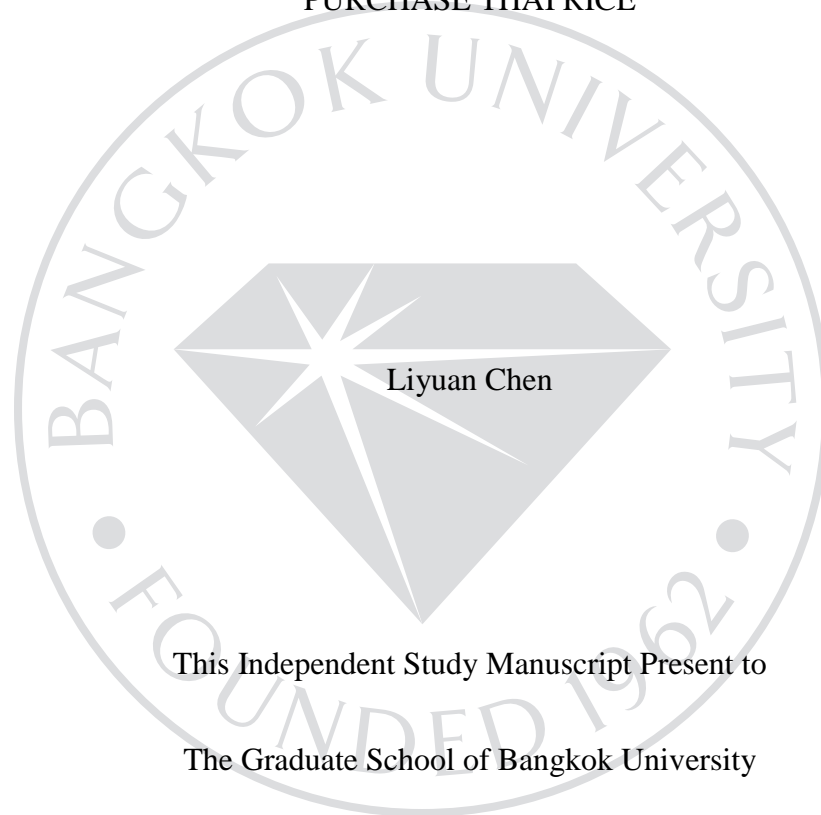


THE RELATIONSHIP BETWEEN SOCIAL INFLUENCE, PRODUCT ATTRIBUTES,
PERCEIVED PRICE, BRAND TRUST AND INTENTION OF CHINESE PEOPLE TO
PURCHASE THAI RICE



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ABSTRACT

This independent study was aimed to explore the relationship between social influence, product attributes, perceived price, brand trust and intention of Chinese people to purchase Thai rice. The survey questionnaire was used as an instrument for collecting the primary data. The sample size was 152 Chinese in Kunming City, China. The statistics of data analysis were reliability analysis, descriptive statistical analysis, and multiple regression analysis. The results were found that the majority of respondents were females with 20-30 years of age. They were private employees and earned an average monthly income CNY 3,001-5000. Most of them completed bachelor's degrees. Based on the findings, the social influence, product attributes and brand trust had influence while the perceived price had no influence on intention of Chinese people to purchase Thai rice.

Keywords: Social Influence, Product Attributes, Brand Trust, Thai Rice

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CHAPTER 1

INTRODUCTION

1.1 Background

As of 2016, China's population is 1.379 billion. China is the country with the largest rice production and consumption in the world. China sells an average of 210m tons of rice a year. In 2014, China imported 255.73 million tons of rice. In 2015, China imported 335.0 million tons of rice. In 2016, China imported 353.46 million tons of rice (Aswin, 2018). The importation of rice is increasing year by year. Thai rice is very famous in China, many Chinese believe Thai rice is more aromatic and more delicious than Chinese rice. Therefore, many Chinese businessmen were interested in selling Thai rice in China since it will bring them a great return. Online shopping is so popular and highly accepted in China, Chinese businessmen can also take full advantage of online shopping and directly deliver goods to customers, it will make customers feel easier than buy it themselves.

1.2 Statements of Research Problems

Van Hoyer and Lievens (2007) indicated that social influence has a strong impact on perceptions of organizational attractiveness, people value the suggestions from their families and friends. (Enrique & Vishag, 2013) pointed brand trust refers to “the willingness of the average consumer to rely on the ability of the brand to provide its stated function. If they are satisfied with the product, they were willing to purchase those products again. (Cristina Calvo & Jean-Pierre, 2016) suggested that product attributes are major determinants for the success of many product marketing strategies. (Hooker & Caswell, 2000) found that price has a significant effect on the purchase intention of consumer. The study would be essential for establishing the Thai rice company’s strategies of Chinese customers’ purchase intention. Therefore, it is important to understand how the social influence, product attributes, perceived price and brand trust affect Chinese consumer purchase intention.

1.3 Summary

As mentioned, the researcher would like to study social influence, product attributes, perceived price and brand trust affecting Chinese customer's purchase intention. Consequently, the researcher can understand the relationships among social influence, product attributes, perceived price, brand trust and purchase intention. Moreover, the research findings are also contributed to the Thai rice business for establishing its competitive strategies to attract more Chinese consumer eventually.

1.4 Purposes

The purposes of this present study are demonstrated as follows:

To investigate the customer's attitude toward social influence, product attributes, perceived price, brand trust and intention of Chinese people purchase Thai rice.

To investigate the impact of social influence, product attributes, perceived price, brand trust on intention of Chinese people purchase Thai rice.

1.5 Contribution of Study

The findings of this present study can be contributed to the individuals, and the related organizations in terms of academic performance and business managerial implication as follows:

1. According to business practices, the finds of the research can help business in selling Thai rice to Chinese consumer. The benefits that business organization can take advantages would be knowing more about Chinese consumers.

2. According to the academic performance, the findings of this research can enhance the knowledge about the factors of social influence, product attributes, perceived price, brand trust that influence intention of Chinese people purchase Thai rice.

CHAPTER 2

LITERATURE REVIEW

The researcher has conducted the documentary reviews from the related issues including the theories and previous researches in order to describe the characteristics of the research variables and investigate the relationship among variables. Regarding these concerns, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

2.1 Related Literature/Theories

2.1.1 Social Influences

Buying decision is related to having social values that derived from a need to be respected and to acquire desirable social status. It is found in some observations that most consumers do not shop alone. Peers, family members and other groups exert strong influence on the buying decision of individuals. These reference groups do the

word of mouth marketing. They can play an active role in influencing the opinions of others. That influential impact sometimes goes against or in favor of the interest of a particular organization (Saadeghvaziri & Dehdashti, 2013).

Social influences refer to how other people influence a person's decisions (Wang, 2014). Joohyung and Sejin (2012) have indicated that social influences, such as subjective norms, exert a positive effect on people's purchase intentions. Based on social influence theory, a person's behavior is predicated on the attitudes and behaviors of others, social influence theory provides a basis for understanding and encouraging sustainable consumption (Goldsmith & Goldsmith, 2011). Social influence factors affect a person in various ways. For example, people observe others' behaviors or perceive social pressure from important others to perform a particular behavior. Social influence theorists have also suggested that people form their opinions by sensing social cues, and social cues exert a greater effect when the uncertainty regarding an issue is high (Goldsmith & Goldsmith, 2011).

2.1.2 Product Attributes

Product attributes are related to the physical composition of a product and product consistency (Field, Blaise, Giesen, & Courtney, 2012). Product attributes represent product-related attributes that cannot be changed or manipulated without altering the physical product itself (José Luis, Javier, & Natalia, 2011; Norshamliza & Peter, 2015). It can also be used to measure product nutrition, functionality, and performance (Feng, Wang, Fu, & Mu, 2014). Product attributes have a crucial influence on consumer-perceived value (Po-Tsang & Hsin-Hui, 2010). Therefore, marketers must determine why consumers purchase certain products by categorizing product attributes by perceived product value (Feng et al., 2014).

2.1.3 Perceived Price

The perceived relative price is the consequence of making the purchase, which is deemed to be fair and worthwhile. It is the main influencing factor when consumers make a purchasing decision, and not the actual price of a product. Consumers evaluate the actual price of a product with what they think the product is worth to determine the perceived relative price in order to make a purchasing decision. A product is

judged based on its perceived relative price in light of the benefits to be gained from it; what consumers would be willing to pay for the product; and the price versus quality trade-off to determine if the price and quality of the product satisfy their needs. The perceived relative price of a product will have a direct effect on consumers' purchase intentions, and if the price of a product is perceived to be unfair, the perceived value and purchase intention of the product suffers (Ha-Brookshire & Yoon, 2012).

Perceived price is defined as what a consumer gives up or sacrifices in order to obtain a product (Zeithaml, 1988). Thus, when actual price is unknown, consumers may use other available product attributes, such as brand name to form their own opinion on what the product price, and therefore, quality would be (Josée, Ko de, & Pascal, 1998). And also, perceived price fairness is a multi-faceted) psychological factor which has an important influence on consumers' reactions to price (Campbell, 1999).

2.1.4 Brand Trust

Brand trust is recognized as a critical brand performance measure for companies (Chaudhuri & Holbrook, 2001), since it contributes to increased repurchase chance of consumer; better acquisition rates from positive word-of-mouth communication (Aksoy, Buoye, Aksoy, Larivière, & Keiningham, 2013); lower customers' price sensitivity (Chaudhuri & Holbrook, 2001); reduced cost and capital investment requirements (Oliver, 1999), and improved company's profitability. Recent studies showed that consumers differentiate brands based on the relationships that they develop with them and highlight the importance of maintaining strong relationships with customers as a long-term marketing strategy (Cleopatra, 2015). Therefore, it is important for companies to develop some sustainable competitive advantages of their brands in this highly competitive market.

2.1.5 Purchase Intention

Purchase intention is a bond between consumers behavior and purchased product or service (Ajzen, 1991). Good experience and satisfaction that consumers sense from products or services will lead to purchase intention. Moreover, consumers

may continue to use the same product or service, repurchase, and recommended product or service to others (Papagiannidis, See-To, & Bourlakis, 2014). Intention has ability to form a solid choice of action in the future base on past experience. Purchase intention can determine the probability of purchasing products by consumers, more purchase intention mean more enthusiasm to purchase (Magistris & Gracia, 2008).

2.2 Hypothesis Preposition

Hypothesis 1: There is positive relationship between social influence and purchase intention (Goldsmith & Goldsmith, 2011).

Hypothesis 2: There is positive relationship between product attributes and purchase intention (José Luis et al., 2011; Norshamliza & Peter, 2015).

Hypothesis 3: There is positive relationship between perceived price and purchase intention (Ha-Brookshire & Yoon, 2012).

Hypothesis 4: There is positive relationship between brand trust and purchase intention (Aksoy et al., 2013).

2.3 Conceptual Framework

As shown in the figure 2.1, It depicts, the important variables of this research include social influence, product attributes, perceived price, brand trust as independent variables and customer's behavior intention as dependent variable.

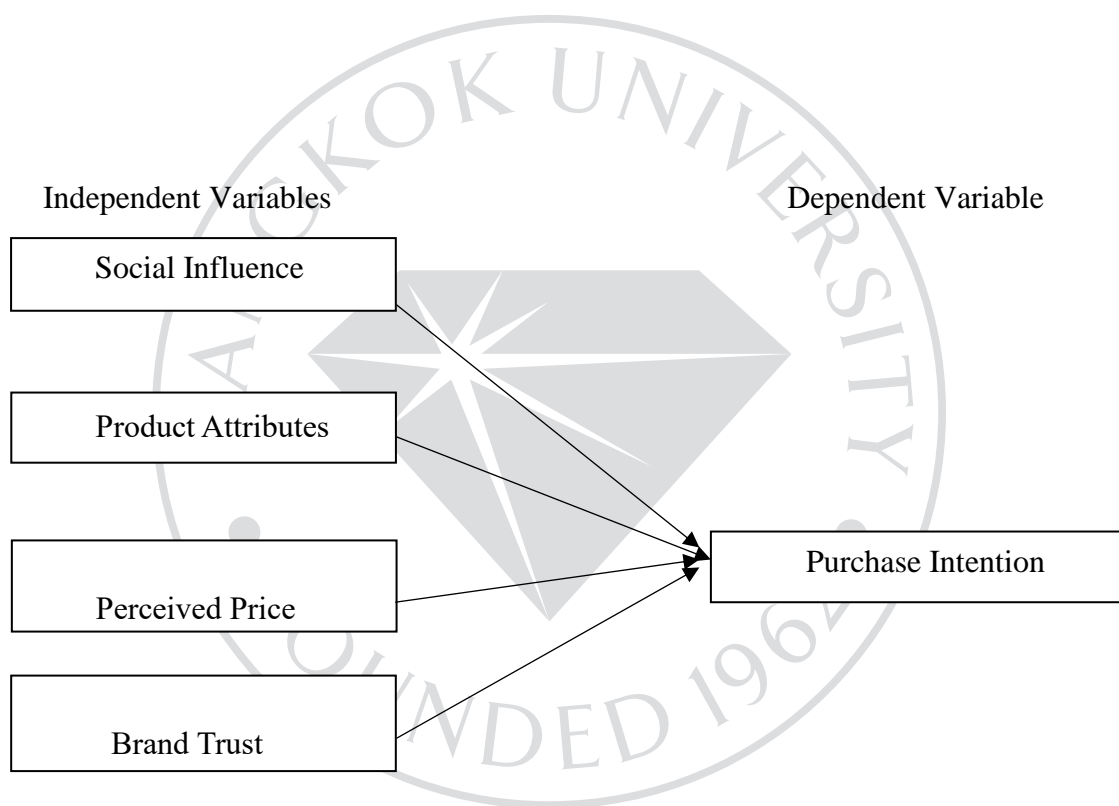
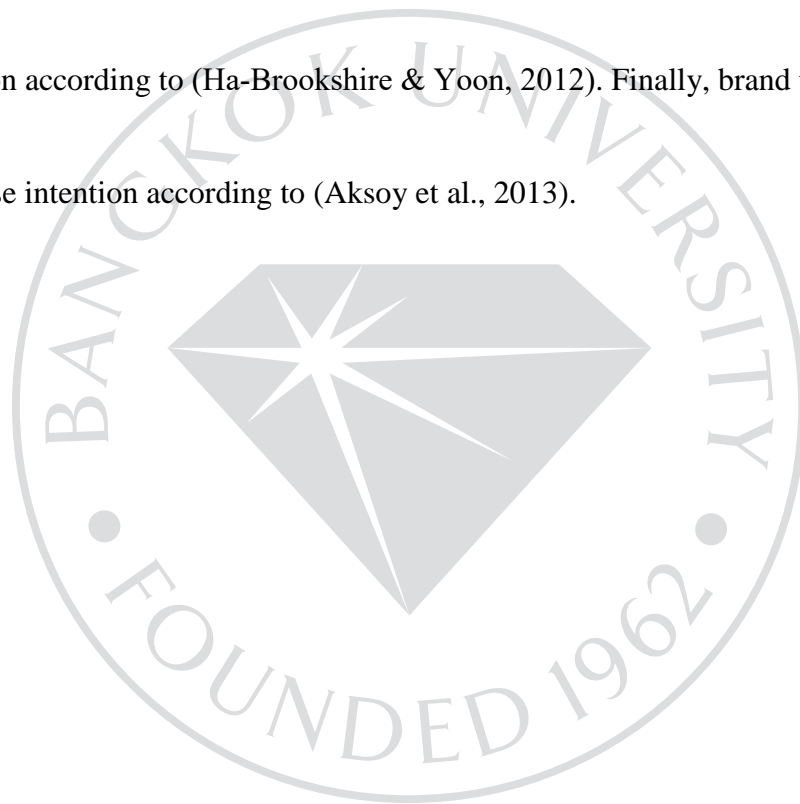


Figure 2.1: Theoretical Framework for Purchase Intention

The figure above shows the relationships between independent and dependent variables. Regarding social influence, product attributes, perceived price and brand trust. All of them are designed to be the independent variables that affect purchase

intention. As shown in the figure, social influence affects purchase intention according to (Goldsmith & Goldsmith, 2011). Additionally, product attributes affects purchase intention according to (José Luis et al., 2011; Norshamliza & Peter, 2015). Like social influence and product attributes, perceived price also affects purchase intention according to (Ha-Brookshire & Yoon, 2012). Finally, brand trust affects purchase intention according to (Aksoy et al., 2013).



CHAPTER 3

RESEARCH METHODOLOGY

The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The samples of the research were selected from the population which included the people who had the direct experiences of using or well understanding of the product specified by this study. Moreover, the samples were randomly selected regarding purposive sampling method. The statistical techniques used for data analysis and interpretation included descriptive and inferential statistics. The details as mentioned above were described as these followings.

3.1 Research Instrument

The researcher designed the questionnaire as the research instrument by applying the explanations and evidences of the related theories and the precious research findings. The questionnaire which consisted of four parts were as follows:

Part 1: The close-ended demographic questions consisted of gender, age, education, occupation, and salary.

Part 2: The close-ended questions about “The relationship between social influence, product attributes, perceived price, brand trust and intention of Chinese people purchase Thai rice”. consisted of 5 statements as follows:

Social Influence (SI)

Product Attributes (PA)

Perceived Price (PP)

Brand Trust (BD)

Purchase Intention (PI)

Regarding part 2, the researcher exercised on the liker’s 5-point scale for measuring the statistical mean range for mean interpretation as follows:

$$\text{Range} = \frac{\text{Maximum-Minimum}}{\text{Scale level}}$$

$$= \frac{5-1}{5} = 0.80$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Strongly disagree
1.81 - 2.61	Rather disagree
2.62 - 3.42	Moderate
3.43 - 4.23	Rather agree
4.24 - 5.00	Strongly agree

3.2 Measurement of Instrument

3.2.1 Content Validity

The researcher has measured the content validity by considering the comments of experts specialized in the fields of this study. The validity was calculated by considering the mean value of the 5 opinions toward each statement of questionnaire. The value of validity was more was approved and be able to was toward for this study. The statements of questions in the questionnaire were developed according to those comments.

3.2.2 Reliability

The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. Consequently, the questionnaire would be approved when the alpha value must be 0.65-1.00 (Reference). The researcher conducted a pilot kept for those concerns by using 40 qualified people who were not in the group of samples of this study.

Table 3.2 illustrated that each part of the questionnaire had accepted value of the Cornbrash's alpha coefficient. The results indicated that the questionnaire had an acceptable reliability value which was equal to or more than 0.65.

Table 3.2: The Reliability Value of Each Part of The Questionnaire

Statements of each part	Alpha coefficient	Accepted/ Not
Social Influence (SI)	0.847	Accepted
Product Attributes (PA)	0.775	Accepted
Perceived Price (PP)	0.652	Accepted
Brand Trust (BD)	0.937	Accepted
Purchase Intention (PI)	0.893	Accepted
Total value	0.821	Accepted

3.3 Population and Sample

3.3.1 Population

Population included the individuals who have eaten Thai rice at least once and living in Kunming City in China.

3.3.2 Sample and Sampling Method

The 152 of samples were assigned by using the G*Power method (Cohen, 1977). All of samples who living in Kunming City, were randomly selected from each location according to the sampling methods. The specific locations where the researcher chose were illustrated in Table 3.3

Table 3.3: The Locations of Data Collection

Locations	Quota (n = 152)
Xishan District	152
Total	152

3.4 Data Analysis

The statistical techniques applied for data analysis were as follows:

1. Descriptive Statistics. It was used for analyzing the following data

1.1 Demographic data including gender, age, education, occupation, and salary

would be measured by using percentage ratio and frequency counting

1.2 Respondents' attitudes toward dependent and independent variables of this

study which were measured by using the value of mean and standard deviation

Table 3.4 illustrated the summary of descriptive statistics for data analysis of each variable.

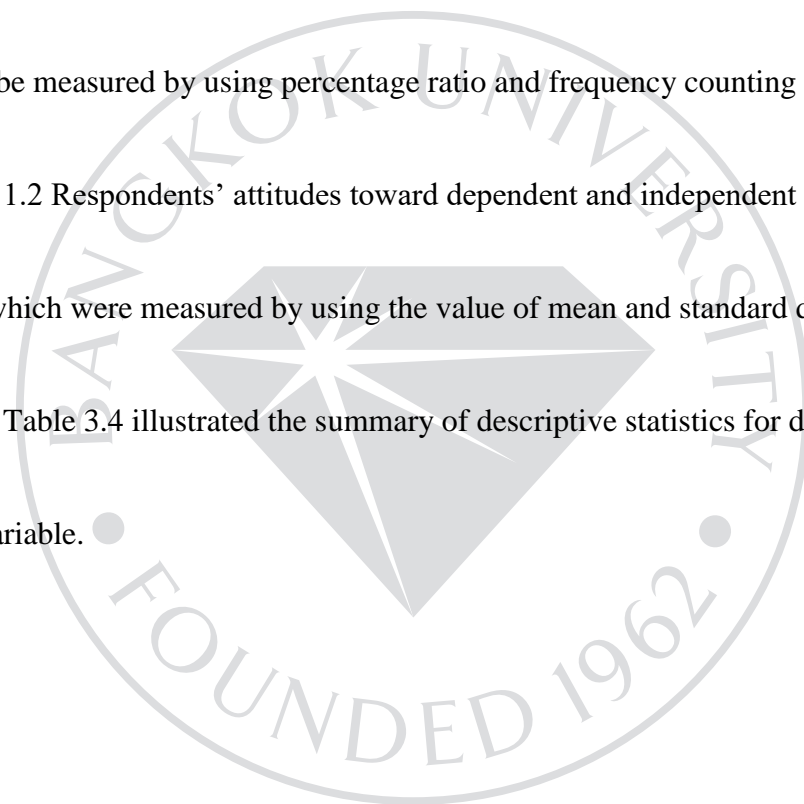
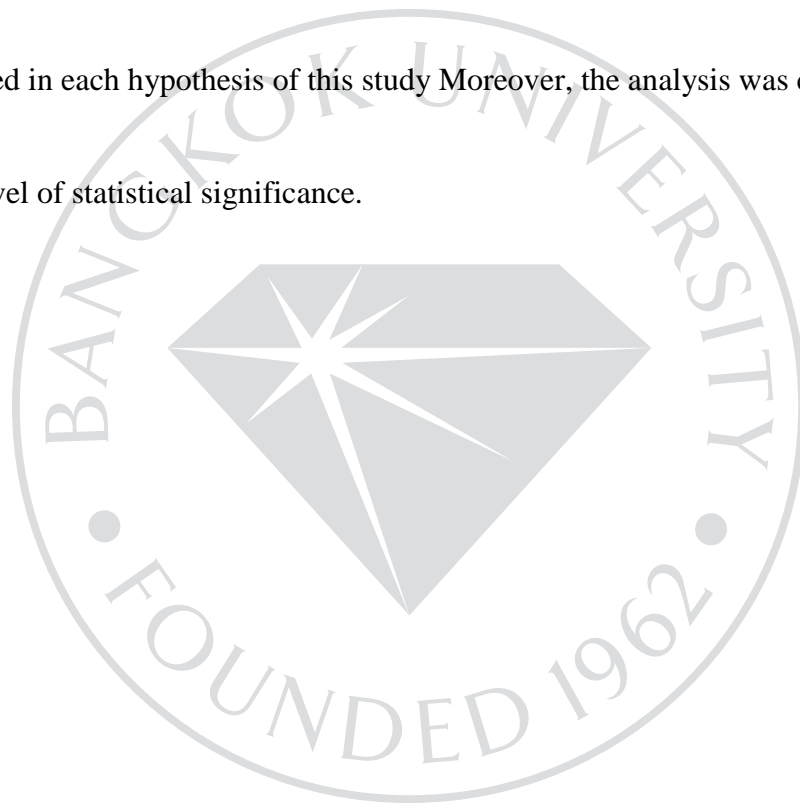


Table 3.4: Summary of Descriptive Statistics for Data Analysis

Variable	Type of Variable	Descriptive Statistics
Demographic	Independent	Percentage / Frequency
Social Influence (SI)	Independent	Mean and Standard Deviation
Product Attributes (PA)		
Perceived Price (PP)		
Brand Trust (BD)		
Purchase Intention (PI)	Dependent	Mean and Standard Deviation

2. Inferential Statistics Multiple Regression technique was used for analyzing the relationship between independent variables and dependent variable. The purpose of conducting this relationship analysis was to find out the degree of influence of the independent variables on the dependent variable. However, such relationship was proposed in each hypothesis of this study Moreover, the analysis was conducted at 0.05 level of statistical significance.



CHAPTER 4

DATA ANALYSIS

The research findings which derived from data analysis were presented in 3 parts as follows:

Part 1: Demographic data

Part 2: Attitude toward intention of purchase Thai rice.

Part 3: Relationship between social influence, product attributes, perceived price, brand trust and purchase intention.

4.1 Demographic Data

The research findings of this part presented the respondents' personal data including gender, age, education, occupation, and salary. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Summary of Demographic Data (n = 152)

Demographic Data	Frequency	Percent
Gender:		
Male	65	42.8
Female	87	57.2
Age:		
less than 20	4	2.6
20 – 30	133	87.5
31 – 40	14	9.2
41 – 50	0	0
more than 50	1	0.7
Monthly income: (RMB)		
less than 3,000	38	25
3,001 – 5,000	50	32.9
5,001 – 7,000	27	17.8
7,001 – 9,000	13	8.6
more than 9,000	24	15.8

(Continued)

Table 4.1 (Continued): Summary of Demographic Data (n = 152)

Demographic Data	Frequency	Percent
Education background:		
Middle school & below	9	5.9
High school	11	7.2
College	49	32.2
Bachelor's degree	75	49.3
Master's degree	6	3.9
Doctor's degree	2	1.3
Occupation		
Student	27	17.8
State enterprises employee	21	13.8
Private enterprises employee	50	32.9
Self-employed	25	16.4
Retired	1	0.7
Other	28	18.4

Table 4.1 illustrated that most respondents were female (57.2%), aging between 20 – 30 years (87.5%), having monthly income between 3,001 – 5,000 RMB (32.9%). Moreover, it was also found that most respondents' education background were Bachelor's degree (49.3%) while working in private enterprises (32.9%).

4.2 Attitude Toward Intention of Purchase Thai Rice

The research findings of this part presented the respondents' attitudes toward intention of purchase Thai rice. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.2 as follows:

Table 4.2: Mean and Standard Deviation of Independent Variables and

Dependent Variables

Statements	Mean	S.D.	Interpretation
Social Influence	3.27	0.75	Moderate
Product Attributes	3.68	0.74	Rather agree
Perceived Price	3.67	0.62	Rather agree
Brand Trust	3.51	0.73	Rather agree
Purchase Intention	3.26	0.84	Moderate
Total	3.48	0.74	

Table showed that (most respondents strongly agreed that purchase intention should be concerned with product attributes (Mean = 3.68, S.D. = 0.74) and perceived price (Mean = 3.67, S.D. = 0.62).

4.3 The Analysis of Social Influence

Table 4.3: Mean and Standard Deviation of Social Influence

Social Influence	Mean	Std.Deviation	Interpretation
1. I always buy Thai rice according to my family's suggestion.	3.57	.858	Rather agree
2. I am willing to buy Thai rice according to the good feedback from others.	3.28	.792	Moderate
3. I always buy Thai rice according to trust and account abilities on people who have better experience.	3.26	.963	Moderate
4. I always buy Thai rice according to the social medium.	3.02	.980	Moderate
Total	3.28	0.898	Moderate

According to the customer's attitude, most respondents rather agreed that they always buy Thai rice according to their family's suggestion (Mean=3.57, S.D.=.858), followed by "I am willing to buy Thai rice according to the good feedback from others." (Mean=3.28, S.D.=.792), "I always buy Thai rice according to trust and account abilities on people who have better experience." (Mean=3.26, S.D.=.963) and "I always buy Thai rice according to the social medium." (Mean=3.02, S.D.=.980) respectively.

4.4 The Analysis of Product Attributes

Table 4.4: Mean and Standard Deviation of Product Attributes

Product Attributes	Mean	Std.Deviation	Interpretation
1. Thai rice is more delicious than others.	3.35	.971	Moderate
2. Thai rice has unique flavor.	3.58	1.039	Rather agree

(Continued)

Table 4.4 (Continued): Mean and Standard Deviation of Product Attributes

3. Thai rice has high nutrition.	3.62	.969	Rather agree
4. Thai rice is very easy to cook.	4.18	.806	Rather agree
Total	3.68	0.946	Rather agree

According to the customer's attitude, most respondents rather agreed that Thai rice is very easy to cook. (Mean=4.18, S.D.=.806), followed by "Thai rice has high nutrition." (Mean=3.62, S.D.=.969), "Thai rice has unique flavor." (Mean=3.58, S.D.=1.039) and "Thai rice is more delicious than others." (Mean=3.35, S.D.=.971) respectively.

4.5 The Analysis of Perceived Price

Table 4.5: Mean and Standard Deviation of Perceived Price

Perceived Price	Mean	Std.Deviation	Interpretation
1. Even the price is high, but the taste is more delicious.	3.59	.749	Rather agree
2. The high price of Thai rice makes me spend time for buying decision.	3.58	.758	Rather agree
3. The price discount of Thai rice can attract me to buy it.	3.45	.957	Rather agree
4. Price is always informed comparing to other brands.	3.83	.882	Rather agree
Total	3.61	.836	Rather agree

According to the customer's attitude, most respondents rather agreed that price is always informed comparing to other brands. (Mean=3.83, S.D.=.882), followed by "Even the price is high, but the taste is more delicious." (Mean=3.59, S.D.=.749),

“The high price of Thai rice makes me spend time for buying decision.” (Mean=3.58, S.D.=.758) and “The price discount of Thai rice can attract me to buy it.” (Mean=3.45, S.D.=.957) respectively.

4.6 The Analysis of Brand Trust

Table 4.6: Mean and Standard Deviation of Brand Trust

Brand Trust	Mean	Std.Deviation	Interpretation
1. I am sure that Thai brand has good standard of rice production.	3.51	.928	Rather agree
2. I confirm that Thai brand is reliable about its nutrition.	3.55	.837	Rather agree
3. I confirm that I will only buy Thai brand when thinking about rice.	3.54	.876	Rather agree

(Continued)

Table 4.6 (Continued): Mean and Standard Deviation of Brand Trust

4. I believe about the better quality of Thai brand.	3.46	.727	Rather agree
Total	3.52	0.842	Rather agree

According to the customer's attitude, most respondents rather agreed that they confirm that Thai brand is reliable about its nutrition. (Mean=3.55, S.D.=.837), followed by "I confirm that I will only buy Thai brand when thinking about rice." (Mean=3.54, S.D.=.876), "I am sure that Thai brand has good standard of rice production." (Mean=3.51, S.D.=.928) and "I believe about the better quality of Thai brand." (Mean=3.46, S.D.=.727) respectively.

4.7 Results of Hypothesis Testing

The research findings of this part presented the relationship in terms of the degree of the effect of social influence, product attributes, perceived price, brand trust

on purchase intention. The Multiple Regression Analysis was used for analyzing such relationship. The findings were presented in Table 4.7 as follows.

Table 4.7: The Relationship Between Independent Variables and Dependent Variable

Independent Variables	b	Beta	T	Sig
Social Influence	0.469	0.417	6.74	.000*
Product Attributes	0.288	0.255	3.35	.001*
Perceived Price	-0.063	-0.046	-0.92	.359
Brand Trust	0.325	0.283	4.00	.000*

Adjusted R-square = 0.652, F =71.752, *p≤0.05

Table 4.7 showed that social influence (Beta =0.417, Sig =.000), product attributes (Beta =0.255, Sig =.001), brand trust (Beta =0.283, Sig = .000) affected purchase intention at 0.05 level of statistical significance. While it was found that perceived price did not affect purchase intention (Sig > 0.05). The summary of the results of hypothesis testing was illustrated in Table 4.8.

Table 4.8: Summary of Hypothesis Testing

Hypothesis	Result
Hypothesis 1: There is positive relationship between social influence and purchase intention.	Supported
Hypothesis 2: There is positive relationship between product attributes and purchase intention.	Supported
Hypothesis 3: There is positive relationship between perceived price and purchase intention.	Not supported
Hypothesis 4: There is positive relationship between brand trust and purchase intention.	Supported

Table 4.8 showed that both hypothesis 1, hypothesis 2 and hypothesis 4 were supported while hypothesis 3 was not supported.

CHAPTER 5

CONCLUSION AND DISCUSSION

The purpose of this study was to explore the relationship in terms of the effect of the independent variable which were social influence, product attributes, perceived price, brand trust on the dependent variable which was intention of purchase Thai rice. As this study was a quantitative research, the close-ended questionnaire were designed to collect the data. The 152 samples were randomly selected from the consumers who living in Kunming City in China. Regarding the purpose of the study, Multiple Regression Analysis technique was used to analyze the data. Moreover, percentage ration, frequency, mean, and standard deviation were also applied to analyze the demographic data, and the samples' altitudes toward the independent and dependent variables. The research finding of the study were concluded in this chapter. Moreover, the discussion of research finding, the recommendation for managerial implication and future research were also included.

5.1 Conclusion

1. Demographic Data

Most respondents were female, aging between 20 – 30 years, having monthly income between 3,001 – 5,000 RMB. Moreover, it was also found that most respondents' education background was Bachelor's degree while working in private enterprises.

2. Hypothesis results

There is positive relationship between social influence, product attributes, brand trust and purchase intention. While, there is no positive relationship between perceived price and purchase intention.

5.2 Recommendations for Managerial Implications

Regarding the research findings, the recommendations for managerial implication were contributed as follows:

The research shows that social influence could play an important role in consumers purchase intention, in other words, people will adjust their attitudes with

respect to others to whom they feel similar or important to them. Therefore, it is very important to provide better service and products to satisfy consumers since if you offend one consumer, you might lose more consumers because of him/her.

Thai rice companies should focus on how to enhance brand awareness, since the result from this research shows that there is a positive relationship between brand trust and purchase intention. Brand trust is how consumers associate the brand with the particular product that they aim to own. Consumer receives brand awareness via effective marketing communication channel such as television, hand phone and online advertising as it gives assurance of product quality and its credibility which helps to reduce risk in product evaluation and selection while buying a product.

5.3 Recommendations for Future Research

The researcher would like to recommend the additional interesting issues for future research in order to enhance the knowledges which were important to the academic concerns as follows:

The variables from this research can explain influence on intention of Chinese people purchase Thai rice at 65.2%, therefore, other researchers should find out other factors that might effect on intention of Chinese people purchase Thai rice in the future researches.



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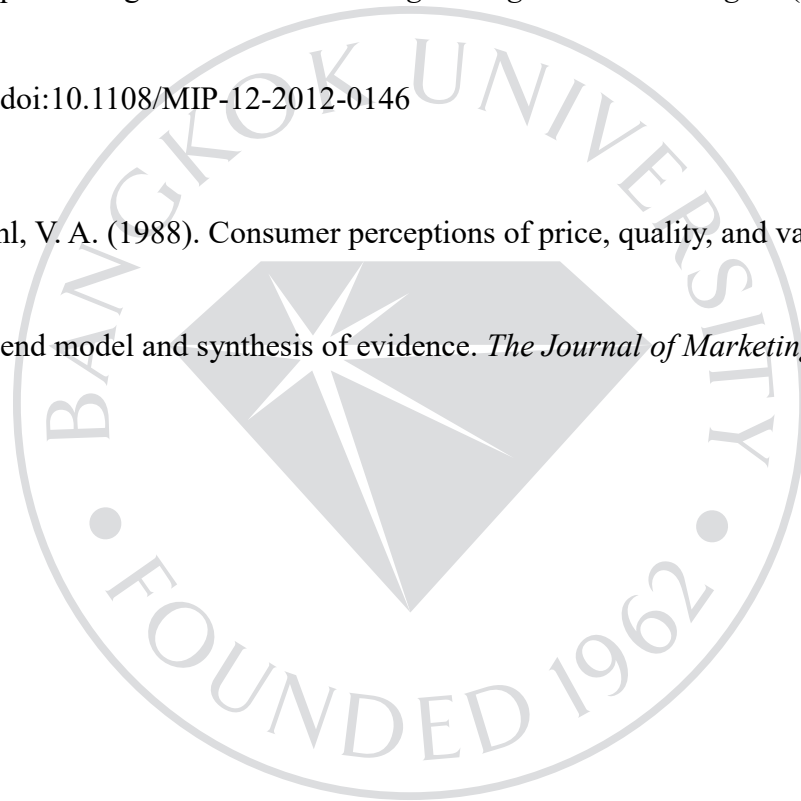
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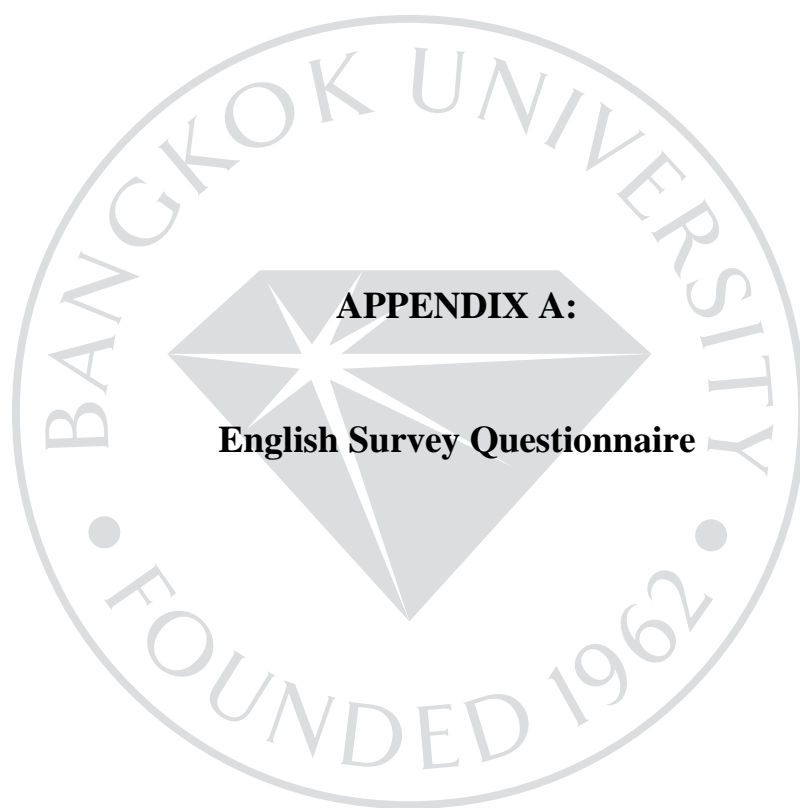
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QUESTIONNAIRE:**Social Influence, Product Attributes,****Perceived Price, Brand Trust affecting Intention of Chinese people to Purchase****Thai rice**

This survey research was aimed to comprehend social influence, product attributes, perceived price and brand trust affecting intention of Chinese people to purchase Thai rice. This study is a part of BA715: Independent Study, Graduate School and Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

Part 1: Consumer Information

Explanation: Please mark ✓ into that matches your information the most.

1. Gender:

1) Male

2) Female

2. Age:

1) Under 20 years old

2) 20 – 30 years old

3) 31 – 40 years old 4) 41-50 years old

5) Above 50 years old

3. Educational level:

1) Middle school & below 2) High school

3) College 4) Bachelor's degree

5) Master's degree 6) Doctor's degree

4. Occupation:

1) Student 2) State enterprise' employee

3) Private Company employee 4) Self-employed

5) Retired 6) Other (please specify)

5. Monthly income:

1) Below 3,000 CNY 2) 3,001 - 5,000 CNY

3) 5,001-7,000 CNY 4) 7,001-9000 CNY

5) Above 9,000 CNY

Part 2: Social influence, product attributes, perceived price, brand trust

affecting intention of Chinese people to purchase Thai rice

Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Social Influence, Product Attributes, Perceived Price, Brand Trust affecting intention of Chinese people to purchase Thai rice	Level of opinions				
	Strongly ← → Strongly agree disagree				
Social Influence: SI					
1.1 I always buy Thai rice according to my family's suggestion.	(5)	(4)	(3)	(2)	(1)
1.2 I am willing to buy Thai rice according to the good feedback from others.	(5)	(4)	(3)	(2)	(1)
1.3 I always buy Thai rice according to trust and account abilities on people who have better experience.	(5)	(4)	(3)	(2)	(1)
1.4 I always buy Thai rice according to the social medium.	(5)	(4)	(3)	(2)	(1)
Product Attributes (Thai Rice): PA					
2.1 Thai rice is more delicious than others.	(5)	(4)	(3)	(2)	(1)
2.2 Thai rice has unique flavor.	(5)	(4)	(3)	(2)	(1)
2.3 Thai rice has high nutrition.	(5)	(4)	(3)	(2)	(1)
2.4 Thai rice is very easy to cook.	(5)	(4)	(3)	(2)	(1)
Perceived Price: PP					

Social Influence, Product Attributes, Perceived Price, Brand Trust affecting intention of Chinese people to purchase Thai rice	Level of opinions				
	Strongly ← → Strongly agree disagree				
3.1 Even the price is high, but the taste is more delicious.	(5)	(4)	(3)	(2)	(1)
3.2 The high price of Thai rice makes me spend time for buying decision.	(5)	(4)	(3)	(2)	(1)
3.3 The price discount of Thai rice can attract me to buy it.	(5)	(4)	(3)	(2)	(1)
3.4 Price is always informed comparing to other brands.	(5)	(4)	(3)	(2)	(1)
Brand Trust: BD					
4.1 I am sure that Thai brand has good standard of rice production.	(5)	(4)	(3)	(2)	(1)
4.2 I confirm that Thai brand is reliable about its nutrition.	(5)	(4)	(3)	(2)	(1)
4.3 I confirm that I will only buy Thai brand when thinking about rice.	(5)	(4)	(3)	(2)	(1)
4.4 I believe about the better quality of Thai brand.	(5)	(4)	(3)	(2)	(1)

Part 3: Intention of Chinese people to purchase Thai rice

Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Intention to purchase Thai rice: IPTR	Level of opinions				
	Strongly ← → Strongly agree disagree				
1. I intend to buy Thai rice in the near future.	(5)	(4)	(3)	(2)	(1)
2. I intend to buy Thai rice even if it is more expensive.	(5)	(4)	(3)	(2)	(1)
3. I intend to buy Thai rice even I have to spend time to find it in supermarket.	(5)	(4)	(3)	(2)	(1)
4. I intend to buy Thai rice for my family.	(5)	(4)	(3)	(2)	(1)

**** Thank you for your kind cooperation****

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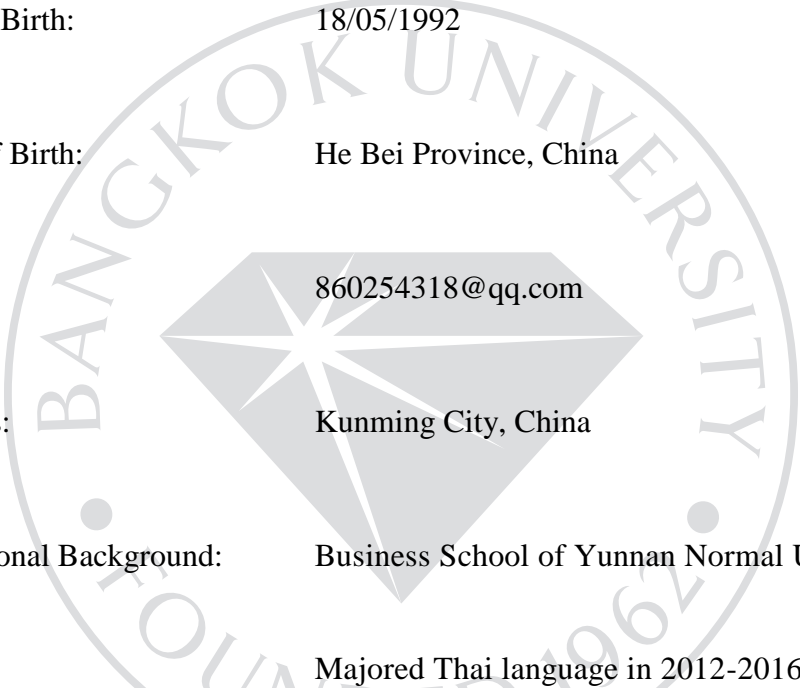
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