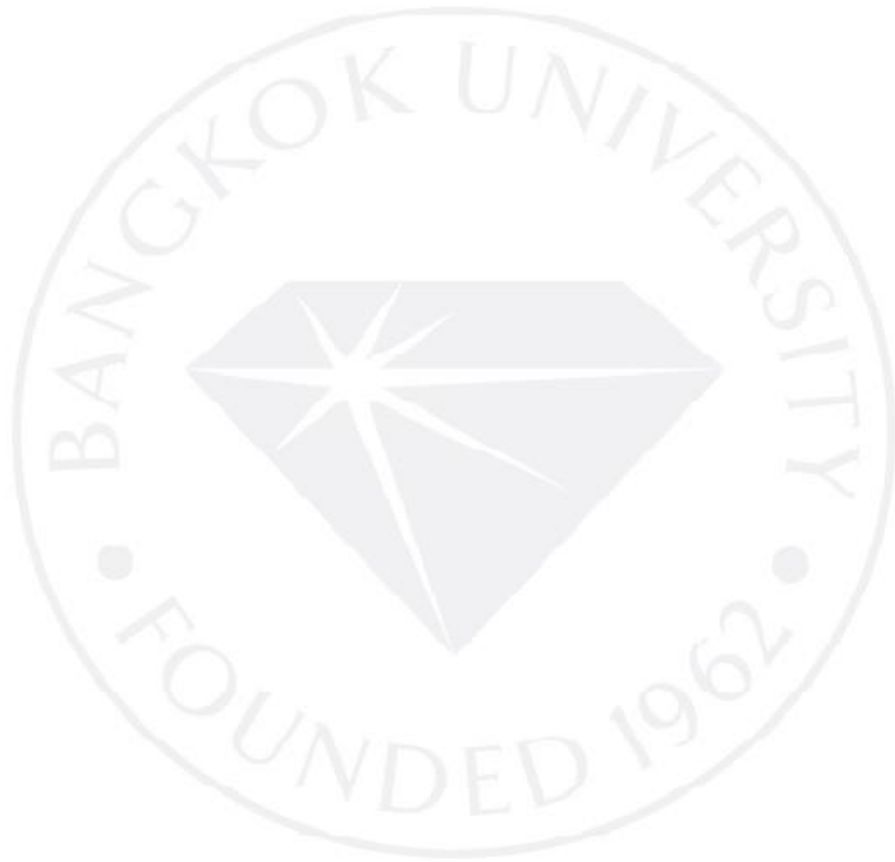
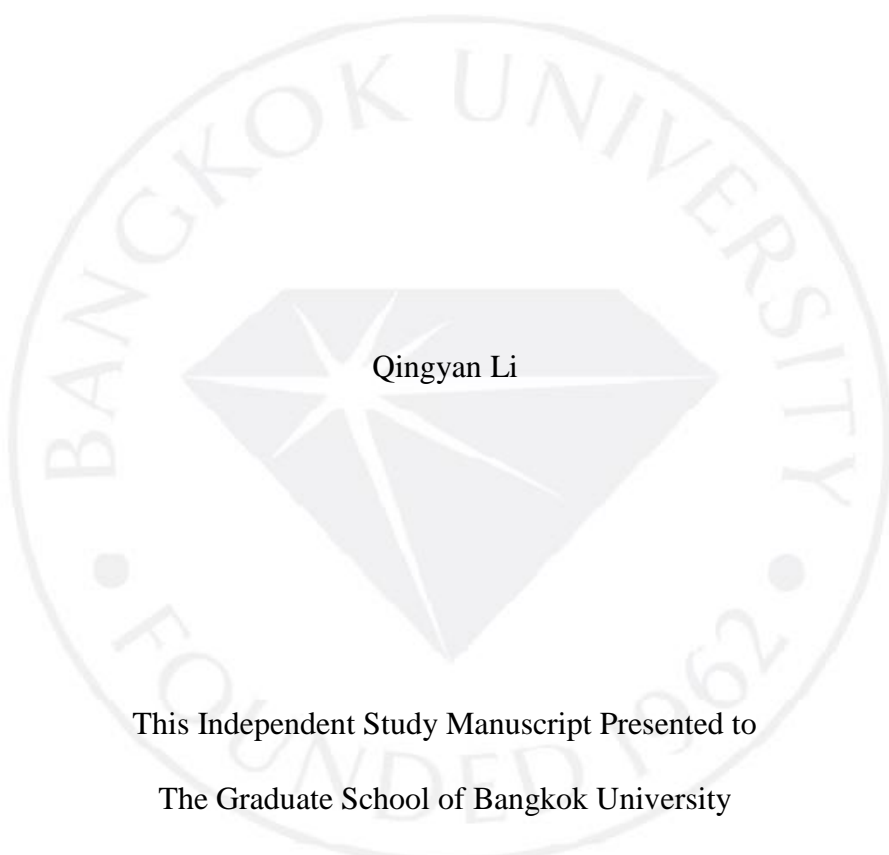


CROSS-CULTURAL ANALYSIS OF DECISION-MAKING BETWEEN THAI  
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This Independent Study Manuscript Presented to  
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**This Independent Study has been approved by  
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Cross-Cultural Analysis of Decision-Making between Thai and Chinese Consumers - A Case Study of Effectiveness in Promoting Bird's Nest Products using WeChat (77 pp.)

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## **ABSTRACT**

In this paper, the researcher mainly emphasized a case study of the purchasing decision of Bird's Nest products as implemented by Thai and Chinese customers through social media, WeChat. The objectives of this research include: (1) analyzing the effectiveness of communications regarding consumers' perception and decision making in promoting Bird's Nest products using WeChat, and (2) using Hofstede's cultural dimension theory of long-term orientation versus short-term orientation (LTO) to make a cross-cultural comparison regarding their perception and decision making about Bird's Nest products between Thai and Chinese WeChat users.

The quantitative research with a survey design was adopted to test the difference between Thai and Chinese customers regarding their purchasing decision of Bird's Nest products. A Hofstede's dimension focusing on LTO were applied as an analytical framework of the subjects' decision making to purchase Bird's Nest

products through WeChat. In particular, the researcher tested the hypotheses that Thai and Chinese customers will perceive different long-term and short-term orientations in terms of cultural dimensions when they purchase Bird's Nest products, and that Thai and Chinese customers with different perception regarding LTO will have different decision-making in purchasing Bird's Nest products.

The researcher distributed the questionnaires to collect data from respondents who may be interested in purchasing Bird's Nest products, and used independent sample t-test and the 2 x 3 Factorial Analysis of Variance to test the hypotheses.

The findings revealed a significant difference of the LTO on decision-making regarding their purchasing of Bird's Nest products between the Thai and Chinese customers. However, there was no significant interaction effect between nationality and the LTO on the customers' decision-making regarding the purchasing of Bird's Nest products. Moreover, most respondents agreed that Bird's Nest products were good for health and immunity systems in the long run, and the price was not considered an important factor of decision-making.

*Keywords: Cultural analysis, Bird's Nest products, consumer perception, purchase decision, WeChat online tools*

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Problem Statement and Rationale

Bird's Nest products have been around for hundreds of years and popular in many countries. Based on Yan (2018), people in China have been eating Bird's Nest for over 500 years. The first person in China taking Bird's Nest product was known to be the explorer called "He Zheng" in Ming Dynasty. In Qing Dynasty, the Bird's Nest product has become a luxurious dish as royal treats. The dish was the breakfast for many emperors and royal families. In Thailand, based on Sirimahatham (2016), people often received the Bird's Nest drinks as gifts for special occasions. They bought Bird's Nest drinks less than one time per month at supermarkets and department stores considering brand reputation when purchasing.

According to Jolly (2020), there were hundreds of different marketing strategies, but only one could bring in consistent sales from day one, which was the social media advertising. Social media advertising posted advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. The following lists some types of social media platforms that may serve ads (Jolly, 2020): (1) Social networking (Facebook, LinkedIn, Google+). (2) Microblogging (Twitter, Tumblr). (3) Photo sharing (Instagram, Snapchat, Pinterest). (4) Video sharing (YouTube, Facebook

Live, Periscope, Vimeo). However, there is another social networking called “WeChat”, which has gained popularity recently in Asia, particularly in China, based on TechNode (2018).

WeChat is a Chinese multi-purpose app developed by a Chinese company called Tencent in 2011. Its purposes are to exchange messages, provide social media, and mobile payment applications. According to Millward (2014) and TechNode (2018), it became one of the world's largest standalone mobile apps in 2018, with over 1 billion monthly active users. The popularity of WeChat is partially fueled and engaged by Chinese governments because of censorship of political topics in China (TechNode, 2018).

WeChat may contact so-called “friends” and the pages may be posted on the social media for sales, marketing, promotion, and communications purpose. Certain groups of friends may be created to avoid the privacy of pages exposed to the general public. Users may also post “events” which describe their current activities with photos or videos in the time line. Such a structure of friendships is the foundation of interactive communications in WeChat (TechNode, 2018).

In terms of communication tools used in WeChat, the service may enable companies to display promotional messages on users’ timeline or at the bottom of WeChat official account articles (Chen, 2017). WeChat ads enable brands to grow and WeChat official account followers may drive traffic to website and generate app

downloads. There are three major types of WeChat advertising (Chen, 2017): (1) WeChat moments advertising, (2) WeChat banner advertising, and (3) WeChat key opinion leader advertising. All these communication tools may have effects on product promotion and decision making of the customers. Naturally the purchasing decision made by Thai and Chinese should be different due to cultural differences. As Bird's Nest products have received much attention because of its significance, popularity, and recent promotion from a range of marketing channels, the researcher intends to focus on the modern social media, WeChat, as the marketing tool to study the purchasing decision of Bird's Nest products based on cultural differences using Hofstede's (1991) cultural dimensions.

It is imperative to understand the following research questions: What are the perceptions and purchasing decisions of the consumers in China and Thailand and the effectiveness of promoting Bird's Nest products through the communication tool, WeChat?

Intuitively, the purchasing decision of Bird's Nest product may depend on various cultural factors, such as Individualism versus Collectivism (IDV), Masculinity versus Femininity (MAS), Power Distance Index (PDI), Uncertainty Avoidance Index (UAI), Indulgence versus Restraint (IND), and Long-term Orientation versus Short-term Orientation (LTO). However, since both Thailand and China are located in Asia, it is likely that both countries have similar cultures in terms of IDV, MAS, PDI,

UAI, and IND. Therefore, the researcher intends to focus on the LTO which is the newest cultural dimension in this research (Hofstede & Minkov, 2010).

In general, a short-term oriented customer values traditional methods for his or her health solution. The health of the customer may be improved after taking Bird's Nest products regardless the previous health condition. In contrast, a long-term oriented customer considers time as linear, so that the health is unable to improve even taking Bird's Nest Products if the individual misses the timeframe of taking it. If the individual has taken Bird's Nest products previously, most likely he or she will be a repeated customer.

In summary, it is hoped that understanding and analyzing the cultural differences between Thailand and China may increase the effectiveness of WeChat marketing of Bird's Nest products. It may further broaden our knowledge of cultures, so that the similar rules may be applied to other products in different countries with different social media.

## **1.2 Objectives of Study**

The objectives of this research mainly emphasizes on the case study of effectiveness in promoting Bird's Nest products using WeChat. The following lists the objectives of this research:

- 1.2.1 Analyzing the effectiveness of communications regarding consumers' perception and decision making in promoting Bird's Nest products using WeChat.
- 1.2.2 Using Hofstede's cultural dimension theory of LTO to make cross-cultural comparisons regarding their perception and decision making about Bird's Nest products between Thai and Chinese WeChat users.

### **1.3 Research Questions**

The research questions are as follows:

- What are the perceptions and purchasing decisions of the consumers in China and Thailand?
- What is the effectiveness of promoting Bird's Nest products through the communication tool, WeChat?

### **1.4 Scope of Study**

There are six independent variables measured by Hofstede's (1991) cultural dimensions. The researcher intends to focus on the following dimension:

- Long-term orientation versus short-term orientation

Also, because of the huge number of users in WeChat around the world, the researcher will only study Chinese and Thai who have used WeChat previously.

## **1.5 Significance of the Study**

At the conclusion of this research, we may understand the perceptions and purchasing decisions of the consumers in China and Thailand and the effectiveness of promoting Bird's Nest products through WeChat. The results may contribute to the advancement of knowledge and practice of WeChat marketing tools in terms of cultural differences based on Long-term Orientation versus Short-term Orientation.

## **1.6 Definitions of Terms**

**1.6.1 WeChat advertising:** There are three major types of WeChat advertising: (1) Moments advertising, (2) Banner advertising, and (3) Key opinion leader advertising. All these communication tools may have effects on product promotion and decision-making of the customers.

**1.6.2 Hofstede's cultural dimensions:** It is a framework for cross-cultural communications, developed by Geert Hofstede. It shows the effects of a society's culture on the values of its members, and how these values relate to behavior, using a structure derived from factor analysis.

**1.6.3 Long-term Orientation:** A long-term oriented customer considers time as linear, so that the health is unable to improve even taking products if the individual misses the timeframe of taking it.



**1.6.4 Short-term Orientation:** a short-term oriented customer values traditional methods for his or her health solution. The health of the customer may be improved after taking the products regardless the previous health condition.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Related Literature Review and Previous Studies**

In modern society, there have been concerns regarding obesity, health conditions, and overall quality of life. This health awareness has led to strong development of the health and wellness trend among consumers in developed countries, including Thailand. It means that the issue of the nutritional benefits of drinks should be addressed (Nakmongkol, 2009). The results of the analysis showed that there were some clear distinctions in attitude and expectation among genders, ages and customers in urban and suburb communities (Nakmongkol, 2009). Based on another study (Tangtienchai, 2015), the researcher aimed to understand the possible factors regarding the purchasing decision of ready-to-drink green tea in Bangkok. It identified several main factors affecting the purchasing decision, including demographic and consumer behavior, brand, product, price, promotion, and present trend of health consciousness (Tangtienchai, 2015). According to the author, the results were able to apply in developing marketing strategies in the beverage industry.

In another study related to bird's nest drinks, the researcher studied the positive influence of knowledge about functional foods, health awareness and confidence in terms of society and public policy that affect consumption intentions of the bird's nest drinks in Thailand (Sirimahatham, 2016). The researcher revealed that producers of

bird's nest drink should emphasize on communicating benefits of providing more nutrition than other drinks, as well as reducing risks in health problems for consumers in various gender and age groups to increase the intention to consume the product (Sirimahatham, 2016).

Based on the recent research above, it implied that there has been a strong correlation between the types of functional drinks and the health concerns of consumers. "How to market the product to potential customers?" has become an interesting and essential topic in the modern society. In this study, the researcher intends to address these issues by focusing on WeChat as the marketing tool between Thai and Chinese communities.

The WeChat marketing tool has been popular lately (TechNode, 2018). Some researchers used the Theory of Planned Behavior to study the relationship among attitude, subjective norm, perceived behavior control and behavioral intention (Jing, 2015). Some researchers tried to identify the factors, including perceived enjoyment, perceived usefulness, perceived ease of use, trust, brand image and the attitude, that affect customers' purchasing intention using WeChat as the marketing tool (Blackwell, Miniard, & Engel, 2001; Dellarocas, Zhang, & Awad, 2007). The result showed that aforementioned factors have higher positive and strong correlation with the purchase decision of customers (Jing, 2015; Blackwell, et al., 2001; Dellarocas, et al., 2007).

In terms of product images in WeChat, the previous study aimed to examine the types of image-text and creative strategies presented in real estate official account articles (Chang, 2018). The findings suggested that WeChat articles played a major role in releasing product information (Chang, 2018). Regarding the execution style, the use of images with different appeals was the most common strategy. Managerial implications were provided for brand managers or marketers who were using social media, such as WeChat, to promote their products among foreign target consumers (Chang, 2018). This finding suggests that the choice of WeChat as the marketing tool in this study should be practical and meaningful for Thai and Chinese consumers.

## **2.2 Related Theories**

The core theory and the framework of this research are based on “Hofstede’s Cultural Dimensions Theory.” The survey of the research were designed and performed by applying the theory to explore and understand the effectiveness of the cross-cultural communications. The following describes the theory based on Berlitz (WorldSpeaking, 2011).

### **2.2.1 Hofstede’s Dimensions Theory**

Hofstede's cultural dimensions theory was created by Geert Hofstede. It was a framework for cross-cultural communications (Hofstede, 1980 and 1991). It examined the impacts of the culture of the society on the values of the members, and how these values correlated to behavior by using a structure derived from the factor analysis.

Based on Hofstede (1980 and 1991), the theory included the following six dimensions, *i.e.* Individualism versus Collectivism (IDV), Masculinity versus Femininity (MAS), Power Distance Index (PDI), Uncertainty Avoidance Index (UAI), Indulgence versus Restraint (IND), Long-term Orientation versus Short-term Orientation (LTO). In this study, the focus will be the dimension of the LTO.

### **2.2.2 LTO Dimension**

The LTO dimension describes the time horizon of the society. Short-term oriented cultures value traditional methods, take a considerable amount of time to build relationships, and in general view time as circular (Hofstede & Minkov, 2010). This means the past and the present are interconnected and that which cannot be done today can be done tomorrow. The opposite of this is long-term orientation, which sees time as linear and looks to the future rather than the present or the past. It is goal-oriented and values-rewarded.

The researcher will mainly focus on this dimension (LTO) and analyze the results after the survey. As an example for illustration purpose, Thai consumers may simply follow others in making purchasing decision, while Chinese may focus more on improving the health condition of consumers in the long run. These findings may be used as marketing strategies in communicating benefits for consumers in various gender and age groups to increase the intention to consume the product.

## **2.3 Consumer's Perception and Decision-Making**

The theoretical framework of this research is based on “Hofstede's Cultural Dimensions Theory” (Hofstede & Minkov, 2010). As described earlier, the researcher intends to focus on the LTO which is the newest cultural dimension in this research. The survey of the research will be designed and performed by applying the theory to explore and understand the purchasing decision of Bird's Nest products using WeChat between Thai and Chinese customers. The conceptual model in terms of perceptions, factors in purchasing decisions, and personal characteristics between Thai and Chinese, are described below.

### **2.3.1 Nature of Perception**

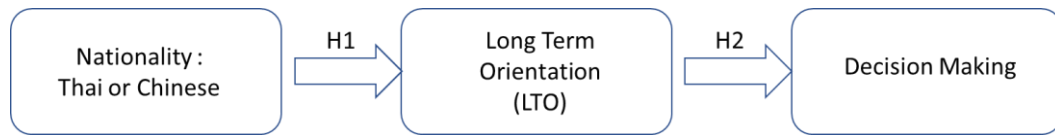
The perception of consumers towards Bird's Nest products may or may not be the same in terms of cultural differences. These perceptions may include perceived enjoyment, perceived usefulness, ease-of-use, trust, brand images, and the perceived attitude (Chang, 2018; Nakmongkol, 2009). They may have an impact on customers' purchase decision of Bird's Nest products using WeChat as the marketing tool, but may or may not differ between Thai and Chinese communities. In this study, the researcher intends to reveal such findings after the survey.

### **2.3.2 Factors Affecting Decision-Making and Cultural Dimensions**

There are many factors that may potentially affect consumers in making purchasing decision of Bird's Nest Products. The decision-making in this research means that the consumer intends to purchase the product within a given timeframe in the survey. In this study, the researcher intends to find out the factors that may affect purchasing decision, such as demographics and consumer behavior, differences in pricing, the discount and promotion, consumer's health awareness, etc. The purpose is to understand these factors if there exists any strong or weak correlations in term of LTO cultural differences between Thailand and China.

### **2.3.3 Personal Characteristics**

There are certain cultural differences between Thai and Chinese in general. These differences exist regardless of other factors, such as ages, demographics, and others. Thus, the consumers may behave differently in reading marketing tool, such as WeChat, in making purchasing decision of Bird's Nest Products simply because of personal characteristics. In this study, the researcher intends to find out the factors that may affect purchasing decision because of personal characteristics regardless of other factors aforementioned. Understanding cultural differences between two nationalities in general may provide useful in-depth information to reach out target audiences without wasting resources on meaningless advertisements for marketing purpose. The conceptual model is depicted below.



## 2.4 Hypothesis

This research will make the following two-step hypotheses in terms of the dimension of Long-term Orientation versus Short-term Orientation (LTO). It is first assumed that there exist cultural differences in terms of LTO between Thai and Chinese customers. Under this hypothesis, the researcher will further assume that the purchasing decision of Bird's Nest products may vary by Thai or Chinese customers with different LTO. The hypotheses will be verified and evaluated by the survey performed.

H1: Thai and Chinese customers will perceive different long-term and short-term orientations in terms of cultural dimensions when they purchase Bird's Nest products.

H2: Thai or Chinese customers with different perception regarding LTO will have different decision-making in purchasing Bird's Nest products.

The results of the survey will be analyzed to understand the perceptions of consumers, such as perceived enjoyment, perceived usefulness, perceived ease of use, trust, brand image and the attitude of the consumers, as well as personal characteristics between China and Thailand. Moreover, the researcher will find out the factors that may affect purchasing decision, such as demographics and consumer



behavior, differences in pricing, the discount and promotion, consumer's health consciousness, etc., in term of LTO cultural differences between Thailand and China. The results may be analyzed to measure the effectiveness of promoting Bird's Nest products through the marketing tool, WeChat.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research Design

In this study, the quantitative research, *i.e.* a survey design, was adopted to test the relationship between Thai and Chinese customers regarding their purchasing decision of Bird's Nest products. Hofstede's dimensions focusing particularly on the long-term and short-term orientation (LTO) dimension through social media, WeChat, was applied as an analytical framework. The intention was to collect information from the sample by using a set of questionnaires as the tool.

The researcher has performed the study in the following steps: (1) using the survey method by posting a set of questionnaires on the WeChat group to collect information from respondents who may be interested in purchasing Bird's Nest products, (2) using the sample survey method to collect the data, and (3) processing the data by using Statistical Package for the Social Sciences (SPSS) to interpret the results.

#### 3.2 Populations and Sampling Methods

##### 3.2.1 Targeted Populations

The targeted population was the total number of Thai and Chinese people who have used WeChat as their channel to purchase health, nutrition, or other similar

products. To achieve the objectives of study, prior purchase of Bird's Nest products was preferred, but not required for this survey purpose. The targeted age group was between 18 and 60 years old. The proposed number of samplings was at least 192 Chinese and 192 Thai with the total of 384 samples. The reason of such numbers of sampling will be discussed in the following section.

### **3.2.2 Selection of Sampling**

It is understood that non-probability sampling is the probability of the specific member of the population with unknown information to researchers, where purposive sampling and convenience sampling are used most frequently (Mo, 2015). Purposive sampling involves choosing objects or samples that are believed to give the most accurate results. An experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. In contrast, the convenience sampling is the procedure of obtaining people or units who are conveniently available and ready to researchers (Mo, 2015).

In this study, the researcher has applied the non-probability sampling technique of convenience sampling. The selection of sample size is described below.

### **3.2.3 Krejcie and Morgan Sampling Method**

In this study, the sample size was determined by using the Krejcie & Morgan table and formula as shown in the Appendix A. The researcher has distributed

questionnaires to conveniently selected at least 384 respondents categorized into 192 Thai and 192 Chinese.

### **3.3 Research Tool**

The research tool was formulated based on “Hofstede’s Cultural Dimensions Theory”. As described previously, this research intended to compare the Chinese and Thai culture using Hofstede’s (1991) cultural dimensions, focusing only on the long-term orientation versus short-term orientation. The questionnaires consist of four (4) sections below as shown in Appendix B.

Section 1 consists of questions asking about the respondent’s personal information, including gender, age, educational level, and nationality.

Section 2 asks about the respondent’s consumption behavior of Bird’s Nest products in multiple-choice format.

Section 3 provides questionnaires regarding the LTO of Hofstede’s cultural dimensions between Thai and Chinese consumers. The items are designed in a Likert-scale format ranging from “strongly agree” (5) to “strongly disagree” (1).

Section 4 identifies the perception and the decision-making among Thai and Chinese consumers. The items are designed in a Likert-scale format ranging from “strongly agree” (5) to “strongly disagree” (1).

### **3.4 Data Collection**

The invitation for survey was posted on WeChat groups in Thailand and China. The survey was initially considered by using available online platforms, such as Pantip, Baidu, and Google. The researcher ended up collecting the data during the month of April in the year of 2020 using a popular Chinese survey tool called “Wenjuanxing” (meaning, “Survey Star”). In case there were fewer respondents than expected, more survey invitations would have been posted on additional WeChat groups for extended collection time.

Moreover, survey questionnaires were written in Thai and Chinese, as shown in Appendix C and D, respectively. Translations of questionnaires were reviewed by bilingual speakers to guarantee congruency between two versions. The complete listing of the SPSS analysis of the survey data is shown in Appendix E.

## CHAPTER 4

### DESCRIPTIVE ANALYTICS

#### 4.1 Demographic Data

At the end of the survey period, there were 304 Thai and 239 Chinese respondents in the survey. The demographic information of survey participants, including gender, age, education, and nationality, are listed in Table 4.1, 4.2, 4.3, and 4.4, respectively.

The descriptive analysis revealed that a bit over half of the respondents were males (55.2%), while the rest were females (42.7%), aging between 26-35 years the most (41.1%), followed by 36-45 years (20.4%), less than 25 years (15.3%), and over 55 years (7.2%), respectively. Over half of them were studying in the Bachelor's level (58.6%), followed by the Master's level (9.8%), the high school or lower level (6.4%), and the doctoral level (0.6%), respectively.

Table 4.1: Analysis of nationality levels using Frequency and Percentage

		Nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Thailand	304	56.0	56.0	56.0
	Chinese	239	44.0	44.0	100.0
	Total	543	100.0	100.0	

Table 4.2: Analysis of gender levels using Frequency and Percentage

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	300	55.2	55.2	55.2
	Female	232	42.7	42.7	98.0
	No reply	11	2.0	2.0	100.0
	Total	543	100.0	100.0	

Table 4.3: Analysis of Age levels using Frequency and Percentage

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
	<25 yrs	83	15.3	15.3	15.3
	26-35 yrs	223	41.1	41.1	56.4
	36-45 yrs	111	20.4	20.4	76.8
	46-55 yrs	77	14.2	14.2	91.0
	>55 yrs	39	7.2	7.2	98.2
	No reply	10	1.8	1.8	100.0
	Total	543	100.0	100.0	

Table 4.4: Analysis of Education levels using Frequency and Percentage

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
	HS or below	35	6.4	6.4	6.4
	Bachelor	318	58.6	58.6	65.0
	Master	53	9.8	9.8	74.8
	PhD	3	0.6	0.6	75.3
	No reply	134	24.7	24.7	100.0
	Total	543	100.0	100.0	

## 4.2 General Purchasing Behavior of Bird's Nest products

Regarding the general purchasing behavior of Bird's Nest products, one half (50.3%) of the participants indicated that they have purchased Bird's Nest products

(BNP) before, as shown in Table 4.5. In terms of the brand of Bird's Nest product, the survey showed that they bought *Brand's* the most (22.5%), followed by *Scotch* (14.9%), while some of them (12.5%) purchased other brands (Table 4.6).

The respondents stated that they spent Y100 (B400) (21.2%) per purchase to buy the Bird's Nest product, followed by Y101-Y500 (B401-B2,000) (17.9%), and over Y500 (B2,000) (11.2%), as shown in Table 4.7. Regarding the place to purchase, however, only 8.1% of the total participants purchased the products through WeChat or other online tools, as shown in Table 4.8. Almost half of the participants (42.0%) purchased the product directly from non-online stores.

Table 4.5: Analysis of Bought-BNP using Frequency and Percentage

Bought-BNP?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	273	50.3	50.3	50.3
No	270	49.7	49.7	100.0
Total	543	100.0	100.0	

Table 4.6: Analysis of Brand levels using Frequency and Percentage

Brand				
	Frequency	Percent	Valid Percent	Cumulative Percent
Brand's	122	22.5	22.5	22.5
Scotch	81	14.9	14.9	37.4
Other	68	12.5	12.5	49.9
N/A	272	50.1	50.1	100.0
Total	543	100.0	100.0	



Table 4.7: Analysis of Amount Money Bought Bird's Nest Product using Frequency and Percentage

	Amount			
	Frequency	Percent	Valid Percent	Cumulative Percent
< Y100 (B400)	115	21.2	21.2	21.2
Y101-Y500 (B401-B2000)	97	17.9	17.9	39.0
> Y500 (B2000)	61	11.2	11.2	50.3
N/A	270	49.7	49.7	100.0
Total	543	100.0	100.0	

Table 4.8: Analysis of Where Bought Bird's Nest Product using Frequency and Percentage

		Where			
		Frequency	Percent	Valid Percent	Cumulative Percent
	WeChat	26	4.8	4.8	4.8
	Online	18	3.3	3.3	8.1
	Direct	228	42.0	42.0	50.1
	N/A	271	49.9	49.9	100.0
	Total	543	100.0	100.0	

### 4.3 Cultural Dimensions

The respondents slightly agreed with the overall opinions regarding the cultural dimensions of long-term orientation versus short-term orientation (LTO). However, their purchase was interchangeably back and forth between the short-term and long-term orientations - That is, they purchased Bird's Nest products initially for the short-term orientation, indicating that they purchased Bird's Nest products as a gift for their friends or relatives (mean=3.38). Later, they aimed at obtaining good health in the long run (mean=3.29), and hoped that the product may improve their immunity

systems in the long run (mean=3.18), or may ease symptoms of common colds or flu (mean=2.82). Buying Bird's Nest products to improve their social status in general was ranked as the last opinion (mean=2.72) (Table 4.9).

**Table 4.9: Analysis of Responses regarding Cultural Dimensions**

Questions	SA <sup>a</sup>	SLA <sup>a</sup>	M <sup>a</sup>	SLD <sup>a</sup>	SD <sup>a</sup>	Mean (St. Div <sup>b</sup> )	Meaning
	(%)	(%)	(%)	(%)	(%)		
Bird's Nest products are good for my health in the long run.	12.9	27.6	43.5	7.2	8.8	3.29 (0.154)	Slightly Agree
Bird's Nest products may improve my immunity system in the long run.	10.5	24.9	46.2	9.2	9.2	3.18 (0.161)	Slightly Agree
Bird's Nest products may ease symptoms of common colds or flu.	7.9	12.0	48.1	17.7	14.4	2.82 (0.161)	Slightly Disagree
I may purchase Bird's Nest products as a gift for my friends or relatives.	16.6	30.2	36.5	7.7	9.0	3.38 (0.128)	Slightly Agree
Bird's Nest products may improve my social status in general.	7.4	15.3	40.3	20.6	16.4	2.77 (0.123)	Slightly Disagree

a. SA = strongly agree (5), SLA = slightly agree (4), M = moderate (3), SLD = slightly disagree (2), SD = strongly disagree (1)

b. St. Div = Standard Deviations

#### **4.4 Decision-making to purchase via WeChat**

The respondents indicated they slightly agreed on the decision-making to purchase via WeChat - That is, they regarded that their decision-making was based on

the importance of the following elements of Bird's Nest products: price (mean=2.81), attitude of salespersons (mean=2.73), the ingredient (mean=2.68), the packaging (mean=2.64), and the advertisements (mean=2.59), respectively (Table 4.10).

Table 4.10: Analysis of Decision-Making to Purchase via WeChat

Questions	SA <sup>a</sup>	SLA <sup>a</sup>	M <sup>a</sup>	SLD <sup>a</sup>	SD <sup>a</sup>	Mean	Meaning
	(%)	(%)	(%)	(%)	(%)	(St. Div <sup>b</sup> )	
The ingredient of Bird's Nest products is important.	7.7	13.1	39.2	19.2	20.8	2.68 (0.119)	Slightly Disagree
The packaging of Bird's Nest products is important.	6.3	13.6	37.8	22.7	19.7	2.64 (0.118)	Slightly Disagree
The advertisements of Bird's Nest products shown on WeChat are important.	4.8	12.5	39.4	23.2	20.1	2.59 (0.130)	Slightly Disagree
The attitude of salespersons of Bird's Nest products on WeChat is important	7.2	16.4	36.6	22.1	17.7	2.73 (0.107)	Slightly Disagree
The price of Bird's Nest products is important.	8.8	17.5	36.5	19.9	17.3	2.81 (0.101)	Slightly Disagree

a. SA = strongly agree (5), SLA = slightly agree (4), M = moderate (3), SLD = slightly disagree (2), SD = strongly disagree (1)

b. St. Div = Standard Deviations

## 4.5 Hypothesis Test

H1: Thai and Chinese customers will perceive different long-term and short-term orientations in terms of cultural dimensions when they purchase Bird's Nest products.

Independent sample t-test was used to test Hypothesis 1. The result revealed that there was a significant different perception between Thai and Chinese customers regarding their long-term and short-term orientation levels in terms of cultural dimensions ( $t_{540.770} = -5.764, p < .001$ ) when they purchase Bird's Nest products. That is, although both groups reported a moderate opinion about the long-term and short-term orientation when they purchase Bird's Nest products, Chinese customers reported a significantly higher opinion (mean= 3.3314, SD = .79281) towards their long-term and short-term orientation levels than Thai customers (mean= 2.8908, SD=.98820). Therefore, Hypothesis 1 was supported. The Independent sample t-test is shown in Table 4.11.

Table 4.11: Results of Independent Sample t-Test

Group Statistics					
	Nationality	N	Mean	Std. Deviation	Std. Error Mean
LTO	Thailand	304	2.8908	.98820	.05668
	China	239	3.3314	.79281	.05128

## Independent Samples Test:

Levene's Test for Equality of

Variances

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
LTO	Equal variances assumed	7.264	.007	-5.616	541	.000	-.44059
	Equal variances not assumed			-5.764	540.770	.000	-.44059

## t-test for Equality of Means

Std. Error Difference	95% Confidence Interval of the Difference	
	Lower	Upper
.07845	-.59469	-.28649
.07643	-.59074	-.29045

H2: Thai or Chinese customers with different perception regarding LTO will have different decision-making in purchasing Bird's Nest products.

The mean scores of LTO were transformed into three groups (High, Moderate, and Low), and later the 2 x 3 Factorial Analysis of Variance was used to test Hypotheses 2. The finding revealed that there was a significant difference of the LTO perception on decision-making regarding their purchase of Bird's Nest products ( $F=152.690$ ,  $p<.001$ ), as described in the Test of Between-Subject-Effects in Table 4.12.

Table 4.12: Results of Tests of Between-Subjects Effects

Tests of Between-Subjects Effects					
Dependent Variable: DM					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	255.754 <sup>a</sup>	5	51.151	79.550	.000
Intercept	2143.067	1	2143.067	3332.915	.000
Nationality	.004	1	.004	.006	.936
LTO_group	196.359	2	98.180	152.690	.000
Nationality * LTO_group	2.196	2	1.098	1.707	.182
Error	345.291	537	.643		
Total	4527.720	543			
Corrected Total	601.046	542			

a. R Squared = .426 (Adjusted R Squared = .420)

The pairwise-comparisons revealed that there was a significant difference among Low, Middle, and High LTO groups. The absolute values of the mean differences between Low-Middle, Middle-High, and Low-High were 1.0923, 1.0991, and 2.1914, respectively, as described in the Post-hoc analysis in Table 4.13.

However, the analysis showed no significant effect of nationality on decision-making regarding the purchase of Bird's Nest products ( $F=.006$ ,  $p>.05$ ). That is, both Thai and Chinese customers have a moderate level of decision-making regarding their purchase of Bird's Nest products. Moreover, there was no significant interaction effect between nationality and the LTO on decision-making regarding their purchase of Bird's Nest products ( $F=1.707$ ,  $p>.05$ ), as shown in the Tests of Between-Subjects Effects in Table 4.12.

Table 4.13: Results of Post Hoc Tests

## Means of Nationality and Long-Term Orientation

## Nationality Estimates

Dependent Variable: DM

Nationality	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Thailand	2.655	.052	2.552	2.758
China	2.647	.075	2.499	2.795

## LTO\_group Estimates

Dependent Variable: DM

LTO_group	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Low	1.592	.108	1.380	1.804
Middle	2.622	.044	2.535	2.709
High	3.739	.073	3.595	3.882

## Mean differences among LTO\_groups (pairwise-comparisons)

LTO_groups	Low	Middle	High
Low	-	-1.0923	-2.1914
Middle	1.0923	-	-1.0991
High	2.1914	1.0991	-

## CHAPTER 5

### DISCUSSION

#### 5.1 Summary of Findings

In this study, the researcher has made and verified two hypotheses. The result revealed that there was a significant difference between Thai and Chinese customers regarding their perceived long-term and short-term orientation (LTO) levels in terms of cultural dimensions when purchasing Bird's Nest products. Chinese customers reported a significantly higher opinion towards their long-term and short-term orientation levels than Thai customers did.

Also, the finding revealed that there was a significant difference of the LTO on decision-making regarding their purchase of Bird's Nest products. However, there was no significant interaction effect between nationality and the LTO on the customers' decision-making regarding the purchasing of Bird's Nest products.

Regarding the general purchasing behavior of Bird's Nest products, one half of the participants indicated that they have purchased the Bird's Nest products earlier with *Brand's* as the most popular name brand. The majority spent less than ¥500 (£2,000) for one purchase. It is worthy to note that almost half of the purchases were conducted directly from non-online stores, neither from WeChat, nor other online tools.



In terms of the cultural dimension, most respondents have agreed that Bird's Nest products were good for health and immunity systems in the long run. They may purchase the products as a gift for friends and relatives. However, they thought the products may neither ease the symptoms of colds, nor improve the social status, regardless of the nationality of the respondents.

In terms of decision-making to purchase via WeChat, the respondents did not think any of the following factors were important, such as the ingredient, packaging, advertisements, the attitude of salespersons, and the price of the products. It is worthy to note that the price is not considered an important factor of decision-making.

## **5.2 Discussion**

In previous studies as described in Chapter 2, the analysis showed that there were some clear distinctions in attitude and expectation among genders, ages, and customers in urban and suburb communities (Nakmongkol, 2009). Based on another study (Tangtienchai, 2015), the researcher identified several factors affecting purchasing decision, including demographic and consumer behavior, brand, product, price, promotion, and present trend of health consciousness. In another study, the researcher revealed that producers of bird's nest drink should emphasize on communicating benefits of providing more nutrition than other drinks (Sirimahatham, 2016).

However, in this study, the researcher found that the purchasing decision of Bird's Nest products using WeChat revealed weak correlation with the following factors, such as the ingredient, packaging, advertisements, the attitude of salespersons, and the price of the products regardless of the nationality of the customers. The reason may be that Bird's Nest products are more considered as nutrition supplements from consumer's point of view (Nakmongkol, 2009).

According to the survey, more important factors were related to the consideration of consumers' health and immunity systems in the long run. This result further confirmed the possibility of consumer's view of nutrition supplement. Consumers may also purchase the products simply as a gift for friends and relatives. Also, according to the survey, almost half of the purchases were made directly from non-online stores. The reason may be that online stores are too remote with lack of the sense of security for consumers; especially the products are meant to be taken as nutrition supplements in daily diets (Nakmongkol, 2009).

As described in Chapter 2, the researcher focused mainly on the LTO cultural dimension when the customers bought Bird's Nest products. The results revealed that Chinese customers reported a significantly higher opinion towards their long-term and short-term orientation levels than Thai customers. In this aspect, Chinese consumers may see time as linear and look to the future rather than the present or the past. This implied that Chinese customers may focus more on improving the health condition of

consumers in the long run. The reason may be that the Chinese had the tradition of taking Chinese medicine (Xutian, Cao, Wozniak, & Junion, 2014). The Bird's Nest products may simply be considered as a nutrition supplement to the health in the long run from Chinese point of view (Nakmongkol, 2009).

However, the researcher must point out that this survey may not be a good representation of the general view of the LTO from Chinese consumers. The majority of the respondents (56.4%) were under the age of 35 years. In the future, it may be worthy to look into different perceptions of the young and old generations. In this study with the convenience sampling, only a fraction of respondents (7.2%) were aged over 55, thus the researcher may not have sufficient data to analyze the perceived LTO cultural dimension between Chinese young and old generations.

### **5.3 Limitations**

This research has focused on the case study of the purchasing decision of Bird's Nest products made by Thai or Chinese customers. Because of the huge number of WeChat users and consumers, there were limitations of population of the data collection. The researcher has collected 543 users as the sample population with the convenience sampling method.

Another limitation for this study was that the researcher mainly focused on the cultural dimension of long-term orientation versus short-term orientation when a consumer made his/her purchase of Bird's Nest products. The researcher did not explore five other independent variables measured by Hofstede's (1991) cultural dimensions.

Also, because of the huge number of users in WeChat around the world, the researcher only studied Chinese or Thai who have used WeChat or other online tools previously. Therefore, the industry of social media may not be all or partially representing by this research in terms of marketing research.

Furthermore, the researcher has collected the data limited to the month of April in the year of 2020 during the outbreak of Corona virus (COVID-19), thus this result may not be applied to other periods.

#### **5.4 Recommendations**

There are several factors that may be considered in promoting Bird's Nest products through online tools, including online purchasing, pricing, health considerations, and gift purchasing. Details will be described below.

According to the survey, almost half of the purchases were directly from non-online stores. This implied that there would be significant marketing opportunities in promoting the products through online tools, since physical stores

were limited by geographical locations and store hours. However, online stores may be lack of the sense of security for consumers, so some marketing promotions, such as trial-out samples of the products may be explored.

In terms of decision-making to purchase via WeChat, it is worthy to note that the price is not considered an important factor of decision-making. Instead, most respondents have agreed that the Bird's Nest products are good for health and immunity systems in the long run. Also, they may purchase the products as a gift for friends and relatives. The cultural difference between two countries implied that Chinese customers may focus more on improving the health condition of consumers in the long run. These factors may be considered in promoting Bird's Nest products through online tools in the future.

Furthermore, the researcher applied the non-probability sampling technique of convenience sampling. The selection of sample size was based on Krejcie and Morgan sampling methods. It is recommended to include other sampling methods, such as, Taro Yamane (2014) sampling, if a finite population with the population size is known.

Also, the survey duration may be too limited in this study, because of the outbreak of COVID-19. It is recommended to apply other relevant variables in difference period of time for better survey results in the future.

Lastly, the researcher mainly focused on the cultural dimension of long-term orientation versus short-term orientation. It is suggested that further studies may be done to include other independent variables, such as, individualism versus collectivism, masculinity versus femininity, power distance index, uncertainty avoidance index, and indulgence versus restraint, to better understanding the cultural differences between Thai and Chinese consumers.

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## APPENDIX A - Krejcie & Morgan table and formula

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

*Formula for determining sample size*

$$s = X^2 NP(1 - P) + d^2(N - 1) + X^2 P(1 - P)$$

*s* = required sample size.

$X^2$  = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

*N* = the population size.

*P* = the population proportion (assumed to be .50 since this would provide the maximum sample size).

*d* = the degree of accuracy expressed as a proportion (.05).

Source: Krejcie & Morgan, 1970

## APPENDIX B - Questionnaires in English

### I. Demographic data

1	Gender?	_____ male    _____ female    _____ declined to answer
2	Age?	_____ less than 25 yrs    _____ 26-35 yrs    _____ 36-45 yrs    _____ 46-55 yrs _____ more than 55 yrs    _____ declined to answer
3	Education level?	_____ High school or lower    _____ Bachelor's degree    _____ Master's Degree _____ Doctor's degree    _____ declined to answer
4	What is your nationality?	_____ Thai    _____ Chinese

### II. General purchasing behavior of Bird's Nest products

Have you purchased the Bird's Nest products before?	Yes (       ) Please continue to answer	No (       ) Skip the questions below	
Q1: What brand of the Bird's Nest product did you buy last time?	_____ Brand's	_____ Scotch	_____ Other brand
Q2: How much did you pay for the product last time?	_____ less than ¥ 100 (B400)	_____ ¥ 101-500 (B401-B2,000)	_____ more than ¥ 500 (B2,000)
Q3: Where did you buy the product last time?	_____ WeChat	_____ online, but not WeChat	_____ direct, non-online

### III. Cultural Dimensions

	Strongly Agree	Slightly Agree	Moderate	Slightly Disagree	Strongly Disagree
Q1: Bird's Nest products are good for my					

health in the long run.					
Q2: Bird's Nest products may improve my immunity system in the long run.					
Q3: Bird's Nest products may ease symptoms of common colds or flu.					
Q4: I may purchase Bird's Nest products as a gift for my friends or relatives.					
Q5: Bird's Nest products may improve my social status in general.					
Any comments?					

#### IV. Decision-making questionnaires to purchase via WeChat

<b>I decide to purchase Bird's Nest products via WeChat because ...</b>	<b>Strongly Agree</b>	<b>Slightly Agree</b>	<b>Moderate</b>	<b>Slightly Disagree</b>	<b>Strongly Disagree</b>
Q1: The ingredient of Bird's Nest products is important.					
Q2: The packaging of Bird's Nest products is important.					
Q3: The advertisements of Bird's Nest products shown on WeChat are important.					
Q4: The attitude of salespersons of Bird's Nest products on WeChat is important					
Q5: The price of Bird's Nest products is important.					
Any comments?					

## APPENDIX C - Questionnaires in Chinese

### I. Demographic data

1	您的性别?	<input type="checkbox"/> 男性 <input type="checkbox"/> 女性 <input type="checkbox"/> 不愿意说			
2	您的年纪?	<input type="checkbox"/> 小于25岁 <input type="checkbox"/> 26-35岁 <input type="checkbox"/> 36-45岁 <input type="checkbox"/> 46-55岁 <input type="checkbox"/> 大于55岁 <input type="checkbox"/> 不愿意说			
3	您的学历是?	<input type="checkbox"/> 高中或以下 <input type="checkbox"/> 本科学位 <input type="checkbox"/> 硕士学位 <input type="checkbox"/> 博士学位 <input type="checkbox"/> 不愿意说			
4	您的国籍是?	<input type="checkbox"/> 泰国 <input type="checkbox"/> 中国			

### II. General purchasing behavior of Bird's Nest products

您有购买过燕窝吗?	有 ( ) 请继续回答		没有 ( ) 请直接跳过以下问题
Q1: 您有购买过哪个牌子的即食燕窝?	<input type="checkbox"/> 泰国白兰氏燕窝	<input type="checkbox"/> 泰国士国燕窝	<input type="checkbox"/> 其他品牌
Q2: 您上次购买燕窝花了多少钱?	<input type="checkbox"/> 少于¥100人民币 (B400泰铢)	<input type="checkbox"/> ¥101-500人民币 (B401-B2,000泰铢)	<input type="checkbox"/> 大于¥500人民币 (B2,000泰铢)
Q3: 您上次是在哪里购买的燕窝?	<input type="checkbox"/> 微信	<input type="checkbox"/> 网上买的, 但不是微信	<input type="checkbox"/> 不是网上买 (在实体店)

### III. Cultural Dimensions

	强烈同意	基本同意	不同意也 不反对	基本反对	强力反对
--	------	------	-------------	------	------

Q1: 从长远来看,燕窝对我的健康有好处					
Q2: 从长远来看,燕窝可以提高我的免疫力					
Q3: 燕窝可以缓解普通感冒或流感的症状					
Q4: 我会购买燕窝当作礼物给亲戚朋友					
Q5: 燕窝能够提高我的社会地位					
有没有其他建议?					

#### IV. Decision-making questionnaires to purchase via WeChat

我会在微信上购买燕窝,是因为 ...	强烈同意	基本同意	不同意也不反对	基本反对	强烈反对
Q1: 燕窝的营养成分很重要					
Q2: 燕窝这个产品的包装很重要					
Q3: 燕窝在微信朋友圈打的广告很重要					
Q4: 微信上客服卖燕窝的服务态度很重要					
Q5: 燕窝的价格很重要					
有没有其他建议?					



## APPENDIX D - Questionnaires in Thai

### I. Demographic data

1	เพศ	_____ ชาย _____ หญิง _____ ไม่อยากตอบ	
2	อายุ	_____ อายุน้อยกว่า25ปี _____ อายุ26ปีถึง-อายุ35ปี _____ อายุ36ปีถึงอายุ45 ปี _____ อายุ46ปีถึงอายุ55 ปี _ _____ เกษะกว่าอายุ55ปี_____ ไม่อยากตอบอายุ	
3	ระดับการศึกษา	_____ ต่ำกว่า  โรงเรียนมัธยม _____ ปริญญาตรี _____ปริญญาโท _____ ปริญญาเอก _____  _____ ไม่อยากตอบระดับการศึกษา	
4	สัญชาติอะไร	_____ ไทย	_____ จีน

### II. General purchasing behavior of Bird's Nest products

ท่านคือซื้อผลิตภัณฑ์รังนกไหมคะ	เคย ( )  กรุณาตอบต่อไป		ไม่เคย ( )  ข้ามคำถามต่อไปนี้
Q1: ครั้งสุดท้ายท่านซื้อที่ไหนของผลิตภัณฑ์รังนก	_____แบรนด์	_____ สก็อต	_____ ที่อื่น ๆ
Q2: ครั้งสุดท้ายท่านใช้เงินเท่าไรไปซื้อผลิตภัณฑ์รังนก	_____ ต่ำกว่า ¥ 100 (B500)	_____ ระหว่าง ¥ 101-500 (B505-B2,500)	_____ เกษะกว่า ¥ 500 (B2,500)



เป็นสิ่งสำคัญมาก					
Q5: ราคาของผลิตภัณฑ์รังกเป็นสิ่งสำคัญมาก					
ความคิดเห็นอื่นๆ					

## APPENDIX E – Listing of SPSS Analysis

```

FREQUENCIES VARIABLES=Gender Age Education Nationality BoughtBNP Brand
Amount Where LTO1 LTO2 LTO3
      LTO4 LTO5 DM1 DM2 DM3 DM4 DM5
/ORDER=ANALYSIS.

```

### Frequencies

Notes		
Output Created		21-MAY-2020 23:09:00
Comments		
Input	Data	C:\Users\fanj\Desktop\bu\survey_data_v3_H2.sav
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	N of Rows in Working Data File	543
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Gender Age Education Nationality BoughtBNP Brand Amount Where LTO1 LTO2 LTO3 LTO4 LTO5 DM1 DM2 DM3 DM4 DM5 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

		Gender	Age	Education	Nationality	BoughtBNP	Brand	Amount
N	Valid	543	543	543	543	543	543	543
	Missing	0	0	0	0	0	0	0

Where	LTO1	LTO2	LTO3	LTO4	LTO5	DM1	DM2	DM3	DM4	DM5
543	543	543	543	543	543	543	543	543	543	543
0	0	0	0	0	0	0	0	0	0	0

## Frequency Table

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	300	55.2	55.2	55.2
	2	232	42.7	42.7	98.0
	99	11	2.0	2.0	100.0
	Total	543	100.0	100.0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	83	15.3	15.3	15.3
	2	223	41.1	41.1	56.4
	3	111	20.4	20.4	76.8
	4	77	14.2	14.2	91.0
	5	39	7.2	7.2	98.2
	99	10	1.8	1.8	100.0
	Total	543	100.0	100.0	

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	6.4	6.4	6.4
	2	318	58.6	58.6	65.0
	3	53	9.8	9.8	74.8
	4	3	.6	.6	75.3
	99	134	24.7	24.7	100.0
	Total	543	100.0	100.0	

**Nationality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	304	56.0	56.0	56.0
	2	239	44.0	44.0	100.0
	Total	543	100.0	100.0	

**BoughtBNP**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	273	50.3	50.3	50.3
	2	270	49.7	49.7	100.0
	Total	543	100.0	100.0	

**Brand**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	122	22.5	22.5	22.5
	2	81	14.9	14.9	37.4
	3	68	12.5	12.5	49.9
	99	272	50.1	50.1	100.0
	Total	543	100.0	100.0	

**Amount**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	115	21.2	21.2	21.2
	2	97	17.9	17.9	39.0
	3	61	11.2	11.2	50.3
	99	270	49.7	49.7	100.0
	Total	543	100.0	100.0	

**Where**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	4.8	4.8	4.8
	2	18	3.3	3.3	8.1
	3	228	42.0	42.0	50.1
	99	271	49.9	49.9	100.0
	Total	543	100.0	100.0	

**LTO1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	48	8.8	8.8	8.8
	2	39	7.2	7.2	16.0
	3	236	43.5	43.5	59.5
	4	150	27.6	27.6	87.1
	5	70	12.9	12.9	100.0
	Total	543	100.0	100.0	

**LTO2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	9.2	9.2	9.2
	2	50	9.2	9.2	18.4
	3	251	46.2	46.2	64.6
	4	135	24.9	24.9	89.5
	5	57	10.5	10.5	100.0
	Total	543	100.0	100.0	

**LTO3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	78	14.4	14.4	14.4
	2	96	17.7	17.7	32.0
	3	261	48.1	48.1	80.1
	4	65	12.0	12.0	92.1
	5	43	7.9	7.9	100.0
	Total	543	100.0	100.0	

**LTO4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	49	9.0	9.0	9.0
	2	42	7.7	7.7	16.8
	3	198	36.5	36.5	53.2
	4	164	30.2	30.2	83.4
	5	90	16.6	16.6	100.0
	Total	543	100.0	100.0	

**LTO5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	89	16.4	16.4	16.4
	2	112	20.6	20.6	37.0
	3	219	40.3	40.3	77.3
	4	83	15.3	15.3	92.6
	5	40	7.4	7.4	100.0
	Total	543	100.0	100.0	

**DM1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	113	20.8	20.8	20.8
	2	104	19.2	19.2	40.0
	3	213	39.2	39.2	79.2
	4	71	13.1	13.1	92.3
	5	42	7.7	7.7	100.0
	Total	543	100.0	100.0	

**DM2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	107	19.7	19.7	19.7
	2	123	22.7	22.7	42.4
	3	205	37.8	37.8	80.1
	4	74	13.6	13.6	93.7
	5	34	6.3	6.3	100.0
	Total	543	100.0	100.0	

**DM3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	109	20.1	20.1	20.1
	2	126	23.2	23.2	43.3
	3	214	39.4	39.4	82.7
	4	68	12.5	12.5	95.2
	5	26	4.8	4.8	100.0
	Total	543	100.0	100.0	



**DM4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	96	17.7	17.7	17.7
	2	120	22.1	22.1	39.8
	3	199	36.6	36.6	76.4
	4	89	16.4	16.4	92.8
	5	39	7.2	7.2	100.0
	Total	543	100.0	100.0	

**DM5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	94	17.3	17.3	17.3
	2	108	19.9	19.9	37.2
	3	198	36.5	36.5	73.7
	4	95	17.5	17.5	91.2
	5	48	8.8	8.8	100.0
	Total	543	100.0	100.0	

```
FREQUENCIES VARIABLES=LTO DM LTO_sum LTO_gr
/ORDER=ANALYSIS.
```

**Frequencies****Notes**

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Comments		
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	Split File	<none>
	N of Rows in Working Data File	543
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

Cases Used		Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=LTO DM LTO_sum LTO_gr /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

### Statistics

		LTO	DM	LTO_sum	LTO_gr
N	Valid	543	543	543	543
	Missing	0	0	0	0

### Frequency Table

		LTO			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	31	5.7	5.7	5.7
	1.20	3	.6	.6	6.3
	1.40	11	2.0	2.0	8.3
	1.60	6	1.1	1.1	9.4
	1.80	8	1.5	1.5	10.9
	2.00	18	3.3	3.3	14.2
	2.20	13	2.4	2.4	16.6
	2.40	21	3.9	3.9	20.4
	2.60	28	5.2	5.2	25.6
	2.80	52	9.6	9.6	35.2
	3.00	88	16.2	16.2	51.4
	3.20	52	9.6	9.6	61.0
	3.40	44	8.1	8.1	69.1
	3.60	45	8.3	8.3	77.3
	3.80	30	5.5	5.5	82.9
	4.00	33	6.1	6.1	89.0
	4.20	16	2.9	2.9	91.9
	4.40	6	1.1	1.1	93.0
	4.60	8	1.5	1.5	94.5

4.80	4	.7	.7	95.2
5.00	26	4.8	4.8	100.0
Total	543	100.0	100.0	

		DM			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	79	14.5	14.5	14.5
	1.20	8	1.5	1.5	16.0
	1.40	6	1.1	1.1	17.1
	1.60	9	1.7	1.7	18.8
	1.80	12	2.2	2.2	21.0
	2.00	64	11.8	11.8	32.8
	2.20	12	2.2	2.2	35.0
	2.40	26	4.8	4.8	39.8
	2.60	22	4.1	4.1	43.8
	2.80	21	3.9	3.9	47.7
	3.00	123	22.7	22.7	70.3
	3.20	28	5.2	5.2	75.5
	3.40	20	3.7	3.7	79.2
	3.60	19	3.5	3.5	82.7
	3.80	23	4.2	4.2	86.9
	4.00	26	4.8	4.8	91.7
	4.20	14	2.6	2.6	94.3
	4.40	7	1.3	1.3	95.6
	4.60	3	.6	.6	96.1
	4.80	2	.4	.4	96.5
	5.00	19	3.5	3.5	100.0
	Total	543	100.0	100.0	

**LTO\_sum**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	31	5.7	5.7	5.7
	6.00	3	.6	.6	6.3
	7.00	11	2.0	2.0	8.3
	8.00	6	1.1	1.1	9.4
	9.00	8	1.5	1.5	10.9
	10.00	18	3.3	3.3	14.2
	11.00	13	2.4	2.4	16.6
	12.00	21	3.9	3.9	20.4
	13.00	28	5.2	5.2	25.6
	14.00	52	9.6	9.6	35.2
	15.00	88	16.2	16.2	51.4
	16.00	52	9.6	9.6	61.0
	17.00	44	8.1	8.1	69.1
	18.00	45	8.3	8.3	77.3
	19.00	30	5.5	5.5	82.9
	20.00	33	6.1	6.1	89.0
	21.00	16	2.9	2.9	91.9
	22.00	6	1.1	1.1	93.0
	23.00	8	1.5	1.5	94.5
	24.00	4	.7	.7	95.2
	25.00	26	4.8	4.8	100.0
	Total	543	100.0	100.0	

**LTO\_gr**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	90	16.6	16.6	16.6
	2.00	330	60.8	60.8	77.3
	3.00	123	22.7	22.7	100.0
	Total	543	100.0	100.0	

```

GET
  FILE='C:\Desktop\bu\survey_data_v3_H2.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
UNIANOVA DM BY Nationality LTO_gr
  /METHOD=SSTYPE(3)
  /INTERCEPT=INCLUDE
  /POSTHOC=LTO_gr(LSD)
  /PLOT=PROFILE(Nationality*LTO_gr) TYPE=LINE ERRORBAR=NO
MEANREFERENCE=NO YAXIS=AUTO
  /EMMEANS=TABLES(Nationality) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(LTO_gr) COMPARE ADJ(LSD)
  /PRINT DESCRIPTIVE
  /CRITERIA=ALPHA(.05)
  /DESIGN=Nationality LTO_gr Nationality*LTO_gr.

```

## Univariate Analysis of Variance

### Notes

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Comments		
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	Split File	<none>
	N of Rows in Working Data File	543
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the model.

Syntax		UNIANOVA DM BY Nationality LTO_gr /METHOD=SSTYPE(3) /INTERCEPT=INCLUDE /POSTHOC=LTO_gr(LSD) /PLOT=PROFILE(Nationality*LTO_gr) TYPE=LINE ERRORBAR=NO MEANREFERENCE=NO YAXIS=AUTO /EMMEANS=TABLES(Nationality) COMPARE ADJ(LSD) /EMMEANS=TABLES(LTO_gr) COMPARE ADJ(LSD) /PRINT DESCRIPTIVE /CRITERIA=ALPHA(.05) /DESIGN=Nationality LTO_gr Nationality*LTO_gr.
Resources	Processor Time	00:00:02.41
	Elapsed Time	00:00:00.88

[DataSet1] C:\Desktop\bu\survey\_data\_v3\_H2.sav

### Between-Subjects Factors

		N
Nationality	1	304
	2	239
LTO_gr	1.00	90
	2.00	330
	3.00	123

### Descriptive Statistics

Dependent Variable: DM

Nationality	LTO_gr	Mean	Std. Deviation	N
1	1.00	1.4904	.64208	73
	2.00	2.6156	.83879	179
	3.00	3.8577	.86168	52
	Total	2.5579	1.09668	304
2	1.00	1.6941	.97498	17
	2.00	2.6278	.76177	151
	3.00	3.6197	.84728	71
	Total	2.8561	.97172	239
Total	1.00	1.5289	.71473	90
	2.00	2.6212	.80328	330
	3.00	3.7203	.85803	123
	Total	2.6891	1.05306	543

### Tests of Between-Subjects Effects

Dependent Variable: DM

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	255.754 <sup>a</sup>	5	51.151	79.550	.000
Intercept	2143.067	1	2143.067	3332.915	.000
Nationality	.004	1	.004	.006	.936
LTO_gr	196.359	2	98.180	152.690	.000
Nationality * LTO_gr	2.196	2	1.098	1.707	.182
Error	345.291	537	.643		
Total	4527.720	543			
Corrected Total	601.046	542			

a. R Squared = .426 (Adjusted R Squared = .420)

## Estimated Marginal Means

### 1. Nationality

#### Estimates

Dependent Variable: DM

Nationality	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1	2.655	.052	2.552	2.758
2	2.647	.075	2.499	2.795

#### Pairwise Comparisons

Dependent Variable: DM

(I) Nationality	(J) Nationality	Mean Difference (I-J)	Std. Error	Sig. <sup>a</sup>	95% Confidence Interval for Difference <sup>a</sup>	
					Lower Bound	Upper Bound
1	2	.007	.092	.936	-.173	.188
2	1	-.007	.092	.936	-.188	.173

Based on estimated marginal means

a. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

#### Univariate Tests

Dependent Variable: DM

	Sum of Squares	df	Mean Square	F	Sig.
Contrast	.004	1	.004	.006	.936
Error	345.291	537	.643		

The F tests the effect of Nationality. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.



## 2. LTO\_gr

### Estimates

Dependent Variable: DM

LTO_gr	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1.00	1.592	.108	1.380	1.804
2.00	2.622	.044	2.535	2.709
3.00	3.739	.073	3.595	3.882

### Pairwise Comparisons

Dependent Variable: DM

(I) LTO_gr	(J) LTO_gr	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
1.00	2.00	-1.029*	.117	.000	-1.259	-.800
	3.00	-2.146*	.130	.000	-2.403	-1.890
2.00	1.00	1.029*	.117	.000	.800	1.259
	3.00	-1.117*	.086	.000	-1.285	-.949
3.00	1.00	2.146*	.130	.000	1.890	2.403
	2.00	1.117*	.086	.000	.949	1.285

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

### Univariate Tests

Dependent Variable: DM

	Sum of Squares	df	Mean Square	F	Sig.
Contrast	196.359	2	98.180	152.690	.000
Error	345.291	537	.643		

The F tests the effect of LTO\_gr. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

## Post Hoc Tests

### LTO\_gr

#### Multiple Comparisons

Dependent Variable: DM

LSD

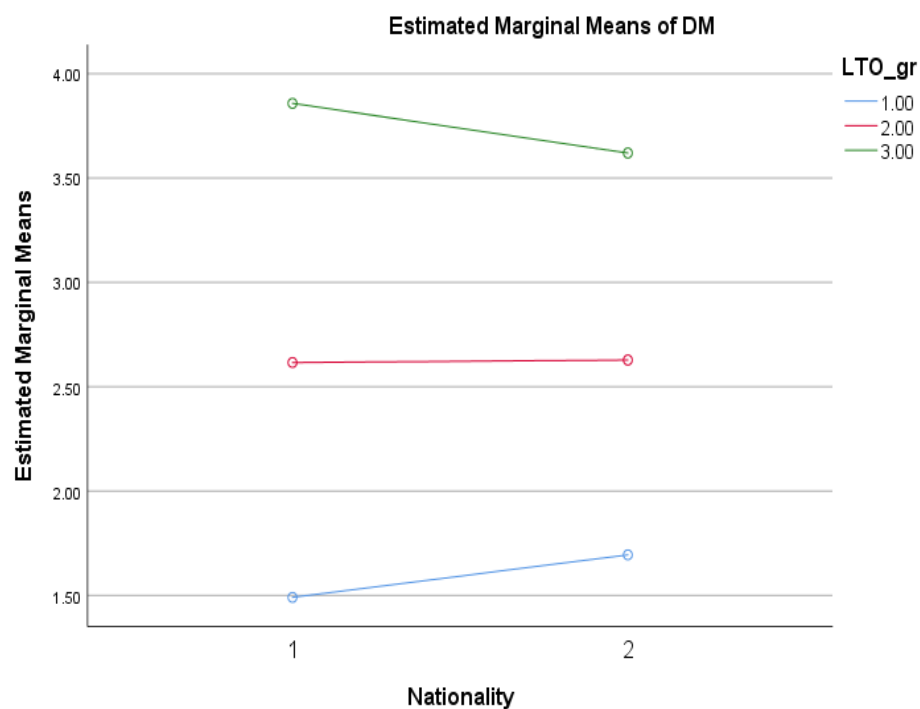
(I) LTO_gr	(J) LTO_gr	Mean	Std. Error	Sig.	95% Confidence Interval	
		Difference (I-J)			Lower Bound	Upper Bound
1.00	2.00	-1.0923 <sup>*</sup>	.09536	.000	-1.2796	-.9050
	3.00	-2.1914 <sup>*</sup>	.11123	.000	-2.4099	-1.9729
2.00	1.00	1.0923 <sup>*</sup>	.09536	.000	.9050	1.2796
	3.00	-1.0991 <sup>*</sup>	.08471	.000	-1.2655	-.9327
3.00	1.00	2.1914 <sup>*</sup>	.11123	.000	1.9729	2.4099
	2.00	1.0991 <sup>*</sup>	.08471	.000	.9327	1.2655

Based on observed means.

The error term is Mean Square(Error) = .643.

\*. The mean difference is significant at the .05 level.

## Profile Plots



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2010.9-2012.6: Associate of Art degree in Thai language, Xishuangbanna Vocational and Technical College, Yunnan, China

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Day 27th Month January Year 2021

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 Province Sichuan, China Postal Code 610213 being a Bangkok  
 University student, student ID 7620301288  
 Degree level ... Bachelor ☒ Master ... Doctorate  
 Program Master of International Communication Arts Department Global Communication School Communication Arts  
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