others	.064	.367	1.000	-.92	1.05
	Communication product type	Computer type	-.312	.348	1.000	-1.25	.62
		Smart home Technology type	-.514	.233	.176	-1.14	.11
		Others	-.248	.303	1.000	-1.06	.57
	Smart home Technology type	Computer type	.202	.311	1.000	-.63	1.04
		Communication product type	.514	.233	.176	-.11	1.14
		Others	.266	.261	1.000	-.43	.97
	Others	Computer type	-.064	.367	1.000	-1.05	.92
		Communication product type	.248	.303	1.000	-.57	1.06
		Smart home Technology type	-.266	.261	1.000	-.97	.43

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I like to choose electronic product that made in China.	Computer type	Communication product type	.178	.404	1.000	-.91	1.26
		Smart home Technology type	-.009	.362	1.000	-.98	.96
		Others	.444	.427	1.000	-.70	1.59
	Communication product type	Computer type	-.178	.404	1.000	-1.26	.91
		Smart home Technology type	-.187	.270	1.000	-.91	.54
		Others	.266	.353	1.000	-.68	1.21
	Smart home Technology type	Computer type	.009	.362	1.000	-.96	.98
		Communication product type	.187	.270	1.000	-.54	.91
		Others	.453	.303	.826	-.36	1.27
	Others	Computer type	-.444	.427	1.000	-1.59	.70
		Communication product type	-.266	.353	1.000	-1.21	.68
		Smart home Technology type	-.453	.303	.826	-1.27	.36
I think Chinese electronic is new, innovative.	Computer type	Communication product type	.660	.419	.709	-.47	1.79
		Smart home Technology type	.415	.375	1.000	-.59	1.42
		Others	1.064	.442	.107	-.13	2.25
	Communication product type	Computer type	-.660	.419	.709	-1.79	.47
		Smart home Technology type	-.245	.280	1.000	-1.00	.51
		Others	.404	.366	1.000	-.58	1.39
	Smart home Technology type	Computer type	-.415	.375	1.000	-1.42	.59
		Communication product type	.245	.280	1.000	-.51	1.00
		Others	.649	.314	.247	-.20	1.49
	Others	Computer type	-1.064	.442	.107	-2.25	.13
		Communication product type	-.404	.366	1.000	-1.39	.58
		Smart home Technology type	-.649	.314	.247	-1.49	.20

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Chinese electronic product is good match to my image and figure.	Computer type	Communication product type	.206	.381	1.000	-.82	1.23
		Smart home Technology type	.227	.341	1.000	-.69	1.14
		Others	.904	.402	.159	-.18	1.98
	Communication product type	Computer type	-.206	.381	1.000	-1.23	.82
		Smart home Technology type	.022	.255	1.000	-.66	.71
		Others	.698	.332	.227	-.19	1.59
	Smart home Technology type	Computer type	-.227	.341	1.000	-1.14	.69
		Communication product type	-.022	.255	1.000	-.71	.66
		Others	.676	.285	.117	-.09	1.44
	Others	Computer type	-.904	.402	.159	-1.98	.18
		Communication product type	-.698	.332	.227	-1.59	.19
		Smart home Technology type	-.676	.285	.117	-1.44	.09
I would recommend to others to use Chinese electronic product.	Computer type	Communication product type	.340	.344	1.000	-.58	1.26
		Smart home Technology type	.252	.307	1.000	-.57	1.08
		Others	.465	.363	1.000	-.51	1.44
	Communication product type	Computer type	-.340	.344	1.000	-1.26	.58
		Smart home Technology type	-.088	.230	1.000	-.71	.53
		Others	.125	.300	1.000	-.68	.93
	Smart home Technology type	Computer type	-.252	.307	1.000	-1.08	.57
		Communication product type	.088	.230	1.000	-.53	.71
		Others	.214	.258	1.000	-.48	.91
	Others	Computer type	-.465	.363	1.000	-1.44	.51
		Communication product type	-.125	.300	1.000	-.93	.68
		Smart home Technology type	-.214	.258	1.000	-.91	.48

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I feeling I am satisfied with using Chinese electronic product.	Computer type	Communication product type	.443	.321	1.000	-.42	1.31
		Smart home Technology type	.465	.287	.651	-.31	1.24
		Others	.535	.339	.706	-.38	1.45
	Communication product type	Computer type	-.443	.321	1.000	-1.31	.42
		Smart home Technology type	.022	.215	1.000	-.56	.60
		Others	.092	.280	1.000	-.66	.85
	Smart home Technology type	Computer type	-.465	.287	.651	-1.24	.31
		Communication product type	-.022	.215	1.000	-.60	.56
		Others	.070	.241	1.000	-.58	.72
	Others	Computer type	-.535	.339	.706	-1.45	.38
		Communication product type	-.092	.280	1.000	-.85	.66
		Smart home Technology type	-.070	.241	1.000	-.72	.58
I would like to continue use Chinese electronic product.	Computer type	Communication product type	.751	.330	.150	-.14	1.64
		Smart home Technology type	.589	.295	.291	-.20	1.38
		Others	.626	.348	.453	-.31	1.56
	Communication product type	Computer type	-.751	.330	.150	-1.64	.14
		Smart home Technology type	-.162	.221	1.000	-.76	.43
		Others	-.125	.288	1.000	-.90	.65
	Smart home Technology type	Computer type	-.589	.295	.291	-1.38	.20
		Communication product type	.162	.221	1.000	-.43	.76
		Others	.036	.247	1.000	-.63	.70
	Others	Computer type	-.626	.348	.453	-1.56	.31
		Communication product type	.125	.288	1.000	-.65	.90
		Smart home Technology type	-.036	.247	1.000	-.70	.63

Dependent Variable	(I) What kind of Chinese electronic product do you like the best?	(J) What kind of Chinese electronic product do you like the best?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Computer type	Communication product type	.617	.336	.414	-.29	1.52
		Smart home Technology type	.598	.300	.293	-.21	1.41
		Others	.829	.354	.127	-.12	1.78
	Communication product type	Computer type	-.617	.336	.414	-1.52	.29
		Smart home Technology type	-.018	.225	1.000	-.62	.59
		Others	.212	.293	1.000	-.58	1.00
	Smart home Technology type	Computer type	-.598	.300	.293	-1.41	.21
		Communication product type	.018	.225	1.000	-.59	.62
		Others	.230	.252	1.000	-.45	.91
	Others	Computer type	-.829	.354	.127	-1.78	.12
		Communication product type	-.212	.293	1.000	-1.00	.58
		Smart home Technology type	-.230	.252	1.000	-.91	.45
Compared with other electronic brands, I am more satisfied with China Electronics.	Computer type	Communication product type	.953	.375	.076	-.06	1.96
		Smart home Technology type	.826	.336	.093	-.08	1.73
		Others	1.027	.396	.065	-.04	2.09
	Communication product type	Computer type	-.953	.375	.076	-1.96	.06
		Smart home Technology type	-.127	.251	1.000	-.80	.55
		Others	.074	.328	1.000	-.81	.95
	Smart home Technology type	Computer type	-.826	.336	.093	-1.73	.08
		Communication product type	.127	.251	1.000	-.55	.80
		Others	.201	.281	1.000	-.56	.96
	Others	Computer type	-1.027	.396	.065	-2.09	.04
		Communication product type	-.074	.328	1.000	-.95	.81
		Smart home Technology type	-.201	.281	1.000	-.96	.56

*. The mean difference is significant at the 0.05 level.

Table C ANOVA analysis based on Gender

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I intend to keep using the Chinese electronic product.	Between Groups	.877	2	.439	.541	.584
	Within Groups	87.555	108	.811		
	Total	88.432	110			
I use Chinese electronic product because it is the best choice for me.	Between Groups	4.399	2	2.200	1.973	.144
	Within Groups	120.376	108	1.115		
	Total	124.775	110			
I intend to keep purchasing the Chinese electronic product.	Between Groups	2.239	2	1.120	1.239	.294
	Within Groups	97.617	108	.904		
	Total	99.856	110			
I say positive things about Chinese electronic product.	Between Groups	.018	2	.009	.011	.989
	Within Groups	87.081	108	.806		
	Total	87.099	110			
Chinese electronic product is different from other brands.	Between Groups	1.158	2	.579	.635	.532
	Within Groups	98.536	108	.912		
	Total	99.694	110			
The quality of the product is as expected.	Between Groups	.000	2	.000	.000	1.000
	Within Groups	78.234	108	.724		
	Total	78.234	110			
I feeling the same before and after I purchase the product.	Between Groups	.095	2	.047	.063	.939
	Within Groups	81.545	108	.755		
	Total	81.640	110			
Chinese electronic product could fulfill all of my needs.	Between Groups	.877	2	.438	.387	.680
	Within Groups	122.367	108	1.133		
	Total	123.243	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic product is reliability as expected.	Between Groups	.398	2	.199	.217	.805
	Within Groups	99.079	108	.917		
	Total	99.477	110			
Chinese electronic brand is well priced.	Between Groups	.286	2	.143	.177	.838
	Within Groups	87.300	108	.808		
	Total	87.586	110			
I think Chinese brands have the expertise in producing the product.	Between Groups	.109	2	.055	.063	.939
	Within Groups	94.233	108	.873		
	Total	94.342	110			
I buy/use the electronic product because it's a Chinese brand.	Between Groups	1.808	2	.904	.535	.587
	Within Groups	182.426	108	1.689		
	Total	184.234	110			
I can get the same benefit from Chinese brand when compared to another brand.	Between Groups	.139	2	.070	.057	.945
	Within Groups	131.447	108	1.217		
	Total	131.586	110			
I believe that Chinese electronic brand is contributing to the society.	Between Groups	.550	2	.275	.215	.807
	Within Groups	138.441	108	1.282		
	Total	138.991	110			
I buy/use the electronic product because its function or design.	Between Groups	.076	2	.038	.039	.961
	Within Groups	104.320	108	.966		
	Total	104.396	110			
I Choose Chinese electronic because its reasonable price.	Between Groups	.177	2	.088	.095	.910
	Within Groups	100.634	108	.932		
	Total	100.811	110			
I like to choose electronic product that made in China.	Between Groups	1.172	2	.586	.480	.620
	Within Groups	131.819	108	1.221		
	Total	132.991	110			
I think Chinese electronic is new, innovative.	Between Groups	2.695	2	1.347	.995	.373
	Within Groups	146.296	108	1.355		
	Total	148.991	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic product is good match to my image and figure.	Between Groups	.796	2	.398	.351	.705
	Within Groups	122.303	108	1.132		
	Total	123.099	110			
I would recommend to others to use Chinese electronic product.	Between Groups	.572	2	.286	.325	.723
	Within Groups	94.996	108	.880		
	Total	95.568	110			
I feeling I am satisfied with using Chinese electronic product.	Between Groups	.195	2	.098	.125	.883
	Within Groups	84.237	108	.780		
	Total	84.432	110			
I would like to continue use Chinese electronic product.	Between Groups	.607	2	.303	.362	.697
	Within Groups	90.583	108	.839		
	Total	91.189	110			
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Between Groups	2.078	2	1.039	1.213	.301
	Within Groups	92.481	108	.856		
	Total	94.559	110			
Compared with other electronic brands, I am more satisfied with China Electronics.	Between Groups	.498	2	.249	.224	.800
	Within Groups	120.205	108	1.113		
	Total	120.703	110			

Table D ANOVA analysis based on Income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I intend to keep using the Chinese electronic product.	Between Groups	4.199	7	.600	.734	.644
	Within Groups	84.233	103	.818		
	Total	88.432	110			
I use Chinese electronic product because it is the best choice for me.	Between Groups	1.911	7	.273	.229	.978
	Within Groups	122.863	103	1.193		
	Total	124.775	110			
I intend to keep purchasing the Chinese electronic product.	Between Groups	3.648	7	.521	.558	.788
	Within Groups	96.208	103	.934		
	Total	99.856	110			
I say positive things about Chinese electronic product.	Between Groups	3.166	7	.452	.555	.791
	Within Groups	83.933	103	.815		
	Total	87.099	110			
Chinese electronic product is different from other brands.	Between Groups	1.535	7	.219	.230	.977
	Within Groups	98.158	103	.953		
	Total	99.694	110			
The quality of the product is as expected.	Between Groups	3.377	7	.482	.664	.702
	Within Groups	74.857	103	.727		
	Total	78.234	110			
I feeling the same before and after I purchase the product.	Between Groups	3.694	7	.528	.697	.674
	Within Groups	77.945	103	.757		
	Total	81.640	110			
Chinese electronic product could fulfill all of my needs.	Between Groups	4.259	7	.608	.527	.813
	Within Groups	118.984	103	1.155		
	Total	123.243	110			
Chinese electronic product is reliability as expected.	Between Groups	3.035	7	.434	.463	.859
	Within Groups	96.442	103	.936		
	Total	99.477	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic brand is well priced.	Between Groups	4.469	7	.638	.791	.596
	Within Groups	83.117	103	.807		
	Total	87.586	110			
I think Chinese brands have the expertise in producing the product.	Between Groups	4.452	7	.636	.729	.648
	Within Groups	89.890	103	.873		
	Total	94.342	110			
I buy/use the electronic product because it's a Chinese brand.	Between Groups	16.726	7	2.389	1.469	.186
	Within Groups	167.508	103	1.626		
	Total	184.234	110			
I can get the same benefit from Chinese brand when compared to another brand.	Between Groups	5.113	7	.730	.595	.759
	Within Groups	126.473	103	1.228		
	Total	131.586	110			
I believe that Chinese electronic brand is contributing to the society.	Between Groups	8.674	7	1.239	.979	.450
	Within Groups	130.317	103	1.265		
	Total	138.991	110			
I buy/use the electronic product because its function or design.	Between Groups	4.644	7	.663	.685	.684
	Within Groups	99.752	103	.968		
	Total	104.396	110			
I Choose Chinese electronic because its reasonable price.	Between Groups	3.644	7	.521	.552	.793
	Within Groups	97.167	103	.943		
	Total	100.811	110			
I like to choose electronic product that made in China.	Between Groups	12.327	7	1.761	1.503	.174
	Within Groups	120.664	103	1.171		
	Total	132.991	110			
I think Chinese electronic is new, innovative.	Between Groups	12.490	7	1.784	1.346	.236
	Within Groups	136.501	103	1.325		
	Total	148.991	110			
Chinese electronic product is good match to my image and figure.	Between Groups	13.091	7	1.870	1.751	.105
	Within Groups	110.008	103	1.068		
	Total	123.099	110			

		Sum of Squares	df	Mean Square	F	Sig.
I would recommend to others to use Chinese electronic product.	Between Groups	2.684	7	.383	.425	.885
	Within Groups	92.884	103	.902		
	Total	95.568	110			
I feeling I am satisfied with using Chinese electronic product.	Between Groups	3.360	7	.480	.610	.747
	Within Groups	81.073	103	.787		
	Total	84.432	110			
I would like to continue use Chinese electronic product.	Between Groups	2.090	7	.299	.345	.931
	Within Groups	89.100	103	.865		
	Total	91.189	110			
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Between Groups	1.787	7	.255	.283	.959
	Within Groups	92.771	103	.901		
	Total	94.559	110			
Compared with other electronic brands, I am more satisfied with China Electronics.	Between Groups	2.405	7	.344	.299	.953
	Within Groups	118.298	103	1.149		
	Total	120.703	110			

Table E ANOVA analysis based on Education

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I intend to keep using the Chinese electronic product.	Between Groups	3.813	3	1.271	1.607	.192
	Within Groups	84.620	107	.791		
	Total	88.432	110			
I use Chinese electronic product because it is the best choice for me.	Between Groups	.301	3	.100	.086	.967
	Within Groups	124.474	107	1.163		
	Total	124.775	110			
I intend to keep purchasing the Chinese electronic product.	Between Groups	9.651	3	3.217	3.816	.012
	Within Groups	90.204	107	.843		
	Total	99.856	110			
I say positive things about Chinese electronic product.	Between Groups	3.806	3	1.269	1.630	.187
	Within Groups	83.293	107	.778		
	Total	87.099	110			
Chinese electronic product is different from other brands.	Between Groups	5.961	3	1.987	2.268	.085
	Within Groups	93.732	107	.876		
	Total	99.694	110			
The quality of the product is as expected.	Between Groups	2.683	3	.894	1.267	.290
	Within Groups	75.551	107	.706		
	Total	78.234	110			
I feeling the same before and after I purchase the product.	Between Groups	2.966	3	.989	1.345	.264
	Within Groups	78.673	107	.735		
	Total	81.640	110			
Chinese electronic product could fulfill all of my needs.	Between Groups	8.050	3	2.683	2.493	.064
	Within Groups	115.193	107	1.077		
	Total	123.243	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic product is reliability as expected.	Between Groups	2.209	3	.736	.810	.491
	Within Groups	97.269	107	.909		
	Total	99.477	110			
Chinese electronic brand is well priced.	Between Groups	8.290	3	2.763	3.729	.014
	Within Groups	79.295	107	.741		
	Total	87.586	110			
I think Chinese brands have the expertise in producing the product.	Between Groups	4.169	3	1.390	1.649	.182
	Within Groups	90.173	107	.843		
	Total	94.342	110			
I buy/use the electronic product because it's a Chinese brand.	Between Groups	5.079	3	1.693	1.011	.391
	Within Groups	179.155	107	1.674		
	Total	184.234	110			
I can get the same benefit from Chinese brand when compared to another brand.	Between Groups	2.069	3	.690	.570	.636
	Within Groups	129.517	107	1.210		
	Total	131.586	110			
I believe that Chinese electronic brand is contributing to the society.	Between Groups	4.949	3	1.650	1.317	.273
	Within Groups	134.042	107	1.253		
	Total	138.991	110			
I buy/use the electronic product because its function or design.	Between Groups	7.885	3	2.628	2.914	.038
	Within Groups	96.511	107	.902		
	Total	104.396	110			
I Choose Chinese electronic because its reasonable price.	Between Groups	20.257	3	6.752	8.969	.000
	Within Groups	80.553	107	.753		
	Total	100.811	110			

		Sum of Squares	df	Mean Square	F	Sig.
I like to choose electronic product that made in China.	Between Groups	12.967	3	4.322	3.853	.012
	Within Groups	120.024	107	1.122		
	Total	132.991	110			
I think Chinese electronic is new, innovative.	Between Groups	13.977	3	4.659	3.692	.014
	Within Groups	135.014	107	1.262		
	Total	148.991	110			
Chinese electronic product is good match to my image and figure.	Between Groups	8.534	3	2.845	2.657	.052
	Within Groups	114.566	107	1.071		
	Total	123.099	110			
I would recommend to others to use Chinese electronic product.	Between Groups	9.315	3	3.105	3.852	.012
	Within Groups	86.253	107	.806		
	Total	95.568	110			
I feeling I am satisfied with using Chinese electronic product.	Between Groups	8.213	3	2.738	3.843	.012
	Within Groups	76.219	107	.712		
	Total	84.432	110			
I would like to continue use Chinese electronic product.	Between Groups	6.382	3	2.127	2.684	.050
	Within Groups	84.808	107	.793		
	Total	91.189	110			
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Between Groups	5.678	3	1.893	2.279	.084
	Within Groups	88.880	107	.831		
	Total	94.559	110			
Compared with other electronic brands, I am more satisfied with China Electronics.	Between Groups	3.912	3	1.304	1.195	.315
	Within Groups	116.791	107	1.092		
	Total	120.703	110			

Table F Multiple Comparisons based on Education with Bonferroni Theory

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I intend to keep using the Chinese electronic product.	Middle school or below	High school	1.333	.726	.415	-.62	3.29
		Bachelor	.225	.524	1.000	-1.18	1.63
		Master or Above	.206	.536	1.000	-1.23	1.65
	High school	Middle school or below	-1.333	.726	.415	-3.29	.62
		Bachelor	-1.108	.524	.221	-2.52	.30
		Master or Above	-1.127	.536	.226	-2.57	.31
	Bachelor	Middle school or below	-.225	.524	1.000	-1.63	1.18
		High school	1.108	.524	.221	-.30	2.52
		Master or Above	-.019	.185	1.000	-.52	.48
	Master or Above	Middle school or below	-.206	.536	1.000	-1.65	1.23
		High school	1.127	.536	.226	-.31	2.57
		Bachelor	.019	.185	1.000	-.48	.52
I use Chinese electronic product because it is the best choice for me.	Middle school or below	High school	.333	.881	1.000	-2.03	2.70
		Bachelor	.052	.636	1.000	-1.66	1.76
		Master or Above	.010	.650	1.000	-1.74	1.76
	High school	Middle school or below	-.333	.881	1.000	-2.70	2.03
		Bachelor	-.282	.636	1.000	-1.99	1.43
		Master or Above	-.324	.650	1.000	-2.07	1.42

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
	Bachelor	Middle school or below	-.052	.636	1.000	-1.76	1.66
		High school	.282	.636	1.000	-1.43	1.99
		Master or Above	-.042	.225	1.000	-.65	.56
	Master or Above	Middle school or below	-.010	.650	1.000	-1.76	1.74
		High school	.324	.650	1.000	-1.42	2.07
		Bachelor	.042	.225	1.000	-.56	.65
I intend to keep purchasing the Chinese electronic product.	Middle school or below	High school	2.333*	.750	.014	.32	4.35
		Bachelor	.700	.541	1.000	-.76	2.15
		Master or Above	.627	.553	1.000	-.86	2.11
	High school	Middle school or below	-2.333*	.750	.014	-4.35	-.32
		Bachelor	-1.634*	.541	.019	-3.09	-.18
		Master or Above	-1.706*	.553	.016	-3.19	-.22
	Bachelor	Middle school or below	-.700	.541	1.000	-2.15	.76
		High school	1.634*	.541	.019	.18	3.09
		Master or Above	-.072	.191	1.000	-.59	.44
	Master or Above	Middle school or below	-.627	.553	1.000	-2.11	.86
		High school	1.706*	.553	.016	.22	3.19
		Bachelor	.072	.191	1.000	-.44	.59

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I say positive things about Chinese electronic product.	Middle school or below	High school	1.333	.720	.402	-.60	3.27
		Bachelor	.216	.520	1.000	-1.18	1.61
		Master or Above	.225	.531	1.000	-1.20	1.65
	High school	Middle school or below	-1.333	.720	.402	-3.27	.60
		Bachelor	-1.117	.520	.204	-2.52	.28
		Master or Above	-1.108	.531	.237	-2.54	.32
	Bachelor	Middle school or below	-.216	.520	1.000	-1.61	1.18
		High school	1.117	.520	.204	-.28	2.52
		Master or Above	.010	.184	1.000	-.49	.50
	Master or Above	Middle school or below	-.225	.531	1.000	-1.65	1.20
		High school	1.108	.531	.237	-.32	2.54
		Bachelor	-.010	.184	1.000	-.50	.49
Chinese electronic product is different from other brands.	Middle school or below	High school	1.000	.764	1.000	-1.05	3.05
		Bachelor	-.272	.552	1.000	-1.76	1.21
		Master or Above	.010	.564	1.000	-1.51	1.53
	High school	Middle school or below	-1.000	.764	1.000	-3.05	1.05
		Bachelor	-1.272	.552	.138	-2.76	.21
		Master or Above	-.990	.564	.491	-2.51	.53
	Bachelor	Middle school or below	.272	.552	1.000	-1.21	1.76
		High school	1.272	.552	.138	-.21	2.76
		Master or Above	.282	.195	.908	-.24	.81
	Master or Above	Middle school or below	-.010	.564	1.000	-1.53	1.51
		High school	.990	.564	.491	-.53	2.51
		Bachelor	-.282	.195	.908	-.81	.24

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The quality of the product is as expected.	Middle school or below	High school	.333	.686	1.000	-1.51	2.18
		Bachelor	-.484	.495	1.000	-1.81	.85
		Master or Above	-.520	.506	1.000	-1.88	.84
	High school	Middle school or below	-.333	.686	1.000	-2.18	1.51
		Bachelor	-.817	.495	.612	-2.15	.51
		Master or Above	-.853	.506	.569	-2.21	.51
	Bachelor	Middle school or below	.484	.495	1.000	-.85	1.81
		High school	.817	.495	.612	-.51	2.15
		Master or Above	-.036	.175	1.000	-.51	.44
	Master or Above	Middle school or below	.520	.506	1.000	-.84	1.88
		High school	.853	.506	.569	-.51	2.21
		Bachelor	.036	.175	1.000	-.44	.51
I feeling the same before and after I purchase the product.	Middle school or below	High school	1.000	.700	.937	-.88	2.88
		Bachelor	.061	.505	1.000	-1.30	1.42
		Master or Above	.225	.516	1.000	-1.16	1.61
	High school	Middle school or below	-1.000	.700	.937	-2.88	.88
		Bachelor	-.939	.505	.396	-2.30	.42
		Master or Above	-.775	.516	.820	-2.16	.61
	Bachelor	Middle school or below	-.061	.505	1.000	-1.42	1.30
		High school	.939	.505	.396	-.42	2.30
		Master or Above	.164	.179	1.000	-.32	.65
	Master or Above	Middle school or below	-.225	.516	1.000	-1.61	1.16
		High school	.775	.516	.820	-.61	2.16
		Bachelor	-.164	.179	1.000	-.65	.32

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Chinese electronic product could fulfill all of my needs.	Middle school or below	High school	2.000	.847	.120	-.28	4.28
		Bachelor	.394	.612	1.000	-1.25	2.04
		Master or Above	.412	.625	1.000	-1.27	2.09
	High school	Middle school or below	-2.000	.847	.120	-4.28	.28
		Bachelor	-1.606	.612	.060	-3.25	.04
		Master or Above	-1.588	.625	.075	-3.27	.09
	Bachelor	Middle school or below	-.394	.612	1.000	-2.04	1.25
		High school	1.606	.612	.060	-.04	3.25
		Master or Above	.017	.216	1.000	-.56	.60
	Master or Above	Middle school or below	-.412	.625	1.000	-2.09	1.27
		High school	1.588	.625	.075	-.09	3.27
		Bachelor	-.017	.216	1.000	-.60	.56
Chinese electronic product is reliability as expected.	Middle school or below	High school	1.000	.778	1.000	-1.09	3.09
		Bachelor	.230	.562	1.000	-1.28	1.74
		Master or Above	.137	.574	1.000	-1.41	1.68
	High school	Middle school or below	-1.000	.778	1.000	-3.09	1.09
		Bachelor	-.770	.562	1.000	-2.28	.74
		Master or Above	-.863	.574	.816	-2.41	.68
	Bachelor	Middle school or below	-.230	.562	1.000	-1.74	1.28
		High school	.770	.562	1.000	-.74	2.28
		Master or Above	-.093	.199	1.000	-.63	.44
	Master or Above	Middle school or below	-.137	.574	1.000	-1.68	1.41
		High school	.863	.574	.816	-.68	2.41
		Bachelor	.093	.199	1.000	-.44	.63

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Chinese electronic brand is well priced.	Middle school or below	High school	1.667	.703	.117	-.22	3.56
		Bachelor	-.019	.507	1.000	-1.38	1.35
		Master or Above	-.020	.518	1.000	-1.41	1.37
	High school	Middle school or below	-1.667	.703	.117	-3.56	.22
		Bachelor	-1.685*	.507	.007	-3.05	-.32
		Master or Above	-1.686*	.518	.009	-3.08	-.29
	Bachelor	Middle school or below	.019	.507	1.000	-1.35	1.38
		High school	1.685*	.507	.007	.32	3.05
		Master or Above	-.001	.180	1.000	-.48	.48
	Master or Above	Middle school or below	.020	.518	1.000	-1.37	1.41
		High school	1.686*	.518	.009	.29	3.08
		Bachelor	.001	.180	1.000	-.48	.48
I think Chinese brands have the expertise in producing the product.	Middle school or below	High school	1.000	.750	1.000	-1.01	3.01
		Bachelor	.728	.541	1.000	-.73	2.18
		Master or Above	.392	.553	1.000	-1.09	1.88
	High school	Middle school or below	-1.000	.750	1.000	-3.01	1.01
		Bachelor	-.272	.541	1.000	-1.73	1.18
		Master or Above	-.608	.553	1.000	-2.09	.88
	Bachelor	Middle school or below	-.728	.541	1.000	-2.18	.73
		High school	.272	.541	1.000	-1.18	1.73
		Master or Above	-.336	.191	.495	-.85	.18
	Master or Above	Middle school or below	-.392	.553	1.000	-1.88	1.09
		High school	.608	.553	1.000	-.88	2.09
		Bachelor	.336	.191	.495	-.18	.85

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I buy/use the electronic product because it's a Chinese brand.	Middle school or below	High school	1.667	1.057	.706	-1.17	4.51
		Bachelor	1.239	.763	.643	-.81	3.29
		Master or Above	1.206	.779	.748	-.89	3.30
	High school	Middle school or below	-1.667	1.057	.706	-4.51	1.17
		Bachelor	-.427	.763	1.000	-2.48	1.62
		Master or Above	-.461	.779	1.000	-2.56	1.63
	Bachelor	Middle school or below	-1.239	.763	.643	-3.29	.81
		High school	.427	.763	1.000	-1.62	2.48
		Master or Above	-.034	.270	1.000	-.76	.69
	Master or Above	Middle school or below	-1.206	.779	.748	-3.30	.89
		High school	.461	.779	1.000	-1.63	2.56
		Bachelor	.034	.270	1.000	-.69	.76
I can get the same benefit from Chinese brand when compared to another brand.	Middle school or below	High school	.333	.898	1.000	-2.08	2.75
		Bachelor	-.286	.648	1.000	-2.03	1.46
		Master or Above	-.431	.663	1.000	-2.21	1.35
	High school	Middle school or below	-.333	.898	1.000	-2.75	2.08
		Bachelor	-.620	.648	1.000	-2.36	1.12
		Master or Above	-.765	.663	1.000	-2.55	1.02
	Bachelor	Middle school or below	.286	.648	1.000	-1.46	2.03
		High school	.620	.648	1.000	-1.12	2.36
		Master or Above	-.145	.229	1.000	-.76	.47
	Master or Above	Middle school or below	.431	.663	1.000	-1.35	2.21
		High school	.765	.663	1.000	-1.02	2.55
		Bachelor	.145	.229	1.000	-.47	.76

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I believe that Chinese electronic brand is contributing to the society.	Middle school or below	High school	.333	.914	1.000	-2.12	2.79
		Bachelor	-.751	.660	1.000	-2.52	1.02
		Master or Above	-.608	.674	1.000	-2.42	1.20
	High school	Middle school or below	-.333	.914	1.000	-2.79	2.12
		Bachelor	-1.085	.660	.619	-2.86	.69
		Master or Above	-.941	.674	.993	-2.75	.87
	Bachelor	Middle school or below	.751	.660	1.000	-1.02	2.52
		High school	1.085	.660	.619	-.69	2.86
		Master or Above	.143	.233	1.000	-.48	.77
	Master or Above	Middle school or below	.608	.674	1.000	-1.20	2.42
		High school	.941	.674	.993	-.87	2.75
		Bachelor	-.143	.233	1.000	-.77	.48
I buy/use the electronic product because its function or design.	Middle school or below	High school	-1.000	.775	1.000	-3.08	1.08
		Bachelor	-1.512*	.560	.048	-3.02	-.01
		Master or Above	-1.608*	.572	.035	-3.15	-.07
	High school	Middle school or below	1.000	.775	1.000	-1.08	3.08
		Bachelor	-.512	.560	1.000	-2.02	.99
		Master or Above	-.608	.572	1.000	-2.15	.93
	Bachelor	Middle school or below	1.512*	.560	.048	.01	3.02
		High school	.512	.560	1.000	-.99	2.02
		Master or Above	-.096	.198	1.000	-.63	.44
	Master or Above	Middle school or below	1.608*	.572	.035	.07	3.15
		High school	.608	.572	1.000	-.93	2.15
		Bachelor	.096	.198	1.000	-.44	.63

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I Choose Chinese electronic because its reasonable price.	Middle school or below	High school	-1.000	.708	.966	-2.90	.90
		Bachelor	-2.296*	.511	.000	-3.67	-.92
		Master or Above	-2.353*	.523	.000	-3.76	-.95
	High school	Middle school or below	1.000	.708	.966	-.90	2.90
		Bachelor	-1.296	.511	.076	-2.67	.08
		Master or Above	-1.353	.523	.066	-2.76	.05
	Bachelor	Middle school or below	2.296*	.511	.000	.92	3.67
		High school	1.296	.511	.076	-.08	2.67
		Master or Above	-.057	.181	1.000	-.54	.43
	Master or Above	Middle school or below	2.353*	.523	.000	.95	3.76
		High school	1.353	.523	.066	-.05	2.76
		Bachelor	.057	.181	1.000	-.43	.54
I like to choose electronic product that made in China.	Middle school or below	High school	-.333	.865	1.000	-2.66	1.99
		Bachelor	-1.531	.624	.095	-3.21	.15
		Master or Above	-1.098	.638	.528	-2.81	.62
	High school	Middle school or below	.333	.865	1.000	-1.99	2.66
		Bachelor	-1.197	.624	.347	-2.88	.48
		Master or Above	-.765	.638	1.000	-2.48	.95
	Bachelor	Middle school or below	1.531	.624	.095	-.15	3.21
		High school	1.197	.624	.347	-.48	2.88
		Master or Above	.432	.221	.317	-.16	1.03
	Master or Above	Middle school or below	1.098	.638	.528	-.62	2.81
		High school	.765	.638	1.000	-.95	2.48
		Bachelor	-.432	.221	.317	-1.03	.16

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I think Chinese electronic is new, innovative.	Middle school or below	High school	-1.333	.917	.894	-3.80	1.13
		Bachelor	-2.038*	.662	.016	-3.82	-.26
		Master or Above	-2.127*	.677	.013	-3.95	-.31
	High school	Middle school or below	1.333	.917	.894	-1.13	3.80
		Bachelor	-.704	.662	1.000	-2.48	1.08
		Master or Above	-.794	.677	1.000	-2.61	1.02
	Bachelor	Middle school or below	2.038*	.662	.016	.26	3.82
		High school	.704	.662	1.000	-1.08	2.48
		Master or Above	-.090	.234	1.000	-.72	.54
	Master or Above	Middle school or below	2.127*	.677	.013	.31	3.95
		High school	.794	.677	1.000	-1.02	2.61
		Bachelor	.090	.234	1.000	-.54	.72
Chinese electronic product is good match to my image and figure.	Middle school or below	High school	-.667	.845	1.000	-2.94	1.60
		Bachelor	-1.272	.610	.236	-2.91	.37
		Master or Above	-.843	.623	1.000	-2.52	.83
	High school	Middle school or below	.667	.845	1.000	-1.60	2.94
		Bachelor	-.606	.610	1.000	-2.25	1.03
		Master or Above	-.176	.623	1.000	-1.85	1.50
	Bachelor	Middle school or below	1.272	.610	.236	-.37	2.91
		High school	.606	.610	1.000	-1.03	2.25
		Master or Above	.429	.216	.296	-.15	1.01
	Master or Above	Middle school or below	.843	.623	1.000	-.83	2.52
		High school	.176	.623	1.000	-1.50	1.85
		Bachelor	-.429	.216	.296	-1.01	.15

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I would recommend to others to use Chinese electronic product.	Middle school or below	High school	.000	.733	1.000	-1.97	1.97
		Bachelor	-1.258	.529	.115	-2.68	.16
		Master or Above	-1.314	.541	.101	-2.77	.14
	High school	Middle school or below	.000	.733	1.000	-1.97	1.97
		Bachelor	-1.258	.529	.115	-2.68	.16
		Master or Above	-1.314	.541	.101	-2.77	.14
	Bachelor	Middle school or below	1.258	.529	.115	-.16	2.68
		High school	1.258	.529	.115	-.16	2.68
		Master or Above	-.056	.187	1.000	-.56	.45
	Master or Above	Middle school or below	1.314	.541	.101	-.14	2.77
		High school	1.314	.541	.101	-.14	2.77
		Bachelor	.056	.187	1.000	-.45	.56
I feeling I am satisfied with using Chinese electronic product.	Middle school or below	High school	1.000	.689	.898	-.85	2.85
		Bachelor	-.399	.497	1.000	-1.74	.94
		Master or Above	-.637	.508	1.000	-2.00	.73
	High school	Middle school or below	-1.000	.689	.898	-2.85	.85
		Bachelor	-1.399*	.497	.035	-2.74	-.06
		Master or Above	-1.637*	.508	.010	-3.00	-.27
	Bachelor	Middle school or below	.399	.497	1.000	-.94	1.74
		High school	1.399*	.497	.035	.06	2.74
		Master or Above	-.238	.176	1.000	-.71	.23
	Master or Above	Middle school or below	.637	.508	1.000	-.73	2.00
		High school	1.637*	.508	.010	.27	3.00
		Bachelor	.238	.176	1.000	-.23	.71

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I would like to continue use Chinese electronic product.	Middle school or below	High school	1.000	.727	1.000	-.95	2.95
		Bachelor	-.399	.525	1.000	-1.81	1.01
		Master or Above	-.461	.536	1.000	-1.90	.98
	High school	Middle school or below	-1.000	.727	1.000	-2.95	.95
		Bachelor	-1.399	.525	.053	-2.81	.01
		Master or Above	-1.461*	.536	.045	-2.90	-.02
	Bachelor	Middle school or below	.399	.525	1.000	-1.01	1.81
		High school	1.399	.525	.053	-.01	2.81
		Master or Above	-.062	.186	1.000	-.56	.44
	Master or Above	Middle school or below	.461	.536	1.000	-.98	1.90
		High school	1.461*	.536	.045	.02	2.90
		Bachelor	.062	.186	1.000	-.44	.56
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Middle school or below	High school	1.667	.744	.163	-.33	3.67
		Bachelor	.408	.537	1.000	-1.04	1.85
		Master or Above	.294	.549	1.000	-1.18	1.77
	High school	Middle school or below	-1.667	.744	.163	-3.67	.33
		Bachelor	-1.258	.537	.126	-2.70	.19
		Master or Above	-1.373	.549	.084	-2.85	.10
	Bachelor	Middle school or below	-.408	.537	1.000	-1.85	1.04
		High school	1.258	.537	.126	-.19	2.70
		Master or Above	-.114	.190	1.000	-.63	.40
	Master or Above	Middle school or below	-.294	.549	1.000	-1.77	1.18
		High school	1.373	.549	.084	-.10	2.85
		Bachelor	.114	.190	1.000	-.40	.63

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Compared with other electronic brands, I am more satisfied with China Electronics.	Middle school or below	High school	1.333	.853	.726	-.96	3.63
		Bachelor	.207	.616	1.000	-1.45	1.86
		Master or Above	.186	.629	1.000	-1.51	1.88
	High school	Middle school or below	-1.333	.853	.726	-3.63	.96
		Bachelor	-1.127	.616	.420	-2.78	.53
		Master or Above	-1.147	.629	.427	-2.84	.54
	Bachelor	Middle school or below	-.207	.616	1.000	-1.86	1.45
		High school	1.127	.616	.420	-.53	2.78
		Master or Above	-.020	.218	1.000	-.61	.57
	Master or Above	Middle school or below	-.186	.629	1.000	-1.88	1.51
		High school	1.147	.629	.427	-.54	2.84
		Bachelor	.020	.218	1.000	-.57	.61

*. The mean difference is significant at the 0.05 level.

Table G ANOVA analysis based on Age

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I intend to keep using the Chinese electronic product.	Between Groups	3.359	2	1.679	2.132	.124
	Within Groups	85.073	108	.788		
	Total	88.432	110			
I use Chinese electronic product because it is the best choice for me.	Between Groups	.631	2	.315	.274	.761
	Within Groups	124.144	108	1.149		
	Total	124.775	110			
I intend to keep purchasing the Chinese electronic product.	Between Groups	2.459	2	1.230	1.363	.260
	Within Groups	97.397	108	.902		
	Total	99.856	110			
I say positive things about Chinese electronic product.	Between Groups	1.089	2	.544	.683	.507
	Within Groups	86.010	108	.796		
	Total	87.099	110			
Chinese electronic product is different from other brands.	Between Groups	1.591	2	.796	.876	.419
	Within Groups	98.102	108	.908		
	Total	99.694	110			
The quality of the product is as expected.	Between Groups	5.871	2	2.935	4.381	.015
	Within Groups	72.364	108	.670		
	Total	78.234	110			
I feeling the same before and after I purchase the product.	Between Groups	2.157	2	1.078	1.465	.236
	Within Groups	79.483	108	.736		
	Total	81.640	110			
Chinese electronic product could fulfill all of my needs.	Between Groups	4.403	2	2.201	2.001	.140
	Within Groups	118.840	108	1.100		
	Total	123.243	110			
Chinese electronic product is reliability as expected.	Between Groups	1.683	2	.842	.929	.398
	Within Groups	97.794	108	.906		
	Total	99.477	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic brand is well priced.	Between Groups	7.394	2	3.697	4.979	.009
	Within Groups	80.192	108	.743		
	Total	87.586	110			
I think Chinese brands have the expertise in producing the product.	Between Groups	1.882	2	.941	1.099	.337
	Within Groups	92.461	108	.856		
	Total	94.342	110			
I buy/use the electronic product because it's a Chinese brand.	Between Groups	3.551	2	1.776	1.061	.350
	Within Groups	180.683	108	1.673		
	Total	184.234	110			
I can get the same benefit from Chinese brand when compared to another brand.	Between Groups	4.142	2	2.071	1.755	.178
	Within Groups	127.444	108	1.180		
	Total	131.586	110			
I believe that Chinese electronic brand is contributing to the society.	Between Groups	1.199	2	.600	.470	.626
	Within Groups	137.792	108	1.276		
	Total	138.991	110			
I buy/use the electronic product because its function or design.	Between Groups	3.029	2	1.515	1.614	.204
	Within Groups	101.367	108	.939		
	Total	104.396	110			
I Choose Chinese electronic because its reasonable price.	Between Groups	7.101	2	3.550	4.092	.019
	Within Groups	93.710	108	.868		
	Total	100.811	110			
I like to choose electronic product that made in China.	Between Groups	1.381	2	.691	.567	.569
	Within Groups	131.610	108	1.219		
	Total	132.991	110			
I think Chinese electronic is new, innovative.	Between Groups	3.979	2	1.990	1.482	.232
	Within Groups	145.012	108	1.343		
	Total	148.991	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic product is good match to my image and figure.	Between Groups	4.295	2	2.148	1.952	.147
	Within Groups	118.804	108	1.100		
	Total	123.099	110			
I would recommend to others to use Chinese electronic product.	Between Groups	2.273	2	1.137	1.316	.273
	Within Groups	93.294	108	.864		
	Total	95.568	110			
I feeling I am satisfied with using Chinese electronic product.	Between Groups	2.284	2	1.142	1.502	.227
	Within Groups	82.148	108	.761		
	Total	84.432	110			
I would like to continue use Chinese electronic product.	Between Groups	2.646	2	1.323	1.613	.204
	Within Groups	88.544	108	.820		
	Total	91.189	110			
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Between Groups	3.264	2	1.632	1.930	.150
	Within Groups	91.295	108	.845		
	Total	94.559	110			
Compared with other electronic brands, I am more satisfied with China Electronics.	Between Groups	.105	2	.052	.047	.954
	Within Groups	120.598	108	1.117		
	Total	120.703	110			

Table H Multiple Comparisons based on Age group with Bonferroni Theory

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I intend to keep using the Chinese electronic product.	18-24	25-40	.322	.205	.358	-.18	.82
		41-60	.538	.272	.151	-.12	1.20
	25-40	18-24	-.322	.205	.358	-.82	.18
		41-60	.216	.236	1.000	-.36	.79
	41-60	18-24	-.538	.272	.151	-1.20	.12
		25-40	-.216	.236	1.000	-.79	.36
I use Chinese electronic product because it is the best choice for me.	18-24	25-40	.169	.248	1.000	-.43	.77
		41-60	.201	.329	1.000	-.60	1.00
	25-40	18-24	-.169	.248	1.000	-.77	.43
		41-60	.032	.285	1.000	-.66	.72
	41-60	18-24	-.201	.329	1.000	-1.00	.60
		25-40	-.032	.285	1.000	-.72	.66
I intend to keep purchasing the Chinese electronic product.	18-24	25-40	.303	.219	.512	-.23	.84
		41-60	.440	.291	.401	-.27	1.15
	25-40	18-24	-.303	.219	.512	-.84	.23
		41-60	.138	.252	1.000	-.48	.75
	41-60	18-24	-.440	.291	.401	-1.15	.27
		25-40	-.138	.252	1.000	-.75	.48
I say positive things about Chinese electronic product.	18-24	25-40	.195	.206	1.000	-.31	.70
		41-60	-.017	.274	1.000	-.68	.65
	25-40	18-24	-.195	.206	1.000	-.70	.31
		41-60	-.212	.237	1.000	-.79	.36
	41-60	18-24	.017	.274	1.000	-.65	.68
		25-40	.212	.237	1.000	-.36	.79
Chinese electronic product is different from other brands.	18-24	25-40	.289	.220	.575	-.25	.82
		41-60	.248	.292	1.000	-.46	.96
	25-40	18-24	-.289	.220	.575	-.82	.25
		41-60	-.041	.253	1.000	-.66	.57
	41-60	18-24	-.248	.292	1.000	-.96	.46
		25-40	.041	.253	1.000	-.57	.66

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The quality of the product is as expected.	18-24	25-40	.096	.189	1.000	-.36	.56
		41-60	.684*	.251	.023	.07	1.29
	25-40	18-24	-.096	.189	1.000	-.56	.36
		41-60	.588*	.217	.024	.06	1.12
	41-60	18-24	-.684*	.251	.023	-1.29	-.07
		25-40	-.588*	.217	.024	-1.12	-.06
I feeling the same before and after I purchase the product.	18-24	25-40	-.073	.198	1.000	-.56	.41
		41-60	.316	.263	.696	-.32	.96
	25-40	18-24	.073	.198	1.000	-.41	.56
		41-60	.390	.228	.270	-.16	.94
	41-60	18-24	-.316	.263	.696	-.96	.32
		25-40	-.390	.228	.270	-.94	.16
Chinese electronic product could fulfill all of my needs.	18-24	25-40	.445	.242	.206	-.14	1.03
		41-60	.534	.322	.299	-.25	1.32
	25-40	18-24	-.445	.242	.206	-1.03	.14
		41-60	.089	.278	1.000	-.59	.77
	41-60	18-24	-.534	.322	.299	-1.32	.25
		25-40	-.089	.278	1.000	-.77	.59
Chinese electronic product is reliability as expected.	18-24	25-40	.236	.220	.857	-.30	.77
		41-60	.376	.292	.601	-.33	1.09
	25-40	18-24	-.236	.220	.857	-.77	.30
		41-60	.140	.253	1.000	-.47	.75
	41-60	18-24	-.376	.292	.601	-1.09	.33
		25-40	-.140	.253	1.000	-.75	.47
Chinese electronic brand is well priced.	18-24	25-40	.059	.199	1.000	-.43	.54
		41-60	.739*	.264	.018	.10	1.38
	25-40	18-24	-.059	.199	1.000	-.54	.43
		41-60	.681*	.229	.011	.12	1.24
	41-60	18-24	-.739*	.264	.018	-1.38	-.10
		25-40	-.681*	.229	.011	-1.24	-.12
I think Chinese brands have the expertise in producing the product.	18-24	25-40	-.114	.214	1.000	-.63	.41
		41-60	.248	.284	1.000	-.44	.94
	25-40	18-24	.114	.214	1.000	-.41	.63
		41-60	.362	.246	.432	-.24	.96
	41-60	18-24	-.248	.284	1.000	-.94	.44
		25-40	-.362	.246	.432	-.96	.24

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I buy/use the electronic product because it's a Chinese brand.	18-24	25-40	.429	.299	.463	-.30	1.16
		41-60	.393	.397	.971	-.57	1.36
	25-40	18-24	-.429	.299	.463	-1.16	.30
		41-60	-.036	.343	1.000	-.87	.80
	41-60	18-24	-.393	.397	.971	-1.36	.57
		25-40	.036	.343	1.000	-.80	.87
I can get the same benefit from Chinese brand when compared to another brand.	18-24	25-40	-.146	.251	1.000	-.76	.46
		41-60	.393	.333	.721	-.42	1.20
	25-40	18-24	.146	.251	1.000	-.46	.76
		41-60	.539	.288	.193	-.16	1.24
	41-60	18-24	-.393	.333	.721	-1.20	.42
		25-40	-.539	.288	.193	-1.24	.16
I believe that Chinese electronic brand is contributing to the society.	18-24	25-40	.243	.261	1.000	-.39	.88
		41-60	.098	.346	1.000	-.74	.94
	25-40	18-24	-.243	.261	1.000	-.88	.39
		41-60	-.145	.300	1.000	-.87	.58
	41-60	18-24	-.098	.346	1.000	-.94	.74
		25-40	.145	.300	1.000	-.58	.87
I buy/use the electronic product because its function or design.	18-24	25-40	-.011	.224	1.000	-.56	.53
		41-60	.440	.297	.424	-.28	1.16
	25-40	18-24	.011	.224	1.000	-.53	.56
		41-60	.451	.257	.247	-.17	1.08
	41-60	18-24	-.440	.297	.424	-1.16	.28
		25-40	-.451	.257	.247	-1.08	.17
I Choose Chinese electronic because its reasonable price.	18-24	25-40	-.181	.215	1.000	-.70	.34
		41-60	.526	.286	.205	-.17	1.22
	25-40	18-24	.181	.215	1.000	-.34	.70
		41-60	.706*	.247	.015	.11	1.31
	41-60	18-24	-.526	.286	.205	-1.22	.17
		25-40	-.706*	.247	.015	-1.31	-.11
I like to choose electronic product that made in China.	18-24	25-40	.267	.255	.893	-.35	.89
		41-60	.248	.338	1.000	-.58	1.07
	25-40	18-24	-.267	.255	.893	-.89	.35
		41-60	-.019	.293	1.000	-.73	.69
	41-60	18-24	-.248	.338	1.000	-1.07	.58
		25-40	.019	.293	1.000	-.69	.73

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I think Chinese electronic is new, innovative.	18-24	25-40	.448	.268	.292	-.20	1.10
		41-60	.444	.355	.641	-.42	1.31
	25-40	18-24	-.448	.268	.292	-1.10	.20
		41-60	-.003	.308	1.000	-.75	.74
	41-60	18-24	-.444	.355	.641	-1.31	.42
		25-40	.003	.308	1.000	-.74	.75
Chinese electronic product is good match to my image and figure.	18-24	25-40	.343	.242	.481	-.25	.93
		41-60	.620	.322	.170	-.16	1.40
	25-40	18-24	-.343	.242	.481	-.93	.25
		41-60	.277	.278	.966	-.40	.95
	41-60	18-24	-.620	.322	.170	-1.40	.16
		25-40	-.277	.278	.966	-.95	.40
I would recommend to others to use Chinese electronic product.	18-24	25-40	.072	.215	1.000	-.45	.59
		41-60	.432	.285	.398	-.26	1.12
	25-40	18-24	-.072	.215	1.000	-.59	.45
		41-60	.360	.247	.443	-.24	.96
	41-60	18-24	-.432	.285	.398	-1.12	.26
		25-40	-.360	.247	.443	-.96	.24
I feeling I am satisfied with using Chinese electronic product.	18-24	25-40	.215	.202	.863	-.27	.71
		41-60	.462	.267	.262	-.19	1.11
	25-40	18-24	-.215	.202	.863	-.71	.27
		41-60	.246	.232	.870	-.32	.81
	41-60	18-24	-.462	.267	.262	-1.11	.19
		25-40	-.246	.232	.870	-.81	.32
I would like to continue use Chinese electronic product.	18-24	25-40	.168	.209	1.000	-.34	.68
		41-60	.496	.278	.231	-.18	1.17
	25-40	18-24	-.168	.209	1.000	-.68	.34
		41-60	.328	.240	.528	-.26	.91
	41-60	18-24	-.496	.278	.231	-1.17	.18
		25-40	-.328	.240	.528	-.91	.26
I am satisfied with the quality of the product or service of the Chinese electronic brand.	18-24	25-40	-.086	.212	1.000	-.60	.43
		41-60	.393	.282	.498	-.29	1.08
	25-40	18-24	.086	.212	1.000	-.43	.60
		41-60	.479	.244	.156	-.11	1.07
	41-60	18-24	-.393	.282	.498	-1.08	.29
		25-40	-.479	.244	.156	-1.07	.11

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Compared with other electronic brands, I am more satisfied with China Electronics.	18-24	25-40	.049	.244	1.000	-.54	.64
		41-60	.098	.324	1.000	-.69	.89
	25-40	18-24	-.049	.244	1.000	-.64	.54
		41-60	.049	.281	1.000	-.63	.73
	41-60	18-24	-.098	.324	1.000	-.89	.69
		25-40	-.049	.281	1.000	-.73	.63

*. The mean difference is significant at the 0.05 level.

Table I ANOVA analysis based on Marital status

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I intend to keep using the Chinese electronic product.	Between Groups	2.554	2	1.277	1.606	.205
	Within Groups	85.879	108	.795		
	Total	88.432	110			
I use Chinese electronic product because it is the best choice for me.	Between Groups	3.925	2	1.963	1.754	.178
	Within Groups	120.849	108	1.119		
	Total	124.775	110			
I intend to keep purchasing the Chinese electronic product.	Between Groups	2.994	2	1.497	1.669	.193
	Within Groups	96.862	108	.897		
	Total	99.856	110			
I say positive things about Chinese electronic product.	Between Groups	1.350	2	.675	.850	.430
	Within Groups	85.749	108	.794		
	Total	87.099	110			
Chinese electronic product is different from other brands.	Between Groups	.053	2	.027	.029	.972
	Within Groups	99.641	108	.923		
	Total	99.694	110			
The quality of the product is as expected.	Between Groups	2.902	2	1.451	2.080	.130
	Within Groups	75.332	108	.698		
	Total	78.234	110			
I feeling the same before and after I purchase the product.	Between Groups	2.868	2	1.434	1.966	.145
	Within Groups	78.772	108	.729		
	Total	81.640	110			
Chinese electronic product could fulfill all of my needs.	Between Groups	2.968	2	1.484	1.332	.268
	Within Groups	120.276	108	1.114		
	Total	123.243	110			
Chinese electronic product is reliability as expected.	Between Groups	2.244	2	1.122	1.246	.292
	Within Groups	97.234	108	.900		
	Total	99.477	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic brand is well priced.	Between Groups	8.359	2	4.179	5.697	.004
	Within Groups	79.227	108	.734		
	Total	87.586	110			
I think Chinese brands have the expertise in producing the product.	Between Groups	.818	2	.409	.472	.625
	Within Groups	93.524	108	.866		
	Total	94.342	110			
I buy/use the electronic product because it's a Chinese brand.	Between Groups	2.972	2	1.486	.885	.415
	Within Groups	181.262	108	1.678		
	Total	184.234	110			
I can get the same benefit from Chinese brand when compared to another brand.	Between Groups	6.324	2	3.162	2.726	.070
	Within Groups	125.262	108	1.160		
	Total	131.586	110			
I believe that Chinese electronic brand is contributing to the society.	Between Groups	.538	2	.269	.210	.811
	Within Groups	138.453	108	1.282		
	Total	138.991	110			
I buy/use the electronic product because its function or design.	Between Groups	3.320	2	1.660	1.774	.175
	Within Groups	101.076	108	.936		
	Total	104.396	110			
I Choose Chinese electronic because its reasonable price.	Between Groups	3.563	2	1.781	1.978	.143
	Within Groups	97.248	108	.900		
	Total	100.811	110			
I like to choose electronic product that made in China.	Between Groups	.791	2	.396	.323	.725
	Within Groups	132.200	108	1.224		
	Total	132.991	110			
I think Chinese electronic is new, innovative.	Between Groups	3.749	2	1.875	1.394	.253
	Within Groups	145.242	108	1.345		
	Total	148.991	110			

		Sum of Squares	df	Mean Square	F	Sig.
Chinese electronic product is good match to my image and figure.	Between Groups	3.285	2	1.642	1.480	.232
	Within Groups	119.814	108	1.109		
	Total	123.099	110			
I would recommend to others to use Chinese electronic product.	Between Groups	1.008	2	.504	.576	.564
	Within Groups	94.560	108	.876		
	Total	95.568	110			
I feeling I am satisfied with using Chinese electronic product.	Between Groups	1.670	2	.835	1.090	.340
	Within Groups	82.762	108	.766		
	Total	84.432	110			
I would like to continue use Chinese electronic product.	Between Groups	5.839	2	2.919	3.694	.028
	Within Groups	85.350	108	.790		
	Total	91.189	110			
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Between Groups	2.805	2	1.403	1.651	.197
	Within Groups	91.753	108	.850		
	Total	94.559	110			
Compared with other electronic brands, I am more satisfied with China Electronics.	Between Groups	3.946	2	1.973	1.825	.166
	Within Groups	116.756	108	1.081		
	Total	120.703	110			

Table J Multiple Comparisons based on Material status with Bonferroni Theory

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Status	(J) Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I intend to keep using the Chinese electronic product.	Single	Married	.281	.209	.549	-.23	.79
		Others	-.698	.638	.829	-2.25	.85
	Married	Single	-.281	.209	.549	-.79	.23
		Others	-.978	.657	.419	-2.58	.62
	Others	Single	.698	.638	.829	-.85	2.25
		Married	.978	.657	.419	-.62	2.58
I use Chinese electronic product because it is the best choice for me.	Single	Married	.227	.248	1.000	-.38	.83
		Others	-1.186	.757	.360	-3.03	.65
	Married	Single	-.227	.248	1.000	-.83	.38
		Others	-1.413	.780	.218	-3.31	.48
	Others	Single	1.186	.757	.360	-.65	3.03
		Married	1.413	.780	.218	-.48	3.31
I intend to keep purchasing the Chinese electronic product.	Single	Married	.283	.222	.617	-.26	.82
		Others	-.826	.677	.677	-2.47	.82
	Married	Single	-.283	.222	.617	-.82	.26
		Others	-1.109	.698	.346	-2.81	.59
	Others	Single	.826	.677	.677	-.82	2.47
		Married	1.109	.698	.346	-.59	2.81
I say positive things about Chinese electronic product.	Single	Married	.193	.209	1.000	-.32	.70
		Others	-.547	.637	1.000	-2.10	1.00
	Married	Single	-.193	.209	1.000	-.70	.32
		Others	-.739	.657	.789	-2.34	.86
	Others	Single	.547	.637	1.000	-1.00	2.10
		Married	.739	.657	.789	-.86	2.34
Chinese electronic product is different from other brands.	Single	Married	.054	.225	1.000	-.49	.60
		Others	-.012	.687	1.000	-1.68	1.66
	Married	Single	-.054	.225	1.000	-.60	.49
		Others	-.065	.708	1.000	-1.79	1.66
	Others	Single	.012	.687	1.000	-1.66	1.68
		Married	.065	.708	1.000	-1.66	1.79
The quality of the product is as expected.	Single	Married	.394	.196	.141	-.08	.87
		Others	-.128	.597	1.000	-1.58	1.32
	Married	Single	-.394	.196	.141	-.87	.08
		Others	-.522	.616	1.000	-2.02	.98
	Others	Single	.128	.597	1.000	-1.32	1.58
		Married	.522	.616	1.000	-.98	2.02

Dependent Variable	(I) Status	(J) Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I feeling the same before and after I purchase the product.	Single	Married	.355	.200	.237	-.13	.84
		Others	.616	.611	.946	-.87	2.10
	Married	Single	-.355	.200	.237	-.84	.13
		Others	.261	.630	1.000	-1.27	1.79
	Others	Single	-.616	.611	.946	-2.10	.87
		Married	-.261	.630	1.000	-1.79	1.27
Chinese electronic product could fulfill all of my needs.	Single	Married	.257	.248	.907	-.35	.86
		Others	-.895	.755	.715	-2.73	.94
	Married	Single	-.257	.248	.907	-.86	.35
		Others	-1.152	.778	.425	-3.04	.74
	Others	Single	.895	.755	.715	-.94	2.73
		Married	1.152	.778	.425	-.74	3.04
Chinese electronic product is reliability as expected.	Single	Married	-.005	.223	1.000	-.55	.54
		Others	-1.070	.679	.354	-2.72	.58
	Married	Single	.005	.223	1.000	-.54	.55
		Others	-1.065	.699	.392	-2.77	.64
	Others	Single	1.070	.679	.354	-.58	2.72
		Married	1.065	.699	.392	-.64	2.77
Chinese electronic brand is well priced.	Single	Married	.671*	.201	.003	.18	1.16
		Others	.453	.613	1.000	-1.04	1.94
	Married	Single	-.671*	.201	.003	-1.16	-.18
		Others	-.217	.631	1.000	-1.75	1.32
	Others	Single	-.453	.613	1.000	-1.94	1.04
		Married	.217	.631	1.000	-1.32	1.75
I think Chinese brands have the expertise in producing the product.	Single	Married	.191	.218	1.000	-.34	.72
		Others	-.244	.666	1.000	-1.86	1.37
	Married	Single	-.191	.218	1.000	-.72	.34
		Others	-.435	.686	1.000	-2.10	1.23
	Others	Single	.244	.666	1.000	-1.37	1.86
		Married	.435	.686	1.000	-1.23	2.10
I buy/use the electronic product because it's a Chinese brand.	Single	Married	-.015	.304	1.000	-.75	.72
		Others	-1.233	.927	.559	-3.49	1.02
	Married	Single	.015	.304	1.000	-.72	.75
		Others	-1.217	.955	.615	-3.54	1.11
	Others	Single	1.233	.927	.559	-1.02	3.49
		Married	1.217	.955	.615	-1.11	3.54

Dependent Variable	(I) Status	(J) Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I can get the same benefit from Chinese brand when compared to another brand.	Single	Married	.515	.253	.132	-.10	1.13
		Others	-.767	.770	.964	-2.64	1.11
	Married	Single	-.515	.253	.132	-1.13	.10
		Others	-1.283	.794	.327	-3.21	.65
	Others	Single	.767	.770	.964	-1.11	2.64
		Married	1.283	.794	.327	-.65	3.21
I believe that Chinese electronic brand is contributing to the society.	Single	Married	-.023	.266	1.000	-.67	.62
		Others	-.523	.810	1.000	-2.49	1.45
	Married	Single	.023	.266	1.000	-.62	.67
		Others	-.500	.835	1.000	-2.53	1.53
	Others	Single	.523	.810	1.000	-1.45	2.49
		Married	.500	.835	1.000	-1.53	2.53
I buy/use the electronic product because its function or design.	Single	Married	.362	.227	.342	-.19	.91
		Others	-.616	.692	1.000	-2.30	1.07
	Married	Single	-.362	.227	.342	-.91	.19
		Others	-.978	.713	.519	-2.71	.76
	Others	Single	.616	.692	1.000	-1.07	2.30
		Married	.978	.713	.519	-.76	2.71
I Choose Chinese electronic because its reasonable price.	Single	Married	.433	.223	.164	-.11	.97
		Others	-.198	.679	1.000	-1.85	1.45
	Married	Single	-.433	.223	.164	-.97	.11
		Others	-.630	.700	1.000	-2.33	1.07
	Others	Single	.198	.679	1.000	-1.45	1.85
		Married	.630	.700	1.000	-1.07	2.33
I like to choose electronic product that made in China.	Single	Married	.209	.260	1.000	-.42	.84
		Others	.035	.791	1.000	-1.89	1.96
	Married	Single	-.209	.260	1.000	-.84	.42
		Others	-.174	.816	1.000	-2.16	1.81
	Others	Single	-.035	.791	1.000	-1.96	1.89
		Married	.174	.816	1.000	-1.81	2.16
I think Chinese electronic is new, innovative.	Single	Married	.440	.272	.327	-.22	1.10
		Others	-.256	.829	1.000	-2.27	1.76
	Married	Single	-.440	.272	.327	-1.10	.22
		Others	-.696	.855	1.000	-2.77	1.38
	Others	Single	.256	.829	1.000	-1.76	2.27
		Married	.696	.855	1.000	-1.38	2.77

Dependent Variable	(I) Status	(J) Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Chinese electronic product is good match to my image and figure.	Single	Married	.425	.247	.266	-.18	1.03
		Others	.012	.753	1.000	-1.82	1.84
	Married	Single	-.425	.247	.266	-1.03	.18
		Others	-.413	.776	1.000	-2.30	1.48
	Others	Single	-.012	.753	1.000	-1.84	1.82
		Married	.413	.776	1.000	-1.48	2.30
I would recommend to others to use Chinese electronic product.	Single	Married	.178	.220	1.000	-.36	.71
		Others	-.430	.669	1.000	-2.06	1.20
	Married	Single	-.178	.220	1.000	-.71	.36
		Others	-.609	.690	1.000	-2.29	1.07
	Others	Single	.430	.669	1.000	-1.20	2.06
		Married	.609	.690	1.000	-1.07	2.29
I feeling I am satisfied with using Chinese electronic product.	Single	Married	.292	.205	.474	-.21	.79
		Others	-.186	.626	1.000	-1.71	1.34
	Married	Single	-.292	.205	.474	-.79	.21
		Others	-.478	.645	1.000	-2.05	1.09
	Others	Single	.186	.626	1.000	-1.34	1.71
		Married	.478	.645	1.000	-1.09	2.05
I would like to continue use Chinese electronic product.	Single	Married	.365	.209	.251	-.14	.87
		Others	-1.244	.636	.159	-2.79	.30
	Married	Single	-.365	.209	.251	-.87	.14
		Others	-1.609*	.655	.047	-3.20	-.01
	Others	Single	1.244	.636	.159	-.30	2.79
		Married	1.609*	.655	.047	.01	3.20
I am satisfied with the quality of the product or service of the Chinese electronic brand.	Single	Married	.370	.216	.270	-.16	.90
		Others	-.326	.659	1.000	-1.93	1.28
	Married	Single	-.370	.216	.270	-.90	.16
		Others	-.696	.680	.925	-2.35	.96
	Others	Single	.326	.659	1.000	-1.28	1.93
		Married	.696	.680	.925	-.96	2.35
Compared with other electronic brands, I am more satisfied with China Electronics.	Single	Married	-.006	.244	1.000	-.60	.59
		Others	-1.419	.744	.177	-3.23	.39
	Married	Single	.006	.244	1.000	-.59	.60
		Others	-1.413	.767	.204	-3.28	.45
	Others	Single	1.419	.744	.177	-.39	3.23
		Married	1.413	.767	.204	-.45	3.28

*. The mean difference is significant at the 0.05 level.