

Buying Behavior and Factors Influencing Decision on Shopping Products Imported from China

Ajirapal Meepheamphoonsri¹, Chandej Charoenwiriyakul², and Srochinee Siriwattana³

Suan Sunandha Rajabhat University, Thailand^{1,2,3}

Corresponding Email: ajirapal.me@gmail.com¹

Received December 17, 2022; Revise December 28, 2022; Accepted December 29, 2022

Abstract

This Article aimed to study 1) behavior, Level of brand image, marketing mix and decision on shopping products imported from China 2) Factors influencing consumers' decision on shopping products imported from China. This is quantitative research. A sample were 400 people in Bangkok and have purchased products imported from China at least once. They was selected by purposive sampling, the instrument for collecting data was questionnaires. Analysis data by mean, standard deviation and multiple regression analysis. The research results were found as follows; 1) consumers' behavior about type of imported products from China at the most were fashion clothes. The number of shopping products imported from China was 1-3 times per month. The average cost of shopping products imported from China was 501 – 1,000 baht each time. Oneself was the most important to consumers' decision to shopping products imported from China. The main reason for shopping products imported from China was cheap and shopping from Shopee. 2) factors influencing consumers' decision on shopping products imported from China were brand image and marketing mix respectively. Findings from this research import business operators can use it in their business planning to be more efficient.

Keywords: Buying Behavior, Factors Influencing Decision, Products Imported from China

Introduction

Consumer goods are one of the four important factors of human livelihood. Before humans began to adopt internet systems to live and communicate with each other, Exchanges are traded using currency as an intermediary between buyers and sellers directly. Nowadays, internet systems and technological devices are now being developed to support the operation and storage of enormous data in real time. many organizations have invented, researched and innovated to make the most of the capabilities of these technologies to facilitate, attract customers and make more money into the organization. These are the beginnings of a shift in human shopping habits in a society that is noticeably different from the past. Nowadays, trading products on the Internet is not new. Information about online trading from Wikipedia, an online encyclopedia website, said: before the opening of Chinese online trading site Taobao by Jack Ma, the owner of the Alibaba group, website has been launched to trade online by Amazon.com, and eBay in 1995, just before the start of Taobao in 2003 and Tmall in 2008. (Ratchatanon, et al., 2016)

The launch of a Thai online trading website has been around for a very short time and evolving somewhat slower than China. Thailand's online trading growth has only improved rapidly in recent years. This can be seen from the social response to Thai social media trading. Even the market penetration of big online products companies like Lazada or Shopee has a clearer approach. More orders per day, meanwhile, the agent receives preorders from China. Thai-Chinese shipping company becoming increasingly demanding society's response to ASEAN cooperation and the global economic adjustments. These are the possibilities for the development of borderless merchandising in the field of small entrepreneurs accepting pre-order products from abroad and bringing products into the country through private transport companies between Thailand and China. It is becoming popular with Thai consumers, with cheap prices and modern products. Short-term transports Therefore, Thai people therefore prefer to shop through this channel continuously. (Vasoosirikul and Stasiewski, 2016)

In 2020, Thailand's number one major trading partner is China. Trade valued at 1,818,263 million baht, exports 664,800 million baht, imports 1,153,463 million baht. Second only to Japan. Trade valued at 1,085,427 million baht, exports 446,361 million baht, imports amounted to 639,066 million baht and the United States traded at 971,032 million baht, exports 715,093

million baht, imports of 255,939 million baht, respectively. (The Department of Business Economics, 2021) Shows that the popularity of buying imported products from China has been constantly gaining traction with consumers in Thailand, and increasingly. The import market from China has become a large market that can create opportunities for both large and retail import businesses.

For the above reasons, as a result, the researchers were interested in studying the subject. Factors influencing the selection of goods imported from China. The results of this study will be used as a way to open up an import business from China. What factors affect consumers' shopping choices in addition, the researchers expect it to be useful for large and small entrepreneurs to make investment decisions and determine the appropriate approach to importing goods from China. As well as developing the imported goods business to meet the needs of consumers in the future.

Objectives of Research

1. To study behavior, Level of brand image, marketing mix and decision on shopping products imported from China
2. To study the factors influencing consumers' decision on shopping for imports from China.

Research hypothesis

1. Personal factors include different gender, age, education level, occupation and average monthly income. There are different selections of goods imported from China.
2. Shopping imported from China It depends on the brand image and market mix.

Research Methodology

Population and samples

The population used in this research is the population of Bangkok metropolitan area who buy goods imported from China. The exact number is unknown.

The sample is the population of Bangkok metropolitan area who used to buy goods imported from China. At least once, because the exact population is unknown. The researchers

then used a formula to determine the sample size of an unknown population, setting the confidence value at 95 percent and the tolerance of no more than 5 percent calculated from Cochran's formula (1977). The number of samples in this research was 385 to increase the integrity of the study. The researchers then produced a questionnaire for this study, including 400 samples, to make the results more accurate in analyzing the hypothesis. Using a specific random method.

Research instruments

The tool used in this research is a questionnaire created from the collection of ideas. Theory of related research papers detailed as follows:

Part 1 was a question of the individual factors of the sample, including gender, age, education level, occupation and income. The question style is a select question.

Part 2 is a question of consumer behavior. The question style is a select question.

Part 3 is a question of brand image. It is characterized as a closed-ended question with questions divided into 5 levels, ranging from minimal to maximum (Rating Scales).

Part 4 is a question of shopping imported from China. It is characterized as a closed-ended question with questions divided into 5 levels, ranging from minimal to maximum (Rating Scales).

Part 5 Other suggestions characterize as open-ended questions

Data analysis

Data analysis uses ready-made programs, with researchers dividing the data into 5 parts:

1. Data from Query Part 1, which is the personal factor data of the sample, analyzed with descriptive statistics, including frequency and percentage values.

2. Data from questionnaire Part 2, which is about consumer behavior, analyzed with descriptive statistics including frequency and percentage.

3. Data from questionnaires sections 3 – 5 on brand image Market mix factors and shopping from China Analyzed by determining the mean and standard deviation using the average of the scores as indicators based on the criteria of analysis, based on the concept of Best (Best, 1997).

4. Hypothesis 1 analysis with independent t-test and one-way ANOVA (F-test)

5. Hypothesis 2 test by multiple regression analysis (MRA)

Results

1. Behavior, level of brand image, decision on shopping imported from China

1.1 The most consumer-selected types of goods imported from China were 278 fashion clothes (22.7 percent), second only to home appliances, 227 people (18.6 percent), electrical appliances, 154 people (12.6 percent), toys. 137 (11.2 percent), shoes 130 (10.6 per cent), electronics, 123 (10.1 per cent), 74 accessories (6.1 per cent), 50 food (4.1 per cent) and cosmetics 49 (4.0 percent) respectively.

Consumers have the number of times they buy goods imported from China per month. The majority were 1 - 3 times, 314 people (78.5 percent), second only to 4 – 6 times, 60 (15.0 percent) and more than 10 times, 26 (6.5 percent), respectively. Consumers have an average cost of buying goods imported from China each time. The majority are 501 – 1,000 baht, 243 people (60.8 percent), second only to less than 500 baht, 79 (19.7 percent), more than 1,501 baht, 52 (13.0 percent) and 1,001-1,500 baht, 26 (6.5 percent), respectively.

The person most critical of consumers' decisions to buy imported goods from China was themselves, 273 (68.3 per cent), second only to 49 friends (12.2 per cent), 27 fans (6.7 per cent), 18 parents (4.5 per cent), others including children and reviews, 17 (4.3 per cent) and relatives/siblings. 16 (4.0 percent) respectively

The most important reason for consumers' choice of imported goods from China is cheap price of 241 people (60.3 percent), second only to popular/fashion trending, 60 people (15.0 percent), modern design, 51 people (12.7 percent), quality of goods, 25 people (6.2 percent), others including suitability. 15 persons (3.8 percent) and brand reputation, 8 (2.0 percent), respectively.

The majority of consumers' imported shopping channels from China were Shopee of 148 (37.0 per cent), second only to Lazada with 77 (19.3 per cent) websites, 53 (13.2 per cent), 32 department stores (8.0 per cent), 25 Facebook (6.2 per cent). TAOBAO of 17 (4.3 per cent) others included 16 shein (4.0 per cent), convenience stores. Nine (2.2 per cent) Instagram, 9 (2.3 per cent), 8 Line (2.0 per cent) and 6 flea markets (1.5 per cent), respectively.

1.2 Consumers have opinions about the brand image imported from China. The country of origin, pictured, is moderately included ($\bar{X} = 3.37$), considering that China is the highest average source of cheap products ($\bar{X} = 3.76$), second only to China as a source of modern products

($\bar{X} = 3.55$). ($\bar{X} = 3.27$) China is the source of copyrighted goods ($\bar{X} = 3.20$) and China is the source of quality products ($\bar{X} = 3.09$), respectively.

Consumers have an opinion on the brand image imported from China. The product in the picture is included in the moderate level ($\bar{X} = 3.36$). The highest average ($\bar{X} = 3.56$) is second only to Chinese products with ease of use ($\bar{X} = 3.47$), Chinese products are durable ($\bar{X} = 3.37$), Chinese products have a modern appearance ($\bar{X} = 3.30$) and Chinese goods are low-cost products ($\bar{X} = 3.11$), respectively.

Consumers have an opinion on the brand image imported from China. In the picture, it is moderately included ($\bar{X} = 3.36$), considering that the country of origin is found to be in the field of origin. The highest average ($\bar{X} = 3.37$) after the product side ($\bar{X} = 3.36$)

1.3 Consumers have an opinion about the consumer's choice of imported goods from China. In the picture, it is moderately included ($\bar{X} = 3.27$), considering that thinking about or deliberately shopping for imported goods from China in the past. The highest average ($\bar{X} = 3.44$), second only to the intention or think of imported goods from China first ($\bar{X} = 3.31$), if other products with similar prices are found, they will choose to buy imported goods from China. ($\bar{X} = 3.22$) and the decision to repurchase imported goods from China in the future ($\bar{X} = 3.14$), respectively.

2. Research hypothesis test results

Hypothesis 1: Personal factors include different genders, ages, education levels, occupations and incomes. There are different selections of goods imported from China.

Hypothesized tests showed that consumers with different genders, ages, education levels, occupations and average monthly incomes were different. There is no difference in shopping imported from China.

Assumption 2: Shopping imported from China It depends on the brand image and market contribution factors.

Hypothesis tests showed that factors influencing consumers' purchases of imported goods from China were brand image and product factors, and market promotion factors were statistically significant at .05 when considering independent variables that have the power to best predict changes in consumers' choice of imported goods from China. Brand image, marketing and product promotion, respectively.

Discussion

1. Consumers have a shopping habit imported from China. The most commonly selected types of products that consumers choose are fashion clothing. There are 1-3 times per month to buy imported goods from China. The cost of buying goods at a time is 501 – 1,000 baht, and it is the most important aspect of purchasing the purchase decision. The reason for shopping imported from China is cheap and shop through Shopee channel. This may be because China's fashionable clothing products are fashionable and have a wide range of styles to buy, and the price of goods imported from China is still relatively cheap, so most consumers prefer to shop imported from China, in line with Putjad (2019), who has studied the behavior of buying clothes imported from China in Thailand. It found that market contribution factors affecting the behavior of buying clothes imported from China in Thailand were found to be a factor in the market. Overall, there are very high levels of decision-making, in line with Thamjong, et al. (2019) studies the factors that influence the decision to shop on social media of lonely consumers. It found that most consumers buy clothing products a few times a month. Shop for 300-500 baht, people who are involved in purchasing decisions are themselves and in line with Schiffman & Kanuk (1991). The use, assessment and spending of goods and services that are expected to satisfy demand.

Consumers have an opinion on the brand image imported from China. In the picture, it is moderately integrated by the manufacturing countries, where China is the highest average source of cheap products, perhaps because Chinese products are known to shoppers as cheap, modern and varied, so when it comes to cheap and modern products, consumers often think of Chinese imports first, in line with Chaipanee (2003), branding is everything that a product has, including some feelings that consumers have for that product or brand, and it's about personality, reliability, and personality, reliability, and personality, reliability, and personality. Confidence Status, experience and relationships, and also in line with Khan, Ghauri, & Majeed (2012) has researched the impact of brands on consumers' purchasing intentions. It was found that by building brand knowledge to consumers, creating an image for consumers to recognize in brands and improving the quality of advertising, as well as making consumers' lawsuits against brands, will affect consumers' purchasing decisions. This makes it easier for consumers to judge purchases.

2. Consumers with different genders, ages, education levels, careers and average monthly incomes There are no differences in the selection of imported goods from China, which

corresponds to Sureerat. Dhammadong and faculty (2019) studied the factors that influence the social media shopping decisions of lonely consumers. It found that different ages and income levels affect different social media shopping decisions. Statistically significant at level 0.05 and in line with Sittimanee (2019), studied the factors affecting the purchase of goods through channels. Online:Nan and Bangkok case study, it found that consumers in Bangkok with personal factors in gender, age, education level, occupation make the decision to shop online of the people of Nan and Bangkok.

Factors influencing consumers' choice of imported goods from China are those that influence consumers' choice of imported goods from China: brand image and product factors, and market promotion factors. Has a negative value. That is, if product and marketing factors decrease, the selection of goods imported from China will decrease as well. This may be because consumers focus on the benefits of goods rather than the diversity of goods. This, if the product is reduced, can lead to a decrease in the value of the product in the eyes of consumers. Which is different from Akarapisit, (2016) studied factors affecting the behavior of buying imported cosmetics from abroad, the colorful decorative type of working women in the Phasi Charoen district, found that market contribution factors influenced the behavior of buying cosmetics imported from abroad, the color decorative type in the field of purchase was statistically significant at the level of 0.05. And it aligns with Sakara & Alhassan (2015), by studying the evaluation of brand value recognition and brand image influencing cosmetic product purchase habits. It found that brand image and brand value influenced significant cosmetic product purchase habits.

Suggestion

Suggestions for applying the research results

1. Importers from China should focus on the quality of fashion clothing products. In addition to modernity, the emphasis should be placed on fine tailoring that fits the price entrepreneurs on various e-commerce platforms should focus on continuous platform development. Product listings are updated, promotions are available to attract attention.

2. Manufacturing operators in China should focus on producing products in accordance with standards. For example, electrical goods should have safety standards. It's not just about price. To attract customers to satisfaction. More impression and loyalty to Chinese brands.

3. Chinese import operators should develop a sales platform to be attractive and notable. Easy access for all groups of customers. The letter shows the product details, the price is clear. Easy to read

Suggestions for further research

1. There should be more studies in other areas, to consider the factors associated with the behavior of purchasing goods imported from China. Such as the buyer's decision-making process. Buyer's attitude to adopt in the development of the entrepreneur's marketing plan.

2. In this study, Use the method of storing data from questionnaire only. Therefore, in order for the next research to be more complete, qualitative research should be conducted to gain more insight.

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