



**THAI CONSUMERS' PERCEPTION AND EVALUATION OF  
CHINESE PRODUCTS**

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## THAI CONSUMERS' PERCEPTION AND EVALUATION OF CHINESE PRODUCTS

### Thematic Certificate

To

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## ABSTRACT

Title: THAI CONSUMERS' PERCEPTION AND EVALUATION OF CHINESE PRODUCTS  
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The current wave of economic globalization has brought together the strengths of the countries in the world. Under the increasingly close and good prospects of Sino-Thai economic and trade cooperation, this paper aimed to explore the current situation and the situation of Chinese products in the Thai market, and then analyze what factors influence the Thai consumers' purchase of Chinese products. In recent years, China's products have been continuously upgraded and improved in the context of globalization. It is the intention of this research can be used as a reference for Chinese companies.

This paper use a combination of qualitative and quantitative methods to conduct a more in-depth discussion of the subject. Firstly, the theories and literatures on stereotypes and origin effects that influence the decisive factors in intercultural communication are reviewed.

The concepts and characteristics of stereotypes, the causes of origin effects, and the main factors affecting the effect of origin are summarized; and selected eight indicators in the stereotypes: price, quality, service, design, brand, packaging, social responsibility, employee rights; and consumer personal factors in the impact of origin effect, age, education level, China impression The five variables of understanding Chinese culture are the research objects of this topic.

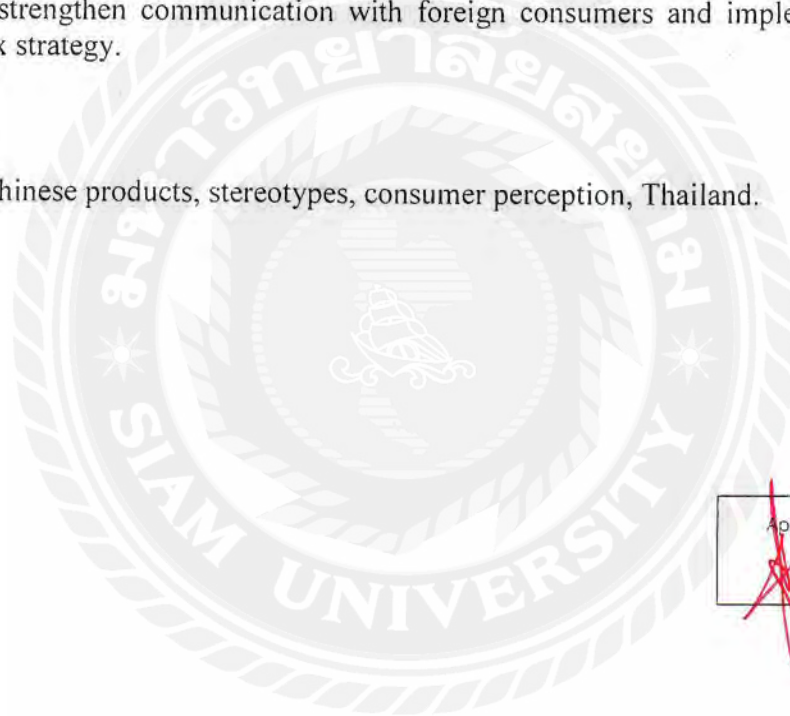
Secondly, based on Thai consumers, 500 questionnaires were issued and 257 questionnaires were effectively recovered. The respondents included teachers, students, company employees, self-employed individuals, freelancers, salespeople, housewives, and so on. The questionnaire was divided into two parts. The first was the basic information of the respondents, such as gender, the frequency of purchasing Chinese products, etc. The second was the measurement items established by the eight indicators of stereotypes. The questionnaire uses Likert's 5-level scale to convert the attitude of Thai consumers to purchase Chinese products into figures, which objectively reflects the psychological perception and evaluation level of Thai consumers on Chinese products. Lastly, four common factors are extracted from the stereotypes: image, service,

design and responsibility; three common factors are extracted from the individual factor variables: social status, Chinese complex, age, as the object of further research and analysis.

Then, an empirical analysis was performed on the above seven common factors. Identify the main factors and frequencies that affect Thai consumers' purchases of Chinese products. The results of the study were: the responsibility factor in stereotypes has the greatest impact on Thai consumers' perception, accounting for 64.323%; the Chinese factor in personal factors, the impact degree is 24.675%; the service factor in stereotypes, the impact degree is 11.002%. The remaining factors have no significant impact on consumers' perception of Chinese products.

Finally, on the basis of the research conclusions, this paper put forward three strategies and suggestions to enhance foreign consumers' perception of Chinese manufacturing. The first was to enhance the responsibility competitiveness of the state and enterprises. The second was to choose the right pricing strategy, pay attention to product quality and promote cost normalization. The third was to strengthen communication with foreign consumers and implement cross-cultural marketing mix strategy.

**Keywords:** Chinese products, stereotypes, consumer perception, Thailand.



Approved by

## 摘要

标题：泰国消费者对中国产品的感知与评价

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*02 / 05 / 2019*

现在经济全球化的浪潮几乎将世界各国经济强强联合起来。在中泰经贸合作越来越紧密和良好的前景下，本文旨在探讨出中国产品在泰国市场的现状和处境，进而分析出什么因素影响决定着泰国消费者购买中国产品的行为。近几年中国的产品不断在全球化的背景下升级改造完善，希望本研究能对中国企业有一定参考借鉴作用。

本文采用定性和定量相结合的方法对课题进行了较为深入的探讨。首先，对影响跨文化交际中起决定因素的定型观念和原产地效应相关理论及文献进行了回顾，总结了定型观念的概念和特征、原产地效应产生的原因、影响原产地效应的主要因素。并选取了定型观念中的八个指标，价格、质量、服务、设计、品牌、包装、社会责任感、员工权益和消费者个人因素对原产地效应影响中的收入、年龄、受教育程度、中国印象、对中国文化了解的五个变量，作为本课题的研究对象。

其次，以泰国消费者为基础，发放 500 份、有效收回 257 份的调查问卷。被调查对象包括教师、学生、公司职员、个体户、自由职业者、销售人员、家庭主妇等。问卷设立二个部分，第一是被调查者的个人基本信息，如性

其次，以泰国消费者为基础，发放 500 份调查问卷，有效收回 257 份。被调查对象包括教师、学生、公司职员、个体户、自由职业者、销售人员、家庭主妇等。问卷设立二个部分，第一是被调查者的个人基本信息，如性别、购买中国产品的频率等十项；第二是对定型观念的八个指标设立的测量项。问卷采用李克特的 5 级量表，把泰国消费者购买中国产品的态度转化成数字，客观反映出泰国消费者对中国产品的心理感知和评价水平。最后从定型观念中提炼出四个公共因子：形象、服务、设计和责任；个人因素变量中提取三个公共因子：社会地位、中国情结、年龄，作为下一步研究分析的对象。

再后，通过对上述七个公共因子，进行实证分析。找出影响泰国消费者对中国产品购买行为的主要因素和频率。研究结果表明：定型观念中责任因子，对泰国消费者感知的影响最大，占 64.323%；个人因素中的中国情结因子，影响程度 24.675%；定型观念中的服务因子，影响程度达 11.002%。而其余因子，对消费者感知中国产品所产生的影响并不显著。

最后在研究结论的基础上，本文提出了提高泰国消费者对中国产品感知的三点建议。首先是要提高国家和企业的责任竞争力。二是选择合适的定价策略，注重产品质量，促进成本规范化。三是加强与国外消费者的沟通，实施跨文化营销组合战略。

**关键词：**中国产品，定型观念，消费者感知，泰国。

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My name is YATAO DENG. I love my parents, love my family, and I love China. I promise to write a serious and rigorous paper with dedication. With the enthusiasm and perseverance I have never had before, I completed the project and invested in unimaginable time and money. With the scientific rigorous attitude, the attitude and academic nature of this article are guaranteed.

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# THAI CONSUMERS' PERCEPTION AND EVALUATION OF CHINESE PRODUCTS

## 1.INTRODUCTION

### 1.1 Research background

With the continuous development of global economic integration, China's economic strength continues to increase. China's trade relations with foreign countries have shifted considerably. In 2005, China's exports reached 761.95 Billion Yuan, an increase of 28.4%, becoming the world's third largest trading country and exporting country, becoming the center of world manufacturing. In 2009, China overtook Germany to become the world's largest exporter, and China's manufacturing has undoubtedly become a strong backing for China's economic development. Tucker (2006). According to statistics, more than 70% of toys, 60% of bicycles, more than 30% of TV sets and air conditioners, and 50% of microwave ovens in the world are made in China.

According to the Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China in the Kingdom of Thailand, as of 2017, China has become Thailand's largest export market and the largest source of imports, making it Thailand's largest trading partner. The trade between the two countries has made great progress. The development process of Sino-Thai trade in the past 40 years can be divided into four stages.

The first stage was from 1975 to 1982. China's domestic situation changed. China implemented the basic national policy of reform and opening up. Under such a background, the trade between China and Thailand entered a period of rapid development, in 1978. In the first year of China's reform and opening up, China and Thailand signed two documents, namely the "China-Thailand Trade Agreement" and the "China-Thailand Joint Economic Cooperation Agreement". The two documents became bilateral trade and economic ties between the two countries. The important link. The basic products, including oil and rice, became the main commodities of trade between the two countries during this period. On the one hand, the Thai side has a higher rice output. On the other hand, China has a considerable oil production as an energy power. China exports oil to Thailand and imports high-quality rice from Thailand. Limited by the scale and trade level of the two economies, this stage is generally small in scale.

The second phase, from 1983 to 1986, was a period of short-term adjustment of bilateral trade between China and Thailand. Because during this period, Thailand's natural gas-based energy consumption structure was formed, the oil imported from China also decreased

sharply. In general, the bilateral trade volume between the two countries declined during this period, and in 1983-1986 During the four-year period, Thailand's average annual trade surplus with China was about \$9 million.

The third stage is from 1987 to 1997. This stage is a period of rapid development of bilateral trade between China and Thailand. The bilateral trade between the two countries has grown rapidly.

The fourth stage is from 1998 to the present, bilateral trade between the two countries has grown rapidly in terms of speed and scale of development, especially after the 1997-1998 Asian financial crisis. From 2000 to 2008, the Thai economy remained The average annual growth rate is more than 4%. During this period, the structure of the products exported by Thailand has changed, mainly for agricultural products, jewellery and jade and mechanical and electrical products. Exports have become the main driving force for Thailand's economic development, with exports accounting for more than half of GDP.

In 2013, Thailand's main products imported from China include electric machinery and spare parts, chemicals, household appliances and spare parts, steel, machinery and spare parts, scrap metal, computers and spare parts, car wash parts, metal products, Ships, cloth, fabrics, tanning products, integrated circuits, fruits and vegetables, daily necessities, scientific appliances, semiconductor integrated tubes, etc. Especially in recent years, with the maturity of the investment environment and the increasing strength of Chinese companies, more and more Chinese companies have entered Thailand, bringing technology and talent.

In 2000, the Chinese government issued a "going out" strategy to encourage Chinese companies to move to the world stage. In November 2009, the Ministry of Commerce of China launched the "Made in China" promotional film with the theme of "Made in China, World Cooperation" in mainstream media such as CNN in the United States. This is the first time that "Made in China" has appeared in overseas as an overall image of the industry. In January 2011, the Information Office of the State Council of China once again launched a national image promo (People's Article) at Times Square in New York, USA. (Travyn, 2012, p. 211)

The development of the world economy and the growth of human wealth have ushered in an unprecedented period of opportunity with the globalization of the economy. It is mainly reflected in two aspects:

1. Wealth has achieved rapid growth due to the globalization of the economy, and the situation of the disadvantaged groups will be improved to a certain extent, including the

improvement of their own welfare and the provision of more solid solutions for other outstanding social problems. Material basis;

2. For most developing countries, effective use of markets, technology, capital, etc. in such an era will make it possible for them to achieve leapfrog development. After missing the golden development period of the economy 30 years after the Second World War, over the past 30 years, due to the policy of reform and opening up, the Chinese economy has achieved rapid development, and the national economic level and the people's living standards have been greatly improved. In this era, some Chinese companies have begun to go abroad to find more valuable sellers on a global scale in order to find business opportunities in new markets. According to data from the General Administration of Customs, in 2013, China replaced the United States and became the country with the largest volume of goods traded around the world. China's products have spread all over the world, and Chinese products may be found in any corner of the world.

However, the evaluation of “Made in China” by overseas consumers is still controversial. Schniederjans et al. (2004, p. 8) Through a study of American consumers' perception of product quality, it is found that American consumers generally believe that the quality of products manufactured in China is lower, and that the quality of products made in China is not more valuable than that made in China. In the eyes of most overseas consumers, the most notable features of Chinese brands are cheap, low value, low quality and unreliable. Einhorn (2012) Chinese brands are still positioned in the low-end market and compete internationally with low price advantages.

However, in recent years, many research scholars believe that Chinese-made products are a symbol of low prices and high value. The study also found that for Chinese companies that outsource manufacturing to China, “Made in China” represents low labor costs, abundant material resources and competitive price advantages; for consumers, “Made in China” represents things. A medium-quality product is purchased at a value or at a low price. (Bamey & Zhang, 2008, p. 211) Results reveal a substantial and consistent need over almost all product lines for Chinese manufacturers to focus additional efforts to improve their product quality. Perhaps they are unaware of just how bad product quality can become if leaders, business people, and consumers do not seek it as a goal.

Liu (2017) Studies have shown that overseas consumers' evaluation of “Made in China” is still negative, accounting for 48.2%, positive evaluation is only 11.1%, and 40.7% of consumers have a neutral attitude towards “Made in China”. Therefore, although overseas consumers are mixed in “Made in China”, in general, overseas consumers remain open to “Made in China”.

At present, it seems that in most industries in Thailand, large and small stores can see Chinese products. However, in Thailand, “low price”, “inappropriate service” and “not high quality” seem to have become the positioning of Thai products for Chinese products, and the brand image of Chinese products has not been satisfactory. These and Chinese companies have poor product quality awareness; individual companies do not pay attention to product quality, do not strictly control quality; enterprises lack of integrity and other factors are not unrelated.

Especially in recent years, the frequent occurrence of negative problems such as deceiving consumers and food safety in China has seriously affected the international image of "Made in China".

We have seen that on the one hand, "Made in China" has brought great convenience to Thai consumers; on the other hand, Thai consumers are skeptical about "Made in China". All in all, the "Made in China" position in the Thai market has played a pivotal role, but "Made in China" is also facing severe challenges.

## **1.2 Research significance**

“Made in China” usually refers to products made in mainland China. (Han & Wang, 2012, p. 225) Many years ago, no one expected that one day "Made in China" would spread all over the world. Until 2005, Bongimi's book *A year without "Made in China"* was published. By describing the life of an American family who resisted Chinese products during the year, she finally found that “there is no mess of Chinese product life,” or that although it can survive, life becomes expensive and tricky (Bongiomi, 2005). So, the quality of Chinese-made goods should be critically important to Chinese government and business leaders worldwide.

With Chinese companies taking the country to the world market, Chinese products have become the focus of research at home and abroad. Scholars have carried out a series of problems, including the brand issues of Chinese companies, the problems of trade structure, the quality of Chinese goods, the environmental pollution of Chinese enterprises, the problem of labor productivity, and the trade protection of export destination countries. Extensive and in-depth research.

The conclusions of the paper will help Chinese companies and governments recognize the status of "Made in China" in the Thai market and help China choose the right strategy and strategy. Some priorities for Chinese manufacturer improvement by product type are

identified. and a precise measure of quality dispersion between where Chinese quality is and where it should be to meet competition for non-Chinese manufacturers is revealed. In addition, it is hoped that specific product quality issues may surface that can help Chinese manufacturers redirect their quality efforts to improve their product quality. Thereby reshaping the image of the "Made in China" national brand. On the other hand, the study of the status quo of "Made in China" in the international market, especially in the Thai market, has led the Thai government and enterprises to examine their own conditions, reflect on their own advantages and disadvantages, and learn from what is worth learning. This will be "Made in Thailand". It is good to consolidate the domestic market and move to the world market.

### **1.3 Research Framework**

Most studies on overseas consumers' perceptions and attitudes toward Chinese products are generally based on stereotypes of origin effects, using qualitative and quantitative research methods, focusing on the design, price, quality, function, and Research on the category and brand of the product. Through the design of relevant questionnaires, the survey of consumers in the survey market is conducted, and the statistical analysis method is used to describe the attitudes and evaluations of consumers on Chinese products. These studies can generally point out the attitudes of overseas consumers on Chinese products, not only the price, quality, design, brand, etc. of the products, but also analyze the advantages and disadvantages of Chinese products in the surveying countries, and objectively describe the Chinese products in overseas markets. Situation, and then give strategic advice.

We have seen that on the one hand, "Made in China" has brought great convenience to Thai consumers; on the other hand, Thai consumers are skeptical about "Made in China".

This paper will combine the theory of stereotypes and the theory of origin effect, through the investigation and analysis of local consumers in Thailand, from the eight dimensions of "conformation" to deeply analyze the attitude of Thai consumers on "Made in China". Exploring Thai consumers' stereotypes about "Made in China" and further identifying the factors that influence Thai consumers' perception of "Made in China". this study presents consumer perceptions of the quality of Chinese manufactured goods when compared to goods manufactured in other countries.

### **1.4 Research content**

This paper uses a combination of qualitative and quantitative methods to conduct a more in-depth discussion of the subject. Firstly, it reviews the related researches of Chinese and

foreign scholars on Chinese products in recent years, and sorts out the stereotypes and the theory of origin effects. The questionnaire was designed to obtain the data needed for the research, and then the current situation of consumers' perception of Chinese products in the Thai market was analyzed, and the main aspects of many factors affecting the perception of Chinese products by consumers in the Thai market were further analyzed. Specifically, the research content of the thesis includes the following parts:

The first chapter is the introduction. Firstly, it explains the background of the topic selection, briefly analyzes the trend of economic globalization, reviews the trade between China and Thailand, and expounds the status quo of Chinese products in the Thai market. Next, it explains the research significance of the paper, and expounds the research content and main innovations of this paper.

The second chapter is a literature review. Stereotypes and origin effects play a decisive role in intercultural communication, mainly reviewing the relevant literature and theory of these two aspects. Firstly, the related literatures on stereotypes and origin effects are reviewed, and the concepts and characteristics of stereotypes, the concept of origin effect, the causes of origin effects, and the main influencing factors of origin effects are summarized. A theoretical foundation for empirical research.

The third chapter is the research method of this topic. It mainly focuses on the in-depth analysis of Chinese consumers' stereotypes about Chinese products. First, the design of the questionnaire and the collection of samples were explained. In order to analyze the status quo of Thai consumers' satisfaction with Chinese products, eight research indicators were selected from Chinese product stereotypes, and the results were obtained through questionnaire survey. Descriptive statistics were made on the survey results. Next, factor analysis is performed on eight indicators, and four common factors are extracted, which is the constituent dimension of Thai consumers' stereotypes about Chinese products.

The fourth chapter is the research results. An empirical study to influence Thai consumers' perceptions of Chinese products. The overall idea of empirical research is that in the third chapter, four factors of Thai consumers' stereotypes about Chinese products are extracted, and three factors of consumers themselves are analyzed. Seven factors are analyzed to find out the impact of Thailand. The main factor for consumers to buy Chinese products. This chapter specifically contains the research hypotheses, the choice of research methods, and the analysis of research data and hypothesis testing.

The fifth chapter is conclusions and recommendations. The empirical research part of the article is summarized. Through research on Thai consumers' perceptions of Chinese products and influence on consumer attitudes, in order to enhance the brand image of Chinese products in the Thai market, reshape the image of national brands, enhance competitiveness, and make Chinese products free from the advantages of low cost, Achieving long-term development has provided useful construction.



## **1.5 Major innovations**

As a Chinese studying in Thailand, the author has witnessed the growing influence of product of china on the Thai market. Based on a field survey of product of china consumers on the Bangkok market, the authors conducted a survey on the attitude of local Thais in Bangkok on product of china using a questionnaire survey. The innovations of this article are reflected in the following points:

### **(1) Innovation of research objects**

Along with the growing number of Chinese companies in the world market, there has been more and more research on product of china in the academic world. Some scholars have carried out research on the status qua of product of china in developed countries, such as the United States, Canada, Europe, Japan, etc. There are also some scholars who are researching the status qua of product of china in the Southeast Asian market, such as Vietnam. However, few scholars have conducted research on the status qua of product of china in the Thai market. This market-oriented research helps Chinese governments and companies to objectively understand the status qua of product of china in Thailand and support scientific decision-making. And provide research directions and ideas for researchers who are concerned about product of china.

### **(2) Innovation in research methods**

Based on the theory of original stereotype and the theory of consumer behavior, this paper establishes a consumer perception model. It analyzes the status qua of product of china stereotype in the Thai market and further explores the factors that influence Thai consumers to choose product of china. As a Chinese student studying in Thailand, the author combines his social survey practice in Thailand during the thesis writing process, scientifically selects research indicators, design questionnaires and research objects to study the status qua of product of china in the Thai market. In the study of the factors affecting Thai consumers' choice of product of china, they considered the stereotype of product of china by Thai consumers and considered the personal factors of consumers. The entire research process fully considers the cultural environment and the consumption environment of Thailand, and the scientific rigor of research is strong.

## 2. LITERATURE REVIEW

### 2.1 Literature reviews

Domestic and foreign scholars have conducted extensive research on consumer attitudes and evaluations of Chinese products. However, the perception and evaluation of Chinese products is not based on the analysis of consumers in the Thai market. In summary, there is little reported research on the quality of products manufactured in China and distributed to Thai consumers.

Tucker (2006) US market research firm Shapiro & Associates conducted a survey on US consumers' willingness to buy Chinese brands in 2002 and found that 42% of consumers are not interested in Chinese brands, and only 17% of consumers are very interested. To buy a Chinese brand. Schniederjans et al. (2004) studied the US market as a research object, and studied the perceptions of Chinese consumers on Chinese products in terms of product quality and product value. The following conclusions were drawn: First, in terms of product quality, most people think that Chinese products are made. Not good enough; Second, compared with Chinese-made products, most American consumers believe that products made in other countries are more valuable.

Shenghuan (2006) takes Seoul University students as the research object, and analyzes the impact of Chinese national image and brand personality on Korean consumers' choice of Chinese refrigerators. The study found that when deciding to purchase a Chinese refrigerator, Korean consumers are affected by both the national image and product functional attributes, as well as the brand personality factors.

Rhone (2011) used the Cameroon market in Africa as a sample. The study found that the packaging, price and product design of Chinese products have positive evaluations for local consumers, while the evaluation of durability, quality and product language is not high. In addition, the categories of "Made in China" products are not rich enough, focusing only on individual fields such as shoes, toys, clothes and bags.

Most studies on Thai consumers' perceptions and attitudes toward Chinese products are generally based on the stereotype theory of the country of origin effect, while using qualitative research and quantitative research methods, focusing on the design, price, quality, and Research on functions, product categories and brands. Demonstrated that consumer satisfaction as it relates to quality service could be accurately measured with survey instruments. Through the questionnaire survey of some consumers in Thailand, the statistical analysis method was used to describe the attitude and evaluation of Thai consumers on

Chinese products. While any survey can contain possible bias of various sources, the overwhelming negative response in this survey of consumers' opinions of Chinese product quality makes a strong case for the recognition of their quality problems (as well as the problems poor quality can cause other members of supply chains who use their products) and what additional suggestions might be offered to deal with those problems. The purpose of this article is to determine the current state of consumer perceptions on the quality of products made in China. Furthermore, it analyzes the advantages and disadvantages of Chinese products competing in Thailand, and can objectively describe the situation of Chinese products in the Thai market and give strategic advice.

## **2.2 Relevant theories**

### **2.2.1 The concept and characteristics of stereotypes**

Weiping (2002, p.12), as a cognitive way of thinking, refers to a general and simple view of people and countries of different cultural backgrounds. Simply put, stereotypes are stereotyped, not easily changeable, deep-rooted impressions. As we often think of American democracy, British gentlemen, and conservatives in the East, although this impression is biased, this impression is shared by a group or society and is often recognized by most people. Therefore, stereotypes also have partial authenticity.

As a cognitive way, stereotypes play an important role in intercultural communication, directly affecting the results of cross-cultural communication and cross-cultural marketing. Since the integration of the global economy, many scholars of cultural communication and international marketing experts have paid more and more attention to the study of stereotypes.

Shijie (1996) & Rhone (2011) .Characteristics of stereotype mainly include the following points:

1. Too simplistic. Walter Lippmann as the earliest introduction of stereotypes into the field of social science research, believes that human beings become very complex when we are in a social environment and self-recognized environment, and the social division of labor becomes very detailed. Under this circumstance, we have no energy and can not discriminate all the things and people in the world and form our own cognitive views. The solution to this problem is that people classify things and people with common attributes, and then form stubborn and embarrassing judgments and understandings of each type of thing or person in their own impressions.

Stereotypes are generated based on simple judgments and cognitions of things or people with common attributes, affecting people's perceptions and evaluations of things and people, and thus affecting people's consumption behavior.

2, the judgment of identification. When judging things, our practices are dependent on past experiences, and often do not judge by the special personality of things, or we must re-learn when we face specific things. In the face of various things, the customary practice is often to put things that have already been learned into a hard-won, which is a self-protection skill for the individual.

3, to partiality. Because the generation of stereotypes is often not verified by facts, although relevant research has also pointed out that stereotypes do have partial authenticity. But after the so-called screening of complex things based on stereotypes, we found a place in people's minds. Prejudice is easy to produce in this case. The drawback of stereotypes is that they do not objectively judge things.

4. Have influence. For stereotypes, he is often able to get the approval of most people, so he has a strong "infectiousness" and "convincing power", and eventually people will adopt stereotypes when they look at the problem.

Min, Changchun, & Shengdong (2016, p. 121) In cross-cultural communication, stereotypes are important factors influencing people's cognition of other cultures. People use various media channels to gain knowledge of other ethnic groups and cultures. However, this kind of cognition is not all in line with the actual situation, and the "fixation concept" that does not conform to the actual situation forms a prejudice. While manufacturing China's products to the world, it also spreads the Chinese culture to the world. Overseas consumers will know China through the medium of "Made in China". The negative news of "Made in China" has left a relatively negative "conformation concept" for overseas consumers. Even if "Made in China" has progressed, overseas consumers will still form a "conformity". Made in China" to judge and judge.

### **2.2.2 Origin effect concept**

According to scholar Saeed, the Country of Origin (COO) refers to the influence of the country of production of the product on the evaluation, attitude and purchase intention of the product buyer. From the cognition of most scholars, the origin effect refers to the influence of the origin information on its will when the consumer has a willingness to purchase (Saeed, 1994, p. 579; Wu, 2011). For example, the origin of APPLE is in the United States, and the

origin of Lenovo is in China. Many scholars have not formed a unified definition of the origin, so the meaning of the origin can be understood from four aspects: brand origin, manufacturing origin, design origin and assembly origin.

In the early 20th century, well-known brands around the world were rare due to the level of economic development and trade. At that time, the brand origin, manufacturing origin, design origin and assembly origin refer to the same place, and the four are consistent. When scholars study the effect of origin, they do not distinguish between the four. In the period when the level of international trade is at an early stage, which country produces goods that become the object of research on the origin of the researcher.

With the rapid development of the economy, the level of international trade has increased rapidly, which has brought about a rapid flow of international capital. A large number of well-known international multinational companies have emerged, such as Panasonic Corporation of Japan, Citigroup of the United States, Nestlé of Switzerland, etc. . The origin of this period is no longer solely referring to the origin of the manufacturing sense. When a product is designed and produced in the country, but the final assembly of the product is completed, the relevant accessories need to be obtained from all over the world. We call such a product a "mixed" product.

Research on the effect of origin, along with the increasing number of hybrid products, also faces new challenges: first, how to define the origin; secondly, the origin of the brand, the origin of the manufacturing, the origin of the assembly and the origin of the design. Which is more important for the origin of the origin; in the end, the origin effect, as the mixed products become more and more common, and so on, a series of problems bring the study of the origin effect into a new Stage.

The origin effect in the research of this paper only refers to the origin of manufacture.

### **2.2.3 Causes of origin effect**

Most of the current research on the effect of origin is to use the perception and behavior of consumers as the dependent variable. Based on this, the influence of the information about the origin on the dependent variable is discussed. Most of the following aspects:

#### **1. Considering the place of origin as the motivation for emotional purchase**

In practice, some countries' products are favored by consumers for their own reasons. Sometimes, the emotional buying motivation is the most important driving force for consumers to buy products. The most common situation is that when you are in a foreign country, because of your love and affection for the motherland, consumers are more inclined to buy products from the motherland, although in some cases, the quality of the motherland's products is indeed no better than other countries.

## **2. Treating the place of origin as the standard of product quality**

For the product itself, there are generally several dimensions to describe its characteristic attributes for comprehensive consideration. The attributes of the product itself are often the basis for the consumer to evaluate the product. The properties of the product are understood from two aspects: one is the external attribute such as brand and price; the other is the inherent attribute such as design and color. Sometimes, the inherent information attributes of a product are not easily available, and external information is often used by the purchaser to infer inherent attributes, such as quality. The reality is that the information that consumers can obtain is often limited. The lack of information is sometimes a dilemma faced by buyers. In order to judge the product, people tend to think that the quality of the product is worse than the quality. Product costs are high.

Because the products with better quality tend to have stricter requirements on production, the price should be relatively high. Considering the long-term profitability of the products, for high-quality goods, the price should also reach the level of their cost. The life cycle will reach a considerable length.

In some underdeveloped countries, the origin effect plays a more important role in consumer attitudes and purchases. Due to the economic backwardness, the purchaser's own non-native products have little or no consumption experience. At this time, the origin information is the only reference that the purchaser can rely on. That is, if the buyer is not familiar with the products of a country or region, then the attitude of the consumer will be directly affected by the image of the country of origin.

### **2.2.4 Main factors affecting the origin effect**

In a comprehensive analysis of the effect of origin, Peterson and Jolibert showed through empirical analysis that consumers' willingness to purchase will be affected by the origin, and the impact can reach 0.19, which means that consumers choose whether to buy a certain At the time of product, the proportion of origin among the many influencing factors accounted for 19% (Peterson & Jolibert, 1995, p. 883; Hu, 2013).

When consumers buy products, they generally choose between domestic products and other national products. However, when consumers fail to fully grasp the product-related information and cannot choose, the origin effect becomes an important reference. As a result, consumer stereotypes ultimately affect purchasing decisions.

## **1 Image of country of origin**

Roth & Romeo (1992, p. 477). American scholars Roth and Romen pointed out that the

definition of the national image needs to reflect the connection between the product and its perception. Therefore, they define the national image as "the sum of consumers' perceptions of products from specific countries. This kind of cognition is based on the advantages and disadvantages of consumers' perception of a country's products. Scholar Schneider believes that people's stereotypes about product quality constitute national stereotypes, and this perception of product quality is linked to the people of the country (Schneider, 2005).

Tseng (2001) Scholars Lee and Tseng have found through research that consumers' willingness to buy products or services will be affected by the national image. Hu (2013) Scholars Schooler and Nagashima believe that if the only information available to consumers is origin information, the impact of the origin information at this time on the consumer's evaluation is very significant.

The judgment of the image of the origin will ultimately affect the consumer's judgment on the image of the product, and there is often a significant positive impact between them. For countries where consumers like the products and products with higher levels of industrial modernization, products are often preferred by consumers. Chin found that the collection of information on products with a high national image, the willingness of most consumers is also high. Studies show that when a country's image is positive in the minds of consumers, consumers will be positive about the country's products. The perception, especially in terms of quality, thus promotes consumer buying behavior. When the evaluation of product quality is greatly influenced by the image of the country, consumers' desire to purchase products will increase with the improvement of the national image (Chin, 2002).

The above-mentioned scholars have drawn inconsistent research conclusions. Domoff found through analysis that the image effect of the origin of consumers is affected by the degree of education, but the effect of gender on the effect of origin is not significant. Reiersen has confirmed through research that consumers' perceptions and evaluations may become a stereotype that does not change with different products, especially when buyers have preconceived ideas about overseas goods. "Evaluation in the eyes of German consumers is always the highest. Compared with Reiersen's research results, Nagashima discovered after researching the Japanese market; in the minds of Japanese consumers, only the quality of products made in Japan is the best in the global market. By comparing the products of various countries, Cattin et al. found that buyers' evaluations of developed countries such as Germany and France were significantly higher than those of developing countries.

Through the emotional role of the origin, consumers often associate themselves with specific emotions (both positive and negative) and products of a certain country or nation based on the information of origin. For example, although German cars have excellent quality,

they are well known. However, Jews tend to not buy, and this contradictory behavior is closely related to historical factors. For example, if a country's economy has a high level of development and advanced technology, then consumers' evaluation of the country's products tends to be relatively high: if a country's economy is relatively backward and its technology is backward, then consumers will Product evaluations in this country are low. A series of consumer quality metrics are proposed and used to measure and compare consumer perceived quality.

Summarizing the above research, we found the following commonalities; 1 for a particular country, consumers in one country are different from different countries;

2 in the field of international markets, political culture, etc. and the product itself The performance-independent field evaluation does not constitute a major aspect of the national image;

3 as a holistic concept of the quality of a country's products, the national image only emphasizes the overall understanding of the quality of a country's products. In general, the quality of national branded products and the products manufactured by the state are an important source of consumer awareness of the country's image. Based on this, the national image involved in this study refers to the general view that consumers hold on a series of product attributes such as design and quality of a product of a specified origin.

## **2 Product features**

Xiaozhou (2006) Product characteristics factors play an important role, mainly including product categories and product attributes. A large number of studies have shown that consumers are sensitive to the country of origin because of the different types of products, and the source countries of durable goods are the most sensitive. When the matching of the image of the country of origin of the product and the characteristics of the product is higher, the consumer's willingness to purchase is stronger, such as French perfume, German car, Japanese electric appliance and Italian leather shoes.

The origin effect does not affect all product attributes, but rather a specific product attribute. For example, we tend to have a high evaluation of Thai food, but not a high degree of knitting goods. Taking the US and Japanese consumers as the survey targets, Midea Motors is testing products, and found that consumers think that the "fuel consumption" and "reliability" of American cars are relatively low, but they think that its "horsepower" is very high; on the contrary, The "driving comfort" of German cars is not high, but its "fuel consumption" is highly rated (Hu, 2013).



Investigated the Australian consumer's assessment of the properties of six products (computers, cars, ties, dishwashers, shoes, jams) and found that consumers are concerned about the price and quality of domestic products for ties, computers, shoes and jams. Quite, it shows a strong preference; but for cars and dishwashers, they obviously have a strong preference for high quality products (Elliott & Cameron, 1994, p. 49; Hu, 2013).

From the current division of labor of major international companies, most of the current products have high requirements for science and technology. The entire product is not completed in one or two countries (regions) from design to assembly, and requires a transnational (regional) combination of products. . For example, the US Apple mobile phone, the mobile phone motherboard comes from the United States, the display screen is from South Korea and Japan, and the manufacturing is done in Taiwan or some Southeast Asian countries.

In addition, Maheswaran's research shows that if the purchaser clearly understands the information of the commodity, then the purchaser who has experience in using the product will rely on the information of the commodity itself; if the purchaser does not easily obtain the information about the commodity, rely on the source country. The image of the product is judged. In other words, if the product information is less accessible, the consumer's reliance on the image of the country of origin will be stronger.

### **3 Cultural orientation**

Cultural orientation is an important factor affecting consumers' preference for origin, including ethnocentrism and individualism.

Lin (2004, p. 221) Consumer ethnocentrism reflects the normative belief of domestic consumers in purchasing foreign products. Consumers with a stronger sense of ethnocentrism prefer domestic products. Klein (2002, p. 345) Consumer ethnocentrism has a negative correlation with its attitude towards foreign products, that is, the stronger the ethnocentrism, the less favored foreign products. Sharma (2011, 285) Propose the leading variables of consumer ethnocentrism, including the degree of openness to foreign culture and demographic factors (such as age, education level and income level).

At the same time, cultural orientation can also be distinguished from the perspective of collectivism and individualism (Hofstede, 1990; Triandis, 1995; Hu 2013). Only when the quality of domestic products is higher than other countries, individualists prefer domestic products; on the contrary, regardless of the quality of domestic products, collectivists prefer

domestic products. Usually individualists are more rational and less concerned with the factors of origin (Gurhan-Canil & Maheswaran, 2000, p. 309).

Although it is a commodity of the same country, people from different countries have different attitude perceptions and behaviors. According to the survey and analysis, in the face of the products produced in the same region, the attitudes and behaviors of buyers in different regions are very different. Consumers' responses to overseas products are also influenced by factors such as patriotism, national honour and loyalty. These differences may be due to differences in the strategies adopted by the exporting countries for cross-border marketing, or may be due to differences in the specific economic environment within the consumer's own country.

#### **4 Consumers' own factors**

In general, consumers often collect as much information as possible about the product to reduce the risk of purchasing imported products. If the consumer's information about the product is only the only clue to the origin, then the consumer. All evaluations must be inferred on the basis of origin, and the origin effect will have a significant impact on the consumer's purchasing behavior.

(Mcauley, 2001) Consumers' familiarity with a country's products is negatively related to the country of origin effect, that is, the higher the product familiarity, the lower the role of the source country. The study pointed out that when consumers face a strange product, they will use the product origin information as a supplementary information to evaluate the product. Han & Wang (2012, p. 225) It is believed that if consumers are unfamiliar with specific national products, the perception of consumer quality and the intention to purchase will be influenced by the image of the country of origin of the brand.

In addition, scholars through the analysis of American consumers found that the consumer's personal factors such as race, gender, education, age, skin color and other consumers will also affect the origin of the product. Therefore, the effect of origin is also affected by the personal factors of consumers.

In summary, Based on these studies. it appears that perceptions of consumer purchasing.

### **3. RESEARCH METHODS**

#### **3.1 Research methods**

##### **(1) Literature research method.**

According to the research topics and purpose of the thesis, a large number of relevant literature were investigated to obtain useful information, so that the research questions can be correctly and comprehensively understood. This paper investigates and studies the literature of related researches at home and abroad, and through systematic analysis and analysis, finds the research basis for the problems to be solved in this study. Since prior literature shows that there is concern about Chinese product quality and that China itself is recognizing it has quality problems, there is a need for research that can help measure and quantify consumer perceptions of Chinese product quality. Firstly, existing research results of scholars on stereotype and original effects are summarized. Then, based on the concept of origin effect, the relevant models are established in combination with marketing theory to ensure the smooth progress of subsequent research.

##### **(2) Questionnaire survey**

The questionnaire survey method is a survey method that indirectly collects the required materials in written form. In general, information and materials are obtained indirectly by issuing a brief and concise questionnaire (table) to the respondent, prompting the respondent to fill in the opinions and suggestions on the relevant issues. In the process of collecting data, this paper refers to the successful questionnaire of consumers' attitude towards product of china, and combines the author's own experience and draws on the research results of scholars in doing relevant research. On the basis of the consumer's perception of the product of china factor extraction analysis, combined with the consumer's perception model of product of china, the questions of the questionnaire were set up, and the questionnaire was finally designed. The questionnaire was measured by Shimp & Sharma (1987, p. 280) CETSCALE using a 5-level Likert scale, which has been used by scholars in several countries including China, and the results show good reliability and validity (Haizhong, 2003, p. 31).

##### **(3) Empirical research method**

The empirical research method emphasizes the objective understanding of the facts and

studies the internal logic of the phenomenon itself and the laws of motion. The research object is studied through the method of empirical research, and the conclusion is that it is objective and often can withstand the test of facts and experience. This study obtained first-hand questionnaire data through the survey of consumer attitudes in the Thai market. Through the analysis of the reliability and validity of the data, the analysis of public factors and the method of discriminant analysis, the perception of product of china by Thai consumers. The study was conducted with the evaluation.

Based on these studies. it appears that perceptions of consumer purchasing.

### **3.2 Questionnaire designs and sample collection**

The questionnaire survey was conducted in Bangkok, Thailand. With a total population of 9.8 million, Bangkok is located in the Chao Phraya River Delta with a total area of 7761.50 square kilometers. As the capital, Bangkok is the center of Thailand's economy, politics, culture, transportation, trade, education, technology and all aspects. Especially in terms of economy, the Bangkok area can be said to be the most developed place in Thailand, with the economy accounting for 44% of the total economy of Thailand. It has a strong economic growth rate and a high employment rate, and the citizens have a high standard of living. People from all walk of life and all ages were invited to participate, including college students, university teachers, ordinary employees of the company, and ordinary individual business households. A total of 500 questionnaires were distributed and 257 were collected, with a recovery rate of 51.4%, which is very difficult for the local area.

The questionnaire is based on rigor, science and comprehensiveness. Because English is the second language of Thailand, the language of the questionnaire is designed in English, and comments are sought in a small area and finalized. Specifically, the survey contains two parts. The first part is the age, sex, income, education level and marital status of the respondents. And the basic information about the respondents who regularly buy Chinese products and so on. The second part is a survey of respondents' perception of Chinese products. Eight dimensions of stereotype (quality, price, design, brand, service, packaging, social responsibility, employee rights and interests) were investigated. Among them, measurement items of each index ranged from 2 to 3, followed by consumers' perception of Chinese culture. The degree of understanding and the impression of China was investigated. The details of the questionnaire are detailed in Appendix 1.

### **3.3 Statistical analysis of stereotypes**

The data of quality stereotype, price stereotype, design stereotype, brand stereotype,

service stereotype, packaging stereotype, social responsibility stereotype and employee rights stereotype obtained from the questionnaire survey are collected and collated. The following Table 3.1 gives the stereotype of various dimensions of foreign consumers. Descriptive statistical results.

Table 3.1; Analysis of important indicators for Chinese product perception

Attributes	Average	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	0.9418	1	5
Package	2.67	0.9436	1	5
Social responsibility	1.99	1.2611	1	5

As can be seen from the table above, the quality stereotype concept is 2.44 and the price stereotype concept is 2.48. Thai consumers do not have a high evaluation of quality and price. The variance in terms of price is 0.9253. It shows that consumers in Thailand generally believe that the prices of Chinese products are relatively low. Other, For Chinese products in six other aspects: brand, service, packaging, design, Employees' rights and social responsibilities are not highly valued. The average social responsibility level is less than 2, and the variance is very small. It shows that the general stereotype of Chinese products' social responsibility is very poor. The source of this view is the low price of Chinese products, so they are not confident about the quality of their products; second, there are more negative reports about Chinese products in recent years.

### 3.4 Dimensional analysis of stereotypes

In this study, exploratory factor analysis was used to find out the dimensions of the stereotype of product of china in the Thai market. In order to ensure that the values of all elements are as close as possible to  $\pm 1$  or 0, and facilitate the explanation of the factors, the maximum orthogonal variance rotation method will be used to rotate the factor load matrix. As showed below

Table 3.2; Tactor load matrices after rotation.

Original variable	Factor
-------------------	--------

	1Service factor	2External image factor	3 Responsibility factor	4Design factor
Service	0.9246			
Employee rights	0.9511			
Package		0.9189		
Brand		0.9008		
Social responsibility			0.7891	
Quality			0.7994	
Design				0.6207
Price				0.7841

Results show, two stereotypes of service and employee rights constitute the first major factor. So we regard the first factor as "service factor". Which has two meanings: one is to provide services to customers , the other is to provide services for employees. For enterprises, there is consistency between staff service and customer service, which provides employees with satisfactory service. It is helpful for employees to attach importance to their own service quality, and the improvement of service quality ultimately brings satisfied customers to enterprises.

The results in the table above show that brand and packaging constitute the second factor. Which is regarded as "external image factor", because both brand and packaging are related to the image of goods. When the buyer first comes into contact with the goods, his initial impression is the external image of the goods, which are crucial for consumers to perceive the goods. We regard the social responsibility and quality of products as third "responsibility" factors. Because companies that attach importance to social responsibility are bound to link corporate interests, consumer interests and social interests. So these enterprises are bound to have higher requirements for their own product quality. The fourth factor is composed of price and design, because the design load is higher, so it is considered as the fourth "design" factor.

From the above discussion, we can see that consumer stereotypes are composed of four independent dimensions.

### 3.5 Research designs

This study aims to study two issues; 1. For product of china, what is the perception of consumers in the Thai consumer market, what stereotypes are there for consumers in the Thai

market; 2. What factors are affecting the Thai market? Consumers have played an important role in the perception of 'made in China' perception, which in turn has affected consumers' purchasing behavior. Looking back on previous studies of foreign consumers' perceptions and evaluations of the product of china, most of the research is based on the original. The stereotypes are aimed at the "manufacturing of China" product quality, price, brand, service, and other stereotypes about the product's own attributes, so as to explore the satisfaction of the stereotypes of various dimensions in the eyes of foreign consumers, or What kind of attitudes do foreign consumers hold about product of china, and then propose measures to improve consumer perception.

On the one hand, this study draws on the achievements of predecessors, makes research on the stereotypes of product of china by foreign consumers, draws on the predecessors' division of the product of china stereotypes, and then combines the realities of consumers in the Thai market. Regarding the various attribute dimensions of product of china products, this article proposes the attribute dimension of Thai consumers' stereotype about product of china. On the other hand, when studying the important factors affecting the perception of product of china by Thai consumers, they have added the personal factors of consumers, from the consumer's stereotype of product of china and "consumer personal factors". To explore the extent of the impact on consumer perception.

### **3.6 Indicator setting**

Generally speaking, it is difficult to measure consumers' perception from a quantitative point of view in terms of setting consumer perception indicators, but a consumer's behavior often reflects his perception of the product. For instance, customers who have a good sense of commodities tend to buy more frequently; conversely, customers buy less frequently. So now we can also use Thai consumers' purchase frequency to reflect foreign consumers' perception of Chinese products.

Stereotype-based measurement of consumer perception and evaluation is a quantitative analysis method and a process of quantifying research issues. It is necessary to convert the language in each option of each level into a specific number for statistical analysis and the corresponding calculation. Way of mathematical expression reflects the level of psychological perception of the target customer's factor characteristics of the measured object. This study used the Likert 5-level scale to link the respondents' attitudes with the dosage form to reflect the consumer's psychological perception evaluation level. In general, the Likert scale has a higher degree of reliability than other scales of the same length; the five answers are in the form of answers that allow respondents to choose their own answers in many aspects of the Likert scale. The Likert scale represents a person's degree of approval, which is

often a project's total price score. But it also has its own shortcomings: the score for the same attitude tend to have different attitudes. Whose attitude is low, and whose attitude is high, the Likert scale can be roughly distinguished, but in terms of describing their differences in attitude structure, it often cannot be done.

This study adopted the Li Kete (Likert) 5 scales, which express five impressions of China's impressions and understanding of Chinese culture - very disagree, disagree, general, agree, and agree, respectively. The values are 1, 2, 3, 4, 5. The frequency of foreign consumers buying Chinese products is measured by "yes" and "no".





## 4. RESEARCH RESULT

### 4.1 Research hypotheses

The main goal of this part is to identify the main factors that influence consumers' purchase behavior in China. To achieve these objectives several metrics will be developed and used to measure Thai consumer perceptions on product quality. Using these consumer metrics this study will examine the truthfulness of the following alternative hypotheses. Combined with the analysis of the previous chapter, hypothesis 1 is given and hypotheses are drawn from the eight dimensions of stereotype. The stereotype of Chinese products will affect the behavior of Thai consumers. As follows:

H1a: If consumers think that the price of Chinese products is high, the frequency of purchases is higher.

H1b: If consumers think that the quality of Chinese products is good, the frequency of purchase is higher.

H1c: If the consumer believes that the service of the Chinese product is satisfactory, the frequency of purchase is higher.

H1d: If consumers think that Chinese products are well designed, the frequency of purchase is higher.

H1e: If the consumer believes that the Chinese brand has a high reputation, the purchase frequency is higher.

H1f: If consumers think that China's packaging is beautiful, the frequency of purchase is higher.

H1g: If consumers think that Chinese companies have a strong sense of social responsibility, the frequency of purchase is higher.

H1h: If consumers believe that Chinese companies value employee rights, the frequency of purchase is higher.

Now the consumer purchase behavior will be affected by the consumer's personal factors as hypothesis 2. And decompose it into:

H2a: The lower the income of Thailand consumers, the higher the frequency of their purchase of Chinese products.

H2b: The lower the age of Thailand consumers the higher their frequency of buying Chinese products

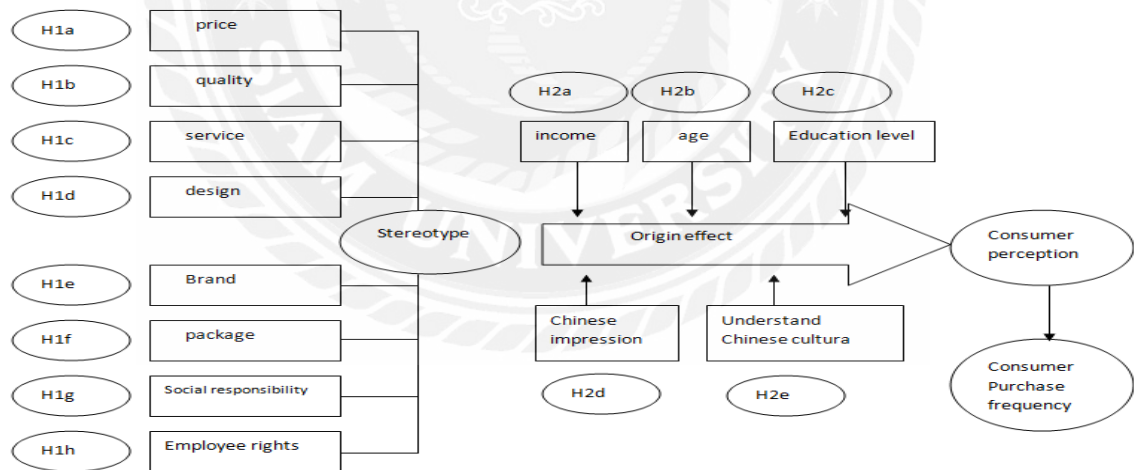
H2c: The higher the level of education, the higher the frequency of Thai consumers' purchase of Chinese products.

H2d: The better the Thai consumer's impression of China, the higher the frequency of buying Chinese products.

H2e: The more Thai consumers understand Chinese culture, the higher their frequency of buying Chinese products will be.

Therefore, we can give Thailand consumers perfect model of perception of Chinese products.

Figure 4.1: Perfect model



Consumers' perception of Chinese products will be affected by all dimensions of their stereotype. On the other hand, consumers' own factors will have a significant impact on consumers' perceptions. The perception of Chinese products will directly affect consumers' purchase of Chinese products. The purchase frequency of Thai consumers is used to indicate the purchase behavior of consumers. After a gradual discriminating, on the one hand, we can find out the reasons that affect consumers' purchasing behavior, and on the other hand, we

can find out the extent to which these major factors influence consumers' purchase of Chinese products. Therefore, the first use of the questionnaire made us obtain the situation of Thai consumer stereotypes, the information of Thai consumers to buy Chinese products, and the factors of Thai consumers, and then discriminate and analyze related factors, and finally find out the consumers. Perceptions have a significant impact on factors.

## 4.2 Analysis of sample data

### 1 Proportion of Thai consumers buying Chinese products

In effective samples, 178 Thailand consumers will often buy Chinese products. It accounts for 69.26% of the total. 79 people do not buy Chinese products very often. The ratio is 30.73%.

Table 4.1; The proportion of Thailand consumers buying Chinese products

		Frequency	Percent	Valid percent	Cumulative percent
Valid	1.00	79	30.73.%	30.73%	30.73%
	2.00	178	69.26%	69.26%	100%
	Total	257	100%	100%	

### 2 Sex ratio of consumers in Thailand

Among the valid samples, 96 were women, accounting for 37.35% of the total number, while 161 were men, accounting for 62.65% of the total number.

Table 4.2; Sex ratio of consumers in Thailand

		Frequency	Percent	Valid percent	Cumulative percent
Valid	1.00	161	62.65%	62.65%	62.65%
	2.00	96	37.35%	37.35%	100%
	Total	257	100%	100%	

### 3 Income structure

Table 4.3; Income structure

		Frequency	Percent	Valid percent	Cumulative percent
Valid	2.00	18	7%	7%	7%
	3.00	98	38.13%	45.13%	45.13%
	4.00	116	45.13%	90.26%	90.26%
	5.00	25	9.74%	100%	100%
	Total	257	100%	100%	100%

#### 4 Age composition structure

Table 4.4; Age structure

		Frequency	Percent	Valid percent	Cumulative percent
Valid	1	58	22.57%	22.57%	22.57%
	2	71	27.63%	50.2%	50.2%
	3	48	18.68%	68.88%	68.88%
	4	39	15.18%	84.06%	84.06%
	5	41	15.94%	100%	100%
	Total	257	100%	100%	100%

#### 5 Experience buying Chinese products

Table 4.5; Purchase experience

		Frequency	Percent	Valid percent	Cumulative percent
Valid	1.00	51	19.84%	19.84%	19.84%
	2.00	206	80.16%	80.16%	100%
	Total	257	100%	100%	

#### 6 Education level

Table 4.6; Education level

		Frequency	Percent	Valid percent	Cumulative percent
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Valid	2	18	7%	7%	7%
	3	128	49.81%	56.81%	56.81%
	4	99	38.52%	95.33%	95.33%
	5	12	4.67%	100%	100%
	Total	257	100%	100%	100%

## 7 Consumers' own factors

According to a large number of relevant literature on original research, this paper selects the income, age, education level, degree of understanding of Chinese culture, and impressions of China. The five variables are set to measure the personal factors of Thai consumers. The following table is as follows:

Table 4.7; Commonness

	Initial	Extraction
Understanding of Chinese culture	1	0.572342
Impression of China	1	0.607112
Education level	1	0.884256
Income	1	0.894372
Age	1	0.902312
Extraction method: principal component analysis.		

In order to avoid the influence of the correlation between the above five variables on the research analysis, it is necessary to extract common factors for the five variables, thereby eliminating the problem of correlation.

Factor analysis was used to analyze the collected sample data. Such as Table 4.8. It can be seen that the first three factors can reflect 76.509% of all the information. Therefore, the first three factors are selected for related analysis. Therefore, three common factors are obtained: the first common factor is related to the two levels of education and income, so the factor can be regarded as the “social status” factor, the second factor and the degree of understanding of Chinese culture and There are positive correlations between the two variables of Chinese impression, so it is called the “Chinese complex” factor; while the third

factor is mainly related to age, so it is called “age” factor.

Table 4.8; Factor load matrix after rotation

Original variable	Common factor1	Common factor2	Common factor3
Education level	0.9412		
Income	0.9344		
Understanding of Chinese culture		0.7246	
Impression of China		0.7173	
Age			0.9801
Eigenvalues	1.751	1.081	1.001
Proportion of total variance explained	34.899	21.498	20.102
Cumulative variance ratio explained	34.899	56.624	76.509

### 4.3 Discriminant analyses

In order to determine which factors significantly affect the frequency of Thai consumers' purchase of Chinese products, this paper analyzes the common factors extracted from Chapter 3 and the consumer personal factors in this chapter using discriminant analysis. A total of three common factors were identified to determine the frequency of Thai consumers purchasing Chinese products, namely: the service factor of the stereotype, the responsibility factor and the Chinese complex factor of the consumer's personal factors. It has a great influence on discriminating whether Thai consumers often purchase Chinese products. The influence of other factors is not significant.

Discriminate analysis of the original data. As can be seen from Table 4.9, the accuracy of the overall discrimination is 73.7%. Here, 27 people do not often buy "Made in China" but don't misjudge it as a regular purchase, the accuracy rate is 72.4%; 41 people often buy Chinese made but are mistakenly judged to be infrequently purchased, the accuracy is 74.2%

Table 4.9; Discriminant analysis results

			accurate	Misjudgment	Total
Sample raw grouping result	Quantity	1 Buy often	71	27	98
		2 Not buying often	118	41	159
	Percentage	1 Buy often	72.4%	27.6%	100

		2 Not buying often	74.2%	25.8%	100
Note: Correct classification of 73.7% of the initial grouping case					

In order to find out the influence of different factors on the frequency of consumers purchasing Chinese products, this paper uses Gahriel et al's analysis method to calculate the importance of factors affecting Thai consumers' frequent purchase of Chinese products according to relevant formulas. The results are as follows:

Table 4.10; The impact of various factors on consumers' frequent purchase of Chinese products

Standardized discriminant coefficient	Variable	Non-standard discriminant coefficient	Difference between means	Variable value	Relative importance %	influence level
		$K_j$	$X_{j1}-X_{j2}$	$I_j$	$R_j$	
0.349	Service factor	0.354	0.382	0.135	11.002	3
0.834	Responsibility factor	0.913	0.870	0.795	64.323	5
0.532	Chinese complex factor	0.553	0.583	0.322	24.675	4
			Total	1.252	100	

Empirical analysis shows that the stereotyped concept of consumer's product liability dimension has an impact on judging whether Chinese products are frequently purchased or not, reaching 64.323%, ranking first among all the public factors affecting consumers' purchase frequency; and the "China Complex" factor of consumer's personal factors has an impact on Thai consumers' purchase. The frequency of purchasing Chinese products has a greater impact, with the impact process reaching 24.675%, ranking second among all the public factors affecting the frequency of purchasing Chinese products; the impact of Thai consumers' stereotypes on the frequency of purchasing Chinese products in the service dimension is 11.002%, and all the impacts are eliminated. The fee is third in the common factor of buying the frequency of Chinese products.

#### 4.4 Hypothesis tests

To test these hypotheses a review of consumer metrics useful in measuring consumer perception of product quality and their purchase decision behavior is necessary .

### **1 The impact of price stereotypes on Thai consumer buying behavior**

One important consumer product quality criterion is reflected by the "price" the consumer pays for a product . Because the common factor "design" does not enter the final discriminant function, the sample data does not support the assumption that the "design" factor significantly affects the frequency of consumer purchases. In Chapter 3, Table 3.2, the “design” factor has a high price load. The influence of Thai consumers the price of Chinese products on their purchase of Chinese products is not significant.

The above analysis shows that the long-term low-price strategy of Chinese products has made foreign consumers from a cheaper stereotype of Chinese products. The continued implementation of low-price strategies by Chinese companies has less incentive for Thai consumers to purchase Chinese products.

### **2 The impact of quality stereotype on Thai consumers' purchasing behavior**

Suppose H1b believes that if consumers think that the quality of Chinese products is good. The frequency of purchasing their products is higher. It can be seen from Table 4.10 that the influence of Thai consumers' stereotype on Chinese product liability on whether to purchase Chinese products frequently is 64.323%, which is the first among all public factors affecting the frequency of consumer purchases. It. From the third chapter 3-2 tables, product quality is also very important in the “responsibility” public factor. Therefore, it is one of the most important factors that consumers influence the quality of Chinese product quality.

The above analysis shows, Chinese manufactured products are perceived as having significantly less quality than products produced in other countries. The above analysis shows that quality will be an important factor that Chinese companies must and continue to pay attention to. Product quality stereotype will have a very positive impact on Thai consumers' purchase of Chinese products.

### **3 The impact of service stereotype on Thai consumers' purchasing behavior**

From Table 4.10, the service dimension of the common factor reaches 11.002%, which also verifies the rationality of the hypothesis H1C. Table 3.2 in Chapter 3 shows that service stereotype has a greater impact on service common factors and higher loads. Therefore, the concept of service stereotype has a greater impact on Thai consumers' purchase of Chinese products.



At present, most Chinese companies enter the international market indirectly through international intermediaries. Therefore, who will serve Chinese products will be a problem that Chinese companies must face.

#### **4 The impact of design stereotype on Thai consumers' purchasing behavior**

From Chapter 3, Table 3.2, the design factor has a higher load on the design stereotype, but joins Table 4-10. Explain that Thai consumers' stereotypes about Chinese product design have little impact on the frequency of their purchases of Chinese products.

For a long time, China has only been a processing factory for the world's products. The products lack their own unique design styles, Chinese manufactured products are perceived as having significantly less value to the consumer than products produced in other countries. so consumers who often buy Chinese products do not pay attention to the design of Chinese products.

After China joined the World Trade Organization, nearly one-third of the global OEM (OEM) business gradually moved to mainland China. Mainland China has gradually become a global OEM production base. After years of production, the company has nothing to do with design and sales. It not only loses its sensitivity to the consumer demand market, but also enables consumers to have OEMs for Chinese products. Stereotypes, that is, design has nothing to do with Chinese products. For a long time, because Chinese products lack their own unique design styles, consumers who often buy Chinese products do not pay attention to the design of Chinese products. This is because China's product design capabilities can not attract the attention of overseas consumers. Most OEM products. It is designed by foreign countries, made in China, and China is only a foundry. The transition from OEM (OEM) to ODM (self-design), from Imitate (Imitation) to Innovation (innovation) is the only way for Chinese products to go global.

#### **5 The impact of brand stereotypes on the purchasing behavior of Thai consumers**

The results from the 4.10 table can be seen to negate the rationality of the hypothesis H1e, so it shows that even if Thai consumers think that the brand awareness of Chinese products is high, it does not necessarily lead them to buy Chinese products more frequently.

The reason for this result is that the current influence of Chinese brands on the international market is low, lacking a real international brand, and Chinese products lack national and brand personality.

## **6 The impact of packaging stereotypes on the purchasing behavior of Thai consumers**

It can be seen from Table 4.10 that the influence of the image common factor on the frequency of Thai consumers purchasing Chinese products is not significant, but the third chapter 3-2 shows that the image public factor has a higher load on the packaging stereotype. Therefore, it is not obvious that packaging stereotypes have a significant impact on whether Thai consumers often purchase Chinese products.

## **7 The impact of social responsibility perception on Thai consumers' purchasing behavior**

Suppose 1g believes that if consumers think that Chinese companies have a strong sense of social responsibility, then they buy Chinese products more frequently. In the modern marketing concept, enterprises are required to combine the interests of enterprises, the interests of consumers and the long-term interests of the entire society. A company with a strong sense of social responsibility will be favored by consumers. Consumers will form a responsible stereotype for the overall enterprise of a certain country. It will also believe that the products produced by the company are reliable and will increase to a certain extent. The frequency of purchase of products by enterprises. The research results of this paper support the hypothesis that the evaluation of social responsibility of Chinese consumers in Chinese companies will affect consumers' purchasing behavior.

From the 4.10 table, the liability factor is 64.323%, which demonstrates the rationality of the hypothesis H1g, and then combines the conclusions of Chapter 3 Table 3.2. It can be concluded that there is a positive relationship between Thai consumers' stereotypes about Chinese corporate social responsibility and the frequency of purchasing Chinese products.

Therefore, Chinese companies must shape the image of corporate social responsibility and strive to enhance the competitiveness of state responsibility.

## **8 The impact of stereotypes of employee rights on Thai consumers' purchasing behavior**

According to the 4-10 table, the service factor accounts for 11.002% of the influencing factors that determine whether consumers purchase Chinese products, while the service factor has a higher load on the employee's employee stereotypes, reaching 0.9445. . Combined with the hypothesis H1h. Therefore, it is concluded that the concept of employee rights and interests has an important role in discriminating whether Thai consumers often purchase Chinese products.

## **9 The impact of Thai consumer personal factors on their purchase of Chinese products**

Assume that H2a believes that the lower the consumer's income. The higher the frequency of purchasing Chinese products, and the results of this paper rejects the hypothesis. It shows that the age of the consumer does not have a significant impact on their purchase behavior.

Assume that H2c believes that the degree of education of consumers is positively related to the frequency of purchasing Chinese products. The results of this paper reject the hypothesis. It shows that there is no significant correlation between the education level of consumers and whether they often purchase Chinese products.

Suppose H2d believes that the better consumers are impressed with China, the higher their frequency of purchasing Chinese products; assuming H2e believes that the more consumers understand Chinese culture, the higher their frequency of purchasing Chinese products. Because, as showed in Table 4-10, the importance of the Chinese factor of the consumer in all the influencing factors that determine whether Thai consumers frequently purchase Chinese products is 24.675%, which is in the second place. Therefore, the results of the research analysis support hypothesis H2d and hypothesis H2e.

Therefore, in order to expand the international market and increase the international market share, Chinese enterprises must strengthen international cultural exchanges, increase the understanding of Chinese consumers in Chinese culture, and then form an identity and establish a responsible and friendly national image.

## 5.CONCLUSIONS AND RECOMMENDATIONS

### 5.1 Empirical Research Conclusions

Today, Chinese consumer goods dominate many Thailand markets. Often lower purchase prices make Chinese goods an attractive option for consumers. Based on the survey of consumers in the Thai market, the current situation of Chinese products stereotypes of foreign consumers was analyzed. Summing up and finding that Chinese products is low in price but low in quality, incomplete service, low brand awareness, poor sense of corporate social responsibility in China, and insufficient protection of employees' rights and interests are the consensus of foreign consumers; using exploratory factor analysis Finally, four independent factors were extracted from the eight factors of Thai consumer stereotypes: image, service, design and responsibility.

The personal factors of foreign consumers also affect their perception of Chinese products. In order to further find out the influence of consumers' personal factors and factors of origin stereotypes on foreign consumers' perception of Chinese products, this paper adopts stepwise discrimination. The analysis method explores the sample data. The research results show that the impact of corporate social responsibility on consumers' purchase of Chinese products is 64.323%, which is the most significant among all the influencing factors. The factor of the China Complex is more than doubled. Secondly, the factor of "China Complex" has an influence of 24.675%. It mainly includes the impression of the Chinese and the Chinese culture. The third factor is The service factor, which has an impact on consumers buying Chinese products is 11.002%. The age factor, social status factor in the consumer's own factors, and the image factor and design factor in the stereotypes are perceived by consumers. The impact of Chinese products is not significant.

### 5.2 Recommendations

#### 1.Responsible for the Responsibility of Countries and Enterprises

As can be seen from the research in Chapter 4, among many factors that affect consumers' purchase of Chinese products

The degree of influence of the responsibility factor is very high, and the importance of the responsibility factor obtained through discriminant analysis reaches 64.232%. The image of the country and the image of the company are important factors in enhancing consumer

trust. The image of the country and the image of the company come from the sense of social responsibility of the state and the company. The relationship between the country's competitiveness and the state of social responsibility of a country's enterprise can be reflected in the competitiveness of the country's responsibility. National Responsibility Competition promotes people's understanding of corporate social responsibility from the national, industrial and corporate levels. National responsibility competitiveness is a higher level of understanding of corporate social responsibility, and it indicates that the development of corporate social responsibility will enter a new stage.

The emphasis on the country's responsibility and competitiveness means that the state attaches importance to the responsibility of enterprises. When a country encourages enterprises to develop and utilize their own professional advantages, to pay attention to the impact of the entire social interests, such as environmental pollution, sales rights and interests, energy conservation and emission reduction, ecological resources, etc., this long-term sustainable development of enterprises Provides protection. If a country sends a sample of a mainstream enterprise, then this will determine how the country develops and operates global resources, and the country's competitiveness will also be enhanced, and the country's position and role in the global economy will also increase.

The responsibility competitiveness of enterprises is the core competition of the enterprise in the future. The well-known "trichloramine" incident not only caused China's dairy industry to fall into a deep crisis of trust, but also caused adverse reactions in the international arena. Some countries (regions) in Japan, Taiwan, and Africa have ordered a total ban on imports. Chinese milk. Nowadays, the era has entered a comprehensive responsibility and competitiveness to replace the era of high quality and low price. The future market will be deeply affected by the responsibility. Those enterprises that are responsible for the Duhui responsibility and willing to assume social responsibility will be favored by consumers. Moreover, many multinational companies use corporate social responsibility as the focus of publicity to attract consumers. In some multinational giants, this factor has even become a trade barrier. In order to effectively cope with this competitive attitude, companies must follow up, on the one hand, can incorporate social responsibility into the company's culture, such as Ma Yun's Alibaba, the company's culture is to create value for more people, on the other hand As a new type of marketing means and method, corporate social responsibility encourages consumers to positively perceive the corporate image, thereby enhancing the competitiveness of the enterprise. These are not only significant for Chinese companies, but also for Thai companies.

## **2. Choosing the right pricing strategy, focusing on product quality and promoting cost normalization**

Based on the investigation and analysis in Chapters 3 and 4, foreign consumers have an important stereotype of Chinese products at a low price. However, the impact of price stereotypes on consumers' frequent purchases of Chinese products is not significant. Consumers do not necessarily buy Chinese products when they know that Chinese products is cheap. This also shows that the long-term low-price strategy has a low-priced stereotype of Chinese products for foreign consumers, and has a lower impact on the frequency of consumer purchases. Relying on low-price strategies to stimulate consumers to buy Chinese products will be further reduced, while low-cost competition is not sustainable. This includes those who are still currently using the product, indicating consumers have a poor perception of Chinese-made products.

At present, the perception of Chinese products prices by foreign consumers is distorted, and the long-term distortion perception of prices has formed a low-cost stereotype, which in turn has affected consumers' purchases. When costs are normalized, distorted price perceptions will have a short-term impact on marketing in international markets, as dealers' profits fall and consumers refuse to buy, and sales will fall.

From the stereotypes of origin, we can see that only by maintaining good product quality and paying attention to marketing, stereotypes will be changed. The normalization of costs is to require prices to return from distortions and normalization. In addition, the normalization of the Chinese products cost will help Chinese companies re-select the target market and position the product. For example, from low-end consumer groups to high-end and end-consumer groups. Therefore, for enterprises, the pricing strategy should aim at the normalization of cost, relying on the advantages of quality and brand to achieve long-term occupation of the market.

## **3 Strengthen communication with foreign consumers and spread Chinese culture**

It can be seen from this study that culture affects the purchase of commercial trade and foreign consumers. Buying behavior is significantly affected by the Chinese complex factor, and the importance of discriminating whether foreign consumers will frequently purchase Chinese products is 24.675%. The implementation of cross-cultural communication and cross-cultural marketing strategies can have a major impact on consumer behavior.

As the main influencing factor of people forming stereotypes, culture will have a profound impact on corporate marketing activities. The cross-cultural marketing mix refers to the organic combination of cultural adaptation strategies, cultural differences strategies and

cultural cross-strategies. Cultural adaptation strategies emphasize national traditions, customs, taboos, and fulfillment of responsibilities, while cross-cultural marketing needs to adapt to the cultural requirements of the target market countries and needs to be as relevant as possible to local cultural characteristics. It applies to those local cultures that are more intense and not a country that is easy to change. The cultural difference policy refers to the objective analysis and evaluation of the target market culture by cross-cultural marketing, thereby finding out the cultural differences, understanding and understanding the cultural differences, and finally discovering the cultural opportunities brought about by the cultural differences. Develop a corresponding marketing strategy. The cultural cross-cutting strategy believes that culture will change with the times. The services and products of a certain stage may not reflect their respective cultural characteristics, and will eventually be accepted without the influence of culture. For example, the Chinese finally accept the Christmas card. Consumer buying behavior is influenced by cultural differences, and cross-cultural marketing strategies need to be based on the culture of consumers and the culture that consumers can accept. In practice, corporate marketing needs to fully understand the differences and changes in culture, capture the market differences and business opportunities brought about by cultural differences, and choose the correct cultural adaptation strategy, cultural differential strategy and cultural cross-cutting strategy. Their strategic combination has succeeded in expanding the international market. Product quality from one of the world's largest trading partners should be important in planning future purchases of manufactured goods from China.

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7. Do you often buy Chinese-made products?

Yes

No

**Part II: Your perception of "made in China"**

Evaluation level	Very non-compliant	incompatible	general	conform	Very much in line
Score	1	2	3	4	5
8. I understand Chinese culture					
9. I have a better impression of China.					
10. I think the quality of "Made in China" is good.					
11. I think the quality of "Made in China" is better than that of other countries.					
12. I believe that the quality of "Made in China" is trustworthy.					
13. I think the "Made in China" product is cheap.					
14. I think the price of "Made in China" is high.					
15. I think the price of "Made in China" is higher than that of other countries.					
16. I think the design of "Made in China" products is generally					
17. I think the design of "Made in China" products is beautiful.					
18. I think the "Made in China" product brand has a high reputation.					
19. I think that "Made in China" product packaging can cause consumer favor					
20. I believe that "Made in					

China" companies have a strong sense of social responsibility.					
21. I believe that "Made in China" companies are responsible for consumers.					
22. I believe that "Made in China" companies have not caused damage to the environment and have been responsible for society.					
23. I think the "Made in China" company is very caring for its employees and can be considered for employees.					
24. I believe that "Made in China" provides employees with a comfortable living and working environment.					
25. I believe that "Made in China" has a well-developed employee insurance system and is responsible to employees.					