

Factors Affecting Chinese Consumers' Willingness to Repurchase Thai Products

ปัจจัยที่มีอิทธิพลต่อความตั้งใจกลับมาซื้อสินค้าไทยอีกครั้ง

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Abstract

Many Thai brands, such as Jim Thomson's Thai silk product, are widely recognized in quality and unique design as well-known Asian and strong international life style brand. Particularly, in the Chinese market, social factors such as reference group and satisfaction in Thai culture have potential influence on brand awareness and value perception of Thai products. In particular, the growth of Chinese tourists in Thailand plays an important role of word-of-mouth in the advertisement to family members and friends, as well as through blogs. Perception of Thai culture is highly correlated with Chinese consumers' satisfaction with their decisions to purchase Thai product's, as well as their intention to purchase Thai products online. Hence, the factors affecting consumers' willingness to repurchase Thai product create brand loyalty and purchase satisfaction. The objective of this study is to investigate the factors that influence Chinese consumers' willingness to repurchase Thai product. Data used in this research were collected from a randomly selected 303 samples of consumers who had purchased Thai products. Data analyses by descriptive statistic, Correlation Analysis and Multiple Regression were performed.

Keywords: *Buying Decision, Cultural Factor, Online Shopping, Consumer, Thai Product*

บทคัดย่อ

สินค้าไทยหลายแบรนด์เป็นที่ยอมรับอย่างแพร่หลายในเรื่องของคุณภาพและการออกแบบที่เป็นเอกลักษณ์ อาทิ ผลิตภัณฑ์ผ้าไหมไทยของแบรนด์จิม ทอมป์สัน ซึ่งมีชื่อเสียงมากในแถบเอเชียและตอบสนองรูปแบบการดำเนินชีวิตของนานาชาติได้เป็นอย่างดี โดยเฉพาะอย่างยิ่งในตลาดประเทศจีน ปัจจัยทางสังคม ได้แก่ กลุ่มอ้างอิงและความพึงพอใจในวัฒนธรรมไทยมีอิทธิพลที่สำคัญต่อการรับรู้ของแบรนด์และคุณค่าของสินค้าไทย เนื่องมาจากการเติบโตของจำนวนนักท่องเที่ยวจีนในประเทศไทยมีบทบาทสำคัญในการบอกต่อกันถึงสมาชิกในครอบครัว บุคคลใกล้ชิด และกระดานเว็บไซต์ นอกจากนี้ มุมมองเกี่ยวกับวัฒนธรรมไทยมี

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ความสัมพันธ์ต่อความพึงพอใจในการตัดสินใจซื้อและความตั้งใจที่จะซื้อทางอินเทอร์เน็ตในระดับสูง ดังนั้นงานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อความตั้งใจที่จะกลับมาซื้อสินค้าไทยอีกครั้งซึ่งมีผลต่อการสร้างความภักดีต่อแบรนด์สินค้า และความพึงพอใจในการซื้อ โดยสุ่มตัวอย่างจากผู้ที่เคยมีประสบการณ์ในการซื้อสินค้าไทยในประเทศจีนจำนวน 303 คน โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูล และนำไปวิเคราะห์ข้อมูลโดยสถิติพรรณนา และมีการทดสอบสมมติฐานโดยใช้การวิเคราะห์ความแปรปรวนทางเดียวและค่าสหสัมพันธ์และการวิเคราะห์การถดถอยเชิงพหุ

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Introduction

Initially, brand awareness of Thai products in China was established through direct experience of travel in Thailand, or through word-of-mouth and recommendations on social media. As of March 2015, the Top 3 countries with tourists in Thailand are China (2,033,495), Malaysia (890,164) and Korea (374,808), respectively, and tourism is expected to grow 15-20% annually. This is also related to the increasing growth of Thai products in online markets in China, as cultural factors are becoming a motive to increase purchase of Thai products. Ukessays, (n.d.) stated that the buyer's decision is influenced by many factors such as the characteristics of each consumer, family, friends, sports, reference groups and society. Experts attempt to understand consumers' needs in order to identify internal and external factors that affect consumers' purchase decisions. Sometimes, decisions do not depend on reason, but depend on individual emotions, environment, target and values. People purchase to satisfy their desires, not just for utilization. Normally, consumers like to compare and contrast similar products before purchasing. Occasionally, others' opinions determine the consumer's need.

Cultural and social values also impact consumers' needs and desires. Consumers are more likely to purchase a product that appears to share the values with their own culture

and society. Therefore, Foxall (2005, as cited in Wikipedia, n.d.) argued that post-purchase evaluation is the key factor that influences future purchasing decisions. Consumers who have a high need for perception tends to evaluate different products more and buy at store if price discount does not appeal enough, while consumers who have a low need of perception tend to react to promotion easily without regarding to discount.

Moreover, marketers need to evaluate buying motivation; that is, what consumers want, how much they want, how interested consumer is in the product. For example, if a buyer wants over-the-counter pain medicine, they may choose a cheaper one; but if a consumer wants faster pain relief, they will be pleased to purchase a more expensive medication that they believe is more effective. To sum up, marketers must make consumers feel that they are consuming something good and that the purchase price is worth it. Usually, consumers will use their eyes to identify difference in goods, but are unable to tell differences by blind test, such as between coke and root beer. Besides, consumers like difference, as an Arby's new ad campaign (1991) said "This is difference. Different is good." To investigate the factors affecting willingness to repurchase, it is necessary to understand the consumers' post purchase evaluation of those factors.

Literature Review

Consumer's buying decision-making processes

According to Behavioral Decision Theory, decision makers often make explicit tradeoffs, let alone explicit use of probability and their preferences are constructed, not invariant (Bettman, Luce, & Payne, 1998). Decision-making process also depends on three forms of consumer behavior: 1) Crowd consumption is the utilization of a product at the same time by a large number of consumers and benefits given to crowd itself. Besides, the purchase decision process of crowd consumption is similar to individual consumer's decision, but it is different in aspect of post-purchase evaluation stage, especially for product performance and the other consumers' behavior for sharing mutually the product. 2) Subgroup consumption acted under the patronage of social institution and the tyrannize factor influencing subgroup consumption is necessary to achieve group unanimous. 3) Dynamic consumption is the key to social change and changes in consumer behavior, but social opinion is required for social change that can begin at the crowd or individual level and not considered to the support of subgroups for change to appear.

Moreover, roles and role relationships appear at the subgroup level. When membership and momentum increase, the sudden change becomes shape in a social institution that its activity can move up to traditional level, with high social unanimous level or down to social animosity level. Moreover, the importance and depth of interest in goods, buying reason, risks such as personal risk, social risk and economic risk are the determiners of consumer buying behavior that is classified into four types: 1) Routine Response or Programmed Behavior like low cost goods or a little buy and need to often buy, very

little for search and decision is made almost automatically; for example, milk, snack foods and etc. 2) Limited Decision Making which means that consumer has time limit for gathering information of unfamiliar brand. 3) Extensive Decision Making 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. 4) Impulse buying that is not planned or reviewed.

Although the decision quality of online and offline shopping will be different due to the effect of technology that makes accessible the information sources and decision helpers, the decision made by the consumer's traits still not change (Punj, 2012). For example, online shopping has the available electronic aids such as recommendation agents to make better decisions. Therefore, purchase is involved by the availability of product. Consumers try new brands because they want the change of pace, not because it is better and sometimes consumer may buy without planning, but the key word of influence on repurchase is post-purchase evaluation because it is the outcome of satisfaction or dissatisfaction.

Brand awareness

Brand awareness relates to the 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. Consumers will consider only the brand that they know. Bojei and Wong (2011) found that brand awareness has a 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 the 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 the main factors of brand maintaining, and the factors of constraint and application environment are significant related to satisfied brand switch. However, the main factors of unsatisfied brand switch are the factors of product performance and factors of marketing activities. Therefore, brand awareness is involved in a brand identification in consumers' memory under various conditions, including brand perception that refers to consumers' ability to differentiate the brand as soon as seeing packaging images and recalling the brand in their memory. Moreover, it plays an important role in buying decision process and is the first goal of advertising in the early months of a product's introduction and promotion.

In general, before consumer buys a product, he or she will scan its package and perceive the differences that depends on advertisement or the knowledge of group influences that used the goods in the past. On the contrary, it is impossible that one brand will have good word-of-mouth in every country, so in some places, consumers are willing to pay high price, but in another place, they might not show interest. For example, according to country and region, the world's top 100 brands belong to the USA that reached 63%, the rest of 9%, 7% and 5% were ranked for Germany, Japan and France respectively.

Jiang, Gao, and Wei (2009) revealed five factors affecting consumers' brand choosing: 1) consumer psychology, 2) constraint and application environment, 3) product category, 4) product performance, and 5) marketing activities. Further, attitude toward brand also highly relates

to the purchase attentions (Kuster & Hernandez, 2012). Three important factors influencing brand awareness of Chinese consumer behaviors are 1) PR representative for example Nike's sales volume was higher than Li-Ning in China for many years due to Nike's brand PR representative as NBA stars (Hu, 2014), 2) follow social current, and 3) esteem towards foreign products. For example, the boom of Thai brand cosmetics and rubber pillow products is widely in the online society in China.

Factors affecting chinese consumers' willingness to repurchase Thai products

There are many significant factors affecting the willingness to repurchase Thai products. For example, good quality and low, reasonable price are the motivation factors that make consumers buy again; moreover, some kinds of products can replace or fulfill deficiency of consumers' needs and wants in local products because there is no supply or poor quality product, etc. These factors can be concluded into five categories: marketing mix, security, brand value, cultural satisfaction, and satisfaction to buy.

Marketing mix

Marketing mix refers to 1) products that include physical products and primary or core services, 2) price, that sometimes serve as a signal of quality, 3) communications such as advertising, the sales force, public relations, packaging and any other signal that the company provides about itself and its products, and 4) distribution that is having the product available to target consumers to afford it. Moreover, product category, product performance and marketing activities are the factors affecting consumers' brand choice and unsatisfied brand switch (Jiang, Gao, & Wei, 2009). Marketing mix has also significant positive influence on the

consumers' attitude toward adopting online shopping and on goods purchasing decision via social media (Instagram) (Guo & Ismawati, 2011; Manopramote, 2015). Further, while shopping online, buyer considers the variety of products, beautiful and modern product image, price label, several price choices, convenience to buy, various shops, sale promotion, advertisement, 24 hours service and comparison of prices as the most important factors for decision making, but the aspect of return or changeable defect goods, standard price, various payment method, gift and free trial and influent person are regarded as less important factors (Paisanwongdi & Khamdet, 2013).

Security

According to Maslow (1943, as cited in Zan, 2011), needs are classified into five levels: 1) Physiological needs, the first level of the most basic needs for humans to survive, such as air, water and food, 2) Safety needs, the second level that human needs such as personal security, health, well-being and safety against accidents remain, 3) Belonging needs, the third level that people need is belonging and acceptance from other persons such as having relationships, families and friendship, 4) Self-esteem needs, the fourth level that people look for being respected and self-respect such as achievement, and 5) Self-actualization needs, the top level of need that realizes in person's full potential. Moreover, individual strives to seek a higher need when lower needs are fulfilled. Once a lower-level need is satisfied, it cannot motivate individual anymore, so needs are motivators only when they are unsatisfied or still not fulfilled.

Security is the critical factor for the buying decision of the consumer that covers the trust towards sellers, product or service, payment,

warranty and contact information. Besides, trust factors in different business registered, warranty, security payment and contact details not only affect online purchasing decision (Nunthipong & khongsawatkiat, 2011), but also has a direct effect on customer loyalty through word-of-mouth, intention and plays an important role in creating customer loyalty (Kassim & Abdullah, 2008). Moreover, trust is a significant driver of e-commerce transactions in China (Pavlou & Lin, 2002). Further, safety and trustworthiness factor, website reputation and trust have highest influence on online shopping (Srisaranyakun, 2012). However, perceived security risk and perceived privacy are strongly related to customers' trust, but weakly related to customer satisfaction (Mustafa, 2011).

Brand value

Brand value is the value of brand or brand equity classified into two perspectives: cognitive psychology and information economics that are the awareness of brand features such as name, logo, image and identification of product quality and price in consumers' mind. Therefore, brand awareness is involved in brand identification in consumers' memory under various conditions including brand perception that refers to consumers' ability to differentiate brand as soon as they see packaging images and recall brand in their memory. Moreover, it plays an important role in buying decision process and it is the first goal of advertising in the early months of a product's introduction. Also, brand awareness has significant relationship with repurchase intention (Bojei & Wong, 2011). Besides, brand and product reliability have significant and positive impact on the customers repurchase decisions, but price, product durability and customers perceived value have no significant relationship

with customers repurchase decisions (Jia, Ahmad & Ali, 2016). Jiang, Guo, and Wei, (2009) explains that the factors of consumer psychology and product performance are main factors of brand maintaining. Besides, maintaining brand awareness is the challenge of brand awareness and creating brand loyalty that affect decision making again because it is equally important to create image in the consumer's mind and make him or her think that brand is the best solution to satisfy his or her needs. Further, attitude toward brand also highly relates to the purchase intentions (Kuster & Hernandez, 2012).

Cultural satisfaction

Culture is the set of values, ideas, knowledge, beliefs, art, morals, customs, habits and attitudes that are admitted by a same group of people and inherited to next generation. It determines dressing, food, living and travel that effects what, how and when people purchase. Besides, culture has several significant characteristics: 1) Culture is understanding, 2) Culture is the thing that can be learned after, 3) Culture is shown within scope of acceptable behavior, 4) Cultural standard is limited by conscious awareness, and 5) The change of cultures depends on their acceptance period to that change.

Hofstede (1980, as cited in Usc Marshall, n.d.) stated that cultures are separated on the basis of the dimensions of 1) masculinity-femininity, 2) individualism-collectivism, 3) power distance, 4) uncertainty avoidance and 5) long-term orientation. Thus, culture is a dedicated matter involving different perceptions and people tend to perceive the person who is out of group more than in the group because within same cultures, individuals often have outstanding differences. Besides, cultural trends influence behavior and shopping habits of consumers on new products

or innovation, because consumers are and have pressure from society or high visible media to be a part of group or follow fashion trends such as Facebook that became a global cultural trend attracting many people to use it. Besides, cultural differences have an effect on cross cultural consumer behavior and need to understand the impact of consumer behavior in different national and cultural settings (Soares, 2004). Moreover, environment and friends have an important influence on buying goods and services. Particularly, most of respondents certainly agreed that beliefs, culture and traditions are the most important factors (Yakup, Mucahit, & Reyhan, 2011).

The research also found that the different factors such as culture, social class, reference group relation and family impacted different consumer behaviors (Yoldas, 2011). Purwanto (2013) argues that cultural factor and personal factors are not significant to willingness to buy, while social factors and psychological factors are significant to the willingness to buy. However, a stronger cultural cringe of a Chinese consumer causes high eagerness, preference, interest, and tendency in buying or knowing about foreign product (Hu, 2014). When consumers were asked about brand they know well, they could list brands out in spontaneous awareness level rather low and top 3 brand names in consumer's mind were classified into five kinds that were cosmetic (beauty buffet, ele, mistine, snail cream), medicine (green balm, tiger plaster), food (jasmine rice, mama, tao kae noi, durian crispy, red bull, taro), and rubber pillow and handicraft (Naraya).

Purchase satisfaction

Based on the Two-factor Theory composed of motivation factors, hygiene factors and half

motivation factors, the research found that the indicators of consumer satisfaction that perceive value consist of product information, product quality, product categories, logistics, distribution, security, trustworthiness, service of seller, convenience, price, save time, operational processes, returns, feedback channels, promotion and so on (Rahman & Han, 2011). Besides, Kassim and Abdullah (2008) state that service quality positively affected customer satisfaction. Additionally, customer satisfaction is positively and significantly related to trust, customer loyalty and post-purchase evaluation that are key factors of influences on future purchase (Foxall, 2005, as cited in Wikipedia, n.d.). Therefore, satisfaction plays an important role in creating customer loyalty and willingness to repurchase a product.

Hypotheses

The purpose of this research is to answer the following research questions in order to investigate the factors influencing Chinese consumer's willingness to repurchase Thai products. As mentioned in previous literatures and relevant theories, the hypotheses were proposed to test the following: RQ1: What are the factors affecting Chinese consumer's willingness to repurchase Thai products?

H1: Marketing mix has a significant positive impact on consumers' willingness to repurchase Thai products.

H1a: Products have a significant positive impact on consumers' willingness to repurchase Thai products.

H1b: Price has a significant positive impact on consumers' willingness to repurchase Thai products.

H1c: Place has a significant positive impact on consumers' willingness to repurchase Thai products.

H1d: Promotion has a significant positive impact on consumers' willingness to repurchase Thai products.

H2: Security has a significant positive impact on consumers' willingness to repurchase Thai products.

H3: Brand Value has a significant positive impact on consumers' willingness to repurchase Thai products.

H4: Cultural satisfaction has a significant positive impact on consumers' willingness to repurchase Thai products.

H5: Purchase satisfaction has a significant positive impact on consumers' willingness to repurchase Thai products.



Figure 1 Research Conceptual Model

Methodology

Non-probability sampling method of convenience sampling, snowball sampling, and purposive sampling, was used to select the research sample. A self-administered questionnaire was used to collect data in five economy develop areas from Chinese consumers who had a minimum of one purchase experience of Thai products both online and offline shopping in China. The 5-point Likert scale questionnaire was aimed at collecting quantitative data about

factors affecting Chinese consumers' willingness to repurchase Thai products. Data were conducted first from March 3, 2016 to April 4, 2016 for pre-test, and later during May 2, 2016 - June 2, 2016. Only 341 questionnaires were valid, and 303 questionnaires were usable for the analysis; and the response rate was approximately 89%. Data were analyzed using descriptive and inferential statistics and Multiple Regression model was used to calculate correlations and coefficient values between independent variables.

Table 1 Result of Factor Analysis on Independent and Dependent Variables

No.	Factor	Kmo and Bartlett's Test
1	Product	.975
	Product Factor Component	
	Good effect	.825
	Return/Change product	.787
	Good Quality	.785
	Multi information channels	.771
	Meet your requirement	.744
2	Price	.931
	Price Factor Component	
	Price reasonable	.931
	Cheaper than market	.931
3	Place and Distribution	.826
	Place and Distribution Factor Component	
	Online shopping safe/Save time/Fast	.882
	Easy to search	.854
	Seller trustworthy/Honest	.818
	Free delivery	.813
	Have a lot of shop choices	.764

Table 1 Result of Factor Analysis on Independent and Dependent Variables (continued)

No.	Factor	Kmo and Bartlett's Test
4	Promotion and Service	.811
	Promotion and Service Factor Component	
	Coupon/Gift/trial/Lottery prize	.867
	Maintenance/Repair warranty	.855
	Give advice/Answer query	.850
	After sale service, can refund money	.844
	Discount/Sale promotion	.809
	Use AD. medias promote product	.750
	Easy/Convenient/Fast pay	.708
5	Security and Trustworthy	.779
	Security and Trustworthy Factor Component	
	Seller discloses contact details	.866
	Retail shops certified trustworthiness from web	.843
	Website registered E-commerce	.809
	Web always update	.802
	Available contact seller/easy/convenient	.787
	Web registered with bank	.736
	Payment system security safe	.698
Website famous/good image/trustworthy	.698	
6	Brand Value	.710
	Brand Value Factors Component	
	Show high class	.799
	Give new experience	.798
	Premium gift	.759
	Service mind	.748
	Good appeal	.734
	Famous	.717
	Sincere, safe	.699
Unique taste	.689	

Table 1 Result of Factor Analysis on Independent and Dependent Variables (continued)

No.	Factor	Kmo and Bartlett's Test
6	First choice	.587
	Fulfill need	.574
7	Cultural Satisfaction	.796
	Cultural Satisfaction Factor Component	
	I always eager to buy Thai product	.871
	I more delightful to buy Thai product than Chinese product	.836
	Thai culture more interesting than Chinese culture	.806
	I like to browse Thai product even no plan to buy	.796
	I more enjoyable Chinese food than Thai food	.790
	Thai drama better watch than Chinese drama	.781
	I always like to introduce Thai product to friends	.696
8	Satisfaction to Buy	.811
	Satisfaction to buy Factor Component	
	Seller performance meets expectation	.848
	Seller is trustworthy/ honest	.845
	Security/save time/cost shopping	.818
	Quality product	.800
	Price online display	.796
	Product comes different	.762
9	Willingness to buy again	.975

From Table 1, measure validation was preliminary examined for reliability by computing factor loading for each question and factor analysis to rotate variables in each factor that have high relationship as shown in the table. The

reliability is acceptable because the Cronbach's alpha is over 0.70. According to the use of standardized variables, Cronbach's alpha 0.70 is good considering for the cutoff value to be acceptable.

Research Findings

Demographics of respondents

Among the respondents, 184 respondents were shopping online and 129 respondents were shopping offline; 57.4% of the respondents were from Chuanyu city, 12.2% from Changjiang middle reaches megalopolis, 15.3% from several other economic development areas, and 15.2% of them from other cities not in economic development areas. There were 105 male and 198 female respondents. By age group, 74.3% of the respondents were aged between 21 and 30 years and 12.5% of them were between 31 and 40 years. In terms of education level, 54.1% of the respondents held a bachelor's degree and 33.7% held a master degree. Regarding career, 56.1% of the respondents were students or part-time workers, 14.9% were teachers, and 16.5% were other full-time employees. By income, 56.1% of the respondents' incomes were below RMB 1,000, which corresponds exactly to the student

respondents, 24.1% earned between RMB 1,000 and RMB 3,000, and 20.1% of them were earning between RMB 3,000 and RMB 5,000.

Consumers' behavior towards willingness to repurchase Thai product in China

In the questionnaires, there was one question to measure the consumer's willingness to repurchase. The scores of 4 and 5 mean that the respondent agrees and strongly agrees with this question, respectively; likewise, 3 means that the respondent is neutral for the question.

We can conclude that 31.7% of the respondents have a high willingness to repurchase and 64% of them are at least neutral with regards to willingness to repurchase; only 4.3% of them would not repurchase. This indicates that Chinese consumers care more about price, brand value and cultural satisfaction when deciding to repurchase. Preferences for purchasing are primarily determined by income, reality and local culture.

Table 2 Frequency of Consumers' Behavior towards Willingness to Repurchase Thai Product in China

Behavior Rank towards Repurchase	Score	Freg	%	Cum. %
Not to buy surely	1	3	1	1
Not buy	2	10	3.3	4.3
Uncertain	3	194	64	68.3
Buy	4	60	19.8	88.1
Exactly buy	5	36	11.9	100
Total average score	3	303	100	

Table 3 Correlation Analysis of Factors that Affect Repurchase Decision of Thai Product

Pearson correlation	Repurchase	P-value
Product	0.157	0.017
Price	0.103	0.082
Place	0.230	0.001
Promotion	0.221	0.001
Security	0.246	0.000
Brand value	0.478	0.000
Satisfy culture	0.498	0.000
Satisfy to buy	0.312	0.000

** Significant at 0.01 Level

The result revealed that all variables are significantly correlated with the willingness to repurchase, except for price (P-value = 0.082).

Regression Analysis

Multiple regression analysis was used to analyze the relationship between, and predict the effect of, independent variables and dependent

variable. In this analysis, the dependent variable was consumers' willingness to repurchase, as shown the table below:

Table 4 Regression Analysis Result between Independent Variables and The Dependent Variables

	Independent variables	R	R ²	β	T	P-value
1	(Constant)	565 ^a	.319	2.578	4.588	0.000
		Tolerance	VIF			
	Product	0.457	2.19	0.016	0.169	0.866
	Price	0.495	2.02	-0.105	-1.181	0.239
	Place	0.313	3.20	0.019	0.17	0.865
	Promotion	0.332	3.01	-0.099	-0.912	0.363
	Security	0.462	2.17	0.054	0.592	0.555
	Brand value	0.572	1.75	0.243	2.947	0.004
	Satisfy culture	0.592	1.69	0.323	3.979	0.000
	Satisfy to buy	0.364	2.74	0.175	1.692	0.092
Dependent Variable : repurchase						

Moreover, in table 4, the collinearity statistics reveal that the tolerances of all the independent variables are high and that the Variance Inflation Factors (VIF) are all less than 10. Thus, there is no collinearity in the model of this study between any pair of predictors. Furthermore, the result of ANOVA shows that the value of $F(8,175) = 10.239$ and it is significant at $P < 0.05$. Consequently, overall, the regression model is deemed to accurately predict consumers' behavior to willingness to repurchase. From the result, we can see that brand value and cultural satisfaction have a statistically significant ($p < 0.05$ and 0.01) correlation with consumers' willingness to repurchase. The other independent variables do not have a statistically significant relationship with consumers' repurchase ($p > .05$). We can see that the β values of brand value and cultural satisfaction are 0.243 and 0.323 respectively. The regression equation indicates that brand value and culture satisfaction are positively correlated with consumers' behavior to willingness to repurchase. Also, we can see that the R-square value is 0.31, which means that 31% of the variance in the dependent variable of consumers' behavior can be accounted for by a variation in the independent variables. As $F(8,175) = 10.239$, $P < .05$, this model is statistically significant. The hypothesis was further analyzed based on multiple regression analysis and presented as follows:

H1a: Product has a significant positive impact on consumers' willingness to repurchase Thai products. Table 4 shows that the p-value (= .866) of product is greater than 0.05. Therefore, H1a was not supported by the result because there is no significant relationship between product and consumers' willingness to repurchase Thai products.

H1b: Price has a significant positive impact on consumers' willingness to repurchase Thai products. Table 4 shows that the p-value (= 0.239) of price is greater than 0.05. Therefore, H1b was not supported since there is no significant relationship between price and consumers' willingness to repurchase Thai products.

H1c: Place has a significant positive impact on consumers' willingness to repurchase Thai products. Table 4 shows that the p-value (=0.865) of place is greater than 0.05 as well. Therefore, H1c was not supported. Consequently, there is no significant relationship between place and consumers' willingness to repurchase Thai products.

H1d: Promotion has a significant positive impact on consumers' willingness to repurchase Thai products. H1d was not supported because the p-value (=0.363) of promotion is greater than 0.05. Therefore, there is no significant relationship between promotion and consumers' willingness to repurchase Thai products.

H2: Security has a significant positive impact on consumers' willingness to repurchase Thai products. H2 was not supported because the p-value (= 0.555) of promotion is greater than 0.05. Therefore, there is no significant relationship between security and consumers' willingness to repurchase Thai products.

H3: Brand Value has a significant positive impact on consumers' willingness to repurchase Thai products. From the table 2, we can see that the p-value (= 0.004) of brand value is less than 0.05. It is supported by the result. Therefore, brand value has a significant positive impact on consumers' willingness to repurchase Thai products.

H4: Cultural satisfaction has a significant positive impact on consumers' willingness to repurchase

Thai products. The finding supported H4 because the p-value (= 0.000) of culture satisfaction is less than 0.05. There is a positive relationship between culture satisfaction and consumers' willingness to repurchase Thai products.

H5: Purchase satisfaction has a significant positive impact on consumers' willingness to repurchase Thai products. H5 was not supported by the result because the p-value of purchase satisfaction equates 0.092 to which is larger than 0.05. Thus, there is no significant relationship between purchase satisfaction and consumers' willingness to repurchase Thai products.

Summary of Findings

All hypotheses were summarized in Table 5. Hypotheses 1, 2 and 5 were not supported, while hypothesis 3 and 4 were supported. The research found that brand value and cultural satisfaction have a greater influence on consumers' willingness to repurchase Thai products more than the other factors. This indicates Chinese consumers care

more about brand value and cultural satisfaction when repurchase Thai products. It is shown that Thai products met satisfaction at a rather high level; Thai culture also played a partial role in motivation of need because the appearance, kinds, and quality of Thai products receive a positive response from Chinese consumers and are compatible with their behaviors. Therefore, when compared with cheaper local products, the standing point of foreign product like Thai products mainly depends on the differentiation of products. For example, there may be no supply of a certain product in the Chinese market, or similar products in the Chinese market may not be of the same quality; hence, Thai products can replace this product. This study confirms that brand value plays an important role in brand recall and brand awareness, which correlates with willingness to repurchase Thai products. Even without discounts, promotion, good service or other benefits, customers are willing to pay money to repurchase products that have value for them.

Table 5 Summary of Results

No.	Hypotheses	Findings
H1a	Product has a significant positive impact on willingness to buy again	Not supported
H1b	Price has a significant positive impact on willingness to buy again	Not supported
H1c	Place has a significant positive impact on willingness to buy again	Not supported
H1d	Promotion has a significant positive impact on willingness to buy again	Not supported
H2	Security has a significant positive impact on willingness to buy again	Not supported
H3	Brand Value has a significant positive impact on willingness to buy again	supported
H4	Cultural satisfaction has a significant positive impact on willingness to buy again	supported
H5	Purchase satisfaction has a significant positive impact on willingness to buy again	Not supported

Conclusion

The objective of this study was to investigate the factors that influence Chinese consumers' willingness to repurchase Thai products. The finding revealed that the factors influencing the willingness to repurchase are brand value and cultural satisfaction. This indicates that Chinese consumer care more about brand value and cultural satisfaction when repurchase. It is also the fact that the behaviors of local people are determined by income, local culture and acceptance of consumers. Clearly, Thai culture and values in Thai product brand have a significant positive impact on Chinese consumers' willingness to repurchase. In particular, when Chinese consumers purchase foreign products, their motivation is not only to satisfy need and want, but also to strengthen their recognition of their image and status, as well as to gain new experience. Additionally, the product's reputation, good appearance and service are also important. These factors relate to brand value awareness, which influences consumers' post purchase evaluation; as a result, consumers have a high willingness to repurchase Thai products and high brand satisfaction. Moreover, a main contribution is that young people, with higher levels of education, who are interested in being modern and in-style are more willing to adopt new products. They are open to learning about other cultures, which is a vital factor in their intention to purchase and repurchase Thai products online. Furthermore, chat forum, blogs and opinions of family, and friend's are the main source of information that leads to brand awareness for purchasing decisions.

In a practical sense, sellers' marketing strategy consists not only of targeting potential customers, introducing new products to the

customers, and persuading the customers to make a purchase. Sellers must also create new positive attitudes about their products, emphasize the value and benefit of product to customers, and project a brand image that is consistent with the identities and values of Chinese consumers. Therefore, awareness of brand value and Thai culture embodied on Thai products significantly influences consumers' willingness to repurchase and create trust, high satisfaction and brand loyalty to customer.

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