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

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Thematic Certificate

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This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

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

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Degree: Master of Business Administration

Major: Business Administration

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19 / 06 / 2018

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

摘 要

题目: 对泰国大学生的“中国制造”定型观的分析

作者: 李刚

学位: 工商管理硕士

专业: 工商管理

导师: .....

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19 / 06 / 2018

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

关键词：中国制造;泰国大学生;原产国效应;定型观念;感知;评价

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Gang Li

At Siam University on April 23, 2018

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CHAPTER 1

INTRODUCTION

1.1 Research Background

In 2010, China surpassed the United States as the world's largest manufacturing country. Economics and business circles generally believe that the global supply chain has become increasingly concentrated in China. At present, among more than 500 major industrial products, China has more than 220 kinds of production ranked first in the world. On March 5, 2018, the first meeting of the 13th National People's Congress was opened at the Great Hall of the People in Beijing. In his report on the work of the government, Premier Li Keqiang pointed out: Accelerating the transition between new and old developments. The implementation of "Made in China 2025" will promote major projects such as industrial bases, smart manufacturing, and green manufacturing, and advanced manufacturing will accelerate development.

In the main context of economic globalization, almost all countries' economies are forcibly linked together. When a consumer chooses a product, where the product's "nationality" product comes from will affect the consumer's purchase behavior. In recent years, the effect of origin of products on consumer choice behavior has become one of the most important topics in international marketing, international business, and consumer behavior research. The earliest research on the country of origin of the product was research by Schooler in the 1960s on the impact of country-of-origin image on product

evaluation in the international market.

At present, there are four broad definitions of the origin of products: manufacturing origin, assembling origin, designing origin and origin of brand. This paper will adopt the narrow definition of manufacturing origin, that is, all the goods manufactured in mainland China, the confirmation standard is the label "Made in China" marked on the commodity.

From the previous literature, the study of “Made in China” from the perspective of foreign consumer groups includes 2004 U.S. scholar Marc J Schniederjians’s perception and evaluation of “Made in China” products by American consumer groups, and concluded that U.S. consumption It is generally believed that the "Made in China" product is of low quality and is of relatively low value compared to other countries. Wang Tao collected the evaluation of "Made in China" products by consumers in the United States and India, and conducted research to analyze the formation process of the country of origin of products.

Researchers have shown that through the categorization process, concepts arelearned by developing and differentiating cognitive categories. Conceptualization is achieved through placing an object into a cognitive category.In terms of consumers' purchasing foreign products, the COO (the “made in” label) serves as a cue, which will activate certain experience orinformation (schema) associated with the relevant country, which in turn will guide the consumer to put the product in a certain category stored inmemory. The consumer will then make a favorable or unfavorable decision(product evaluation, purchase intention, etc.) accordingly. Consequently,when consumers are processing product-related information, the activated stereotyped country image associated with the product and the situation will have significant impact on consumers' product evaluation and preference formation (Alexander, 2015).

Although the research on the country of origin has a history of 40 to 50 years, the focus of research has been on a small number of developed countries in the West. Although scholars have begun to pay attention to emerging markets, everything is still at a preliminary stage. Paying attention to a large number of emerging countries, the study of the country of origin effect is more practical. This article is based on considerations in this regard, taking Thai university students as examples, using empirical research methods to do some research on the perception and evaluation of Chinese-made products in the international market.

1.1.1 History Of Trade Between China And Thailand

In 1975, along with the establishment of diplomatic relations between the two countries, the economic and trade exchanges between the two countries gradually recovered. After the trade relations between China and Thailand continued until the outbreak of the financial crisis in Southeast Asia in 1997, they were basically in a state of relatively stable and rapid development. Since the establishment of diplomatic relations, the two countries signed relevant trade agreements in 1978, after which the trade volume between the two countries has been showing a rapid growth trend. Until 1983, the trade between the two countries developed on the basis of rapid development for a short period of time. After a three-year period of stagnation, the stagnation period began in 1987 and reached the financial crisis in Southeast Asia. China and Thailand have made breakthroughs in all development periods in the economic and trade development. The outbreak of the financial crisis in Southeast Asia in 1997 seriously affected Thailand. During this process, China has always been adhering to the principles of mutual benefit and foreign trade, providing financial assistance to Thailand and making positive contributions to Thailand's economy. By 1999, the trade development between China and Thailand had a new trend of rising and developing. In 2003, the two countries signed a zero-tariff agreement on fruits and vegetables, which laid a solid foundation for better

trade between the two countries. Until the impact of the global financial crisis in 2008 spread to the trade between the two countries, the trade volume between China and Thailand has been continuously increasing. The year 2015 marks the 40th anniversary of the formal establishment of diplomatic relations between China and Thailand, the 13th anniversary of the signing of the ASEAN-China Free Trade Agreement and the 23rd anniversary of the signing of the Greater Mekong Regional Economic Agreement. The economic exchange between China and Thailand dates back to ancient times and Thailand is an important part of the ancient Maritime Silk Road. Even in the closed economy, New China has important trade contacts and economic links with Thailand. In 2013, China surpassed Japan to become Thailand's largest trading partner. Thailand then promoted becoming one of China’s 14th largest global trading partners, and the economic ties between the two countries have been further strengthened.

In October 2013, general secretary Xi Jinping visited Southeast Asia when he proposed the strategic concept of building "the Silk Road on the sea in twenty-first Century", and hoped to connect ASEAN, South Asia, West Asia, North Africa and Europe's major economic markets and develop the strategic cooperation zone for the South China Sea, the Pacific and the India ocean to achieve economic and trade integration in Europe, Asia and Africa. Thailand is located at the key position of the "Sea Silk Road on the sea" on twenty-first Century. With the promotion of Hess strategy, the trade cooperation between China and Thailand is bound to be further strengthened.

1.1.2 Status Of "Made In China" In Thailand

The table below shows the composition of major Thai imports from China in 2017

Table 1-1 2017 Thailand's Import Of Major Commodities From China

Customs classification	Hs Code	Category of goods	1-12 months	The same period of the previous year
Category	Chapter	Total value	44,734	42,262
16 category	84-85	Mechanical and electrical products	20,872	20,077
15 category	72-83	Base metal and products	6945	7014
6category	28-38	chemical products	4,183	3,404
7 category	39-40	Plastic, rubber	2,468	2,153
11 category	50-63	textiles and raw materials	1,834	1.811
17category	86-89	transport equipment	1,694	1.423
18 category	90-92	optical clocks, medical equipment	1,190	1,165
20category	94-96	furniture toys, miscellaneous products	1,067	976
2 category	06-14	plant products	1,010	1,021
13 category	68-70	ceramics, glass	725	731
14 category	71	precious metals and products	575	295
4 category	16-24	food, drink, tobacco	442	447

Table 1-1 2017 Thailand's Import Of Major Commodities From China

10 c category	47-49	cellulose pulp; paper	441	404
1 category	01-05	living animals; animal products	357	394
8 category	41-43	leather bags	315	291
		others	6141	657

China and ASEAN recently released the “China-ASEAN Recommended Two-way Famous Brand” in Beijing for the first time recently. A total of 60 Chinese companies or products were selected as “China's well-known brand catalogue recommended to ASEAN” covering instrumentation, food, building materials, machinery, auto parts, etc. leather and other fields. However, Global Times reporters took the “Catalogue” and investigated a number of Thai local companies, contractors, and industry associations and found that these well-known Chinese brands have very low awareness in Thailand, compared to the United States, Europe and Japan, and Thailand. Local brands, many interviewees refused to interview on the ground that they did not understand, and Chinese brands are encountering cognition in Thailand.

“China is a manufacturing factory in the world, but it does not have its own world brand.” Trapeng said that in Thailand’s electric control panel market, the top three brands are Schneider’s, Siemens’s, and ABB Group, a Swiss-Swedish multinational company. Ranked fourth is Mitsubishi, Japan, "These brands are actually manufactured and assembled in China." He explained that “Thai people generally believe that American brand prices are of good quality, Thai brands are low in price, and quality is also OK. Chinese brands have the lowest prices, but the quality may be from the worst to the best. They need to be carefully considered when purchasing because relative purchases with

greater risk, Thais would rather choose the unknown US, Europe and Japan brands.” He suggested that “Chinese companies should also establish their own international brands and create such a catalogue. Only more Chinese brands appear in the Thai market, Thailand. People can become more familiar with Chinese brands.” But he also admitted that it takes time for Chinese brands to cultivate awareness in Thailand.

1.2 Research Purposes

With the continuous deepening of the reform and opening up process, China’s foreign trade has expanded rapidly. “Made in China” has begun to gain recognition in the international market. Products with the “Made in China” label are often seen as symbols of high quality and low price. The reputation of the "world factory" was captured by China. However, in the “post-crisis era” after the financial crisis, the pattern of international competition and the environment have become increasingly complex. The advantages of “Made in China” have been subjected to various severe challenges and its development has been severely hampered. This article will combine the theory of stereotypes and theory of origin to analyze the Thai college students' consumption group and analyze the Thai university students’ current attitude towards "Chinese system" from the multiple dimensions of "typed concept". Investigate Thai college students' stereotyped concept of "Made in China" and further identify the factors that affect Thai consumers' perceptions of "Made in China". The conclusions of the paper's research will help the Chinese government and enterprises recognize "Made in China". The status quo in the Thai market helps China to choose the right strategies and tactics to break down the stereotypes held by overseas consumers, especially Thai market students, on the “Made in China” origin and reshape the image of "China made" national brand.

1.3 Research Ideas

This topic examines and discusses the perception of "Made in China" in Thai university student groups to summarize the future market positioning of "Made in China". The main body of research on selecting Thai university students as subjects is that I have spent a year and a half studying and living in Thailand as a Chinese student studying in Thailand. I have a preliminary understanding of the perception of “Made in China” in the minds of Thai university students, and I’m in In the day-to-day exchanges between Thais, especially undergraduates, preliminary investigations on this research topic have established the basic ideas for research.Thai college students are the intellectual elite of their society and their future consumption dominates. They have paid more attention to China and investigated their representation of the "Made in China" situation. The reference suggestions are more instructive for the development and innovation of "Made in China" in Thailand. We believe that it is aimed at the rapid development of China. There are also some different perspectives when Thai university students generally have a positive attitude. It affects Thailand consumers' perception of "made in China". This study seeks to verify these problems and hypotheses through surveys and interviews.

1.4 Research Significance

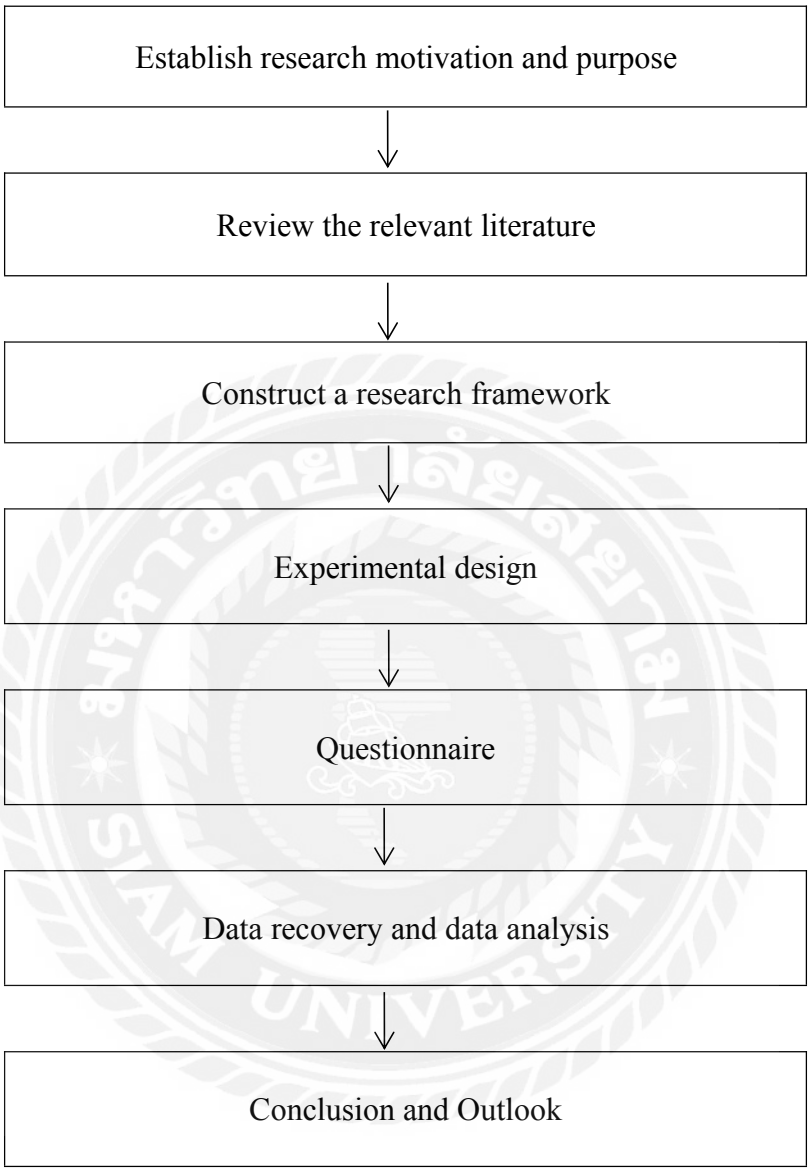
At the beginning of the 21st century, there was a number of "Made in China" negative news in many countries around the world. The impact on "Made in China" has not yet been erased. “Made in China” is labeled as “bad” and “false”, and the trust of domestic and foreign consumers in “Made in China” products has also been reduced. At present, there are many consumer groups of “Made in China” products in the international market. Due to geographical constraints and the high cost of multinational marketing research, the perception and evaluation of “Made in China” by these foreign consumer groups cannot be communicated in a timely manner. For domestic companies, resulting in the information asymmetry between the two sides hindered the Chinese

companies’ timely development of international marketing strategies and "Made in China" products in the international market in the image and status. that foreign investment is a second-best instrument that helps China to succeed in export-led growth by circumventing the many distortions that discriminate against domestic private enterprises. China's dependence on foreign investment for exports should decline as China builds up its market economy, but its generous preferences for foreign investors may unduly prolong its dependence. It is found that China's exports are increasingly dominated by the low value-added processing exports of foreign affiliates. In the case of Hong Kong investment in export processing on the Chinese mainland, the value-added in the Mainland is often less than that of re-exporting the output in Hong Kong. Since 2004, China has amended its treatment of foreign investments to attract higher-quality foreign investment and upgrade processing exports in order to transform itself from a world sweatshop to a global manufacturing center. The policies appear to have the intended effects. The Earth Institute at Columbia University and the Massachusetts Institute of Technology.

This article analyzes the perception and evaluation of "Made in China" by Thai university students to reflect the "Made in China" image and related influencing factors in the eyes of the entire overseas consumer. It has great significance for improving the direction of our manufacturing industry in a targeted way.

1.5 Research Framework

Figure 1-1 Research Framework



1.6 Definition Of College Students And Selection Of Consumer Groups

College students are a special group of society. They refer to those who have received higher education and have not yet fully entered the society. As the frontier group of new social and new technologies, and the country's advanced professional personnel, they represent the most advanced pop culture. College students represent young and

energetic people and are the pillars of social progress. College students, collectively registered in the universities for enrollment and education, are collectively referred to as full-time and extra-professional studies. They are usually school students and do not include self-taught students.

College students include three levels of education: college students, undergraduate students, and postgraduates (masters and doctoral students). Has second-class third-class: (two: advanced university - undergraduate; advanced university - postgraduate tertiary education: undergraduate, master's, doctoral students). No matter what type of study. In the strict sense of international communication, the “Bachelor, Master, and Doctorate” levels are the most important grades of college students.

The students involved in this article are full-time undergraduates, master graduate students, and doctoral graduate students who are studying at the university. Based on an on-the-spot survey of Thai university students as a consumer group, I conducted research on issues based on the concept of the origin country's stereotypes and widely absorbed research results from scholars. Utilizing the advantage of being in Thailand, studying in Bangkok, and having extensive contacts with Thai students, Thai college students are researched.This is also an innovation in this article.

CHAPTER 2

LITERATURE REVIEW

2.1 Literature Review

2.1.1 Related Documents Of "Made In China"

Scholars at home and abroad have conducted extensive research on the attitude and evaluation of “Made in China” by consumers, but the perception and evaluation of “Made in China” has not been based on the analysis of Thai university student market consumers. Schniederjans et al. The others studied the U.S. market, studied the perception of “Made in China” by American consumers in terms of product quality and product value. Based on the statistical analysis method, they reached the following conclusions: First, in terms of product quality, most people It is considered that "Made in China" does not perform well enough; Second, compared with products made in China, most overseas consumers think that products made in other countries are of higher value Schniederjans and Cao (2004). Taking scholastic MBA students from Seoul, South Korea, as the research object, Yin Shenghuan, through empirical research, analyzed the functional properties of Chinese-made refrigerators, China's national image and brand personality, and what impact Korean consumers have on Chinese refrigerators. Through research, it has been found that when deciding to purchase a Chinese refrigerator, Korean consumers are affected not only by the country’s image and functional attributes, but also by brand personality factors (Yin, 2006). Ronald used the Cameroon market as a sample of research to analyze Cameroon’s consumers’ attitudes towards “Made in China” products. A questionnaire survey was conducted on 217 respondents from the Cameroon consumer

market. A study of the origin of product evaluations was conducted to analyze the evaluation dimensions of Cameroon consumers' perceptions of Chinese manufacturing and consumers' evaluation of different categories of products. Finally, the study pointed out that the source of information for Chinese-made products is “on-site advertising or promotional activities” and “word of mouth” (Manna, 1993).

The bulk of the studies that examined consumer perceptions of Chinese products have focused exclusively or primarily on the impact of country-of-origin. The majority found that country-of-origin was significant in influencing consumer decision-making with “Made in China” associated with inferior design, manufacturing, cheap pricing, and low quality , with other studies finding it was not think so (Alexander, 2015).

Summarizing the above research, I designed a related questionnaire survey to conduct research on consumers in the survey market, and used statistical analysis methods to describe consumer attitudes and evaluations of “Made in China” products. These studies can generally point out that overseas consumers' attitudes on "Made in China" products are not only product price, quality, design, brand, etc., but also analyze the advantages and disadvantages of "Made in China" in the country of investigation, and objectively describe " Made in China "in the overseas market situation, and then give marketing advice.

2..1.2 Relevant Theories Of Literature Research Made In China

Stereotypes are a cognitive mode of thinking. Stereotypes are a complex form of summarizing what we experience. It guides and influences the communication between people, and cross-cultural communication refers to The communication between members of different cultures, linguist Dodd (1991) believes that the success of cross-cultural communication requires the coordination of cognitive, operational and emotional

factors”.

2.2 Related Documents Of Origin And National Image

Generally speaking, consumers will face the choice of products from different countries and domestic products. When consumers do not fully grasp the required information and choose products, the origin effect becomes an important reference. Consumer stereotypes ultimately affect purchase decisions. Among the numerous literatures on consumer behavior and origin, the earliest research started in the 1970s by Schooler. After an in-depth analysis of the US consumer market, Schooler pointed out: Consumer attitudes, perceptions and purchases. Intentions will be influenced by the country's image (Schooler, 1965). Schooler's research opens the door to the study of consumer behavior and stereotypes. Since then, many scholars have studied the country image and the country of rigin effect. In-depth and extensive research has been carried out. Based on the country's image and origin effect, these studies involve consumption, how to select products, and evaluate products.

A systematic investigation of country-of-origin studies is of importance in three respects. First, much of the research in this area has been criticized for its oversimplification of the subject matter and limited or lack of scientific rigor. Second, only a handful of studies have been theory or conceptual framework-driven and linked to buyer behavior models. The great majority of empirical investigations are atheoretic, and typically consist of simple opinion surveys of students (Obermiller, and Spangenberg, 1989). Nevertheless, the studies of country-of-origin to date provide a base of knowledge upon which further advances can be made. Although the great majority of the research effort to date has been empirical and has identified some key constructs and influences in this area, findings have not always been consistent.

Third, if customers are indeed influenced by the country-of-originphenomenon,then a fim's sourcing,manufacturing,and marketing plans and strategies may need to be reappraised.The globalization of markets has created complex and intertwined sourcing and marketing strategies. If any bias resulting from these strategies is present in the buying decision, then manufacturers, exporters, importers, distributors, and other channel intermediaries must pay close attention to how this affects their businessesanduse properstrategiesto respondto thisphenomenon.Nevertheless, managerial implications of the literatureare not entirely clear, and a closer scrutiny of managerial implications is unlikely in the absence of a more cohesive body of knowledge.

2.2.1 Connotation Of Origin

Saeed believes that the country associated with the brand or product is known as the COO (country of origin) (Saeed, 1994). For example, the origin of APPLE is in the United States, the origin of Lenovo is in China, and the origin of TISSOT is in Switzerland. Many scholars do not have a unified consensus on the origin of origin, and can understand its connotation from four aspects: the origin of the brand, the origin of manufacturing, the origin of the design, and the origin of the assembly.

In the early 20th century, due to the constraints of economic development and trade level, well-known brands worldwide were very rare. At that time, the origin of the brand, the origin of the country of origin, the origin of the design, and the origin of the assembly were the same. Locally, the four are the same. When scholars study the effects of origin, they do not distinguish between the four. In the period when the level of international trade was at an early stage, which country produced the commodity became the object of the researcher's research on the origin.

2.2.2 Origin Effect

From the point of view of most scholars, the origin effect refers to the influence of consumers' willingness to purchase the origin information on their wishes. In a comprehensive analysis of the effects of origin, terson and Jolibert used relevant empirical analysis to show that consumers' purchase intentions will be affected by the origin, and the degree of impact can reach 0.19, that is, whether consumers choose to purchase a certain product or not. When the product was produced, the proportion of the origin in many factors accounted for 19% (Peterson, and Jolibert, 1995).

Manrai's (1993) research shows that when a country's image is positive in consumers' minds, consumers will positively perceive the country's products, especially in quality, and promote Consumer behavior . Roth and Romeo (1992) pointed out that when the evaluation of product quality is greatly influenced by the national image, the consumer's desire to purchase products will increase as the country's image becomes higher .

State stereotyping as a cognitive shortcut, state stereotypes and country-of-origin products tend to be subjectively correlated (Obermiller, and Spangenberg, 1989). Heslop and Papadopoulos (1993) pointed out in their studies that consumers often evaluate in situ products. They will be influenced by their understanding of national stereotypes, their standard meanings and emotions.

Through the cognitive role of origin, consumers infer the quality of the product based on the origin of the information, and thus minimize the risk of purchasing decisions. Schooler and Nagashima believe that if the only information available to consumers is origin information, the impact of origin information on consumer evaluation at this time is very significant (Nagashima, 1970). Many current scholars believe that inferring the intrinsic property information of unknown products, such as quality, through the

acquisition of external attributes is the main role of the origin effect (Wall, 1991). The impact of origin on consumer perceptions is in two cases: the cumulative effect and the halo effect (Long, & Chun, 2006). If consumers are familiar with a country's products, they accumulate The effect will be produced, and indirectly, it will also affect consumer attitudes . Martin and Eroglu's (1993) study found that consumers' evaluation of a country of origin product may be affected by the economic, political, and technical impact of the national concept. For example, if a country's economic development level is high and its technical level is advanced, then consumption The product evaluation of the country is often relatively high.

First proposed the concept of the stereotype content model - the SCM model (Fiske, 2002). They learned about national stereotypes in two dimensions: warmth and competence.

Lin and Chen through a series of studies have shown that according to the degree of a country's competitive threat to determine its affinity, according to the status of a country to determine its ability. For the national image, it is mainly composed of these two separate dimensions. Chattalas and Krame (2008) speaking, this shift is the general trend between the two. That is, high affinity is often accompanied by low capacity, while high capacity is often Accompanied by low affinity. Tajfel (1981) found through research that the situation where the evaluation of both competence and affinity is high only exists within the system . Fiske (1999) research validates this assertion. Studies conducted in Asia and Africa as examples show that only the parties themselves think each other's competitiveness is light and their status is high. Therefore, from the above analysis, it can be seen that having high capacity but having low affinity is a general stereotype of national image. The studies passed by Heslop and Papadopoulost show that products of countries with higher levels of product modernization and industrialization in countries where consumers prefer are often products that consumers prefer.

2.3 Consumer Perception

Despite a large body of research, country-of-origin e ects are still poorly understood. Combining the strengths of a narrative review with those of a quantitative meta-analysis, Our research aims to lay the foundation for the research of the country of origin.We review previous country-of-origin research, focusing on cognitive, a ective, and normative aspects of country of origin. In a quantitative meta-analysis, we assess the magnitude of country-of-origine ects on three types of product evaluations, viz., perceived quality, attitude, and purchase intention. In addition, we develop and test hypotheses concerning the role of economic development, the impact of multi-national production, Differences between consumers and industrial purchasers, and a number of methodological aspects.We and that country of origin has a larger e ect on perceived quality than on attitude toward the product or purchase intention. We also believe that the difference in economic development is an important factor in the country of origin. The country-of-origin e ect does not di er between industrial and consumer purchasing, It is also not affected by multinational production. We finally put forward suggestions for future research on the country of origin. Specir cally, more research is needed on the symbolic and emotional aspects of country of origin, and on the role of competitive con text.

2.4 Origin Effect And National Image

The origin effect does affect the consumer's attitude towards product evaluation and purchase intention. This has reached a consensus in the business community and academia, but the national image as the core and carrier of the origin effect is often overlooked. In 1970 Nagashima had already proposed The concept of national image, he defined the national image as: "the reputation, impression and stereotypes held by the product consumers of a particular country", "the background of the economy, politics and products represented by the country, and the composition of historical traditions. This

image" .

American scholars Roth and Romen pointed out that the definition of a country's image needs to reflect the connection between the product and its perception. Therefore, they define the national image as: “The sum of cognition of consumers from certain countries’ products, which is based on the advantages and disadvantages of consumers’ cognition of a country’s products”.

Schneider (2005) believes that the stereotypes that people hold about product quality constitute national stereotypes, and that this perception of product quality is linked to the people of this country.

Summarizing the different definitions of stereotypes of the national image of the above scholars can be found in the following common points: 1 For a specific country, consumers in one country are different from stereotypes in different countries; 2 In the field of international markets The assessment of political, cultural and other fields that are not related to the performance of the product itself does not constitute the main aspect of the country’s image. 3 As a whole concept of the quality of a country’s products, the national image only needs to emphasize understanding the product of a country as a whole. Quality, in general, the quality of national brand products and products made by the country 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 held by consumers on a series of product attributes such as design and quality for a given origin.

2.4.1 Origin Of Product Origin

At present, most of the researches on origin effects take consumers' perceptions and behaviors as dependent variables, and based on this, the influence of origin-related

information on dependent variables is discussed.

Some consumers regard origin as the standard of product quality. We know that for the product itself, there are generally several dimensions to describe its characteristic attributes, and the overall evaluation of the product is comprehensively considered from these several dimensions. The property of the product itself is often the basis for the consumer to evaluate the product. From two aspects to understand the product's attributes, one is the external attributes of the brand, pricing, etc.; the first is the intrinsic property of design, color, etc. Sometimes, for the product, its inherent information attributes are not easily obtained. At this time, the external information is often inferred by the purchaser to intrinsic attributes, such as quality. In reality, the consumer can obtain information. To a limited extent, no information is available. Sometimes it is a difficult problem for the purchaser. At this time, consumers tend to adopt the method of “cheap; not good” because of the judgment of the product (Olson, and Jacoby, 1972).

2.4.2 Main Influencing Factors Of Origin Effect

Since Schooler first studied the origin effect in the 1970s, various scholars have conducted extensive and in-depth research on the origin of production. They conducted investigations and studies on different products in different countries, and proved the existence of origin effect through empirical research.

Morello (1984) is positive through empirical analysis. The judgment of the origin of the image will ultimately affect the consumer's judgment of the product's image, and there is often a significant positive influence among them.

The research subjects selected American consumers. After empirical research, Schooler found that some of the consumer's own individual factors also have an impact

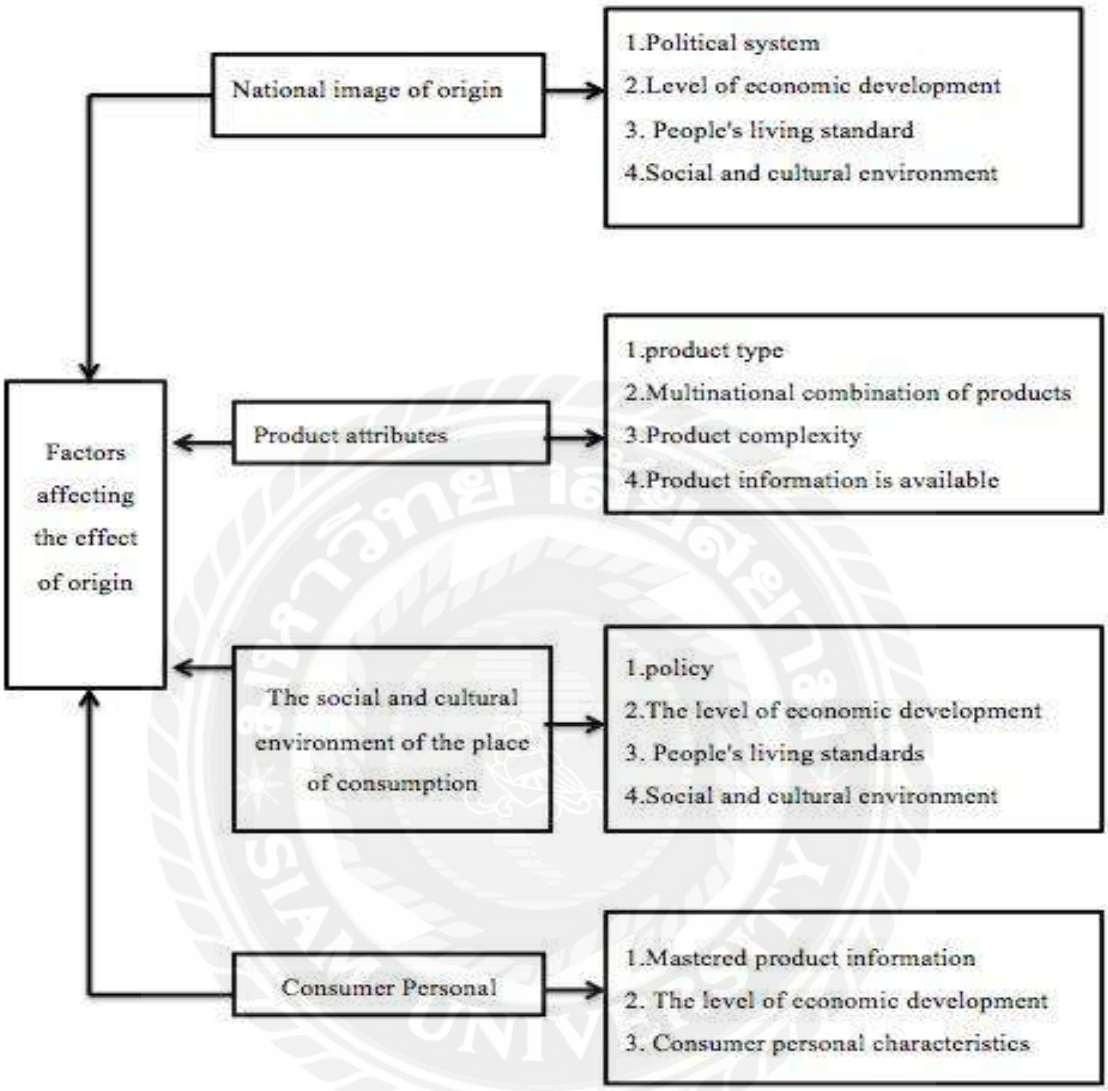
on origin. Such as consumer's age, gender, income, etc. Consistent with the findings of Schooler, Greer (1971) found that the buyer's evaluation of the product was affected by age.

With Schooler's inconsistent conclusions, Domoff (1974) found that the effect of consumer origin's image is influenced by the degree of education, but the effect of gender on the origin effect is not significant.

Lillis and Naragana (1974) found that the effect of product attributes on the origin effect is quite strong through relevant research on consumers in Japan and the United States. Han and Terpstra (1988) found through empirical analysis that the origin effect was affected by the brand effect and product conformity. A very significant effect.

From the above summary, it can be seen that the research between scholars is very different. The main reason for this inconsistency is that buyers are located in different social environments. Different social environments have created different market conditions.

Figure 2-1 Factors Affecting Origin Effects



1.Country of origin country image

Reierson (1967) confirmed through research that consumer perception and evaluation may become a certain formula, and this formula will not change with the difference of products, especially when buyers have preconceived ideas about overseas products. "Made in Germany" is always the highest rating among German consumers. Compared with Reierson's research results, Nagashima's (1970) research on the Japanese market later discovered that: In the minds of Japanese consumers, only the quality of Japanese-made products is the best in the global market, by comparing countries s

product. Cattin (1982) found that buyers' evaluations of goods from developed countries such as Germany and France were clearly higher than those from developing countries. The price affordability of a product is a core factor in the determination of decision-making to consume since, in general, the higher the price of a commodity, the less likely it will be consumed if there is competition (given that all other factors remain constant). Research has indicated that consumers are generally price-sensitive regarding Chinese products, choosing to take advantage of lower prices over other factors .

2. Product Attribute: The type of product.

It can be found from the literature that, Cattin, P. although different commodities come from the same country, the evaluation is often inconsistent from the perception of the buyer; the product's cross-national portfolio is divided from the current international large company's division of labor. It can be seen that most of the current commodities have high requirements for science and technology and produce complex products. In summary, two aspects are used to describe it: The quantity of goods and the number of product attributes are estimated, and the amount of information is related to this concept . Payne (1976) and Wright (1975) believe that many scholars attach great importance to product complexity and study the relationship between decision-making behavior and product complexity. For consumers, the amount of information that they want to process is called the amount of load. Therefore, the load of information that the consumers are subjected to will increase as the complexity of the product increases. On the other hand, if the complexity of the information carried by the commodity is not high, the buyer's accuracy in evaluating the product will be higher (Biggs, 1985); the availability of product information research shows that if the buyer is very clear (Maheswaran's, 1994).The information of the commodity, then the buyer with experience uses the information of the commodity itself to evaluate and judge the commodity: if the buyer does not easily obtain the information about the commodity, the commodity is judged on the image of the country of origin.

3.Product Familiarity

Alba and Hutchinson (1987) believe that product familiarity reflects consumer reactions to product-related knowledge. Mcauley's (2001) research pointed out that when consumers face a strange product, they will use product origin information as a kind of supplementary information to evaluate the product. Park and Lessig (1981) believe that product familiarity is related to the level of individual brand awareness of consumers and represents their subjective empirical evaluation of related products.

2.5Personal Characteristics Of Consumers

The purpose of this review is to delineate the domain of the country-of-origin construct. First, the concept is rationalized within the context of buying situations. Second, a literature-basedconceptual frameworkis offered. Finally, the issues of marketing program standardizationand corporate performance are discussed within the context of the country stereotyping effect.

Schooler et al. found that the consumer's personal factors, such as race, gender, education, age, and skin color, influence the origin of the product. Greer (1971) further validates Schooler's conclusions through research. He points out that consumers' evaluation of products can be affected by age. Domoff's (1974) research results negate Schooler's point of view. Through his research, he believes that in many individual consumer factors, the degree of education will have a significant effect on the origin of the product, but the influence of gender is not significant. In summary, the origin effect is also affected by the personal factors of consumers.

CHAPTER 3

RESEARCH METHOD

3.1 Research Hypothesis And Research Design

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

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

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

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

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

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

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

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

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

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

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

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

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

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

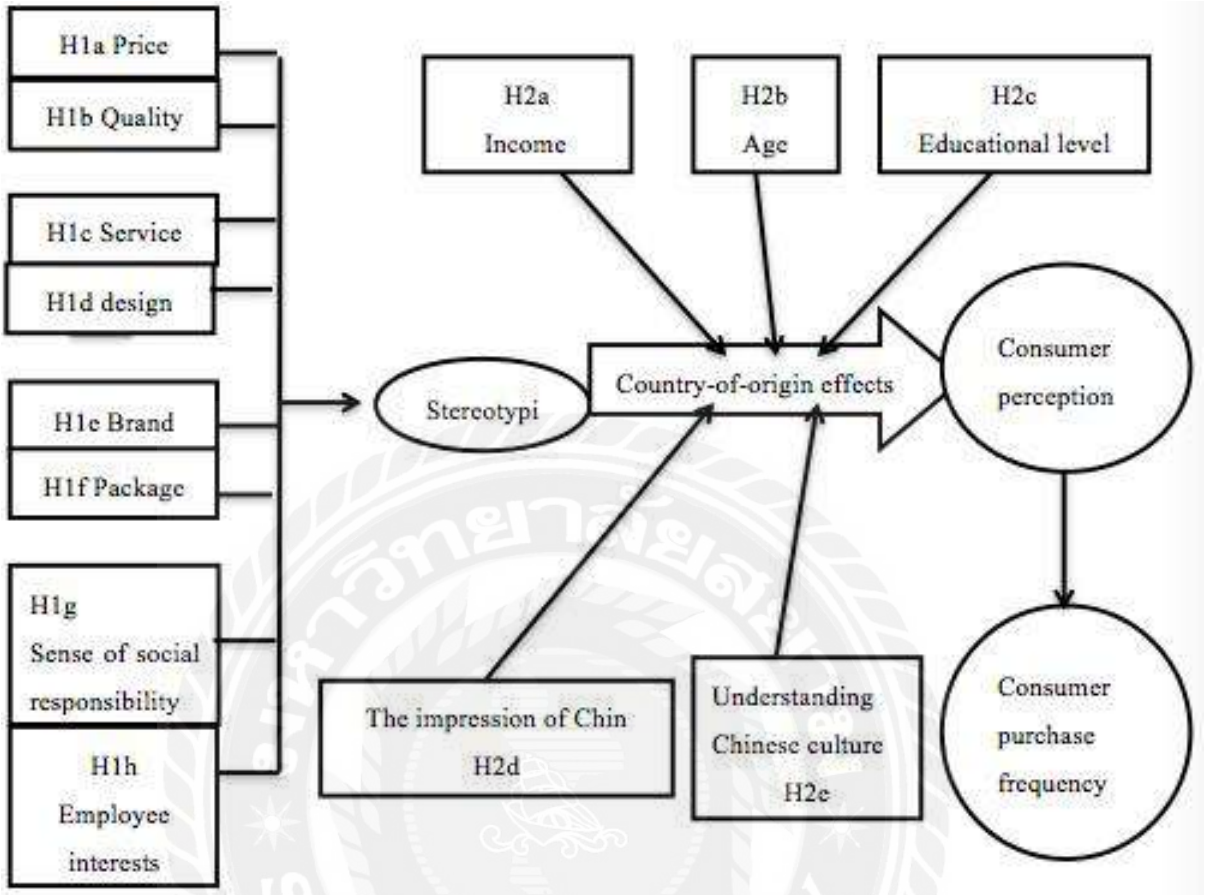
H2c: The higher the level of education received by Thai undergraduates, the higher the frequency of buying "Middle Manufacturing" in Thailand;

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

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

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

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



3.2 Selection Of Research Methods

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

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

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

3.3 Questionnaire Design And Sample Collection

3.3.1 The Design Of The Questionnaire

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

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

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

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

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

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

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

3.3.2 Sample Collection

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

CHAPTER 4

DATA ANALYSIS

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

4.1.1 Selection Of Stereotype Indicators

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

4.1.2 Descriptive Statistical Analysis

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

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

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

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

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

4.2.1 Correlation Test Between Indicators

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

Table 4-2 Correlation Coefficient Matrix

C. C.	Attribute	Quality	Price	Design	Brand	Service	Package	Sense of social	E. R. A. I.

Table 4-2 Correlation Coefficient Matrix

Quality	1	0.010105	0.016905	-0.10756	-0.08477	-0.18911	0.27100	0.00989
Price	0.010105	1	0.066754	0.049394	-0.09658	-0.05068	-0.02261	-0.10262
Design	0.016905	0.066754	1	0.049862	-0.02654	0.053444	-0.10623	0.01572
Brand	-0.10756	0.049394	0.049862	1	-0.1116	0.718252	0.016401	-0.15158
Service	-0.08477	-0.09658	-0.02654	-0.1116	1	-0.01024	-0.08882	0.796673
Package	-0.18911	-0.05068	0.053444	0.718252	-0.01024	1	0.00579	-0.04129
Sense of social responsibility	0.271000	-0.02261	-0.10623	0.016401	-0.08882	0.00579	1	-0.11323
E.R A. I	0.009895	-0.10262	0.01572	-0.15158	0.796673	-0.04129	-0.11323	1

Table 4-2 Correlation Coefficient Matrix

C. C.	Attribute	Quality	Price	Design	Brand	Service	Package	Sense of social	E. R. A. I.
	Quality	1	0.010105	0.016905	-0.10756	-0.08477	-0.18911	0.27100	0.00989
	Price	0.010105	1	0.066754	0.049394	-0.09658	-0.05068	-0.02261	-0.10262
	Design	0.016905	0.066754	1	0.049862	-0.02654	0.053444	-0.10623	0.01572
	brand	-0.10756	0.049394	0.049862	1	-0.1116	0.718252	0.016401	-0.15158
	Service	-0.08477	-0.09658	-0.02654	-0.1116	1	-0.01024	-0.08882	0.796673
	Package	-0.18911	-0.05068	0.053444	0.718252	-0.01024	1	0.00579	-0.04129
	Sense of social responsibility	0.27100	-0.02261	-0.10623	0.016401	-0.08882	0.00579	1	-0.11323

Table 4-2 Correlation Coefficient Matrix

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

Table 4-3 KMO And Bartlett's Test

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

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

4.2.2 Analysis Of The Formal Dimension Of Stereotypes

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

Table 4-4 Total Variance Explained By Variables

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

Extraction method: principal component analysis

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

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

Table 4-5 Commonness

Variable name	Initial	Extraction
Quality	1	0.6961
Price	1	0.4146
Design	1	0.6457
Brand	1	0.8487
Service	1	0.8813
Package	1	0.8656
Sense of social responsibility	1	0.6835
Employee rights and interests	1	0.8973

Factor load matrix				
Primitive variable	Factor 2			
	1	2	3	4
Brand	-0.63246	0.619167		
Service	0.767683	0.505451		
Package	-0.52534	0.730031		

Table 4-6 Factor Load Matrixes

Employee rights and interests	0.79627	0.454119		
Design				0.720847
Price				0.51655

Table 4-6 Factor Load Matrixes

Quality	-0.4578	0.531908	0.445301
Sense of social responsibility		0.742846	

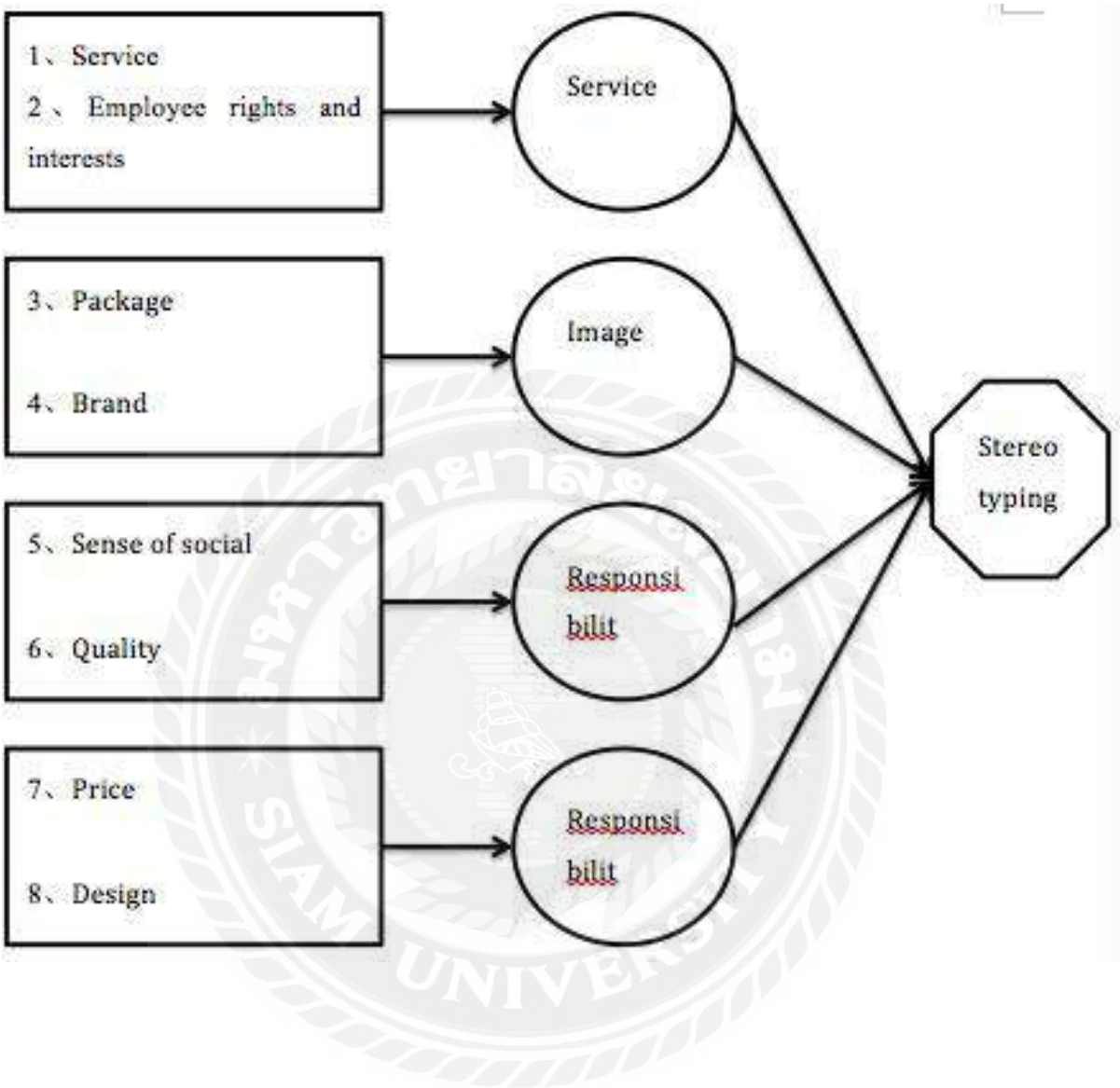
Table 4-6 shows the load matrix table of factors, which is obtained by using the principal component factor. As can be seen from the table, the factor load is somewhat lower in terms of discrimination and it is improper to interpret the factor. Therefore, in order to ensure that the values of all elements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

Table 4-7 Factor Loading Matrix After Rotation

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

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

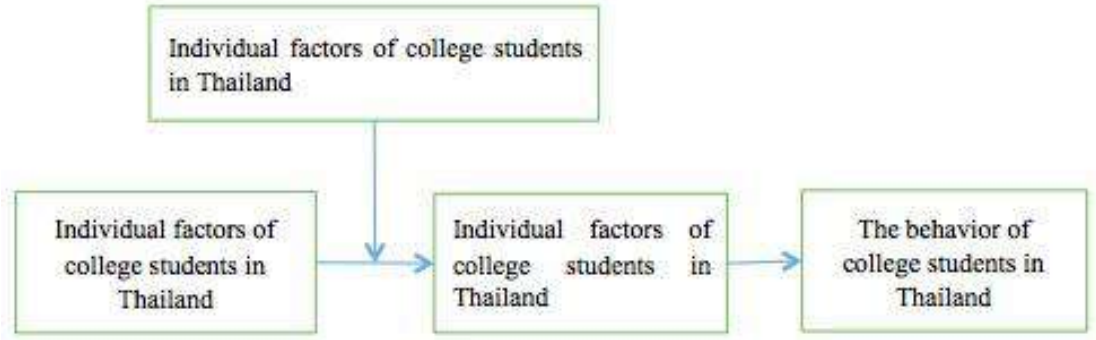
Figure 4-1 Stereotype Model



4.3 Study Design And Model Settings

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

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



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

4.4 Setting Of Indicators

4.4.1 Setting Indicators

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

4.4.2 Quantification Of Measurement Index System

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

4.5 Reliability And Validity Analysis

4.5.1 Reliability Analysis

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

Reliability can be divided into the following two categories.

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

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

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

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

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

4.5.2 Validity Analysis

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

Table 4-9 Main Factor Analysis

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

Table 4-9 Main Factor Analysis

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

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

4.6 Data Analysis And Hypothesis Testing

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

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

Table 4-10 Proportion Of Purchasers

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

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

Table 4-11 Gender Structure

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

3. monthly consumption structure table

Table 4-12 Month Consumption Structure

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

4. age composition

Table 4-13 Age Structure

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

Table 4-13 Age Structure

Total	201	100%	100%	100%

5. Experience in purchasing "Made in China" products

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

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

6.The degree of education

Table 4-15Education Level

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

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

Table 4-16 KMO And Bartlett's Test

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

From the above table, 0.712 is the value of the final KM0. This shows that there is no problem in the factor analysis of the data from the relevant variables survey. The significance level of the Bartlett sphere test corresponding statistic is 0.000, which is very significant. The correlation coefficient matrix is significantly different from that of the unit matrix and is suitable for factor analysis. SPSS 20.0 is used for factor analysis of principal components to determine the public factors in consumer personal factors and the load of each original variable.

Table 4-17Commonness

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

Table 4-18 Factor Load Matrix

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

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

Table 4-19 Rotated Factor Load Matrixes

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

Table 4-19 Rotated Factor Load Matrixes

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

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

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

Table 4-20 Characteristic Values

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

Table 4-21 Wilkes's Lambda

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

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

Table 4-22 Discriminate Analysis Results

		Regular purchase	Group results for discriminate analysis		Total
Sample original grouping results	Number	1	49	19	68
		2	34	99	133
	Percentage	1	72.1%	27.9%	100
		2	25.6%	74.4%	100
Note: 73.7% of the initial group cases were correctly classified.					

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

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

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

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

4.7 Regression Analysis Of 8 Hypotheses

Test against previously proposed hypotheses

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

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

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

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

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

4.7.3 Thai College Students' Purchasing Behavior And Service Stereotypes

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

4.7.4 Purchase Behavior And Design Stereotypes Of Thai College Students

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

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

4.7.5 Purchasing Behavior And Brand Stereotypes Of Thai College Students

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

4.7.6 Purchasing Behavior And Packaging Stereotypes Of Thai College Students

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

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

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

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

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

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

4.7.9 Summary

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

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

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

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

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

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

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

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

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

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

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

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

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

4.8.6 Summary

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

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Suggestions For Countries

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

5.2 Advice To The Company

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

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

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

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

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

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

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

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

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

5.3 Shortages And Prospects

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

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