

CHAPTER 4

DATA ANALYSIS

4.1 Statistical Analysis Of The "Thai Made" Stereotypes Of Thai University Students

4.1.1 Selection Of Stereotype Indicators

According to the status quo of local culture in Thailand, combined with the existing research, eight dimensions of quality, price, design, brand, service, packaging, employee rights and social responsibility are selected as stereotypes.

4.1.2 Descriptive Statistical Analysis

The data obtained from the questionnaire was input into SPSS 20.0 and descriptive statistics were made on the data. The descriptive statistical analysis can be used to divide the continuous variable first, output many types of statistics, or convert the original data into Z scores (normalized data) and store it into the current data set. The standardized variable values do not have the difference of weights and measures. It is easier to compare with other variables and is often applied to other statistical analysis processes. Table 4-1 below shows the descriptive statistics of Thai college students' stereotypes in all dimensions.

Table 4-1 Analysis Of The Important Indicators Of The "Made In China" Stereotypes Of Thai Undergraduates

Attribute	Average value	Standard deviation	Minimum value	Maximum value
Quality	2.44	1.0072	1	5
Price	2.48	0.9253	1	5
Design	2.74	1.1017	1	5
Brand	2.57	0.9428	1	5
Service	2.59	0.94 18	1	5
Package	2.67	0.9436	1	5
Sense of social responsibility	1.99	1.2611	1	5
Employee rights and interests	2.46	0.8802	1	5

From the above table, we can see that, for stereotypes, the quality score is 2.44, and the price score is 2.48. Both evaluations are not high. It should be noted here that the buyer in the Thai market evaluates the variance in price. It is 0.9253, which shows that Thai consumers think that the low price of Chinese goods is a relatively common phenomenon. In addition, consumers in the Thai market have poor evaluation of Chinese brands in terms of brand, service, packaging design, employee rights, and social responsibilities; in particular, in terms of social responsibility, Thai college students have poor general stereotypes of "Made in China" social responsibility. Its average value is less than 2, and the variance is also very small. This shows that in the sense of social responsibility of Chinese companies, Thai university students have a consistent view, and the source of this view is due to the low price of "Made in China" products, so their products Quality is not assured.

4.2 The Analysis Of The Dimensions Of The "Made In China" Stereotypes By Thai University Students

4.2.1 Correlation Test Between Indicators

For multivariate, there are the following two ways to test the correlation: 1, generally used KMO to detect: If KMO is greater than 0.9, then the validity of the scale is very good; if the KMO is between 0.8-0.9, then the amount The validity of the table is good; if the KMO is between 0.7-0.8, then the validity of the scale is good; if the KMO is between 0.5-0.6, the scale is basically effective; if the KMO is below 0.5, the scale The validity is not good and it is not suitable for factor analysis. The invalid question in the scale should be removed. 2, Bartlett sphere test, starting from the overall correlation coefficient matrix to examine the relevant issues, its zero-hypothesis is that the correlation matrix is a unit matrix, you can generally use the conventional hypothesis test to determine whether the correlation coefficient matrix is significantly different from zero . The correlation between consumer stereotype variables in the Thai market is analyzed. This section will use the Bartlett sphere test and the KMO sample measurement test. The results are shown in the table below.

Table 4-2 Correlation Coefficient Matrix

C. Attri	Qua	Price	De	Bra	Ser	Packag	Sense	E. R.
C. bute	lity		sign	nd	vice	e	of	A. I.
							social	

Table 4-2 Correlation Coefficient Matrix

Quality	1	0.0101	0.0169	-0.107	-0.084	-0.189	0.2710	0.0098
		05	05	56	77	11	0	9
Price	0.01010	1	0.0667	0.0493	-0.096	-0.050	-0.022	-0.102
	5		54	94	58	68	61	62
Design	0.01690	0.0667	1	0.0498	-0.026	0.0534	-0.106	0.0157
	5	54		62	54	44	23	2
Brand	-0.1075	0.0493	0.0498	1	-0.111	0.7182	0.0164	-0.151
	6	94	62		6	52	01	58
Service	-0.0847	-0.096	-0.026	-0.111	1	-0.010	-0.088	0.7966
	7	58	54	6		24	82	73
Package	-0.1891	-0.050	0.0534	0.7182	-0.010	1	0.0057	-0.041
	1	68	44	52	24		9	29
Sense of social responsibility	0.27100	-0.022	-0.106	0.0164	-0.088	0.0057	1	-0.113
		61	23	01	82	9		23
E.R	0.00989	-0.102	0.0157	-0.151	0.7966	-0.041	-0.113	1
A. I		62	2	58	73	29	23	

Table 4-2 Correlation Coefficient Matrix

C. Attri	Qua	Price	De	Bra	Ser	Packag	Sense	E. R.
C. bute	lity		sign	nd	vice	e	of	A. I.
							social	
Quality	1	0.0101	0.0169	-0.107	-0.084	-0.189	0.2710	0.0098
		05	05	56	77	11	0	9
Price	0.0101	1	0.0667	0.0493	-0.096	-0.050	-0.022	-0.102
	05		54	94	58	68	61	62
Design	0.0169	0.0667	1	0.0498	-0.026	0.0534	-0.106	0.0157
	05	54		62	54	44	23	2
brand	-0.107	0.0493	0.0498	1	-0.111	0.7182	0.0164	-0.151
	56	94	62		6	52	01	58
Service	-0.084	-0.096	-0.026	-0.111	1	-0.010	-0.088	0.7966
	77	58	54	6		24	82	73
Package	-0.189	-0.050	0.0534	0.7182	-0.010	1	0.0057	-0.041
	11	68	44	52	24		9	29
Sense of	0.2710	-0.022	-0.106	0.0164	-0.088	0.0057	1	-0.113
social	0	61	23	01	82	9		23
responsibi								
lity								

Table 4-2 Correlation Coefficient Matrix

E. R	0.0098	-0.102	0.0157	-0.151	0.7966	-0.041	-0.113	1
A. I	9	62	2	58	73	29	23	

Table 4-3 KMO And Bartlett's Test

KMO Sample test (Kaiser-Meyer-Olkin Measure of Sampling Adequacy)			0.701
Bartlett sphere test	Approx Chi-Square	401.003	
	df	28	
	Sig	.000	

From the results of the test of the correlation coefficient matrix, it can be seen that for this sample, the Bartlett value of 401.003 is not a problem for the sample analysis. The P value is very significant, close to 0.000; the results of the observation correlation matrix show that the value is It is 0.140 which is much smaller than 1; this fully shows that there is a strong correlation between data.

4.2.2 Analysis Of The Formal Dimension Of Stereotypes

The examination of the correlation coefficient matrix has shown that the correlation between the data is strong and can be used as a factor analysis. The principal component factor analysis method uses factor analysis on the variables and the output results are as follows:

Table 4-4 Total Variance Explained By Variables

Factors	Initial Eigen values			Sum of square sum after extracting factor load			Square sum of factor load after rotation		
	Total	Variance contribution rate%	Cumulative variance contribution rate%	Total	Variance contribution rate%	Cumulative variance contribution rate%	Total	Variance contribution rate%	Cumulative variance contribution%
1	1.957	24.464	24.464	1.957	24.464	24.464	1.818	22.728	22.728
2	1.715	21.433	45.897	1.715	21.433	21.433	1.746	21.826	44.553
3	1.209	15.114	61.011	1.209	15.114	15.114	1.275	15.934	60.488
4	1.052	13.148	75.026	1.052	13.148	13.148	1.049	13.671	74.159
5	0.927	11.586	85.745						
6	0.861	8.509	94.254						
7	0.262	3.326	97.58						

Extraction method: principal component analysis

In order to determine the number of factors, the Eigen values are analyzed, and factors with Eigen value greater than 1 are determined as independent factors. Combined with the total variance explained in Table 4-4, it can be seen that a total of four variables are identified. The degree of interpretation of these four variables for all variables is 75.026%, which can fully represent these 8 variables. These four factors have already explained to a certain extent most of the information. Therefore, when the problem is time-sharing,

using the first four factors as common factors can reasonably enrich the variables, and the information representing the original variables is also very good.

Table 4-5 Commonness

Variable name	Initial	Extraction
Quality	1	0.6961
Price	1	0.4146
Design	1	0.6457
Brand	1	0.8487
Service	1	0.8813
Package	1	0.8656
Sense of social responsibility	1	0.6835
Employee rights and interests	1	0.8973
Factor load matrix		
Primitive variable	Factor 2	
	1	2
	3	4
Brand	-0.63246	0.619167
Service	0.767683	0.505451
Package	-0.52534	0.730031

Table 4-6 Factor Load Matrixes

Employee rights and interests	0.79627	0.454119
Design		0.720847
Price		0.51655

Table 4-6 Factor Load Matrixes

Quality	-0.4578	0.531908	0.445301
Sense of social responsibility		0.742846	

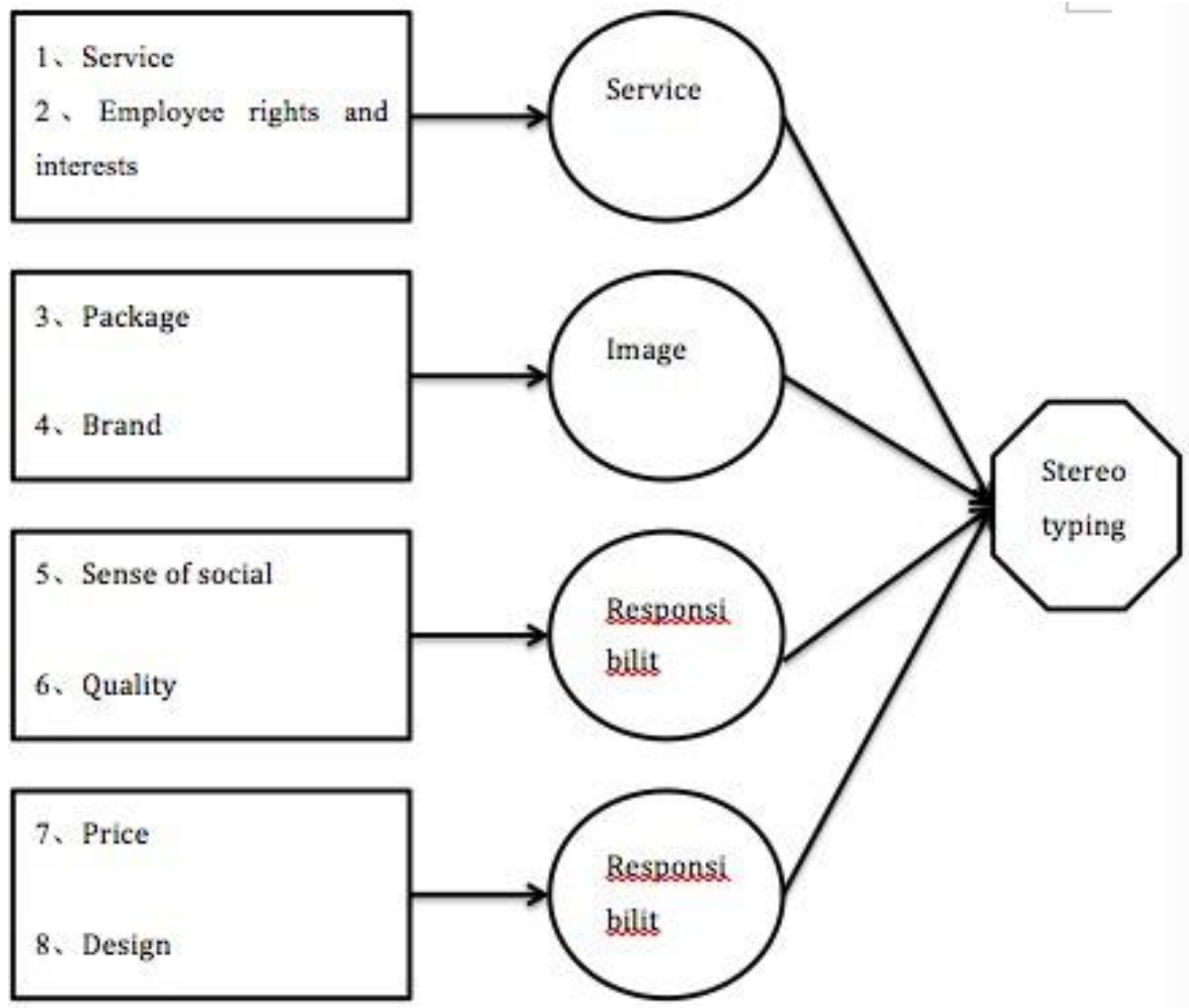
Table 4-6 shows the load matrix table of factors, which is obtained by using the principal component factor. As can be seen from the table, the factor load is somewhat lower in terms of discrimination and it is improper to interpret the factor. Therefore, in order to ensure that the values of all elements are as close to ± 1 or 0 as possible, it is helpful to interpret the factors. The paper will use the method of maximum orthogonal variance rotation to rotate the factor load matrix. The load matrix of the factor after rotation is shown in the following table

Table 4-7 Factor Loading Matrix After Rotation

Factor primitive variable	Factor
Service	0.9246
Employee rights and interests	0.9511
Package	0.9189
Brand	0.9008
Sense of social responsibility	0.7891
Quality	0.7994
Design	0.6207
Price	0.7841

The results in the above table show that the rights of services and employees constitute the first major factor first, so the first factor is regarded as the "service factor." Branding and packaging constitute the second factor, and the second factor is regarded as the "external image factor" because brands and packaging are related to the image of the product. Social responsibility and product quality constitute the third factor, so we named the third factor as the social responsibility and intrinsic quality factor of the product, referred to as the "responsibility" factor for short, and the company that attaches importance to social responsibility will inevitably put the company's interests into consideration. The interests of consumers are linked to social interests, so these companies have higher requirements for the inherent quality of goods. Price and design constitute the fourth factor, and the design load is higher, so we named the fourth factor as the design and product pricing factor (abbreviated as design). Generally speaking, the more innovative products are, the higher the premium will be.. The higher the amplitude will be. From the above discussion, we can see that the four independent dimensions constitute the stereotypes of consumers: First, the factors (services) of serving customers and employees; the second is the external image factors (images); the third is the internality of products. The factors (responsibility) of quality and social responsibility are the factors (design) of product design and pricing, and the models of stereotypes can be represented by the following figure 4-1.

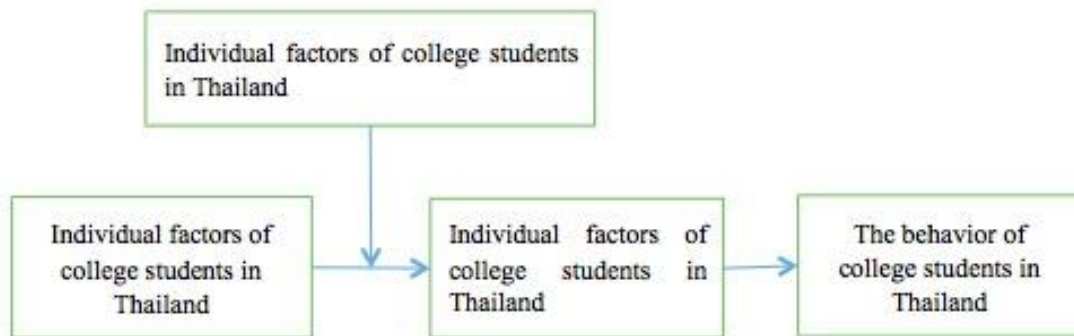
Figure 4-1 Stereotype Model



4.3 Study Design And Model Settings

As mentioned earlier, the two questions of this study are: 1. What kind of stereotypes are there in the Thai consumer market for "Made in China"? What factors have played an important role in affecting Thai university students' perceptions of "Made in China", which in turn has affected the purchase behavior of college students. Figure 4-2 below shows the overall model for this study.

Figure 4-2 Research Model Of "Made In China" Perception Of Thai University Students



This model, based on the dimensions of the “Made in China” stereotypes of Thai university students, incorporates the consumer’s own factors, comprehensively considers the issues, and conducts consumer research on “Made in China” perceptions.

4.4 Setting Of Indicators

4.4.1 Setting Indicators

The selection of undergraduates, postgraduates, and Ph.D. students with different levels of education will be used to analyze the image of China and its understanding of Chinese culture. In terms of "consumer perception" indicator setting, generally speaking, it is difficult to measure consumer perception from a quantitative perspective, but a buyer's behavior can often reflect his perception of the product. For example, a customer who has a good perception of a product often has a high frequency of purchase; conversely, a customer has a low purchase frequency. For this study, we can also choose the frequency of purchases by Thai university students to reflect the perception of “Made in China” by consumers in the Thai market.

4.4.2 Quantification Of Measurement Index System

The measurement of consumer perception and evaluation based on stereotypes is a quantitative analysis method and a quantification process of research questions. In this study, a Likert 5-grade scale was used to connect the respondents' attitudes. The usage meter reflects the level of consumers' psychological perception evaluation and uses a five-level sequential scale to connect it with the consumer's attitude and assign them respectively. Regarding the "Made in China" stereotypes, the five expressions of the impressions of China and the degree of understanding of Chinese culture are very disagreeing, disagreeing, general, agreeing, and very agreeable, respectively assigning a value of 1,2,3,4,5. The frequency of buying "Made in China" is measured in two dimensions: "yes" and "no".

4.5 Reliability And Validity Analysis

4.5.1 Reliability Analysis

The analysis of the stability and reliability of the questionnaire is the purpose of reliability analysis. When the same thing is measured repeatedly with a questionnaire, the reliability analysis can test whether the results obtained before and after measurement are consistent and consistent, and aimed at the same target questionnaire. Whether different problems are effective.

Reliability can be divided into the following two categories.

1. Intrinsic reliability. In order to measure whether the measurement of a question in the questionnaire is due to the same concept, when the coefficient of intrinsic reliability reaches 0.8 or more, we can think that the internal consistency of the questionnaire is relatively high, and it is generally divided into half. The split-half reliability and Cranach alpha coefficients represent the magnitude of intrinsic confidence.

2.External reliability. When the same object is repeatedly measured at different times, it constitutes the external reliability. The degree of consistency between the results can be called the test-retest reliability. In general, the reliability coefficient of the equivalent table is above 0.9. The reliability of the table or test is better; the acceptable reliability coefficient is 0.8 or more; when the reliability coefficient is less than 0.7, the scale must be revised: when the reliability coefficient is lower than 0.5, we believe that The survey results of the designed scale are not credible. The reliability analysis of this study uses SPSS 20.0 to use Cranach’s Cranach alpha coefficient method. The output of SPSS20.0 is shown in Table 4-1.

Table 4-8: Reliability Analysis Of Study Variables Cranach Alpha Coefficient

Variable	Number of items	ACoefficient
"China made" the concept of quality stereotype	3	0.849
"China made" price stereotypes "	3	0.872
"China made" design stereotype	2	0.813
"China made" brand stereotype	2	0.822
"China made" service stereotypes	2	0.901
"China made" packaging stereotype	3	0.809
"China made" sense of social responsibility stereotype	3	0.883
"China made" concept of employees' rights and interests	2	0.823
Consumer buying behavior	1	0.816
Understanding of Chinese culture	1	0.901
The impression of China	1	0.867
Overall measurement validity	0.847	

It can be seen from the reliability Cranach α coefficients of the variables in Table 4-8 that the Cranach Alpha coefficient of each variable is above 0.8, and the overall measurement validity is 0.847, indicating that the scale has a high internal consistency.

4.5.2 Validity Analysis

In order to examine the degree of agreement between the measurement results and the contents of the investigation, the validity analysis method was used. In terms of construct validity, in the validity analysis of the sample data using SPSS20, the KMO test value is 0.926 (a reference value greater than 0.7); and the statistical significance of the Chi-square statistical value of the Bartley sphere test is 0.00. On

Table 4-9 Main Factor Analysis

Variables and measurement items		Factor load condition
"China made" the concept of quality stereotype	a1	0.808
	a2	0.819
	a3	0.775
"China made" price stereotypes "	b1	0.806
	b2	0.729
	b3	0.731
"China made" design stereotype	c1	0.804
	c2	0.775
"China made" packaging stereotype	f1	0.823
	f2	0.672
	f3	0.717
"Chinese made" sense of social responsibility stereotype	g1	0.758
	g2	0.799
	g3	0.717

Table 4-9 Main Factor Analysis

"China made" concept of employees'	h1	0.804
rights and interests	h2	0.798
Consumer buying behavior	i1	0.832
Understanding of Chinese culture	j1	0.802
The impression of China	k1	0.791

the one hand, the results of master factor analysis are shown in Table 4-9. The load values of all factors are all above 0.7, and the cumulative variance interpretation percentage is above 70%, and the construction validity is acceptable.

4.6 Data Analysis And Hypothesis Testing

1. The proportion of “Made in China” is often purchased by college students.

Among the effective samples, 135 university students often buy “Made in China” products, which account for 67.16% of the total number; 66 people do not often buy “Made in China” products, and the ratio is 32.83%.

Table 4-10 Proportion Of Purchasers

	frequency	percent	Valid percent	Cumulative percent
1.00	66	32.83%	32.83%	32.83%
valid 2.00	135	67.16%	67.16%	100%
Total	201	100%	100%	

2. The gender structure can be seen from the collected questionnaires. The number of women is 85, accounting for 42.29% of the total. The number is 116, accounting for 57.71% of the total number.

Table 4-11 Gender Structure

		frequency	percent	Valid percent	Cumulative percent
valid	1.00	116	57.71%	57.71%	57.71%
	2.00	85	42.29%	42.29%	100%
	Total	201	100%	100%	

3. monthly consumption structure table

Table 4-12 Month Consumption Structure

		frequency	percent	Valid percent	Cumulative percent
valid	2.00	8	3.98%	3.98%	3.98%
	3.00	88	43.78%	47.76%	47.76%
	4.00	96	47.76%	95.52%	95.52%
	5.00	9	4.48%	100%	100%
	Total	201	100%	100%	100%

4. age composition

Table 4-13 Age Structure

		frequency	percent	Valid percent	Cumulative percent
valid	1	51	25.37%	25.37%	25.37%
	2	60	29.85%	55.22%	55.22%
	3	42	20.90%	76.12%	76.12%
	4	23	11.44%	87.56%	87.56%
	5	25	12.44%	100%	100%

Table 4-13 Age Structure

Total	201	100%	100%	100%
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5. Experience in purchasing "Made in China" products

Table 4-14 Experience In Purchasing Supplementary Made In China Products

		frequency	percent	Valid percent	Cumulative percent
valid	1.00	20	9.95%	9.95%	9.95%
	2.00	181	90.05%	90.05%	100%
	Total	201	100%	100%	

6.The degree of education

Table 4-15 Education Level

		frequency	percent	Valid percent	Cumulative percent
valid	2	8	3.98%	3.98%	3.98%
	3	98	48.76%	52.74%	52.74%
	4	82	40.80%	93.53%	93.53%
	5	13	6.47%	100%	100%
	Total	201	100%	100%	100%

7. There may be a correlation between the five variables of Thai university students' own factors that represent consumers' own factors and thus affect the analysis results. Therefore, it is necessary to extract the common factors for the five variables and eliminate the problem of relevance. Bartlett sphere test and KMO measurement were performed on the relevant data.

Table 4-16 KMO And Bartlett's Test

Kaiser-Meyer-Olin measure of sampling sufficient degree		0.712
Bartlett's Test of Puerility	Sig	.000
	Approx Chi-Square	159.998
	df	10

From the above table, 0.712 is the value of the final KMO. This shows that there is no problem in the factor analysis of the data from the relevant variables survey. The significance level of the Bartlett sphere test corresponding statistic is 0.000, which is very significant. The correlation coefficient matrix is significantly different from that of the unit matrix and is suitable for factor analysis. SPSS 20.0 is used for factor analysis of principal components to determine the public factors in consumer personal factors and the load of each original variable.

Table 4-17 Commonness

	Initial	Extraction
Understanding of Chinese culture	1	0.572342
The impression of China	1	0.607112
Educational level	1	0.884256
Monthly consumption	1	0.894372
Age	1	0.902312

Extraction method: principal component analysis

Table 4-18 Factor Load Matrix

Primitive variable	Factor		
	1	2	3
Educational level	0.91112		
Monthly consumption	0.90416		
Age		0.413302	0.90102
The impression of China		0.598841	-0.41875
Understanding of Chinese culture		0.707974	

Extraction method: principal component analysis

Table 4-18 above shows the load matrix of the factors. As can be seen from the table, the load differentiation of factors is not high, which is not conducive to the interpretation of relevant factors. Therefore, the factorial load matrix will be rotated using the method of orthogonal maximum variance rotation so that all the elements of the factor load matrix are as close as possible to 0 or ± 1 . The factors that are later in the Eigen values are deleted, and only the common factors with the Eigen values in the top three are selected for analysis. Table 4-20 below is the result of factoring the sample data.

Table 4-19 Rotated Factor Load Matrixes

Primitive variable	Public	Public	Public
	factor 1	factor 2	factor 3
Educational level	0.9412		
Monthly consumption	0.9344		
Understanding of Chinese culture		0.7246	
The impression of China		0.7173	
Age			0.9801

Table 4-19 Rotated Factor Load Matrixes

Characteristic value	1.751	1.081	1.001
The proportion of the total variance explained (%)	34.899	21.498	20.102
The cumulative proportion of variance explained (%)	34.899	56.624	76.509

From Table 4-20 above, it is easy to find that the cumulative variance explained by the first three factors is 76.509%. In other words, the first three factors can reflect 76.509% of all information. Therefore, in order to reduce the dimension, On the other hand, in order to be able to express the original information, the first three factors were selected for the relevant analysis. Table 4-18 of the factor load matrix tells us that the factor related to education level and income is the first common factor, so we can name this factor as a social status factor. The higher the income and the higher education level, the higher the social status.. Considering the impression of China and the understanding of Chinese culture as the second factor, since the two variables positively affect the Chinese complex, the factor is called the Chinese complex factor. In general, if consumers have more Chinese feelings, their impression of China and their understanding of Chinese culture will tend to positively name the age-related factor as an age factor, which directly follows the naming factor.

Discriminate analysis In order to be able to identify the main factors affecting the purchase frequency of Thai university students, this study will use the method of discriminate analysis to analyze the common factors extracted before. The results of the analysis of variance are given in Table 4-21 below, since the value of the canonical correlation coefficient is 0.509. The feature size is 0.349, somewhat lower. However, in Table 4-22, the Wilks' Lambda size is 0.741, and its chi-squared test value is 62.099, which is a very high level. This study can be used for discriminate analysis.

Table 4-20 Characteristic Values

Function	Characteristic value	Variance%	Accumulate%	Canonical correlation coefficient
1	0.349	100.0	100.0	0.509

Table 4-21 Wilkes's Lambda

Function test	Walks' Lambda	Chi square	df	Sig
1	0.741	62.099	0.000	.000

The discriminate analysis of the original data is performed, and then the discriminate function is obtained by calculation. As can be seen from Table 4-23, the accuracy of the overall discrimination is 73.7%. Here, 19 people do not often buy "Made in China", but they are mistakenly judged to buy it regularly. The accuracy rate is 72.1%. 34 people often buy Chinese products and are misjudged as not buying frequently. The accuracy is 74.4%.

Table 4-22 Discriminate Analysis Results

		Regular purchase	Group results for discriminate analysis	Total	
Sample original	Number	1	49	19	68
		2	34	99	133
groupin g results	Percentage	1	72.1%	27.9%	100
		2	25.6%	74.4%	100

Note: 73.7% of the initial group cases were correctly classified.

Through the method of stepwise discrimination, a total of three common factors have been identified to determine whether Thai college students frequently purchase “Made in China” products. The three common factors are: the responsibility factor in stereotypes, the factor of service and the individual factor of consumers. From the above analysis, it can be seen that the Chinese plot factor in the liability factors, service factors, and personal factors in stereotypes has a greater impact on determining whether Thai university students often buy “made in China,” while other factors influence Not obvious. In order to describe the extent of the frequency of Thailand university students purchasing "made in China", Gabriel et al is used. With Gabriel et al. Analysis of the related factors.

According to the relevant formulas, the importance of the factors that influence the purchase of “Made in China” products by Thai university students can be calculated. The calculation results are shown in the table below.

Table 4-23 Impact Of Various Factors On Thai University Students' Frequent Purchase Of Chinese Products

Standardized discriminate coefficient	Variable	Nonstandard discriminate class	Mean difference between groups	Variable value	Relative importance%
		Kj	Xj1- Xj2	Ij	Rj
0.349	Service factor	0.354	0.832	0.135	11.002
0.382	Responsibility factor	0.913	0.870	0.795	64.323
0.532	Chinese complex factor	0.553	0.583	0.322	24.675
			Total	1.252	100

4.7 Regression Analysis Of 8 Hypotheses

Test against previously proposed hypotheses

4.7.1 Purchase Behavior Of Thai College Students And Pricing Stereotypes For "Made In China"

From Table 4-23, we can see that the "design" of the public factor does not enter the final discriminate function, indicating that the sample data does not support the hypothesis that the design factor significantly affects the frequency of consumer purchases. It can be obtained ,from Table 4-7 that the design factor is on the price. The load is relatively high, so the Thai university students' influence on the “consistency in pricing” of Chinese manufacturing does not have a significant effect on whether they purchase “Made in China.” The above analysis shows that even if Thai students know that “Made in China” products are inexpensive, they do not The “Made in China” product will be purchased frequently, stating that the long-term, low-cost strategy of “Made in China” has led Thai college students to form “Chinese Made” relatively cheap stereotypes, arguing that their low prices are well-accepted, and that low-priced goods are affordable. The frequency of purchases by visitors was less affected.

4.7.2 Purchasing Behavior Of Thai College Students And Quality Stereotypes Of “Made In China”

Hypothesis 1b believes that if consumers think that the quality of “Made in China” products is good, then they will have a higher frequency of buying “Made in China”. The results of the research and analysis of the paper support the above assumption that the consumers with good quality of “Made in China” products have a high frequency of purchasing “Made in China” products, which can be obtained ,from Table 4-24. The respondents determine the dimensions of the “Made in China” responsibility dimension.

The concept has a 64.323% influence on determining whether or not to buy "Made in China" frequently. It ranks first among all public factors that affect the frequency of respondents' purchases. As can be seen from Table 4-7, the quality variable is also in a very important position in the public responsibility factor. Therefore, quality can be an important factor that Chinese companies must and continue to pay attention to.

4.7.3 Thai College Students' Purchasing Behavior And Service Stereotypes

Table 4-24 shows that the service dimension stereotypes of the public factors have a great influence on the Thai university students' willingness to purchase "Made in China", with a degree of influence of 11.002%. The hypothesis is verified if the Thai university students think that "Made in China" service order. If people are satisfied, then the frequency with which they buy "Made in China" is higher, and Table 4-7 shows that service stereotypes have a greater impact on the public factors of services, with higher loads. At present, most Chinese companies indirectly penetrate the international market through international middlemen. Therefore, who will serve for "Made in China" will be a problem that Chinese companies must face.

4.7.4 Purchase Behavior And Design Stereotypes Of Thai College Students

Similar to quality stereotypes, from Table 4-7, the design factor has a higher load on design stereotypes. However, Table 4-24 shows that the interviewees' purchases of "Made in China" stereotyped designs are "required". The frequency effect of "Made in China" is not significant. After China's accession to the World Trade Organization, nearly one-third of the global OEM (OEM) business was gradually transferred to mainland China. Because design and sales have nothing to do with themselves, enterprises not only lose the sharpness of consumer demand (market), but also make consumers have "OEM" stereotypes for "Made in China", that is, the design has nothing to do with "Made in

China”. For such a long time, because "Made in China" lacks its own unique design style, consumers who frequently buy "Made in China" products do not care about the design of Chinese products.

4.7.5 Purchasing Behavior And Brand Stereotypes Of Thai College Students

From Table 4-24, it can be seen that the results of the dissertation research and analysis reject the hypothesis 1e. That is, if Thai college students think that the “Made in China” brand is well-known, then the frequency with which they buy “Made in China” is not necessarily high. The reason for this result is that Chinese brands currently have a low international influence, lacking genuine international brands, and Chinese products lack country and brand personality. Therefore, the impact of brand stereotypes on the frequency of respondents' purchases of Chinese products was not reflected in this survey.

4.7.6 Purchasing Behavior And Packaging Stereotypes Of Thai College Students

From Table 4-24, it can be seen that the image public factors have no significant effect on the frequency of “Made in China” purchases by Thai university students. However, the image public factors have a higher load on packaging stereotypes (see Table 4-7). Packaging stereotypes do not have a significant effect on whether Thai university students often buy “Made in China”.

4.7.7 Purchasing Behavior Of Thai College Students And Social Responsibility Of Chinese Enterprises

Hypothesis 1g believes that if Thai college students think that "Made in China" companies have a strong sense of social responsibility, and then they buy "Made in China" at a higher frequency. In modern marketing concepts, they require companies to

take corporate interests, consumer interests, and society as a whole. Long-term interests are combined into one. The research results of the thesis support the hypothesis that Thai university students' assessment of social responsibility of Chinese companies will influence consumer purchasing behavior. It can be seen from Table 4-24 that the responsibility factor has a very high influence on the frequency of "Made in China" purchases by Thai university students. The importance of each factor in determining whether consumers often buy Chinese products is 64.323%, combined with Table 4 - 7 It can be obtained that the burden of liability factors on social responsibility stereotypes is also high. Therefore, Chinese companies must shape the corporate social responsibility image and strive to enhance national responsibility competition.

4.7.8 Purchasing Behavior Of Thai University Students And Employee Rights And Interests Of Chinese Enterprises

Hypothesis 1h believes that if Thai college students think that "Made in China" companies attach importance to the rights and interests of their employees, their frequency of buying "Made in China" is relatively high. Generally speaking, companies value the rights and interests of employees and their work enthusiasm is high. Quality and service can be effectively guaranteed. Satisfied employees will bring satisfied customers. In order to continue to earn high incomes, employees must make corresponding and sufficient efforts to increase consumers' willingness to purchase products from companies.

4.7.9 Summary

The research results of the thesis support the hypothesis that there is a positive correlation between Thai university students' perception of the rights and interests of Chinese companies and their purchase frequency. Table 4-24 shows that the service factor

accounted for 11.002% of the factors that discriminate whether Thai university students purchase Chinese products. However, the service factor has a higher load on the employee's equity stereotypes, which is 0.9445. Therefore, the Thai university students' determination on the rights and interests of Chinese companies will affect the frequency of purchasing "Made in China", and the more they consider the rights and interests of employees in Chinese companies. The higher the number of Thai college students buying "Made in China", the higher the frequency.

4.8 Regression Analysis On Personal Factors Purchase Behavior Of Thai College Students

4.8.1 The Higher The Monthly Consumption Of Thai College Students, The Higher The Frequency Of Purchasing "Made In China"

Hypothesis 2a believes that the higher the monthly consumption of Thai college students, the higher the frequency of purchases of Chinese products, and the study rejects the hypothesis that monthly consumption of Thai college students has no significant effect on the frequency of purchases of Chinese products.

4.8.2 The Lower The Age Of Thai University Students, The Higher The Frequency Of Purchasing "Made In China"

Hypothesis 2b believes that there is a negative correlation between the age of Thai university students and the frequency with which they buy Chinese products. That is, the lower the age of respondents, the higher the frequency with which they buy "Made in China". The study of the dissertation shows that the age of the consumer has no significant effect on his purchase behavior and rejects the original hypothesis.

4.8.3 The Higher The Level Of Education Received By Thai Undergraduates, The Higher The Frequency Of Buying "Middle Manufacturing" In Thailand

Hypothesis 2c believes that there is a positive correlation between the educational level of Thai university students and the frequency of their purchase of Chinese products. The results of the research and analysis show that there is no significant correlation between the education level of respondents and whether they frequently purchase Chinese products, and reject the original hypothesis.

4.8.4 The Better The Thai University Student's Impression Of China, The Higher The Frequency Of Purchasing "Made In China"

Hypothesis 2d believes that the Thai university students' impression of China is better and their purchase. The frequency of "Made in China" will be higher. It is generally believed that if a consumer likes a country, according to the "halo effect", its evaluation of products produced in that country will also be relatively high; conversely, if consumers have hostile emotions in a country, they will There must be some prejudice, and ultimately affect their purchase behavior.

4.8.5 The Better The Thai University Students Understand Chinese Culture, The Higher The Frequency Of Buying "Made In China"

Hypothesis 2e believes that the more Thai university students understand Chinese culture, the more frequently they will buy "Made in China". The deeper the understanding of the culture of a country by Thai university students, the unique cultural connotations of the products of the country will be more understood and recognized, so as to enhance the evaluation and recognition of products, and ultimately increase the frequency of their purchase.

4.8.6 Summary

The research results of the thesis support the hypotheses 2d and the hypothesis 2e. That is to say, the degree of understanding of Chinese culture and the perception of the Chinese national image influences the behavior of consumer purchases, because consumers in all factors that determine whether Thai students often buy Chinese products are influential factors. The importance of China's China tie factor is: 24.675%, which is second.