

THE INFLUENCE OF BRAND VALUE AND FAVORITE OF THAI PRODUCTS ON ONLINE SHOPPING BEHAVIORS OF CHINESE CONSUMERS

ปัจจัยที่บ่งบอกคุณค่าและความชอบในแบรนด์สินค้าไทยที่มีอิทธิพล
ต่อพฤติกรรมการซื้อทางอินเทอร์เน็ตของผู้บริโภคชาวจีน

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Abstract

According to brand value identifies product quality and price in consumer's mind and represents consumers' system of values, habit, taste, life style and consumption pattern, consumers will buy the brand that can give them different experience, mind benefit of cultural value and personal emotional release. Besides, consumers from different cultures react to foreign products, advertisement and information in different way. This shows the influence of attractive forces in brand value plays an important role in purchasing behavior of foreign products. The purpose of this research aims to study 1) To study brand awareness that influences purchasing decisions 2) To study brand value and favorite related to brand satisfaction 3) To study brand value and favorite related to attitudes to online shopping Thai product. 4) To study perception of Brand problems in market affecting on Brand value and favorite. To collect research sample using random samples from total experienced consumer in online shopping Thai product in China of valid 212 questionnaires used for analysis and data analyses by descriptive and quantitative statistic with SPSS 18.0 program. The results found that brand awareness influences purchasing decision. Especially, brand value and favorite factors have high correlated to brand satisfaction and attitudes to online shopping Thai product, while are little affected by perception of brand problems.

Keywords: Buying Decision, Brand Value, Online Shopping, Consumer Attitude, Thai Product

บทคัดย่อ

ตามที่คุณค่าในแบรนด์สินค้าเป็นเครื่องบ่งชี้คุณภาพและราคาของสินค้าในใจลูกค้าและแสดงออกถึงค่านิยม นิสัย รสนิยม รูปแบบการดำเนินชีวิต และการบริโภคของผู้บริโภคนั้น ผู้บริโภคจึงซื้อแบรนด์สินค้าที่ให้ประสบการณ์ใหม่ และคุณค่าทางจิตใจในด้านวัฒนธรรมและการผ่อนคลายอารมณ์ นอกจากนี้ผู้บริโภคในแต่ละวัฒนธรรมมีปฏิกริยาสนองตอบต่อสินค้าต่างประเทศ ข้อมูลและโฆษณาที่ไม่เหมือนกันแสดงให้เห็นว่า อิทธิพลของแรงดึงดูดในคุณค่าของแบรนด์สินค้ามีบทบาทสำคัญต่อพฤติกรรมการซื้อ ดังนั้นวัตถุประสงค์ในการวิจัยครั้งนี้เพื่อศึกษา 1. การรับรู้ของแบรนด์ ซึ่งมีอิทธิพลต่อการตัดสินใจซื้อ 2. คุณค่าและความชอบในแบรนด์ที่มีความสัมพันธ์ต่อความพึงพอใจในแบรนด์สินค้า 3. คุณค่าและความชอบในแบรนด์ที่มีความสัมพันธ์ต่อทัศนคติที่จะซื้อสินค้าทางอินเทอร์เน็ต 4. การรับรู้ปัญหาของแบรนด์ ในตลาดที่มีผลต่อคุณค่าและความชอบในแบรนด์ โดยสุ่มตัวอย่างจากผู้ที่เคยมีประสบการณ์ในการซื้อสินค้าไทย ในประเทศจีนโดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูล และจำนวน 212 ชุดสามารถนำไปวิเคราะห์ข้อมูล ด้วยสถิติพรรณนาและมีการทดสอบสมมติฐานโดยใช้ ANOVA และ Chi-square และค่า Sig. สัมประสิทธิ์สหพันธ์ (R) ผลวิจัยพบว่า การรับรู้ของแบรนด์มีอิทธิพลต่อการตัดสินใจซื้อ โดยเฉพาะอย่างยิ่งปัจจัยของคุณค่าและความชอบ ในแบรนด์มีความสัมพันธ์ต่อความพึงพอใจในแบรนด์สินค้าและทัศนคติที่จะซื้อสินค้าทางอินเทอร์เน็ตอย่างยิ่ง แต่ได้รับผลกระทบเล็กน้อยจากการรับรู้ปัญหาของแบรนด์ในตลาด

คำสำคัญ: การตัดสินใจซื้อ คุณค่าในแบรนด์ การซื้อทางอินเทอร์เน็ต ทัศนคติผู้บริโภค สินค้าไทย

Introduction

Thailand is a diverse and innovative country. This is not only beautiful, but also modern country and good well-known for the skin care and beauty products because aesthetics is a way of life. Besides, Bangkok is a world famous tourist city and leisure shopping center and there are many kinds of product wanted, famous and popular in the World consumer market. According to the figures given in the China Tourism Research Institute reports, presently Thailand has become the number one of Top 10 destination organized by travel agencies around 15% of all. The number of Chinese mainland tourists has increased to 3.44 million calculated to 27%. Besides, the statistics of Numbers of tourist arrivals in Thailand since

March 2015, the first 3 of Top 10 foreign tourists are China (2,033,495), Malaysia (890,164) and Korea (374,808), respectively and the expansion growth is forecasted about 15-20% continuously. Therefore, the growth of Chinese tourist numbers has deep relationship with Chinese consumers' brand awareness and value perception of Thai products and affects on online buying highly. This also is related to the growth of Thai product on online market in China by having Cultural factors as external motive. Undoubtedly, values in brand have the relationship with consumer behaviors because consumers make main buying decisions as their needs, desires and preferences that are determined by the culture and acceptance of consumers.

The level of Thai brand awareness in Chinese's consumers

When consumers were asked about brand they know well, they can list brands out in Spontaneous awareness level rather low and top 3 brand names in consumer's mind are classified into five kinds that are cosmetic (beauty buffet, ele, mistine, snail cream), medicine (green balm, Tiger plaster), food (jasmine rice, mama, Tao Kae Noi, Durian crispy, red bull, Taro), rubber pillow and handicraft (Naraya). The result reveals that these products have strong brand awareness in consumers' mind, while most of products have brand recall or recognition in very low level that affects on return to buy and brand loyalty seriously.

Review Literature

Brand

Brand means a name, term, design, symbol or other features that identify your product out of other products and are used in business, marketing, and advertising. Besides, according to McLaughlin, brand is the perception someone holds in their head about you, a product, a service, an organization, a cause, or an idea. Therefore, brand building is the endeavor to create a strong positive perception in consumers' mind. The quality and benefit values of product are not only very important, but also branding of product is not less important.

Besides, Brand can create habit, values for consumers and society that makes it become a part of life style and is remembered. Besides, the expected material benefits are not enough to make consumer loyalty, so emotion is necessary to brand too because it impacts on

consumer's loyalty and can seize consumer's mind and difficult to explain reason. However, it is impossible that one brand will have good word-of-mouth in every country, so in some places, consumer is willing to pay high price, but in another place, may have no one show interest. Therefore, the role of brand awareness, brand value and favorite influencing purchasing behavior and satisfaction has recently attracted the attention of the present study. Besides, Yang, Song & Zhang (2015) stated that consumers with different image of each countries cause different recognition of each country products that impact on purchasing behavior. Several studies have found that brand not only meets consumer's cultural need, but also meets social and psychology need (Chen, 2015). Moreover, consumers will build strong trust and dependence on their favor brand and harmonize between linkage thought and memory. Truly, brand choice and loyalty do not come from only product benefit, but also cause by profound culture and spirit content, so unique image of brand and emotion factors can maintain long relationship with brand.

Brand awareness

Brand awareness relates to ability of consumers to recall or recognize brands, logos and brand advertisement and understand difference. Besides, it plays the important part in consumers' buying decision process. Consumer will consider only the brand that he knows. Bojei & Hoo (2011) found that brand awareness has significant relationship with repurchase intention. Therefore, it can measure the effectiveness of brand identity and brand

communication by the level of brand awareness. The name of brand that is in Top of Mind will have high level of brand awareness. In particular, prior studies on brand awareness noted that the factors of consumer psychology and product performance are main factors of brand maintaining and the factors of constraint and application environment are significant related to satisfied brand switch, but the main factors of unsatisfied brand switch are factor of product performance and factor of marketing activities. Therefore, brand awareness is involved in identify brand in consumers' memory under various conditions including brand perception that refers to consumers' ability to differentiate brand as soon as seeing packaging images and recalling brand in their memory. Moreover, it plays an important role in buying decision process and is first goal of advertising in the early months of a product's introduction and each country choose to use promotion method according to the different limitation. For example, before you will buy, you will scan the package of goods in each brand and perceive difference that depends on the knowledge of group influences that used to the goods in the past or advertisement. On the contrary, it is impossible that one brand will have good word-of-mouth in every country, so in some places, consumer is willing to pay high price, but in another place, may have no one show interest. For example, according to country and region, the world's top 100 brands belong to USA. Brand reached 63%, the rest 9%, 7% and 5% ranked for Germany, Japan and France respectively. Besides, Jiang, Gao & Wei (2009) revealed five factors affecting on consumers'

brand choosing: 1) consumer psychology 2) constraint and application environment 3) product category 4) product performance 5) marketing activities. Further, attitude toward brand also highly relates to the purchase attentions (Hernandez & Kuster, 2012). Hence, Brand awareness is classified into five levels accordingly:

- **Unaided awareness** is consumer can think out that brand promptly
- **Aided awareness** is consumer will think out when he hear, see or read about it.
- **Strategic awareness** is brand that is in top of mind and consumer can identify it
- **Brand recognition** is first step of brand awareness by visual or verbal method before remember it from other brand choices when consumer has no need to buy first or consumer can recognize or differentiate that brand after seeing its packaging images.
- **Brand recall** is consumer has the need to buy first and recall a brand from memory to satisfy that need.

The way to generate brand awareness in a consumer

Brand awareness can measure by three kinds of awareness from consumer as follows:

- **Aided Awareness** is consumer can match product category with company names or recognize company from list given.
- **Spontaneous awareness** is consumer can list brands he knows without any cues when inquired.
- **Top of the mind Awareness** is the first brand name in the consumer's mind when asked the name of brand he know.

Channels of Brand Awareness

There are many ways of Brand communication generating brand awareness of consumer:

- **Advertising** used through many media to motivate brand awareness to consumers such as radio ads, television commercials, internet and so on.
- **Guerrilla Marketing** like personal contacts, a promotion of product through film, television or other media.
- **Social Media**, the most effective way and low cost such as Facebook, blogs and etc.
- **Integrated marketing communications (IMC)** consisted of sale promotions, directing marketing, personal selling, public relations

Decision process of new product and brand choice

The decision process starts from adoption process through five steps:

- **Awareness** is the first step of learning about new product
- **Interest** occurred after learning. At this step, company should let user free test so that consumer adopt new product faster.
- **Evaluation** is making decision to buy or not
- **Trial** is trying on new product
- **Adoption** is acceptance of new product

Moreover, each person has different adoption of product and speediness of adoption is classified according to behaviors below:

- **Innovator** occupied 2.5 percent of users as pioneer adopter
- **Early adopter** hold 13.5 percent of users,

regarded as fast adopted person

- **Early majority** has 34 percent of users as modern adopter
- **Late majority** hold 34 percent of users, as fashion follower
- **Laggard** hold proportion of 16 percent of users as out-of-date adopter.

Besides, the decision to buy new product is also depended on loyalty level of consumer that is classified into five levels as follows:

- **No Brand Loyalty** is a person who likes to change often.
- **Habitual Buyer** is using always, not change
- **Satisfied Buyer** is the feeling of satisfaction to brand
- **Like a friend**, very like and cannot lack of it
- **Committed Buyer** is a person who has loyalty and trust towards brand and only one in mind

Types of Consumer Buying Behavior

Brown (2016) illustrated that it is determined by the importance and depth of interest in goods and the reason that involves in buy decision of some goods, but regardless others. Besides, it depends on personal risk, social risk and economic risk. There are four types of consumer buying behavior:

- **Routine Response or Programmed Behavior** Low cost goods or a little buy and often buy needs very little for search and decision is made almost automatically such as milk, snack foods and etc.
- **Limited Decision Making** Consumer has time limit for gathering information of unfamiliar brand.

- **Extensive Decision Making** It is involved with unfamiliar, expensive, high complex or infrequently purchased products with high risk of economic, performance or psychology such as cars, houses, education that need a lot of time for searching information and decision.

- **Impulse buying** No planned or review.

Thus, consumer decides to buy same goods under different types of buying behavior such as the reason for dinner outside may be extensive decision for someone who does not go often or limited decision for someone.

Attitude

Brown (2016) mentioned that Attitudes are tangible or intangible thing that learn knowledge and positive or negative feelings from experience and interaction with others and are composed of 1) beliefs that may be positive, negative or neutral depending on person or situation and not always accurate 2) feelings or affect that consumer has toward brands or objects. 3) behavioral intention is what the consumer plans to do with respect to the object or follow other circumstances. Therefore, attitude toward brand highly relates to the purchase attentions (Hernandez & Kuster, 2012).

Demographic factor

Demographic factors refer to age, gender, marital status, race, education, income and occupation that use to segment consumer into smaller target markets. Suriyo (2005) stated that demographic background in aspect of gender, age, education, occupation and income also affected on consumer's buying behavior.

Data Collection

On the basis of relevant documents, other research investigations and internet sites, the researcher used the questionnaire as a tool in collecting data and statistics by using sample groups 400 Chinese consumers who ever bought Thai products and after data collection, data were analyzed reliability and significance by SPSS 18.0 in ANOVA F-test, Chi-square and Pearson's correlation. The study focused on five economy develop areas in Chinese consumers who had minimum one experience with Thai products in China's online shopping and ever have or not have experience with travel in Thailand. The questionnaire was conducted from March 3, 2016 to April 4, 2016 for pre-test and secondly collected data during May 2, 2016-June 2, 2016. Only 350 questionnaires were valid responses and within the responded questionnaires 212 were usable for analysis, 138 non online shopping responses and 40 incomplete responses have been eliminated: the response rate was approximately 60.57% over all.

Hypothesis

The propose of this research was to answer the following question in and investigate the factors of brand value and brand favor that influence Chinese consumer's purchasing behavior, attitude to online shopping and satisfaction in brand including brand awareness of Thai product and perception of brand problems. As previous literatures and relevant theories, the following hypothesis is suggested as below:

RQ 1: Does Brand awareness in Thai product be as a key factor influencing Chinese Consumer's

purchasing behavior?

RQ 2: Will brand value and favorite factors relate to Chinese consumer's brand satisfaction on Thai product?

RQ 3: Will brand value and favorite factors on Thai product affect attitude to online shopping Thai product?

RQ 4: Will perception of Brand problems in market affect on Brand value and favorite?

H1: The most popular Thai brand products on online shopping are significantly related to

satisfaction on Thai Product's purchasing decisions

H2: Brand value (Brand image, brand position, brand personality) factors are significantly related to Brand satisfaction

H3: Brand favorite are significantly related to Brand satisfaction

H4: Brand value and favorite factors are significantly related to attitude to online shopping Thai product

H5: Perception of Brand problems in market will affect on Brand value and favorite

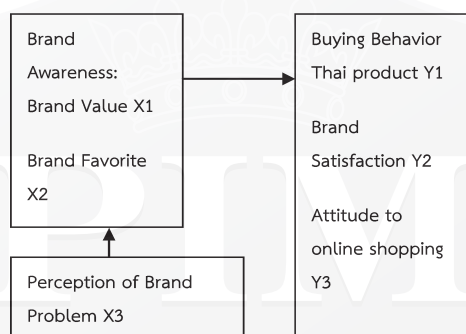


Figure 1 Analysis of the research model Result Analysis

Demographic Profile Respondents

A total of 212 questionnaires were used for analysis. Table 1 shows that there are 74 males and 138 females. 75% of respondents are aged between 21-30 years and 16% of them are between 31-40 years. The result of survey revealed that the majority of the respondents are a young group that is agreeable with Shanghai based iResearch reported almost 300 million people shop online in China were most age between 18-35 years old. Besides, 53.3% of respondents hold a bachelor degree and 31.1% of them hold a master degree. In the occupation item, 42.5% of respondents are student or part time job, 21.2% of them are full-time working and 20.8% of them are teacher. 23.6% of the

respondents have monthly income less than or equivalent to 1,000 RMB, 21.7% of them have income at 1,000-3,000 RMB, whereas the remaining 28.3%, 21.2% and 5.2% of them had a salary range of 3,000-5,000 RMB, 5,000 RMB and above and 10,000 RMB and above respectively. Among of them, 42.9% come from Chuanyu City group, 20.3% of them are out of five economic zones like other cities nearby economic zones, 15.6% of them come from Changjiang middle reaches megalopolis and the remaining of them come from the Delta area of Yangtze river city, Region over Bohai ring and Urban Agglomeration in the Pearl river about 9%, 7.1% and 5.2% respectively.

Table 1 Reliability Statistics

S.No.	Construct	Number of Items	Cronbach Alpha
1	Brand value	10	0.981
2	Brand favor	10	0.981
3	Attitude to online shopping	2	0.982
4	Satisfaction to Purchasing decision	3	0.981

Measure Validation

Measure validation was preliminary examined for reliability by computing Cronbach's alpha coefficient for each question. The reliability is

acceptable because the Cronbach's alpha is over 0.7. According to the use of standardized variables, Cronbach's alpha .70 is good considering for the cutoff value to be acceptable.

Hypothesis Testing

Table 2 The most popular Thai brand products on online shopping towards satisfaction on Thai Product's purchasing decisions

ANOVA

Product Category	F	Sig.	Frequency
CRISPY DURIAN	43.589	0.000	117
TAO KAE NOI	17.61	0.000	60
NARAYA	73.047	0.000	68
SNAIL WHITE	29.167	0.000	86
MISTINE	62.214	0.000	37
GREEN PALM	119.74	0.000	97
COUNTERPAIN CREAM	20.993	0.000	42
MEDICATED PLASTER	26.731	0.000	66
AMULET	23.896	0.000	42
MAMA	19.704	0.000	56
COUGH PILL	22.537	0.000	44
RUBBER PILOW	30.368	0.000	75
CROCODIE BAG	23.886	0.000	35
UV PROTECT LOTION	41.439	0.000	39
PRICKLY HEAT POWER	31.963	0.000	33

Chi-square Test			
Satisfaction on purchasing decision	type suit you	motivate need	meet requirement
Product name	Sig.	Sig.	Sig.
CRISPY DURIAN	.888	.802	.702
TAO KAE NOI	.942	.304	.025*
NARAYA	.872	.967	.381
SNAIL WHITE	.532	.671	.010*
MISTINE	.942	.968	.916
GREEN PALM	.640	.489	.081
COUNTERPAIN CREAM	.026*	.151	.677
MEDICATED PLASTER	.957	.803	.517
AMULET	.938	.209	.610
MAMA	.324	.125	.209
COUGH PILL	.483	.314	.095
RUBBER PILOW	.084	.740	.181
CROCODILE SKIN BAG	.657	.004*	.828
UV PROTECT LOTION	.080	.117	.542
PRICKLY HEAT POWER	.131	.573	.069

From table 2, we gave the picture of product groups to aid consumers' brand awareness and measure the trend to online buy the most. The result of H1 was shown that among these products, counter pain cream is significantly related to Thai brand product type suit for Chinese consumer. Moreover, crocodile skin bag is also significantly correlated to Thai product motivates need because luxury product

strengthens his recognition of image and status, while Tao Kae Noi and snail white tend to meet requirement because P-value is significant at the 0.05 level. It indicates that the kind of these products can replace or fulfill deficiency of consumers' need and want in local product because there is no supply or disqualified product, so these products have margin in China market.

Table 3 Brand value and favorite factors influent on Thai brand product's satisfaction

Brand value factor	Total Average	r	Sig.
1. Thai brand meets your need such as Red bull and chosen as first choice	3.25	1	.000
2. Thai brand is chosen as fine gift such as Naraya bags	3.68	.427	.000
3. Thai brand provides service mind such as Thai Airways	3.55	.446	.000
4. Thai brand makes consumers touch new modern experience and trustworthiness such as Lotus supermarket	3.53	.429	.000
5. Thai brand are unique, distinguish, universal entertainment, good product and cheap price such as Sea weed sheet "Tao Kae Noi"	3.74	.350	.000
6. Chulalongkorn University are Thailand's famous university in your choice	3.02	.436	.000
7. Thai brand represents social status, personality, modern style such as Thai silk	3.42	.439	.000
8. Thai brand are good appearance, pretty but different and gives you first impression	3.51	.325	.000
9. Thai brand meets your urgent need such as medicine	3.53	.279	.000
10. Thai brand gives you pursue, forever precious, healthy, nutritious, culture image, safety like jasmine rice	3.79	.289	.000

Brand favorite factor	Total average	r	Sig.
1. Thai brand can upgrade my quality life	3.43	1	.000
2. Thai brand's image and style suit me	3.17	.740	.000
3. I am a kind of Thai brand personality	2.81	.612	.000
4. Thai brand helps me obtain admire	2.70	.645	.000
5. Thai brand creates closed relationship with other users	3.02	.637	.000
6. Many sides of Thai brands suit me	3.17	.626	.000
7. I feel very satisfied and familiar to Thai brand and will continue to use it	3.30	.610	.000
8. I might buy other Thai brands and service	3.26	.619	.000
9. I like to recommend others to buy Thai brand and talk good points	3.26	.627	.000
10. No matter how persuade me to buy other brands, I still continue to use Thai brand	3.05	.615	.000

From the above table 3, the result of H2 and H3 shows that brand value factors in image, position and personality of Thai brand product have brand satisfaction highly over average at 3.0 above, but except for item no.6 at 3.0. This indicates that Thai famous educational institutes have awareness less than Thai products in Chinese consumers' perception. While brand favorite factors have a bit high

brand satisfaction over average, but exclude item no. 3, 4, 5, 10. It illustrates that Thai brand still have weak effect in aspect of being representative of consumer personality, admire from others, creating connection among users and loyalty towards brand. Besides, the relationship among variables is high correlation at significant level as above tables, especially for brand favorite factor.

Table 4 Brand value and favorite factors towards attitude to online shopping Thai product

Attitude to online shopping toward perceive brand value and favorite	I Always Eager To Buy Thai Product		I Very Cautious To Buy Thai Product	
	r	Sig.	r	Sig.
First Choice	0.327	0.000	0.286	0.000
Premium Gift	0.330	0.000	0.196	0.004
Service Mind	0.330	0.000	0.162	0.019
Give new experience	0.314	0.000	0.316	0.000
Unique Taste	0.323	0.000	0.187	0.006
Famous	0.515	0.000	0.356	0.000
Show High Class	0.492	0.000	0.323	0.000
Good Appeal	0.482	0.000	0.183	0.008
Fulfill Need	0.331	0.000	0.176	0.010
Sincere, Safe	0.330	0.000	0.075	0.279
Lift Quality Life	0.575	0.000	0.235	0.001
Match my image/style	0.664	0.000	0.363	0.000
Show Selfness	0.701	0.000	0.412	0.000
Get admire	0.693	0.000	0.393	0.000
feel familiar with others use same	0.676	0.000	0.228	0.001
Many sides suit me	0.650	0.000	0.328	0.000
Very satisfied and continue to use	0.609	0.000	0.222	0.001
Would buy other Thai product/service	0.654	0.000	0.281	0.000
Like to share good points/support to buy	0.638	0.000	0.229	0.001
Still continue to use Thai product	0.650	0.000	0.285	0.000

From the table 4, the findings of H4 show that the perception in brand value and favorite factors was high correlated with the attitude to online shopping on behavior of always eager to buy Thai product significantly. Clearly, high-low relationship of variables towards this attitude that is highly shown selfness, getting admiration, feeling familiar with others use same, matching image or style, but less in giving new experience, unique taste, first choice, premium gift, service mind, sincere and safe.

Whereas, there was no significant relationship in attitude to online shopping on very cautious to buy Thai product with sincere and safety only, but other variables are significantly correlated. The result indicates that Chinese consumers who are very cautious to buy Thai product have weak perception in this point because it still may not reach high satisfaction. Besides, showing selfness and getting admiration are considered as priority.

Table 5 Perception of Brand problems in market affect on brand value and favorite

Brand value	Very Expensive	Artificial goods	Rumor	After services	Others
	Sig.	Sig.	Sig.	Sig.	Sig.
1	0.827	0.268	0.862	0.048	0.906
r	-.015	-.076	-.012	.136	.008
2	0.195	0.183	0.966	0.179	0.653
r	-.089	-.092	-.003	.093	.031
3	0.937	0.659	0.537	0.868	0.971
r	-.005	.030	.043	.011	.002
4	0.053	0.742	0.416	0.294	0.669
r	-.133	-.023	.056	.072	-.030
5	0.024	0.953	0.603	0.265	0.559
r	-.155	.004	-.036	.077	-.040
6	0.552	0.973	0.505	0.399	0.375
r	-.041	-.002	.046	.058	-.061
7	.466	0.629	.161	0.534	0.930
r	-.050	-.033	.097	-.043	.006
8	0.517	0.900	0.685	0.638	0.838
r	-.045	-.009	-.028	.032	.014
9	0.569	0.310	0.571	0.519	0.274
r	-.039	.070	-.039	-.045	-.076
10	0.010	0.802	0.896	0.112	0.580
r	-.177	.017	.009	.109	-.038

Table 5 Perception of Brand problems in market affect on brand value and favorite (cont.)

Brand	Very expensive	Artificial goods	Rumor	After service	Others
favorite	Sig.	Sig.	Sig.	Sig.	Sig.
1	0.150	0.830	0.599	0.588	0.835
r	-.099	-.015	.036	.037	-.014
2	0.030	0.932	0.894	0.077	0.458
r	-.149	-.006	-.009	.122	-.051
3	0.120	0.531	0.964	0.305	0.739
r	-.107	.043	-.003	.071	-.023
4	0.324	0.729	0.964	0.302	0.252
r	-.068	.024	-.003	.071	-.079
5	0.689	0.51	0.438	0.133	0.215
r	-.028	.046	-.054	.103	-.085
6	0.018	0.302	0.628	0.166	0.255
r	-.163	.071	.033	.095	-.079
7	0.113	0.116	0.960	0.149	0.063
r	-.109	.108	.003	.099	-.128
8	0.083	0.755	0.992	0.468	0.210
r	-.119	.022	.001	.050	-.087
9	0.386	0.390	0.864	0.351	0.409
r	-.060	.059	-.012	.064	-.057
10	0.200	0.524	0.253	0.788	0.206
r	-.088	.044	.079	.019	-.087

From Table 5, the results of H5 indicate that there are four brand problems in the market were significantly correlated to brand value and likeness factors like very expensive, after service, rumor and other. First of all, the problem of high expensive price has high affect on Thai brand value item 4, 5, 10 and brand likeness item 2 and 6. Secondly, the problem of after service has high impact on Thai brand

value item 1. Thirdly, artificial goods, rumor and other problems are not significantly related to brand value and brand likeness. Moreover, the correlation among variables is rather below 0.1 and inverse. This indicates that if the perception of brand value and favorite increases, then the perception of brand problems would decrease a bit and it also reflects that Chinese consumers are very sensitive to very expensive price when

they compare with other products to purchase decision making and concern about after service. Besides, rumor is unreal affecting on consumers' confident on product and from survey report, it still be found other problems such as no sell on website or rare to find it, low brand awareness, cannot identify between real goods and fake goods, low perception on product details due to lack of advertisement all over. Besides, sometimes consumers buy when they like it without consider about these problems.

Table 6 Summary of Results

Hypothesis	Findings
H1	Supported
H2	Supported
H3	Supported
H4	Supported
H5	Supported

Discussion

The relationship of brand loyalty with repurchase intention is built on brand value and favorite that has significant impact on brand's satisfaction. The results show that Thai brand product has high brand satisfaction, but is not sufficient to be brand personality of Chinese consumer and create strong brand loyalty.

Conclusion

Brand awareness influences purchasing decision. Especially, brand value and favorite factors have high correlated to brand satisfaction

and attitudes to online shopping Thai product, while are little affected by perception of brand problems. It indicates that Chinese consumers pay high attention to the factors of selfness, getting admiration, feeling familiar with others use same and matching image or style that influence toward satisfaction on purchasing decision and attitudes to online shopping Thai product. By contrast, Thai brand still be weak at representative of consumer personality, admire from others, creating connection among users and loyalty towards brand. Therefore, it is an urgent thing for creating brand awareness in these sides that relate to brand loyalty because brand awareness influences on buying behavior; as a result, high awareness in brand value and brand likeness also caused brand satisfaction highly.

In practical sense, the success of brand not only composes of trust, value, uniqueness and etc., but also needs sales promotion and a large number of high loyalty of consumers because sales can measure brand value and different brands have different sales force especially for the price of well known and no brand that has similar quality. Besides, brand represents credibility, value and what consumers want. As a result, the charm of brand can withstand market risks because consumers have the trust and buy products without hesitation. For example, almost every computer user in the world used Microsoft's operating system or programs and software.

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