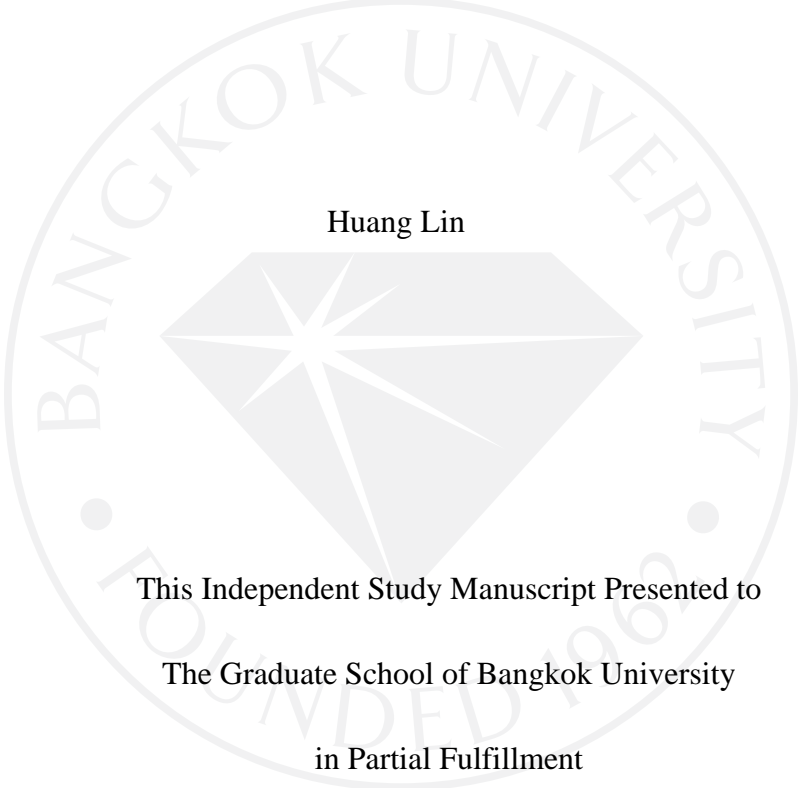


CUSTOMER PURCHASE DECISION ON CHINESE PVB FILM PRODUCTS IN
THAILAND 2014



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THAILAND 2014

Huang Lin



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Huanglin

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Bangkok University**

Title: CUSTOMER PURCHASE DECISION ON CHINESE PVB FILM PRODUCTS IN
THAILAND 2014

Author: Miss Huang Lin

Independent Study Committee:

Advisor



(Dr. Sumas Wongsunopparat)

Field Specialist



(Dr. Manasi Shukla)



(Asst. Prof. Dr. Aunya Singsangob)
Vice President for Academic Affairs
Acting Dean of the Graduate School
April 9, 2015

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Customer Purchase Decision On Chinese PVB Film Products In Thailand 2014(56 pp.)

Advisor: Sumas Wongsunopparat, Ph. D.

ABSTRACT

The purpose of this research was to investigate the factors influencing the purchase intention of Thai buyers for Chinese PVB film, and to give more understanding of the Thai PVB market to interested parties.

The survey research questionnaire was used to collect the primary data. The target population of this research was employees at Thai glass factories. This research and the sample size for this study is 400.

This research has seven independent variables: cost of Chinese PVB film, Chinese PVB film free of import duty, quality, after sales service, brand loyalty, buyer/seller relationship and market share. The dependent variable is Purchase intention of Thai buyer for Chinese PVB film in Thailand. From this study, anyone interested in understanding Chinese PVB film products in the Thai market, and can have more opportunities for success in Thailand.

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My sincere thanks also to all participants who dedicated their valuable time to answer and complete the questionnaire. This questionnaire was completed by staff who work at glass factories.

I thank all my friends, particularly MBA international program colleagues who helped me to pass the troubled situations and for all the fun we have had in the last two years. I would like to dedicate this document to my family, particularly my parents for supporting me spiritually throughout my life.

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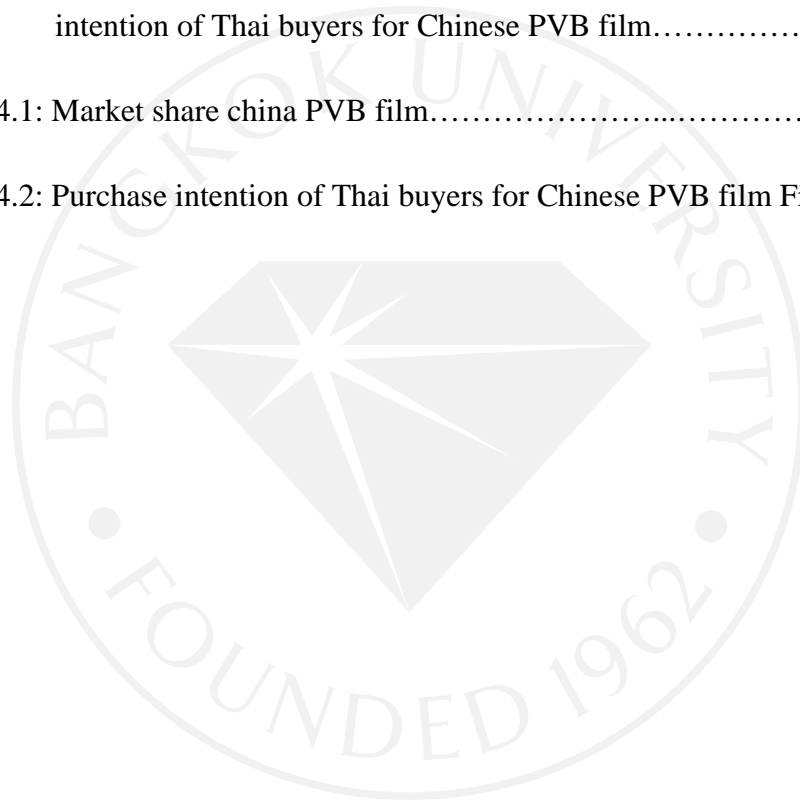
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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

In Thailand, PVB film is mainly imported and is a commonly used material in the construction industry (CI) and automotive industry. The CI of Thailand has been experiencing growth since 2011, especially in 2013, when many condominiums, hotels, houses, and villas were built which greatly contributed to the growth of the CI. So it is imperative to study the PVB Film market in Thailand to see what factors influence the purchase intention of Thai buyers for Chinese PVB film.

1.1.1 Chinese PVB film has large production capacity, with a potential for export to Thailand.

Asia is the world's biggest PVB film market and has the largest production base. Globally, 34.4% PVB film is manufactured in Asia. PVB film in Asia has 36% market shares. In Asia PVB film is mainly produced in Japan, China, Korea, and India.

Table 1.1: 2008-2011 Years Chinese PVB Film Production

Year	PVB film production (Ten thousand Tons)
2008 1-12Month	5.1
2009 1-12Month	6.2
2010 1-12Month	7.1
2011 1-12Month	8

Source: Zhang ,Y.Q.(2012). Pvb Film Report from Shang Hai Univtercity. Retrieved from <http://www.docin.com/p-545935445.html>

1.1.2 Thailand has high demand for automotive laminate glass.

Thailand's automotive industry yearly output is about 1.5 million automobiles, which is more than the United Kingdom, Italy, Turkey, and Belgium.

Thailand's automotive industry is the largest in Southeast Asia and the 9th largest in the world.

Mostly Japanese and South Korean automobiles are built in Thailand. The Thai automotive industry has the advantage of being in the ASEAN Free Trade Area (AFTA). Thailand also has the biggest pickup truck market in the world.

1.1.3 Thailand has high demand for architectural laminate glass.

Since the flood of 2011, Thailand's government has focused efforts on post-disaster reconstruction. This has led to the rapid development of Thailand's architecture industry. In 2013, many condominiums have risen near subway and train stations. The same year saw many hotel, housing, and villa development projects. Raw materials for construction in Thailand rely mainly on imports, and China is the biggest country that exports to Thailand. This means PVB film will have a prospective opportunity for success in Thailand.

Chinese PVB film has a large capacity and potential for export to Thailand. Meanwhile, Thailand has a large demand for automotive laminate glass and architectural laminate glass. China is also the biggest exporter to Thailand. Consequently, PVB film will have a good opportunity in the Thailand market. (Zhang yong qing, 2012)

1.2 Objectives of the study:

The purpose of this study is to identify the cost, free of import duty, quality, aftersale service, brand loyalty, buyer-seller relationship, market share of Chinese PVB film as factors influencing purchase intention of Thai buyers for Chinese PVB film. The research objectives has been shown as follows:

1. To study factors that influence purchase intention of Thai buyers for Chinese PVB film.
2. To study whether costs influence purchase intention of Thai buyers for Chinese PVB film.

3. To study whether aftersales service influences purchase intention of Thai buyers for Chinese PVB film.
4. To study whether product quality influences purchase intention of Thai buyers for Chinese PVB film.
5. To study whether brand loyalty influences purchase intention of Thai buyers for Chinese PVB film.
6. To study whether buyer-seller relationships influence purchase intention of Thai buyers for Chinese PVB film.
7. To study whether free of import duty influence purchase intention of Thai buyers for Chinese PVB film.
8. To study whether market share influences purchase intention of Thai buyers for Chinese PVB film.

1.3 Scope of Study

This research surveyed the employees of Thai glass factories on how they think about these independent variables that affects the purchase intention of Thai buyers for Chinese PVB film: the cost, free of import duty, quality, after sale service, brand loyalty, buyer-seller relationship and market share of Chinese PVB film

The study aims to explore purchase intention of Thai buyers for Chinese PVB film and increase understanding of Chinese PVB film products in the Thai market.

1.4 Research question

1. What are the factors that influences purchase intention of Thai buyers for Chinese PVB film?
2. Whether costs influence purchase intention of Thai buyers for Chinese PVB film.
3. Whether aftersales service influences purchase intention of Thai buyers for Chinese PVB film.
4. Whether product quality influences purchase intention of Thai buyers for Chinese PVB film.

5. Whether brand loyalty influences purchase intention of Thai buyers for Chinese PVB film.
6. Whether customer relations influence purchase intention of Thai buyers for Chinese PVB film.
7. Whether free of import duty influences purchase intention of Thai buyers for Chinese PVB film

1.5. Significance of Research

The significance of this research is to understand factors that influence purchase intention of Thai buyers for Chinese PVB film. In addition, this research can assist people who are interested in manufacturing Chinese PVB film products in Thailand to have a better chance of success.

There is limited research investigating in PVB film products in overseas markets, especially in Thailand. This study can serve as a good reference for future researchers who are interested in PVB film products in Thailand market.

1.6 Definition of the Terms

Polyvinyl butyral (or PVB) is a resin usually used for applications that require strong binding, optical clarity, adhesion to multiple surfaces, toughness, and flexibility. It is prepared from polyvinyl alcohol by reaction with butyraldehyde. The primary application is used as laminated safety glass for automobile windshields.

PVB film is a very popular product for interlayering and glass lamination. PVB film essence is a type of thermoplastic resin film, produced by PVB resin and plasticizer. Because PVB film is thermoplastic resin film, it can be recycled. Laminated glass is applied mainly in architectural and automotive glass. Laminated glass components have PVB film in between two panels of glass. The bonding process of laminated glass involves high heat and pressure which bonds two panes of glass into a clear panel. The final product looks like normal glass.

Properties: PVB film is translucent, with no impurities, and no surface irregularities. PVB film essence is a type of thermoplastic resin film, produced by PVB resin and plasticizer. PVB film contains many OH groups, which thermosetting resin can have cross-linking reaction for improving PVB film property such as transparency, elasticity, toughness, and oil resistance. Because of PVB film's special chemical composition, it bonds extremely well with glass, metal, ceramic, plastic, leather, and wood.

Safety properties: When laminate glass is produced with PVB film, this reduces the risk of glass splintering and breakage. The laminate glass can withstand impacts and keep the glass fragments in place.

In many countries including China, government regulation dictates that laminated glass must be used if there is any risk of breakage. Use of PVB film in laminate glass can fulfill this regulation. According to many countries' government regulations, the following types of glass have potential risk and should use safety glass (laminate glass):

- Buildings with more than seven floors.
- A glass pane with area larger than 1.5m²
- Structural laminate glass
- Inclined window and roofing glass
- Sightseeing lift
- Surrounding fence
- Interior sub-dividing wall
- Bathroom glass
- Stairs
- Walkways
- Observation window of swimming pool and aquarium

Security properties: Laminated glass using PVB film has a high security property. It increases the difficulty for thieves breaking the glass and invading a house

or any other private residence. PVB film has a high adhesive use to laminate glass, so even if the glass is broken, the glass fragments will still stick firmly onto the film upon breakage.

With these two properties, PVB film is widely used in jewelry and other shopping windows because the laminate glass compared to tempered glass could prevent burglary. In explosions or traffic accidents, most injuries are due to glass splintering. Therefore, using laminated glass could reduce glass splintering to a minimum which improves safety.

Anti-UV Properties: PVB film uses high-performance anti-UV additives. The laminate glass can filter more than 99% of UV rays. It can protect indoor furniture and people from damages due to powerful UV rays.

Noisy isolation: Laminate glass can effectively reduce the sound wave penetration of glass. It also has a good noise isolation effect and can reduce the noise outdoor from conduction. This allows the indoor environment to be more quiet and comfortable.

Application for Polyvinyl butyral (PVB FILM)

PVB film can be widely used in structural laminate glass, automotive laminate glass, bulletproof glass, and insulated glass. PVB film has excellent safety properties, security properties, anti-UV Properties, and noise isolation qualities. PVB film has been in use for building laminate glass for about 70 years. In many countries (including China), government regulation dictates that laminate glass must be applied if there is any risk of easy breakage.

Laminate glass is widely used in the following industries:

Building industry: Condominium building glass/bank counters/ skylight canopies

And another laminate building glass

Automotive industry: windscreen

Purchase intention : In this study , the purchase intention to the cost of Chinese PVB film in the Thai market is defined as the behavior that consumers are searching for , buying, using, evaluating, and disposing the services and products which are assumed to satisfy the consumer's needs.

Cost: In this study, the cost refers to the cost of Chinese PVB film in the Thai market, the total of all prices incurred by the firm to provide any given level of output; that is, the total of the firm's variable and stuck prices.

Free of import duty: In this study, the cost refers to the free of import duty of Chinese PVB film in the Thai market in the China-ASEAN Free Trade Area. Importation under the Thai-China free trade agreement and the exporters must prepare export documents, and then they will obtain the privilege for tax reduction under the Thai-China Free trade agreement.

Quality: In this study, quality refers to quality Chinese PVB film in the Thai market in conformance to requirements fit for use and high quality means PVB film manufactured with a predictable degree of uniformity and dependability.

After sale service: In this study, the after sale service refers to quality Chinese PVB film in the Thai market is aftersale service support problems entail all activities undertaken by service support providers such as manufacturers, retailers, and/or independent services to confirm that that a product is out there for trouble-free use over its lifetime

Brand loyalty: In this study, Brand loyalty refers to brand loyalty Chinese PVB film in the Thai market is consistent and repetitive purchasing behavior of a brand driven by the customer's commitment to this brand.

Buyer-seller relationship: In this study, the buyer-seller relationship refers to the buyer-seller relationship of Chinese PVB film in the Thai market is the relationship between the buyer and the seller that can exist at many levels on one project.

Market share: In this study, market share refers to the market share Chinese PVB film in the Thai market and the percentage of PVB film market's total sales that is earned by a particular company over a specified time period. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period. This calculation is used to give a general idea of the size of a company to its market and its competitors.



CHAPTER 2

REVIEW OF LITERATURE

In this chapter, the researcher will study on what factors influence purchase intention of Thai buyers for Chinese PVB film. From chapter 2, we know some thesis references and the data is separated explanations about PVB film. Some factor or each factor has a significant influence in purchase intention business in Thailand. However, I think this reference did not take into account other factors such as cost, free of import duty, quality, after sale service, brand loyalty, buyer-seller relationship, and market share of China PVB film. So this is a different point between another thesis reference. And then we could get research Framework about these seven factors that have a significant influence in purchase intention of business in Thailand.

2.1 Related Literature and Previous Studies

2.1.1 Factors influence purchase intention

Purchase intention is defined as the behavior that consumers are searching for such as buying, using, evaluating, and disposing the services and products that are assumed to satisfy the consumer's needs (Pelau,2011). Whitlark, Geurts and Swenson (1993) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy the product.

Reducing cost, product quality, service and relationship is a factor that has a significant effect in the purchase intention of Thai buyers (Md.Aminul IsIam, 2011). Maintaining a positive buyer-seller relationship retention will greatly help companies have Purchase Intention in the market. Parasuraman(1998) and Herve Mathe (1999) emphasizes on after-sales service as a robust selling tool, that facilitate companies to gain extra Purchase Intention and potential success to be competitive within the market.

2.1.2 Cost of Chinese PVB film

Cost refers to total money, time, and resources associated with a purchase or activity (Ruth, 2007). The term "cost" is employed completely different in several numerous contexts. Total cost is the total of all prices incurred by the firm to provide any given level of output, that is, the total of the firm's variable and stuck prices. (Guo Jia Zhen, 2005).

Cost can be divided into direct costs and indirect costs: The direct cost is an associate degree expense which will be directly known with a selected activity or product as a result of its doable to support the number employed in the productive method (for example direct labour, raw materials, etc.). Direct prices vary with the speed of output however square measure uniform for every unit of production. In general, an on the spot value is traceable.

The indirect cost is an expense incurred in joint usage such as overheads like security, computing, advertising, and maintenance. Therefore, it is tough to work out the precise consumption or to spot with a selected value object. Indirect prices area unit typically remains constant for a good variety of outputs and area unit classified beneath fastened factors. Indirect prices may be either traceable or common (Luca, Sonia & Filippo, 2008).

Cost has great contribution to the competitiveness of PVB film products, for example, Japan Seksui PVB film set up a PVB film factory in Thailand for reducing cost. This demonstrates that cost can affect PVB film's competitive advantage in Thailand (Wachirachai, 2013)

Chinese PVB film factories have changed its operational model, to include not only direct manufacturing, but also include manufacturing of its raw materials. This allows direct control of cost over PVB film manufacturing because will not require importing raw materials from overseas (Xiao Yan 2011). In marketing, price helps reach the achievement of business, varying the price according to the level of demand and intention of the market to pay the price (Wathieu,&Bertini, 2007).

The price of Chinese PVB film has a competitive advantage compared to imported brands of PVB film. The thickness (0.76 mm) import brand price includes a vat of 46-51 RMB/SQ, Chinese PVB film price includes a vat of 25-38 RMB/SQ (Zheng, 2012)

Figure 2.1: Variation trends of prices on domestic PVB film market

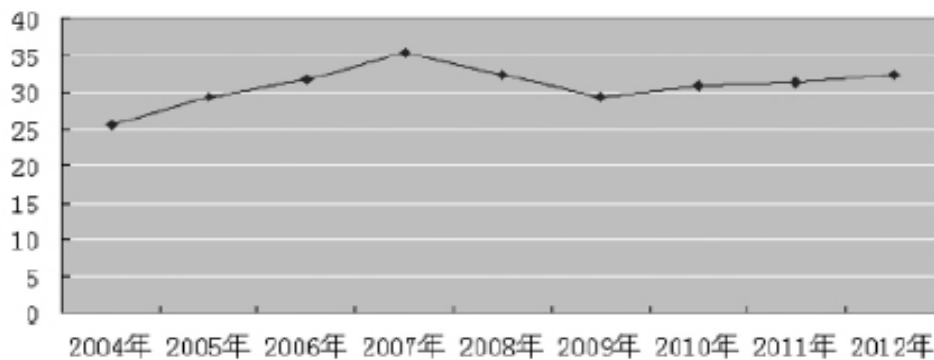
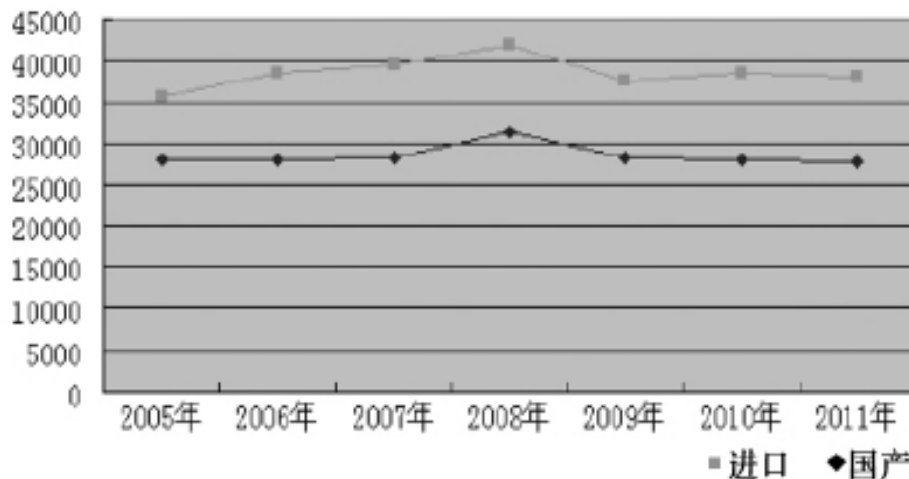


Figure 2.2: Variation trends of prices of domestic and imported PVB film resin



2.1.3 Free of Import Duty

Import duty is a charge that is applied to the value (usually the price paid) of some imported goods, including those ordered from the internet or from an overseas mail order catalogue. Free of import duty influences purchase intention of Thai buyers for PVB film. According to the Thai-China free trade agreement, once

the export documents are ready, the exporters can obtain the privilege for tax reduction. This policy influences the purchase intention of Thai buyers for Chinese PVB film (Li Kai Hui, 2010). The China-ASEAN Free Trade Area will become to word's largest and most populous single market, and the largest free trade zone among the developing countries (Li Kai Hui, 2010). The trade enlargement of the two countries underneath the CAFTA has been speedy as compared with the trade between China and ASEAN as a whole except in the year of 2007, 2009 and 2011. China ranked second under Japan in Thailand's mercantilism partner and China is consistent with the Thai Customs statistics of 2011.

China is Thailand's largest export market and second-largest supply of imports. Thailand has ranked fifteenth in China's foreign trade partners owing principally by the "zero tariff" discriminatory policies related to CAFTA have effectively boosted the trade between China and Thailand.

Table 2.1 shows that Asian countries enjoyed trade surplus from 2001-2010 per Chinese figures. Together with the increase of Sino-Thai bilateral trade, the worth of trade surplus on the aspect of Asian countries is additionally increasing from US\$238 billion in 2001 to US\$13.45 billion in 2010. Asian countries were fastened solely in a deficit with China amounting to US\$3.52 billion in 2011, whereas exports from Asian countries to China were US\$ 27.13 billion. However, the revised figure of the trade price of the 2 countries amounted to US\$ 64.7 billion for 2011

Table 2.1: Trade table of China and Thailand(2001-2011)

Year	Total	Growth (%)	Export	Growth (%)	Import	Growth (%)	Balance
2001	70.5	6.4	23.4	4.2	47.1	7.6	-23.8
2002	85.6	21.4	29.6	26.6	56.0	18.9	-26.5
2003	126.6	47.8	38.3	29.4	88.3	57.5	-50.0
2004	173.4	37.0	58.0	51.6	115.4	30.7	-57.4
2005	218.1	25.8	78.2	34.8	139.9	21.2	-61.7
2006	277.3	27.1	97.6	24.9	179.6	28.4	-82.0
2007	346.4	24.9	119.7	22.6	226.6	26.2	-101.0
2008	411.5	19.1	155.2	30.3	256.3	13.2	-101.1
2009	381.7	-7.4	133.2	-14.7	248.5	-2.9	-115.2
2010	529.6	38.7	197.6	48.3	332.0	33.6	-134.5
2011*	577.9	9.1	306.6	54.9	273.1	-17.8	33.5

Value: hundred million U.S.\$ (Thai government Public Relations Department,2011)

Talbe2.2: Ten Major Imports Thailand from China, 2010

Items	Value	Growth
Computer equipment and parts	33.70	22.2
Electrical equipment and spare parts	32.20	31.5
Household appliances	21.42	30.0
Mechanical equipment and spare parts	21.37	53.4
Chemical products	16.82	47.0
Iron and steel products	10.50	129.7
manufactured goods	7.93	37.6
Textile	7.85	47.6
Electronic integrated circuits	6.44	85.8
Metal products	6.38	34.5

Value: hundred million U.S.\$ (Thai Ministry of Commerce 2011)

2.1.4 Quality

Quality is conformance to requirements, fitness for use, and the degree to which performance meets expectations. Quality denotes an excellence in goods and services, especially to the degree which they conform to requirements and satisfy customers. (Tirupathi, 2009)

Quality of China PVB film: At present, many Chinese PVB film factories pay attention to PVB film quality, invested on high technology equipment for producing better quality, established quality control system, with requirement of 95 percent stable and excellent product rate. Most Chinese factories had been approved by ISO 9001 and TS 16949 and the products are qualified to be exported (Jiao taospecial, 2007).

The Specification and technical data of the requirements:

Table 2.3: AUTOMOTIVE PVB:

Clear		Blue/ Green brand	
0.76MM		0.76MM	
Wide/mm	Leng/m	Wide/mm	Leng/m
we offer tailor-made width	200	We offer tailor-made width widet of shaded bend up to 330	200

Table 2.4: Dimensions of PVB film

0.38mm		0.76mm		1.14mm	
width/mm	<u>Leng/m</u>	width/mm	<u>Leng/m</u>	width/m m	<u>Leng/m</u>
1220	400	1220	200	1650	150
1300	400	1300	200	1750	151
1450	400	1450	200	1840	152
1530	400	1530	200	2000	153
1600	400	1600	200	2140	154
1700	400	1700	200	2440	155
1840	400	1840	200		
2000	400	2000	200		
2140	400	2140	200		
2250	400	2250	200		
2440	400	2440	200		

Chinese PVB film factories direct control quality raw materials of PVB film. Raw materials are one of the important factors that control the PVB film quality during production. When direct control over raw material factories are available, it will allow better control over the quality of PVB film while reducing cost. (Zheng, 2012)

Chinese PVB film factories have changed the operation model, not just to have factory production of PVB film but also have a raw material factory. Ability to directly control the cost of PVB film can result in avoidance of import of raw materials from oversea (Xiao, 2011)

2.1.5 After Sale Service

After-sales service is often referred to product support services where all activities will support the sold product (Lele & Karmarkar, 1983). After –sale service supports problems that entail all activities undertaken by service support providers (manufacturers, retailers, and/or independent services) to confirm that a product is out there for trouble-free use over its lifetime. Management consultants and associated selling channel analysts alike agree that distribution and after-sale service support functions do increasingly warrant vital attention. As a result, they create an integral a part of the merchandise package (Loomba, 1998).

Increasingly, service support options available for a product are key determinations in a customers' product purchase decision (Loomba, 1998). In an overseas market, if a foreign customer does not receive effective service from their suppliers, they will leave these responsibilities to the importer in the host country (Paul, 1993). After-sales service support is being recognized as one of the competitive differentiators for most firms, which now produce in the same low-cost regions of the world (Lele & Sheth, 1987) After-sales service is clearly important for satisfying customer demand. It is an important factor with the customer in creating a long term profitable relationship. After –sales could have more than three times the turnover of the original purchase during a given product's life-cycle, and often provides profitability higher than product sales (Alexander, 2002)

After-sales service is an import factor for the overseas market. Since China produces a large amount of PVB film in the global market, they entail after sale service as a method for expanding to overseas markets. They must respond to customer problems within a specified time frame in order to enhance customer satisfaction and influence purchase intention of Thai buyers for Chinese PVB film. (Xiao, 2011) Improvement of after sales can lead to an increasing sale volume and further business success. In Germany, for example, the after sales business generates more than half of the profits while accounting for only 23% of revenues (including passenger cars, SUVs and light commercial vehicles). Based on a global growing car fleet and an increasing average fleet age in mature markets, market forecasts show a strongly growing trend after sales market volume from worldwide 412 bn EUR in

2007 to 718 bn EUR in 2015. This growth is mainly driven by the rapidly growing service demand in emerging markets where new car sales boost the need for after sales services (Arthur, 2015).

2.1.6 Brand Loyalty

Customer brand loyalty affects customer purchase intention. Brand loyalty is the biased(i.e,non -random) behavioural response (i.e ,purchase) expressed over time by some decision making unit with respect with one or more alternative brands out of a set of such brand, and is a function of a psychological decision-making, and evaluative process (Miciak, et, al 2007). Jacoby(1971) Dick and Basu (1994) define brand loyalty as : a consistent and repetitive purchasing behavior of a brand driven by consumer's commitment to this brand.

“When one or more brands are perceived as higher in quality or need fulfilment than other ”(Van Trijp et al., 1996) . This concept is the opposite to the concept of brand parity which is the belief that the differences between the major brand alternatives in a product category are small (Jensen & Hansen, 2006)brand loyalty is important for business success. Developing and maintaining long-term relationships with customers are important concerns to marketing managers. Brand loyalty helps with a better understanding of the link between consumers and a brand. Brand loyalty also is a factor that can determine if a product will have a competitive advantage or not. (Touzani, 2009) After a customer is satisfied with the quality of PVB produced in China, brand loyalty will follow.

Brand loyalty could help the better understanding between brand and customer, brand loyalty is strategic objective in marketing management for good .(Rosenberg & Czepiel, 1983) Increasingly, distribution and service support options available for a product are key determinants in consumers' product purchase decision (Corey et al., 1989; Lel & Sheth, 1987).

2.1.7 Buyer-seller relationship (Thai-oversea Chinese)

In this study, the buyer-seller relationship refers to buyer-seller relationship of Chinese PVB film in the Thai market. Cultural identity has an influence on purchase intention for Chinese PVB film. The relationship is defined as Thai overseas Chinese relationship.

The Thai-overseas Chinese economy has expanded Thailand in each of the main industries, promoting economic exchanges and contact between China and Thailand. Now, like most Thai industries, the chemical industry is controlled by Thai citizens whose ancestry are Chinese. The older generations of Chinese in Thailand are deeply influenced by Chinese culture and have strong feelings for China. However, because of separation from the motherland for many years, the domestic family gradually reduced. Being in Thailand for many years, the economic system has already had its foundation in Thailand. So, Thailand's Chinese population has no plan to go back to China, but stay in Thailand. Due to the fact that the Chinese population in Thailand have strong feelings for China, they are more willing to work with China trade, and promote the economic transactions between China and Thailand. Such as: CP zhengda group chairman of the board is the overseas Chinese. Many big companies' bosses are overseas Chinese, they drive the trade development of Thailand and China. (Mu Tao, 2006)

2.1.8 Market share

In this study, The Market share refers to Market share of Chinese PVB film in the Thai market the percentage of PVB market's total sales that is earned by PVB company over a specified time period. This percentage could use and give an idea of the size of a PVB company to its market and its competitors

Market share increases and decreases carefully have been influence by investors. Due to an investors sign of the relative competitiveness of the company's services or products. As the total market for the service or product grows, the company will maintain its market share and its growing revenues at the same rate in the total market.

For abuse of dominance in the European Union or monopolization in the United States, it might be stated that the dominant firm ordinarily must have a market share of at least 50%. (Louis Kaplow, 2013) for this study , if Chinese PVB film has a market share more than 50% , Chinese PVB film will have high market competitiveness, and have a significant influence in purchase intention business in Thailand.

2.1.9 Conclusion

From the above Thesis, references and data, we could know some thesis is separating explanations of PVB film and some factor or each factor has a significant influence in purchase intention business in Thailand. However, I think this reference did not take into account other factors such as: cost, free of import duty, quality, after sale service, brand loyalty, buyer-seller relationship, market share of China PVB film. So this is the different point between another thesis reference.

2.2 Related Theories:

2.2.1 Chinese PVB film export to Thailand related theories: Absolute Advantage

Scottish economist Adam Smith is quoted as saying “Absolute Advantage is the ability of a nation to produce a good more efficiently than any other nation called an absolute advantage”(Smith, 2009). In other words, a nation with an absolute advantage can produce a greater output of a good or service than other nations using the same amount of or fewer, resources. If people in different countries were able to trade as they saw fit, no country would need to produce all the goods its country. International trade should not be banned or restricted by tariffs and quotas but allowed to flow as dictated by market forces.

Reference the thesis: Adam Smith’s theory of absolute advantage and the use of doxography in the history of economics. At this thesis, REINHARD SCHUMACHER has said: “I argue that the reason for this is the doxographic reconstruction of Smith’s theory to fit him into a Whig history of international trade theory”. Reconstructs Adam Smith’s theory of international trade and compares it

with the way it is presented in modern textbooks as the theory of absolute advantage. The following analysis of Smith's theory is based predominantly on historical reconstruction. The main aim is to stay close to Smith's original writings in order to understand what Smith meant, rather than "what later generations would like him to have maintained" (Winch, 1978, P5). For Smith, international trade has the same underlying cause as all kinds of trade. Whenever people have benefit from the international trade, the people will follow the international trade. If there are no benefits from the trade, people will not follow it. People will do the business, because they could get profit from it. Smith showed international trade not just the single people get the profit also the whole society and country gets the benefits from international trade (Schumacher & Erasmus Journal, 2012.)

Summary: From the above data we could know, that Chinese production of PVB film has an Absolute Advantage, and so will have Absolute Advantage in exports to Thailand.

2.2.2 Chinese PVB film export to Thailand related theories: New Trade Theory

James R. Markusen, Anthony J. Venables has said "The industrial-organization approach to trade (the "new trade theory") and the literature on "geography and trade" have enriched our understanding of the causes and consequences of trade by adding elements of increasing returns to scale, imperfect competition, and product differentiation to the more traditional comparative-advantage models of international trade". Although formal empirical work is still scarce, at an informal level the industrial-organization approach to trade seems to be consistent with a wide range of stylized facts. These include the observation of large volumes of trade between relatively similar economies and two-way trade in similar products

New Trade Theory: 1) there are gains to be made from specialization and increasing economies of scale. 2) the companies first to market can create barriers to entry. 3) government may play a role in assisting its home companies, because the theory emphasizes productivity rather than a nation's resources, it is in line with the

theory of comparative advantage but at odds with factor proportions theory. There are gains to be made from specialization and increasing economies of scale:

Asia is the world's biggest PVB film market and the largest production base. Globally, 34.4% PVB film is made in Asia. Meanwhile, PVB film in Asia has a 36% Market share. In Asia, PVB film main production is in Japan, China, Korea, and India. Chinese PVB film is specialized and increasing economies of scale. Many Chinese PVB film factories have been approved by ISO 9001 and TS 16949 quality management system certification, many PVB film factories have a professional technical service team, providing customer adequate before-sales and after sales services. All PVB film will be tested before shipment to ensure full satisfaction to world-class safety standards. Many PVB film factories can also arrange their engineers to visit the customer's site in person to help the customers produce the best quality glass product. Chinese PVB film factories at the production, sales and quality control follows these systems tightly so as to increase the quality awareness of workers and produce a high quality product. Many Chinese PVB film factories have equipment for control quality, such as: thickness, an inspection system, a winding up system, a contamination checking system, a pure water container, surface checking, roughness test, moisture test, yellowish test, bake test, and a transmittance and haziness test. The government may play a role in assisting its home companies: Thailand and China exchange friendly visits and establish trade relationship. These visits lay the groundwork of friendly import and export trade. China's Premier Li Ke Qiang said , "Next year(2015) will mark the 40th anniversary of the establishment of diplomatic relations between China and Thailand". Hopefully the two sides hold good bilateral relations development direction, promote cooperation of the scale and level, better achieve mutual benefits, and promote the comprehensive strategic partnership between the two countries to obtain the new development, in particular to strive to achieve bilateral trade volume of \$100 billion next year. Thailand President Prayuth Chan-ocha said, Thailand and China cooperation is conducive to the development of Thailand, Thailand is committed to improve the level of relations between the two countries. They would like to work with China to promptly implement a railway, such

as agricultural trade cooperation agreement, to strengthen financial investments, cultural cooperation, and more benefits to the two countries' peoples. Thailand welcomes Chinese businesses to invest here. China wishes to promote regional peace and stability and development and play an important role. Thailand is ready to work with China closely to bring the Asian - China relations and regional cooperation to a new level.

2.2.3 Decision making theory

Decision theory is concerned with the choices of individual agents whereas game theory is concerned with interactions of agents whose decisions affect each other. Decision theory in economics or theory of choice, philosophy, psychology, mathematics, computer science, and statistics is concerned with identifying the values. It is closely related to the field of game theory; uncertainties and other issues relevant in a given decision, its rationality, and the resulting optimal decision.

The rational comprehensive model is based on the reasoning of economists, mathematicians, and psychologists. It assumes that the decisionmaker can identify the problem that the decisionmaker's goals, values, and objectives are clear and ranked in accord with their importance, that alternative ways of addressing the problem are considered, that the cost and benefits or advantages and disadvantages of each alternative are investigated, that alternatives and their consequences can be compared with other alternatives, and that the decisionmaker will choose the alternative that maximizes the attainment of his or her goals, values, and objectives

2.2.4 SWOT theories analyze

An important strategic planning tool, SWOT analysis, helps compare internal organizational strengths and weaknesses with external opportunities and threats. This form of analysis provides managers with a critical view of the organization's internal and external environments and helps them evaluate the firm's fulfillment of its basic mission. (David & Louis, 2006)

SWOT analysis is actually a way to comprehensive and summarized the content on various aspects of external condition and then analysis the strengths, weaknesses, opportunities and threaten as a whole. The analysis between the strengths and weaknesses is mainly focus on the actual strength of the enterprise itself and the comparison with competitors. The opportunities and threatens analysis will draw attention to the change and influence factors of external environment, but the same changes in the external environment brings to the enterprises with different resource and capabilities of opportunities and threats may be completely different, therefore, these four factors are closely linked.

1) Introduction of SW and OT analysis

The so called competitive advantage is the ability to beyond the other competitors; this ability will give power to achieve the company main goal which is earnings. Although competitive advantage actually refers to a comprehensive strengthens compared with other competitors, the weaknesses is more meaningful towards strengthens. Only in this way can foster strengths and circumvent weaknesses. The competitive advantage is the enterprise strength; it is also the basic starting point of enterprise strategy. Weaknesses means enterprises have ability resource compared with the competitors, serious weaknesses can bring enterprise strategic passive.

As the rapid development of the economic, social, and technology, especially in the era of the world economic globalization, speed up the integration process. The establishment of the global information network and the diversification of customer demand, the environment which enterprise come across is more open and unrest, this change had a profound effect for almost all the enterprises, in this situation, the analysis of the opportunities and threatens become an increasingly enterprise functions. Development trend of the external environment are divided into two categories, the threats on the one hand, the external environment opportunities on the other hand. (LuQing, 2006.)

2) The brief strengths analysis in China PVB film enterprise

The most strength of the Chinese PVB film enterprise is the low cost. Firstly, due to the PVB film industry mature differentiation, more and more advanced technology has been controlled by Chinese enterprise. China has a comparative labor advantage, if the PVB design and manufacture level reached a certain degree, the cost advantage of the design development will be reflected. Along with the appreciation of euro and the continued effects of the economic crisis, the monopoly situation of three international cooperation enterprises in Thailand is bound to be broken, and many of this companies also began to increase investment in spare parts localization in China, this will be contributed to the development of the PVB film industry and enhance the technical content of the PVB as well. In addition, in the aspect of mechanical processing equipment and technology of China is also developing rapidly. However, the cost advantages, for the joint venture with multinational company manufacturers are really hard to fulfill, besides that, their production operation is very westernized so that produce cost difference.(Li, 2011)

Before Chinese industrial chain PVB film is divided into two sections: one is the PVB film product, one is tree powder raw materials. At previously Chinese tree powder raw materials factories only manufacture the tree powder raw material while PVB film factories only manufacture the PVB film product. But in foreign countries, the business model is different. A foreign tree powder raw materials factory and PVB film factory is highly integrated.

In recent years, Chinese PVB film factory has changed their operation model as well, with increasing PVB film factory not just producing PVB film but also have tree power raw material factory. Chinese PVB film factories which owns tree power raw material factory could greatly improve the quality of the product, direct control of the quality of the PVB film and could reduce production cost resulting in the profit maximization. Chinese PVB film can in turn have a competitive advantage in prices and quality in the international market. In the terms of prices , a Chinese PVB film is 40% cheaper compare to other interational PVB films. Price advantage, quality improvement, allows Chinese PVB film market also has a sizable market share in Thailand.

3) The brief weaknesses analysis in China PVB film enterprise

Although there are many Chinese enterprises expanded to abroad for some operations, only some accumulated valuable internationalization operation experience. However, compared with companies that has been around for more than a hundred years, these international Chinese enterprises seems slightly immature, especially for overseas increasingly competition in the PVB market. The lack of internationalization operation experience cannot but speak the brand go out is a great disadvantage.

4) The brief opportunities analysis in China PVB film enterprise

Economic globalization is beneficial to form the advantage of good enterprise mechanism. Economic globalization makes Chinese market became part of the world market, domestic competition internationalization, the domestic market into the international market, and to thoroughly implement the natural law of survival of the fittest, superior bad discard is conducive to industrial restructuring, the advantage of easy to form a good enterprise mechanism. Economic globalization is conducive to domestic enterprises internationalization management. Through the use of two resources and two markets, build competitive in the international competition, cooperation, win-win relationship, improve the overall competitiveness of China's and Thailand products.

China have big demand Automobile sale and Production, which results in large production of PVB film. Also, China will have big potential sell PVB film to Thailand. The overall trend is rising in Thailand Automobile Production as Thailand is center for Southeast Asia's auto production for the Asean market. This implies a big demand exists for Pvb film. There is a big market for Chinese PVB films.

Thailand Automotive Industry Master Plan 2012 - 2016i s contributor to be Thailand economic growth , so means Thailand demand PVB trend will be growing continuously(Master Plan for Automotive Industry, 2012)

5) Threats the brief threats analysis in China PVB film enterprise

Because of the last two years in China to pursue a tight monetary policy, most of the signs shown that the scale and speed of the appreciation of the RMB is likely to increase. The RMB exchange rate has been on the rise in long-term, stable channel, combined with China's trade surplus will continue to grow; this will no doubt more boost the RMB rising in the medium and long term. Although a period of time in the future, the advantages of low raw material and labor cost is still China's PVB export enterprise survival and the development important foundation. As the steady appreciation of the RMB, this advantage is weakened. After the appreciation of the RMB, will make its weak competitive advantage has been further weakened, can also lead to the price adjustment, and ultimately enable Thailand enterprises to reduce the number of procurement in China. (Valentin, 2001)

Currently, at the Thailand market mainly have 3 international corporations that sell PVB films: Solutia, DuPont, Sekisui. These 3 companies occupies 85% market share (Wood & Andrew, 2004)

We could see that these 3 international corporations in Thailand have high market penetration and customer will easily accept any of these 3 brands PVB film

2.3 Hypotheses

Hypothesis 1

H1o: Cost of China PVB influence purchase intention of Thai buyers for Chinese PVB film

H1a: Cost of China PVB not influence purchase intention of Thai buyers for Chinese PVB film

Hypothesis 2

Ho2: Free of import duty influence purchase intention of Thai buyers for Chinese PVB film

Ha2: Free of import duty not influence purchase intention of Thai buyers for Chinese PVB film

Hypothesis 3

Ho3: quality influence purchase intention of Thai buyers for Chinese PVB film

Ha3: quality not influence purchase intention of Thai buyers for Chinese PVB film

Hypothesis 4

Ho4: After sale service influence purchase intention of Thai buyers for Chinese PVB film

Ha4: After sale service not influence purchase intention of Thai buyers for Chinese PVB film

Hypothesis 5

Ho5: buyer-seller relationship influence purchase intention of Thai buyers for Chinese PVB film

Ha5 After sale service not influence purchase intention of Thai buyers for Chinese PVB film

Hypothesis 6

Ho6:Market share influence purchase intention of Thai buyers for Chinese PVB film

Ha6: Market share didnot influence purchase intention of Thai buyers for Chinese PVB film

Hypothesis 7

Ho7: Brand loyalty influence purchase intention of Thai buyers for Chinese PVB film

Ha7: Brand loyalty not influence purchase intention of Thai buyers for Chinese PVB film

2. 4 Research Framework

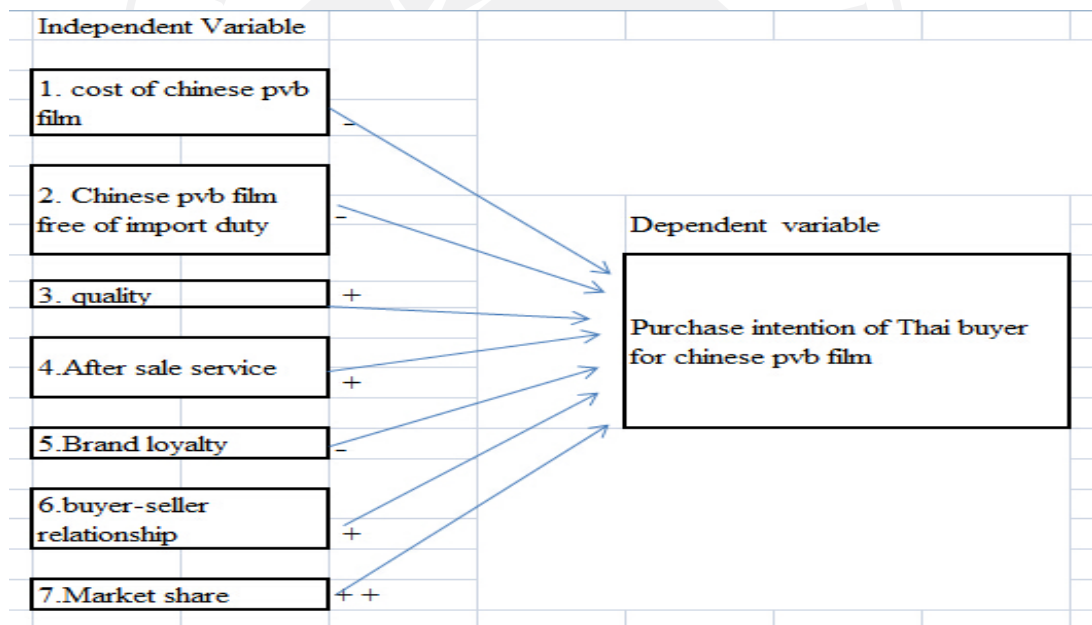
From 2.1.9 Conclusion we know cost, free of import duty, quality, after sale service, brand loyalty, buyer-seller relationship, market share of China PVB film this 7 factor have significantly influence purchase intention business in Thailand ,so we make this research framwrok for research pvb film Thailand Market.This research framework have both variable and quantitative. Variable is : cost of Chinese PVB film,

Free of import duty, quality, after-sales service, Brand royalty, Relation good.

Quantitative is Chinese PVB film manufacturers have potential success in Thailand.

As Figure3 Research framework and hypothese(+/-)

Figure2.3: Research Framework about factor Chinese PVB film influence purchase intention of Thai buyers for Chinese PVB film



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The purpose of this study is to identify the cost, free of import duty, quality, after sale service, brand loyalty, buyer-seller relationship, market share of Chinese PVB film as factors influencing purchase intention of Thai buyers for Chinese pvb film. It is a quantitative research, the survey is conducted in two steps: First step involves secondary research which embeds review of relevant literatures, research journals, publications, official report and related information and so on. Second step involves collecting primary data via questionnaires. The primary data to collect will focus on all variables.

3.2 Population and sample size

For this research, the target group selected people working at glass factories in Thailand. There is a large pool of worker. In order to facilitate data collection, the researcher will focus on three factories which among top 10 glass factories in Thailand. Use Samples are selective randomly –stratified sampling : selected 400 staff on the four work position at the factory :Boss ,Manager ,Purchaser ,QC and Worker. At this research will be include all boss, manager, purchaser take questionnaire and some QC and work ,for the the total 400 questionnaire. worker is production line workers did not include clearing aunt and security.

Due to the total amount of the glass factories are approximately 10, we selected 400 people from 3 glass factories among them to take questionnaire. Population is selected staff work at laminate glass factory. Sample is selected 400 staff work at factory 1 to factory 3 laminate glass factory, due to date confidentiality, so should use 1-10 instead of glass factory name. The annual sales volume and annual profit is secret for every factory, so I just could search website get the information about factory Established company date and registered capital volume and then

analysis of their market share. Final form the market share decision which factory give how many questionnaire and get the questionnaire is the most accurate results.as below is from factory 1 to 10 information:

Due to factory1 to 3 have market share more than 10%, so will choose this 3 factory make the 400 questionnaire. This 3 factory total market share 70%, so use this way get factory 1 questionnaire amount :400/70%*44%=251 For calculate sample size, this study will adopt the sample size formula from Yamane (1967)

$$n = \frac{N}{1+N(e)^2}$$

n is the size of sample

N is the population

e is the probability of error

Using the above formula, the sample size to study is Multi-stage sampling was used in this study. For the purpose of this study will focus on Thailand.

Table3.1: Thailand 10 safety glass company

NO factory	Established year	registered capital (USD)	Market share(%)	questionnaire amount
1	1964	4,375,000	44%	251
2	2003	1,350,000	14%	78
3	2009	1,230,000	12%	71
4	1942	870,000	9%	
5	2004	600,000	6%	
6	2004	505,000	5%	
7	2003	320,000	3%	
8	2005	275,000	3%	
9	2007	220,000	2%	
10	2008	200,000	2%	
Total amount		9945000	100%	400

3.3 Research Instrument

The questionnaire is designed in line with the objectives of the study. The questions will be kept short and clear as possible as.

The questionnaire consists of the 3 parts. The first part comprises of general profile of the respondent. Information collected includes gender, work position, age, level income and work experience. The second part is information market, The Third part deals with the cost, free of import duty, quality, after sale service, brand loyalty, buyer-seller relationship, market share of Chinese pvb film as factors influencing purchase intention of Thai buyers for Chinese pvb film .This study will use Five point Likert scale to measure Chinese PVB film manufacturers have potential success in Thailand. By which (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree) Evaluative criteria for the question items with positive meaning, the interval for breaking the range in measuring each variable is calculated as follow:

$$\frac{5-1}{5} = 0.8$$

It means with scores fall between the ranges of:

- 4.20 -5.00 are considered as Strongly Agree ●
- 3.40 – 4.19 are considered as agree
- 2.60 – 3.39 are considered as neutral
- 1.80 – 2.59 are considered as disagree
- 1.00 -1.79 are considered as strongly disagree

Part 1: Demographic This segment deals with general demographic details of customer of Chinese PVB film general likes gender, work position, age, level income and work experience.

3.4 Instrument pretest

Pretest will be conducted to assess the quality, reliability of the instrument. A group of 30 employees who work at glass factory will first sit for the pretest which will be conducted in Dec 2014. The purpose of the pretest is to find out whether the survey questions are simple and easy enough to understand by the respondents. At the same time, to make sure that the information collected can be effectively use for data analysis purposes. Feedback of the questionnaire will be most valuable for any further necessary restructuring of questionnaire design. That is to say, upon any advices of the experts or respondents, the research questions can be rephrased and or modified if required.

3.4.1 Reliability Test (Validity test):

Based on the pretest the researcher measured the reliability of the question by using Cronbach's Alpha value. Hair et al.,(2006) defined reliability as the consistency and stability of the score from the measurement scale. The score of 0.70 or higher will be accepted as reliable construct (Hair, 2006). The table shows the alpha values of the all variable. All of the variables score higher than 0.70 that it can acceptable.

Reliability Statistics

Cronbach's Alpha	N of Items
.787	8

CORRELATIONS

/VARIABLES=percentage, future, cost, dutyfree, quality, after sales service, brandloyalty, buyer and seller relationship

3.5 Data collection procedure

For the purpose of this study, workers from 3 factories which have a big market shares will be selected as target respondents of the research. All the questionnaires are distributed by the researcher personally to the respective company human resource managers for their workers to participate in the survey. The survey will be conducted within the time frame of the 14 days from January 9 to January 23, 2015.

3.6 Data analysis

After collecting the data, expressive statistic analysis will use on demographic characteristic such as gender, work position, age, level income and work experience. to reveal the characteristic of the sample data. Correlation confirmatory factor analysis (CFA) to conducted and understand structure of the data using computer statistical program.

The design of the questionnaire: A questionnaire is a formalized set of questions for obtaining information from respondents. This method has many functions. Such as translated the research objectives into specific questions, standardizes those questions and the response categories, fosters cooperation and motivation, severs as permanent records of the research, can speed up the process of data analysis and can also serve as the basis for reliability and validity. Form the chapter two, the text have already listed many hypothesizes toward the PVB film market in Thailand. So the questionnaires will give out to stuffs and worked are worked in Thailand glass factory. Due to the total amount of the glass factories are approximately 10, so we choose 400people from 3 glass factories among them to take questionnaire.

CHAPTER 4: Data Analyses

This chapter focuses on the results of the study. The results are represented in the following four sections: (1) variables' characteristics; (2) hypotheses findings; (3) another Finding; (4) conclusion

4.1 Descriptive Analysis

Table 4.1: Descriptive Analysis

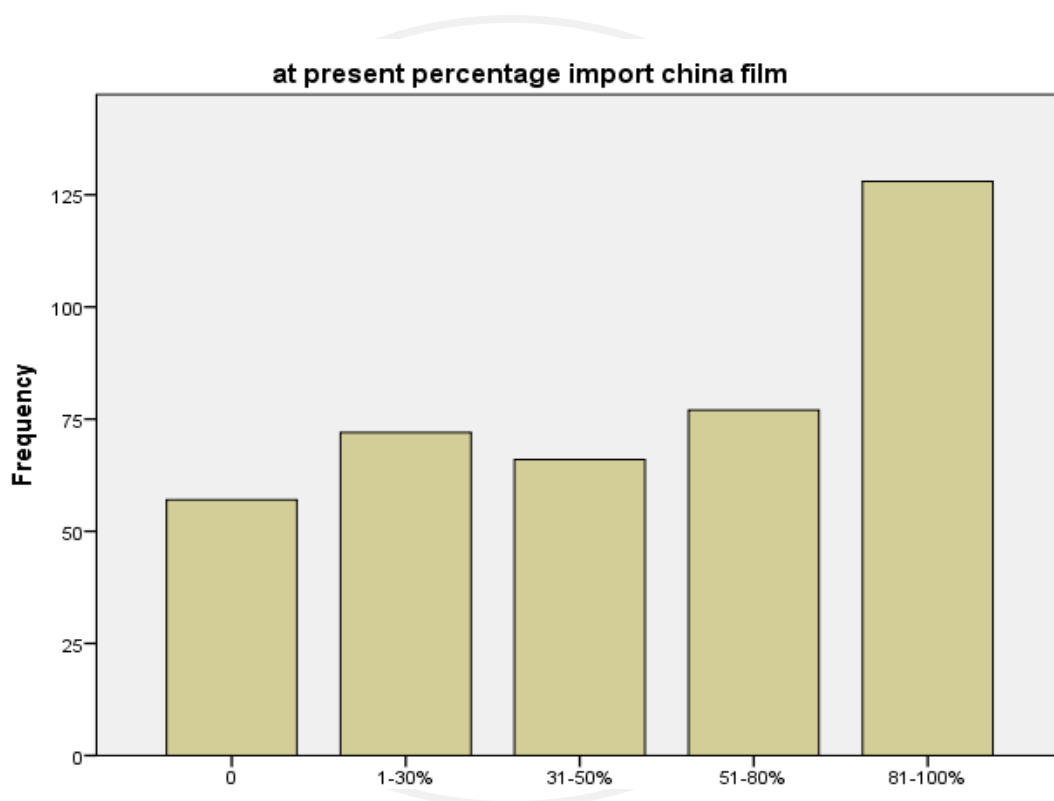
Descriptive Statistics				
Item		Mean	Std. Deviation	N
1	percentage import china film (Market share)	3.37	1.447	400
2	Thai buyer's purchase intention	3.40	1.502	400
3	cost	3.47	1.454	400
4	duty free	3.81	.979	400
5	quality	3.34	1.516	400
6	after sale service	3.02	1.416	400
7	brand loyalty	3.78	.953	400
8	Buyer-seller relationship	2.81	1.380	400

From Table 4.1 represent the Mean of Independent Variable: cost , Free of import duty, quality, After sale service, Brand loyalty, Buyer-seller relationship ,Market share and Dependent variable: purchase intent of thai buyers for Chinese pvb film.

From table 4.1 item 1 market share select range : 1: 0 , 2: 1-30% , 3: 31-50% ,4: 51%-80% , 5: 81%-100% , market share mean score is 3.37 ,it means china Pvb film have high market share more than 50% . Item 2 purchase intent score is 3.40,means in future five year Thai purchase intention purchase Chinese brand more than another brand.

From item 3 to 8 select range :1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree . cost mean score is 3.47, duty free score is 3.81 , quality 3.34 ,after sale service mean score is 3.02 , brand loyalty mean score is 3.78,all of this independent variable is more than neutral and nearly Agree. But the independent variable Buyer-seller relationship influence purchase intention this mean score is 2.81, is between disagree and nearly Neutral and more nearly Neutral.

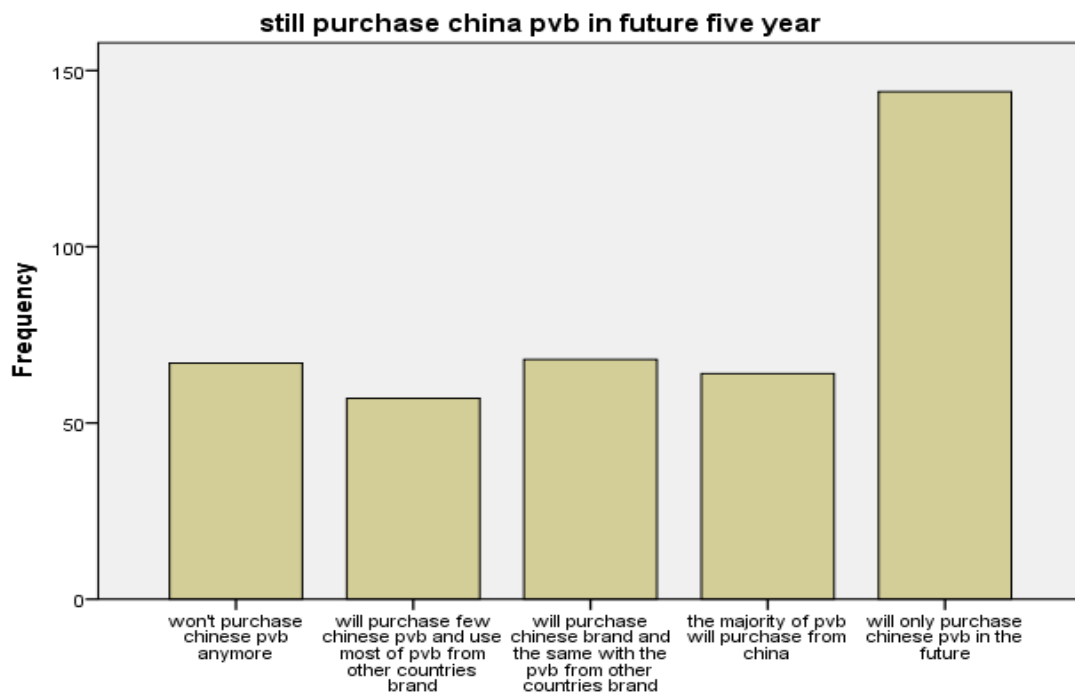
Figure 4.1 Market share china PVB film



From Figure 4.1 we could see that most people choose at present pvb film market share is 81-100%

And from the table 4.1, we could know the mean score is 3.37, more than 50% high market share.

Figure 4.2 purchase intention of Thai buyers for Chinese PVB film.



From Figure 4.2 purchase intention of Thai buyers for Chinese PVB film in future five year have most people chose will only purchase Chinese PVB in the future. so we could know the purchase intention of Thai buyers goes will .

In summary, other finding is as below:

- 1) china Pvb film have high mean market share more than 50%.
- 2) In future five year, Thai purchasers have the intention to purchase Chinese brand more than another brand.
- 3) All of this independent variable influence purchase intention is more than neutral and nearly Agree. Except Buyer-seller relationship

4.2 Hypotheses Findings

4.2.1 Correlations analyze

Table 4.2: Correlations analyze

Correlation

	Market share	Purchase intention	Cost	Duty free	Quality	After sale service	Brand loyalty	Buyer-seller relationship
Market share	1	0.550**	0.401**	0.12	.457**	0.281**	0.002	0.459**
Purchase intention	0.550**	1	0.343**	0.004	0.454**	0.352**	-0.003	0.417**
Cost	0.401**	0.343**	1	-0.076	0.552**	-0.02	0.014	0.576**
Duty free	0.012	0.004	-0.076	1	-0.017	0	0.244**	0.004
Quality	0.457**	0.454**	0.552**	-0.17	1	0.061	-0.06	0.704**
After sale service	0.281**	0.352**	-0.02	0.000	0.061	1	0.017	-0.015
Brand loyalty	0.002	-0.003	0.014	0.244**	-0.06	0.017	1	-0.009
Buyer-seller relationship	0.459**	0.417**	0.576**	0.004	0.704**	-0.015	-0.009	1

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

Correlation analysis may be a statistics tool that measures the strength of association between 2 variables. It measures the linear relation between 2 or additional variables. The sign and therefore the absolute natural depression of parametric statistic r is describes the direction and therefore the magnitude of the link between 2 variables:

- The value of the correlation coefficient r ranges between -1 to 1.
- The greater the absolute value of correlation coefficient, the strong relationship.
- The strongest linear relationship is indicated by coefficient of -1 or 1.
- The weakest relationship is indicated by correlation coefficient to 0.
- The positive correlation means if one variable gets bigger, the other variable trends to get bigger too (direct relation).
- The negative correlation means if one variable gets bigger, the other variable trends to get smaller (inverse relation).

The table 4.1 shows the correlation analyze between the Dependent variable purchase intent of Thai buyers for Chinese PVB film and the independent variable is cost, Free of import duty, quality, After sale service, Brand loyalty, buyer-seller relationship ,Market share of China PVB film.

At correlation, the interpretation is based on the significant of the correlation among the independent variables.

The purchase intention of Thai buyers for Chinese PVB film on the Table 4.1 correlations analyze have positive correlation of market share ($r=0.55$), cost ($r=0.343$), quality ($r=0.454$), after sale service ($r=0.352$), Buyer-seller relationship ($r=0.417$), But it has no correlation with brand loyalty.

In summary, cost, free import duty, quality, after sale service, brand loyalty, buyer-seller relationship, Market share of Chinese pvb film have correlation with purchase intention of Thai buyer for Chinese pvb film. But brand loyalty did not have correlation with purchase intention.

4.2.2 Results of the Hypothesis Testing

Hypothesis were developed with object for identify the effect between independent and dependent variables, to test whether the independent variable is cost, Free of import duty, quality, After sale service, Brand loyalty, buyer-seller relationship ,Market share of china PVB film influence purchase intent of Thai buyers for Chinese PVB film. The results of hypothesis testing will using enter regression analysis

Table 4.2 Result of Linear regression of purchase intention of Thai buyers for Chinese pvb Linear regression could illustrate independent variable impact on dependent variable. Linear regression has been involving one or more independent variables, is best predict the value for the dependent variables.

Table 4.3 Result of Linear regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.279	.359		.777	.438
Market share	.334	.049	.322	6.777	.000
cost	.055	.052	.053	1.070	.285
duty free	.010	.061	.006	.161	.872
1 quality	.179	.057	.181	3.145	.002
after sale service	.269	.044	.253	6.165	.000
brand loyalty	.003	.063	.002	.041	.967
buyer-seller relationship	.126	.064	.115	1.967	.050

a. Dependent variable : purchase intent of Thai buyers for Chinese pvb film

b. *Significant at the 0.05 level

--Market share, After sale service has P value of 0.00 is smaller than 0.05, have strong significantly.

--Quality has P value of 0.002, Buyer-seller relationship P value of 0.05 are small than 0.05, have significantly

For the Beta Value, Market share (B=0.322) is highest than after sale service (B=0.253), quality(B=0.181), buyer-seller relationship(B=0.115), that means Market share have biggest influence purchase intention of Thai buyers for Chinese PVB film.

4.3 Another Findings

This chapter analyze between the Dependent variable purchase intent of Thai buyers for Chinese PVB film and the independent variable is cost , Free of import duty, quality, After sale service, Brand loyalty, buyer-seller relationship ,Market share of china PVB film variable purchase intent of Thai buyers for Chinese PVB film is related to all independent variables except brand loyal .

Other finding is:

- 1) China PVB film have high mean market share more than 50%.
- 2) In future five year Thai purchase intention purchase Chinese brand more than another brand.

In Summary: This finding could let the people who interesting this product and do this market support more ideas. Let the people know Thai buyers purchase pvb film with what factor correlation.

4.4 Conclusion

This chapter use many descriptive and inferential statistical techniques to analyze the study findings: descriptive analysis to tell the characteristics of each variables; the correlation analysis and linear regression to illustrate independent variable impact on dependent variable. And find out:

4.4.1 Summary of independent variable

From Table 4.3 correlations analyze cost , free import duty, quality, after sale service ,brand loyalty, buyer-seller relationship, Market share of Chinese PVB film have correlation with purchase intention of Thai buyer for Chinese PVB film. But brand loyalty did not have correlation with purchase intention.

From Table 4.3 Result of Linear regression Market share, after sale service, quality, buyer-seller relationship have influence purchase intention of Thai buyers for Chinese PVB film. Market share ($B=0.322$) is highest, so have biggest influence.

Table 4.4 Summary for all hypotheses

Description	Result	Relation	Relational symbol
Ho1: Cost of China PVB influence purchase intention of Thai buyers for Chinese pvb film	Rejected Ho1	have correlations but didnot influence purchase intention	—
Ho2: Free of import duty influence purchase intention of Thai buyers for Chinese pvb film	Rejected Ho2	have correlations but didnot influence purchase intention	—
Ho3:Brand loyalty not influence purchase intention of Thai buyers for Chinese pvb film	Rejected Ho3	have correlations but didnot influence purchase intention	—
Ho4: quality influence purchase intention of Thai buyers for Chinese pvb film	accept	have influence purchase intention	+
Ho5: After sale service influence purchase intention of Thai buyers for Chinese pvb film	accept	have influence purchase intention	+
Ho6: buyer-seller relationship influence purchase intention of Thai buyers for Chinese pvb	accept	have influence purchase intention	+
Ho7: Market share influence purchase intention of Thai buyers for Chinese pvb	accept	have biggest influence purchase intention	++

4.4.2 Results conclusion by previous literature

Table 4.5 Results conclusion by previous literature

Product for previous literature	Model	previous literature		PVB FILM	
		Standardized Coefficients	Sig	Standardized Coefficients	Sig
Electric cooking appliance in Thailand Market	(Constant)	Beta		Beta	
	quality	.280	.000	.181	.002
	cost	-.124	.037	.053	.285
	after sale service	-.039	.509	.253	.000
	duty free	.288	.004	.006	.872
	brand loyalty	.237	.000	.002	.967
	buyer-seller relationship	.245	.000	.115	.050
bicycle produce in Taipei market	Market share	.462	.000	.322	.000

(Biao Xie, 2012, P70-75),(Chao Chien & Han,2014)

Analyze:

- 1) Electric cooking is popular consumer goods so Sig value is strong than PVB film.
- 2) PVB film is industrial product , compare electric cooking will take care quality more , so the SIG value more strong
- 3) Electric cooking is popular consumer goods, consumer will take care more the brand loyalty. If brand is more famous, consumer will choose it. So this Sig value will more strong than PVB film.
- 4) Market share for bicycle is this company strong at this

Summary:

--At previous literature: quality, brand loyalty, buyer-seller relationship, Market share this 4 factor have influence purchase intention, the Market share (B=0.462) is highest, have biggest influence.

--For PVB FILM , Market share, after sale service, quality , buyer-seller relationship this 4 factor have influence purchase intention , the Market share (B=0.322) is highest, have biggest influence.

--Common point between previous literature and this literature pvb film: quality, buyer-seller relationship, Market share this 3 factor have influence purchase intention. the Market share (B=0.462) is highest, have biggest influence.

--Difference point : At previous literature brand loyalty have influence purchase intention . At PVB film this literature after sale service have influence purchase intention

CHAPTER 5

DISCUSSION

This chapter provides (1) Summary; (2) the strengths and limitations of this study; (3) the recommendations of this study.

5.1 Summary

In Thailand, PVB Film is mainly imported and is a commonly used material in the construction industry (CI) and automotive industry. The CI of Thailand has been experiencing a rapid growth since 2011, especially in 2013, when many condos, hotels, houses, and villas were built which greatly contribute to the growth of the CI. So it is imperative to study PVB Film market in Thailand to see what factor influence purchase intention of Thai buyers for Chinese PVB film

This research is to understand factors that influences purchase intention of Thai buyers for Chinese PVB film. The factors research independent variable have: cost, Free of import duty, quality, After sale service, Brand loyalty, buyer-seller relationship, Market share of China PVB film. Dependent variable is purchase intention of Thai buyer for Chinese PVB film

From Table 4.4 correlations analyze cost, free import duty, quality, after sale service, brand loyalty, buyer-seller relationship, Market share of Chinese PVB film have correlation with purchase intention of Thai buyer for Chinese PVB film. But brand loyalty did not have correlation with purchase intention. From Table 4.5 Result of Linear regression Market share, after sale service, quality, buyer-seller relationship have influence purchase intention of Thai buyers for Chinese PVB film. Market share ($B=0.322$) is highest, so have biggest influence. Rejected cost, free of import duty, brand loyalty this 3 factor influence purchase intention of Thai buyers for Chinese PVB film Difference point between previous literature and this literature PVB film: At previous literature brand loyalty have influence purchase intention. At PVB film this literature after sale service have influence purchase intention

5.2 The strengths and limitations of this study

5.2.1 Strengths

The strengths of the present study include: This study clarifies that 100% of participants enrolled were attend the assessment. Another strong point of this study is this study can assist people who are interested in manufacturing Chinese PVB film products in Thailand to have a better chance of success.

There are limited number of researches investigate on PVB film products in oversea market, especially in Thailand. This study can served as a good references for the future researchers who are interested in PVB film products in Thailand market.

5.2.2 Limitations

First, the Participants were randomly selected from 3 glass factories in Thailand. Therefore, the study results may not be generalized beyond this specific group, the Thai buyers who are from other industries were not included. This lends external validity to the study.

Second, this study was limited to self-report measures with varying degrees of validation and did not include objective measures.

5.3 Recommendations

According to the discussion in topic 5.1, the research results showed Market share, after sale service, quality , buyer-seller relationship have influence purchase intention of Thai buyers for Chinese PVB film . Market share ($B=0.322$) is highest, so have biggest influence. Rejected cost, free of import duty, brand loyalty this 3 factor influence purchase intention of Thai buyers for Chinese PVB film

. Brand loyalty is factor could know this product have competitive advantage or not (Mourad Touzani, 2009). After customer is satisfied with china PVB quality, brand loyalty will follow. Brand loyalty could help the better understanding between brand and customer, brand loyalty is strategic objective in marketing management for good (Rosenberg, 1983). So if we want to improve china PVB film loyalty

should improve the PVB film quality at first, after customer is satisfied with China PVB quality, customer will follow China Brand loyalty.



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APPENDIX

SURVEY QUESTIONNAIRE

Part 1 personal information

1. Please indicate your gender

Male Female

2. Please indicate your work position at the factory

Boss Manager Purchaser QC Worker

3. Please indicate your age

20—30 years old 31-40 years old 41—50 years old 51 and above

4. Please indicate the your monthly salary

less than 10,000 baht 10, 001-20,000baht

20,001-30,000baht 30,000-40,000baht more than 40,000 baths

5. How long have you worked at glass factory

less 1 year 1-3 year (include 3 years) 3-6 year (include 6 years)

6-9year (include 9years) more than 10 year

Part 2 Information market

6. Which brand of PVB your factory choose now (multiple selection) (brand choose)

A USA Dupont B Japanese Seksui C USA Solutia

D Chinese brand E Another brand_____

7. What percentage of PVB are imported from China in your factory?

A 0 B 1-30% C 31-50% D 61%-80% E 81%-100%

8. Would your factory still purchase China PVB film in the future five years ? And how much will you purchase?

A Won't purchase Chinese PVB anymore.

B Will purchase few Chinese PVB film and most of PVB are imported from other countries.

C Will purchase Chinese brand and the same with the PVB from other countries.

D The majority of PVB will purchase from China.

E Will only purchase Chinese PVB in the future.

Part 3 from 9-13 : 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

9. The cost of Chinese PVB will affect Thai glass factory purchase Chinese PVB.

(1) (2) (3) (4) (5)

10. The duty-free policy of China will influence Thai glass factory choose PVB from china.

(1) (2) (3) (4) (5)

11. Quality of China PVB influence Thai customer to make a decision to buy PVB.

(1) (2) (3) (4) (5)

12. After sale service of Chinese PVB will influence Thai customer purchase China PVB.

(1) (2) (3) (4) (5)

13. Brand royalty of Chinese PVB is an influencing factor for Thai factory to choose Chinese brand.

(1) (2) (3) (4) (5)

14. Good relationship (Thai-overseas Chinese) of Chinese PVB film will influence Thai customer to choose Chinese PVB

(1) (2) (3) (4) (5)

15 The prices of Chinese PVB will affect Thai glass factory purchase Chinese PVB

(1) (2) (3) (4) (5)

แบบสอบถาม

Part 1 คำถามส่วนตัว

1. เพศ

() ชาย () หญิง

2. ระบุตำแหน่ง

() เจ้าของโรงงาน () ผู้จัดการ () จัดซื้อ () ผู้ตรวจสอบคุณภาพ () คนงาน

3. อายุ

() 20—30 ปี () 31-40 ปี () 41—50 ปี () 51 ปีขึ้นไป

4. รายได้ต่อเดือน

() น้อยกว่า 10,000 บาท () 10, 001-20,000บาท

() 20,001-30,000บาท () 30,000-40,000บาท () more than 40,000 บาท

5. ท่านทำงานในโรงงานกระจกกี่ปีแล้ว

() น้อยกว่า 1 ปี () 1-3 ปี (รวม 3 ปี)

() 3-6 ปี (รวม 6 ปี) () 6-9ปี (รวม 9ปี) () มากกว่า 10 ปี

Part 2 ข้อมูลการตลาด

6. ปัจจุบันนี้โรงงานท่านเลือกPVBแบรนด์ไหน(ตอบได้มากกว่า 1 ข้อ)

A USA Dupont B Japanese Sekisui C USA Solutia D Chinese แบรินด์

E อื่นๆ(โปรดระบุ) _____

7. ปัจจุบันนี้โรงงานท่านนำเข้า PVB จากประเทศจีนกี่เปอร์เซ็นต์

A 0 B 1-30% C 31-50% D 61%-80% E 81%-100%

8. ในอีก 5ปีข้างหน้า ท่านจะสั่งซื้อPVB filmจีนหรือไม่ ถ้าสั่งซื้อจะสั่งซื้อในปริมาณเท่าไร

A ไม่สั่งซื้อ

B สั่งซื้อจากประเทศจีนในปริมาณน้อยและสั่งซื้อจากประเทศอื่นในปริมาณที่มากกว่า

C สั่งซื้อจากประเทศจีนและประเทศอื่นๆในปริมาณที่เท่ากัน

D สั่งซื้อจากประเทศจีนเกือบทั้งหมด

E สั่งซื้อจากประเทศจีนทั้งหมด

Part 3 from8-13: 1=ไม่เห็นด้วยมากๆ, 2=ไม่เห็นด้วย, 3= เฉยๆ, 4= เห็นด้วย, 5=Strongly Agree
เห็นด้วยมากๆ

9. ต้นทุน PVB จากประเทศจีนมีผลต่อการตัดสินใจต่อการเลือกซื้อของโรงงานกระจกในประเทศไทย

(1) (2) (3) (4) (5)

10. การนำเข้า PVB จากประเทศจีนโดยพลอดภาจะมีผลต่อการตัดสินใจต่อการเลือกซื้อของโรงงานกระจกในประเทศไทย

(1) (2) (3) (4) (5)

11. คุณภาพของ PVB จากประเทศจีนมีผลต่อการตัดสินใจต่อการเลือกซื้อของโรงงานกระจกในประเทศไทย

(1) (2) (3) (4) (5)

12. บริการหลังการขาย PVB จากประเทศจีนมีผลต่อการตัดสินใจต่อการเลือกซื้อของโรงงานกระจกในประเทศไทย

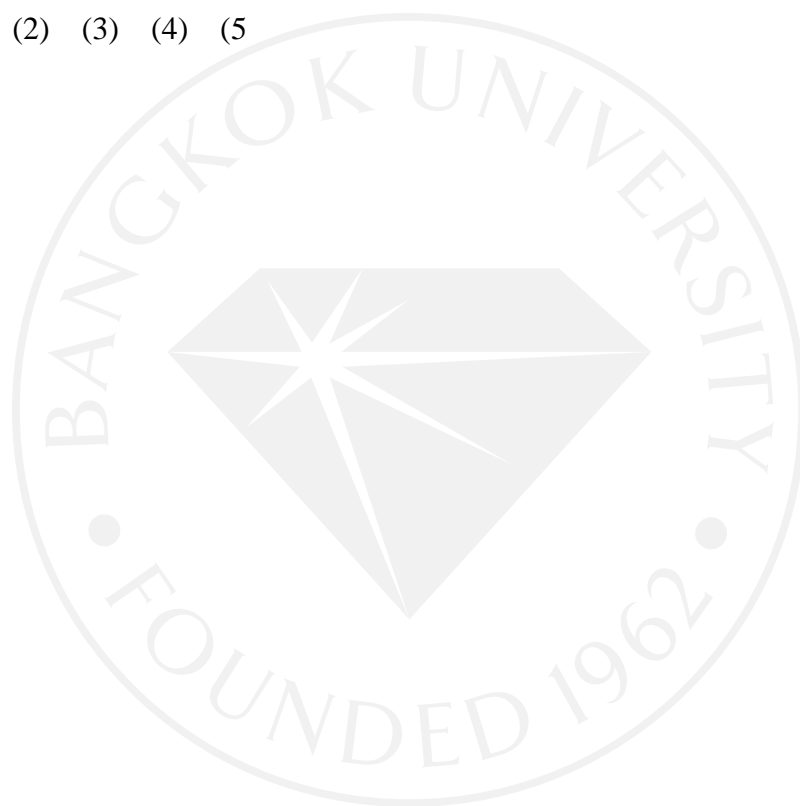
(1) (2) (3) (4) (5)

13. ชื่อสัตย์ต่อแบรนด์ PVB จากประเทศจีนมีผลต่อการตัดสินใจต่อการเลือกซื้อของโรงงานกระจกในประเทศไทย

(1) (2) (3) (4) (5)

14. ถ้าท่านมีเชื้อสายจีนจะมีผลต่อการตัดสินใจต่อการเลือกซื้อของโรงงานกระจกในประเทศไทย

(1) (2) (3) (4) (5)



BIODATA

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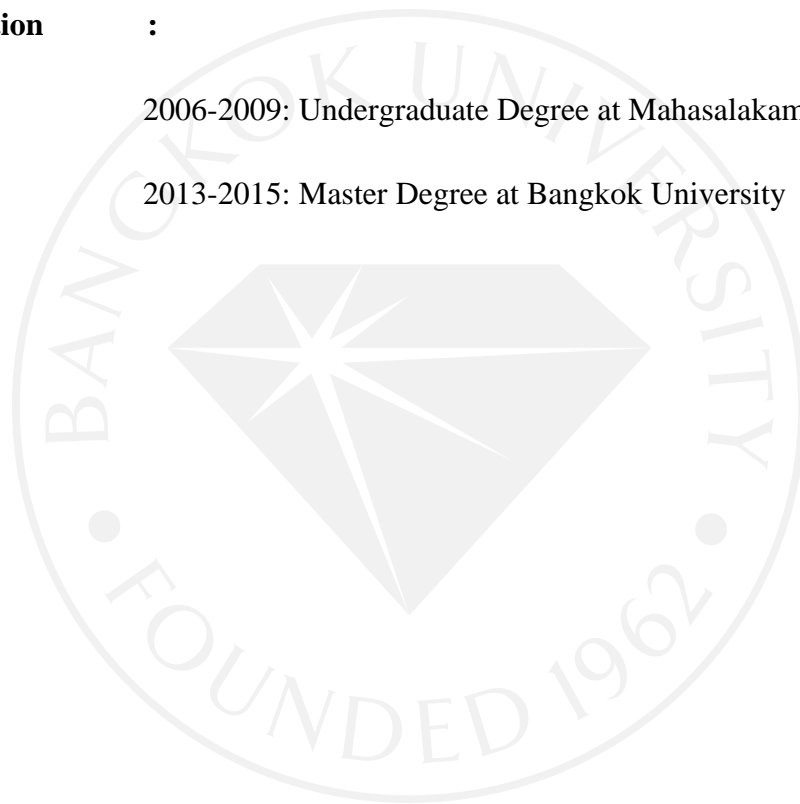
Address : 339/38 Lapawan 7, Bangkruai - Sai Noi Road, Bangrak
Pattana District, Bangbuathong, Nonthaburi, 11110

Email : carolhuang@vip.163.com

Education :

2006-2009: Undergraduate Degree at Mahasalakam Univercity

2013-2015: Master Degree at Bangkok University



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Mr./ Mrs./ Ms Huang Lin now living at aspire condo
Soi sukumvit Street -
Sub-district - District klongtie
Province Bangkok Postal Code _____ being a Bangkok
University student, student ID _____

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