

# ANALYSIS OF THE "MADE IN CHINA" STEREOTYPES OF THAI UNIVERSITY STUDENTS

## ABSTRACT

Title: Analysis of the "Made in China" Stereotypes of Thai University

Students

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The "country of origin" of products in the international market has a very important influence on the behavior of consumers. The paper first elaborated on the status quo of "Made in China" and the trade between China and Thailand. Then it reviewed the overseas consumers' literature on the perception and evaluation of "Made in China," and then conducted relevant theories and literature. The review includes a summary of the connotation and characteristics of stereotypes, the introduction of "origins of origin" and the country's image, the induction of the causes of origin of products, and the analysis and analysis of the main factors affecting origin effects. This thesis is based on the survey of Thai university students' concept of market consumption. It has very important theoretical and practical significance for studying the perception, evaluation and purchase intention of Thai college students. The paper analyzes the effects of the country of origin

## 摘 要

题目: 对泰国大学生的“中国制造”定型观的分析

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在国际市场上产品的“原产国”因素对消费者的行为具有非常重要的影响。论文首先对“中国制造”现状和中泰两国之间的贸易往来做了阐述;接着进行了有关海外消费者对“中国制造”感知与评价的文献进行了综述;然后对相关理论及文献进行了回顾,包括对定型观念的内涵和特点进行了总结,介绍了“原产地”以及国家形象,归纳了产品原产地效应的成因,总结分析了影响原产地效应的主要因素。本论文基于对泰国大学生的市场消费观念调查,这对研究泰国大学生“中国制造”的感知、评价与购买意向具有非常重要理论和实践意义。论文在对原产国与国家形象,原产国效应对消费者行为的影响进行了一些列分析。在原产国效应形成机理等相关理论与文献进行梳理的基础上,结合针对 260 名泰国大学生的问卷调查,采用方差分析,相关分析,回归分析等统计方法对所收集到的数据进行分析、验证,最后得出结论,并给出相关营销建议。

关键词: 中国制造;泰国大学生;原产国效应;定型观念;感知;评价