

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Suggestions For Countries**

1. Enhancing national social responsibility and global competitiveness
2. Establish a good national image
3. The promotion of overseas Chinese culture must be strengthened to increase overseas consumers' understanding of Chinese culture.

#### **5.2 Advice To The Company**

1. Choose the right pricing strategy, focus on product quality, and promote normalization of costs. Under the circumstances that "Made in China" is cheap, overseas consumers may not necessarily buy "Made in China" products. Relying on low-cost strategies to stimulate consumer purchases of "Made in China" will reduce further, while low-cost competition will not be sustainable. When costs are normalized, distorted price perception will have a short-term impact on the marketing of the international market, manifested as the decline of the dealer's profits and the consumer's refusal to purchase, and then sales will decline. From the stereotypes of origin, we can see that companies can only maintain good product quality and pay attention to marketing, and stereotypes will be changed. The normalization of costs means that prices will return from distortions to normal stereotypes. In addition, "Made in China" costs The normalization will help Chinese companies re-select target markets and position products.

2. Most Chinese companies indirectly enter the international market through international intermediaries. Therefore, who will serve for "Made in China" will be a

problem that Chinese companies must face. Solving the after-sales service problem will also allow overseas consumers to buy it with confidence and comfort.

3. The development of China's manufacturing industry over the past 30 years of reform and opening up, from manufacturing in China to creation in China, has begun to become a manufacturing center in the world. The development of industry is a prerequisite for the development of other industries. Manufacturing industry is the leading force of a country's industry and plays a major role in the national economy. From the OEM (OEM) transition to ODM (self-design), from imitate (imitation) to Innovation (innovation), is "Made in China" is also the only way for China's economic takeoff.

4. The company attaches great importance to the rights and interests of its employees. The employees' enthusiasm is high, and they can be effectively guaranteed in product quality and service. Satisfied employees will bring satisfied customers.

5. Chinese companies should invest in factories in Thailand's industrial parks. They should also use television and other media to advertise and distribute brochures.

6. Corporate Responsibility The competitiveness is the core competitiveness of the company in the future. Moreover, many multinational corporations take corporate social responsibility as the focus of publicity to attract consumers. In order to effectively cope with this competitive attitude, on the one hand, social responsibility can be incorporated into the corporate culture. On the other hand, corporate social responsibility can be used as a new marketing tool and method to promote consumers to positively review the corporate image, So as to improve the core competitiveness of enterprises.

7. Adaptation strategies for culture, paying attention to national traditions, customs, taboos, and fulfilling responsibilities, etc. Cross-cultural marketing needs to adapt to the

cultural requirements of the target market countries, and it needs to conform to local cultural characteristics as much as possible. It is found that the cultural differences bring about the marketing opportunities brought by the enterprises, choosing the right cultural adaptation strategies, cultural differences strategies and cultural cross-cutting strategies and their strategic combinations, and then successfully expanding the international market. In this way, it is possible to speed up the process of "world factory" to "world market".

### **5.3 Shortages And Prospects**

Because the data from several universities in Thailand, although representative, but because of the lack of samples, the research conclusion has certain limitations. At present, "Made in China" has spread all over the world. Future research can select more consumers as the research object of the study and expand the scope of research. At the same time, the "Made in China" study of the thesis refers to the manufacture of a broad range of goods in China and will be studied in the future. According to the different types of products, the products can be refined into a certain category or an industry, so that it is more targeted; the subject of the study can also be a consumer group in the industry or a consumer group in the entire study area.