



## A Study on Factors Influencing Chinese Consumers' Attitudes Towards Intention of Online Shopping for Thai Products

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### Abstract

Past literature suggests that consumers' attitude has a direct influence on buying intention. However, the evaluation of both positive and negative attitudes towards purchase intention on motives had been scarce. Hence, this research attempts to examine the factors influencing Chinese consumers' attitudes toward intention of online shopping for Thai products and constructs drawn from functional and non-functional motives are conducted to identify factors that potentially affect Chinese online consumer decision making for purchasing Thai products. A survey was carried out of 303 consumers who had purchased Thai products. Multiple Regression in structural equation modeling (SEM) was applied for data analysis. As expected, different culture, previous purchasing experience, consumer style and merchant's trustworthiness were found to have a significant relationship in explaining the attitude of always eager to buy Thai products towards online shopping intention. Nevertheless, perceive brand value was found to have no significant relationship with the attitude of always eager to buy Thai products toward online shopping intention. The results of this study indicated that different culture and previous purchasing experience can also explain the attitude of very cautious to buy Thai products toward online shopping intention. It is important for the manufacturers and the Thai government to implement programs for building brand awareness, the recognition of different cultures and improvement of service quality as they are the main contributing factors that enhance continual use of Thai products.

### Introduction

The impact of factors influencing consumer's attitude on intention of online shopping is supported not only by theory but also by empirical studies: many factors such as product quality, logistics speed, after-sales services and payment convenience create customer satisfaction and impact on consumer's attitude towards

buying behavior (Jayawardhena, 2004; Enrique, Carla, Joaquín, Silvia, 2008; Wang & Chou, 2014) In addition, the factor of brand, reviews from real users, quality, fame and price affects decision making, respectively (Hernandez & Kuster, 2012; Yoldas, 2012; Hsu, Lin & Chang, 2013; Aldhmour, 2016). However, although a consumer has good attitude and experience with online

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shopping, he may not decide to buy. This depends on motivation from information evaluation and value trade-off of product like price and quality and buying power. Moreover, two types of motives while shopping for consumers are functional and non-functional motives. The functional motives are time, place, consumer needs and channel alternative including convenience, price comparison and product assortment. The non-functional motives are culture or social and emotional value for support and recreation such as the brand name of shop (Sheth,1983). It should, therefore, be consequential for marketers to find ways to improve consumer satisfaction and shopping motives related to the attitude on intention to online shopping.

The Growth of Thai Products in China Cross-Border E-commerce Almost 50% of Chinese consumers in the cross-border e-commerce (“CBEC”) market think that foreign products lifts their quality of life due to higher quality, higher standard of safety, and healthy. Consumer satisfaction for products such as fashion, food, beauty and nutritious products are purchased to avoid risk of buying fake products, especially for milk powder, beauty products and medicines. From estimated sales volume of top ten brands in 12 months on Tmall, the 5 Best Sellers of Thai products on Tmall in 2019 were Latex (2,880 million baht), snack (906 million baht), skin care (595 million baht), cosmetic (468 million baht) and health care (34 million baht), respectively. Among CBEC target groups, two groups exist; one is the super 1<sup>st</sup> tier such as Beijing, Shanghai, Guangzhou, Shenzhen and the second consists of 15 cities in new Tier 1 like Chengdu, Hangzhou, Wu

Wuhan, Chongqing, Nanjing and others, who are also the top 10 Chinese tourists in Thailand. However, there are also differences in taste, want and online shopping platforms between them (Scb.co.th). For this reason, the growth of Chinese tourist numbers arrival to Thailand results in brand awareness and value perception and attitude towards intention of online shopping for Thai products.

## Objectives

The purpose of this research is to understand how the factors of different culture, perceive brand value, perceive previous purchasing experience, customer style and perceive merchant experience have a significant influence on Chinese consumers’ attitude towards intention of online shopping for Thai products.

## Conceptual framework

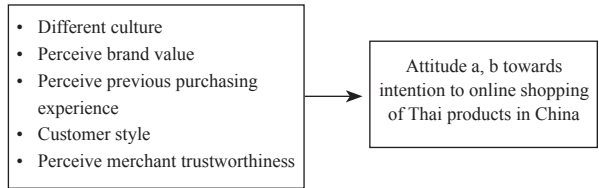


Figure 1 Conceptual framework

## Research methodology

The population sample of this research consisted of Chinese consumers who had a minimum of one purchase experience of Thai products in China. The quantity of population sample was based on Taro Yamane formula for uncertain population sample and calculated on the reliability at .05 significant level. Therefore, 400 questionnaires were distributed 303 were deemed usable for the analysis; and the response rate was approximately 75.75%. Data were gathered from an online questionnaire link and distributed to target group in five economic zones that are centers of education and work. Therefore, people in these cities have high purchase power. Measures for the survey were adopted and developed from the literature review and previous established scales from past research. The 5-point Likert scale questionnaire was aimed at collecting quantitative data about factors influencing Chinese Consumers’ Attitude towards Intention of Online Shopping for Thai products. Data was conducted during May 2, 2016 –June 2, 2016. Data analysis employed descriptive statistics and inferential statistics. It also employed multiple regression in the structural equation modeling (SEM) to test the hypotheses.

## Results

A total of 303 questionnaires were used for analysis. Among the respondents, 57.4% lived in Chuanyu City, 12.2% were from Changjiang a middle reach megalopolis, 15.3% were scattered in several economic development areas and 15.2% were from other cities not in economic development areas. Based on gender, respondents consisted of 105 males and 198 females while 74.3% of respondents were aged between 21 and 30 years and 12.5% aged between 31 and 40 years. In terms of education level, 54.1% of respondents held a Bachelor degree and 33.7% a Master degree. In the career item, 56.1% of respondents were students or

part-time workers, 14.9% teachers and 16.5% employees. The respondents with monthly income below RMB 1,000 were students (56.1%), and 24.1% of respondents earned between RMB1,000 and RMB3,000, and 20.1% earned between RMB3,000 and RMB5,000.

**Table 1** Characteristics of respondents

Variable	Frequency	Percent
<b>Number of respondents in each zones</b>		
Changjiang middle reaches megalopolis	37	12.20
Region Over Bohai Ring	15	5.00
The Delta Area of Yangtse River City	22	7.30
Chuan Yu City Group	174	57.40
Urban Agglomeration in the pearl river delta	9	3.00
Other	46	15.20
<b>Gender</b>		
Male	105	34.7
Female	198	65.3
<b>Age</b>		
<= 20 years old	29	9.60
21-30 years old	225	74.30
31-40 years old	38	12.50
41-50 years old	5	1.70
>=50 years old	6	2.00
<b>Education</b>		
Secondary and Below	2	0.70
High School/Vocational	16	5.30
Bachelor	164	54.10
Master	102	33.70
Dr. and Above	19	6.30
<b>Occupation</b>		
Student/Part time job	170	56.10
Teacher	45	14.90
Full time working	50	16.50
Government officer	5	1.70
Freelance	10	3.30
Merchant	6	2.00
Housewife	2	0.07
Retire	2	0.07
Unemployed	1	0.03
Other	12	4.00
<b>Income</b>		
<=1000 RMB	102	33.70
1000-3000 RMB	73	24.10
3000-5000 RMB	61	20.10
>= 5000 RMB	53	17.50
>=10000 RMB	14	4.60

**Table 4** Reliability and factor loading of perceived brand value, perceived previous purchasing experience, customer style, perceived merchant trustworthiness, different culture

Factor name	Factor component	Factor loading	Mean	Interpretation	% Variance explained	Factor definition
Perceive brand value (br_value) 5 items, Cronbach Alpha .976	Reliability	.849	-	-	74.609	Perceived brand value of personality, reliability, function factors and brand favor in affect and trust factors
	Show yourself	.674	2.85	Uncertain		
	Feel familiar with others use same	.729	3.05	Uncertain		
	Would buy other Thai products/ services	.803	3.29	Uncertain		
	Like to share good points/support to buy	.764	3.33	Uncertain		
	Still continue to use Thai products	.798	3.10	Uncertain		

The results showed that 67.99% of the respondents have a good attitude towards online shopping and 32.01% have a negative attitude table 2.

**Table 2** Consumers' attitude towards online shopping in china

	Attitude Rank	Frequency	Percent
Consumers' attitude towards	Yes	206	67.99
Online shopping in china	No	97	32.01
	<b>Total</b>	<b>303</b>	<b>100</b>

As shown in the table above, travel experience is significantly correlated to the attitude of always eager to buy Thai products, but there is no relationship with the attitude of very cautious to buy Thai products. Undoubtedly, travel experience has an effect on online shopping and affects the attitude of always eager to buy online for Thai products. Therefore, it shows that people who have visited Thailand have deep impression with Thai products table 3.

**Table 3** Travel experience factor towards attitude to online buying

Travel experience towards attitude to buy	Travel experience			
	Mean	S.D.	Pearson correlation	Sig. (2-tailed)
Always eager to buy thai products	2.83	1.208	-.272	.000
Very cautious to buy thai products	3.20	1.109	-.080	.246

From the above table, 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  $\geq 0.70$  and % variance of each factor loading can explain cumulative variance of population sample around  $\geq 60\%$ . According to the use of standardized variables, Cronbach's alpha 0.70 is considered for the cutoff value to be acceptable and Bartlett's test was significant. Therefore, it indicates factor analysis is appropriate and has been analysed in AMOS using multiple regression in structural equation modeling (SEM) analysis.

Table 4 (Continued)

Factor name	Factor component	Factor loading	Mean	Interpretation	%Variance explained	Factor definition
<b>Perceive previous purchasing experience</b> (pre_ex) 3 items, Cronbach Alpha .976	Reliability	.695	-	-	75.227	Perceived satisfaction in previous purchasing experience
	I always like to introduce Thai products to friends	.809	3.28	Uncertain		
	Many sides suit me	.894	3.21	Uncertain		
	Very satisfied and continue to use	.896	3.30	Uncertain		
<b>Customer style</b> (c_style) 4 items, Cronbach Alpha .976	Reliability	.638	-	-	51.891	Consumers' personality and purchasing behavior
	I like to browse thai product even no plan to buy	.713	2.85	Neutral		
	Security/save time & cost shopping factor	.675	4.05	Very satisfied		
	Promotion campaign factor	.718	3.72	Very satisfied		
	Brand satisfaction	.772	3.55	Very satisfied		
<b>Perceive merchant trustworthiness</b> (seller_trust) 5 items, Cronbach Alpha .976	Reliability	.816	-	-	59.591	Perceived security, trustworthiness factors of sellers
	Website famous/good image/trustworthy	.734	3.93	Very satisfied		
	Seller discloses contact details	.810	3.82	Very satisfied		
	Retail shops certified trustworthiness from web	.861	3.96	Very satisfied		
	Payment system security	.769	4.39	Very satisfied		
	Seller is trustworthy/honest factor	.673	4.00	Very satisfied		
<b>Different culture</b> (Difc) 4 items, Cronbach Alpha .976	Reliability	.820	-	-	71.71	Recognition of Thai cultures
	Thai drama better watch than chinese	.832	2.62	Uncertain		
	Thai culture more interesting than chinese	.874	2.95	Uncertain		
	More delightful to buy thai product than chinese	.862	2.95	Uncertain		
	More enjoyable chinese food than thai food	.819	2.63	Uncertain		

Note: Interpretation of perceived brand value, perceived previous purchasing experience, different culture factor: 1.00 - 1.49 strongly disagree; 1.50 - 2.49 disagree; 2.50 - 3.49 Uncertain; 3.50 - 4.49 agree; 4.50 - 5.00 strongly agree Interpretation of Customer style and Perceive merchant trustworthiness factor: 1.00 - 1.49 dissatisfied; 1.50 - 2.49 little dissatisfied; 2.50 - 3.49 Neutral; 3.50 - 4.49 satisfied; 4.50 - 5.00 very satisfied

From the above table, different culture, perceive brand value, consumer style, perceive previous purchase experience were highly correlated to the attitude of always eager to buy Thai products, but a rather low relationship with the attitude of very cautious to buy Thai product. Besides, perceive merchant trustworthiness was slightly correlated to both attitudes.

Table 5 Correlation Matrix of Principal Constructs

Variable	seller_trust	c_style	pre_ex	br_value	difc	cautious_buy	eager_buy
seller_trust	1						
c_style	0.666**	1					
pre_ex	0.685**	0.771**	1				
br_value	0.505**	0.787**	0.808**	1			
difc	0.417**	0.634**	0.644**	0.705**	1		
cautious_buy	0.085**	0.261**	0.217**	0.236**	0.349**	1	
eager_buy	0.359**	0.661**	0.616**	0.659**	0.717**	0.274**	1

It was concluded that the proposed model reasonably fits the data for factors affecting both attitudes of always eager to buy and very cautious to buy Thai product towards intention to online shopping of Thai products in China and the R-square value is 0.606 and 0.143, which explain 60.6 percent of the variance in the

attitudes of always eager to buy and 14.3 percent of the variance in the attitude of very cautious to buy, respectively of consumers' behavior can be accounted for by a variation in the independent variables. The hypothesis was further analyzed based on multiple regression analysis and presented as follows:

H<sub>1</sub> was supported with p value of 0.001. Thus, there is a significant relationship between different culture and attitude of always eager and very cautious to buy Thai products towards intention of online shopping for Thai products.

H<sub>2</sub> was not supported with p value of 0.668 and 0.208. Hence, there is no significant relationship between perceive brand value and attitude of always eager and very cautious to buy Thai products towards intention of online shopping for Thai products.

H<sub>3</sub> was supported with p value at 0.05 level because there is a significant relationship between perceive previous purchasing experience and attitude of always eager and very cautious to buy Thai products towards intention of online shopping for Thai products.

H<sub>4</sub> and H<sub>5</sub> both were partially supported. We found that customer style and perceive merchant trustworthiness

significantly affect attitude of always eager to buy Thai products towards intention of online shopping for Thai products based on p value of 0.001 and 0.05, respectively. However, perceive brand value and perceive merchant trustworthiness have no significant relationship with attitude of very cautious to buy Thai product towards intention of online shopping for Thai products with p value of 0.078 and 0.633, respectively

previous purchasing experience, consumer style and merchant’s trustworthiness have a direct effect on attitude of always eager to buy towards the intention of online shopping for Thai products, whereas perceive brand value does not . These results are in accordance with previous research; cultural differences impact consumer behavior. Especially, Chinese consumers who have a strong cultural cringe and innovative character will have high attention in buying foreign products (Yoo & Donthu, 2001; Hu, 2014). Whenever a consumer is satisfied or has good attitude towards a shop, he will be willing to buy online more (Li, Kim & Park, 2007). As a result, trust towards seller’s affects shopping online decision (Nunthipong & Khongsawatkriat, 2011). However, perceive brand value has no effect on attitude of always eager to buy towards intention of online shopping for Thai products because Chinese luxury consumers have rather low brand awareness and low attitude towards brands that brings about low repurchase intention (Bojei & Wong, 2011; Hernandez & Kuster, 2012). On the other hand, the attitude of very cautious to buy towards intention of online shopping for Thai products is also influenced by different culture and previous purchasing experience only. The results are in accordance with previous research; a lack of trust can make some

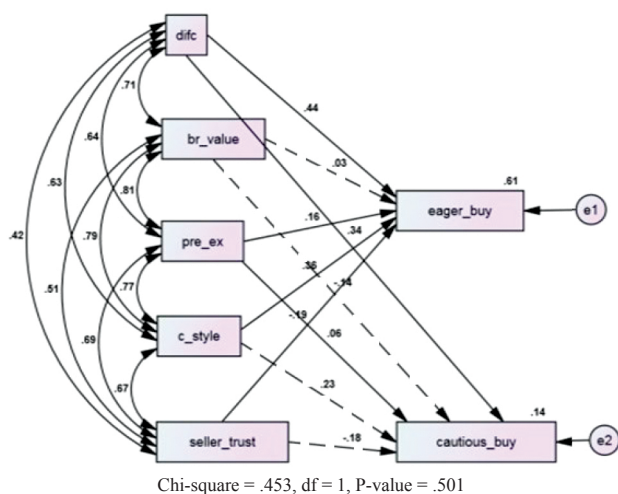


Figure 2 Model testing

Table 6 Regression Analysis Result between Independent Variables and The Dependent Variables

variables	Variance	std. error	B	Beta	P-value	R square
CONSTANT						0.606 0.143
difc	0.511	0.089	0.114	0.743	0.501	0.443 0.34
br_value	0.571	0.122	0.157	0.052	-0.198	0.033 -0.142
pre_ex	0.768	0.109	0.137	0.214	0.298	0.156 0.232
c_style	0.677	0.106	0.131	0.523	-0.231	0.359 -0.178
seller_trust	0.657	0.101	0.14	-0.279	0.067	-0.189 0.056
Dependent variable: Attitude						eager_buy cautious_buy eager_buy cautious_buy eager_buy cautious_buy eager_buy cautious_buy eager_buy cautious_buy

\*\*\* p< 0.01 (Correlation is significant at the 0.01 level (2-tailed))

Discussion

The theoretical analysis indicates that attitudes towards intention of online shopping for Thai products are influenced by cultural, social, personal and psychological factors and prior purchasing experience. According to the R-square value of 0.606 and 0.143, the independent variables can explain 60.6 percent and 14.3 percent of the variance in both attitudes of eager to buy and cautious to buy, respectively of consumers’ behavior, concluding that other factors exist that affect both attitudes towards intention of online shopping for Thai products. The result also reveals that different culture,

consumers avoid risk and limit buying to only famous online shops (Brynjolfsson & Hitt, 2000) and seek and accept online recommendations (Smith, 2005). This is the reason why security factor of trust in sellers, payment, product or service, warrantee and website reputation have the highest influence on online shopping (Chen & Jiang, 2013). Therefore, the attitude of consumer highly influences the success of marketing on that product and it is important to understand the factors influencing consumers’ general or aggregate perception that drive consumers to purchase a Thai product and attitude towards intention of online shopping is the antecedent

of the purchase decision. Marketer can increase awareness of a new brand through advertisement and create the recognition of different culture and cultural experience consumption and uniqueness because high awareness in brand value causes high brand satisfaction and purchasing satisfaction on Thai product's purchasing decisions and brand awareness (Chen, 2015). Besides, service quality affecting satisfaction related to trust, customer loyalty and repurchase intention can be improved by quality of product, reasonable price and combination with other choices (Hartmann 2006; Kassim & Abdullah, 2008). Also, information supporting such as product details and internal search engine is the most important factor of information search affecting purchase decision making process of the customer while finding suitable products for his needs (Mittal, 2013). Finally, this research have several limitations in collecting data. Firstly, we used online questionnaire as the survey tool and selected respondents by initial interview and survey respondents in each economic zone equally, but the proportion of demographic in southwest were the largest size, which is consistent with the fact that most Chinese tourists are from the southwest. Secondly, the group of senior consumers were difficult to reach with the online survey tool and must rely on their children. The senior consumer group was small scale, but valid. Thirdly, some factors were invalid on the test of other measurement tools due to insufficient data for conduction. Further studies should be undertaken in other countries involving different cultural values and larger samples to strengthen its validity and additional variables such as product price, product availability could also affect consumers' intention to purchase.

### Suggestion

The main objective of this study was to examine factors influencing Chinese consumers attitude towards intention of online shopping for Thai products in China. It is important to highlight the potential of the theory of Petty, Cacioppo and Hofstede's the dimension of uncertainty avoidance in understanding different culture factor affecting positive and negative attitude towards intention of online shopping for Thai products, extending the aggregate view of results conditioned only to these constraints to study the consumers point of view. In a practical sense, different culture, previous purchasing experience, consumer style and merchant's trustworthiness are important in building positive attitude towards intention of online shopping for Thai products. To

succeed, marketers may need to maintain brand awareness and use the power of word-of-mouth through social media influencer such as Net idol and recommendations and reviews from Chinese tourists and students studying overseas and penetrate the target market of modernism and fashionista and create new product experience harmonized with Chinese culture. Li Jia Qi, a Net idol known as Lipstick Brother of foreign brands is a successful example of social media marketing that has high rating of consumers.

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