Cosmetic Brand Preference and Purchasing Behavior: Comparison of Thai And Chinese Domestic Brands

Miss. Cai Yun Pu

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF

THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS

ADMINISTRATION OF INTERNATIONNAL COLLEGE   RAJAMANGALA

UNIVERSITY OF TECHNOLOGY KRUNGTHEP

ACADEMIC YEAR 2020

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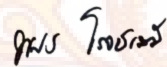**RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP**

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Author	Miss Cai Yun Pu
Degree	Master of Business Administration
Advisor	Professor Markus Prandini
Co-Advisor	Dr. Saifon Chairungruang
Academic Year	2020

International College, Rajamangala University of Technology Krungthep approved this independent study as partial fulfillment of the requirement for the Master of Business Administration degree.
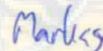
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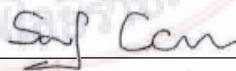
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Abstract

With the arrival of economic globalization, market competition is more and more intensely, new opportunities and new challenges are waiting for cosmetics industry. The study approached with cosmetics, with sample of college students and working youth groups, especially to investigate the preferences and purchases of Chinese consumers for Thai and Chinese cosmetics brands.

The thesis learns from the classic consumer ethnocentrism and Chinese goods purchasing behavior relationship model. The data are collected by tests and questionnaire and analyzed by software SPSS. The results of the study analyzed the relationship between Chinese consumers' commodity awareness and brand preference, and the variables relationship under the ground of Chinese and Thai brands. Provides Chinese consumers with a general understanding of the differences between Thai cosmetics and Chinese cosmetics brands. Help Thai cosmetics manufacturers to gain a deeper understanding of the Chinese market and consumers and formulate effective strategies to enter the entering China.

Keywords: Brand characteristics of cognitive, Chinese native consciousness, Brand purchases behavior, Brand preference

Acknowledgement

I would like to express my thanks to my Advisor - Professor Markus Prandini and Co-Advisor - Dr. Saifon Chairungruang, who has given me some valuable suggestion and guided me in the right direction. At the beginning of writing my thesis, they helped me a lot, made me feel confident to fulfill my thesis.

Thanks to all the leaders and teachers of the school. Their rigorous style of study, profound knowledge, and tireless character have always infected and inspired me to keep improving, making my university time full and useful. Growing up in this beautiful campus, what I have learned here will definitely benefit me for life.

In the writing of this paper, I also refer to the targeted works and articles. Many scholars' scientific research results and writing ideas have inspired me a lot, and these scholars sincerely express their gratitude. Thanks to my family, classmates and friends for their great support, their selfless dedication, love and support have enabled me to continue to pursue my own ideals and goals in life. Thank you to everyone who cares, helps and supports me.

Cai Yun Pu

Preface

The research theme is put forward under the realistic background of good development of Thai cosmetics in the Chinese market. Designed to investigate the brand preferences and purchase situation of Chinese consumers and is facing to Thai cosmetics brands and China cosmetic brands. Consumers' awareness of domestic products and brand characteristics are also the main factors influencing consumers' attitudes and behaviors.

In empirical research, Chinese domestic scholars are relatively less than international scholars. In recent years, Zhuang et. al. (2006), based on the research of Wang Haizhong, some improvements have been made from the research methods and contents: the brand characteristics (popularity, quality, cost performance), consumer characteristics (age, gender), etc. Knowledge has an impact on consumers' purchase intentions and behaviors.

Whether the influence of purchasers' intentions and behaviors is limited to products with relatively high prices or a universal Elephant. But overall, the research perspective has always been broad, facing different product categories and countries, and It is not known whether the same applies. Therefore, this paper intends to reflect the attitude of Chinese goods towards consumer behavior and attitudes. The impact is targeted to a specific country and product category, narrowing the scope of research to Thailand. In comparison with cosmetic brands and China cosmetic brands, explore whether they will get more targeted conclusions.

At the same time, the impact of consumer brand identity cognition, Chinese brands preferences and consumer buying behavior relationship has always been a research hot points in consumer behavior. Most scholars believe that consumer brands Feature cognition plays a positive role in brand preference and purchasing Behavior,

consumer brand preference for purchasing Behavior also plays a positive role. This paper only tries to verify whether the hypothetical relationship between Thai brand and Chinese brands is valid from the single category of cosmetics and only consider the comparison between Thai brand and Chinese brands, and to add the regulatory variable of "Thai cosmetics brand purchase experience" to the relationship between consumer brand identity cognition and brand preference. The influence of characteristic cognition on brand preference is added to the adjustment variable of "Thai cosmetics brand purchase experience".

This paper intends to start with cosmetics, select a few Thai companies with high visibility and sales in the Chinese market. National cosmetics brand and several representative China cosmetic brands in China, exploring Thai cosmetics in China. The market's consumer situation, especially investigating the preferences and purchases of Chinese consumers for Thai and Chinese cosmetics brands Situation, and to understand the impact of consumers' awareness of Chinese goods and brand characteristics on their preferences and purchasing Behavior. Use, at the same time, the brand characteristics of Thai cosmetics brands and China cosmetics brands are recognized in the minds of Chinese consumers. Knowing the difference has a general understanding, which in turn helps Chinese companies to optimize their China cosmetics brands and Thai cosmetics brands.

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Chapter 1

Introduction

1. 1 Research background

1.1.1 Brand status in the Chinese market

Today's market has entered an era dominated by brand competition. The competition among enterprises includes not only price competition, but also brand competition including multiple factors such as quality, price, technology, corporate image, social responsibility and culture. Competition has gradually become the main competitive direction of all enterprises (Zhao, 2008). After decades of reform and opening up and China's accession to the WTO, the overall size of the market has expanded dozens of times, and more and more foreign brands have entered the domestic market. From the early Japanese home appliance brands to the later European and American brands, to the growing local brands, and a variety of cottage brands, the Chinese market has gradually formed a multi-level, multi-source brand structure. Occupying more market share in a limited market has become one of the most important goals of various companies and brands. As a result, a fierce market battle has been staged in the Chinese market.

For many years, foreign brands have maintained upmarket, classic and high-quality brand image in the eyes of Chinese consumers. It have a large extent inhibit the development of Chinese brands. At present, there are many problems in the brand construction in our country, for example, lack of brand consciousness, brand concept fuzzy, brand positioning is unknown, and so on. According to the survey conducted by Zero Research Consulting Group, from the overall situation of China's market, Chinese brands have more than 50% in the market, followed by China's ordinary brand, thirdly

the large foreign brand (Zhang, 2011). This shows that China's outstanding domestic brand still occupy an dominant position in the local market. Facing the impact of the raging foreign brands, China has strong capital and advanced technology. The performance of the old brands is also not in the least inferior, such as Haier, Huawei, Lenovo, Rongsheng and other brands. Not only committed to the stability of the country, but also looking to foreign markets and has achieved remarkable results. At the same time, China's Consumer groups are increasingly rational and mature, no longer blindly pursuing foreign brands. Although foreign brands get the recognition of some consumers, the proportion of consumers supporting Chinese brands has been significantly improved Chinese brands. Domestic brand in the consumers' mind, their status has been continuously improved, their own quality has been improved and their attractiveness has been strengthened, and their share in the Chinese domestic market has continued to rise.

At present, according to the research on the status of Chinese domestic market brands, most scholars focus on a certain industry research on Chinese domestic and foreign brand competition or brand competition strategies. After all, different industry has its own particularity in the process of brand development, and targeted research on different brands and categories can make the research results more realistic.

1.1.2 The development status of Chinese cosmetics brands

With the liberation of people's minds and the improvement of living standards, cosmetics have been used from the past luxury goods gradually transformed into a necessity for most people to pursue beauty, create beauty, and enjoy beauty. At the same time, based on me the country's huge consumer groups and vast consumer market, the cosmetics industry has developed by leaps and bounds. In 2018, from the perspective of retail sales of cosmetics, the retail sales of cosmetics in China reached 261.9 billion, an increase of 9.6% year-on-year, 0.6 percentage points higher than the growth rate of total retail sales of consumer goods in the same period. As of December 2019, China's

cosmetics retail sales were 28 billion, a year-on-year increase of 11.9%. Cumulatively, in January-December 2019, China's cosmetics retail sales reached 299.2 billion, an increase of 12.6% compared with the same period last year. The market capacity of China's cosmetics industry is about 315.68 billion, and it is expected to be 2020. The size of the cosmetics market may reach 435.2 billion, and the annual growth rate will be stable at around 8%. Although in 2013, China 's cosmetics market exceeded Japan and ranked second in the world, compared with the United States, Japan, South Korea and other countries with relatively mature cosmetics consumption, it was only 1/5, or even 1/7, of the per capita consumption of cosmetics in these developed countries. Therefore, the per capita consumption of cosmetics in China has a huge space to rise. It can be speculated that there is still a huge development potential in China's cosmetics market, and the transaction scale will grow steadily in the next few years.

In the 1990s, the Chinese market opened to the outside world, and foreign brands flocked to the Chinese market. With strong capital support, multinational companies adopt a strategy of "Fight when you can win, buying when you can't" and purchases Chinese brands in large quantities. Besides, rested after the acquisition, make the Chinese brands difficult to develop. China's domestic cosmetics industry is still at a low level compared with developed countries such as South Korea, the United States and Japan. Due to the late development of China's cosmetics market, at present, China's cosmetics brands occupy a small share in the cosmetics market, but with the improvement of per capita disposable income and the innovation of domestic brand marketing strategy at this stage, domestic cosmetics brands are rising rapidly. In 2012, the cumulative market share of the top 20 brands in China's cosmetics market was only 7.6%. In 2018, the market share increased rapidly to 14.1%, with a significant increase (Wang, 2016). However, it can be acknowledged that after more than ten years of study and accumulation of Chinese brands, the market share is gradually increasing, and the market pattern of foreign cosmetics brands occupying an absolute dominant position is

gradually changing. Chinese brands such as KANS, MEIFUBAO, CHANDO, MARUBI, INOHERB, WETHERM, CARSLAN, PECHOIN and other Chinese brands have grown significantly, and will gain more market share from foreign competitors.

In recent years, most of the research on Chinese cosmetics brands believe that the competitiveness of Chinese cosmetics brands has been Significant improvement. Relevant scholars have analyzed from the perspectives of the performance, strategy and channels of Chinese brands. It is predicted that the future development of cosmetics industry will form new competition in market segmentation, product differentiation, product personalized demand, etc. (Guo et. al., 2014). At the same time, we must also learn about myself and cannot ignore the gap between foreign brands and Chinese brands. Some scholars believe that if the Chinese domestic cosmetics market is divided into several patterns, including luxury brands, high-end brands, mid-end brands, low-end brands. Then the vast majority of Chinese brands are still in the middle and low End level. Chinese brands still need to learn from foreign brands in terms of brand image shaping and quality improvement, such as increase investment in research and development, focus on talent training, strengthen the establishment of Chinese brands features.

1.1.3 The development status of Thai cosmetics brands in the Chinese market

In recent years, the China and ASEAN free trade zone has optimized and upgraded, strengthened the opening up of both sides, and signed the Protocol between the people's Republic of China and the Association of Southeast Asian Nations on the revision of the Framework Agreement on Comprehensive Economic Cooperation between China and ASEAN and some of the agreements under it at the end of 2015, which provides a new contribution to the economic development of the two sides. Among the ASEAN countries, the economic and trade cooperation between Thailand and China is quite close, and in recent years this kind of relationship has been developed by leaps and bounds. In 2019, the import and export volume of bilateral goods between

China and Thailand reached $91.752 billion, an increase of 4.9% compared with 2018. In 2019, the total value of China's exports to Thailand was $45.594 billion, an increase of 6.3% compared with 2018. In 2019, the total value of China's imports from Thailand was $46.157 billion, an increase of 3.4% compared with 2018. In most cases, Thailand is in a trade deficit position, but its export strength cannot be underestimated. The most important exported from Thailand to China was 29% of primary products and 71% of industries-manufactured articles. Among them, plastic rubber glue, machine. Electric products, plant products, chemical products and wood products are the main products exported by Thailand to China. At the same time, with the rise of Thailand's cosmetics market and the promotion of Thai tourism and entertainment industry, Thai native cosmetics brands have developed significantly and began to enter the Chinese market, becoming a major potential product category for Thailand exports to China.

Accompanied by Thai TV dramas and movies, the popularity of the country and the ASEAN countries, the export volume of Thai cosmetics has increased significantly, especially in China. Although the sales channels of Thai cosmetics brands in the Chinese market are still online, the market share is small and the market share is low, but a few brands are well known among young female consumers. Products sales are also good.

1.2 Research purpose and significance

1.2.1 Research purposes

This paper intends to start with cosmetics, select a few Thailand cosmetics brands with high visibility in the Chinese market and national China brands with several representative in China. To explore the development of cosmetics consumption in China. Especially investigating the preferences and purchases of Chinese consumers for Thai and Chinese cosmetics brands Situation, and to understand the impact of consumers' awareness of Chinese goods and brand characteristics on their preferences

and purchasing Behavior. Furthermore, it will help Chinese enterprises to optimize their Chinese cosmetics brands and Thai cosmetics brands and have a clearer understanding of their disadvantages.

1.2.2 Research question

This research is mainly to clarify the problems between domestic product perception, brand characteristics, consumer preferences and purchasing behavior. And the following are research questions.

1. When consumers are confronted with Thai cosmetics and local cosmetics, what is the impact of their brand preference on their purchase behavior.

2. When consumers face Thai cosmetics and local cosmetics, what is the impact of their domestic product awareness on brand preference and purchase behavior.

3. When consumers face Thai cosmetics and local cosmetics, they have different perceptions of Thai brands and local brands, then what is the impact of consumer's brand identity cognition on their brand behavior and purchase choice.

4. To verify whether the consumer's Thailand cosmetics brand purchase experience plays a role in the consumer's brand identity perception and brand preference adjustment effect.

1.2.3 The significance of research

1.2.3.1 Practical significance

With the gradual deepening of political and economic exchanges between China and Thailand, Thai products and brands have gradually gained the understanding of consumers in the Chinese market. In particular, some leading product brands have gradually gained a foothold in the Chinese market through years of "identification" in the Chinese market, showing their extraordinary strength in the competition with

Chinese brands. Among them, Thai cosmetics brands have also gradually entered the Chinese market and have good development prospects. Therefore, this article believes that putting the perspective on the comparison between Thai brands and local brands, from the perspective of consumer product awareness, brand identity recognition, brand preference and purchasing behavior, can not only clarify the Chinese consumers' preference for Thai cosmetics brands and the purchase situation can also study the role of consumer brand awareness and brand identity. At the same time, for Chinese cosmetics companies, you can further understand the attitude of Chinese consumers towards domestic brands. It can also analyze the advantages and disadvantages of the Sino-Thai cosmetics industry in detail, and further understand the current competitive situation of the Sino-Thai cosmetics industry in the Chinese market. Therefore, it has more practical guiding significance for the marketing development strategy of Chinese cosmetics companies.

1.2.3.2 Theoretical significance

In theory, it not only continues the previous general ideas and conceptual models of the research directions of domestic and foreign brand comparison, domestic product meaning, brand preference and purchasing behavior, but also adds a modification to the consumer brand characteristics and brand preferences of the same product. variable. At the same time, it also jumped out of the broad concept of "foreign brand". Based on the particularities of different foreign markets and different product categories, we try to find novelties in research from Thai cosmetic brands.

1.2.3.3 Innovations in the third section of research

From the point of view of research topic selection, although the foreign brand comparisons involved in this article, the concepts of domestic product awareness and brand preference already exist in the rich research results of domestic and foreign experts, but overall, the past research is mainly on comparison From a broad perspective,

such as simply dividing the market into domestic and foreign markets without considering the differences between different foreign markets; for example, when discussing the concept of "foreign brand", most scholars conduct a holistic analysis by selecting multiple product categories. This article believes that to some extent, it will mask the particularity of different product categories. In summary, this article intends to target the broad concept of "foreign brand" and "foreign market" to the development of Thai cosmetics in the Chinese market and consumer attitudes under the realistic background of the strong development of Thai cosmetics in the Chinese market , Conduct behavior and other aspects to do a research in order to expect to draw valuable conclusions. In terms of specific empirical research methods, this article did not make a major breakthrough, mainly on the basis of previous research methods, according to the specific research topics of this article, slightly modified to ensure the credibility and authority of the method.

1.2.3.4 Paper Framework

Based on the academic review, the theoretical assumptions included in the quantitative research topics are proposed, and the empirical research is passed. The law validates the rationality of theoretical assumptions, and thus draws conclusions. And through the analysis of the division of these research conclusions, put forward valuable ideas for real enterprises. The paper framework of this article is shown in Figure 1.1 below.
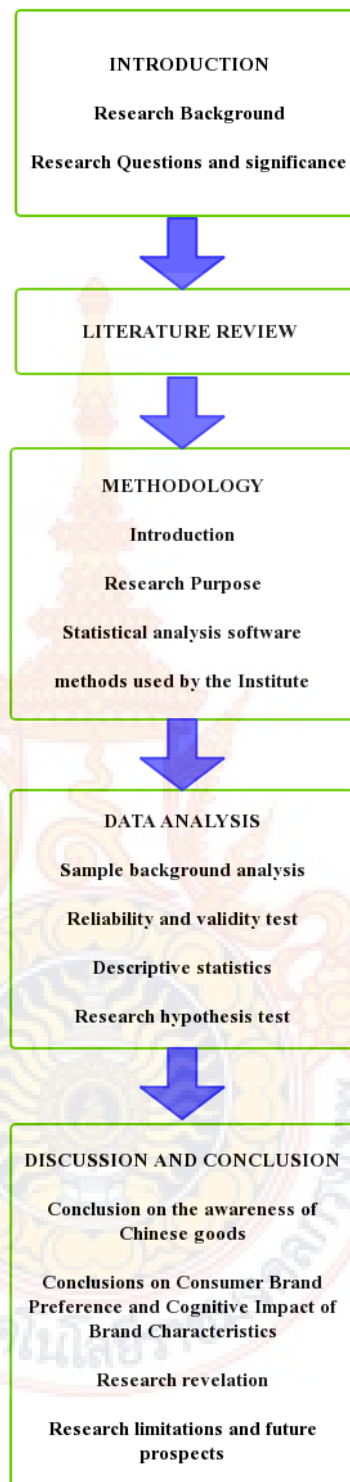
Figure 1.1 Research framework of this paper

Chapter 2

Literature Review

2.1 Consumer's Chinese brands Preference and Purchasing Behavior

2.1.1 Consumer Chinese brands Preference

This paper focuses on the research that in view of the preferences of Chinese consumers for Chinese cosmetics brands and Thai cosmetics brands. This can be understood as a study of consumer's preferences for Chinese brands and Thai brands in cosmetics. According to the origin of the brand, it can be divided into overseas brand and Chinese domestic brand (also known as Chinese brands). The early concept of "origin" refers to the place where products are manufactured. With the development of globalization of production, "origin" can also be divided into brand origin, design place, manufacturing place (Papadopoulos, 1993).

Many scholars have found that the origin of brand can have an important impact on consumers' preferences and buying behavior. Some studies suggest that in most underdeveloped countries or regions, consumers do not reject Chinese brands, but they prefer foreign brands from developed countries (Wang et. al., 2004). Some studies have pointed out that the relative market position of the developed countries' brands is gradually weakening with the continuous improvement of the joint strength of the less developed countries, which is particularly obvious in the Chinese market (Zhou and Hui, 2003). Even in some industries in China, consumers have already purchased the preferred foreign brands to Chinese brands (Cui, 1997; Rheem, 1996; Zhou and Hui, 2003).

Chinese domestic research on this direction started later and the results were less. The earlier and more authoritative representatives, Zhu et. al. (2003), proposed

that product types have a significant impact on the brand preference and actual purchase behavior of consumers at home and abroad. At the same time, age, gender, income and other factors will affect consumers' Chinese and foreign brand preferences, Chinese domestic consumers do not always think that foreign goods are better than Chinese domestic products. Afterwards Zhuang et. al. (2007) according to the research on the confusion of brand origin and local brand preference, the more consumers mistakenly think that an overseas brand is a Chinese local brand, the less they like the brand, the more they mistakenly think that a Chinese local brand is an overseas brand, the more they like the brand. Zhao et. al. (2009) conducted a study on Chinese consumers' Chinese and foreign brand preferences and their key influencing factors, and concluded that consumers' age, family, income and education level are the main influencing variables.

2.1.2 Consumer purchasing Behavior

Foreign scholars have done an in-depth study of consumer buying behavior, Howard and Sheth (1967) to create a consumer buying behavior theory, Engel et. al. (1994) proposed a consumer purchasing decision model, they all divide the process of consumers' purchase behavior into five stages, emphasizing many direct or indirect factors that affect consumers' purchase process, including product or brand characteristics, purchaser personality, and environmental factors.

In recent years, research on purchasing behavior has focused on the influence of a specific factor, such as product brand, sales channel, sales model, etc. Such as the impact of commercial enterprise agglomeration reputation on consumer purchasing behavior (Wang et. al., 2007) based on the heart, a study on the influencing factors of online consumer purchasing behavior from the perspective of streaming experience (Chen et. al., 2009) and the impact of cultural adaptation on consumers' purchasing behavior (Zhang et. al., 2013)

2.2 The impact of buying experience on brand preferences

The purchase experience involved in this paper is mainly the experience of consumers buying cosmetics in Thailand. Consumer brand as part of the buying experience, it is often defined as the consumer's awareness of the product or brand characteristics and familiarity (Alba, 1987). Relevant research confirms the individual's attitude, reaction and behavior towards information to be affected by their related events or object experiences (Bumkrant, 1991)

The buying experience involved in this article is mainly for consumers to experience the Thai cosmetics brand. Some scholars have confirmed that consumers who have had direct purchase experience are more affected by their own buying behaviors. In the absence of direct purchasing experience, consumers judgments on behavior are more based on themselves indirect experience such as word-of-mouth publicity, advertising (Wang, 2014). It can be considered that because of a person's sense of belonging to objects or things Knowledge, attitudes, and needs are influenced by their buying experience, and his preferences for related brands are likely to differ before and after purchase. At present, relevant research on purchasing experience has been more common, and the research focus is generally on its regulation of social consumption behavior.

2.3 The influence of Chinese goods awareness and brand characteristics

2.3.1 Chinese goods awareness

It is generally believed that the concept of "consumption ethnocentrism" in China's localization, the awareness of domestic products, based on the special historical culture of our country. It is the recognition and esteem degree of domestic brands by the nationals of a country, either for the love of the country or the nation, or for the fear that foreign products may harm the interests of domestic enterprises (Miyahiko, 1999). The awareness of Chinese goods includes the national sentiment, utility evaluation and

purchase intention of the nationals of a country (national brands). In the West, this similar concept is more often expressed as "consumer ethnocentrism" (Shinp, 1987), which is the product of national pride in the case of Western capital booming. Based on the feelings of domestic goods, consumers show a preference for local brands, especially when other situations are the same. After referring to some ideas of Zhuang et. al. (2006) , I think that domestic product awareness is a national or consumer of a country based on the love of the country or the nation and the concern that foreign goods may cause harm to their own interests, and for the brand of their own enterprises.

Internationally, consumer behavior research has always regarded domestic product awareness and its impact on consumer behavior as an important direction, and many research results. Although this research direction has also received attention in China, empirical research based on scientific methods is rare. In recent years, Chinese scholars have begun to make some useful explorations, and gradually improved. At present, the more systematic and authoritative representative of consumer ethnocentrism in China is Professor Wang. First, Wang (2005) confirms the internal relationship between consumer ethnocentrism and domestic product consumption behavior, and then the consumer national center. After that, China's consumer market was divided into different segments according to the trend of consumer nationalism. Then points out that there are two aspects of consumption nationalism: healthy consumption nationalism and vanity consumption nationalism, and different attitudes towards domestic and foreign goods. Later, based on exploratory research, he pointed out that there are differences in ethnocentrism among Chinese consumers. Recently, he focused on specific industries and explored the ethnocentrism behavior of retail stores.

2.3.2 Consumer's Cognition of Brand Characteristics

According to consumer behavior theory, brand (or product) characteristics, consumer personality, environment and context form a consumer's attitude preference (Howard and Sheth, 1967; Enge1 et. al., 1994). The cognition of brand characteristics

includes consumer's perception of brand quality, service, price, popularity, image, and so on. It is generally believed that the "information collection" process in the purchase decision process of consumers is the consumer's cognitive process of brand characteristics, and then the program evaluation based on the existing information, and finally making the purchase decision.

At present, most of the research on brand characteristics mainly focuses on the "real operation situation" of a specific brand, and combines with the market reaction to examine whether the characteristics of the brand are accepted by consumers, discuss the importance of building brand characteristics in combination with the actual market and industry. Part of the research is to combine brand characteristics with consumer brand preferences, purchase choices, etc., to clarify the relationship between them.

2.3.3 Research on the Impact Relations

In recent years, China has begun to study the relationship between domestic product popularity, brand characteristics and local brands of consumers. Wang et. al. (2005), on the basis of exploring the localization of consumer ethnocentrism in China, reveal the health and hypocrisy of consumption nationalism, and verifies that health consumption nationalism has a positive impact on the purchase behavior of domestic goods and a negative impact on the purchase behavior of foreign goods, while the impact of hypocritical consumer nationalism is just the opposite. Zhuang and Zhou (2006) verified that the strength of consumer's domestic product awareness has no significant impact on their purchase, Consumer brand identity cognition has a positive impact on brand preference, and consumer brand preference also has a positive impact on purchasing Behavior; He and Su (2012) replaces "national goods awareness" with "local goods awareness", also through empirical The methodological study shows that local goods awareness will positively affect consumers' local brand preferences, and the higher the consumer's local goods brand characteristics, the higher the preference for local brands, but the consumer's local goods awareness, brand preference and

purchase are not Significant relationship. Wang and Li (2013) draws a sense of Chinese goods has an obvious intention for consumers to buy foreign brand products negative influence, and the relationship between the brand awareness of domestic products and the purchase intention of foreign brands has a negative effect. In general, Chinese scholars' research on domestic product awareness, brand origin effect, consumer ethnocentrism and brand preference are mostly based on clarifying the interaction between these concepts, and the research perspective is relatively broad.

In recent years, the research trend showing this direction is to further refine the research results, conclusions and models of the predecessors, such as the research methods are more empirical, adding regulatory variables, dismantling general concepts or narrow the scope of research and transfer the research perspective from the comparison of local brands to all foreign brands to the comparison of local brands with a foreign brand. This research trend undoubtedly makes it easier to control variables, more precise research questions, and the result more specific and realistic guidance.

2.4 Research and entry point of Thai cosmetics brand market in China

2.4.1 Research about Thai cosmetics brands in China

Thai cosmetics are rarely studied in China. The relevant literatures that can be found are mainly the research on Thai cosmetic raw materials and Thai cosmetics market. There are very few researches on Thai cosmetics brands in the Chinese market. There is a case study method to study the marketing of Thai cosmetics companies' green marketing strategies to consumer attitudes and brand loyalty (Lalit & Kanokthip, 1998). Another study pointed out that a survey of the beauty and personal care market in Thailand by Euromonitor International showed that the market value of Thai beauty and personal care increased by 8% in 2012, and it is predicted that by 2016, the market value will reach With 5.5 billion US dollars, the Thai cosmetics brand has ushered in new development opportunities and has a good market prospect in terms of the domestic

cosmetics consumption market in Thailand .

2.4.2 Research entry point

At present, China's cosmetics market is experiencing a new turning point. The brand competition pattern is gradually changing, and the terminal channels are slowly changing. Traditional cosmetics retail stores are being washed by e-commerce. Affected by the confrontation between China and Japan, the popularity of Japanese brands in the domestic market continues to rise. Because of the lack of new ways and means, American brands have symptoms, lack of fresh climate, brand sales have begun to decline, and the popularity of China's local brands began to increase and grow and seized a large share of the US brand market. Due to the European economic recession, European brands began to show signs of aging, people and consumers began to doubt European brands, the mysterious impression of branding in the hearts of Chinese people began to degenerate. And Thailand with its natural, healthy and environmentally friendly characteristics, the brand has gradually been accepted by domestic consumers. In daily life and work, more and more consumers are discussing tourism and shopping in Thailand. Therefore, we have reason to predict that the market space of Thai cosmetics brands will gradually expand, accompanied by the growing understanding of Thai culture by Asian consumers and the desire of people to pursue the enthusiasm of pure natural skin care products. This kind of Thai cosmetics focusing on natural skin care will become a new pursuit of Chinese consumers and a new hots pot of Chinese research.

Based on the comparison between Thai cosmetics brands and Chinese cosmetics brands, this paper starts with the study of consumers' brand preference and purchase behavior and expounds the influence of consumers' cognition and brand characteristics on their preference and purchase behavior. At the same time, it also has a clearer understanding of the differences and purchase situation between Thai cosmetics brands and local cosmetics brands in the recognition of consumer brand characteristics.

Chapter 3

Methodology

3.1 Introduction

3.1.1 Model establishment

"Chinese goods awareness" is generally regarded as the localization of the concept of "consumer ethnocentrism" in China. "Consumer ethnocentrism" was first proposed by Sharma (1987) which has been widely studied in western countries. The impact of this concept on a country's national consumption behavior is generally regarded as the research focus. The earlier classic research model is also a model of consumer ethnocentric tendencies proposed by Sharma (1987), which focuses on the tendency of consumer ethnocentrism to consumer Chinese domestic/ foreign goods and joins demographics factors (age, gender, education, income), product necessity cognition, foreign economic turmoil, cognitive three adjustment variables.

Domestic research on the concept of domestic goods is earlier and more systematic, such as Wang et. al. (2007), from the intrinsic relationship between consumer ethnocentrism and domestic product consumption behavior to the ethnocentric behavior of retail store selection in recent years. The research on the significance of its marketing strategy has become more and more detailed and more practical. Later, scholars represented by Zhuang (2006) and others gradually tried to conduct empirical research on products and brands on domestic product awareness, brand characteristics and consumer local brand preferences.

This paper refers to the research model of several experts, combined with the research topic of this paper, mainly draws on the research model (Zhuang, 2006) and makes some changes, as shown in Figure 3.1 below. In the context of the comparison

of Chinese and Thai cosmetics brands, the perception of domestic products and consumer brand characteristics (including brand awareness, brand quality, brand cost performance) is tested as two independent variables that influence consumer brand preferences and purchase choices. And add the "Thai makeup brand buying experience" as a moderator, while verifying the impact of preferences on consumer buying behavior.
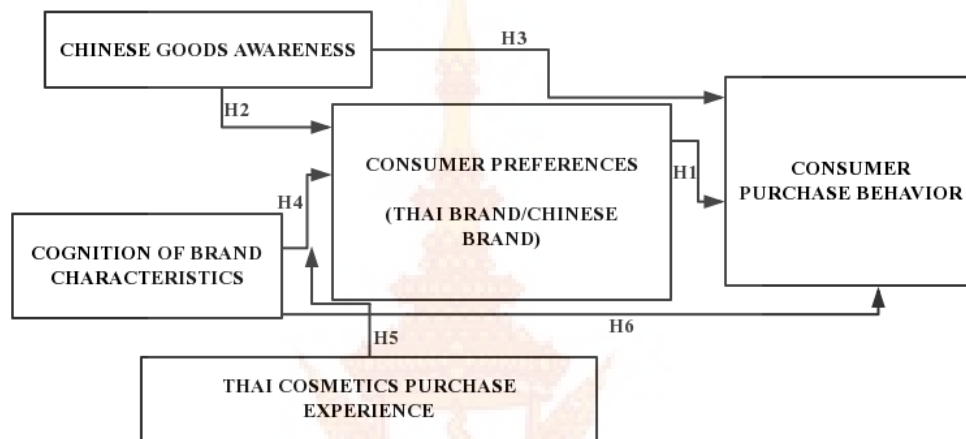
Figure 3.1 Research model in this paper

3.1.2 Variables and Relational Hypothesis

3.1.2.1 Consumers' preference for cosmetics brands

The final purchasing Behavior of consumers is composed of a variety of factors, including the personality characteristics, environment, information, and consumer attitudes of consumers. As the most famous research on consumer buying behavior in academia, Howard and Sheth (1967) proposed the consumer buying behavior model and the consumer purchasing decision model proposed by Engel et. al. (1994). Although the two stages of the purchasing Behavior process are slightly different, they emphasize that the final purchasing Behavior of consumers is affected by many direct or indirect factors. And in both models, we can see the link between consumer attitudes and buying behavior. As Howard and Sheth (1967) point out, according to the cognitive understanding of a brand product, consumers have formed an attitude that they like and dislike the product. This attitude will not only affect his purchase intention, but also

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affect his actual purchase behavior. In recent years, Chinese scholars Zhuang and Zhou (2006) have verified that consumer brand preference has a positive impact on purchasing Behavior; but scholars He and Su (2012) have verified that consumers' brand preferences and purchases have no significant relationship to this conclusion. In view of the cosmetics as the research object, we want to find out the influence of consumers' preference on their purchase choices in the context of the Thai makeup brand and the local cosmetics brand, and whether consumers prefer to buy such a brand. Then made the following assumptions.

H1a: In other cases, the more consumers prefer local cosmetics brands, the more they tend to buy local cosmetics brands.

H1b: In other cases, the more consumers prefer Thai cosmetics brands, the more they tend to buy Thai cosmetics brands.

3.1.2.2 Consumer's awareness of Chinese goods

This article cites the view of scholars Zhuang et. al.（2006）that domestic product awareness is a national identity or concern of a country's nationals or consumers based on their love for their country or their nationality and the possibility that foreign goods may harm their national interests and the degree of respect. The awareness of Chinese goods is the mapping of consumers' national feelings in the field of consumption. Most scholars believe that the awareness of Chinese goods has a certain influence on consumers' brand preferences and purchasing behavior. Granzin and Olsen (1998) used the psychosocial research method in the early years to study the purchasing Behavior of Chinese goods for the first time and found that consumer ethnocentrism has a positive impact on the purchase of domestic goods. Klein (1998) using a sample of consumers in Nanjing, China, the study found that consumer ethnocentrism is negatively correlated with preferences for foreign brands. Chinese scholars Wang (2003) conducted a localization study on the consumer ethnocentrism scale. The results show

that Chinese consumer ethnocentrism is not only positively related to consumers' attitudes towards domestic products, but also in the purchase intention and actual possession of domestic products. Scholar Wang (2013) also verified that consumer domestic product awareness has a significant negative impact on the purchase intention of foreign brand products. However, Zhuang et. al. (2006) research has shown that the direct and indirect effects of the awareness of domestic products on consumers' purchase of local brands are not significant. Scholars Li (2005) verified the existence of ethnocentrism of cosmetics consumers in China through empirical research. At the same time, scholars Liu (2016) confirmed in the recent empirical research that in most product fields, the motivation of domestic goods support has become an important factor that cannot be ignored in the decision-making of local brands. If Chinese consumers can be guided by appropriate domestic products, Will help to expand the domestic consumer market. Therefore, in the context of Chinese consumers facing Thai cosmetics and domestic cosmetics brands, this paper wants to clarify whether brand preference and purchasing Behavior are affected by the awareness of domestic products and how they are affected. Therefore, the following assumptions are made.

H2: In other cases, the stronger the consumer's awareness of domestic products, the more preferred the local cosmetics brand, not the Thai cosmetics brand.

H3: In other cases, the stronger the consumer's awareness of domestic products, the more inclined they are to buy local cosmetics brands instead of Thai cosmetics brands.

3.1.2.3 Consumer's Cognition of Cosmetic Brand Characteristics

Consumer brand identity cognition is another influencing factor in the research of this paper. It is generally believed that the higher the consumer's perception of the brand characteristics of a certain brand, the more they prefer the brand, and the more they tend to buy such brands. Chinese scholars Zhuang (2006) has verified that

consumers' brand identity perception has a positive impact on brand preference and purchasing Behavior. Scholars He (2012) also found through empirical research that the higher the consumer's brand identity, the higher the preference for local brands. Therefore, this article wants to clarify that consumers face the Chinese local cosmetics brand and Thai makeup brand, the influence of brand identity perception on brand preference, purchase, and the Thai branding experience. Whether the influence relationship of preferences plays a regulatory role, the following assumptions have been made.

H4a: In other cases, the higher the consumer's perception of the characteristics of Chinese local cosmetics brands, the more they prefer Chinese local cosmetics brands.

H4b: In other cases, the higher the consumer's perception of the characteristics of the Thai cosmetics brand, the more preferred the Thai cosmetics brand.

H5a: In other cases, the consumer Thai brand buying experience regulates the relationship between consumer brand identity perception and brand preference.

H5b: In other cases, the more consumers who have not had the purchase experience of the Thai makeup brand, the stronger the influence of consumers' perception of Chinese local cosmetics brand on consumers' preference for Chinese domestic cosmetics brands.

H6a: In other cases, the higher the consumer's perception of the characteristics of Chinese local cosmetics brands, the more they tend to buy Chinese local cosmetics brands.

H6b: In other cases, the higher the consumer's perception of the characteristics of Thai cosmetics brands, the more they tend to buy Thai cosmetics brands.

3.2 Research Purpose

3.2.1 Research brand selection

In order to improve the brand comparability, on the one hand, both the Thai makeup brand and the Chinese local makeup brand are mainly based on the top brands in the domestic market. According to 2019 Top Network (Tmall and Taobao) double 11 beauty shop top 10 list, L'Oreal, Lancome, Estee Lauder official flagship store ranked the top three. At the same time, the official flagship stores that entered the rankings include: Olay, SK-II, Nature Hall, Pechoin, Whoo, Perfect Diary and Winona, among which Nature Hall, Pechoin, Perfect Diary, Nature Hall and Winona are local Chinese brands. From the Thai makeup brand, the top sales are Beauty Buffet, Ele, VOODOO, Snail white, Oriental Princess, Mistine, BSC. On the other hand, in view of the short time and lack of popularity of Thai cosmetics brands in China, we have preferentially selected several Thai cosmetics brands with the highest sales volume, and then chose the same product category as the Thai cosmetics brands in the selection of local cosmetics brands. Brands to improve the comparability between brands. Based on the above considerations, the product categories and brands included in the study are as follows in Table3.1.

Table 3.1 Research on Brand and Category

Product category / Brands	Facial Cleanser	Mask	Skin Cream	Skin Lotion	Cosmetics
Thai Brands	BEAUTY BUFFET	ELE VOODOO	SNAIL WHITE	ORIENTAL PRINCESS SNAIL	MISTINE BSC

Chinese Brands	PECHOIN INOHERB	KANS UNIFON	MARUBI HERBORI ST	WHITE	
				HERBORIST CHANDO	FLAMINGO CARSLAN

3.2.2 Selection of the object under test

The survey object of this study consists mainly of two parts, some of which are female college students, some of whom are working young women, not limited to the region.   Research on selecting objects are primarily based on the   following considerations. First, women are the main constituents of the cosmetics market, using cosmetics have a long experience and rich knowledge, occupying the vast majority of the entire cosmetics market with a high degree of acceptance, and the answer to the questionnaire is more reliable. Second, the students and working young people have more understanding and purchase channels for cosmetics. Broadly speaking, understanding and acceptance of the brand is wide, which helps the questionnaire to be more representative. Third, considering the generality of the research, this study will try to avoid completely adopting special samples and avoiding students when conditions permit. Particularity of the group, so some are sampled in the student group and some are sampled among the working youth.

3.2.3 Scale design

3.2.3.1 Chinese goods awareness

This study on the scale of domestic goods quotation refers to the design of Zhuang et. al. (2006) in the "Empirical Test of Domestic Products, Brand Characteristics and Consumers' Local Brand Preference, A Cross-Industry Product". The validity of the CETSCALE scale was obtained the widespread confirmation in

various regions of the United States and in various countries of the world.

Although the scale was translated into Chinese by Professor Wang (2003) and then modified by Doctoral Candidates of English majors. Many scholars believe that it can only guarantee the accuracy of the literal meaning. There are still some cases that are not applicable to the Chinese market. Therefore, in order to comply with China's national conditions and Chinese customs, Zhuang et. al. (2006) streamlined and revised the original scale during the study. The obtained scale and reliability test results are shown in table 3.2 below.

Table 3. 2 Chinese goods awareness scale

Measurement item	Factor load
G1 Chinese should give priority to buying Chinese domestic brands to protect the development of national industries.	0.759
G2 China's national brand is gradually growing and proud.	0.607
G3 Foreign brands pose a concern about China's related industries and markets.	0.655
G4 The expansion of foreign brands such as L'Oreal Paris, Estee Lauder and Lancome in China is unsettling.	0.778
G5 China's national brands should not be allowed to be acquired by foreigners in any way. (D)	___
G6 Chinese should use Chinese own "cosmetics"	0.646
G7 Consumer acceptance of Chinese brands is directly related to the sustainable development of national enterprises and the Chinese economy. (D)	___
α value	0.727

Degree of interpretation of the scale	47.93%

Note:

Items with (D) logo are not used because of the low correlation coefficient between the project and the scale.

3.2.3.2 Brand preference

First, we asked the respondents to rate each of the five brands of the five categories according to their preference ("1=very low" to "7=very high"). Then, based on the average score of each brand, each product is sorted according to the average score from high to low, and then the Chinese and Thai brands in each category are sorted and paired, and the extracted local brand value divided by Thai brand value multiplied by 100. Therefore, "relative to the favorite Thai brand, the consumer's preference for the favorite Chinese local brand" is the true meaning of "customer's preference for Chinese local brands" in this article. When the measured data is greater than 100, it means that the favorite Chinese brands are preferred to the favorite Thai brand consumers. On the contrary, the consumers prefer the favorite Thai brands. The consumer cosmetic brand preference and average score measurement results of this study are shown in table 3.3 below.

Table 3.3 Consumer Cosmetics Brand Preference Measurement

Facial Cleanser			Mask			Skin Cream			Skin Lotion			Cosmetics		
B	P	S	B	P	S	B	P	S	B	P	S	B	P	S
BEAUT BUFFE T	4.3 1	3	ELE	4.1 8	1	SNAIL WHITE	4.1 3	3	ORIENT AL PRINCES S	4.2	3	MISTIN E	4.4 3	1

PECHOIN	4.73	1	VOODOO	3.94	2	MARUBI	5.06	1	SNAIL WHITE	3.8	4	BSC	3.96	3
INOHERB	4.33	2	KANS	3.66	3	HERBORIST	4.98	2	HERBORIST	5.05	1	FLAMINGO	3.07	4
			UNIFON	2.41	4				CHANDO	4.45	2	CARSLAN	4.38	2

Legend:

B:BRAND   P:PREFETENCE   S:SORT

As shown in the above table, the Chinese and Thai brands in each category can be sorted and paired. For example, a pair of facial cleansers can be taken, and PECHOIN is paired with Beauty Buffet. Similarly, in the mask products, Kans and Ele can be extracted. In the cream products, the Marubi can be extracted with Snail White. In the skin care water, the Herborist can be paired with the Oriental Princess. In the final Cosmetics, the Carslan can be paired with the Mistin. Then divide the value of the Chinese brand by the average of the Thai brand and multiply by 100. The results are shown in table 3.4 below.

Table 3.4 Brand average and ratio

Category	Facial Cleanser		Mask		Skin Cream		Skin Lotion		Cosmetics	
Country	Thai	Chinese	Thai	Chinese	Thai	Chinese	Thai	Chinese	Thai	Chinese
value	4.31	4.73	4.18	3.66	4.13	5.06	4.2	5.05	4.43	4.38
C/T*100	109		87.6		123		120		98.9	

Note:

The above "C/T*100" means the average value of the Chinese brand divided by the average value of the Thai brand multiplied by 100.

According to Table 3.4 above, for facial cleansers, face creams and skin care products, consumers prefer their favorite local brands to their favorite Thai brands. For masks and make-up products, consumers prefer their favorite Thai products.

3.2.3.3 Brand characteristics

What is measured here is the perception of the relative brand identity of consumers, that is, consumers' perceptions of Chinese brands relative to Thai brands in terms of popularity, quality and cost performance. The measurement method is similar to the consumer Chinese brand preference. We first ask the respondents to target each of the 5 categories and 18 brands in terms of brand awareness, brand quality and brand cost performance at a 7 level (1=very low, 7= Very high) on the scale. Then, the average value of China brand and Thailand brand in each category is listed in terms of popularity, quality and cost performance. Finally, the average value of China's brand in terms of popularity, quality and cost performance is divided by the average of Thailand brand in popularity, quality and cost performance by 100. Therefore, "relative to the favorite Thai brand, consumers' perception of the popularity, quality and cost-effectiveness of their favorite Chinese brands" is the true meaning of the "Chinese brand identity cognition" of this article. When the measured data is greater than 100, it means that the consumer thinks that the favorite Chinese brand is better than the favorite Thai brand in terms of popularity, quality or cost performance, otherwise the opposite. The average consumer ratings of the brand names that have been drawn out in terms of popularity, quality, and cost performance ratio, as well as local cosmetics brands and Thai cosmetics brands are shown in as in table 3.5 below.

Table 3.5 Cognitive average of brand characteristics and the ratio of China-Thailand

Category	Brand/Ratio	Popularity	Quality	Price Ratio
Facial Cleanser	PECHOIN	6.21	5.08	5.12
	BEAUTY BUFFET	4.40	4.73	4.79
	C/T*100	141	107	107
Facial Mask	KANS	6.14	3.80	3.81
	ELE	4.23	4.52	4.42
	C/T*100	145	84	86
Face Cream	MARUBI	6.18	4.94	4.79
	SNAIL WHITE	4.13	4.35	4.34
	C/T*100	150	114	110
Skin Lotion	HERBORIST	6.27	5.26	4.90
	ORIENTAL PRINCESS	3.69	3.88	3.93
	C/T*100	170	136	125
Make Up	CARSLAN	6.06	4.56	4.68
	MINSTINE	4.48	4.60	4.56
	C/T*100	135	99	103

As can be seen from table 3.5 above, consumers believe that the favorite Thai cosmetics brand in mask products are superior to the favorite Chinese brands in terms of quality and cost performance, and that the favorite Thai cosmetics are superior in

quality. Favorite Chinese brand. For the rest of the categories, consumers believe that their favorite Chinese brands are better than their favorite Thai cosmetics brands in terms of popularity, quality or price performance ratio.

Consumers' purchases of Chinese cosmetics and Thai cosmetics: We asked respondents to indicate the brands they have purchased in the past year.

It should be noted here that when the hypothesis is tested later, the consumer's Chinese goods awareness variable (CGA) used for the final analysis is the average value of the consumer's rating of 7 items. Consumers will no longer distinguish different product categories from like, know, quality and value. Consumers will use the ratio of the mean values of preference, popularity and cost performance of all Chinese or Thai brands. For example, the average score of the consumer's preference score for the Chinese brand is divided by the average score of the consumer's preference for the Thai brand. The larger the value is, the larger the value is, the more consumers prefer Chinese brands rather than Thai brands. The purchase variable is expressed by the difference between the total value of all Chinese brands purchased by consumers within one year and the total value of all Thai cosmetics brands, such as "buy Chinese brands". The tendency of "N1" is expressed by the difference between the Chinese brand purchased by the consumer in the past year minus the Thai brand, "the tendency to purchase the Thai brand" (N2)　is expressed by the difference between Thai brands purchased within one year and Chinese brands.

3.2.3.4 Questionnaire and sample design

The design of the questionnaire mainly consists of two parts. The first nine questions are the first part, which are the items related to the basic information of the respondents, including their gender, age, and some habits of purchasing cosmetics on weekdays. The last 10 to 15 questions are the second part. It is the scale and issues that are mainly related to this research, including domestic product awareness, brand

preference, brand identity awareness and consumer purchases of Chinese and Thai brands. The specific content of the questionnaire is attached.

The questionnaire was distributed in two ways: personnel distribution and online distribution. The staff is mainly distributed to female college students, and the network is mainly distributed to working young women. A total of 250 questionnaires were distributed, including 130 female college students and 120 active young women. Because there are more items in one questionnaire, it takes a long time to fill out a questionnaire, in order to ensure that the questionnaire is filled in real and reliable. On the one hand, it provides small gifts for female college students, and on the other hand, the working young women contacted two Thai cosmetics wechat business as an intermediary to provide them with a certain amount of compensation, so that they can help distribute the questionnaire to their clients. A total of 220 questionnaires were collected and 3 invalid questionnaires were excluded. The final valid questionnaire was 217.

3.3 Statistical analysis software and methods used by the Institute

3.3.1 Statistical analysis software

This study used statistical analysis software SPSS 17.0 for data statistics and analysis. SPSS is the abbreviation of Statistical Package for the Social Science, which was developed in 1965. The full name of SPSS is the social science application statistics software package. It is a large-scale combination software package that integrates data sorting, analysis process, and result output. Compared with other software, the biggest advantage of SPSS is that the operation principle and instruction are simple and convenient to use. Although the versions are various, the procedures and principles are very different, including data definition, data conversion and data analysis.

3.3.2 Statistical analysis method

3.3.2.1 Related analysis

Correlation analysis is expressed by appropriate statistical indicators and is mainly used to describe an analysis process of the linear correlation process between variables. Simple correlation analysis, scatter plot, and partial correlation analysis are several commonly used correlation analysis methods. Researchers can choose different methods according to their research purposes or variable types.

Simple correlation analysis, also known as bivariate correlation analysis, is mainly used to perform correlation analysis (including parameters and non-parameters) between two or more variables. Since most of the correlation analysis is performed by two variables, it is sometimes referred to simply as correlation analysis. Of course, the number of variables is different, and the analysis results given by the system will be different. If the correlation analysis of two variables is performed, the system will directly give the relevant results. If the correlation analysis of multiple variables is performed, the system will give the results of the correlation between the two variables. The scatter plot and correlation coefficient are the two main methods for simple correlation analysis. They each have their pros and cons. The scatter plot can visually show the relationship between variables, the performance is simple and clear, but lacks accuracy. And the correlation coefficient reaction is just the opposite, and the degree of linear relationship between variables can be accurately described by numbers. When the dependent variable is affected by many factors, the simple relationship between the dependent variable and one of the independent variables is obviously affected by other related factors. At this time, the simple correlation cannot truly reflect the relationship between the two relationship. The partial correlation analysis refers to the analysis of the degree of correlation between the two variables after removing the influence of other factors.

In the correlation analysis, the commonly used correlation coefficients are Pearson simple correlation coefficient, Spear man rank correlation coefficient and Kendall tau-b consistency correlation coefficient. Depending on the type of data, researchers need to choose different correlation coefficients to measure the linear correlation between variables. Pearson simple correlation coefficient is generally used to measure the linear relationship between distance-variable variables, but it is not applicable to measure nonlinear correlation. In the measurement of linear correlation between sequenced variables, Spear man rank and Kendall tau-b consistency correlation coefficient is generally used.

3.3.2.2 Regression analysis

The correlation analysis described above can only verify whether there is a connection between the variable and the variable, but to find out the relationship between the variables, and need to carry out regression analysis. Regression analysis is mainly used to analyze the statistical relationship between things. The law of quantitative change between variables is the focus of its investigation, and the relationship is described and reflected in the form of regression equation. SPSS mainly includes linear regression, curve estimation, binary Logistic regression, multivariate Logistic regression, ordered regression, Probit analysis, nonlinear regression, two-order least squares and optimal scale transformation.

This study will use one of the most commonly used regression analysis methods, linear regression, that is, to study whether there is a linear relationship between dependent variable and one or more independent variables. According to the number of independent variables studied, linear regression can also be divided into linear regression and multiple linear regression. Linear regression analysis is only one linear regression of the independent variables involved in regression analysis. Multiple linear regression is that the variables involved in regression analysis have multiple linear regression.

Chapter 4

Data Analysis

4.1 Introduction

4.1.1 Sample background analysis

The purpose of this section is to understand the basic composition of the study sample, including the gender, age, etc. A total of 250 questionnaires were distributed in this study, and 220 questionnaires were collected, with a recovery rate of 88%. Because this study is aimed at young and middle-aged women (women's college students and working young women), 3 of them were excluded from the invalid questionnaires. The final valid questionnaires were 217. The basic composition is shown in Table 4.1 below.

Table 4.1 Sample background structure

QUESTION	OPTION	FREQUENCY	PERCENTAGE
GENDER	MALE	0	0
	FEMALE	217	100
AGE	16-25 years old	114	52.5
	26-30 years old	87	40.1
	31-40 years old	16	7.4
	40 years old or older	0	0
Buying Cosmetics Experience	YES	217	100
	NO	0	0
TOTAL		217	100

From the above, in the "Selection of Test Subjects" in Chapter 3, it has been mentioned that women are the main constituents of the cosmetics market, with strong experience and rich knowledge, occupying the vast majority of the entire cosmetics market. This study is only for women, and the answer to the questionnaire is more reliable. At the same time, because college students and working youths have a wider understanding of cosmetics and purchase channels, the understanding and acceptance of brands is relatively high. As can be seen from the above table, the age of the survey participants is 92.6% at 16 to 30. Between the ages, only 7.4% are from 31 to 40 years old, which helps the questionnaire to be more representative. The third item in the questionnaire is "Do you usually buy and use cosmetics?" This article considers that the samples that have not been purchased or used for cosmetics are invalid samples, and the answers to the subsequent items are lack of credibility, so the study guarantees the entry of data. Samples in the analysis phase must have experience in purchasing and using cosmetics, as seen in Table 4.1 above.

4.1.2 Sample analysis of sample individual characteristics

In order to understand more about the characteristics of the sample and prepare for the follow-up study, the individual characteristics of the sample are described and analyzed from several aspects. Because different research samples may have different conclusions, it is likely to be related to the individual characteristics of the study sample. The analysis is as follows.

4.1.2.1 Sorting factors for purchasing cosmetics

The item includes five factors: brand origin, brand awareness, brand quality, and brand price. The results are shown in Table 4.2 below.

Table 4.2 Cosmetics purchase considerations

	No. 1		No. 2		No. 3		No. 4		No. 5	
	F	P(%)	F	P(%)	F	P(%)	F	P(%)	F	P(%)
Country of origin	3	1.38	3	1.45	9	4.41	31	15.9	148	77.08
Popularity	11	5.07	22	10.63	13	6.37	126	64.62	29	15.1
Quality	132	60.38	67	32.37	6	2.94	5	2.56	0	0
Price	1	0.46	48	23.19	128	62.75	19	9.74	9	4.69
Value for money	70	32.26	67	32.37	48	23.53	14	7.18	6	3.13
Total	217	100	217	100	217	100	217	100	217	100

Legend:

F:Frequency P:Percentage

As can be seen from Table 4.2 above, 60.38% of respondents believe that brand quality is the primary factor to consider when they buy cosmetics and 32.26% of respondents believe that a high performance-price ratio is the primary consideration. Of course, this result is likely to be related to the respondents being both female and all students and youth groups. From the point of view of the least important factors, up to 77.08% of respondents believe that the origin is the last factor to consider when purchasing cosmetics. It can be seen that most consumers do not care much about the origin of the brand when purchasing cosmetics.

4.1.2.2 The main channel for understanding and purchasing cosmetics

The survey results are shown in Figure 4.1 below.
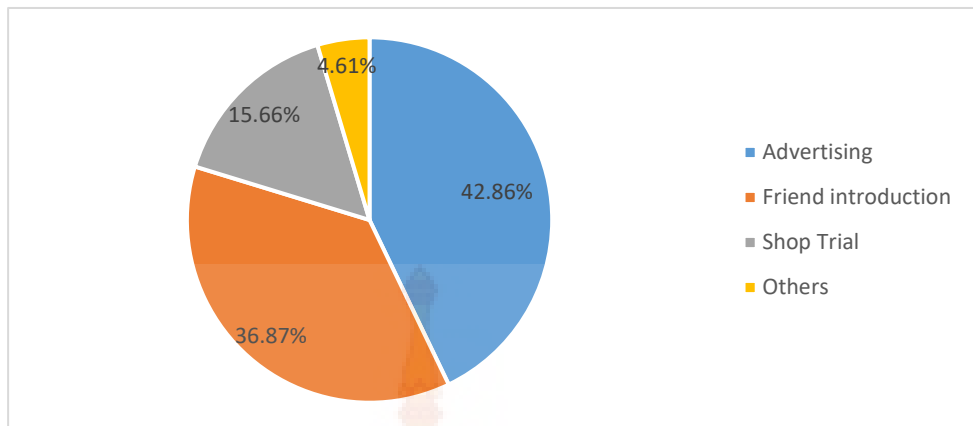
Figure 4.1 Understanding the main channels of cosmetics

Advertising and friend recommendation are the main channels for respondents to understand cosmetics, accounting for 42.86% and 36.87% respectively. It is thus clear that the advertised is very important in the promotion of cosmetics, and the role of word-of-mouth promotion in the women's cosmetics market is equally large.
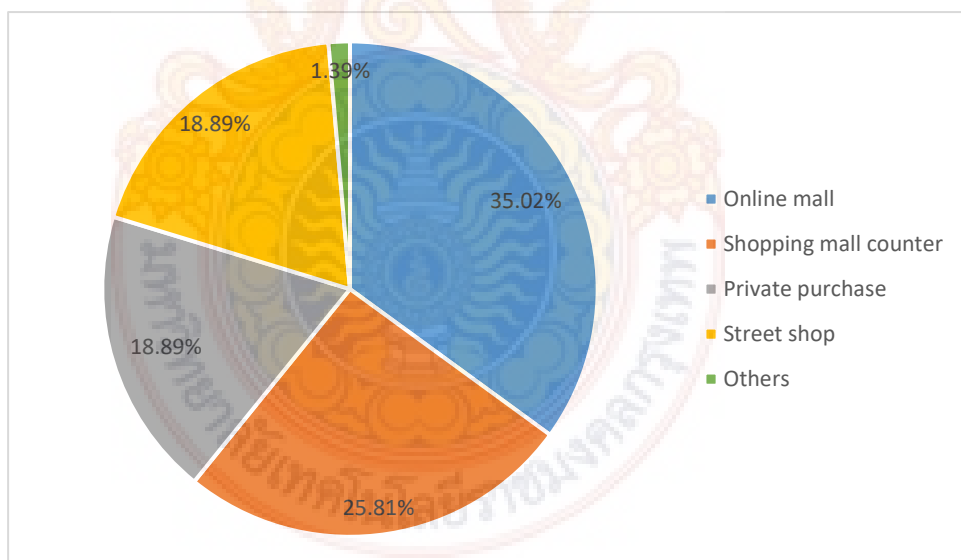
Figure 4.2 The main channel for purchasing cosmetics

From the above figure 4.2, consumers buy cosmetics channels, accounting for 35.02% of the respondents most often buy online stores, followed by shopping mall counters accounted for 25.81%, private shopping and street shops accounted for

18.89%. It can be seen that the online sales channels of cosmetics have gradually become the main channels in the young and middle-aged women market. And this simple, fast and even more favorable way is more favored by them.

4.1.2.3 The most frequently purchased cosmetics brand
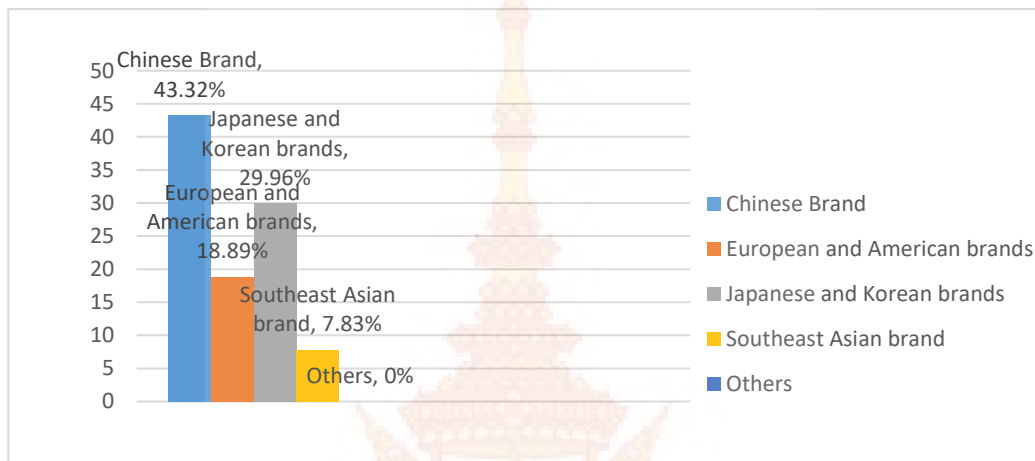
Figure 4.3 most popular cosmetics brands

As can be seen in Figure 4.3 above, the Japan and Korea and the domestic brands are the most frequently purchased cosmetics, accounting for 29.96% and 43.32% respectively. And 18.89% of the respondents often buy cosmetics from European and American brands, which should be due to their high popularity and high price. The Southeast Asian brands are only 7.83%, which shows a smaller proportion in China.

4.1.2.4 Experience in purchasing Thai cosmetics brands

Table 4.3 Frequency and percentage of samples purchased for Thai cosmetics brands

	Frequency	Percentage%
YES	117	53.92
NO	100	46.08

As shown in table 4.3 above, more than half of the respondents had experience in purchasing Thai cosmetics brands, which is more conducive to the authenticity of the evaluation of Thai cosmetics and local cosmetics in the following article. At the same time, the samples of the Thai cosmetics purchase experience will be extracted and analyzed separately to further understand the consumer's evaluation of the cosmetics brands of the two countries.

4.1.2.5 Average monthly purchase of cosmetics

Table 4.4 Monthly average cosmetics consumption

	Frequency	Percentage%
Less than 200 RMB	26	11.98
200-500 RMB	147	67.74
500-1000 RMB	40	18.43
More than 1000 RMB	4	1.85

As can be seen from table 4.4 above, the average amount of cosmetics consumed by the respondents per month accounted for 67.7% of the middle and low grades of 200-500. Imagine that this result is related to the age, income and working years of the respondents. The remaining 18.43% of the respondents had an average monthly consumption of 500-1000, 11.98% of the respondents were below 200, and only 1.85% of the respondents had an average monthly consumption of more than a thousand dollars.

4.2 Reliability and validity test

4.2.1 Reliability test analysis

The reliability of the measurement is the reliability and refers to the consistency or stability of the measurement results. The lower the reliability of the measurement,

the greater the error of the measurement. Therefore, the reliability can also be regarded as the extent to which the test result is affected by the measurement error. If the scores of different topics are at different time points or tend to be consistent, and the test scores are consistent and stable, that means the measurement error is not large. And reliability is a concept to a greater extent, not all or nothing. Of course, any kind of measurement will have errors, but the error is large or small. It is mainly dominated by probability factors, but it is also affected by non-probability factors.

The reliability analysis can be understood in a colloquial manner as whether the response of the measurement sample is true. After all, the significance of the follow-up study needs to be based on the actual answer of the sample. To verify that a measurement tool is feasible and reliable, it depends on whether it repeatedly measures the same thing and whether the result remains the same.

The alpha coefficient created by L. J. Cronbach is a commonly used method for testing reliability in the attitude scale method. The magnitude of the reliability is judged by the value of the alpha coefficient. Different mythologists have different views on the criterion. Some scholars believe that the α coefficient value of 0.70 is a lower but acceptable scale boundary value. And some scholars also put forward the following points. If the α coefficient value is between 0.60 and 0.65, it is better not to. The range between 0.65 and 0.70 is the minimum acceptable value, the value of the alpha coefficient is quite good between 0.70 and 0.80, the value of the alpha coefficient is very good between 0.80 and 0.90.

At present, the scale of the awareness of domestic products is more classic and the number of citations is more than that of Zhuang et. al. (2006). This paper also quotes the scale, and made some changes to the subject of this study, and obtained 7 items of China. The goods awareness scale, the measurement results are shown in Table 4.5 below, the α value is 0.785, the reliability is good, and the validity test can be continued.

Table 4.5 Reliability Analysis of Chinese Goods Awareness Scale

Cronbach's Alpha	Cronbach's Alpha based on standardized items	Number of items
.785	.782	7

4.2.2 Validity test analysis

The validity of testing or other measuring tools to measure the degree of the measured structure is the correctness of the measurement and the significance of the test score. The more the result of the measurement reveals the true characteristics of the content to be measured, the higher the validity of the measurement. If a test is ineffective, it will not be able to perform its measurement function regardless of any other conditions, so validity is one of the most important conditions for a psychological test. Therefore, we must carefully evaluate the validity of the selected standard test or the self-designed measurement tool, and specify the evidence of validity. Of course, when considering the validity of the measurement, the purpose and special function of the measurement must also be taken into account, so that the measurement result can meet the purpose of the measurement.

In order to master the consistency of test content and test purpose, the purpose, scope and object of measurement must be determined first when evaluating the validity. Judgment and empirical methods are commonly used methods for validity evaluation. Judgment usually relies on the subjective interpretation of the data by the researcher, focusing on the evaluation of the characteristics and quality of the measurement. The empirical rule is to evaluate the validity according to the specific objective quantitative indicators.

Validity mainly includes content validity, criterion-related validity and structural validity. Content validity is to use words to describe whether the research

item is true. In the measurement of a variable concept, the best text description is to write clearly the source of the item, and to refer to which documents are obtained, rather than their own subjective design, using text form expresses that there is a basis for the research item, that is, the item is indeed a concept that can express the research variable. The validity of the criterion is based on an empirical method, and the relationship between the test score and some external criteria is also studied. It is called empirical validity or statistical validity. It can be divided into simultaneous validity and predictive validity according to the time of selection of the criterion. Structure validity refers to the degree to which the test can measure the theoretical structure or traits. It can be divided into aggregate validity and discriminant validity.

At present, SPSS provides a common method for judging whether the original variable is suitable for statistical analysis of factor analysis, such as KMO test and Bartlett sphericity test. In general, a KMO measure greater than 0.5 means that factor analysis can be performed, while above 0.7 is more effective, and if the KMO measure is greater than 0.8, the validity is very high. The Bartlett sphericity test is used to check whether the correlation matrix is a unit matrix, that is, whether each variable is independent. If the statistical value of the Bartlett sphericity test is large and the corresponding associated probability value is less than the significant level given by the user, the zero assumptions, namely, the correlation coefficient matrix is a unit matrix, should be rejected. Conversely, the null hypothesis cannot be rejected, that is, the correlation matrix may be an identity matrix is not suitable for factor analysis.

Table 4.6 below shows the validity analysis of the"Chinese Goods Awareness Scale". The test results are as follows. The KMO measure value is 0.762. It is generally considered that the condition for factor analysis is that the KMO value is required to be greater than 0.5, so the scale is passed KMO check. The statistical measure of Bartlett's sphericity test is 537.897, and the corresponding probability Sig is 0.000, less than 0.01. It can be considered that the correlation coefficient matrix is significantly different from

the unit matrix, and it is also suitable for factor analysis, that is, the validity is highly reliable.

Table 4.6 Validity Analysis of China Goods Awareness Scale

Measurement item			Factor load
G1 Chinese should give priority to buying Chinese domestic brands to protect the development of national industries.			.611
G2 China's national brand is gradually growing and proud.			.654
G3 Foreign brands pose a concern about China's related industries and markets.			.680
G4 The expansion of foreign brands such as L'Oreal Paris, Estee Lauder and Lancome in China is unsettling.			.761
G5 China's national brands should not be allowed to be acquired by foreigners in any way. (D)			.492
G6 Chinese should use Chinese own "cosmetics"			.762
G7 Consumer acceptance of Chinese brands is directly related to the sustainable development of national enterprises and the Chinese economy. (D)			.736
KMO and Bartlett's inspection	Kaiser-Meyer-Olkin Measure of Sampling Sufficiency		.762
	Bartlett's spherical test	Approximate Chi Square	573.897
		df	21
		Sig.	.000

4.3 Descriptive statistics

The analysis of the characteristics of a set of data is a descriptive statistical analysis, which aims at describing the characteristics and the overall characteristics of the samples being tested. Descriptive statistical analysis has many items, such as average, standard deviation, median, frequency distribution, normal distribution or degree of skewness. Table 4.10 and Table 4.11 below are the results of relevant descriptive analysis of the data obtained. Table 4.10 shows the results of the statistical scales for all valid samples. It should be explained that due to the large number of scales, brands and categories, the one-to-one display is more cumbersome, and the value is the average value of the consumers' scores on the seven items. The measurement of "brand awareness", "brand preference", "brand quality" and "brand price performance ratio" of the "Chinese goods awareness" research describing the statistics is also the average value of the consumers' scores on different measurement dimension items. The measured value of "purchase quantity" is the total value purchased by the consumer within one year.

As can be seen from Table 4.7, the average value of Chinese goods awareness is 4.51, and the intensity is not very significant, but from the perspective of brand preference and purchase quantity, the average score of Chinese brands is higher than that of Thai brands. Although at the attitude Consumers' awareness of Chinese goods is not very strong, but they prefer Chinese brands to preferences and purchasing behaviors. From the perspective of brand preference, the gap between Chinese brands and Thai brands is relatively small, but the difference in purchases is more significant. I guess this is the result of factors such as the purchase channel and brand awareness in the local market. In the three characteristics of brand awareness, brand quality and cost performance, China brand is superior to Thailand brand, the difference is not big and not very significant, but there is a big difference in brand awareness.

Table 4.7 Total descriptive statistics

		N	Minimum value	Maximum value	Average value	Standard deviation
Chinese goods awareness		217	1	6.29	4.51	0.78
Brand preference	Chinese Brand	217	1	6	4.51	0.94
	Thai Brand	217	1	6.2	4.17	1.01
Brand awareness	Chinese Brand	217	1	7	6.17	1.25
	Thai Brand	217	1	6.2	4.19	1.14
Brand quality	Chinese Brand	217	1	6.8	4.73	0.84
	Thai Brand	217	1	6.4	4.42	1.01
Brand price	Chinese Brand	217	1	6.8	4.66	0.83
	Thai Brand	217	1	6.4	4.41	0.96
Purchase quantity	Chinese Brand	217	0	5	1.66	0.87
	Thai Brand	217	0	5	0.65	0.99

In order to further understand the comparison between local cosmetics brands and Thai cosmetics brands in the minds of consumers, there will be a sample of the purchase experience of Thai cosmetics brands, and a descriptive statistical analysis will be made separately. As shown in the following table 4.8, first of all, from the perspective of brand preference, the consumers who have experienced the Thai makeup brands show the same as the overall sample in the measurement of brand preference. The average value of the local brand is higher than that of the Thai makeup brand, but the

difference is relative smaller, only 0.13. It can be guessed that consumers who have experience in the purchase of Thai cosmetics brands are likely to increase their preference for Thai cosmetics brands. From the perspective of brand awareness, quality and cost performance, the average score of consumers in Thailand cosmetic brand is higher than that of the whole sample, especially the average score of brand quality and brand performance price ratio. Thai cosmetics brands are almost the same as local brands. The average value of consumers who have experienced the purchase of Thai cosmetics brands in the past year is much higher than the average of the overall sample, and the difference in the average value of purchases with local brands is small. Therefore, it can be guessed that consumers who have experienced the purchase of Thai cosmetics brands, in terms of brand preference or brand awareness evaluation, quality evaluation, and cost-effective evaluation, are more favored by consumers who do not have a Thai makeup purchase experience.

Table 4.8 Descriptive statistics table for purchasing Thai makeup brand experience data

		N	Minimum value	Maximum value	Average value	Standard deviation
Chinese goods awareness		117	3.29	5.71	4.58	0.53
Brand preference	Chinese Brand	117	1.8	5.8	4.80	0.56
	Thai Brand	117	2	6.2	4.67	0.58
Brand awareness	Chinese Brand	117	4	7	6.58	0.61
	Thai Brand	117	2.2	6.2	4.75	0.53
Brand	Chinese	117	2	5.8	4.97	0.48

quality	Brand					
	Thai Brand	117	2	6.4	4.90	0.56
Brand price	Chinese Brand	117	2	6	4.89	0.45
	Thai Brand	117	2	6.4	4.84	0.53
Purchase quantity	Chinese Brand	117	0	3	1.53	0.70
	Thai Brand	117	0	5	1.62	1.11

4.4 Research hypothesis test

This part will be verified by a linear regression method, a pair of H1-H6 hypotheses, to verify the relationship between the variables. However, before the regression analysis, it will be verified whether there is a correlation between the variables, that is, the correlation study is first carried out. The reason is that there is not necessarily a regression relationship in related relationships, but there is no correlation relationship in the absence of correlation.

4.4.1 Test H1

H1a: In other cases, the more consumers prefer Chinese cosmetics brands, the more they tend to buy Chinese cosmetics brands.

H1b: In other cases, the more consumers prefer Thai cosmetics brands, the more they tend to buy Thai cosmetics brands.

First, the consumer brand preference is related to the Chinese cosmetics brand purchasing tendency (N1) and the Thai cosmetics brand purchasing tendency (N2). The

results are shown in Table 4.9 below. Consumer brand preference and Chinese cosmetics brand buying tendency (the correlation coefficient between N1) is 0.351, P=0.000 (<0.05), and there is a moderate positive linear correlation between the two variables. The consumer brand preference (LIKE) is similar to the Thai cosmetics brand purchasing tendency (N2). The correlation coefficient is -0.351, P=0.000 (<0.05), and there is a moderate negative linear correlation between the two variables, which can be entered into the next step of regression analysis.

Table 4.9 The relationship between consumer brand preference and purchasing propensity

		LIKE	N1	N2
LIKE	Pearson correlation	1	.351**	-.351**
	Significant (bilateral)		.000	.000
	N	217	217	217
N1	Pearson correlation	.351**	1	-1.000**
	Significant (bilateral)	.000		.000
	N	217	217	217
N2	Pearson correlation	-.351**	-1.000**	1
	Significant (bilateral)	.000	.000	
	N	217	217	217

Legend：

**. Significant correlation at the level of. 01 (bilateral)

The regression analysis results of consumer brand preference and Chinese cosmetics brand purchasing tendency (N1) are shown in Table 4.10 below. The standardized regression coefficient is 0.351, the Sig value is 0.000 (<0.05), the relationship is significant, and the predictor variable is β. The positive value indicates

that the impact on the "Chinese cosmetics brand buying tendency" is positive. That is, in other cases, the more consumers prefer Chinese cosmetics brands, the more they tend to buy Chinese cosmetics brands, that is, the results support H1a.

Table 4.10 Regression Analysis of Consumer Brand Preference and Chinese Brand Buying Tendency

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	（constant）	-1.091	.395		-2.763	.006
	LIKE	1.884	.343	.351	5.493	.000

Legend：

Dependent variable: N1

The regression analysis results of consumer brand preference and Thai cosmetics brand purchasing tendency (N2) are shown in Table 4.11. The normalized regression coefficient is -0.351, sig value is 0.000 (<0.05), and the beta value of the predictor is negative. It show that the impact on the "Thailand cosmetics brand buying tendency" is negative, so the consumer's brand preference is the preference of the consumer to the Chinese brand compared to the Thai brand preference. The larger the variable, the more the Chinese brand is preferred. The smaller variables, the more like the Thai brand. Therefore, it can be explained that when other things are the same, the more consumers prefer the Thai cosmetics brand, the more they tend to buy the Thai cosmetics brand, that is, the result supports H1b.

Table 4.11 Regression Analysis of Consumer Brand Preference and Thai Brand Buying Tendency

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	（constant）	1.091	.395		2.763	.006
	LIKE	-1.884	.343	-.351	-5.493	.000

Legend：

Dependent variable: N2

4.4.2 Test H2, H3

H2: In other cases, the stronger the consumer's awareness of Chinese goods, the more preferred the Chinese cosmetics brand, not the Thai cosmetics brand.

H3: In other cases, the stronger the consumer's awareness of Chinese goods, the more inclined they are to buy Chinese cosmetics brands instead of Thai cosmetics brands.

At the same time, the consumer Chinese product awareness (CGA) is related to the consumer brand preference and the Chinese cosmetics brand purchasing tendency (N1). The results are shown in the following table 4.12, Consumer Chinese Goods Awareness (CGA) and consumer brand preference is -0.117, $P=0.86$ (>0.05), and the two variables are slightly linearly correlated or even negatively correlated. The correlation coefficient of Chinese cosmetics brand purchasing tendency (N1) is 0.203, $P=0.003$ (>0.05), and there is a slight positive linear correlation between the two variables.

Table 4.12 An Analysis of Consumers' Consciousness of Chinese Goods, Brand Preference and Purchasing Tendency of Chinese Brands

		CGA	LIKE	N1
CGA	Pearson correlation	1	-.117	.203**
	Significant (bilateral)		.086	.003
	N	217	217	217
LIKE	Pearson correlation	-.117	1	.351**
	Significant (bilateral)	.086		.000
	N	217	217	217
N1	Pearson correlation	.203**	.351**	1
	Significant (bilateral)	.003	.000	
	N	217	217	217

Legend：

**. Significant correlation at the level of. 01 (bilateral)

To further verify the conclusions of the above relevant analysis, a regression analysis was conducted on consumer domestic product awareness and consumer brand preference and local cosmetics brand purchasing tendency (N1). The results are shown in table 4.13, 4.14 below. Table 4.13 shows that the regression analysis of consumer domestic product awareness and consumer brand preference has a standardized regression coefficient of -0.117 and a sig value of 0.086 (>0.05). The results are not significant. Therefore, it can be concluded that in other cases, the influence of consumers' domestic product awareness on their local brand preferences is not significant, and the verification results do not support H2.

Table 4.13 Regression Analysis of Consumers' Chinese Goods Consciousness and Brand Preference

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	（constant）	1.302	.107		12.172	.000
	CGA	-0.40	.023	-.117	-1.723	.086

Legend：

Dependent variable: LIKE

The regression analysis results of consumer Chinese goods awareness and Chinese cosmetics brand purchasing tendency (N1) are shown in the following table 4.14. The standardized regression coefficient is 0.203, the sig value is 0.003 (<0.05), the relationship is more significant, and the predicted β value is positive indicates that the impact on the "Chinese cosmetics brand buying tendency" is positive. In other cases, the stronger the consumer's awareness of domestic products, the more likely to purchase Chinese cosmetics brands instead of Thai cosmetics brands. That is, the result supports H3.

Table 4.14 Regression Analysis of Consumers' Chinese Goods Consciousness and Chinese Brand Purchase

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	（constant）	-.679	.566		-1.199	.232
	CGA	.376	.124	.203	3.043	.003

Legend：

Dependent variable: N1

4.4.3 Test H4, H5

H4a: In other cases, the higher the perception of consumers' brand characteristics of China's cosmetics, the more inclined to China's cosmetics brand.

H4b: In other cases, the higher the perception of consumer's brand characteristics of Thai cosmetics, the more inclined to Thai cosmetics brand.

Similarly, the consumer brand perception is first analyzed with the brand preference. The results are shown in table 4.15 below. The correlation coefficient between consumer brand preference and consumer brand awareness, brand quality perception, brand cost performance is 0.398 (P = 0.000), 0.512 (P = 0.000), 0.467 (P=0.000). It can be seen that consumer brand preference is moderately positively linearly related to the three characteristic cognitive variables, which can be entered into the next step of regression analysis.

Table 4.15 Consumer brand identity cognition and brand preference analysis

		LIKE	KNOW	QUALITY	VALUE
LIKE	Pearson correlation	1	.398**	.512**	.467**
	Significant (bilateral)		.000	.000	.000
	N	217	217	217	217
KNOW	Pearson correlation	.398**	1	.622**	.430**
	Significant (bilateral)	.000		.000	.000
	N	217	217	217	217
QUALITY	Pearson correlation	.512**	.622**	1	.723**
	Significant (bilateral)	.000	.000		.000
	N	217	217	217	217
VALUE	Pearson correlation	.467**	.430**	.723**	1
	Significant (bilateral)	.000	.000	.000	
	N	217	217	217	217

Legend：

**. Significant correlation at the level of. 01 (bilateral)

Before regressive analysis of consumer brand identity and brand preference, it is necessary to explain again, the consumer's preference for brands. Brand awareness, quality and cost-benefit variables no longer distinguish different product categories, but use the average ratio of consumers' preferences, awareness, quality and cost performance scores for all Chinese or Thai brands. For example, the average value of

the average score of Chinese brand's consumer preference listed in the consumer's preference for Thai listed brands is the consumer's preference for brand. The greater the value, the more consumers prefer Chinese brands to Thai ones.

Therefore, from the following table 4.16, the standardized regression coefficient of consumer brand preference and consumer brand awareness is 0.136, sig value is 0.065 (> 0.05), the relationship is not significant. Consumer brand preference and consumer brand quality perception is 0.276, sig value is 0.005 (<0.05), the relationship is more significant. The coefficients between consumer brand preference and brand cost-effectiveness perception standardized regression is 0.208 and the sig value is 0.013 (<0.05), The relationship is significant. Therefore, from the overall point of view, in other cases, the higher the consumer's perception of the characteristics of Chinese cosmetics brands, the more prefer Chinese cosmetics brands, and the verification results tend to support H4a, H4b.

Table 4.16 Regression Analysis of Consumer Brand Preference and Brand Characteristics Cognition

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	（constant）	.557	.065		8.600	.000
	KNOW	.053	.029	.136	1.853	.065
	QUALITY	.229	.080	.276	2.869	.005
	VALUE	.203	.081	.208	2.497	.013

Legend：

Dependent variable: LIKE

H5a: In other cases, whether the consumer has a Thai makeup brand purchase experience has a regulatory effect on the relationship between consumer brand identity perception and brand preference.

H5b: In other cases, the more consumers who do not have the purchase experience of Thai cosmetics brands, the stronger influence of consumer Chinese brand identity on consumers' preference for Chinese cosmetics brands.

At this time, with the centralized consumer brand characteristics, the centralized Thai makeup brand purchase experience, the centralized consumer brand characteristics and the interactive items of the Thai makeup brand purchase experience as the independent variables, to the consumer Chinese brand The preference is the dependent variable, and the regression analysis is carried out, as shown in table 4.17 below. The centralized consumer brand characteristic cognition and the interactive item of the Thai makeup brand purchase experience, the sig value is 0. 007 (<0. 05), the relationship is more significant. Whether or not the Thai makeup brand purchase experience has a significant effect on the relationship between consumer brand identity cognition and brand preference, the result supports H5a. At the same time, its standard regression coefficient is 0.389, which means its regulation effect is negative. That is, the more consumers who have not experienced the purchase of Thai cosmetics brands, the more influence of consumer Chinese cosmetics brand characteristics on consumers' preference for Chinese cosmetics brands, that is, the result supports H5b.

Table 4.17 Thai makeup brand buying experience, brand identity cognition and brand preference regression analysis

Model	Non-standardized coefficient		Standard coefficient	t	Sig.
	B	Standard error	Trial version		

1	（constant）	1.120	.015		72.430	.000
	Cognition of Brand Characteristics	.327	.045	.450	7.261	.000
	Thai brand purchase experience	.093	.033	.173	2.787	.006
2	（constant）	1.158	.021		56.316	.000
	Cognition of Brand Characteristics	.604	.110	.832	5.473	.000
	Thai brand purchase experience	.030	.040	.056	.756	.450
	Interaction term	-.565	.206	-.389	-2.744	.007

Legend：

Dependent variable: LIKE

4.4.4 Test H6

H6a: In other cases, the higher the consumer's perception of the characteristics of Chinese cosmetics brands, the more likely to buy Chinese cosmetics brands

H6b: In other cases, the higher the consumer's perception of the characteristics of Thai cosmetics brands, the more likely to buy Thai cosmetics brands.

Similarly, the consumer brand perception is related to the Chinese cosmetics brand buying tendency (N1) and the Thai cosmetics purchasing tendency (N2). The results are shown in table 4.18. The correlation coefficient between consumer brand identity perception and Chinese cosmetics brand purchasing propensity (N1) was 0.226 (P=0.001), 0.258 (P=0.000), 0.143 (P=0.035, respectively. There is a slight positive linear correlation between the two variables. Consumer the correlation coefficient between brand identity perception and Thai cosmetics brand purchasing tendency (N2) is -0.226 (P=0.001), -0.258 (P=0.000), -0.143 (P=0.035), respectively. It can be seen

that consumer brand preference is also moderately negatively linearly related to the three characteristic cognitive variables, and can enter the next step of regression analysis.

Table 4.18 Analysis of Consumers' Brand Characteristics Cognition and Brand Purchasing Tendency

		KNOW	QUALITY	VALUE	N1	N2
KNOW	Pearson correlation	1	.622**	.430**	.226**	-.226**
	Significant (bilateral)		.000	.000	.001	.001
	N	217	217	217	217	217
QUALITY	Pearson correlation	.622**	1	.723**	.258**	-.258**
	Significant (bilateral)	.000		.000	.000	.000
	N	217	217	217	217	217
VALUE	Pearson correlation	.430**	.723**	1	.143*	-.143*
	Significant (bilateral)	.000	.000		.035	.035
	N	217	217	217	217	217
N1	Pearson correlation	.226**	.258**	.143*	1	-1.000**
	Significant (bilateral)	.001	.000	.035		.000
	N	217	217	217	217	217
N2	Pearson correlation	-.226**	-.258**	-.143*	-1.000**	1

	Significant (bilateral)	.001	.000	.035	.000	
	N	217	217	217	217	217

Legend：

**. Significant correlation at the level of. 01 (bilateral)

*. Significant correlation at the level of. 005 (bilateral)

The regression analysis results of consumer brand identity cognition and Chinese cosmetics brand purchasing propensity (N1) are shown in table 4.19 below. The normalized regression coefficients between brand characteristics perception and Chinese cosmetics brand purchasing tendency(N1) are 0.103, 0.257, -0.087 and the sig values are 0.220, 0.020, 0.361, respectively. And only 0. 020 is less than 0.05, so it cannot be obtained in other cases when consumers are on Chinese cosmetics. The higher recognition of brand characteristics, the more inclined to buy the conclusion of Chinese cosmetics brand, so the test results do not support H6a.

Table 4.19 Regression Analysis of Consumer Brand Characteristics Cognition and Chinese Cosmetic Brand Purchasing Tendency

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	（constant）	-.109	.397		-.274	.784
	KNOW	.215	.175	.103	1.229	.220
	QUALITY	1.147	.490	.257	2.340	.020
	VALUE	-.457	.499	-.087	-.916	.361

Legend：

Dependent variable: N1

Similarly, the regression analysis of consumer brand identity perception and Thai cosmetics brand purchasing propensity (N2) is shown in table 4.20 below. The standardized regression coefficients between brand purchasing propensity (N2) are -0.103, -0.257, 0.087, respectively, but the Sig values are 0.220, 0.020, 0.361, respectively. And 0.020 is less than 0.05, so it is not possible to obtain consumers in other cases. The higher perception of the characteristics of Thai cosmetics brands, the more inclined to buy the conclusion of Thai cosmetics brands, the test results do not support H6b.

Table 4.20 Regression Analysis of Consumer Brand Characteristics Cognition and Thai Cosmetic Brand Purchasing Tendency

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
1	（constant）	.109	.397		.274	.784
	KNOW	-.215	.175	-.103	-1.229	.220
	QUALITY	-1.147	.490	-.257	-2.340	.020
	VALUE	.457	.499	.087	.916	.361

Legend：

Dependent variable: N2

Chapter 5

Discussion And Conclusion

5.1 Introduction

Based on the above analysis results, H1, H3 and H4, H5 were supported, but H2 and H6 were not supported. In other cases, the more consumers prefer Chinese cosmetics or Thai cosmetics, the more inclined to buy Chinese cosmetics or Thai cosmetics. The stronger consumer's awareness of Chinese goods, the more inclined to buy Chinese cosmetics brands instead of Thai cosmetics brands. The more consumers perceive the characteristics of Chinese cosmetics brands or Thai cosmetics, the more preference for Chinese cosmetics brand or Thai cosmetics brand. Whether consumers have Thai cosmetics brand purchasing experience can adjust the relationship between brand characteristics and brand preference. The more consumers who do not have Thai cosmetics brand purchasing experience, the greater the influence of their cognition of Chinese cosmetics brand characteristics on Chinese cosmetics brand preference. However, the influence of consumers' domestic product awareness on consumer cosmetics brand preferences is not significant. And consumers' cognition of brand characteristics has no significant effect on consumers' purchase intention.

5.2 Conclusion on the awareness of Chinese goods

5.2.1 Conclusion of the overall performance of Chinese goods awareness

Overall, the survey of Chinese goods awareness is not very significant, the statistical average is only 4.51. But it can not be concluded that the Chinese goods awareness of Chinese consumers is not significant. Some scholars have found that Chinese goods awareness is formed under the influence of national economic anxiety, national patriotism and national community identity (Zhou, 2010). Therefore, we can

imagine that the consumer's awareness of Chinese goods has only been concealed in the context of China's current stable economy, rapid development and becoming a world power.

At the same time, the target of this survey is controlled by young and middle-aged women. From the age point of view, young people are growing up in a peaceful period of domestic economic stability and global market opening. The sense of worrying about the country and the people is weakening, and the awareness of Chinese goods is not significant.

5.2.2 Conclusion of Chinese Goods Awareness on Consumer Preference and Purchase Behavior

For a long time, Chinese goods awareness have an important direction in consumer preferences and research can be seen from the literature review.The influence of purchasing behavior is consumer behavior. Many scholars start from different angles and get some different conclusions on the issue of the influence of Chinese goods awareness on consumer preferences and purchasing behavior. This paper takes young and middle-aged women as research objects, and conducts empirical research on Chinese cosmetics brands and Thai cosmetics brands. The research results do not support the influence of Chinese goods awareness on consumers' Chinese brand preferences, but supporting Chinese commodity awareness can enable consumers to buy Chinese brands. For the interpretation of this result, the paper has the following speculation, and more research is still needed to verify.

First of all, the research results of Chinese goods awareness on consumer brand preference and purchase are likely to be affected by the control conditions of this study. The study not only controlled the respondents to young and middle-aged women, but also limited the specific factors of the brand. At the same time, only the Chinese cosmetics brand and the Thai cosmetics brand were included in the research scope.

Compared with the predecessors, this study has a smaller perspective and a narrow scope.

Secondly, the survey respondents are all college students or working youth groups. Most of them have no stable income or low income. The space for independent choice in daily consumption is relatively small, which may make a result that consumers do not prefer Chinese cosmetics brands, they have to give priority to buying Chinese brands based on the relatively high price of Thai cosmetics brands. At the same time, in today's consumer-centric market environment, the most important factor for consumers to choose a brand is quality, not based on whether it is a Chinese brand or a foreign brand.

5.3 Conclusions on Consumer Brand Preference and Cognitive Impact of Brand Characteristics

The hypothesis of consumer brand preference in this study is supported by the verification conclusion that the more consumers prefer Chinese cosmetics brand or Thai cosmetics brand, the more they tend to buy Chinese cosmetics brand or Thai cosmetics brand in line with consumer behavior theory. At the same time, it should be noted that whether different product categories and source countries will play an influential role, and subsequent verification analysis can be carried out. However, from the relevant analysis of predecessors, the conclusions of the cross-industry products and multi-country brand empirical research conducted by Zhuang (2006) are also the same. Therefore, from the current point of view, the impact of consumer brand preferences is relatively stable.

From the perspective of the influence of brand identity cognition, consumers have higher awareness of the characteristics of Chinese cosmetics brand or Thai cosmetics brand. The preference for Chinese cosmetics brand or Thai cosmetics brand is supported by the conclusion. The higher perception of the characteristics of Chinese

cosmetics brands or Thai cosmetics brands, the more tend to buy Chinese cosmetics brands or Thai cosmetics brands but the conclusions are not supported by the conclusions, which is different from the previous research results. It can be understood that the consumer's perception of a brand can significantly affect the consumer's attitude towards the brand, but it does not significantly affect the consumer's purchase behavior. After all, "attitude" is a more subjective thing, and "purchasing behavior" is also affected by various factors such as consumer economic conditions, environment, and information.

At the same time, this paper also verifies that consumers who have a Thai makeup brand purchase experience, which plays a significant role in regulating the relationship between consumer brand identity and brand preference. The more consumers who do not have the Thai makeup brand purchase experience, the influence of Chinese cosmetics brand identity on consumers' preference for Chinese cosmetics brands is stronger. It can be considered that consumers who have experienced the purchase of Thai cosmetics brands have a more direct understanding and feelings about the brand characteristics of Thai cosmetics brands, thus affecting their attitudes and preferences towards Chinese cosmetics brands or Thai cosmetics brands. At the same time, the results of this verification can be understood as consumers who have a Thai makeup brand purchase experience, and will think that the Thai makeup brand has higher brand characteristics, thus prefers the Thai makeup brand.

5.4 Research revelation

5.4.1 Theoretical revelation

In theory, this article continues the previous ideas and conceptual models of the research direction of domestic and foreign brands, Chinese goods awareness, brand preference and purchase choice, jumping out of the broad concept of "foreign brands", based on different foreign markets. The particularity of different product categories,

trying to find the novelty of the research results from the Thai cosmetics brand. The study found that the influence of Chinese goods awareness on consumer brand preference is not very significant, which means that from the perspective of the cosmetics market, consumers will not favor local cosmetics brands because of their concern and love for the country. At the same time, based on the previous research model, this paper adds the adjustment variable of "Thai makeup brand purchase experience" between consumer brand identity cognition and brand preference, verifies the significant influence of this variable on consumer brand preference.

5.4.2 Realistic revelation

In the context of the increasingly frequent economic exchanges between China and Thailand, this paper puts the perspective on the comparison between Thai brands and Chinese brands, and further understands the perspectives of Chinese goods awareness, brand identity perception, brand preference and purchasing behavior among consumers. The preference and purchase of Chinese consumers in the face of Thai cosmetics brands and Chinese cosmetics brands can also explore the role of Chinese consumers' awareness of Chinese goods and brand identity.

For Chinese or Thai cosmetics suppliers, they can increase users' brand preference in terms of their brand awareness, quality, image, and cost performance. In this way, consumers will be more inclined to buy Chinese or Thai cosmetics, which is supported by H1.

To increase consumers 'awareness of domestic products, consumers will be more inclined to buy Chinese instead of Thai cosmetics, which supports H3. It is verified that the domestic awareness has a significant impact on consumers' Chinese brand purchases, but the impact on consumer brand preferences is not significant. It means that perhaps due to factors such as brand identity, purchase channels, and consumption, most consumers can only buy Chinese cosmetics brands instead of Thai

cosmetics brands, but China's cosmetics industry wants to occupy the domestic market for a long time.

For cosmetics suppliers, the higher the consumer's perception of the characteristics of local or Thai cosmetics brands, the more they prefer local or Thai cosmetics brands (H4). This infer that various promotional tools and media can also be used to promote characteristics' perception, consumers will be more inclined to buy.

For consumers who do not have Thai makeup buying experience, they will be more inclined to buy Chinese cosmetics, which is supported by H5. Therefore, Thailand's cosmetics suppliers may do free sampling to introduce Thai cosmetic products, then more customers understand Thai cosmetics, the more customers are inclined to purchase.

5.5 Research limitations and prospects

5.5.1 Research limitations

Firstly, the survey sample of this study is a part of female college students and some working young women. Both gender and age are concentrated, which may make the research results have certain representative problems and can only reflect the situation of some groups.

Secondly, in the choice of brand, in order to select the appropriate cosmetic brand to carry out inspection research hypothesis to improve the comparability of the brand, whether it is the Thai makeup brand or the local brand, the main brands in the domestic market are the top sales. On the other hand, in view of the short time and lack of popularity of the Thai makeup brand in China, we first selected several Thai cosmetics brands with the highest sales volume, and then chose the price and product category and the Thai makeup brand in the choice of domestic cosmetic brands. Close to local brands to improve comparability between brands. The number of Thai

cosmetics brands and local brands that were eventually included in the study was too small, which is likely to affect the final research results.

Thirdly, the survey method is a questionnaire survey, and the amount of questions is relatively large. A large part of the research is conducted through the network. If the respondents do not understand the areas, they cannot explain them one by one. Therefore, there are many uncontrollable factors. Fully grasp the validity of the questionnaire data.

5.5.2 Future research direction

In view of the limitations of the above research, in the future research process, both the choice of the respondents and the choice of the brand will be considered more comprehensive and try to improve the representativeness of the research results.

As far as the research conclusions of this paper are concerned, the influence of domestic product awareness, brand preference, and brand identity cognition is not consistent with the assumptions, and even the results of previous studies are different. Therefore, in future research, the reasons for this will be deeply considered. And more empirical research to explore.

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Appendix A

Questionnaire

The Demographic Factors: (Choose only one)

1. Gender
   ☐ Male
   ☐ Female
2. Age
   ☐ 17 - 19
   ☐ 20 - 22
   ☐ 23 – 25
3. Income
   ☐ Below 3,000
   ☐ 3,001 - 4,000
   ☐ 4,001 - 5,000
   ☐ Above 5,000
4. What is your skin type?
   ☐ Oiliness
   ☐ Neutral
   ☐ Dry character
   ☐ Mixability
5. What do you think is the problem of your skin?
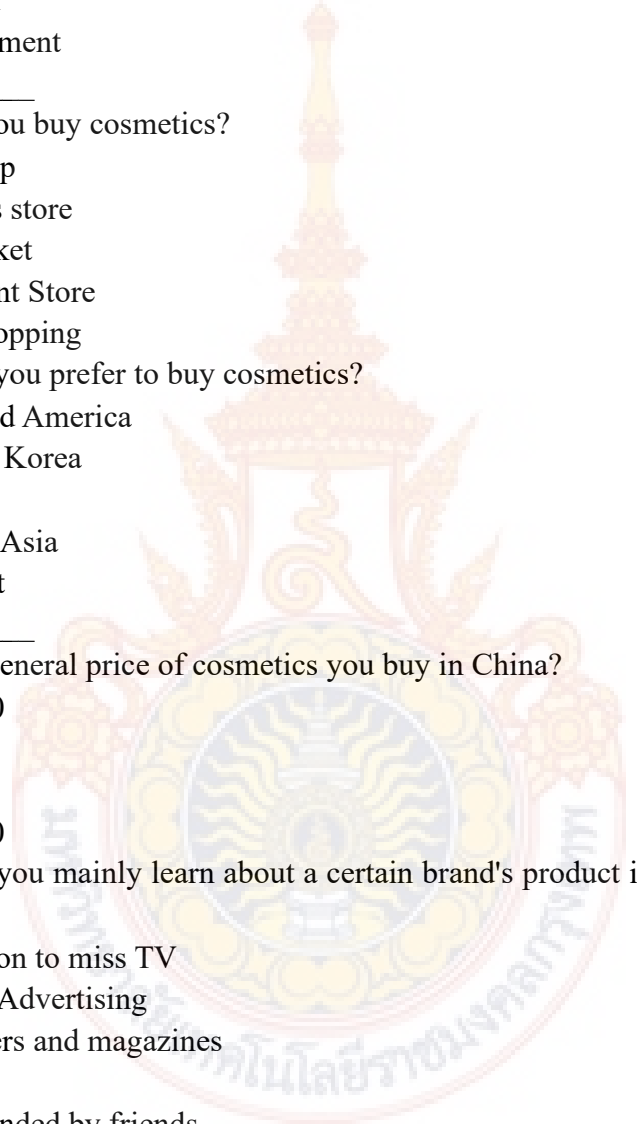   ☐ Xerosis cutis
   ☐ Dark yellow skin
   ☐ With eye bags or dark circles
   ☐ Pimples
   ☐ Skin hair oil
   ☐ Others_____
6. How often do you use cosmetics?
   ☐ Daily
   ☐ Frequently used
   ☐ Occasionally
   ☐ Never use
7. What is the order of consideration for you to buy cosmetics? (From 1-5, sort by importance before options)
   ☐ Brand origin
   ☐ Brand awareness

- ☐ Brand quality
- ☐ Brand price
- ☐ Brand price performance

8. What is the most desired effect of cosmetics you buy?
- ☐ Skin whitening
- ☐ Acne treatment
- ☐ Sunscreen
- ☐ Replenishment
- ☐ Others_____

9. Where do you buy cosmetics?
- ☐ Brand shop
- ☐ Cosmetics store
- ☐ Supermarket
- ☐ Department Store
- ☐ Online shopping

10. Where do you prefer to buy cosmetics?
- ☐ Europe and America
- ☐ Japan and Korea
- ☐ Domestic
- ☐ Southeast Asia
- ☐ Indifferent
- ☐ Others_____

11. What the general price of cosmetics you buy in China?
- ☐ Under 200
- ☐ 200-500
- ☐ 500-1000
- ☐ Over 1000

12. Where do you mainly learn about a certain brand's product information? (multiple choice)
- ☐ Introduction to miss TV
- ☐ Billboard Advertising
- ☐ Newspapers and magazines
- ☐ Internet
- ☐ Recommended by friends
- ☐ Others_____

13. What cosmetics do you often use? (multiple choice)
- ☐ Skin care products
- ☐ Facial mask
- ☐ Cosmetics
- ☐ Perfume
- ☐ Others_____

14. Please mark each brand in the following five categories by 1 (very low) -7 (very high) according to your favorite level for each brand in the 16 categories. (Please draw √ on your choice)

Category	Brand	1	2	3	4	5	6	7
Facial Cleanser	PECHOIN							
	BEAUTY BUFFET							
Facial Mask	KANS							
	ELE							
Face Cream	MARUBI							
	SNAIL WHITE							
Skin Lotion	HERBORIST							
	ORIENTAL PRINCESS							
Make Up	CARSLAN							
	MINSTINE							

15. Please mark each brand in the following five categories by 1 (very low) -7 (very high) according to the brand awareness for each brand in the 16 categories. (Please draw √ on your choice)

Category	Brand	1	2	3	4	5	6	7
Facial Cleanser	PECHOIN							
	BEAUTY BUFFET							
Facial Mask	KANS							
	ELE							

Category	Brand							
Face Cream	MARUBI							
	SNAIL WHITE							
Skin Lotion	HERBORIST							
	ORIENTAL PRINCESS							
Make Up	CARSLAN							
	MINSTINE							

16. Please mark each brand in the following five categories by 1 (very low) -7 (very high) according to the brand quality for each brand in the 16 categories. (Please draw √ on your choice)

Category	Brand	1	2	3	4	5	6	7
Facial Cleanser	PECHOIN							
	BEAUTY BUFFET							
Facial Mask	KANS							
	ELE							
Face Cream	MARUBI							
	SNAIL WHITE							
Skin Lotion	HERBORIST							
	ORIENTAL PRINCESS							
Make Up	CARSLAN							
	MINSTINE							

17. Please mark each brand in the following five categories by 1 (very low) -7 (very high) according to the brand price / performance ratio for each brand in the 16

categories. (Please draw √ on your choice)

Category	Brand	1	2	3	4	5	6	7
Facial Cleanser	PECHOIN							
	BEAUTY BUFFET							
Facial Mask	KANS							
	ELE							
Face Cream	MARUBI							
	SNAIL WHITE							
Skin Lotion	HERBORIST							
	ORIENTAL PRINCESS							
Make Up	CARSLAN							
	MINSTINE							

18. What are the main factors for you to choose this brand? (multiple choice questions)
- ☐ Moderate price
- ☐ Advertising recommendation
- ☐ Recommended by friends
- ☐ High brand awareness
- ☐ Suitable for your skin
- ☐ Packing

19. How do you judge the quality of a cosmetic? (multiple choice)
- ☐ Word of mouth
- ☐ Only choose to trust the brand
- ☐ See the effect
- ☐ Read ingredient description
- ☐ Focus on quality inspection report
- ☐ Others_____

20. If a new brand of cosmetics is launched in the market, would you like to try it?
- ☐ Willing to try
- ☐ Look at other people's use

☐ Probably

☐ Unwilling

21. Please select the brands you bought in the past year for the following brands.

☐ PECHOIN

☐ BEAUTY BUFFET

☐ KANS

☐ ELE

☐ MARUBI

☐ SNAIL WHITE

☐ HERBORIST

☐ ORIENTAL PRINCESS

☐ CARSLAN

☐ MINSTINE

22. Would you like to try a new cosmetics product on the existing brand?

☐ A kind of

☐ Willing to try

☐ See if others use

☐ Probably

☐ Unwilling

23. If you launch a cosmetics brand that you haven't used, which aspect will attract you

most?

_____

24. What deficiencies do you think exist in the cosmetics industry today? Any good

suggestions?

_____

Appendix B

Author's Profile

Cai YunPu was born in China's Sichuan province since 1993. She received her bachelor's degree from Jiangxi University of Finance and Economics in 2018. She is currently pursuing a MBA degree in Rajamangala University of Technology. Her main interest is to study the influence of consumer's purchase behavior and purchase preference on cosmetics industry from many aspects. Her master's thesis is to explore the influence of consumer's purchase behavior and purchase preference on the purchase of cosmetics through the development of Thai cosmetics in China.