

CHAPTER 3

RESEARCH METHOD

3.1 Research Hypothesis And Research Design

The main objective of this section is to identify the major factors affecting Thai university students' purchase behaviors of “Made in China”.

1. Hypothesis 1 is defined as: Stereotypes of products manufactured by Chinese companies and Chinese companies will influence the behavior of overseas Thai university students. We make assumptions on the price, quality, service, brand, packaging, employee rights, and social responsibility of stereotypes in eight aspects. The following eight assumptions of Hypothesis 1 will be given.

H1a: If Thai college students think that the price of “Made in China” products is high, then the frequency with which they buy “Made in China” is higher.

H1b: If Thai college students think that the quality of "Made in China" products is good, then they have a higher frequency of buying "Made in China";

H1c: If Thai college students think that "Made in China" service is satisfactory, then they will buy "Made in China" more often.

H1d: If Thai college students think that the "Made in China" design is good, then they have a higher frequency of buying "Made in China";

H1e: If Thai college students think that the "Made in China" brand is well-known, then they are more likely to buy "Made in China";

H1f: If Thai college students think that the "Made in China" package is exquisite, then they have a higher frequency of buying "Made in China";

H1g: If Thai college students believe that "Made in China" companies have a

strong sense of social responsibility, then they have a higher frequency of buying "Made in China";

H1h: If Thai college students think that "Made in China" companies pay attention to the rights and interests of their employees, then they have a higher frequency of buying "Made in China";

2. Among the factors of self-individuals of Thai university students, the degree of acceptance of different levels of education for Chinese respondents and the degree of understanding of Chinese culture will ultimately have a profound impact on whether respondents buy "Made in China". . Therefore, Hypothesis 2 is defined as: Thai college student purchase behavior will be influenced by personal factors. Break down Hypothesis 2 into:

H2a: The higher the monthly consumption of Thai college students, the higher the frequency of buying "Made in China";

H2b: The lower the age of Thai university students, the higher the frequency of purchasing "Made in China";

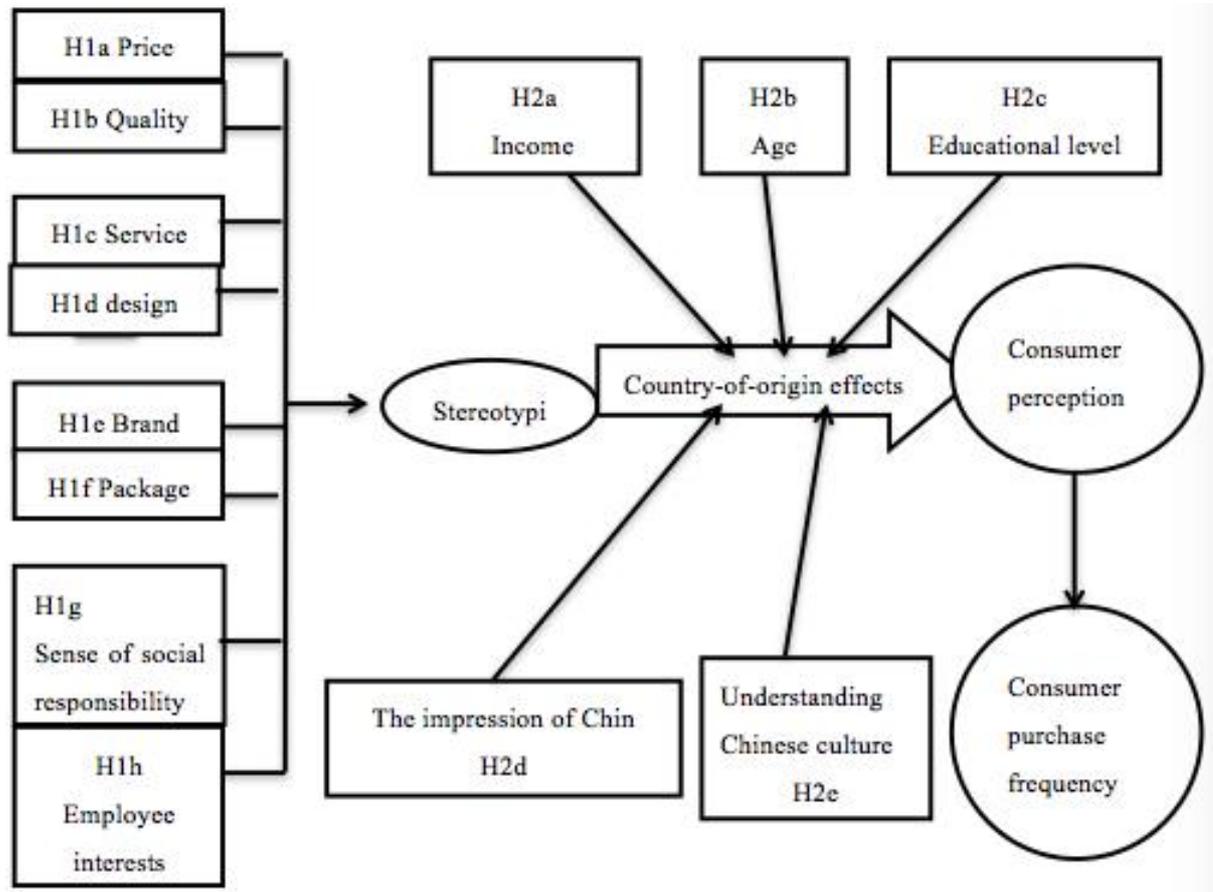
H2c: The higher the level of education received by Thai undergraduates, the higher the frequency of buying "Middle Manufacturing" in Thailand;

H2d: The better the Thai university student's impression of China, the higher the frequency of purchasing "Made in China";

H2e: The more Thai university students understand Chinese culture, the higher the frequency of buying "Made in China";

So far, we have been able to give a perfect model of Thai university students' perception of "Made in China". See Figure 3-1 below.

Figure 3-1 Perfect Model Of Perception Of "Made In China"



3.2 Selection Of Research Methods

As a smiling country, Thailand is a state of ceremonies that believes in Buddhist culture. The Thai people attach great importance to courtesy. Therefore, throughout Thailand, the humanities aspects of the product are particularly valued, such as product quality of service, social responsibility, and the company’s protection of employees’ rights and interests. According to the status quo of local culture in Thailand, combined with existing research, quality, price, design, brand, service, packaging, employee rights and social responsibility are selected as the eight dimensions of stereotypes.

Consumption, on the other hand, affects the perception of “Made in China” on the

one hand, and on the other hand, the influence of Thai university students' own factors on Thai university students' perceptions. The perception of "Made in China" will ultimately directly affect the behavior of Thai university students buying "Made in China". We use the frequency of purchases of Thai college students to express the purchase behavior of Thai college students. After a step-by-step process, we can identify the impact on Thailand. The reasons for college students' purchase behaviors can, on the other hand, find out how these major factors influence the extent to which Thai college students purchase "Made in China" products. The use of questionnaires allowed us to obtain information on Thai college students' stereotypes, Thai college students' purchase of information on "Made in China" and personal factors of Thai university students, and further discriminate related factors to find out the perception of Thai university students. Factors that is important to influence.

3.3 Questionnaire Design And Sample Collection

3.3.1 The Design Of The Questionnaire

In order to design a scientific and reasonable questionnaire, the questionnaire has been revised several times, and opinions have been solicited on a small scale and finalized. The design of the questionnaire is a key step in the success of Thai university students' perception assessment. The questionnaire design should reflect the following principles:

First, the question of the questionnaire must accurately reflect the meaning of abstract assessment variables in the "Made in China" perception model of overseas Thai university students. The concreteness of the evaluation model is the purpose of the questionnaire. It is ready to grasp the meaning of various indicators in the evaluation model, so as to convert it into related issues; the expected goals can be achieved.

The second is to note that the questions in the questionnaire must be easy to understand for Thai university students. This requires that the description of the problem be as concise as possible and long sentences and vague concepts should be avoided.

Thirdly, the arrangement of survey questions should consider the interest and logical thinking habits of Thai university students. Under normal circumstances, the issues of interest to Thai university students should be placed in front, and the issues that are not of interest should be placed behind. Some simple questions should be placed in front, while the latter should be complicated. The problem is dominated; the model affects the perception of Thai undergraduates in front of the problem, and the resulting problems are placed behind. The respondents were promised and explained. The data obtained were only used for statistical analysis and the private information of Thai university students was strictly kept confidential.

Fourth, in order to facilitate statistical analysis, the survey questionnaire should adopt closed-ended questions. Specifically, the questionnaire contains two parts of the survey content. The first part investigates the basic information of the respondent, including the gender of the surveyed person, the level of education received, the monthly consumption situation, the institution where it is located, etc., and whether it often buys “Made in China”, and the second part is about the respondent’s The “Made in China” perception survey conducted a survey of the survey respondents’ quality, price, design, brand, service, packaging, social responsibility, and employee rights and interests in “Made in China” surveys. The number of items ranged from 2-3, followed by a survey of the perceptions of Chinese culture among Thai university students on Chinese culture.

A reexamination of the experimental literature to date reveals that in most of the instances in which extrinsic cues had strong effects on quality perceptions, the more powerful intrinsic cues had been omitted from the study Peterson, In addition, certain data

indicate that the "true" state of quality cue influence may be even more complex than described above. Results obtained by Jacoby, Olson and Haddock suggest that the effect of extrinsic cues on perceived quality may be evidenced primarily through interactions with intrinsic cues rather than through main effects. For these reasons, therefore, it is suggested that future attempts to experimentally assess the impact of specific extrinsic cues on perceived quality should also incorporate intrinsic cues in the design (especially the kinds of cues obtained through actual product usage-eg taste, appearance, fit, etc), if the results are to be externally valid and maximally meaningful.

3.3.2 Sample Collection

I am studying in Bangkok, Thailand. I have been familiar with Thailand for a year and a half. The paper's survey work was conducted in Bangkok, the capital city of Thailand, and Chiang Mai, the second largest city. The two cities are in the leading position in Thai economy, politics, culture, transportation, trade, education, technology and various aspects. The two cities have strong economic growth rates and high employment rates. The people's living standards are relatively high. In order to improve the authority of the survey, after the questionnaire was designed, it was first approved by the relevant instructors of my school's Siam University. Only after the investigators complete the relevant survey and knowledge of consent forms will they conduct investigations. During the questionnaire survey, college students of different grades and genders from the University of Siam, Chulalongkorn University, Yimokang University and Chiang Mai University were invited to participate. A total of 260 questionnaires were distributed and 201 were returned. The recovery rate was 77.3%.