Determinants Factors of Leading to Consumer-Based Brand Equity:
A Case Study of Female Napkin Brande in Beijing China

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Determinants Factors of Leading to Consumer-Based Brand Equity: A Case Study
of Female Napkin Brands in Beijing, China

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ABSTRACT

This study is to investigate the impact of the customer ethnocentrism and country of origin on the consumer-based brand equity of branded female napkins. This research use questionnaires as the instrument for collecting primary data from 600 respondents. The research method of both descriptive research and survey was used in this study. The result of this study found that most of the respondents of this study are Chinese, aged between 25 to 39 years old, Bachelor degree, students and having monthly income of less than 5,000 Yuan. The respondents' collectivism has a positive relationship towards the customer ethnocentrism and there is a relationship between the attitudes towards the country of origin and consumer-based brand equity of branded female napkin in Beijing, China.

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I

TABLE OF CONTENTS

CHAPTER 1: GENERALITIES OF THE STUDY

CHAPTER 2: LITERATURE REVIEW

CHAPTER 3: THEORETICAL FRAMEWORK AND CONCEPTUAL FRAMWORK

CHAPTER 4: RESEARCH METHODOLOGY

LIST OF TABLES

x

CHAPTER 1

GENERALITIES OF THE STUDY

This chapter provides an introduction to the background of female napkin industry in China generally, and the country-of-origin (COO) effect in particular. The statement of the problems, research objectives, scope of research, research limitations and significance of the study are explained in this chapter. The last part of this chapter is the definition of the terms. In this part, besides the common definition, the researcher added operational definitions to the important terms that are used in this research.

1.1 Introduction of the Study

In this part, the researcher provides the background of this research and background of the female napkin industry in China, for example the estimated sales and market share.

1.1.1 Background

Globalization has led to the competition of domestic and foreign products. With the globalization, consumers are revealed to both domestic and foreign products. Besides that, because of the globalization, the government of both developed and developing countries gives the foreign Multinational Corporations (MNCs) massive chance to compete the domestic market. According to the World Bank (1996), globalization is defined as the tendency of interdependence of countries because the effect of the increasing integration of various factors, such as trade, finance, people,

and ideas in one global marketplace (Lee, Kim *et al.*, 2010). They figured out it is remarkable to globalization because of it has led to the appearance of foreign products in the domestic market in emerging countries. The governments of emerging countries took the liberalization, privatization for years and as a result, the products from foreign countries enter the market of emerging countries' market. Due to the globalization, products from different countries can exist in one market of a country. These brands are varied in their quality, price and sales (Lee *et al.*, 2010). These studies are essential for the study of Chinese female industry because the China is one of the country facing globalization and liberalization, which lead to the appearance of international brands of female napkin in China.

As a result, the country-of-origin (COO) is regarded as the significant factor affecting competition and sales in the world of intense competition. Country-of-origin (COO) is defined as "the country that the product is manufactured or where the product is produced". In his research, the mall interception survey was used to collect the data at Australia. There are total 539 respondents finished the questionnaire and it is collected as sample. The population is the people who had lived in Australia more than a year. It is found that COO is a significant determinant to the evaluation of brand (Samiee, 1994).

Globalization gives the MNCs an opportunity to search lowest cost and materials. But the COO became more complex due to globalization. COO can be divided into country of assembly, country of design and country of parts (Chao *et al.*, 1993). The reason why transform COO into three sub-dimensions is globalization has result in

products are designed, assembled and manufactured in different districts and areas, for example, one products are designed in one country but component parts are supplied by another country whereas the finished parts are manufactured in yet another country. Chao (1993) studied the effect of subcomponents of COO on customer ethnocentrism for young Chinese consumers' purchase of high-involvement products. It is shown that the customer perceptions are varied based on these three sub-variables. For example, Sony brand which is designed in Japan but made in Mexico is perceived bad quality. On the other hand, same product which designed in Japan but made in USA is perceived higher quality. The study of Chao is necessary to the research of Chinese female napkin industry because the separation of the design, and manufacture of the products (Jaffe *et al*., 2001).

Nowadays, brand equity is essential in nowadays for MNCs because it is believed that it is an index of the states healthy of brand. Brand equity is defined as the total added value to the brand, and it is a combination of brand awareness, perceived quality, brand loyalty and brand association (Aaker, 1991; 1992).

Brand awareness means the knowledge of consumers about the brand in their brand, and it is there is a directly relationship between brand awareness and brand equity (Pappu, *et al.*, 2006). Brand association is defined as anything that the consumers think it is related to the brand such as consumer statue, product description, consumer's terms, awareness about corporate, characteristics of brand, signs and symbols of the brand. Brand association is considered as heart of the brand equity (Aaker *et al.*, 1997). Perceived quality is defined as consumers' judgment from the

overall value based on the desired objectives of the products or services. And perceive quality is significantly related to brand equity (Kumar *et al*., 2013). And data were collected by survey questionnaires which distributed to 800 Indian with using geographical cluster sampling method. Kumar (2013) found that there is customers with higher level of customer ethnocentrism tendency tend to be more loyal to domestic product and the survey was used as the methodology. Brand loyalty reflects the product feature and service expectations (Kim *et al*., 2001). Brand loyalty is defined as repeat purchase towards a brand and it is considered as psychological process. Other definition for brand loyalty is that it is a positive word of mouth and greater resistance among the customers. It is indicated that the strong brand equity can lead to brand loyalty (Pappu *et al*., 2006). The researcher found that there is a direct and indirect correlation between with country of origin and brand equity with the effect of brand strength and brand awareness with the study of empirical articles of used as the methodology.

The brand equity and the success of company are closely related, because brand equity contains a variety of range such as experience of consumers, feeling and knowledge studied from the brand in long term. The researcher collected the data by distributing questionnaires to the Iranian students who own the branded notebook and mobile phones. And it is found that there are significant effect between country of brand, country of manufacture and brand equity (Moradi, *et al*., 2012). The study of Moradi and other researcher are instructive for the research of female napkin industry because it is considered that consumer-based brand equity is a determinant of survival

of MNCs.

It is studied that consumers make choice either affective or rational. Consumers make decision based on their product evaluation or consumer patriotism. Patriotism means one's love and devotion towards one's country (Deb *et al*., 2012). As a result, patriotism becomes one of significant factor affecting purchase intention and customer ethnocentrism. The customer ethnocentrism offer a reason why customers' preference of domestic over foreign products without obvious reason. They found that there is a positive relationship between patriotism and customer ethnocentrism tendency (Shimp *et al*., 1987). The country of origin may arouse consumers' emotion, national pride and autobiographical memories based on the experience and context of use a brand. It is studied that customers may prefer products from a particular country, due to they are proud of possessing a product of specific origin and/or because of symbolic and intangible aspects offered by such a product/brand. It is also studied that the primary study was used as the methodology and it is found that there is a correlation between cosmopolitan and consumer ethnocentrism (Pappu *et al*., 2006). In conclusion, all the researches are useful for the study of Chinese female napkin industry due to determinant of COO which affecting sales and market share of MNCs indirectly.

Animosity can be related to the history of oppression suffered by the people from the importing countries that will lead to customers' purchase intention in the international market (Klein *et al*., 1998). Animosity is defined as a customer's emotional attachment to the geographic origin of a product as we as to the remnants

of antipathy, or hostility towards a country (Deb *et al*., 2012).   They studied the ethnocentric tendencies in emerging market by distributing questionnaires to Indian household who above 19 years old based on random sampling.   It is found that there is a correlation between ethnocentrism and customer purchase intention.

It has been previously proposed that consumer affirmation of a product's country of origin may arouse affections, national self-respect and autobiographical memories, depending on personal and market specific contextualization of products or brands. Cosmopolitan is defined as people who are globally oriented than locally oriented (Altinas *et al*., 2007).   Customers are more open to the culture diversity (Altinas *et al*., 2007).   Many researchers have used individualism and collectivism to study the impact of consumer behavior and customer ethnocentrism.   Collectivism means customers who have a tendency to subordinate their personal goal and the group's identity of individuals belonging to the group (Deb *et al*., 2007).   They collected data by distributing questionnaires to Bangalore household with random sampling method. It is studied that the consumer-based brand equity was varied based on the product category and the questionnaire was distributed to the respondents at mall intercept. All these researches are rewarding for analyzing determinant of COO indeed affecting survival of Chinese female napkin MNCs.

1.1.2 Background of female napkin industry in China

Nowadays, female napkin has become very necessary for females.   The Chinese Industry Report estimate that in the year 2011 and the total sales is 628.4 hundred millions Chinese Yuan. (103.7 hundred million US Dollar.)

Figure 1.1 The estimated sales of female napkin industry in China (2010-2015)

(Unit: hundred million)
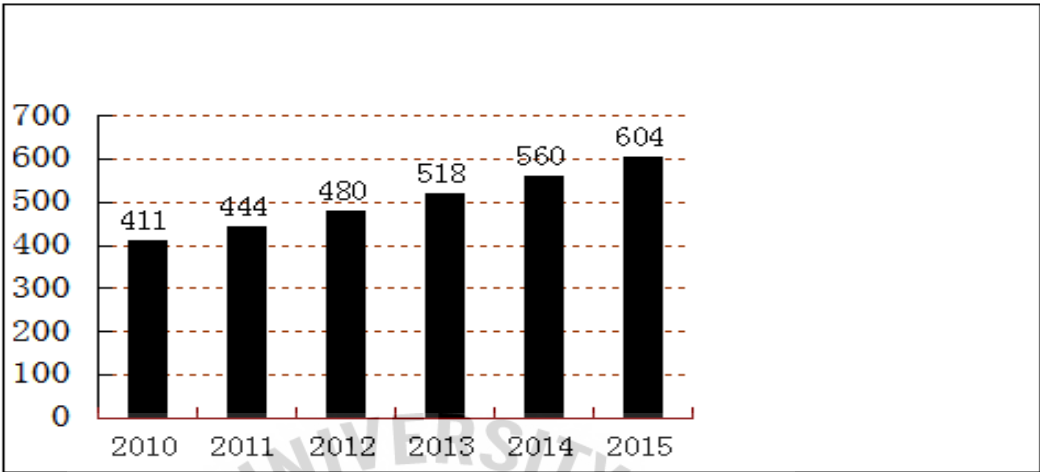
(Source: China national household paper industry association)

Figure 1.1 indicates that the Chinese sales volume of female napkin in 2012 is only 411 hundred million and it increase steadily from 411 hundred million to 604 hundred million in the past five years.

It is clear in the Figure 1.1 that the total sales of the Chinese female napkin had increased steadily in the past five years. In only four years, the sales of female napkin in China had increased from 411 hundred million to 560 hundred million, and also the estimated sales will also increase to 604 hundred million in the following year. In other words, the potential customer is tremendous in Chinese female napkin industry.

Figure 1.2 Market Share of Female napkin in China (2010)
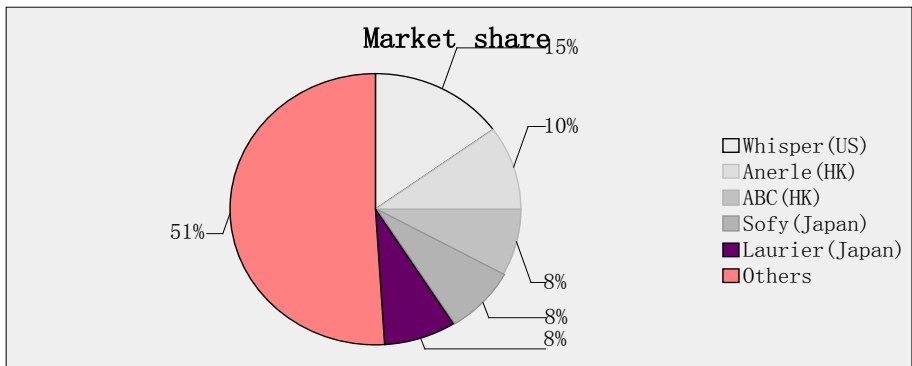
(Source: Chinese national household Paper industry Association)

Figure 1.2 shows that it is clear in the market share that Japanese brand whisper possess the biggest market share which is the market leader of the Chinese female napkin industry with fifteen percent. And then the second and third brand are both Hong Kong brand which are Anerle and ABC with ten and eight percent respectively. Then the least two brands are Japanese brand Sofy and Laurier which have eight percent each. The left fifty one percent contains night brands such as Stayfree and Shuermei originated from U.S and some Chinese brands.

Whisper brand is one of the most popular and best sellers brand in China 2010; it is originated from American in 1983 by Procter & Gamble (P & G). And then it entered into Chinese market in 1991. Moreover, Whisper was the number one of perceived quality in consumers' mind. Whisper divided their target market into three categories which are adolescence, pregnant women, and other adult women. Further more, their products is mixed with Chinese characteristics such as traditional Chinese herbal medical. Lastly, Whisper always uses the famous and young singers as the spokesman in the commercial advertising. As a result, the sale of the Whisper is distinct comparing to their competitors.

Anerle was a female napkin brand in under Hengan Group which originated from Hong Kong in 1985. Anerle has a variety of products category such as facial napkin, diaper, female napkin, and toilet paper. And among these products categories, the Xin-xiang-yin facial napkin was the part of their emphasis on.

ABC was another Hong Kong brand which is the short for Always Being Clean. It is designed for care which are personal care and health care and the person who are looking for higher quality life. ABC products contains herbal ingredient which can release the painfulness and uncomfortable feeling.

Sofy is the sub-brand which under Unicharm. The Japanese brand Sofy products are variety according to the size and length of the products which are mainly designed for the modern. And their advertising is differentiated by famous and young stars which emphasis on the fashion, sweeties' customers.

Laurier is another Japanese brand which entered into the Chinese brand in 2002. And the product category is varied such as skin care, facial care, hair care, and sanitary products.

1.2 Statement of the Problem

The statement of the problem is defined as the explanation of issue of concern more detailed, and it is the index of specific multinational corporation (MNCs) decisions which is the answer of research questions (Shuttleworth, 2008). For a variety of causes, national brands are being made available for consumers in other countries (Shocker *et al*., 1994). In such situation, it is essential for marketers to understand the origin of brand equity of the brand. The better comprehension of

relationship between country of origin and brand equity is necessary due to the concept of "core essence of a brand" (de Chaernatony *et al.*, 1995). And the "essence" means the value of consumers (Arnord, 1992). Therefore, the general and specific research questions are shown as the following:

General research question is to identify the factors affecting consumer-based brand equity of branded female napkin.

The specific research questions are:

1. Is there any relationship between country-of-origin (COO) and brand equity in the preference of consumers?

2. How attitude towards country products of country-of -origin does mediates the relationship between country-of-origin and consumer-based brand equity?

3. How does customers' ethnocentrism affect country of origin?

4. Is there any relationship between Patriotism and customer ethnocentrism?

5. Is there any relationship between Animosity and customer ethnocentrism?

6. Is there any relationship between Cosmopolitan and customer ethnocentrism?

7. Is there any relationship between Collectivism and customer ethnocentrism?

1.3 Research Objectives

The main objective of this research is to find the importance of consumer-based brand equity in creating and sustaining a stronger and wider consumer base for

today's competitive business markets.

The researcher also try to identify the various factors which lead to the development of consumer-based brand equity such as country-of-origin, attitude towards products' country-of-origin and customer ethnocentrism. The specific research objectives of this research are the following:

1. To identify the relationship between country of origin and consumer-based brand equity.

2. To investigate how customer ethnocentrism affect consumer-based brand equity.

3. To explore how country of origin affect consumer-based brand equity with the moderator of attitude to COO.

4. To identify the relationship between Patriotism and customer ethnocentrism.

5. To analyze the relationship between Animosity and customer ethnocentrism.

6. To analyze the relationship between Cosmopolitan and customer ethnocentrism.

7. To analyze the relationship between Collectivism and customer ethnocentrism.

This research objectives lead to the scope of the research shown as follows.

1.4 Scope of the Research

In this research the researcher focuses on relationship study. The researcher aims to find the relation between COO and consumer-based brand equity, and how attitude towards product COO mediates the relationship between country of origin (COO) and consumer-based brand equity. The researcher has selected only Chinese

female customers who come from different age groups as the target population. The sample size for this study is 30 customers.

The dependent variable in this research is consumer-based brand equity. Attitude towards COO is the mediating variable. Countries of origin, customer ethnocentrism, patriotism, animosity, cosmopolitan, collectivism are the independent variables of this study.

1.5 Limitations of the Study

The major limitations of this study are the following. Firstly, in this study the researcher focus on the product industry only. Secondly, the result of study will represent only female customers from China. Thirdly, the sampling units will be selected from Chinese population only due time, money and manpower hindrances. In this study the researcher has collected data from only 30 respondents. Although many factors which lead to the formation of consumer-based brand equity, this study has focused only six variables only which are Patriotism, Animosity, Cosmopolitan, Collectivism, Country of origin, and attitude towards Country of origin. Lastly, the results of this research may not be applied to other time period it will only be subjected to 2014.

1.6 Significance of the Study

Nowadays, there are a growing number of MNCs who are engaging in the global marketplace, for female napkin companies it is extremely important to formulate marketing strategies to survive in the market. They need to know what are the factors affecting consumers' brand equity. They could make better decisions based

upon the results, such as how would consumers view a product made in a less developed country (e.g. Thailand) if such a product is designed in the developed country.

The researcher provides implications for managers who implement a promotion strategy. The result of this study would contribute managers' issue a marketing strategy depend upon the country-of-origin.

1.7 Definition of Terms

Animosity: Animosity means a customer's emotional feeling to the geographic origin of a product as well as to the remained part of hate, or abomination towards a country. In this study, animosity means consumers will never purchase brand from their favorite countries. For example, most of Chinese have a negative attitude towards Japan, as a result, they will not or less purchase any Japanese brand (Diamantopoulos, 2007).

Attitude towards Country of Origin: An external cue which is similar to brand name which influencing the consumers' perception. In this study, attitude towards country-of-origin means Chinese females have positive or negative attitude towards where the female napkin is originated. Pappu (2006) collected data by distributing questionnaires to Australia who had already lived more than one year thorough systematic sampling. It is found that consumer-based brand equity is varied based on COO (Puppu, 2006).

Brand association means anything associate to the customer's memory of a brand (Pappu, at al., 2006).

Brand awareness means the ability of a potential buyer to recognize or recall that a member of certain product category (Pappu, *et al.*, 2006).

Brand loyalty can be divided into two sub-dimensions which are behavioral loyalty and attitudinal loyalty.   And attitudinal loyalty is a significant factor which affecting consumer-based brand equity.   It means the loyalty which develops commitment towards the brand (Pappu, *et al.*, 2006).

Perceived quality means customer's apperception of the overall quality of a product or service with regards to its prospective purpose relative alternative, and it is a brand association that is elevated to the status of separate aspects of brand equity (Pappu, *et al.*, 2006).

Consumer-based brand equity: Consumer-based brand equity can be defined as the value consumer associate with a brand, as reflected in different aspects of brand awareness, brand associations, perceived quality, and brand loyalty.   In this study, consumer-based brand equity means the brand knowledge of different female napkin brands in consumers' mind, and then how they perceived the quality based on country-of-origin, finally it can affect the purchase decisions (Pappu *et al*., 2006).

Country of Origin (COO): Country of Origin means the perception of consumers regarding where the brand or product comes from.   In this study, country of origin means where the female napkin is made because it is stated that Japanese brand are perceived higher quality brands (Pappu, *et al*.,2006).

Collectivism: Collectivism means customers who have a tendency to subordinate their personal goal and the group's identity of individuals belonging to the group.   In

this study, collectivism means consumers will follow their friends or other groups' idea (Deb, 2007).

Cosmopolitan: Cosmopolitan means people who are more globally oriented than locally oriented. In this study, cosmopolitan means consumers will purchase international female napkin brand, and they believe that there is no distinguish between local brand and international brand (Deb, 2012).

Customer ethnocentrism: Customer ethnocentrism means the trend to view one's own group as the center of everything. In this study, the customer ethnocentrism means the tendency of consumers' thought that any brand of female napkin made in their own country is superior and most fit table for them (Deb, 2012).

Determinant factor: Determinant factor means a factor or cause that makes something happen or leads directly to a decision. In this study, the determinant factor means the factors or cause that lead directly to the consumer-based brand equity of branded female napkins MNCs (Jacksoz, 2009).

Patriotism: Patriotism is defined as one's love and devotion towards one's own country. In this study, the patriotism means consumers will definitely purchase female napkin only from their own country. In this research, patriotism means consumer's love and preference towards female napkin products from China only (Deb, 2012).

1.8 Abbreviations

Abbreviation	Description
CE	Customer Ethnocentrism
COO	Country of Origin
EU	European Union

| USA | United States of America |

CHAPTER 2

LITERATURE REVIEW

In this chapter, the researcher discussed the theories which are related to both independent and dependent variables. Along with the previous studies on the relationship between independent and dependent variables will be explored and elaborated. The last section provides information on the related previous studies which includes statistical methodology as well as the key findings.

2.1 Dependent variables

In this part, the researcher summarizes the related theories and reviews of related literatures' each variable derived in the conceptual framework are stated and explained throughout the previous studies.

Consumer-based brand equity is the only dependent variable of this study.

2.1.1 Consumer-based Brand Equity

Pappu *et al*., (2006) defined consumer-based brand equity as the value consumers associate with a brand, as reflected in the aspects of brand awareness, brand association, perceived quality and attitudinal brand loyalty. Pappu (2006) found that there is a significant relationship between consumer-based brand equity and COO and product category which is instructive to the literature study of consumer-based brand equity and its sub-variables (Pappu, *et al.*, 2006).

Consumer-based brand equity entails a combination of three sub-components

which are brand awareness, brand association, perceived quality, and brand loyalty (Asker, 1991).

2.1.2 Brand Awareness

Brand awareness means the ability of a potential buyer to recognize or recall that a member of a certain product category (Pappu, *et al*., 2006).

2.1.3 Brand Association

Brand association means anything associated to the customer' memory of a brand (Pappu *et al*., 2006).

2.1.4 Perceived Quality

Perceived quality means customer's apperception of the overall quality of a product or service with regards to its prospective purpose relative alternatives. According to Asker, perceived quality is a brand association that is elevated to the status of separate aspects of brand equity (Pappu *et al*., 2006).

2.1.5 Brand Loyalty

Brand loyalty can be divided into two sub-dimensions which are behavioral loyalty and attitudinal loyalty. And attitudinal loyalty is a significant factor which affecting consumer-based brand equity. It means the loyalty which develops commitment towards the brand (Pappu *et al*., 2006).

2.2 Independent variables

In this study, independent variables are country of origin, customer ethnocentrism patriotism, animosity, cosmopolitan and collectivism.

2.2.1 Country of origin

With the influence of economic globalization, more and more consumers are exposed to a variety of products and how consumers perceive a country's products more prominent (Elliott *et al.*, 1993). Country of Origin means which country the product is produced or which country the product is come from. Jin (2006) studied effect of brand origin in India, and the data was collected by questionnaire in Mumbai, India who studied the post-graduate students. There are 145 respondents was collected and they are asked the perceptions of brands of car in five countries, such as USA, Japan, China, UK, and India (Jin *et al.*, 2006)

It is an extrinsic cues which similar to brand name influencing consumer's perception and lading consumers to cognitive elaboration (Jin *et al.*, 2006).

It is studied that country of origin can be divided into country of design, country of assembly, and country of components (Wong, 2008). But the localization decreases the reorganization of country of origin. And brands from a developed country are perceived superior and proffered to those from less than developed countries. Jin (2006) collected data by distributing questionnaires to Indian post-graduate students about the perceptions of brands from different countries (Jin *et al.*, 2006).

2.2.2 Customer Ethnocentrism

Consumer ethnocentrism is considered as one of the most powerful intangible obstacle of global business. And it is studied and confirmed by many countries the consequence of customer ethnocentrism (Shankarmahesh, 2006).

Customer ethnocentrism is defined as the consumers' belief about the

appropriateness, indeed morality, of purchasing foreign-made products. Consumer ethnocentrism is a trend rather than attitude because it captures the more general idea to act in some consistent fashion toward foreign products (Shimp and Sharma, 1987).

Ethnocentric customers tend to purchase domestic products because they think imported products hurts domestic economy. On the other hand, customers who are less ethnocentric tends prefer foreign products (Netemeyer *et al*., 1991).

2.2.3 Patriotism

Deb *et al.*, (2012) defined the patriotism as one's love and devotion towards one's country. Chaudhuri (2012) studied the factors affecting ethnocentrism and the effect of their ethnocentrism on attitudes towards country of origin. Deb *et al*. (2012) use questionnaire which distributed to the households above 19 years. And total of 451 respondents were collected at India, and all the answers are analyzed by SPSS and SASprogram.

2.2.4 Animosity

Den *et al*., (2012) defined animosity as a customer's emotional attachment to the geographic origin of a product as well as to the remnants of hate, or angry towards a country.

2.2.5 Cosmopolitanism

Den *et al*., (2012) defined cosmopolitan as people who are more globally oriented than locally oriented, and they are more open to the world and to cultural differences, and are willing to engage with the other, an intellectual and aesthetic stance of openness towards divergent cultural experience.

2.2.6 Collectivism

Den *et al*., (2012) defined collectivism as individuals who have a tendency to subordinate their personal goals to the goals of the group, and their self is sacrificed for the group and the groups' identify of individuals belonging to the group.

Kumar *et al*., (2013) studied about the role of personal cultural oriented variables of customer ethnocentrism. It indicates there is a relationship between collectivism and customer ethnocentrism. It is found that consumers with high ethnocentric tendencies prefer products or service from international brands.

The next variable contains moderating variable. In this study, moderating variable is attitude towards product country of origin.

2.3 Moderating Variables

2.3.1 Attitude towards product country of origin

Puppu *et al*., (2006) defined attitude towards product country of origin as an extrinsic cue which similar to brand name which influencing the consumers' perception. The attitude of country of origin has an impact on secondary associations from an array of entities, whereas the attitude is a positive or negative belief.

2.4 Review of related Literature

2.4.1 Relationship of Consumer-based Brand Equity and Country of origin

Pappu studied about the impact of the country of origin on its consumer-based brand equity based on product category-country association. It is clear that

consumer-based brand equity varied based on degree of country of origin association and product category. And those findings are useful for marketing of MNCs. It shows that brand managers should control and follow the track of the brand's consumer-based equity for each category. The researchers conducted the survey by distributing the questionnaire which contains three sections, and there are two questions in order to capture respondents' product category association. And then all these results are measured by the seven likert scales.

Moradi *et al.,* (2012) elaborated consumer-based brand equity refers to the incremental function or added value which brand adds to the product. Zarei *et al.,* (2012) found that relation between country of origin and overall brand equity can be explained better when aspects of consumer-based brand equity is taken into the account which are brand loyalty, perceived quality, brand awareness, and brand association. It is clear that country of brand has a direct and significant effect on brand loyalty which then impact brand equity positively.

Sanyal *et al.*, (2011) explained a strong relationship between country of origin image and brand equity, through the mediating variables which are brand strength and brand awareness on the generic drug industry.

Yasin *et al.*, (2007) brought an idea of country of origin image affect positively on brand equity with the mediating of brand equity dimensions. And also, the brand equity dimensions compass brand distinctiveness, brand loyalty and brand awareness or brand association.

2.4.2 Relationship between Attitudes towards product country of origin and Country of Origin

Aydin *et al*., (2007) stated that attitude is a basic theory for marketing which influencing purchase intention. And attitude is defined as enduring organization of motivational, emotional, perceptual and cognitive processes with respect to some aspect of our environment. Aydin *et al*., (2007) explained that attitude towards product country of origin is varied according to the individual experience and perception, and then it is significant for marketing strategy.

Chen *et al*., (2009) studied the effect of country variables on consumers' attitude towards USA products. And the result of the study shows that country of origin has a significant impact on the attitude towards products made in America. And there is a positive relationship between product attitude and cultural identification.

Kim *et al*., (2013) studied about the effect of ethnocentric tendencies towards attitudes towards both foreign and domestic products and service is examined. Kim, *et al*., (2013) found that consumers with higher ethnocentric tendencies will have a higher level of preference to domestic products or service. And there was total 800 respondents was collected at India, and all the data was then analyzed by cluster sampling method.

2.4.3 Relationship of Customer Ethnocentrism and Country of Origin

Souiden *et al*., (2011) defined country of origin as a factor influencing consumers through reducing the complexity of their purchasing decisions. It is interchangeable

with country of origin image which means the total of all descriptive, inferential and informational beliefs one has about a particular country.

Wong *et al.*, (2008) studied the effect of consumer ethnocentrism and country of origin on consumers. It is clear that the subcomponents of country of origin which are design, assembly and parts have a significantly positive relationship with perceived quality and purchase intention.

Sanyal *et al.*, (2011) studied that the effect of country of origin on brand equity of branded general medicines through brand strength and brand awareness. It is indicated that marketers should be aware of original country image can influence brand equity, and then strategic plan and action should be taken to improve brand strength and brand awareness. The researcher used questionnaire to collected data by sampling method, and there are 200 respondents was collected as sampling size.

Wong *et al.*, (2008) studied the impact of sub-dimensions of country of origin on perceived quality with the intermediating variable of customer ethnocentrism tendencies. It is clear that there is a positive relationship between country of origin with perceived quality and purchase intention.

John *et al.*, (2011) studied the effect of consumer ethnocentrism on attitude to oversea products with the moderator of product category. And it is shows that there is a positive relationship between consumer ethnocentrism and attitude to foreign products.

2.4.4 Relationship between Patriotism and Customer Ethnocentrism

Vida (2008) studied consumer choice behavior in European Union (EU), and

researcher found that consumer ethnocentrism and patriotism are significant key factor determine domestic consumption. Reardon (2008) defined patriotism as individual's love and concern for their country and their attachment to their own nation and its symbols.

Deb, (2012) stated that ethnocentric customers are patriotic and prefer domestic goods because it is believed that products from their own country are most suitable for them, and there is a positive correlation between patriotism and ethnocentrism.

2.4.5 Relationship between Animosity and Customer ethnocentrism

Deb *et al*., (2012) studied the effect of factors affecting ethnocentrism. From this study, it is clear that there is a negative relationship between animosities with customer ethnocentrism.

2.4.6 Relationship between Cosmopolitan and Customer Ethnocentrism

Vida *et al*., (2008) studied the effect of cosmopolitan on customer ethnocentrism. It is stated that affective and normative constructs are stronger determinants of domestic consumption.   The role of patriotism and cosmopolitan are factors influencing ethnocentrism tendencies.   The data was collected among North America, and there are more than 400 respondents was applied as the final data which analyzed.

2.4.7 Relationship between Collectivism and Customer Ethnocentrism

Kumar *et al*., (2013) studied about the role of personal cultural oriented variables of customer ethnocentrism.   It indicates there is a relationship between collectivism and customer ethnocentrism.   It is found that consumers with high ethnocentric tendencies will have a higher preference to foreign products or service.

Table 2.1 – Literature review of dependent variable

Author /year	Title	Objectives	Findings	My findings
Papppu *et al .,* *(2006)*	Consumer-based brand equity and country-of-origin (COO) relationships some empirical study	To identify how the country-of-origin (COO) influencing consumer-based brand equity with the moderating variable of product category.	Consumer-based brand equity varied according to the COO of the brand and product category.	COO has a relationship with consumer-based brand equity.
Papppu *et al .,* *(2006)*	Consumer-based brand equity and country-of-origin (COO) relationships some empirical study	To identify how the country-of-origin (COO) influencing consumer-based brand equity with the moderating variable of product category.	Consumer-based brand equity varied according to the COO of the brand and product category.	Brand awareness is considered sub-aspect of consumer-based brand equity

Table 2.2 – Literature review of dependent variable (continued 1)

Papppu *et al .,* *(*2006)	Consumer-based brand equity and country-of-origin (COO) relationships some empirical study	To identify how the country-of-origin (COO) influencing consumer-based brand equity with the moderating variable of product category.	Consumer-based brand equity varied according to the COO of the brand and product category.	Brand association is considered sub-aspect of consumer-based brand equity
Papppu *et al .,* *(*2006)	Consumer-based brand equity and country-of-origin (COO) relationships some empirical study	To identify how the country-of-origin (COO) influencing consumer-based brand equity with the moderating variable of product category.	Consumer-based brand equity varied according to the COO of the brand and product category.	Perceived quality is considered sub-aspect of consumer-based brand equity
Papppu *et al .,* *(*2006)	Consumer-based brand equity and country-of-origin (COO) relationships some empirical study	To identify how the country-of-origin (COO) influencing consumer-based brand equity with the moderating variable of product category.	Consumer-based brand equity varied according to the COO of the brand and product category.	Brand awareness is considered sub-aspect of consumer-based brand equity

Table 2.3 – Literature review of independent variable

Author /Year	Tittles	Objective	Finding	My Finding
Deb, *et al.*, (2012)	Assessing the ethnocentric tendencies of different age-cohorts in an emerging market.	To study factors affecting consumer ethnocentrism and the effect of their ethnocentrism on attitudes towards COO.	Ethnocentric customers are willing to purchase product from other countries. It is found that age has an effect on attitude to COO and product preference.	There is significantly impact of customer ethnocentrism on COO and COO towards attitude. There are four factors leading CE which are Patriotism, Animosity, Cosmopolitan, and Collectivism.
Wong, *et al.*, (2008)	The impact of consumer ethnocentrism and COO sub-components for high involvement products on young Chinese consumers' product assessment	To study the effect of COO subcomponents. To identify the levels to which consumer ethnocentrism trend interact with these COO sub-components for young Chinese consumers with regards to product quality assessments and purchase intentions.	Three COO sub-aspects did not influence Consumers' evaluation of product quality or purchase intentions. Consumers' level of ethnocentrism also did not have a direct effect on perceived product quality or purchase intentions	COO can be divided into three sub-dimensions (design, assembly and parts).

Table 2.4 – Literature review of independent variable (continued 1)

Author /Year	Tittle	Objective	Finding	My Finding
Sanyal, *et al*., (2011)	The effect of COO on brand equity: an empirical study on generic drugs.	To explore the impact of COO image on brand equity of branded generic drugs.	COO image had a positive and significant effect on components of brand equity,	There is a positive relationship between COO and brand equity throughout two moderators brand strength and brand awareness.
Chen, *et al*., (2009)	Effect of country variables on young generation's attitude to American products	To examine COO effect and consumer patriotism on young generation's attitude toward American products with multi-attributes: across different cultures and different product categories.	COO has a significantly positive effect on the attitude toward foreign products. Respondents with higher patriotism show negative attitudes toward foreign products.	There is a positive relationship between COO and product attitude. And patriotism is a significant factor affecting product attitude.

Table 2.4 – Literature review of independent variable (continued 2)

Author /Year	Title	Objective	Finding	My Finding
Vida, et al., (2008)	Domestic consumption: rational, affective or normative choice.	To study cognitive, affective and normative mechanisms in consumer preference formation for domestic vs. imported products in EU members.	Consumer ethnocentrism and patriotism are stronger factors to domestic consumption of products.	There is a positive relationship between consumer ethnocentrism and cosmopolitan and patriotism are components of Customer ethnocentrism

Table 2.5--Literature review of moderating variables

Author /Year	Title	Objective	Finding	My Finding
Papppu *et al .,* (2006)	Consumer-based brand equity and country-of-origin (COO) relationships some empirical study	To identify how the country-of-origin (COO) influencing consumer-based brand equity with the moderating variable of product category.	Consumer-based brand equity varied according to the COO of the brand and product category.	The product category and the attitude towards COO can be considered as moderator between COO and consumer-based brand equity.

CHAPTER 3

THEORETICAL FRAMEWORK AND CONCEPTUAL FRAMEWORK

This chapter provides the detailed framework of the research. The theoretical framework and proposed variables to be studied are described. Thereafter the researcher specifically develops the conceptual framework for this study along with the explanation of different variables in the conceptual framework. Further ope-rationalization of the table is also provided and explained.

3.1 Theoretical Framework

In this study, the researcher has used eleven research models to develop the conceptual framework. The first research model was developed by Puppu, Queste and Cokksey, (2005) who studied about "Consumer-based brand equity and country-of-origin relationship". The second model was developed by Deb and Chaidhuri, (2012) who studied "Assessing the ethnocentric tendencies of different age-cohorts in an emerging market". The third research model was developed by Moradi and Zarei, (2012) who studied "Creating consumer-based brand equity for young Iranian consumers via country of origin sub-components effect". The fourth research model was developed by Sanyal and Datta, (2011) who studied "The effect of country of origin in band equity, an empirical study in generic drugs". The fifth research model was developed by Yasin, Noor, Mahamad, (2007) who studied "Does image of the country-of-origin matters to brand equity". The sixth research model was developed by Wong, polonsky, and Garma, (2008) who studied "The impact of

consumer ethnocentrism and country of sub-components for high involvement products on young Chinese consumes' product assessment." The seventh research model was developed by John and Brady, (2011) who studied: "Consumer ethnocentrism and attitude towards South African consumables in Mozambique". The eighth research model was developed by Jeong, Steol, and Chung, (2012) who studied: "The research model of Impact of store type importance and country of origin: Exploring the case of dietary supplements in the Chinese market". The ninth research model was developed by Chen, (2009), who studied "Effect of country variables on young generation's attitude towards American products.' The tenth research model was developed by Kumar and Kim, (2013) who studied: "The role of personal cultural orientation in consumer ethnocentrism among India consumers." The last research model was developed by Vida, and Reardon, (2008) who studied: "Domestic consumption: rational, affective, or normative choice".

Figure 3.1: The research model of" Consumer-based brand equity an country-of-origin relationship."
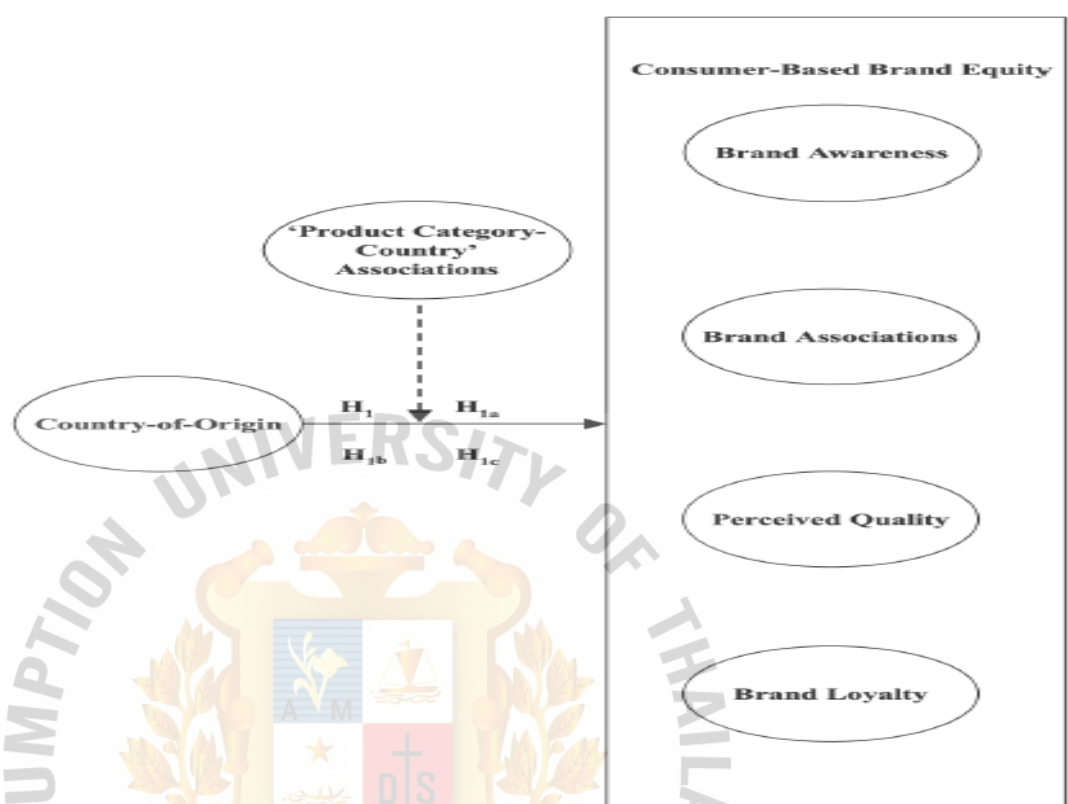
Source: Pappu, *et al*., (2006). Consumer-based brand equity and country-of-origin relationship. *European Journal of Marketing*, 40(5/6), 696-717.

Pappu, *et al*., (2006) studied about the impact of the country of origin of a brand on its consumer-based equity which compass of brand awareness, brand association, perceived quality and attitudinal brand loyalty.

It is clear from Figure 3.1 that the direct path of country of origin on consumer-based brand equity. The consumer-based brand equity is varied based on the country of origin, when "product category-country association is used as the mediator the path from country of origin to consumer-based brand equity".

Figure 3.2: The research model of "Assessing the ethnocentric tendencies of different age-cohorts in an emerging market."
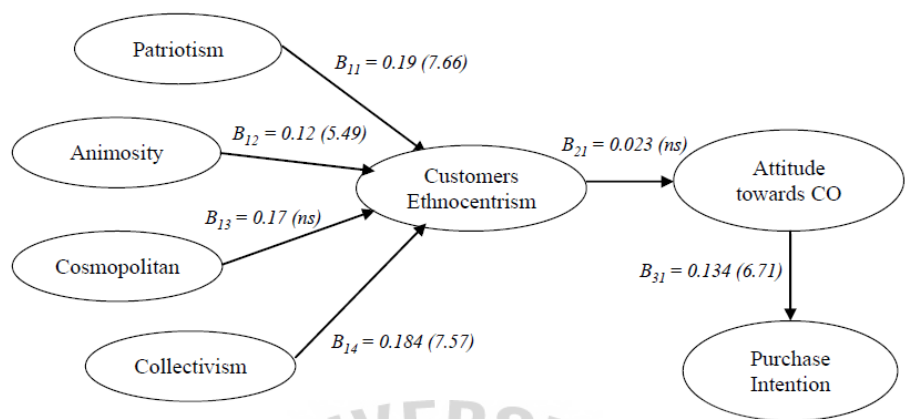
Source: Deb, and Chaudhuri, (2012). Assessing the ethnocentric tendencies of different age-cohorts in an emerging market. *Journal of Indian Business Research*, 4(4), 244-268.

Deb and Roy Chaudhuri (2012) studied about factors leads consumers to ethnocentrism and the effect of their ethnocentrism on attitudes towards country of origin. People who are ethnocentric are willing to purchase products from foreign countries.

It is shown in Figure 3.2 that the direct path of customer ethnocentrism towards attitude to country of origin. And also, it is found that age is a significant factor impact on attitude towards country of origin.

Figure 3.3 The research model of "Creating consumer-based brand equity for young Iranian consumers via country of origin sub-components effect".
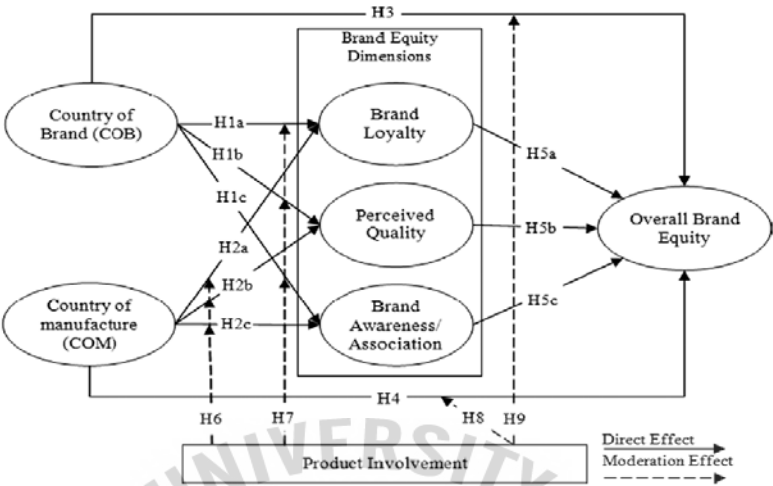
Source: Moradi and Zarei, (2012). Creating consumer-based brand equity for young Iranian consumers via country of origin sub-components effect. *Asia pacific Journal of marketing and Logistics*, 24(3), 394-413.

Maradi, Zarei, (2012) studied the decompose of the country of origin which are country of brand and country of manufacture affecting the brand equity with the moderating role of brand loyalty, perceived quality and brand association.

Figure 3.3 shows that country of brand has a significantly positive relationship with brand equity, with the moderating of brand loyalty, perceived quality, and brand awareness. The result also indicate that there is a significantly positive relationship between brand equity and moderating variables which are brand loyalty, perceived quality, and brand awareness.

Figure 3.4: The research model of "The effect of country of origin in band equity, an empirical study in generic drugs."
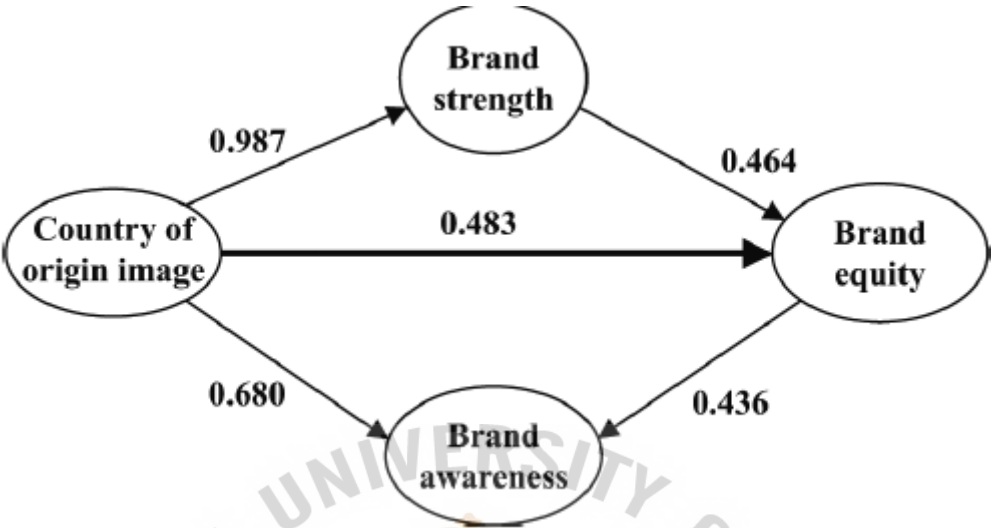
Source: Sanyal and Datta, (2011). The effect of country-of-origin in brand equity, an empirical study in generic drugs. *Journal of Product and Brand Management*, 20(0), 130-140.

Sayal and Datta, (2011) studied about impact of origin image on brand equity of branded generic drugs. It states that the country of origin image has a significantly positive relationship with brand equity, with the mediating variable brand strength and brand awareness.

Figure 3.4 shows that strategic plan should be accomplished to raise brand strength and brand awareness levels, in order to improve the country of origin image. It is clear that Figure 3.4 that there is a significantly positive relationships between country of origin image and brand equity on branded general medicines.

Figure 3.5: The research model of "Does image of country-of-origin matter to brand equity"?
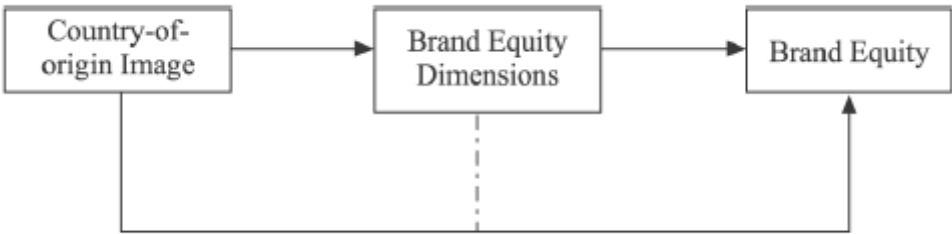
Source: Yasin *et al.*, (2007). Does image of the country-of-origin matters to brand equity? *Journal of Product and Brand Management.*   16(1), 38-48.

Yasin *et al.*, (2007) studied the effect of brand's country of origin image on the formation of brand equity.   It is found that brand's country of origin positively and significantly influences dimensions of brand equity, with moderating variable of brand equity dimensions.   It is stated that brand equity dimensions includes three sub-factors which are brand distinctiveness, brand loyalty, and brand association.

Figure3.6: The research model of "The impact of consumers ethnocentrism and country of origin and country of origin sub-components for high involvement products young Chinese".
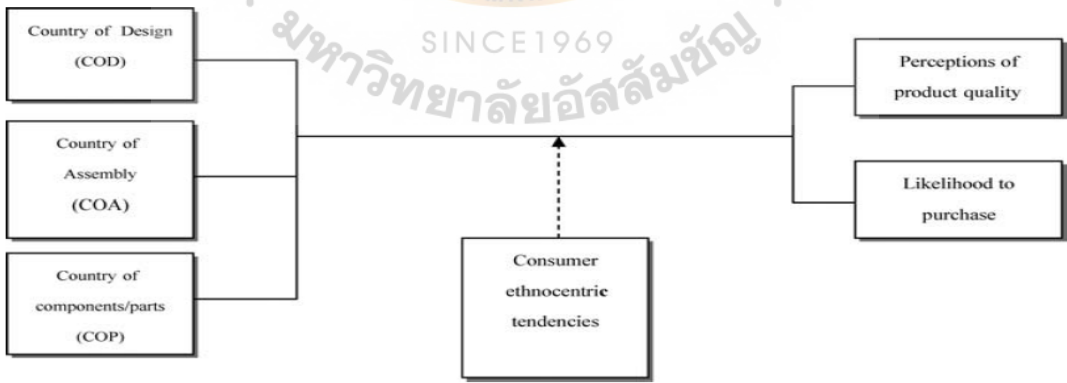
Source: Wong *et al.*, (2008).   The impact of consumer ethnocentrism and country-of-origin of sub-components for high involvement products on young Chinese consumers' products assessment.   *Asia Pacific Journal of Marketing and Logistic*s, 20(4), 455-478.

Wong *et al*., (2008) studied the effect of country of origin subcomponents which are country of design, country of assembly, and country of parts. It is stated that purchase experience of consumers as well as products category are main factors affecting consumer ethnocentrism tendencies.

Figure 3.7: The research model of "Consumer ethnocentrism and attitude towards South African consumables in Mozambique".
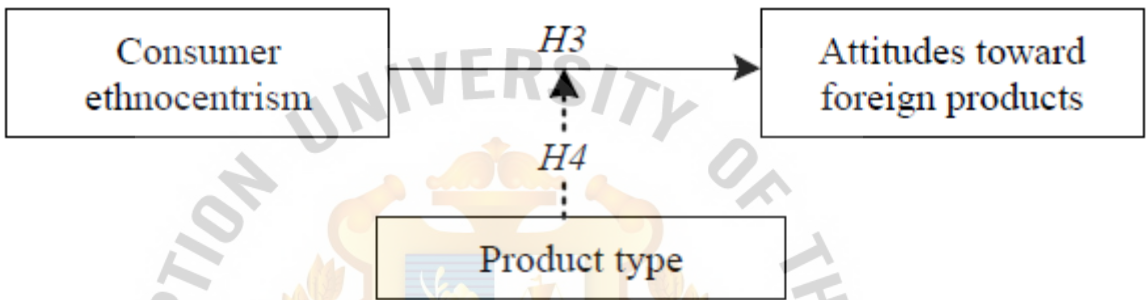
Source: John and Brady (2011). Consumer ethnocentrism and attitude towards South African consumables in Mozambique. *Africa Journal of Economic and Management Studies*, 2(1), 72-93.

John and Brady, (2011) studied about the effect of consumers ethnocentrism through the moderator of product type, and it indicated that importers of South Africa agricultural consumables into Mozambique are most susceptible to the effect of consumer ethnocentrism. It is clear that there is a positive relationship between consumer ethnocentrism and attitude towards foreign product.

Figure 3.8: The research model of "Impact of store type importance and country of origin:

Exploring the case of dietary supplements in the Chinese market."
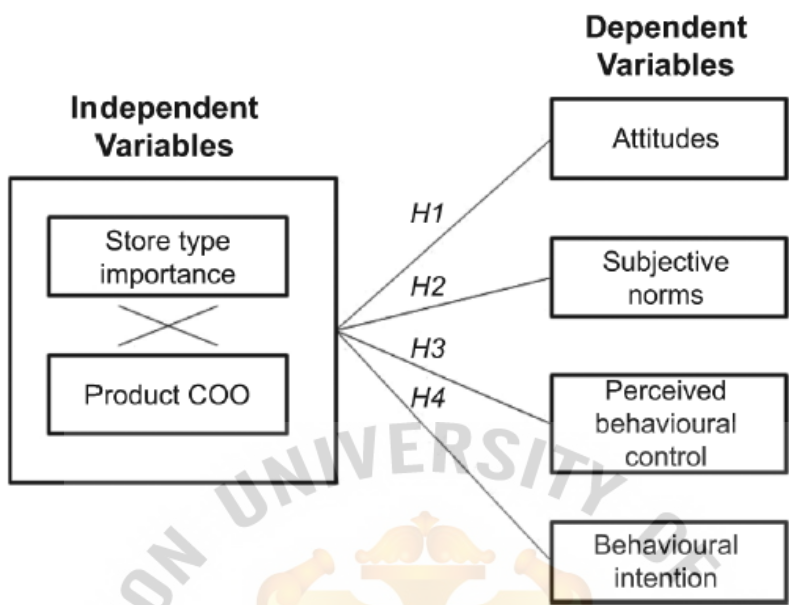
Source: Jeong *et al*., (2012). The research model of impact of store type importance and country-of-origin: Exploring the case of dietary supplements in Chinese markets. *International Journal of Retail and Distribution Management*, 40(6), 471-487.

Jeong *et al*., (2012) studied the difference between China and USA in purchase intention and antecedents such as attitudes, subjective norms, and perceived behavioral control, based on store type importance and product country of origin. It is stated the relationship with marketers and product familiarity are significant factors which affect the purchase intention and attitude towards foreign products. It is clear that there is a significant positive relationship between product country of origin and attitude towards country of origin.

Figure 3.9: The research model of "Effect of country variables on young generation's attitude towards American products: a muti-attributes perspective."

COO (ξ_1)

γ_{11}

γ_{12}

Patriotism (ξ_2)

Product attitude (η_1)

β_{21}

Purchase Intention (η_2)
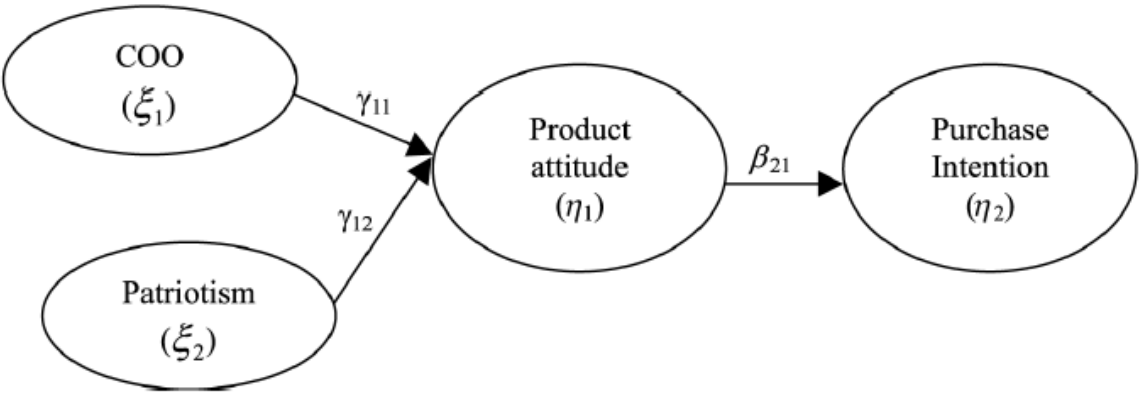
Source: Chen, (2009). Effect of country variables on young generation's attitude towards America products: a muti-attributes perspective. *Journal of Consumer Marketing*, 26(3), 143-154.

Chen, (2009) studied the country of origin effect and consumer patriotism on young generation's attitude towards American products with attributes towards different culture and product category. It indicates that there is a positive relationship between country of origin and attitude towards American products among Taiwanese and Indonesian. Moreover, there is a stronger product attitude among Taiwanese sample more than Indonesia due to higher cultural identification with America.

Figure 3.10: The research model of "The role of personal cultural orientation in consumer ethnocentrism among India consumers."
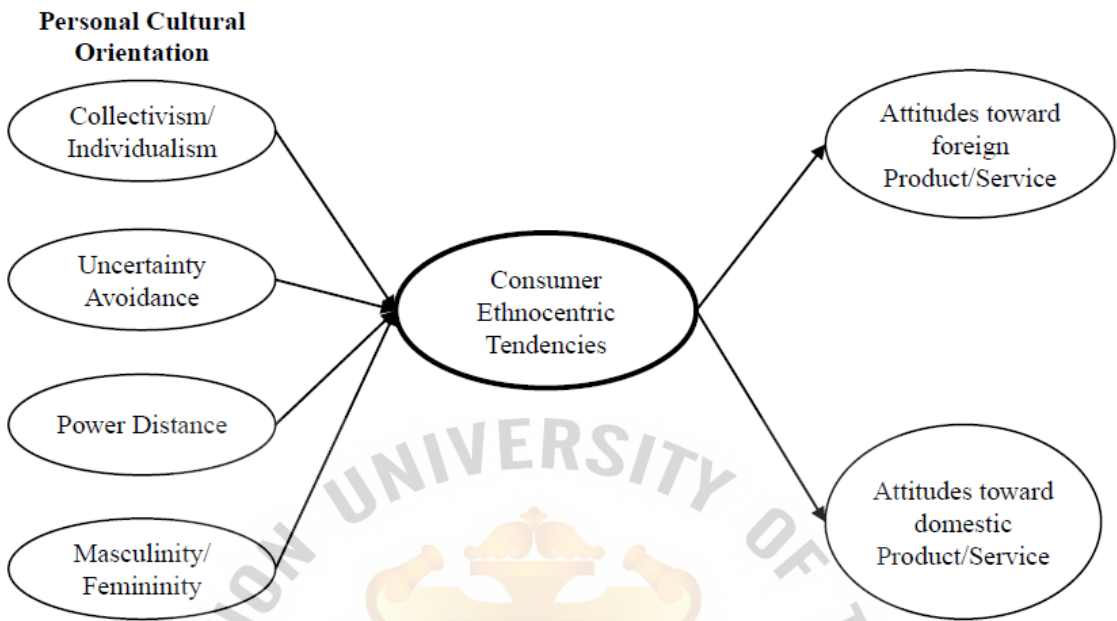
Source: Kumar and Kim, (2013). The role of personal cultural orientation in consumer ethnocentrism among India consumers. *Journal of Indian Business Research*, 5(4), 235-250.

Kumar and Kim, (2013) studied about the role of personal cultural oriented variables of customer ethnocentrism. It indicates there is a relationship between collectivism and customer ethnocentrism. It is found that Indian consumers with high ethnocentric tendencies prefer foreign products or service. Therefore, it is clear that customer ethnocentrism influence attitude towards country of origin.

Figure 3.11 The research model of "Domestic consumption: rational, affective, or normative choice."
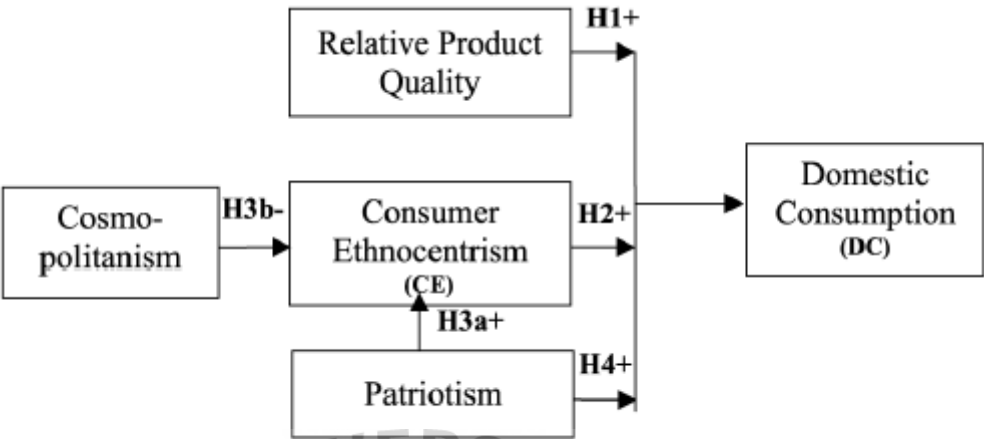
Source: Vida and Reardon, (2008). Domestic consumption: rational, affective, or normative choice. *Journal of Consumer Marketing*, 25(1), 34-44.

Vida, and Reardon, (2008) studied consumer choice behavior in European Union members. It is found that there is a relationship between cosmopolitan and customer ethnocentrism. It is clear that customer ethnocentrism and patriotism are stronger determinants of domestic consumption than perception quality.

3.2 Conceptual Framework

In this chapter the researcher draws on the previous empirical studies and relevant theories to develop the conceptual framework. The conceptual framework model identifies the relationship between customer ethnocentrism and consumer-based brand equity of female napkin brands based on previous empirical studies and relevant theories. There are many factors affecting consumer-based brand equity towards female napkin brands. Here, based on relevant theories and previous empirical studies, the researcher focuses on customer ethnocentrism consisting of patriotism, animosity, cosmopolitan, and collectivism. This

framework is built to understand consumer-based brand equity towards female napkin brands.

In the framework, consumer-based brand equity: brand awareness, brand association, perceived quality, brand loyalty are shown as the dependent variable and the customer ethnocentrism, patriotism, animosity, cosmopolitan, and collectivism.   Country of origin is shown as intervening variable, and attitude towards country of origin is shown as mediating variable.   The conceptual framework for this research is shown in Figure 3.12.

Figure 3.12: Conceptual Framework
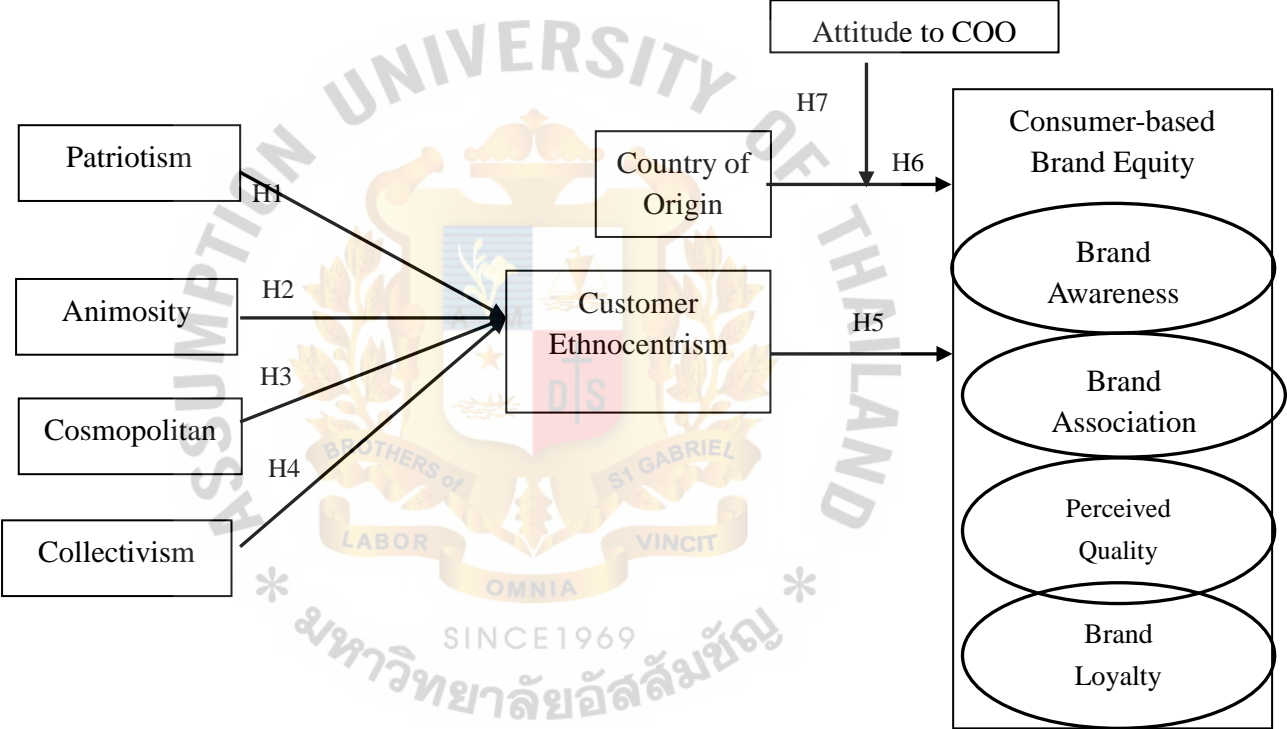
Source:

1. Irena Vida, (2008). Domestic consumption: rational, affective or normative choice? *Journal of Consumer Marketing,* Vol. 25, No.1, pp.34-44.

2. Kumar and Kim, (2013). The role of personal cultural orientation in consumer ethnocentrism among India consumers. *Journal of Indian Business Research*, Vol.5, No.4, pp.235-250.

3. Mahhurima Deb, (2012). Assessing the ethnocentric tendencies of different age-cohorts

in an emerging markets. *Journal of Indian Business Research*, Vol.4, No. 4, pp.244-268.

4. Ravi Pappu, (2006). Consumer-based brand equity and country-of-origin relationship. *European Journal of Marketing*, Vol.40, No.5-6, pp. 696-717.

3.3 Statistical Hypotheses

Hypothesis 1:

H1o: There is no relationship between country of origin and consumer-based brand equity.

H1a: There is a relationship between country of origin and consumer-based brand equity.

Hypothesis 2:

H2o: There is no relationship between customer ethnocentrism and consumer-based brand equity.

H2a: There is a relationship between customer ethnocentrism and consumer-based brand equity.

Hypothesis 3:

H3o: There is no relationship between country of origin and attitude towards consumer-based brand equity.

H3a: There is a relationship between country of origin and attitude towards consumer-based brand equity.

Hypothesis 4:

H4o: There is no relationship between patriotism and customer ethnocentrism.

H4a: There is a relationship between patriotism and customer ethnocentrism.

Hypothesis 5:

H5o: There is no relationship between animosity and customer ethnocentrism.

H5a: There is a relationship between animosity and customer ethnocentrism.

Hypothesis 6:

H6o: There is no relationship between cosmopolitan and customer ethnocentrism.

H6a: There is a relationship between cosmopolitan and customer ethnocentrism.

Hypothesis 7:

H7o: There is no relationship between collectivism and customer ethnocentrism.

H7a: There is a relationship between collectivism and customer ethnocentrism.

3.4 Operationalization of the Dependent, moderating, and Independent Variables

This section is concerned with the definition and measurement of concept of each variable. For the conceptual definition, it gives meaning to the concept by specifying the activities to measure. Concepts can be defined as the abstract ideas generalized from particular facts (Davids, 1996). Without concept, there can be no theory. It is also defined as a generalized idea about a class of objects, attributes occurrences or processes. In this research the concepts will be made operational so that they can be measurable. This operational definition refers to an explanation that gives meaning to a concept by specifying the activities or operations necessary to measure it (Zikmud, 1997). The operational definition put empirical put empirical meaning to constitutive by specifying the means by which the concept by specifying the activities or operaional necessary to be measured. Thus, the operational definition specifies what must be done to measure the concept under

investigation.   Table 3.13 shows the operational components of independent variables and

dependent variables.

Table 3.13: Operationalization of the Variables

Variables	Concept of Variables	Operational component	Measurement scale	Questionnaire number	Research Objective number
Consumer-based Brand Equity	Brand equity is value consumer associate with a brand, as reflected in different dimensions of brand awareness, brand associations, perceived quality, and brand loyalty (Pappu *et al*., 2006) Perceived quality: A brand association that is elevated to the status of separate aspects of brand equity (Pappu *et al*., 2006).	Consumer-based brand equity-perceived quality 1) If there is international brand posses a higher quality, I prefer Chinese brand only. 2) For me, Chinese brand is of very high quality. 3) Chinese brand is of very consistent quality. 4) Chinese brands offers excellent feature.	Interval Scale	Part 2	2. To investigate how attitude towards country products of country of origin mediates the relationship between country of origin and consumer-based brand equity.

Consumer-based Brand Equity -Brand Awareness	Brand awareness: the ability of a potential buyer to recognize or recall that a member of a certain product category (Pappu *et al*., 2006).	Brand Awareness: 1) I recall Chinese brand when I think about female napkin. 2) I relate Chinese brand with my usage experience 3) I recognize Chinese brands. 4) Have distinct ideas about Chinese brands.	Interval Scale	Part 2	2. To investigate how attitude towards country products of country of origin mediates the relationship between country of origin and consumer-based brand equity.
Brand Equity-Brand Association	Brand association: anything associated to the customers'memory of a brand (Pappu, et al., 2006).	Brand association: 1) Chinese brands are up-market brands. 2) I like the Chinese female napkin made by Chinese manufactures 3) Chinese brands are tough and strong position in the Chinese market. 4) I trust the Chinese companies which make female napkin	Interval Scale	Part 2	2. To investigate how attitude towards country products of country of origin mediates the relationship between country of origin and consumer-based brand equity.
Brand Equity-brand loyalty	Brand loyalty: Brand loyalty can be divided into two sub-dimensions which are	Brand Loyalty: 1) I am committed to Chinese brand. 2) I am willingly to pay a higher price for Chinese over foreign	Interval Scale	Part 2	2. To investigate how attitude towards country products of country of origin mediates the

	behavioral loyalty and attitudinal loyalty. And attitudinal loyalty is a significant factor which affecting consumer-based brand equity. It means the loyalty which develops commitment towards the brand (Pappu *et al*., 2006)	brand. 3) I consider myself to be loyal patron of Chinese brand 4) In the future, I am willingly to pay a higher price for Chinese brands over competitive offerings.			relationship between country of origin and consumer-based brand equity.
Attitude towards Country of Origin	Attitude towards Country of Origin: an extrinsic cues which similar to brand name which influences the consumers' perception (Puppu, 2006).	Attitude to COO: 1) It is likely that I have a good perception towards Chinese brands. 2) It is likely that I have good ideas about Chinese brands.	Interval Scale	Part 2	3. To explore how country of origin affect consumer-based brand equity with the moderator of attitude to COO.
Country of Origin	It means perception of consumers regarding where the brand comes from	COO: 1) I prefer international brands which maintain an image of new brand features.	Interval Scale	Part 2	1. To study the relationship between country of origin and consumer-based

	(Jin, *et al.*, 2006)	2) I prefer international brands which maintain a high level of quality. 3) I prefer international brands which have variety of products. 4) I prefer international brands which focus on rich in research and development,			brand equity.
Customer Ethnocentrism	It means the trend to consider one's own group as the center of everything (Deb, 2012).	Customer Ethnocentrism: 1) I personally favor buying Chinese products rather than foreign ones. 2) In general, I prefer purchasing Chinese over foreign brands. 3) It is important for me to buy Chinese rather than foreign products. 4) Foreign products have generally higher quality than Chinese ones.	Interval Scale	Part 2	2. To investigate how customer ethnocentrism affect consumer-based brand equity.
Patriotism	It means one's love and devotion to one's own country	Patriotism: 1) Any Chinese female napkin brand poses Chinese cultural attributes	Interval Scale	Part 2	4. To find out the relationship between Patriotism and

	(Deb, 2012).	(e.g. female napkin with Chinese medicine release painfulness). 2) The Chinese symbol is the pride of my culture (e.g. Chinese 3) Language, traditional Chinese language, Chinese flowers etc.) 4) Any Chinese female napkin brand is best for me (e.g. specific length, width, smell of medicine of female napkin fit the Chinese's physiological characteristics). 5) Only Chinese nationality can live in china.			customer ethnocentrism.
Animosity	It means a customer's emotional attachment to the geographic origin of a product and to the remnants of antipathy, or hostility to a country (Diamantopoulos, 2007).	Animosity: 1) The national security in China is important to me. (e.g. online payment,authenticity of E-commerce website). 2) I am attached to the traditions of Chinese society I lived in (e.g. seniority, gift for elderly, Chinese New Year, respect the Jade accessories). 3) No one can disturb Chinese social order.	Interval Scale	Part 2	5.To analyze the relationship between Animosity and customer ethnocentrism

		4) I am attached to the religion of Chinese society I live in (such as Buddhism and Taoism).			
Cosmopolitan	It means people who are more globally oriented than locally oriented (Deb, 2012)	Cosmopolitan: 1) Beside Chinese brand, I like to buy international ones. 2) Beside Chinese brand, I try international brands to expose to new experience 3) Business assembly and logistics should be well-cooperated between Chinese and foreign companies. 4) I will spend my time to experience international brands.	Interval Scale	Part 2	6.To analyze the relationship between Cosmopolitan and customer ethnocentrism
Collectivism	It means customers who have a tendency to subordinate their personal goal and the group's identity of individuals belonging to the	Collectivism: 1) Individuals should sacrifice self-interest for the group 2) Group welfare is more important than individual rewards 3) Group loyalty should be encouraged even if individual	Interval Scale	Part 2	7. To analyze the relationship between Collectivism and customer ethnocentrism

	group. (Deb,2007)		goals suffer.			
		4)	Group success is more important than individual success			

CHAPTER 4

RESEARCH METHODOLOGY

In this chapter, the researcher discusses the type of method that is used in this research. It includes respondents and sampling, research instrument, pretest, collection of data and statistical treatment of data.

4.1 Research Method

The main objective of this study is to determine the various factors which lead to the consumer-based brand equity, such as brand awareness, brand association, perceived quality and brand loyalty. By this the researcher intends to identify and compare consumer-based brand equity among female customers of female napkin in China and Thailand. Firstly, the researcher has used descriptive research in order to conduct this research. Jacksoz (2009) defined descriptive research as data and characteristics about the population or phenomenon being studied. Secondly, the researcher applied the survey method by distributing questionnaires, in order to collect data from the respondents which have been selected from target population through sampling. Jacksoz (2009) defined survey as means by which participants answer questions administered through interviews or questionnaires.

4.2 Respondents and sampling procedures

4.2.1 Population and sample

Population is defined as the total group from the information is needed (McDianiel and Gate, 1998). And the sample subset of measurement selected from population of interested (Mendenhall *et a*l., 2009). Since the researcher wanted to investigate about the impact of

customer ethnocentrism on country of origin and brand equity, thus in this research, the target

population which the researcher had used in order to conduct the research is female

customers in Beijing, China.

4.2.2 Sample size

For this research, the researcher selected 30 respondents as the sample size. Sample

size is defined as number of people should be surveyed; the accuracy of the sample size was a

measurement of how close it reports the true value of population (Burns&bush, 2005). In

experiment research, the size of the sample is influenced by the value selected for alpha (α=

probability of type one error), beta (β=probability of type two error), by the selection of an

important increment of test respondents and by the value of population or sample variance

(Diamond, 1981).

The formulation for calculation of sample size is the following (Diamond, 1981) :

$$N = 2(t_\alpha + t_\beta)2\frac{S^2}{\sigma^2}$$

Where:

"N" is the number of sample size required for each group,

"t_α"is the t deviation associated with 1 error,

"t_β is the t deviation associated with type 2 error

"S" is the sample standard deviation,

"σ"is the difference between means, which important for the effect.

Assume the alpha value is 0.05 and beta value is 0.2 (the value that is normally used in

the statistic). Sample standard deviation and difference between means is estimated from

the previous research. Therefore,

N= 2(2.11+1.34)^2 (1.8)^2/(1.5)^2= 34.28

The value of N is equal to 34.28. Therefore, at least 30 respondents are required in the experiment to ensure statistical accuracy.

4.2.3 Sample procedure

In this study, the researcher design probability sampling to find the sampling units. Probability sampling is defined as everybody in the given population has an equal chance of being surveyed for a particular piece of research. This study, the researcher uses simple random sampling. Simple random sampling means the researcher applied convenience and judgments (Marc Ryan, 2011).

4.2.3.1 Judgment sampling

Step 1, the judgment sampling means the researcher choose the respondents based on their own judgment (McCormack and Hill, 1997). For the study, the researcher will use personal judgment to select respondents who have used the listed brands. Then the respondents who have the experience of using list brands, they can continue the further question. Otherwise, respondents are not allowed to continue the questionnaire.

4.2.3.2 Convenience sampling

Step 2 convenience sampling means the respondents themselves decide whether to finish the questionnaire (McCormackand Hill, 1997). In this study the researcher will collect the data from the respondents who are available to fill in the questionnaire.

4.3 Research instrument/Questionnaire

From this research, questionnaires will be used as the instrument to investigate the consumer-based brand equity. David and Cosenza, (1993) state that the central objective of

the survey is to study the relationship between variables. Generally, it depends on the use of well constructed questionnaire, which is used to collect data from the relevant unit of analysis under study, usually individuals. The researcher designed questionnaire based on the conceptual framework. There are four parts of the questionnaire, they are:

4.3.1 Screening Question

Part 1: Screening Question: the researcher used screening question to find the appropriate respondents. There is one question which has been used to ask whether the respondent has ever used the listed brands or not. If respondents have the experience of using the female napkin brands, they can continue doing the questionnaire. Otherwise, there is no need to continue the questionnaire.

4.3.2 Independent Variables, and mediating variables

Part 2: this part includes the independent variables of the study which are Patriotism, Animosity, Cosmopolitan, Collectivism, customer ethnocentrism, and Attitude towards product country of origin. It also includes the mediating variable which is attitude to country of origin.

The questions for patriotism were adopted from the study of Chaudhuri (2012). Patriotism means one's love and devotion towards one's own country Chaudhuri (2012). The questions for animosity were adopted from Deb (2012). Animosity means customer's emotional attachment to the geographic origin of a product as well as to the remnants of antipathy, or hostility towards a country Diamantopoulos (2007). The questions for cosmopolitan were adopted from the study of Vida (2008). Cosmopolitan means people who are more globally oriented than locally oriented, and they are more open to the world

and to cultural differences, and are willing to engage with the other, an intellectual and aesthetic stance of openness towards divergent cultural experience Deb (2012). The questions for collectivism were developed from the study of Deb (2012). Collectivism means customers who have a tendency to subordinate their personal goal and the group's identity of individuals belonging to the group Deb (2007). The questions for customer ethnocentrism were adopted from the study of Chaudhuri (2012). Customer ethnocentrism is defined as the tendency to view one's own group as the center of everything Deb (2012). The questions for attitude towards country of origin were adopted from the study of Puppu, (2006). Country of origin means the extrinsic cue which similar to brand name which influencing the consumers' perception (puppu, 2006).

4.3.3 Dependent Variables

Part 3: This part includes dependent variable which is consumer-based brand equity. The questions for consumer-based brand equity were adopted from the study of Puppu, (2006). Consumer based brand equity means the value consumer associate with a brand, as reflected in different dimensions of brand awareness, brand associations, perceived quality, and brand loyalty Cooksey, (2006).

4.4.4 Demographic Information

Part 4: Demographic Information: this part includes the personal data of the respondent such as age, gender, occupation, education and marital status.

4.4 Pre-test

In order to find the problems of the questionnaire, the researcher did a pre-test to a small sample size to see whether it was well designed and easy to answer. The pretest mean

testing of questionnaires on a small sample of respondents to identify and eliminate potential problems. Pre-test of the questionnaire will reveal the deficiencies and bring about suggestions for improvements.

The pretest sample is small, varying from 15 to 30 respondents (Malhotra and Birks, 2003). In this study, the researcher conducted the pre-test 30 of respondents who had used SAS to the variable result. They were told that the questionnaire they just completed was a pretest and the objectives of pre-testing were explained to them. They were asked to states any problems they encountered while answering the questionnaire. Based on their feedback, the questionnaire was modified and adjusted to make sure that the respondents really understand the questionnaires.

Table 4.1: Cronbach's Alpha Coefficient Table

VARIABLES	ALPHA
Perceived quality	0.558
Brand awareness	0.629
Brand association	0.656
Brand loyalty	0.784
Country of origin	0.556
Attitude to product country of origin	0.741
Patriotism	0.205
Animosity	0.587
Cosmopolitan	0.630
Collectivism	0.740
Customer ethnocentrism	0.777

Hence, the result of the reliability test was found to be more than 0.6, which is considered reliable. Also, the closer the Cronbach's alpha score is to 1, the higher the interval consistency and reliability. The questionnaire were given to 30 respondents who have the experience of used Chinese brands female napkin. The reliability test was concluded so as to find out whether the respondents had any problem in understanding the

questions.   After the pre-test no changes were made in the questionnaire as t was found to understand by respondents clearly.

4.5 Collection of Data

The researcher used both primary and secondary data in this study.   This section explained how these data were collected.

4.5.1 Collection of Primary Data

In this study, the primary data were collected through questionnaires.   The researcher used judgment sampling to collect the primary data; that means the researcher choose the respondents based on their own judgment (McCormack and Hill, 1997).   Then, the convenience sampling was used which means the respondents themselves decide whether to finish the questionnaire (McCormack and Hill, 1997).

In this study, the researcher distributed questionnaires to the respondents in China online. The collection period is from Feb 8th to March 7th in 2014.

4.5.2 Collection of Secondary Data

The secondary data were also used in this study to help researcher collect background information that help researcher identify the problem of this research.   Secondary data are an economical and quick source of background information.   The researcher collected secondary data from the different sources like articles, journals, internet magazines, and books.   These data helped researcher to get more understanding of Chinese female napkin industry and the country-of-origin effect on consumers.

4.6 Statistical treatment of data

4.6.1 Statistics used in data analysis

The researcher used non-parametric test methods to find relationship between dependent and independent variables of the study. Descriptive statistic includes of frequency and percentage in order to describe each variables for consumer-based brand equity. Hypothesis testing is in order to explain the relationship between the studied variables by using non-parametric test.

The researcher used SAS program license number 12400609 to integrated studies in order to make accuracy in the data. And the researcher has used sampling for convenience. There are two major statistical methodologies used in this study comprising MANOVA and Pearson correlation coefficient.

4.6.2 Multivariate Analysis of Variance (MANOVA)

The full name of MANOVA is called Multivariate Analysis of Variance. The objective of the MANOVA is to exam whether the means for more groups which come from the same sampling distribution. MANOVA can be used under two conditions, first condition is that there are more than two correlated dependent variables, and the researcher are desired to test the relationship between the set of dependent variables with other variables. The secondary condition is that explore how independent variables influence some patterning of response on the dependent variables. In MANOVA, there are more than two groups are compared on a linear combination of the original variables, and it is computed by the equation: (Carey, 1998). It is imagined that there are total g populations which shown as following:

$$W= a_1x_1+a_2x_2+a_3x_3+\ldots+a_px_p$$

Population

1	2	...	*g*
X_{11}	X_{21}	...	X_{g1}
X_22	X_{22}	...	X_{g2}
...	...	...	...
X_{1n1}	X_{2n2}	...	X_{gng}

Where:

Xt is a column vector of subjects' scores on the *i*th dependent variable

a*i* is the weight (or coefficient) given to the *i*th variable.

In the current research, the researcher will use MANOVA which is defined as an extension of ANOVA in which main effects and interactions are assessed on a linear combination of dependent variable. ANOVA is also called the analysis of variance which is a hypothesis-testing technique test the equality of two or more population means by examining the variances of samples that are taken. It tests whether there are statistically significant mean differences among groups on a combination of dependent variables. There is some assumption of ANOVA which is following: first of all, the sampling is chosen through the simple random sampling. And then, within each group, the mean of variable is normally distributed. Lastly, the standard deviation is the same for all groups (Kaufman, et al., 1998). The following is the formula for MANOVA and it is given by Table 2.2:

$F = MS_B/MS_E$

$df = n-1$

Where:

MSB= Mean square between group variances

MSW= Mean square within group variance

61

g = Number of groups

n=Number of observation in each group

df = degree of freedom

Table 4.2 Summary for Analysis of Variances

Source of Variance	Sum of Squares	Degree of Freedom	Mean Square	F-Ratio
Treatment/ between	SS_B	g-1	$SS_B/df=MS_B$	
Error/ within	SS_W	n-g	$SS_w/df=MS_w$	MSB/MS_w
Total	SS_T	n-1		

MANOVA is used to test the null hypothesis of equal treatment mean vectors (or zero treatment effect vectors) is now tested use of one of several test statistics. The multivariate hypothesis test is not as straightforward as the univariate because unlike the univariate test, there is not a single most powerful test. There are several advantages by applying MANOVA which are as following: first of all, it tests the effect of several independent variable and several outcomes. Second of all, independent variables of interest are likely to affect a number of different conceptual variables. For example, in this research it tests the effect of country of origin on brand awareness, brand association, perceived quality, and brand loyalty. Lastly, it reduces the error rate comparing to test the serious of univariate ANOVAs.

The computation of MANOVA can be explained that the total sum-of-squares is partitioned into the sum-of-squares between groups (SSbg) and the sum-of-squares within groups (SSwg) which is shown as following equation: The multivariate test considers not just SSb and SSw for the dependent variables, but also the relationship between the variables.

$$SStot = SSbg + SSwg$$

In conclusion, MANOVA is applied when there are multiple dependent and independent variable in the research. MANOVA is the further study of ANOVA, and there are some assumptions of the application of the MANOVA which are as following: first of all, the random sampling method is used; as a result, the observers are independent. And then, the multiple independent variables must be normally distributed. Further more, there must be a linear relationship between dependent variable and independent variables. Lastly, the slope of regression in each group must be same. As a result, MANOVA can be applied under above situations (David, 1998).

4.6.2 Pearson product moment correlation coefficient

The Pearson correlation coefficient is also called linear product-moment correlation. Correlation is defined as testing the relationship between variables. To measure the correlation, it is better to use the linear product-moment correlation coefficient which is to identify the strength of the relationship which is expressed as *r*. The coefficient *r is* lies between -1 and 1, and if the dependent variable increase when independent variable increase, the researcher conclude that there is positive relationship between variables. On the other hand, if the dependent variable increases when independent variable decrease, then the researcher concludes that there is a negative relationship between variables (Huake, 2011).

Table 4.3 Interpretation of correlation coefficient

No or zero correlation	$r=0$
Positive and very poor relationship	$0.2>r>0.1$
Positive and poor relationship	$0.4>r>0.2$
Positive and moderate relationship	$0.7>r>0.4$
Positive and strong relationship	$0.9>r>0.7$
Positive and very strong relationship	$1>r>0.9$
Negative and very poor relationship	$(-0.2)>r>(-0.1)$
Negative and poor relationship	$(-0.4) > r >(-0.2)$

Negative and moderate relationship	$(-0.7)>r>(-0.4)$
Negative and strong relationship	$(-0.9)>r>(-0.7)$
Negative and very strong relationship	$(-1)>r>(-0.9)$

It is clear in the table above that the sign of the value *r* shows the positive or negative relationship between two variables. And if the value is larger than 0.5 or less than (-0.5), it shows there is a strong relationship between two variables. On the other hand, if the value of *r* is less than 0.5 or more than (-0.5), it shows that there is a weak relationship between two variables (Huake, 2011).

According to Zikmund (2000), the most popular technique indicates that the relationship of one variance to another is the simple correlations analysis. The simple correlation coefficient is a statistical measure of the covariance or association between two variables. The formula for calculating the correlation coefficient for two variables x and y is shown as following:

$$r_{yx} = r_{xy} = \frac{\sum_{i=1}^{n}(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^{n}(x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

Where the symbols x and y represent the sample means of x and y, respectively.

In summary, due to above assumptions, the researcher applied the MANOVA to analyze the relationship between consumer-based brand equity and customer ethnocentrism with the moderating variable of attitude towards country of origin. If the test of MANOVA is proved, then the researcher will applied the Pearson correlation coefficient is applied to test the relationship between country of origin and patriotism, animosity, cosmopolitan, and collectivism.

Table 4.4 Summary of Hypotheses and Statistical Analysis

Hypotheses	Statistic method	Question number
H1o: There is no relationship between patyriotism and customer ethnocentrism. H1a: There is a relationship between patriotism and customer ethnocentrism.	**Correlation**	Part 3 Dependent variable
H2o: There is no relationship between animosity and customer ethnocentris. H2a: There is a relationship between animosity andcustomer ethnocentrism.	**Correlation**	Part 2 Independent Variable
H3o: There is no relationship between cosmopolitan and customer ethniocentrism. H3a: There is a relationship between country of origin and attitude towards consumer-based brand equity.	**Correlation**	Part 3 Dependent Variable
H4o: There is no relationship between collectivitism and customer ethnocentrism. H4a: There is a relationship between collectivitism and customer ethnocentrism.	**Correlation**	Part 2 Independent Variable
H5o: The mean between four sub-variables of consumer-based brand equity and customer ethnocentrism are same. H5a: The mean between four sub-variables of consumer-based brand equity and customer ethnocentrism are not same.	**MANOVA**	Part 2 Independent Variable

Table of 4.5 Summary of Hypotheses and Statistical Analysis (continued)

H6o: The mean between four sub-variables of consumer-based brand equity and country of origin are same. H6a: The mean between four sub-variables of consumer-based brand equity and country of origin are not same.	**MANOVA**	Part 2 Independent Variable
H7o: The mean between four sub-variables of consumer-based brand equity and attitude to coubntry of origin are same. H7a: The mean between four sub-variables of consumer-based brand equity and attitude to coubntry of origin are not same.	**MANOVA**	Part 2 Independent Variable

CHAPTER 5

DATA ANALYSIS

This chapter examines the analysis of data collected from a sample size of 600 respondents. The data is interpreted by using SAS program license number 12400609.

Descriptive statistics is a branch of statistics that provides the researcher with summary measure for data in their samples. The objective of descriptive statistics is to provide summary measures of data contained in all element of sample. The measure of central tendency and measures of dispersion are usually concerned. In order to interpret the data collected, descriptive analysis is applied to transform the raw data into a form that will make it easy to understand and interpret. The data are rearranged, ordered and manipulated to generate information such as frequency, distribution, percentage distribution and means (Zikmund, 2000).

For the first section of the analysis, descriptive statistics is done to identify frequency and percentage of various demographic factors taken into consideration for this research. For the second section of analysis, descriptive statistic is done to identify frequency and percentage of consumer-based brand equity taken into consideration for this research.

5.1 The Result of the Descriptive Analysis of the Study

In this section, the data was analyzed in two parts.   The first part is the characteristics of the respondents that included five demographic factors (ethnicity, age group, education level, marriage status, occupation, and household income in Baht).   The second part is descriptive analysis of six independent and mediating variables (patriotism, animosity, cosmopolitan, collectivism, customer ethnocentrism, country of origin).

5.1.1 The characteristics of The Respondents

Demographic characters of the respondents who participated in this research can be categorized into ethnicity, age, education level, marriage status, occupation, and household income in Baht.   The results are shown in the following tables from table 5.1 to 5.6 (Also see Appendix A).

Table 5.1 Descriptive Analysis of Ethnicity of Respondents

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-Chinese	126	21.0	21.0	21.0
	Chinese	474	79.0	79.0	100.0
	Total	600	100.0	100.0	

Table 5.1 shows the ethnicity group of the respondents in this research.   Among the 600 respondents, 126 respondents were non-Chinese which is 21.0% of the total sample, 471 respondents were Chinese which is 79.0% of the total sample.   It can be understood from this research that the highest percentage of the respondents is Chinese while the lowest percentage of the respondents is non-Chinese.

Table 5.2: Descriptive Analysis of Age of Respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 18	55	9.2	9.2	9.2
	18 -24	189	31.5	31.5	40.7
	25-39	338	56.3	56.3	97.0
	40-50	18	3.0	3.0	100.0
	Total	600	100.0	100.0	

Table 5.2 shows the age of the respondents in this research. Among the 600 respondents, 55 respondents were aged under 18 years old which is 9.2% of the total sample, 189 respondents were aged between 18 to 24 years old which is 31.5% of the total sample, 338 respondents were aged between 25 to 39 years old which is 56.3% of the total sample, 18 respondents were aged between 29 to 50 years old which is 3.0% of the total sample. It can be understood from this research that the highest percentage of the respondents is in the age group of 25 to 39 years while the lowest percentage of respondents in the age group of 30 to 50 years.

Table 5.3 Descriptive Analysis of Education Level of Respondents

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under senior high school	19	3.2	3.2	3.2
	senior high school	55	9.2	9.2	12.3
	University	297	49.5	49.5	61.8
	Master	194	32.3	32.3	94.2
	Dr./PhD.	35	5.8	5.8	100.0
	Total	600	100.0	100.0	

Table 5.3 shows the education level of the respondents in this research. Among the 600 respondents, 19 respondents were under senior high school which is 3.2% of the total sample, 55 respondents were senior high school which is 9.2% of the total sample, 297 respondents were bachelors which is 49.5% of the total sample, 194 respondents were Masters which is 32.3% of the total sample, 36 respondents were Doctors which is 5.8% of the total sample. It can be summarized from this research that the highest percentage of the respondents is in the education level of university while the lowest percentage of respondents education level of under senior high school.

Table 5.4 Descriptive Analysis of Marriage Status of Respondents

Marriage status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	511	85.2	85.2	85.2
	married	89	14.8	14.8	100.0
	Total	600	100.0	100.0	

Table 5.4 shows the marriage status of the respondents in this research. Among the 600 respondents, 551 respondents were single which is 85.2% of the total sample, 89 respondents were married which is 14.8% of the total sample. It can be understood from this research study that the highest percentage of the respondents is single while the lowest percentage of respondents is married.

Table 5.5 Descriptive Analysis of Occupation Level of Respondents

Occupation level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	396	66.0	66.0	66.0
	working professional	166	27.7	27.7	93.7
	Enterprise owner	3	.5	.5	94.2
	housewife	3	.5	.5	94.7
	Un-employee	16	2.7	2.7	97.3
	others	16	2.7	2.7	100.0
	Total	600	100.0	100.0	

Table 5.5 shows the occupation level of the respondents in this research. Among the 600 respondents, 369 respondents were students which is 66.0% of the total sample, 166 respondents were working professionals which is 27.7% of the total sample, 3 respondents were enterprise owner which is 0.5% of the total sample, 3 of respondents were household which is 0.5%. 16 respondents were un-employed which is 2.7% of the total sample, 16 respondents were others which is 2.7% of the total sample. It can be summarized from this research that the highest percentage of the respondents is student while the lowest percentages of respondents are enterprise owner and housewife.

Table 5.6 Descriptive Analysis of Household Income of Respondents

monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5,000 and below	234	39.0	39.0	39.0
	5,001-10,000	86	14.3	14.3	53.3
	10,000-20,000	164	27.3	27.3	80.7
	20,000-40,000	33	5.5	5.5	86.2
	40,000-90,000	64	10.7	10.7	96.8
	90,000 and above	19	3.2	3.2	100.0
	Total	600	100.0	100.0	

Table 5.6 shows the household income of the respondents in this research. Among the 600 respondents, 243 respondents have income 5,000 and below which is 39.0% of the total sample, 86 respondents' own income between 5,001 to 10,000 which is 14.3% of the total sample, 164 respondents have income between 10,001 to 20,000 which is 27.3% of the total sample, 33 respondents have income between 20,001 to 40,000 which is 5.5% of the total sample, 64 respondents have income between 40,001 to 90,000 which is 10.7% of the total sample, 19 respondents have income 90,001 and above which is 3.2% of the total sample. It can be understood from this research that that the highest percentage of the respondents is in the household income group is that of 5,000 and below while the lowest percentage of respondents' income group is that of 90,000 and above.

Table 5.7: The Analysis of Cross Tabulation between Ethnicity and Age

Ethnicity * Age Crosstabulation

			Age				
			under 18	18 -24	25-39	40-50	Total
Ethnicity	Non-Chinese	Count	15	52	59	0	126
		% within Age	27.3%	27.5%	17.5%	.0%	21.0%
	Chinese	Count	40	137	279	18	474
		% within Age	72.7%	72.5%	82.5%	100.0%	79.0%
Total		Count	55	189	338	18	600
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.7 illustrates the cross tabulation between ethnicity and age of the respondents. Among 600 respondents, 15 (27.3%) out of 55 respondents who are under 18 years old are non-Chinese, 52 (72.7%) out of 189 respondents who are aged between 18 to 24 years old are non-Chinese, 59 (17.5%) out of 338 respondents who are aged between 25 to 39 years old are non-Chinese, and none of respondents out of 18 who are aged between 40 to 50 years old are non-Chinese. It can be concluded that respondents who are aged between 18 to 24 years old were more likely non-Chinese than other age groups.

40 (72.7%) out 55 of respondents who are aged under 18 years old are Chinese, 137 (72.5%) out of 189 respondents who are aged 18 to 24 years old are Chinese, 297 (82.5%) out of 338 respondents who are aged between 25 to 39 years old are Chinese, 18 (100%) out of 18 respondents who are aged between 40 to 50 years old are Chinese. It can be concluded that respondents who are aged between 40 to 50 years old were more likely Chinese than other age groups.

Table 5.8: The Cross Tabulation Analysis between Ethnicity and Education level

Ethnicity * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./Ph D.	Total
Ethnicity	Non-Chinese	Count	7	13	71	33	2	126
		% within Education level	36.8%	23.6%	23.9%	17.0%	5.7%	21.0%
	Chinese	Count	12	42	226	161	33	474
		% within Education level	63.2%	76.4%	76.1%	83.0%	94.3%	79.0%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.8 illustrates the cross tabulation between ethnicity and education of the respondents. Among 600 respondents, 7 (36.8%) out of 19 respondents who are under senior high school educated are non-Chinese, 13 (23.6%) out of 55 respondents who are senior high school educated are non-Chinese, 71 (23.9%) out of 297 respondents who are bachelor educated are non-Chinese, 33 (17.0%) out of 194 respondents who are Master Degree educated are non-Chinese, 2 (5.7%) out of 35 respondents who are Doctorial degree are non-Chinese. It can be understood that respondents who are under high school educated were non-Chinese more than other education levels.

12 (63.2%) out of 19 respondents who are under senior high school educated are Chinese. 42 (76.4%) out of 55 respondents who are high school educated are Chinese. 226 (76.1%) out of 297 respondents who are Bachelor Degree educated are Chinese. 161 (83.0%) out of

194 respondents who are Master Degree educated are Chinese. 33 (94.3%) out of 36

respondents who are Doctor Degree educated were Chinese more than other education level

group.

Table 5.9: The Cross Tabulation Analysis between Ethnicity and Marriage Status

Ethnicity * Marriage status Crosstabulation

| | | | Marriage status | | Total |
			single	married	
Ethnicity	Non-Chinese	Count	114	12	126
		% within Marriage status	22.3%	13.5%	21.0%
	Chinese	Count	397	77	474
		% within Marriage status	77.7%	86.5%	79.0%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

Table 5.9 illustrates that the cross tabulation between ethnicity and marriage status.

Among 600 respondents, 114 (22.3%) out of 511 single respondents are non-Chinese.

12(13.5%) out of 89 married respondents are non-Chinese, 397(77.7%) out of 511 single

respondents are non-Chinese, 77(86.5%) out of 89 married respondents are Chinese. It can be

concluded that there are more single respondents than married group are non-Chinese. And

there are more married respondents than single respondents who are Chinese.

Table 5.10: The Cross Tabulation Analysis between Ethnicity and Occupation level

Ethnicity * Occupation level Crosstabulation

				Occupation level						
			student	working professional	Enterprise owner	housewife	Un-employee	others	Total
Ethnicity	Non Chinese	Count	94	27	0	0	3	2	126
		% within Occupation level	23.7%	16.3%	.0%	.0%	18.8%	12.5%	21.0%
	Chinese	Count	302	139	3	3	13	14	474
		% within Occupation level	76.3%	83.7%	100.0%	100.0%	81.3%	87.5%	79.0%
Total		Count	396	166	3	3	16	16	600
		% within Occupation level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.10 illustrates the cross tabulation analysis between ethnicity and occupation. Among 600 respondents, 94 (23.7%) out of 369 students respondents who are non-Chinese, 27 (16.3%) out of 166 working profession's respondents are non-Chinese, 3 (18.8%) out of 16 unemployment respondents are non-Chinese, 2 (12.5%) out of other occupation respondents are non-Chinese. It can be concluded that there are more student respondents than other occupation groups who are non-Chinese

302 (76.3%) out of 369 students respondents are Chinese, 139 (83.7%) out of 166 working professional's respondents are Chinese, 3 (100%) out of 3 enterprise respondents are Chinese, 3 (100%) out of 3 housewife respondents are Chinese, 13 (81.3%) out of 16 respondents are Chinese, 14(87.5%) out of 16 other occupations are Chinese. It can be concluded that there are enterprise and housewife respondents than other groups who are

Chinese.

Table 5.11: **The Cross Tabulation Analysis between Ethnicity and Monthly Income**

Ethnicity * monthly income Crosstabulation

			monthly income						
			5,000 and below	5,001-10,000	10,000-20,000	20,001-40,000	40,001-90,000	90,001 and above	Total
Eth nici ty	Non-Chines e	Count	51	23	38	4	9	1	126
		% within MI	21.8%	26.7%	23.2%	12.1%	14.1%	5.3%	21.0%
	Chines e	Count	183	63	126	29	55	18	474
		% within MI	78.2%	73.3%	76.8%	87.9%	85.9%	94.7%	79.0%
Total		Count	234	86	164	33	64	19	600
		% within MI	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.11 illustrates the cross tabulation between ethnicity and education level. Among 600 respondents, 51(21.8%) out of 234 respondents who have monthly income lower than 5,000 Yuan, are non-Chinese, 23 (26.7%) out of 86 respondents who have monthly income 5,001 to 10,000 Yuan are non-Chinese, 38(23.2%) out of 164 respondents who have monthly income between 10,001 to 20,000 Yuan are non-Chinese, 4(12.1%) out of 33 respondents who have monthly income between 20,001 to 40,000 Yuan are non-Chinese, 9 (14.1%) out of 64 respondents who have monthly income higher than 9,001Yuan are non-Chinese. It can be concluded that among non-Chinese respondents, most of respondents own 5,001 to 10,000 Yuan per month.

183 (78.2 %) out of 234 respondents who have monthly income lower than 5,000 Yuan are Chinese, 63 (73.3%) out of 86 respondents who have monthly income between 50,001 to 10,000 Yuan are Chinese, 126 (76.8%) out of 164 respondents who have monthly income

between 10,000 to 20,000 Yuan are Chinese, 29 (87.9%) out of 33 respondents who have

monthly income between 20,001 to 40,000 Yuan are Chinese, 55 (89.5%) out of 64

respondents who have monthly income between 40,001 to 90,000 Yuan, are Chinese, 18

(94.7%) out of 19 respondents who have monthly income higher than 9,001 Yuan, are

non-Chinese.   It can be concluded that among Chinese group, most respondents own more

than 90,000 Yuan per month.

Table 5.12: The Cross Tabulation Analysis between Ethnicity and Education level

Age * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./PhD.	Total
Age	under 18	Count	19	36	0	0	0	55
		% within Education level	100.0%	65.5%	.0%	.0%	.0%	9.2%
	18 -24	Count	0	19	153	17	0	189
		% within Education level	.0%	34.5%	51.5%	8.8%	.0%	31.5%
	25-39	Count	0	0	144	176	18	338
		% within Education level	.0%	.0%	48.5%	90.7%	51.4%	56.3%
	40-50	Count	0	0	0	1	17	18
		% within Education level	.0%	.0%	.0%	.5%	48.6%	3.0%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.12 illustrates the cross tabulation analysis between age and education level of

respondents.   Among 600 respondents, 19 (100%) out of 19 under senior high school

respondents are under 18 years old, 36 (65.5 %) out of 55 respondents are aged between 18 to

24 years old. 19 (34.5%) out of 55 senior high school educated respondents are aged between 25 to 39 years old, 153 (51.5%) out of 297 bachelor degree respondents are aged between 18 to 24 years old, 17 (8.8%) out of 194 Master degree respondents are aged between 18 to 24 years old. 144 (48.5%) out of 297 bachelor degree respondents are aged between 25 to 39 years old, 176 (90.7%) out of 194 Master degree respondents are aged between 25 to 39 years old, 18 (51.4%) out of 35 Doctorial respondents are aged between 25 to 39 years old. Only 1 (0.5%) out of 194 Master degree respondents are aged between 40 to 50 years old. 17 (48.6%) out of 35 Doctorial respondents are aged between 40 to 50 years old. It can be concluded that most of under senior high school educated respondents are less than 18 years old, most of Bachelor Degree educated respondents are aged between 18 to 24 years old, there are more Master Degree respondents than other groups are 25 to 39 years old, and lastly, there are more Doctor educated respondents are aged between 40 to 50 years old.

Table 5.13: **The Cross Tabulation Analysis between Age and Marriage Status.**

Age * Marriage status Crosstabulation

			Marriage status		
			single	married	Total
Age	under 18	Count	53	2	55
		% within Marriage status	10.4%	2.2%	9.2%
	18 -24	Count	189	0	189
		% within Marriage status	37.0%	.0%	31.5%
	25-39	Count	269	69	338
		% within Marriage status	52.6%	77.5%	56.3%
	40-50	Count	0	18	18
		% within Marriage status	.0%	20.2%	3.0%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

Table 5.13 illustrates the cross tabulation analysis between age and marriage status. Among 600 respondents, 53 (10.4%) out of 511 single respondents are aged under 18 years old. 2 (2.2%) out of 89 married respondents are aged under 18 years old. 189 (37.0%) out of 511 single respondents are aged between 18 to 24 years old, 269 (52.6%) out of 511 single respondents are aged between 25 to 39 years old, 69 (77.5%) out of 89 married respondents are aged between 25 to 39 years old. 18 (20.2%) out of 89 married respondents are aged between 40 to 50 years old. It can be concluded that there are more single respondents are under 18 years old than married respondents, there are more single respondents who are aged between 18 to 24 years old more than married respondents.

Table 5.14: **The Cross Tabulation Analysis between Ethnicity and Education level**

Age * Occupation level Crosstabulation

			Occupation level						Total
			student	working professional	Enterprise owner	housewife	Un-employe e	others	
Age	under 18	Count	53	0	0	2	0	0	55
		% within Occupation level	13.4%	.0%	.0%	66.7%	.0%	.0%	9.2%
	18 -24	Count	140	49	0	0	0	0	189
		% within Occupation level	35.4%	29.5%	.0%	.0%	.0%	.0%	31.5%
	25-39	Count	203	103	0	0	16	16	338
		% within Occupation level	51.3%	62.0%	.0%	.0%	100.0%	100.0%	56.3%
	40-50	Count	0	14	3	1	0	0	18
		% within Occupation level	.0%	8.4%	100.0%	33.3%	.0%	.0%	3.0%
Total		Count	396	166	3	3	16	16	600
		% within Occupation level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.14 illustrates the cross tabulation analysis between age and occupation of respondents. Among 600 respondents, 53 (13.4%) out of 396 students are aged under 18 years old, 2 (66.7%) out of 3 housewife are students, 140 (35.4%) out of 396 student respondents are aged between 18 to 24 years old, 49 (29.5%) out of 166 working professional's respondents are aged between 18 to 24 years old. 203 (51.3%) out of 296 student respondents are aged between 25 to 39 years old, 103(62.0%) out of 166 working professionals are aged between 25 to 39 years old, 16 (100%) out of 16 un-employed respondents are age between 40 to 39 years old. 14 (8.4%) out of working professional

respondents are aged between 40 to 50 years old, 3 (100%) out of 3 enterprise owner respondents are aged between 40 to 50 years old, 1(33.3%) out of 3 housewife respondents are aged between 40 to 50 years old.

It can be concluded that, there are more housewife who are under 18 years old more than other occupation groups, there are more student respondents who are aged between 18 to 24 years old than other occupation groups, there are more un-employed respondents more than other occupation groups, and lastly, there are more enterprise respondents are aged between 40 to 50 years old than other occupation groups.

Table 5.15: The Cross Tabulation Analysis between Age and Monthly Income

Age * monthly income Crosstabulation

			monthly income						
			5,000 and below	5,001-10,000	10,001 -20,00 0	20,001 -40,00 0	40,001 -90,00 0	90,000 and above	Total
Age	under 18	Count	55	0	0	0	0	0	55
		% within monthly income	23.5%	.0%	.0%	.0%	.0%	.0%	9.2%
	18 -24	Count	36	70	67	16	0	0	189
		% within monthly income	15.4%	81.4%	40.9%	48.5%	.0%	.0%	31.5%
	25-39	Count	142	16	97	17	64	2	338
		% within monthly income	60.7%	18.6%	59.1%	51.5%	100.0 %	10.5%	56.3%
	40-50	Count	1	0	0	0	0	17	18
		% within monthly income	.4%	.0%	.0%	.0%	.0%	89.5%	3.0%
Total		Count	234	86	164	33	64	19	600
		% within monthly income	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Table 5.15 illustrates the cross tabulation analysis between age and monthly income of

respondents. Among 600 respondents, 55 (25.3%) out of 234 respondents who own less than 5,000 Yuan a month are aged less than 18 years old, 36 (15.4%) out of 234 respondents who own less than 5,000 Yuan a month are aged between 18 to 24 years old, 70 (81.4%) out of 86 of respondents who own monthly income between 5,001 to 10,000 Yuan a month are aged between 18 to 24 years old, 67 (40.9%) out of 164 respondents who own 10,001 to 20,000 Yuan a month are aged between 18 to 24 years old, 16 (48.5%) out of 86 respondents who own 5,001 to 10,000 Yuan a month are aged between 25 to 39 years old, 97 (164%) out of 164 respondents who own 10,001 to 20,000 Yuan a month are aged between 25 to 39 years old, 17 (51.5%) out of 33 respondents who own 20,001 to 40,000 Yuan a month are aged between 25 to 39 years old, 64 (100%) out of 64 respondents who own 40,001 to 90,000 Yuan a month are aged between 25 to 39 years old, 2(10.5) out of 19 respondents who own more than 90,000Yuan a month are aged between 25 to 39 years old, only I (0.4%) out of 234 respondents who own under 5,000 Yuan a month are aged between 40 to 50 years old, 17 (89.5%) out of 19 respondents who own more than 90,000 Yuan a month are aged between 40 to 50 years old.

It can be concluded that, most of the respondents who own 5,000 Yuan a month are under 18 years old, most of the respondents who own 5,001 to 10,000 Yuan a month are aged between 18 to 24 years old, there are most of the respondents who own 40,001 to 90,000 Yuan a month are aged between 25 to 39 years old, and lastly, most of the respondents who own more than 90,001 Yuan a month are aged between 40 to 50 years old.

Table 5.16: The Cross Tabulation Analysis between Age and Ethnicity

Age * Ethnicity Crosstabulation

			Ethnicity		
			Non-Chinese	Chinese	Total
Age	under 18	Count	15	40	55
		% within Ethnicity	11.9%	8.4%	9.2%
	18 -24	Count	52	137	189
		% within Ethnicity	41.3%	28.9%	31.5%
	25-39	Count	59	279	338
		% within Ethnicity	46.8%	58.9%	56.3%
	40-50	Count	0	18	18
		% within Ethnicity	.0%	3.8%	3.0%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

Table 5.16 illustrates the cross tabulation between age and ethnicity of respondents. Among 600 respondents, 15 (11.9%) out of 126 non-Chinese respondents are aged under 18 years old, 40 (8.4%) out of 474 Chinese respondents are under 18 years old, 52 (41.3%) out of 126 non-Chinese respondents are aged between 18 to 24 years old, 137 (28.9%) out of 474 Chinese respondents are aged between 18 to 24 years old, 59 (46.8%) out of 126 non-Chinese respondents are aged between 25 to 39 years old, 279 (58.9%) out of 474 Chinese respondents are aged between 25 to 39 years old, 18 (3.8 %) out of 474 Chinese respondents are aged between 40 to 50 years old.

It can be concluded that there are more non-Chinese respondents than Chinese who are under 18 years old, and there are non-Chinese than Chinese respondents who are aged between 18 to 24 years old. Moreover there are more Chinese respondents than non-Chinese who are aged between 25 to 39 years old. Lastly, there are Chinese respondents more than non-Chinese who are aged between 40 to 50 years old.

Table 5.17: The Cross Tabulation Analysis between Education level and Ethnicity

Education level * Ethnicity Crosstabulation

			Ethnicity		
			Non-Chinese	Chinese	Total
Education level	under senior high school	Count	7	12	19
		% within Ethnicity	5.6%	2.5%	3.2%
	senior high school	Count	13	42	55
		% within Ethnicity	10.3%	8.9%	9.2%
	University	Count	71	226	297
		% within Ethnicity	56.3%	47.7%	49.5%
	Master	Count	33	161	194
		% within Ethnicity	26.2%	34.0%	32.3%
	Dr./PhD.	Count	2	33	35
		% within Ethnicity	1.6%	7.0%	5.8%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

Table 5.17 illustrates the cross tabulation table between education level and ethnicity of respondents. Among 600 respondents, 7 (5.6%) out of 126 non-Chinese respondents are under senior high school education, 12 (2.5%) out of 474 Chinese respondents are under senior high school degree education, 13 (10.3%) out of 126 non-Chinese respondents are having senior high school education, 42 (8.9%) out of 474 Chinese respondents who are having senior high school education, 71 (56.3%) out of 126 non-Chinese respondents are having Bachelor degree education, 226 (47.7%) out of 474 Chinese respondents are having Bachelor degree educated, 33 (26.2%) out of 126 non-Chinese respondents are having Master degree educated, 161 (34.0%) out of 474 Chinese respondents are having Master degree educated, 2 (1.6%) out of 126 non-Chinese respondents are having Doctorial educated, 33 (7.0%) out of 474 Chinese respondents are having Doctorial educated.

It can be concluded that there are more non-Chinese more than Chinese who are under

senior high school education. And then, there are more non-Chinese than Chinese who are having senior high school education. Moreover, there are there are more Chinese than non-Chinese who are having Bachelor Degree education. And there are more Chinese than non-Chinese are having Master Degree education. Lastly, there are Chinese more than non-Chinese respondents are having Doctor Degree education.

Table 5.18: The Cross Tabulation Analysis between Age and Education level

Education level * Age Crosstabulation

			Age				
			under 18	18 -24	25-39	40-50	Total
Education level	under senior high school	Count	19	0	0	0	19
		% within Age	34.5%	.0%	.0%	.0%	3.2%
	senior high school	Count	36	19	0	0	55
		% within Age	65.5%	10.1%	.0%	.0%	9.2%
	University	Count	0	153	144	0	297
		% within Age	.0%	81.0%	42.6%	.0%	49.5%
	Master	Count	0	17	176	1	194
		% within Age	.0%	9.0%	52.1%	5.6%	32.3%
	Dr./PhD.	Count	0	0	18	17	35
		% within Age	.0%	.0%	5.3%	94.4%	5.8%
Total		Count	55	189	338	18	600
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.18 illustrates the cross tabulation between education level and age of respondents. Among 600 respondents, 19 (34.5%) out of 55 respondents who are under 18 years old are under senior high school education, 36 (65.5%) out of 55 under 18 years old respondents are having senior high school education, 19 (10.1%) out of 189 respondents aged between 18 to 24 years old are having senior high school education, 153 (81.0%) out of 189 respondents who are aged between 18 to 24 year old are having Bachelor degree education, 144(42.6%)

out of 338 respondents who are aged between 25 to 39 years old, 17 (9.0%) out of 189 respondents who are aged between 18 to 24 years old are having Master degree education, 176 (52.1%) out of 228 respondents who are aged between 25 to 39 years old are having Master Degree education, only 1 (5.6%) out of 18 respondents who are aged between 40 to 50 years old are having Master Degree education, 18(5.3%) out of 338 respondents who are aged between 40 to 50 years old are having Doctorial education, 17 (94.4%) out of 18 respondents who are aged between 40 to 50 years old are having Doctorial education.

In conclusion, there are more respondents who are under 18 years old respondents than other age groups are who under senior high school educated. Most respondents who are under 18 years old are having senior high school educate. And then, most of the 18 to 24 years old respondents are having Bachelor Degree education. Moreover, there are most 25 to 39 years old respondents are Master Degree educated. Lastly, most of the 40 to 50 years old respondents are having Doctor Degree educated.

Table 5.19: The Cross Tabulation Analysis between Education level and Marriage

Status

Education level * Marriage status Crosstabulation

			Marriage status		Total
			single	married	
Education level	under senior high school	Count	17	2	19
		% within Marriage status	3.3%	2.2%	3.2%
	senior high school	Count	55	0	55
		% within Marriage status	10.8%	.0%	9.2%
	University	Count	263	34	297
		% within Marriage status	51.5%	38.2%	49.5%
	Master	Count	176	18	194
		% within Marriage status	34.4%	20.2%	32.3%
	Dr./PhD.	Count	0	35	35
		% within Marriage status	.0%	39.3%	5.8%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

Table 5.19 illustrates the cross tabulation between education and marriage status. Among 600 respondents, 17 (3.3%) out of 511 single respondents are under senior high school education, 2 (2.2%) out of 89 married respondents are under senior high school education, 55 (10.8%) out of 511 single respondents are senior high school educated, 263 (51.5%) out of 511 single respondents are having Bachelor degree education, 34 (38.2%) out of 89 married respondents are having Bachelor Degree education, 176 (34.4%) out of 511 single married respondents are having Master Degree education, 18 (20.2%) out of 89 married respondents are having Master Degree education, 35 (39.3%) out of 89 married respondents are having Doctorial education.

In concision, most of the single respondents are under 18 years old. There are more single respondents than married respondents who are having senior high school educated. And then, there are more married respondents than single respondents having Bachelor

Degree education and Master Degree education.   Lastly, there are more married respondents

than single respondents having Doctor Degree education.

Table 5.20: The Cross Tabulation Analysis between Education Level and Occupation

Education level * Occupation level Crosstabulation

			Occupation level						
			stude nt	working professi onal	Enterpri se owner	housewi fe	Un-e mploy ee	others	Total
Educatio n level	under senior high school	Count	17	0	0	2	0	0	19
		% within Occupation level	4.3%	.0%	.0%	66.7%	.0%	.0%	3.2%
	senior high school	Count	55	0	0	0	0	0	55
		% within Occupation level	13.9 %	.0%	.0%	.0%	.0%	.0%	9.2%
	Universit y	Count	167	114	0	0	16	0	297
		% within Occupation level	42.2 %	68.7%	.0%	.0%	100.0 %	.0%	49.5%
	Master	Count	157	20	0	1	0	16	194
		% within Occupation level	39.6 %	12.0%	.0%	33.3%	.0%	100.0%	32.3%
	Dr./PhD.	Count	0	32	3	0	0	0	35
		% within Occupation level	.0%	19.3%	100.0%	.0%	.0%	.0%	5.8%
Total		Count	396	166	3	3	16	16	600
		% within Occupation level	100.0 %	100.0%	100.0%	100.0%	100.0 %	100.0%	100.0%

Table 5.20 illustrates the cross tabulation table between education and occupation of

respondents.   Among 600 respondents, 17 (1.3%) out of 396 students are having under

senior high school education, 2 (66.7%) out of 3 housewife are having under senior high

school education, 55 (13.9%) out of 396 students are having senior high school education,

167 (42.2%) out of students are having Bachelor Degree education, 114 (68.7%) out of 166

working professional's are having Bachelor Degree education, 16 (100%) out of 16 unemployed respondents are having Master Degree education, 157 (39.6%) out of 369 students are having Master Degree education, 20 (12.0%) out of 166 working professional's are having Master Degree education, 1 (33.3%) out of 3 housewives are having Master Degree education, 16 (100%) out of 16 other occupation respondents are having Master Degree education, 32 (19.3%) out of 166 working professional's are having Doctoral Degree education, 3 (100%) out of 3 Enterprise owners are having Doctoral Degree education.

In conclusion, most of the housewife respondents are having under high school education. And then, there are most student respondents are having senior high school education. And then, most of the unemployed respondents are having Bachelor Degree education. And then, most of the other occupation respondents are having Master Degree education. Lastly, most enterprise respondents are having Doctor educated degree.

Table 5.21: The Cross Tabulation Analysis between Education Level and Monthly Income

Education level * monthly income Crosstabulation

			monthly income						
			5,000 and below	5,001-10,000	10,001-20,000	20,001-40,000	40,001-90,000	90,001 and above	Total
Education level	under senior high school	Count	19	0	0	0	0	0	19
		% within MI	8.1%	.0%	.0%	.0%	.0%	.0%	3.2%
	senior high school	Count	38	17	0	0	0	0	55
		% within MI	16.2%	19.8%	.0%	.0%	.0%	.0%	9.2%
	University	Count	66	69	113	33	16	0	297
		% within MI	28.2%	80.2%	68.9%	100.0%	25.0%	.0%	49.5%
	Master	Count	111	0	51	0	31	1	194
		% within MI	47.4%	.0%	31.1%	.0%	48.4%	5.3%	32.3%
	Dr./PhD.	Count	0	0	0	0	17	18	35
		% within MI	.0%	.0%	.0%	.0%	26.6%	94.7%	5.8%
Total		Count	234	86	164	33	64	19	600
		% within MI	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.21 illustrates the cross tabulation between education level and monthly income level of respondents. Among 600 respondents, 19 (8.1%) out of 234 respondents who own 5,000 Yuan a month are having under senior high school education, 38 (16.2%) out of 234 respondents who own below 5,000 Yuan a month are having senior high school education, 17(19.8%) out of 86 respondents who own 5,001 to 10,000 Yuan a month are having senior high school education, 66 (28.2%) out of 234 respondents who own below 5,000 Yuan a month are having Bachelor Degree education, 69 (80.2%) out of 86 respondents who own 5,001 to 10,000 a month are having Bachelor Degree education, 113 (68.9%) out of 164 respondents who own 10,001 to 20,000 Yuan a month are having Bachelor Degree education, 33 (100%) out of 33 respondents who own 20,001 to 40,000 Yuan a month are having

Bachelor Degree education, 16 (25.0%) out of 64 respondents who own 40,001 to 90,000

Yuan a month are having Bachelor Degree education, 111 (47.4%) out of 234 respondents

who own less than 5,000 Yuan a month are having Master Degree education, 51 (31.1%) out

of 164 respondents who own 10,001 to 20,000 Yuan a month are having Master Degree

education, 31 (48.62%) out of 64 respondents who own 40,001 to 90,000 Yuan a month are

having Master Degree education, 1 (5.3%) out of 19 respondents who own more than 90,001

Yuan a month are having Bachelor Degree education, 17 (26.4%) out of 64 respondents who

own 40,001 to 90,000 a month are having Doctor Degree education, 18 (94.7%) out of 19

respondents who own more than 90,001 Yuan a month are having Doctor Degree education.

In conclusion, there are most respondents who own less than 5,000 Yuan a month are

under having senior high school education.   And then, there are most respondents who own

5,001 to 10,000 a month are having senior high school education.   Moreover, there are

most respondents who own 20,001 to 40,000 Yuan a month are having Bachelor Degree

educated and Master Degree education.   Lastly, there are most respondents who own more

than 90,001 Yuan a month are having Doctor Degree education.

Table 5.22: The Cross Tabulation Analysis between Marriage Status and Ethnicity

Marriage status * Ethnicity Crosstabulation

			Ethnicity		
			Non-Chinese	Chinese	Total
Marriage status	single	Count	114	397	511
		% within Ethnicity	90.5%	83.8%	85.2%
	married	Count	12	77	89
		% within Ethnicity	9.5%	16.2%	14.8%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

Table 5.22 illustrates the cross tabulation of respondents between marriage status and

ethnicity of respondents. Among 600 respondents, 114 (90.5%) out of 126 non-Chinese are single. 397 (83.8%) out of 474 Chinese respondents are single, 12 (9.5%) out 126 of non-Chinese are married, 77 (16.2%) out of 474 Chinese respondents are married. In conclusion, there are more non-Chinese respondents than Chinese respondents who are single. And there are more Chinese respondents than non-Chinese respondents who are married.

Table 5.23: The Cross Tabulation Analysis between Marriage Status and Age

Marriage status * Age Crosstabulation

			Age				Total
			under 18	18 -24	25-39	40-50	
Marriage status	single	Count	53	189	269	0	511
		% within Age	96.4%	100.0%	79.6%	.0%	85.2%
	married	Count	2	0	69	18	89
		% within Age	3.6%	.0%	20.4%	100.0%	14.8%
Total		Count	55	189	338	18	600
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.23 illustrates the cross tabulation between marriage status and age group of respondents. Among 600 respondents, 52 (96.4%) out of 55 under 18 years old respondents are single, 189 (100%) out of 189 respondents who are aged between 18 to 24 years old are single, 269 (79.6%) out of 338 respondents who are aged between 25 to 39 years old are single, 2 (3.6%) out of 55 under 18 years old respondents are married, 69 (20.4%) out of 338 respondents who are aged between 25 to 39 years old are married, 18 (100%) out of 18 respondents who are aged between 40 to 50 years old are married.

In conclusion, there are more respondents who are aged between 18 to 24 years old are single than other age groups. And there are more respondents who are aged 40 to 50 years old are married than other age groups.

Table 5.24: The Cross Tabulation Analysis between Age and Monthly Income

Marriage status * Education level Crosstabulation

			under senior high school	senior high school	University	Master	Dr./PhD.	Total
Marriage status	single	Count	17	55	263	176	0	511
		% within Education level	89.5%	100.0%	88.6%	90.7%	.0%	85.2%
	married	Count	2	0	34	18	35	89
		% within Education level	10.5%	.0%	11.4%	9.3%	100.0%	14.8%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The second and third header cells span as "Education level".

Table 5.24 illustrates the cross tabulation between marriage status and education level of respondents. Among 600 respondents, 17 (89.5%) out of 19 respondents who having under senior high school education are single, 55 (100%) out of 55 respondents who having senior high school education are single, 263 (88.6%) out of 297 respondents who having Bachelor Degree education are single, 176 (90.7%) out of 194 respondents who having Master Degree education are single, 2 (10.5%) out of 19 respondents who having under senior high school education are married, 34 (11.4%) out of 297 respondents who having Bachelor Degree education are married, 18 (9.3%) out of 194 respondents who having Master Degree education respondents are married, 35 (14.8%) out of 35 respondents who having Doctor Degree are married.

In conclusion, there are more respondents having senior high school education are single than other education level groups. And then, there are more respondents having Doctor Degree are married than other education level respondents.

Table 5.25: The Cross Tabulation Analysis between Marriage Status and Occupation Level

Marriage status * Occupation level Crosstabulation

| | | | Occupation level | | | | | | |
			student	working professional	Enterprise owner	housewife	Un-employee	others	Total
Marriage status	single	Count	380	99	0	0	16	16	511
		% within Occupation level	96.0%	59.6%	.0%	.0%	100.0%	100.0%	85.2%
	married	Count	16	67	3	3	0	0	89
		% within Occupation level	4.0%	40.4%	100.0%	100.0%	.0%	.0%	14.8%
Total		Count	396	166	3	3	16	16	600
		% within Occupation level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.25 illustrates the cross tabulation between marriage status and occupation of respondents. Among 600 responds, 380 (96.0%) out of 369 student respondents are single, 99 (59.6%) out of 166 working professional's are single, 16 (100%) out of 16 un-employed respondents are single, 16 (100%) out of 16 other occupation respondents are single. 16 （4.0%） out of 369 student respondents are married, 67（40.4%） out of 166 working professional's are married, 3 (100%) out of 3 enterprise owner respondents are married, 3 (100%) out of 3 housewife respondents are married.

In conclusion, there are more un-employed and other occupation respondents who are single than other occupation groups. And then, there are more enterprise owner and housewife respondents who are married than other occupation groups.

Table 5.26: The Cross tabulation Analysis between Marriage Status and Monthly Income

Marriage status * monthly income Crosstabulation

			monthly income						
			5,000 and below	5,001 -10,000	10,000 -20,000	20,001 -40,000	40,001 -90,00 0	90,00 1 and above	Total
Marriag e status	single	Count	215	86	147	16	47	0	511
		% within monthly income	91.9%	100.0%	89.6%	48.5%	73.4%	.0%	85.2%
	married	Count	19	0	17	17	17	19	89
		% within monthly income	8.1%	.0%	10.4%	51.5%	26.6%	100.0 %	14.8%
Total		Count	234	86	164	33	64	19	600
		% within monthly income	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0 %	100.0 %

Table 5.26 illustrates the cross tabulation between marriage status and monthly income of respondents. Among 600 respondents, 215 (91.9%) out of 234 respondents who own 5,000 Yuan per month are single, 86 (100%) out of 86 respondents who own 5,001 to 10,000 Yuan per month are single, 147 (89.6%) out of 167 respondents who own 10,001 to 20,000 per month are single, 16 (48.5%) out of 33 respondents who own 20,001 to 40,000 per month are single, 47 (73.4%) out of 64 respondents who own 40,001 to 90,000 per month are single. 19 (8.1%) out of 234 respondents who own lower than 50,000 per month are married, 17 (51.5%) out of 64 respondents who own10, 000 to 20,000 Yuan per month are married, 19 (100%) out of 19 respondents who own 40,001 to 90,000 per month are married.

In conclusion, there are more respondents who own 5,001 to 10,000 Yuan per month are

95

single than other monthly income groups. And then, there are more respondents who own 90,000 Yuan per month are married than other monthly income groups.

Table 5.27: The Cross Tabulation Analysis between Occupation level and Ethnicity

Occupation level * Ethnicity Crosstabulation

			Ethnicity		Total
			Non-Chinese	Chinese	
Occupation level	student	Count	94	302	396
		% within Ethnicity	74.6%	63.7%	66.0%
	working professional	Count	27	139	166
		% within Ethnicity	21.4%	29.3%	27.7%
	Enterprise owner	Count	0	3	3
		% within Ethnicity	.0%	.6%	.5%
	housewife	Count	0	3	3
		% within Ethnicity	.0%	.6%	.5%
	Un-employee	Count	3	13	16
		% within Ethnicity	2.4%	2.7%	2.7%
	others	Count	2	14	16
		% within Ethnicity	1.6%	3.0%	2.7%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

Table 5.27 illustrates the cross tabulation between occupation level and ethnicity of the respondents, it is analyzed that 94 (74.6%) out of 126 non-Chinese are students, 302 (63.7%) out of 474 Chinese respondents are students, 27 (21.4%) out of 126 non-Chinese respondents are working professionals, 139 (29.3%) out of 474 Chinese respondents are working professionals, 3 (0.6%) out of 474 of Chinese respondents are enterprise owners, 3 (0.6%) out of 474 Chinese respondents are housewives, 3 (2.4%) out of 126 non-Chinese respondents are un-employed, 13 (2.7%) out of Chinese respondents are un-employed, 2 (1.6%) out of 126 non-Chinese respondents are other occupation respondents, 14 (3.0%) out of 474 Chinese respondents are other occupation respondents.

In conclusion, there are more non-Chinese respondents than Chinese respondents who are student. And then, there are more Chinese respondents than non-Chinese respondents who are working professionals. Moreover, there are more Chinese respondents than non-Chinese respondents who are enterprise owners. Furthermore, there are more Chinese respondents than non-Chinese respondents who are housewives. Lastly, most Chinese respondents than non-Chinese respondents who are un-employed and other occupation respondents.

Table 5.28: The Cross Tabulation Analysis between Occupation and Age

Occupation level * Age Crosstabulation

			Age				
			under 18	18 -24	25-39	40-50	Total
Occupation level	student	Count	53	140	203	0	396
		% within Age	96.4%	74.1%	60.1%	.0%	66.0%
	working professional	Count	0	49	103	14	166
		% within Age	.0%	25.9%	30.5%	77.8%	27.7%
	Enterprise owner	Count	0	0	0	3	3
		% within Age	.0%	.0%	.0%	16.7%	.5%
	housewife	Count	2	0	0	1	3
		% within Age	3.6%	.0%	.0%	5.6%	.5%
	Un-employee	Count	0	0	16	0	16
		% within Age	.0%	.0%	4.7%	.0%	2.7%
	others	Count	0	0	16	0	16
		% within Age	.0%	.0%	4.7%	.0%	2.7%
Total		Count	55	189	338	18	600
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.28 illustrates the cross tabulation between occupation level and age of respondents. Among 600 respondents, 53 (96.4%) out of 55 under 18 years old respondents are students, 140 (74.1%) out of 189 respondents who are aged between 18 to 24 years old are students, 203 (60.1%) out of respondents who are aged between 25 to 39 years old are

students. 49 (25.9%) out of 189 respondents who are aged between 18 to 24 years old are working professionals, 103 (30.5%) out of 338 respondents who are aged between 25 to 39 years old are working professionals, 14 (77.8%) out of 18 respondents who are aged between 40 to 50 years old are working professionals, 3 (16.7%) out of 18 respondents who are aged between 40 to 50 years old are enterprise owner.

In conclusion, most of respondents who are less than 18 years old respondents are students. And then, most of respondents between 40 to 50 years old are working professionals, enterprise owners, and housewives. Lastly, most of the respondents who are aged between 25 to 39 years old are un-employed and having other occupation respondents.

Table 5.29: The Cross Tabulation Analysis between Occupation and Education Level

Occupation level * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./PhD.	Total
Occupation level	student	Count	17	55	167	157	0	396
		% within Education level	89.5%	100.0%	56.2%	80.9%	.0%	66.0%
	working professional	Count	0	0	114	20	32	166
		% within Education level	.0%	.0%	38.4%	10.3%	91.4%	27.7%
	Enterprise owner	Count	0	0	0	0	3	3
		% within Education level	.0%	.0%	.0%	.0%	8.6%	.5%
	housewife	Count	2	0	0	1	0	3
		% within Education level	10.5%	.0%	.0%	.5%	.0%	.5%
	Un-employee	Count	0	0	16	0	0	16
		% within Education level	.0%	.0%	5.4%	.0%	.0%	2.7%
	others	Count	0	0	0	16	0	16
		% within Education level	.0%	.0%	.0%	8.2%	.0%	2.7%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.29 illustrates the cross tabulation between occupation and education level. Among 600 respondent, 17 (89.5%) out of 19 under senior high school education respondents are students, 55 (100%) out of 55 respondents having senior high school education are students, 167 (56.2%) out of 297 Bachelor Degree education respondents are students, 157 (80.9%) out of 194 respondents having Master Degree education are students. 114 (38.4%) out of 297 respondents having Bachelor Degree are working professionals, 20 (10.3%) out of 194 respondents having Master Degre are working professionals, 32 (91.4%) out of 35

respondents having Doctor Degree educated are working professionals, 3 (8.6%) out of 35 respondents having Doctor Degree education are enterprise owner, 2 (10.5%) out of 19 respondents having under senior high school education are housewives, 1 (0.5%) out of 194 respondents having Master Degree respondents is housewife, 16 (5.4%) out of 297 respondents having Bachelor Degree education are un-employed, 16 (8.2%) out of 194 respondents have other occupation.

In conclusion, most of the respondents having senior high school education are students. And most of the respondents having Doctor Degree education are working professionals and enterprise owners. Furthermore, most of the respondents having under senior high school education are housewives. Moreover, most of the respondents having Bachelor Degree are un-employed. Lastly, most of the respondents having Master Degree have other occupations.
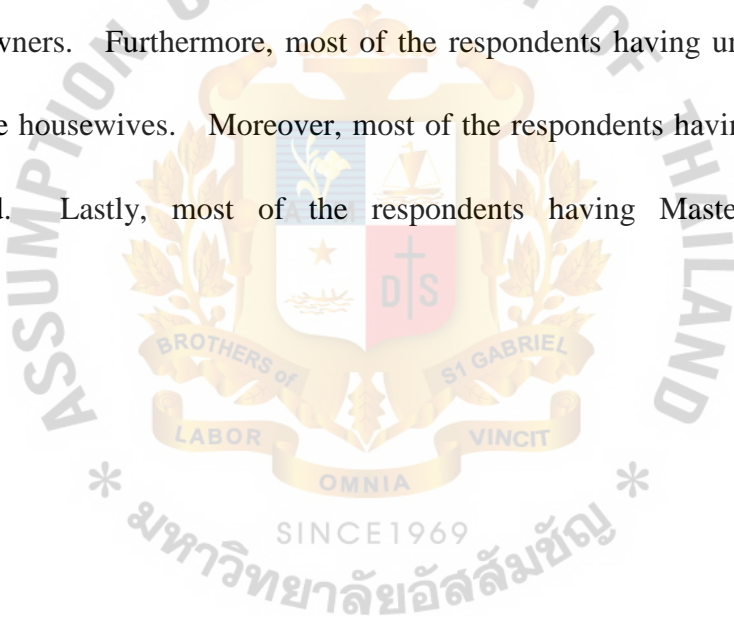
Table 5.30: The Cross Tabulation Analysis between Occupation and Marriage status

Occupation level * Marriage status Crosstabulation

			Marriage status		Total
			single	married	
Occupation level	student	Count	380	16	396
		% within Marriage status	74.4%	18.0%	66.0%
	working professional	Count	99	67	166
		% within Marriage status	19.4%	75.3%	27.7%
	Enterprise owner	Count	0	3	3
		% within Marriage status	.0%	3.4%	.5%
	housewife	Count	0	3	3
		% within Marriage status	.0%	3.4%	.5%
	Un-employee	Count	16	0	16
		% within Marriage status	3.1%	.0%	2.7%
	others	Count	16	0	16
		% within Marriage status	3.1%	.0%	2.7%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

Table 5.30 illustrates the cross tabulation between occupation and marriage status of respondents. Among 600 respondents, 380 (74.4%) out of 511 single respondents are student, 16 (18.0%) out of 89 married respondents are students, 99 (19.4%) out of 511 single respondents are working professionals, 67 (75.3%) out of 89 married respondents are working professionals, 3 (3.4%) out 89 married respondents are enterprise owners. 3(3.4%) out of 89 married respondents are housewives. 16 (3.1%) out of 511 single respondents are um-employed. 16 (3.1%) out of 511 single respondents have other occupations.

In conclusion, more single respondents are students, working professionals, un-employed, and having other occupations. And then, more of the married respondents are enterprise owners and housewives.

Table 5.31: The Cross Tabulation Analysis between Occupation and Monthly income

Occupation level * monthly income Crosstabulation

			monthly income						
			5,000 and below	5,001-10,000	10,001-20,000	20,001-40,000	40,001-90,000	90,001 and above	Total
Occupation level	student	Count	215	70	80	0	31	0	396
		% within monthly income	91.9%	81.4%	48.8%	.0%	48.4%	.0%	66.0%
	working professional	Count	0	16	68	33	33	16	166
		% within monthly income	.0%	18.6%	41.5%	100.0%	51.6%	84.2%	27.7%
	Enterprise owner	Count	0	0	0	0	0	3	3
		% within monthly income	.0%	.0%	.0%	.0%	.0%	15.8%	.5%
	housewife	Count	3	0	0	0	0	0	3
		% within monthly income	1.3%	.0%	.0%	.0%	.0%	.0%	.5%
	Un-employee	Count	16	0	0	0	0	0	16
		% within monthly income	6.8%	.0%	.0%	.0%	.0%	.0%	2.7%
	others	Count	0	0	16	0	0	0	16
		% within monthly income	.0%	.0%	9.8%	.0%	.0%	.0%	2.7%
Total		Count	234	86	164	33	64	19	600
		% within monthly income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.31 illustrates the cross tabulation between occupation and monthly income of respondents. Among 600 respondents, 215 (91.9%) out of 234 respondents who own less than 5,000 Yuan per month are students, 70 (81.4%) out of 86 respondents who own 5,001 to 10,000 Yuan per month are students, 80 (48.8%) out of 164 respondents who own 10,001 to 20,000 Yuan per month are students, 31 (48.4%) out of 64 respondents who own 40,001 to 90,000 Yuan per month are students. 16 (18.6%) out of 86 respondents who own 5,001 to 10,000 per month are working professionals, 68 (41.5%) out of 164 respondents who own

10,001 to 20,000 Yuan per month are working professionals, 33 (100%) out of 33 respondents who own 20,001 to 10,000 per month are working professionals, 33 (51.6%) out of 64 respondents who own 40,001 to 90,000 per month are working professionals, 16 (84.2%) out of respondents who own 90,001 and above are working professionals. 3 (15.8%) out of 19 respondents who own 90,001 Yuan per month are enterprise owners. 3 (1.3%) out of 234 respondents who own lower than 5,000 Yuan per month are un-employed, 16 (9.8%) out of 164 respondents who own 10,001 to 20,000 per month have other occupations.

In conclusion, most respondents who own less than 5,000 Yuan per month are student. And then, most of the respondents who own 20,001 to 40,000 Yuan per month are working professionals. Most respondents who own more than 90,001 a month are enterprise owners. Moreover, most respondents who own monthly income less than 5,000 Yuan per month are housewives and other un-employed respondents. Lastly, most respondents who own 10,001 to 20,000 Yuan per month have other occupations.

Table 5.32: The Cross Tabulation Analysis between Monthly Income and Ethnicity

monthly income * Ethnicity Crosstabulation

			Ethnicity		Total
			Non-Chinese	Chinese	
monthly income	5,000 and below	Count	51	183	234
		% within Ethnicity	40.5%	38.6%	39.0%
	5,001-10,000	Count	23	63	86
		% within Ethnicity	18.3%	13.3%	14.3%
	10,001-20,000	Count	38	126	164
		% within Ethnicity	30.2%	26.6%	27.3%
	20,001-40,000	Count	4	29	33
		% within Ethnicity	3.2%	6.1%	5.5%
	40,001-90,000	Count	9	55	64
		% within Ethnicity	7.1%	11.6%	10.7%
	90,001 and above	Count	1	18	19
		% within Ethnicity	.8%	3.8%	3.2%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

Table 5.32 illustrates the cross tabulation between monthly income and ethnicity of respondents. Among 600 respondents, 51 (40.5%0 out of 126 non-Chinese respondents own less than 5,000 per month, 183 (38.6%) out of 474 Chinese respondents own less than 5,000 per month. 23 (18.3%) out of 126 non-Chinese own 5,001 to 10,000 Yuan per month, 63 (13.3%) out of 474 Chinese respondents own 5,001 to 10,000 Yuan per month. 38 (30.2%) out of 126 non-Chinese respondents own 10,001 to 20,000 Yuan per month, 126 (26.6%) out of 474 Chinese respondents own 10,001 to 20,000 Yuan per month. 4 (3.2%) out of non-Chinese respondents own 20,001 to 40,000 a month, 29 (6.1%) out of 474 Chinese respondents own 20,001 to 40,000 Yuan per month. 9 (7.1%) out of non-Chinese respondents own 40,001 to 90,000 Yuan per month, 55 (11.6%) out of 474 Chinese respondents own 40,001 to 90,001 Yuan per month. 1 (0.8%) out of 126 non-Chinese respondents own more than 90,001 Yuan per month, 18 (3.8%) out of 474 Chinese

respondents own more than 90,001 Yuan per month,

In conclusion, there are more non-Chinese respondents than Chinese own less than 5,000 Yuan a month, 5,001 to 10,000 Yuan a month and 10,001 to 20,000 Yuan per month.   And then, there are more Chinese respondents who own 20,001 to 40,000 Yuan per month, 40,001 to 90,000 Yuan per month, and more than 90,001 Yuan per month.

Table 5.33: The Cross Tabulation Analysis between Monthly Income and Age

monthly income * Age Crosstabulation

			Age				
			under 18	18 -24	25-39	40-50	Total
monthly income	5,000 and below	Count	55	36	142	1	234
		% within Age	100.0%	19.0%	42.0%	5.6%	39.0%
	5,001-10,000	Count	0	70	16	0	86
		% within Age	.0%	37.0%	4.7%	.0%	14.3%
	10,001-20,000	Count	0	67	97	0	164
		% within Age	.0%	35.4%	28.7%	.0%	27.3%
	20,001-40,000	Count	0	16	17	0	33
		% within Age	.0%	8.5%	5.0%	.0%	5.5%
	40,001-90,000	Count	0	0	64	0	64
		% within Age	.0%	.0%	18.9%	.0%	10.7%
	90,001 and above	Count	0	0	2	17	19
		% within Age	.0%	.0%	.6%	94.4%	3.2%
Total		Count	55	189	338	18	600
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.33 illustrates the cross tabulation between monthly income and age of respondents.   Among 600 respondents, 55 (100%) out of 55 under 18 years old respondents own less than 5,000 Yuan per month, 36 (19.0%) out of 189 who are aged between 18 to 24 years old own less than 5,000 Yuan per month, 142 (42.0%) out of 338 respondents who own 25 to 36 Yuan per month own less than 5,000 Yuan a month, 1 (5.6%) out of 18 respondents who aged between 40 to 50 years old own 5,000 Yuan per month.   70 (37.0%) out of 189

respondents who are aged between 18 to 24 years old own 5,001 to 10,000 Yuan per month,

16 (4.7%) out of 338 respondents who are aged between 25 to 39 years old own 5,001 to

10,000 Yuan per month.   67 (35.4%) out of 189 respondents who are aged between 18 to 24

years old own 10,001 to 20,000 Yuan per month, 97 (28.7%) out of 189 respondents who are

aged between 25 to 39 years old own 10,001 to 20,000 Yuan per month.   16 (8.5%) out of

189 respondents who are aged between 18 to 24 years old own 20,001 to 40,000 per month,

17 (5.0%) out of respondents who are aged between 25 to 39 years old own 20,001 to 40,000

Yuan per month.   64 (18.9%) out of 338 respondents who own 40,001 to 90,000 Yuan per

month.   2 (0.6%) out of respondents who are aged between 25 to 39 years old own more

than 90,001 per month, 17 (94.4%) out of respondents who are aged between 40 to 50 years

old own more than 90,001 per month.

In conclusion, there are most respondents who are under 18 years old own less than

5,000 Yuan per month.   And then, there are most respondents who are aged 18 to 24 years

old own monthly income 5,001 to 10,000, 10,001 to 20,000 Yuan per month and 20,001 to

40,000 Yuan per month.   Moreover, there are most respondents who are aged between 25 to

39 years old own 40,001 to 90,000 Yuan per month.   Lastly, there are most respondents who

are aged between 40 to 50 years old own more than 90,001 Yuan per month

Table 5.34: The Cross Tabulation Analysis between Monthly Income and Education

level

monthly income * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./PhD.	Total
monthly income	5,000 and below	Count	19	38	66	111	0	234
		% within Education level	100.0%	69.1%	22.2%	57.2%	.0%	39.0%
	5,001-10,000	Count	0	17	69	0	0	86
		% within Education level	.0%	30.9%	23.2%	.0%	.0%	14.3%
	10,001-20,000	Count	0	0	113	51	0	164
		% within Education level	.0%	.0%	38.0%	26.3%	.0%	27.3%
	20,001-40,000	Count	0	0	33	0	0	33
		% within Education level	.0%	.0%	11.1%	.0%	.0%	5.5%
	40,001-90,000	Count	0	0	16	31	17	64
		% within Education level	.0%	.0%	5.4%	16.0%	48.6%	10.7%
	90,001 and above	Count	0	0	0	1	18	19
		% within Education level	.0%	.0%	.0%	.5%	51.4%	3.2%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.34 illustrates the cross tabulation between monthly income and education level

of respondents.   Among 600 respondents, 19 (100%) out of 19 respondents having under

senior high school education own less than 5,000 Yuan per month, 38 (69.5%) out of 55 respondents having senior high school education own less than 5,000 Yuan per month, 66 (22.2%) out of 297 respondents having Bachelor education own less than 5,000 Yuan per month, 17 (30.9%) out of 55 respondents having senior high school education own between 5,001 to 10,000 Yuan per month, 69 (23.2%) out of 297 respondents having Bachelor Degree education respondents own between 5,001 to 10,000 Yuan per month.   113 (38.0%) out of 297 respondents having Bachelor Degree education own between 10,001 to 20,000 Yuan per month, 51 (26.3%) out of 194 respondents having Master degree own 10,001 to 20,000 Yuan per month.   33 (11.1%) out of 297 respondents having Bachelor Degree own 20,001 to 40,000 Yuan per month, 16 (5.4%) out of respondents having Bachelor Degree educated own 40,001 to 90,000 Yuan per month, 31 (16.0%) out of 194 respondents having Master Degree educated own 40,001 to 90,000 Yuan per month, 17 (48.0%) out of 35 respondents having Doctor Degree educated own 40,001 to 90,000 Yuan per month.   1 (0.5%) out of 194 respondents having Master Degree educated respondents own more than 90,001 Yuan per month, 18 (51.4%) out of 35 respondents having Doctor Degree educated own more than 90,001 Yuan per month,

In conclusion, most of the respondents having senior high school education own less than 5,000 Yuan per month.   Most of the respondents having high school education own 5,001 to 10,000 Yuan per month.   And then, most of the respondents having Bachelor Degree education own 10,001 to 20,000Yuan per month and 20,001 to 40,000 Yuan a month. Lastly, more of the respondents having Doctor Degree education own 40,001 to 90,000 Yuan per month and more than 90,001 Yuan per month.

Table 5.35: The Cross Tabulation Analysis between Monthly Income and Marriage

Status

monthly income * Marriage status Crosstabulation

			Marriage status		Total
			single	married	
monthly income	5,000 and below	Count	215	19	234
		% within Marriage status	42.1%	21.3%	39.0%
	5,001-10,000	Count	86	0	86
		% within Marriage status	16.8%	.0%	14.3%
	10,001-20,000	Count	147	17	164
		% within Marriage status	28.8%	19.1%	27.3%
	20,001-40,000	Count	16	17	33
		% within Marriage status	3.1%	19.1%	5.5%
	40,001-90,000	Count	47	17	64
		% within Marriage status	9.2%	19.1%	10.7%
	90,001 and above	Count	0	19	19
		% within Marriage status	.0%	21.3%	3.2%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

Table 5.35 illustrates the cross tabulation between monthly income and marriage status. Among 600 respondents, 215 (42.1%) out of 511 single respondents own less than 5,000 Yuan per month, 19 (21.3%) out of 89 married respondents own 5,001 to 10,000 Yuan per month. 86 (16.8%) out of 511 single respondents own 5,001 to 10,000 Yuan per month. 147 (28.8%) out of 511 single respondents own 10,001 to 20,000 per month, 17 (19.1%) out of 89 married respondents own 10,001 to 20,000 Yuan per month. 16 (3.1%) out of 511 single respondents own 20,001 to 40,000 Yuan per month, 17 (19.1%) out of 89 married respondents own 20,001 to 40,000 Yuan per month. 47 (9.2%) out of 511 single respondents own 40,001 to 90,000 Yuan per month, 17 (19.1%) out of 89 married respondents own 40,001 to 90,000 Yuan per month. 19 (21.3%) out of 89 married

respondents own more than 90,001 Yuan per month.

In conclusion, there are more single respondents than married respondents own less than 5,000 Yuan a month, 5001 to 10,000 Yuan per month and 10,001 to 20,000 Yuan per month. And then there are more married respondents than single respondents own 20,001 to 40,000 Yuan per month, 40,001 to 90,000 a month and more than 90,001 Yuan per month.

Table 5.36: The Cross Tabulation Analysis between Monthly Income and Occupation Level

monthly income * Occupation level Crosstabulation

			Occupation level						Total
			student	working professional	Enterprise owner	housewife	Un-employee	others	
monthly income	5,000 and below	Count	215	0	0	3	16	0	234
		% within Occupation level	54.3%	.0%	.0%	100.0%	100.0%	.0%	39.0%
	5,001 -10,000	Count	70	16	0	0	0	0	86
		% within Occupation level	17.7%	9.6%	.0%	.0%	.0%	.0%	14.3%
	10,001- 20,000	Count	80	68	0	0	0	16	164
		% within Occupation level	20.2%	41.0%	.0%	.0%	.0%	100.0%	27.3%
	20,001- 40,000	Count	0	33	0	0	0	0	33
		% within Occupation level	.0%	19.9%	.0%	.0%	.0%	.0%	5.5%
	40,001- 90,000	Count	31	33	0	0	0	0	64
		% within Occupation level	7.8%	19.9%	.0%	.0%	.0%	.0%	10.7%
	90,001 and above	Count	0	16	3	0	0	0	19
		% within Occupation level	.0%	9.6%	100.0%	.0%	.0%	.0%	3.2%
Total		Count	396	166	3	3	16	16	600
		% within Occupation level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.36 illustrates the cross tabulation between monthly income and occupation.

Among 600 respondents, 215 (54.3%) out of 396 respondents who are students own less than 5,000 Yuan per month, 3 (100%) out of 3 respondents who are housewives own less than 5,000 Yuan per month, 16 (100%) out of 16 respondents who are un-employed own less than 5,000 Yuan per month. 70 (17.1%) out of 396 respondents who are students own 5,001 to 10,000 Yuan per month, 16 (9.6%) out of 166 respondents who are working professionals own 5,001 to 10,000 Yuan per month. 80 (20.2%) out of 396 respondents who are student own 10,001 to 20,000 Yuan per month, 68 (41.0%) out of 166 respondents who are working professionals own between 10,001 to 20,000 Yuan per month, 16 (100%) out of 16 respondents who have other occupations own 10,001 to 20,000 Yuan per month. 33 (19.9%) out of 166 respondents who are working professionals own 90,000 Yuan per month. 16 (9.6 %) out of 166 respondents who are working professional own more than 90,001 Yuan per month, 3 (100%) out of 3 respondents who are enterprise owner own more than 90,001 Yuan per month.

In conclusion, most of the respondents who are housewives and un-employed respondents own less than 5,000 Yuan per month. And then, most respondents who are students own 5,001 to 10,000 Yuan per month. Furthermore, most respondents who have other occupations own 10,001 to 20,000 Yuan per month. Moreover, most respondents who are working professionals own 20,001 to 40,000 Yuan per month and 40,001 to 90,000 Yuan per month. Lastly, most of the respondents who are enterprise owner own more than 90,000 Yuan per month.

5.2 The Result of Independent Variables

The independent variable: patriotism, animosity, cosmopolitan, collectivism, customer ethnocentrism, and country of origin are taken for this research and classified on the basis of five point likert scale ranging from strongly agree to strongly disagree. The findings can be obtained from the total score of the respondents. And also, the mean, and standard deviations are presented and analyzed for each independent and moderating variables. The results were shown in following tables from table 5.7 to 5.13.

5.2.1 Patriotism

Table 5.37:The Analysis of patriotism in terms of agreement level by using Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
Any Chinese brand poses Chinese cultural attributes.	600	4.14	.941
The Chinese symbol is the pride of my culture.	600	4.26	2.256
Any Chinese napkin brand is best for me.	600	3.74	1.095
Only Chinese nationality can live in China.	600	3.43	1.187
Valid N (listwise)	600		

Table 5.37 shows that mean for "any Chinese female napkin brands pose Chinese cultural attributes" is 4.14, with the standard deviation 0.941. The mean for "The Chinese symbol is the pride of my culture" is 4.26, with the standard deviation 2.256. The mean for "any Chinese female napkin is best" for me is 3.74, with the standard deviation 1.095. The mean for "only Chinese nationality can live in China" is 3.43, with the standard deviation 1.187. The researcher found that the highest patriotism in term of agreement level is 4.26

which is the Chinese symbol is the pride of my culture.   And the lowest patriotism in terms

of agreement level is 3.43 which is "only Chinese nationality can live in China."

5.2.2 Animosity

Table 5.38 :The Analysis of Animosity in terms of agreement level by using Average

Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
The national security in China is important to me.	600	3.83	1.158
I am attached to traditions of Chinese society I lived in.	600	3.27	1.183
No one can disturb Chinese social order.	600	4.03	.988
I am attached to religion of Chinese I lived in.	600	3.49	1.009
Valid N (listwise)	600		

The Table 5.38 shows that the mean for "national security is important for me" is 3.83,

with the standard deviation 1.158.   The mean for "I am attached to traditions of Chinese

society I lived in" is 3.27, with the standard deviation 1.183.   The mean for "No one can

disturb Chinese social order" is 4.03, with the standard deviation 0.988.   The mean for "I am

attached to religion of Chinese I lived" in is 3.49, with the standard deviation 1.009.   The

researcher found that the highest animosity in term of agreement level is 4.03 which is "No

one can disturb Chinese social order."   And the lowest animosity in terms of agreement level

is 3.27 which is "I am attached to the traditions of Chinese society I lived in."

5.2.4 Cosmopolitan

Table 5.39: The Analysis of Cosmopolitan in terms of agreement level by using Average

Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
Besides Chinese brand, I like to buy international ones.	600	3.34	.949
Besides Chinese brand, I try international brands to expose to new experience.	600	3.47	1.015
Business assembly and logistics should be well-cooperated between Chinese and foreign companies.	600	3.61	.954
I will spend my time to experience international brands.	600	3.17	1.047
Valid N (listwise)	600		

The Table 5.39 shows that the mean for "Besides Chinese brand, I like to buy international ones" is 3.34, with the standard deviation 0.949. The mean for "besides Chinese brand, I try international brands to expose new experience" is 3.47, with the standard deviation 0.954. The mean for "business assembly and logistics should be well-cooperated between Chinese and foreign companies" is 3.17, with the standard deviation 1.047. The mean for "I will spend my time to experience international brands" is 3.10, with the standard deviation of 1.002. The researcher found that the highest cosmopolitan in term of agreement level is 3.61 which is "business assembly and logistics should be well-cooperated between Chinese and foreign companies". And the lowest cosmopolitan in terms of agreement level is 3.17 which is "I will spend my time to experience international brand."

5.2.5 Collectivism

Table 5.40: The Analysis of Collectivism in terms of agreement level by using Average

Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
Individuals should sacrifice self-interest for group.	600	3.21	1.003
Group welfare is more important than individual rewards.	600	3.02	1.012
Group loyalty should be encouraged even if individual goals suffer.	600	3.00	1.027
Group success is more important than individual success.	600	3.23	1.021
Valid N (listwise)	600		

The Table 5.40 shows that the mean for "individuals should sacrifice self-interest for group" is 3.21, with the standard deviation 1.003. The mean for "group welfare is more important than individual rewards" is 3.02, with the standard deviation of 1.012. The mean for "Group loyalty should be encouraged even if individual goals suffer" is 3.00, with the standard deviation 1.027. The mean for "Group success is more important than individual success" is 3.23, with the standard deviation 1.021." The researcher found that the highest collectivism in term of agreement level is 3.23 which are "group success is more important than individual's success". And the lowest collectivism in terms of agreement level is 3.00 which is "Group loyalty should be encouraged even if individual goals suffer."

5.2.6 Customer Ethnocentrism

Table 5.41: The Analysis of customer ethnocentrism in terms of agreement level by using Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
I personalyy favour buying Chinese products rather than foreign ones.	600	3.13	.944
In general, I prefer purchasing Chinese over foreign brands.	600	3.06	.934
It is important for me to buy Chinese rather than foreign product.	600	3.00	.969
Foreign products have generally higher quality than Chinese ones.	600	3.37	.976
Valid N (listwise)	600		

The Table 5.41 shows that the mean for "I personally favor buying Chinese products rather than foreign ones" is 3.13, with the standard deviation 0.944. The mean for "In general, I prefer purchasing Chinese over foreign brand" is 3.06, with standard deviation 0.934. The mean for "It is important for me to buy Chinese rather than foreign products" is 3.00, with the standard deviation 0.969. The mean for "Foreign products have generally higher quality than Chinese ones" is 3.37, with the standard deviation 0.978. The researcher found that the highest customer ethnocentrism in term of agreement level is 3.37 which is "foreign products have generally higher quality than Chinese ones". And the lowest customer ethnocentrism in terms of agreement level is 3.00 which is "It is important for me to buy Chinese rather than foreign products."

5.2.7 Country of Origin

Table 5.42 the Analysis of Country of Origin in terms of agreement level by using Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
I prefer international brands which maintain an image of new brand features.	600	3.82	.977
I prefer international brands which maintain a high level of quality.	600	3.89	.962
I prefer international brands which have variety of products.	600	3.71	1.071
I prefer international brands which focus on rich in research and development.	600	3.42	1.124
Valid N (listwise)	600		

The Table 5.42 shows that the mean of "I prefer international brands which maintain an image of new brand features" is 3.82 with the mean of 0.977. The mean of "I prefer international brands which maintain a high level of quality" is 3.89 with the standard deviation 0.962. The mean of "I prefer international brands which have variety of products" is 3.71, with the standard deviation of 1.071. The mean of "I prefer international brands which focus on rich in research and development" is 3.42, with the standard deviation 1.124. The researcher found that the highest country of origin in term of agreement level is 3.89 which is "I prefer international brands maintain a high level of quality". And the lowest country of origin in terms of agreement level is 3.42 which is "I prefer international brands which focus on rich in research and development."

5.3 The Result of Dependent and mediating variables

In this section, the data is analyzed in two parts. The first is was results of the mediating variable which is attitude towards country of origin. The second part is descriptive analysis of four dependent variables that are: brand awareness, brand association, perceived quality and brand loyalty.

5.3.1 Attitude towards Country of Origin

Table 5.43 : The Analysis of attitudes towards country of origin in terms of agreement level by using Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
It is likely that I have a good perception towards Chinese brands.	600	3.33	.966
It is likely that I have a good idea about Chinese brands.	600	3.17	.996
Valid N (listwise)	600		

The table 5.43 shows that the mean of "it is likely that I have a good perception towards Chinese brands" is 3.33, with standard deviation 0.996. The mean of "it is likely that I have a good idea about Chinese brand" is 3.17, with standard deviation 0.996.

5.3.2 Dependent Variable

The dependent variable factors: brand awareness, brand association, perceived quality, brand loyalty are taken for this research and are classified on the basis of five likert scale ranging from strong agreed to strongly disagreed. The findings can be obtained from the total score of the respondents.

5.3.2.1 Brand Awareness

Table 5.44 : The Analysis of brand awareness in terms of agreement level by using

Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
i recall Chinese brand when I think about female napkin.	600	3.25	1.027
i related Chinese brand with my usage experience.	600	3.44	1.068
I recognize Chinese brands.	600	3.09	1.074
I have distinct ideas about Chinese brands.	600	3.53	.985
Valid N (listwise)	600		

The Table 5.44 shows that the mean of "I recall Chinese brand when I think about female napkin" is 3.25, with standard deviation of 1.027.   The mean of "I recall Chinese brand with my usage experience" is 3.44, with standard deviation 1.068.   The mean of "I recognize Chinese brands" is 3.09, with standard deviation 1.074.   The mean of "I have distinct ideas about Chinese brands" is 3.53, with standard deviation 0.985.   The highest brand awareness in term of agreement level is 3.53 which is for the items "I have distinct ideas about Chinese brands".   And the lowest brand awareness in terms of agreement level is 3.09 which is for the items "I recognize Chinese brands".

5.3.2.2 Brand Association

Table 5.45: The Analysis of brand association in terms of agreement level by using

Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
Chinese brands are up-market brands.	600	3.15	.997
I like the Chinese female napkin made by Chinese manufactures.	600	3.08	1.011
Chinese brands are tough and strong position in the Chinese market.	600	3.56	1.059
I trust the Chinese companies which make female napkin.	600	3.30	.975
Valid N (listwise)	600		

The Table 5.45 shows that the mean of "Chinese brands are up-market brands" is 3.15, with standard deviation 0.997. The mean of "I like the Chinese female napkin made by Chinese by Chinese manufacture" is 3.08, with standard deviation 1.011. The mean of "Chinese brands are tough and strong position in the Chinese market" is 3.56, with standard deviation 1.059. The mean of "I trust the Chinese companies which make female napkin" is 3.30, with standard deviation 0.975. The highest brand association in term of agreement level is 3.56 which is for the item "Chinese brands are tough and strong position in Chinese market". And the lowest brand association in terms of agreement level is 3.08 which is for the item, "I like the Chinese female napkin made by Chinese manufacture."

5.3.2.3 Perceived Quality

Table 5.46: The Analysis of perceived quality in terms of agreement level by using

Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
if there is international brand possess a higher quality, I prefer Chinese brand only.	600	3.04	1.087
For me, Chinese brand is a very high quality.	600	3.84	1.053
Chinese brand is of very consistent quality.	600	2.99	1.056
Chinese brands offers excellent feature.	600	3.30	.972
Valid N (listwise)	600		

The Table 5.46 shows that the mean of "if there is international brands possess a higher quality, I prefer Chinese brand only" is 3.04, with standard deviation 1.087. The mean of "for me, Chinese brand is a very high quality" is 3.84, with standard deviation 1.053. The mean of "Chinese brand is of very consistent quality" is 2.99, with standard deviation 1.056. The mean of "Chinese brands offers excellent feature" is 3.30, with standard deviation 0.972. The highest perceived quality in term of agreement level is 3.84 which is for the item, "for me, Chinese brands is a very high quality". And the lowest perceived quality in terms of agreement level is 2.99 which is for the item, "Chinese brand is of very consistent quality."

5.3.2.4 Brand Loyalty

Table 5.47: The Analysis of brand loyalty in terms of agreement level by using Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
I am committed to Chinese brand.	600	3.11	.963
I am willing to pay a high price for Chinese over foreign brands.	600	3.17	1.002
I consider myself to loyal patron of Chinese brands.	600	3.23	1.004
In the future I am willing to pay a higher price for Chinese brands over competitive offerings.	600	3.09	.971
Valid N (listwise)	600		

The Table 5.47 shows that the mean of "I am committed to Chinese brand" is 3.11, with standard deviation 0.963. The mean of "I am willing to pay a high price for Chinese over foreign brands" is 3.17, with standard deviation 1.002. The mean of "I considered myself to loyal patron of Chinese brands" is 3.23, with standard deviation 1.004. The mean of "in the future, I am willing to pay a higher price for Chinese brands over competitive offerings" is 3.09, with standard deviation of 0.971. The highest brand loyalty in term of agreement level is 3.23 which is for the item, "I considered myself loyal patron to Chinese brands". And the lowest brand loyalty in terms of agreement level is 3.09 which is for the item, "in the future I am willing to pay a higher price for Chinese brands over competitive ".

5.4 Research of Hypothesis Testing

An inferential analysis is conducted to test different hypothesis that is an assumption or guess made about some characteristics of population under study (Zikmund, 2004). In this section, there are in total seven research hypotheses which are been tested. H1 to H7, and

H7 were to see whether there was relationship between Independent variables (patriotism, animosity, cosmopolitan, collectivism, customer ethnocentrism, and country of origin) and Dependent variable (Consumer-based Brand Equity) in this research. The statistical techniques used testing these hypotheses are Multivariate Analysis of Variance, and Pearson product Movement Coefficient Correlation. It can be divided into two parts. For part I, H5 and H6 are tested using Multivariate Analysis of Variance Test. For part II, the hypothesis 1 to 4 and 7 are tested using Pearson product Movement Coefficient Correlation test.

Table 5.48: Summary of the analysis of demographic factors by using Frequency and Percentage

Variables	Frequency (f)	Percentage (%)
Ethnicity		
-non-Chinese	126	21.0
-Chinese	474	79.0
Age		
-under 18	55	9.2
-18-24	189	31.5
-25-39	338	56.3
-29-50	18	3.0
Education		
-under senior high school	19	3.2
-senior high school	55	9.2
-University	297	49.5
-Master	194	32.3
-Dr./PhD.	35	5.8
Occupation		
-student	396	66.0
-working professional's	166	27.7
-enterprise owner	3	0.5
-housewife	3	0.5
-un-employee	16	2.7
-others	16	2.7

Household income		
-5,000 and below	234	39.0
-5,001to 10,000	86	14.3
-10,000-20,000	164	27.3
-20,001-40,000	33	5.5
-40,001-90,000	64	10.7
-90,000 and above	19	3.2
Total	**600**	**100**

5.5 Cronbach's Alpha Coefficient Table

In this study, the researcher applied Cronbach's Alpha test to test the questions of each variable. As Sekarin (2009) stated that if the level of Alpha test above or equal .6, it means that this variable is reliable and consistent and the researcher can apply this questionnaire to collect the data as a research instrument (Sekarin, 2009). All results are shown in Table 5.49:

Table 5.49 Cronbach's Alpha Coefficient Table

VARIABLES	ALPHA
Perceived quality	0.558
Brand awareness	0.629
Brand association	0.656
Brand loyalty	0.784
Country of origin	0.556
Attitude to product country of origin	0.741
Patriotism	0.205
Animosity	0.587
Cosmopolitan	0.630
Collectivism	0.740
Customer ethnocentrism	0.777

5.6 Hypotheses Testing Results

<u>Hypothesis 1</u>

H1o: There is no statistically significant correlation between patriotism and customer ethnocentrism.

H1a: There is a statistically significant correlation between patriotism and customer ethnocentrism.

Table 5.50: Pearson Product Movement Coefficient Correlation Test for Patriotism

Correlations

		Patriotism	Customer ethnocentrism
Patriotism	Pearson Correlation	1	.001
	Sig. (2-tailed)		.990
	N	600	600
Customer ethnocentrism	Pearson Correlation	.001	1
	Sig. (2-tailed)	.990	
	N	600	600

Table 5.50 illustrates the result of Pearson Product Movement Coefficient Correlation test to determine the relationship between patriotism and customer ethnocentrism of branded female napkin. It can be analyzed that there is no relationship between the patriotism and customer ethnocentrism of branded female napkin with a two-tailed significance of .990 which is higher than 0.05 (.990>0.05). Consequently, the null hypothesis (H1o) is not rejected which means that the patriotism does not have an influence on the customer ethnocentrism of branded female napkin at 0.05 level of significance.

Hypothesis 2

H2o: There is no statistically significant correlation between animosity and customer ethnocentrism.

H2a: There is a statistically significant correlation between animosity and customer ethnocentrism.

Table 5.51: Pearson Product Movement Coefficient Correlation Test for Animosity

Correlations

		Animosity	Customer ethnocentrism
Animosity	Pearson Correlation	1	.063
	Sig. (2-tailed)		.121
	N	600	600
Customer ethnocentrism	Pearson Correlation	.063	1
	Sig. (2-tailed)	.121	
	N	600	600

Table 5.51 illustrates the result of Pearson Product Movement Coefficient Correlation test to determine the relationship between animosity and customer ethnocentrism of branded female napkin. It can be analyzed that there is a relationship between the animosity and customer ethnocentrism of branded female napkin with a two-tailed significance of .000 which is lower than 0.121 (0.121>0.05). Consequently, the null hypothesis (H2o) is not rejected which means that the animosity does not have an influence on the customer ethnocentrism of branded female napkin at 0.05 level of significance.

Hypothesis 3

H3o: There is no statistically significant correlation between cosmopolitan and customer ethnocentrism.

H3a: There is a statistically significant correlation between cosmopolitan and customer ethnocentrism.

Table 5.52: Pearson Product Movement Coefficient Correlation Test for Cosmopolitan

Correlations

		cosmopolitan	Customer ethnocentrism
cosmopolitan	Pearson Correlation	1	.050
	Sig. (2-tailed)		.218
	N	600	600
Customer ethnocentrism	Pearson Correlation	.050	1
	Sig. (2-tailed)	.218	
	N	600	600

Table 5.52 illustrates the result of Pearson Product Movement Coefficient Correlation test to determine the relationship between cosmopolitan and customer ethnocentrism of branded female napkin. It can be analyzed that there is a relationship between the cosmopolitan and customer ethnocentrism of branded female napkin with a two-tailed significance of .218 which is higher than 0.05 (.218>0.05). Consequently, the null hypothesis (H3o) is not rejected which means that the cosmopolitan does not have an influence on the customer ethnocentrism of branded female napkin at 0.05 level of significance.

Hypothesis 4

H4o: There is no statistically significant correlation between collectivism and customer ethnocentrism.

H4a: There is a statistically significant correlation between collectivism and customer ethnocentrism.

Table 5.53: Pearson Product Movement Coefficient Correlation Test for Collectivism

Correlations

		collectivism	Customer_ethnnocentrism
collectivism	Pearson Correlation	1	.462**
	Sig. (2-tailed)		.000
	N	600	600
Customer_ethnnocentrism	Pearson Correlation	.462**	1
	Sig. (2-tailed)	.000	
	N	600	600

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

Table 5.53 illustrates the result of Pearson Product Movement Coefficient Correlation test to determine the relationship between collectivism and customer ethnocentrism of branded female napkin. It can be analyzed that there is a relationship between the collectivism and customer ethnocentrism of branded female napkin with a two-tailed significance of .000 which is lower than 0.01 (.000<0.01). And there is a moderate positive statistical correlation relationship between collectivism and customer ethnocentrism. Consequently, the null hypothesis (H4o) is rejected which means that the collectivism does have an influence on the customer ethnocentrism of branded female napkin at 0.01 level of significance.

128

Hypothesis 5

H5o: Mean score of four sub-variables from different customer ethnocentrism are all the same.

H5a: Mean score of four sub-variables from different customer ethnocentrism are not all the same.

Table 5.54: Multivariate Analysis of Variance Test for relationship between country of origin and consumer-based brand equity

Multivariate Tests[d]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Intercept	Pillai's Trace	.954	3100.054[a]	4.000	593.000	.000	.954	12400.215	1.000
	Wilks' Lambda	.046	3100.054[a]	4.000	593.000	.000	.954	12400.215	1.000
	Hotelling's Trace	20.911	3100.054[a]	4.000	593.000	.000	.954	12400.215	1.000
	Roy's Largest Root	20.911	3100.054[a]	4.000	593.000	.000	.954	12400.215	1.000
CE	Pillai's Trace	.016	.821	12.000	1785.000	.628	.005	9.857	.495
	Wilks' Lambda	.984	.821	12.000	1569.222	.629	.006	8.681	.434
	Hotelling's Trace	.017	.820	12.000	1775.000	.630	.006	9.837	.494
	Roy's Largest Root	.011	1.659[c]	4.000	595.000	.158	.011	6.635	.511

a. Exact statistic

b. Computed using alpha = .05

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept + CE

129

Table 5.54 illustrates that the result of MANOVA test to determine the differences between four sub-variables of consumer-based brand equity when determined by the customer ethnocentrism of branded female napkin with a two-tailed significance level of .011 which is higher than 0.05 (.011>0.05). Consequently, the null hypothesis (H5o) is accepted which mean there is a difference between the mean of four sub-variables of consumer-based brand equity from customer ethnocentrism. It can be concluded that the customer ethnocentrism of branded female napkin did not have a significant effect on the four different consumer-based brand equity variables

Table 5.55: MANOVA Test of Between-Subjects Effects between customer ethnocentrism and four sub-variables of Consumer-based Brand Equity.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	BAW	1.558[a]	3	.519	1.428	.234	.007	4.283	.380
	BAS	1.175[c]	3	.392	.907	.437	.005	2.720	.250
	PQ	.518[d]	3	.173	.511	.675	.003	1.534	.155
	BL	1.257[e]	3	.419	.878	.452	.004	2.635	.243
Intercept	BAW	2101.108	1	2101.108	5775.003	.000	.906	5775.003	1.000
	BAS	2032.050	1	2032.050	4706.050	.000	.888	4706.050	1.000
	PQ	2106.845	1	2106.845	6234.811	.000	.913	6234.811	1.000
	BL	1838.320	1	1838.320	3854.753	.000	.866	3854.753	1.000
CE	BAW	1.558	3	.519	1.428	.234	.007	4.283	.380
	BAS	1.175	3	.392	.907	.437	.005	2.720	.250
	PQ	.518	3	.173	.511	.675	.003	1.534	.155
	BL	1.257	3	.419	.878	.452	.004	2.635	.243
Error	BAW	216.842	596	.364					
	BAS	257.350	596	.432					
	PQ	201.398	596	.338					
	BL	284.231	596	.477					
Total	BAW	6853.438	600						
	BAS	6690.625	600						
	PQ	6701.313	600						
Corrected Total	BAW	218.400	599						
	BAS	258.525	599						
	PQ	201.917	599						
	BL	285.487	599						

Table 5.55 illustrates that the result of MANOVA test of between subjects test. It can be analyzed that attitudes towards the country of origin of branded female napkin has an effect on the result of brand awareness (0.007), the result of brand association (0.005), the result of perceived quality(0.003), and the result of brand loyalty (0.003).

Hypothesis 6

H6o: Mean score of four sub-variables from different Country of origin are all the same.

H6a: Mean score of four sub-variables from different country of origin are not all the same.

Table 5.56: Multivariate Analysis of Variance Test for relationship between country of origin and consumer-based brand equity

Multivariate Tests[d]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Intercept	Pillai's Trace	.960	3582.128[a]	4.000	593.000	.000	.960	14328.512	1.000
	Wilks' Lambda	.040	3582.128[a]	4.000	593.000	.000	.960	14328.512	1.000
	Hotelling's Trace	24.163	3582.128[a]	4.000	593.000	.000	.960	14328.512	1.000
	Roy's Largest Root	24.163	3582.128[a]	4.000	593.000	.000	.960	14328.512	1.000
COO	Pillai's Trace	.060	3.030	12.000	1785.000	.000	.020	36.360	.993
	Wilks' Lambda	.941	3.037	12.000	1569.222	.000	.020	32.097	.984
	Hotelling's Trace	.062	3.038	12.000	1775.000	.000	.020	36.455	.994
	Roy's Largest Root	.037	5.451[c]	4.000	595.000	.000	.035	21.805	.976

a. Exact statistic

b. Computed using alpha = .05

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept + COO

Table 5.56 illustrates that the result of MANOVA test to determine the differences

between four sub-variables of consumer-based brand equity when determined by the customer ethnocentrism of branded female napkin with a two-tailed significance level of .000 which is lower than 0.05 (.000<0.05). Consequently, the null hypothesis (H6o) is rejected which means that there is no difference between the mean of four sub-variables of consumer-based brand equity from customer ethnocentrism. It can be concluded that the customer ethnocentrism of branded female napkin did have a significant effect on the four different consumer-based brand equity variables.

Table 5.57: MANOVA Test of Between-Subjects Effects between country of origin and

four sub-variables of Consumer-based Brand Equity

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	BAW	2.824[a]	3	.941	2.603	.051	.013	7.808	.639
	BAS	3.411[c]	3	1.137	2.656	.048	.013	7.969	.649
	PQ	6.185[d]	3	2.062	6.278	.000	.031	18.834	.966
	BL	6.268[e]	3	2.089	4.460	.004	.022	13.380	.879
Intercept	BAW	2384.434	1	2384.434	6592.216	.000	.917	6592.216	1.000
	BAS	2257.564	1	2257.564	5274.151	.000	.898	5274.151	1.000
	PQ	2366.746	1	2366.746	7206.716	.000	.924	7206.716	1.000
	BL	2069.358	1	2069.358	4417.097	.000	.881	4417.097	1.000
COO	BAW	2.824	3	.941	2.603	.051	.013	7.808	.639
	BAS	3.411	3	1.137	2.656	.048	.013	7.969	.649
	PQ	6.185	3	2.062	6.278	.000	.031	18.834	.966
	BL	6.268	3	2.089	4.460	.004	.022	13.380	.879
Error	BAW	215.576	596	.362					
	BAS	255.114	596	.428					
	PQ	195.731	596	.328					
	BL	279.219	596	.468					
Total	BAW	6853.438	600						

	BAS	6690.625	600						
	PQ	6701.313	600						
	BL	6240.563	600						
Corrected Total	BAW	218.400	599						
	BAS	258.525	599						
	PQ	201.917	599						
	BL	285.487	599						

a. R Squared = .013 (Adjusted R Squared = .008)

b. Computed using alpha = .05

c. R Squared = .013 (Adjusted R Squared = .008)

d. R Squared = .031 (Adjusted R Squared = .026)

e. R Squared = .022 (Adjusted R Squared = .017)

Table 5.57 illustrates that the result of MANOVA test of between subjects test.   It can be analyzed that attitudes towards the country of origin of branded female napkin has an effect on the result of brand awareness (0.0013), the result of brand association (0.013), the result of perceived quality(0.031), and the result of brand loyalty (0.022).

Hypothesis 7

H7o: Mean score of four sub-variables from different country of origin are all the same with the mediating variable of attitude towards country of origin.

H7a: Mean score of four sub-variables from different country of origin are not all the same with the mediating variable of attitude towards country of origin.

Table 5.58: Multivariate Analysis of Variance Test for relationship between attitudes towards country of origin and consumer-based brand equity

Multivariate Tests[d]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Intercept	Pillai's Trace	.952	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Wilks' Lambda	.048	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Hotelling's Trace	19.829	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Roy's Largest Root	19.829	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
ATT	Pillai's Trace	.210	8.245	16.000	2380.000	.000	.053	131.924	1.000
	Wilks' Lambda	.795	8.798	16.000	1809.228	.000	.056	106.558	1.000
	Hotelling's Trace	.250	9.241	16.000	2362.000	.000	.059	147.858	1.000
	Roy's Largest Root	.221	32.810[c]	4.000	595.000	.000	.181	131.242	1.000

Table 5.58 illustrates that the result of MANOVA test to determine the differences between four sub-variables of consumer-based brand equity when determined by the country of origin and attitude towards country of origin of branded female napkin with a two-tailed significance level of .181 which is higher than 0.05 (.181>0.05). Consequently, the null hypothesis (H7o) is rejected which means that there is a difference between the mean of four sub-variables of consumer-based brand equity from different attitudes towards country of origin. It can be concluded that the attitude towards country of origin of branded female napkin did not have a significant effect on the four different consumer-based brand equity variables

Table 5.59: The MANOVA test of between-subjects effects

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	BAW	2.713[a]	4	.678	1.871	.114	.012	7.484	.568
	BAS	9.834[c]	4	2.459	5.882	.000	.038	23.528	.984
	PQ	3.694[d]	4	.923	2.772	.027	.018	11.087	.762
	BL	51.562[e]	4	12.890	32.787	.000	.181	131.149	1.000
Intercept	BAW	1925.284	1	1925.284	5311.145	.000	.899	5311.145	1.000
	BAS	1809.721	1	1809.721	4329.816	.000	.879	4329.816	1.000
	PQ	1851.876	1	1851.876	5558.721	.000	.903	5558.721	1.000
	BL	1602.494	1	1602.494	4076.010	.000	.873	4076.010	1.000
ATT	BAW	2.713	4	.678	1.871	.114	.012	7.484	.568
	BAS	9.834	4	2.459	5.882	.000	.038	23.528	.984
	PQ	3.694	4	.923	2.772	.027	.018	11.087	.762
	BL	51.562	4	12.890	32.787	.000	.181	131.149	1.000
Error	BAW	215.687	595	.362					
	BAS	248.690	595	.418					
	PQ	198.223	595	.333					
	BL	233.926	595	.393					

Total	BAW	6853.438	600						
	BAS	6690.625	600						
	PQ	6701.313	600						
	BL	6240.563	600						
Corrected Total	BAW\	218.400	599						
	BAS	258.525	599						
	PQ	201.917	599						
	BL	285.487	599						

a. R Squared = .012 (Adjusted R Squared = .006)

b. Computed using alpha = .05

c. R Squared = .038 (Adjusted R Squared = .032)

d. R Squared = .018 (Adjusted R Squared = .012)

e. R Squared = .181 (Adjusted R Squared = .175)

Table 5.59 illustrates that the result of MANOVA test of between subjects test. It can be analyzed that attitudes towards the country of origin of branded female napkin has a effect on the result of brand awareness (0.114), and the result of perceived quality (0.027).
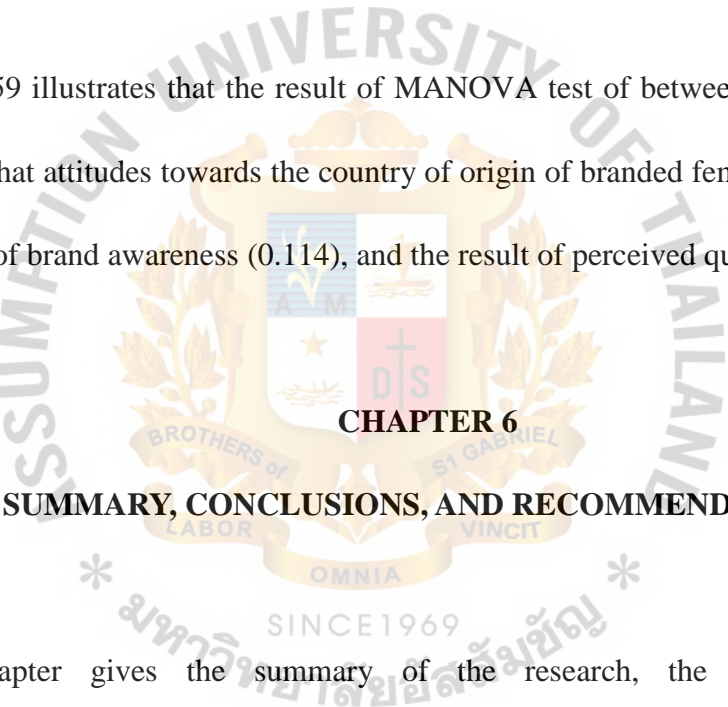
CHAPTER 6

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter gives the summary of the research, the conclusions and the recommendations that are derived from this study..

6.1 Summary of findings

This section presents the interpretation of the results from the data gathered, which include a summary of respondents customer ethnocentrism factors and country of origin factors with consumer-based brand equity of branded female napkins.

6.1.1 Characteristics of the respondents

Based on the data collected from 600 respondents, the ethnicity category is composed of

126 non-Chinese and 474 Chinese respondents counting for 21.0% and 79.0% of total

respondents respectively, and most of them were Chinese.   Among 600 respondents, 338 of

them were in the age of 25 to 39, which took 56.3% of the total population.   In terms of

education level of respondents, 297 of respondents were from bachelor degree and represents

49.5% of total respondents.   The highest number of respondents were students which is

66.0% of the total population.   Lastly, 232 respondents have an income level of 5,000 and

below which counting for 39.0%.

6.1.2 Descriptive analysis of independent, dependent, and mediating variables

In this study, there were six independent variables (patriotism, animosity, cosmopolitan,

collectivism, customer ethnocentrism, country of origin), one mediating variable (attitude

towards country of origin, and one dependent variable (consumer-based brand equity).   Each

variable has different sub-questions.   All the descriptive results of variables are shown in

table 5.1 to table 5.48.

The first independent variable patriotism has four questions.   Among all four questions

the respondents gave greatest mean to "the Chinese symbol is the pride of my culture" with

the mean of 4.26.   The second independent variable is animosity which ahs four

sub-questions and all respondents showed the highest mean 4.03 to "no one can disturb

Chinese social order." The next independent variable which is cosmopolitan that has the

highest mean of 3.61 which is "business assembly and logistics should be well-cooperated

between Chinese and foreign companies".   The forth independent variable collectivism has

four sub-questions, and all respondents gave greatest mean to "group success is more

important than individual's success" with the mean of 3.23.   The next independent variable

customer ethnocentrism also has four questions, and all respondents give the highest mean to 3.37 which is "foreign products have generally higher quality than Chinese ones". The last independent variable country of origin also has four questions, and all respondents give the highest mean to 3.89 which is "I prefer international brands maintain a high level of quality".

The mediating variable has two questions, and among all two questions the respondents gave the greatest mean to" the mean of "it is likely that I have a good perception towards Chinese brands "with the mean of. 3.33.

The first dependent variable is brand awareness which has four sub-questions. And among these four sub-questions, all respondents gave the highest mean to "I have distinct ideas about Chinese brands" which is 3.53. The second dependent variable is brand association which has four sub-questions. And among these four sub-questions, all respondents gave the highest mean to "Chinese brands are tough and strong position in Chinese market" which is 3.56. The next dependent variable is perceived quality has four sub-questions. And among these four sub-questions, all respondents gave the highest mean to "for me, Chinese brands are a very high quality" which is 3.84. The last dependent variable is brand loyalty has four sub-questions. And among these four sub-questions, all respondents gave the highest mean to "I considered myself loyal patron to Chinese brands" which is 3.23.

Table 6.1 Summary of Hypotheses Testing

Hypothesis	Statistic used	Significant Level	Result
Ho1	Correlation	0.990	Accepted
Ho2	Correlation	0.121	Accepted
Ho3	Correlation	0.218	Accepted

Ho4	Correlation	0.000	Rejected
Ho5	MANOVA	0.011	Accepted
Ho6	MANOVA	0.000	Rejected
Ho7	MANOVA	0.181	Rejected

6.2 Implication of the Study

This section presents the outcomes of all the statements of the research. The researcher had concluded the results of seven hypotheses. Based on the inquisition reflected in the statement of problem, there are 7 main objectives of the research which has been formulated and stated in the first chapter. These research objectives can be enumerated again with the conclusion as follows:

Objective1: To examine the relationship between patriotism and customer ethnocentrism.

Objective 2: To analyze the relationship between animosity and customer ethnocentrism.

Objective3: To analyze the relationship between cosmopolitan and customer ethnocentrism.

Objective4: To analyze the relationship between collectivism and customer ethnocentrism.

In this research, the various factors taken into consideration to check the relationship between customer ethnocentrism and sub-variables are patriotism, animosity, cosmopolitan, and collectivism respectively. All these sub-variables were tested by Pearson correlation test and the null hypothesis are that there is no relationship between customer ethnocentrism and patriotism, animosity, cosmopolitan, and collectivism respectively of branded female napkin.

For the first hypothesis, determining the relationship between patriotism and customer ethnocentrism is taken and analyzed by Pearson correlation, in which the null hypothesis is

accepted. For the second hypothesis, determining the relationship between animosity and customer ethnocentrism is taken and analyzed by Pearson correlation, in which the null hypothesis is accepted. For the third hypothesis, determining the relationship between cosmopolitan and customer ethnocentrism is taken and analyzed by Pearson correlation, in which the null hypothesis is accepted. For the forth hypothesis, determining the relationship between collectivism and customer ethnocentrism is taken and analyzed by Pearson correlation, in which the null hypothesis is rejected.

Objective5: To investigate how customer ethnocentrism affect consumer-based brand equity.

Objective6: To investigate relationship between country of origin and consumer-based brand equity

Objective7: To explore how country of origin affect consumer-based brand equity with the moderator of attitudes to country of origin.

In this research, all the four components of consumer-based brand equity are analyzed by Multivariate Analysis of Variance Test. For the customer ethnocentrism factor, the null hypothesis is that the mean of four sub-variables are not same when determined by customer ethnocentrism level is taken by Multivariate Analysis of Variance Test, in which the null hypothesis is accepted. The sixth hypothesis is determining the difference between four sub-variables when determined by country of origin, in which the hypothesis is accepted. The seventh hypothesis is determining the relationship between attitude towards country of origin and attitude towards country of origin of the branded female napkin is taken and analyzed tested by Multivariate Analysis of Variance Test, in which the null hypothesis is

rejected.

The result indicates that the collectivism level is a significant variable which can affect the level of customer ethnocentrism. And also the result of MANOVA test indicates that the mean of each sub-variable of consumer-based brand equity are different when determined by the level of country of origin and attitude towards the country of origin. These results give implications of marketing mangers to identify the sources of consumer-based brand equity because it is considered as index predicting the health of the MNCs. Further, the effects of country-of-origin and attitude towards country-of-origin with the consumer-based brand equity should be taken into the account. For example, the specification of country-of-origin of branded female napkin products should included in the label of the package.

The result of attitude towards country-of-origin have implications that fro MNCs marketing, advertising and positioning strategies. Traditional, customers have the idea of products which originated from developed countries are normally products with higher quality and indeed customers will associate positive attitude towards that brand.

6.3 Conclusions and Discussion

The demographic profile of this research shown that branded female napkin users are mostly Chinese lie under the age of 25-39. Approximately 49.5% were from bachelor degree.

Similar to the study by Deb (2012) which studied the ethnocentric tendencies of different age groups in emerging market, the demographic characteristics of this study comprise different age-groups. The study of Deb (2012) found that most of the respondents over 50 years old are more concerned about the attributes of the products more than country-of-origin of

products.   But in this research, the researcher concentrates on the relationship of country-of-origin with other variables.   In other worlds, this study overlooks the difference ethnocentrism level among different age groups, but emphasis on the effect of country-of-origin on consumer-based brand equity.

But similar to the founding of Pappu (2006) who studied some empirical evidence about consumer-based brand equity and country-of-origin relationship that consumer-based brand equity are varied according to the country-of-origin.   What is different from the finding of Pappu (2006) is that product category association is not included in this research.   And product category association means the association between specific categories with a country, for example, it is found by Pappu (2006) that GM products which manufactured in US mainland will have higher perceived quality than same brands manufactured in Mexico. In this study, the product category association effect was ignored.

According to the summary of findings in the previous part, the conclusion of hypothesis testing result between independent variables and dependent variables are discussed in this chapter.

The findings about the relationship between customer ethnocentrism factors and consumer-based brand equity of branded female napkin are concluded as follows:

Depending on the results it is concluded that the null hypothesis is not rejected for the first, second and third hypothesis where as the null hypothesis is accepted for the forth hypothesis.   This means that the patriotism, animosity, cosmopolitan does not influence the level of customer ethnocentrism of branded female napkin in Beijing.   This concludes that there is a relationship between collectivism and customer ethnocentrism of branded female

napkin.   In this research it is found that there is no difference between four sub-variables of consumer-based brand equity when determined by the customer ethnocentrism.   And also, there is difference of four sub-variables of consumer-based brand equity when determined by the country of origin and attitudes towards country of origin.

Another similar founding is that there is a positive and significantly correlation between country-of-origin and brand equity (Sanyal, 2011).   Vida (2008) studied factors affecting domestic consumption and found that there is patriotism is a significant determinant factor affecting customer ethnocentrism which is totally different from result and findings in this study.   In this study, it is found that there is no any relationship between patriotism and customer ethnocentrism with the Pearson Correlation test.

Moradi (2012) found that there are many factors which can lead to the formation of overall brand equity.   The found are similar to this research that overall brand equity consists of cour sub-variables which are brand awareness, brand association, perceived quality and brand loyalty.

Chen (2009) studied the effect of country variables on the young generations' attitude toward

American products.   And it is found that both COO effect and patriotism have a effect on attitude towards the products.   The founding by Chen (2009) is different from this study because this study found that there is a relationship between COO and consumer-based brand equity with the moderator variable of attitude towards country-of-origin.

6.4 Recommendations

There are varied limitations of the research, especially the method of the sample of this

study had used. First of all, the population of this study is limited to the Chinese respondents only which excluded other nationalities. It is suggested that other nationalities should be included into the population in order to better analyzing the effect of variety of nationality on the country-of-origin. Secondly, it is suggested that more variables of leading consumer-based brand equity should be included in this research which beneficial for the marketing managers to determine the sources of consumer-based brand equity further. Lastly, this research applied only product industry due to the nature of the objective of study. It is suggested that the service which related to branded female napkin should also be studied, for example, researchers may study the effect of purchasing experience on the consumer-based brand equity.

From the results of hypothesis H1 to hypothesis H3, it shows that there is no any relationship between customer ethnocentrism with patriotism, animosity and cosmopolitan respectively. It is suggested that marketing managers should more concentrates on the effect of collectivism on customer ethnocentrism rather than other three variables. They should study how different cultures and different level of collectivism affect the customer ethnocentrism. The collectivism is varied according to the different national ideologies of the countries'. For example, it is studied by Papppu (2006) that there are varied level of collectivism between socialism countries and capitalism countries. Normally it is considered that customers from socialism countries have higher level of collectivism more than capitalism countries. As a result, marketing managers should treat this factor varied based on different national's ideology.

This research is limited to a specified region of China. The researcher had focused on

female in Beijing just which is not enough to apply the result of research on whole branded female napkin users in other provinces of China. Since the number of unpopular branded female napkin presented in the Chinese market is tremendous, customers do not have good knowledge of country of origin of these unpopular brands. It is important to know about the country of origin and quality standard in the market and specify the country of origin in the package of branded female napkins.

Based on the findings of this research, it is very important to know the collectivism level in customer's mind; therefore it is recommended to marketing section of the branded female napkin to implement the tactics which strength the collectivism level in customer's mind. By doing so, it will help the marketers and managers of branded female napkin companies improve the consumer-based brand equity level. According to the findings of the research, the attitude towards country of origin of branded female napkin is essential for customers, as a result it is important for branded female napkin companies to portray the positive attitude towards the country of origin through advertising and marketing strategies.

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APPENDIX A: QUESTIONNAIRE
(ENGLISH VERSION)

Questionnaire

The main objective of this Questionnaire is to test the Consumer-based Brand Equity of female napkin industry. This Questionnaire is our Prime tool for data collection and the information provided by you will be very useful in conducting our research further. The researcher assures you that information provided by you will only be used for academic purpose.√

Part 1: Screening Question

1. Please tick (√) in the following brand(s) of female napkin listed below? (You may choose more than one brand, and if none of these brands has been used, please do not continue further) [1]

Sofy (originated from Japan)

  Whisper (originated from U.S)

Anerle(originated from Hong Kong)

ShuShan(originated from Taiwan)

Asana (originated from Canada)

Chinese brand	Foreign brand
□Yi-Mu-Cao	□Sofy(Japan)
□Xiao-Shuang	□Whisper(US)
□ABC	□Anerle(Hong Kong)
□Jie-Ting	□Shushan(Taiwan)
□Jiao-Yan	□Ashana(Canada)

Part 2: Independent Variables

There are six independent variables which the researcher has used to conduct this

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study. The respondents were asked to indicate the importance of factors related to consumer- based brand equity [1=Strongly Disagree to 5=Strongly Agree].

Patriotism	1	2	3	4	5
1. Any Chinese female napkin brand poses Chinese cultural attributes (e.g. female napkin with Chinese medicine release painfulness which is international doesn't have.)					
2. The Chinese symbol on the package of female napkin products is the pride of my culture (e.g. Chinese language, traditional Chinese language, Chinese flowers etc.).					
3. Any Chinese female napkin brand is best for me (e.g. specific length, width, smell of medicine of female napkin fit the Chinese's physiological characteristics).					
4. Only Chinese nationality can live in China.					
Animosity					
1. The national security in China is important to me due to the development of E-commerce (E.g. online payment, authenticity of E-commerce website).					
2. I am attached to the traditions of Chinese society I lived in (e.g. seniority, gift for elderly, Chinese New Year, respect the					

Jade accessories).					
3. No one can disturb Chinese social order, no matter their nationalities.					
4. I am attached to the religion of Chinese society I live in (such as Buddhism and Taoism).					
Cosmopolitan					
1. Beside Chinese brand, I like to buy international ones.					
2. Beside Chinese brand, I try international brands to expose to new experiences.					
3. Business assembly and logistics should be well-cooperated between Chinese and foreign companies.					
4. I will spend my time to experience international brands.					
Collectivism					
1. Individuals should sacrifice self-interest for the group.					
2. Group welfare is more important than individual rewards.					
3. Group loyalty should be encouraged even if individual goals suffer.					
4. Group success is more important than individual success					
Customer Ethnocentrism					

1. I personally favor buying Chinese products rather foreign products					
2. In general, I prefer purchasing Chinese over foreign brands.					
3. It is important for me to buy Chinese rather than foreign products.					
4. Foreign products have generally higher quality than Chinese.					
Country of Origin					
1. I prefer international brands which maintain an image of new brand features which does not have in current market.					
2. I prefer international brands which maintain a high level of quality over time since the products first launched.					
3. I prefer international brands which have variety of product categories, instead of specified on only one product feature only.					
4. I prefer international brands which focus on rich in research and development of their products instead of brands which concentrates on low cost only.					

Part 3: Dependent Variables and Moderator Variable

There is only one independent variable which the researcher has used to

conducted this study. The respondents were asked to indicate the importance of

factors related to consumer- based brand equity [1=Strongly Disagree to 5=Strongly

Agree].

Consumer-based brand equity- Perceived Quality					
1. If there is an international brand possesses a higher quality with similar product features, I prefer Chinese brand only.					
2. For me, Chinese brand is f very high quality in general.					
3. Chinese brand is very consistent quality over time since the brand first launched.					
4. Chinese brands offer excellent feature generally comparing to international brands.					
Consumer-based brand equity- brand awareness					
1. I recall Chinese brand when I think about female napkin.					
2. I relate Chinese brand with my usage experience.					
3.I recognize Chinese brands.					
4. I have distinct ideas about Chinese brands.					
Consumer-based brand equity- brand association					

1. Chinese brands are up-market brands.					
2.I like the Chinese female napkin made by Chinese manufactures.					
3.Chinese brands are tough and strong position in the Chinese market.					
4. I trust the Chinese companies which make female napkin.					
Consumer-based equity- brand loyalty					
1. I am committed to Chinese brand.					
2. I am willingly to pay a higher price for Chinese over foreign brand.					
3.I consider myself to be loyal patron of Chinese brands.					
4. In the future, I am willingly to pay a higher price for Chinese brands over competitive offerings.					

Attitude towards country of origin

1. It is likely that I have a good perception towards Chinese brands.					
2. It is likely that I have a good idea about Chinese brands.					

Part 4: **Demographic description of respondents**

1. Ethnicity

Non- Chinese   ___Chinese

2. Age

___Under 18   ___18-24   ___25 to 39   ___29 to 50

3. Education

___Under senior high school   ___Senior high school

___University   ___Master   ___Dr. /PhD.

4. Marriage

___Single___Married

5 Occupation

___Student   ___Working professional's___Enterprise owner

___Housewife   ___Un-employee   ___Others

6. Household income (Baht)

___5,000 and below   ___5,001 to 10,000   ___10,001 to 20,000

___20,001 to 40,000   ___40,001 to 90,000   ___90,001 and above

APPENDIX B: QUESTIONNAIRE
(CHINESE VERSION)

调查问卷

女士卫生棉的调研，此调研旨在研究中国女士卫生棉的品牌资质。您的回答无所谓对错，只要能真正反映您的想法就达到我们这次调查目的。希望您能够积极参与，我们将对您的回答完全保密。谢谢您的配合与支持。

第一章：筛查问题

1．请在以下女士卫生棉品牌中选择有使用经验的品牌。（可多选，如果没有使用任何使用下列品牌的经历，请不要继续）。

苏菲（原产于日本）

护舒宝（原产于美国）

安尔乐（原产于香港）

舒珊(原产于台湾)

阿莎娜(原产于加拿大)

中国品牌	外国品牌
□益母草	□苏菲(日本)
□笑爽	□护舒宝(美国)
□ABC	□安尔乐(香港)
□洁婷	□舒珊(台湾)
□娇妍	□阿莎娜(加拿大)

第二章： 自变量

此问卷包括六个和品牌价值相关的自变量（1=强烈反对，5=强烈支持）

爱国主义	1	2	3	4	5

1. 中国女士卫生棉品牌都有中国的文化特征 （例如：益母草）					
2. 中国的象征是文化的骄傲 （例如：汉语，古汉语，牡丹花）。					
3.任何中国女士卫生棉品牌都是最适合我的(例如 :特殊的长度，宽度，气味都很适合中国人的生理特质)。					
4.我认为只有中国人才有权居住在中国。					
憎恨					
1. 中国的网络完全对于我很重要。					
2. 我和中国的传统文化紧密相联（例如：长幼之分，互赠礼物，春节，尊崇玉文化）。					
3. 我认为没有人可以中国的社会制度。					
4.我和中国的宗教息息相关（例如：佛教，道教）。					
世界主义者					
1. 和国际卫生棉品牌相比，我更忠于国际品牌。					
2.除国内卫生棉品牌外， 我更忠于尝试国际品牌。					
3. 关于女士卫生棉品牌，国际和国内的生产包装，物流应该合作。					

4．我会把我的时间花费在尝试国际品牌上。					
集体主义					
1．我认为应该为团体牺牲而牺牲个人利益。					
2．我认为团体的福利比个人的利益更重要。					
3.我认为即使牺牲个人的目标也要达到团体的利益。					
4 团体的成功比个人的成功重要。					
消费者民族中心主义					
1.我个人更忠于购买国内的卫生棉品牌。					
2．通常和国外品牌相比，我更忠于国内卫生棉品牌。					
3．我认为购买国内的卫生棉品牌比国外品牌更重要。					
4．我认为通常国际卫生棉品牌比国内品牌质量高。					
原产地					
1．通常我喜欢有新特征的国际卫生棉品牌。					
2．我喜欢保持高品质的国际卫生棉品牌。					
3．我喜欢品牌种类繁多的国际品牌。					

4．我喜欢专注于调查研究的国际卫生棉品牌。					

第三章： 应变量

此问卷有一个应变量（1= 强烈反对，5=强烈同意）

品牌价值之感知质量					
1．如果有更高质量的国际品牌，我更忠于中国品牌。					
2．对于我来说，中国品牌普遍质量很高。					
3．中国女士卫生面品牌拥有一致的质量。					
4．中国卫生棉品牌拥有高质量。					
品牌价值之商标意识					
1.当我回想女士卫生棉时，我能想到中国品牌。					
2．我把我的使用经验和中国品牌紧密相联。					
3．我对中国卫生棉品牌有良好的认知。					
4．我对中国女士卫生棉有特殊的感情。					
品牌价值之品牌联想					
1．中国女士卫生棉品牌都是高档市场品牌。					
2．我更喜欢中国制造商制造的女士卫生棉。					
3．中国卫生棉品牌在市场中拥有坚不可摧的地位。					
4．我相信中国女士卫生棉品牌制造的产品。					
品牌价值之品牌忠诚度					

1．我坚定的忠于中国女士卫生棉品牌。					
2．我更愿意支付更高的价格购买国内品牌。					
3.我认为我忠于中国女士卫生棉品牌。					
4．在将来，我更愿意支付更高的价格购买中国卫生棉品牌，而不是他的竞争品牌。					

原产地态度

1．我对中国的品牌有很好的感知。					
2．我对中国品牌的一个好印象。					

第四章： 人口统计学

1. 国籍

  非中国 中国

2. 年龄

___18 周岁以下 __18 到 24 周岁 ___25 到 39 周岁 ___29 到 50 周岁

4. 教育程度

___高中以下 ___高中 ___本科 ___研究生 ___博士

3. 婚姻状况

___单身 ___已婚

4. 工作

___学生　　　　　　___工作人员　　___企业老板

___家庭主妇　　　　___待业　　　　___其他

5. 月薪

___5,000 元以下　　___5,001 到 10,000 元　　___10,001 到 20,000 元

___20,001 到 40,000　　___40,001 到 90,000 元　　___90,001 元以上

APPENDIX C:
CALCULATION FROM SAS

1. Reliability Analysis of the Research Instrument

a. Reliability of Patriotism

Reliability Statistics

Cronbach's Alpha	N of Items
.205	4

b. Reliability of Animosity

Reliability Statistics

Cronbach's Alpha	N of Items
.587	4

c. Reliability of Cosmopolitan

Reliability Statistics

Cronbach's Alpha	N of Items
.630	4

d. Reliability of Collectivism

Reliability Statistics

Cronbach's Alpha	N of Items
.740	4

e. Reliability of Customer Ethnocentrism

Reliability Statistics

Cronbach's Alpha	N of Items
.772	4

f. Reliability of Country of Origin

Reliability Statistics

Cronbach's Alpha	N of Items
.536	4

g. Reliability of Perceived Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.607	4

h. Reliability of Brand Awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.660	4

i. Reliability of Brand Association

Reliability Statistics

Cronbach's Alpha	N of Items
.665	4

j. Reliability of Brand Loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.822	4

2. Frequency and Percentage

a. Percentage and Frequency: Ethnicity

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-Chinese	126	21.0	21.0	21.0
	Chinese	474	79.0	79.0	100.0
	Total	600	100.0	100.0	

b. Percentage and Frequency: Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 18	55	9.2	9.2	9.2
	18 -24	189	31.5	31.5	40.7
	25-39	338	56.3	56.3	97.0
	40-50	18	3.0	3.0	100.0
	Total	600	100.0	100.0	

c. Percentage and Frequency: Education

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under senior high school	19	3.2	3.2	3.2
	senior high school	55	9.2	9.2	12.3
	University	297	49.5	49.5	61.8
	Master	194	32.3	32.3	94.2
	Dr./PhD.	35	5.8	5.8	100.0
	Total	600	100.0	100.0	

d. Percentage and Frequency: Marriage Status

Marriage status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	511	85.2	85.2	85.2
	married	89	14.8	14.8	100.0
	Total	600	100.0	100.0	

e. Percentage and Frequency: Occupation

Occupation level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	396	66.0	66.0	66.0
	working professional	166	27.7	27.7	93.7
	Enterprise owner	3	.5	.5	94.2
	housewife	3	.5	.5	94.7
	Un-employee	16	2.7	2.7	97.3
	others	16	2.7	2.7	100.0
	Total	600	100.0	100.0	

f. Percentage and Frequency: Household Income

monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5,000 and below	234	39.0	39.0	39.0
	5,001-10,000	86	14.3	14.3	53.3
	10,001-20,000	164	27.3	27.3	80.7
	20,001-40,000	33	5.5	5.5	86.2
	40,001-90,000	64	10.7	10.7	96.8

90,001 and above	19	3.2	3.2	100.0
Total	600	100.0	100.0	

3. Average mean and Standard Deviation

a. Patriotism

Descriptive Statistics

	N	Mean	Std. Deviation
Any Chinese brand poses Chinese cultural attributes.	600	4.14	.941
The Chinese symbol is the pride of my culture.	600	4.26	2.256
Any Chinese napkin brand is best for me.	600	3.74	1.095
Only Chinese nationality can live in China.	600	3.43	1.187
Valid N (listwise)	600		

b. Animosity

Descriptive Statistics

	N	Mean	Std. Deviation
The national security in China is important to me.	600	3.83	1.158
I am attached to traditions of Chinese society I lived in.	600	3.27	1.183
No one can disturb Chinese social order.	600	4.03	.988
I am attached to religion of Chinese I lived in.	600	3.49	1.009
Valid N (listwise)	600		

c. Cosmopolitan

Descriptive Statistics

	N	Mean	Std. Deviation
Besides Chinese brand, I like to buy international ones.	600	3.34	.949
Besides Chinese brand, I try international brands to expose to new experience.	600	3.47	1.015
Business assembly and logistics should be well-cooperated between Chinese and foreign companies.	600	3.61	.954
I will spend my time to experience international brands.	600	3.17	1.047

170

Descriptive Statistics

	N	Mean	Std. Deviation
Besides Chinese brand, I like to buy international ones.	600	3.34	.949
Besides Chinese brand, I try international brands to expose to new experience.	600	3.47	1.015
Business assembly and logistics should be well-cooperated between Chinese and foreign companies.	600	3.61	.954
I will spend my time to experience international brands.	600	3.17	1.047
Valid N (listwise)	600		

d. Collectivism

Descriptive Statistics

	N	Mean	Std. Deviation
Individuals should sacrifice self-interest for group.	600	3.21	1.003
Group welfare is more important than individual rewards.	600	3.02	1.012
Group loyalty should be encouraged even if individual goals suffer.	600	3.00	1.027
Group success is more important than individual success.	600	3.23	1.021
Valid N (listwise)	600		

e. Customer Ethnocentrism

Descriptive Statistics

	N	Mean	Std. Deviation
I personally favor buying Chinese products rather than foreign ones.	600	3.13	.944
In general, I prefer purchasing Chinese over foreign brands.	600	3.06	.934
It is important for me to buy Chinese rather than foreign product.	600	3.00	.969
Foreign products have generally higher quality than Chinese ones.	600	3.37	.976
Valid N (listwise)	600		

f. Country of Origin

Descriptive Statistics

	N	Mean	Std. Deviation

	N	Mean	Std. Deviation
I prefer international brands which maintain an image of new brand features.	600	3.82	.977
I prefer international brands which maintain a high level of quality.	600	3.89	.962
I prefer international brands which have variety of products.	600	3.71	1.071
I prefer international brands which focus on rich in research and development.	600	3.42	1.124
Valid N (listwise)	600		

g. Attitude to Country of Origin

Descriptive Statistics

	N	Mean	Std. Deviation
It is likely that I have a good perception towards Chinese brands.	600	3.33	.966
It is likely that I have a good idea about Chinese brands.	600	3.17	.996
Valid N (listwise)	600		

h. Perceived Quality

Descriptive Statistics

	N	Mean	Std. Deviation
if there is international brand possess a higher quality, I prefer Chinese brand only.	600	3.04	1.087
For me, Chinese brand is a very high quality.	600	3.84	1.053
Chinese brand is of very consistent quality.	600	2.99	1.056
Chinese brands offers excellent feature.	600	3.30	.972
Valid N (listwise)	600		

i. Brand Awareness

Descriptive Statistics

	N	Mean	Std. Deviation
i recall Chinese brand when I think about female napkin.	600	3.25	1.027

	N	Mean	Std. Deviation
i related Chinese brand with my usage experience.	600	3.44	1.068
I recognize Chinese brands.	600	3.09	1.074
I have distinct ideas about Chinese brands.	600	3.53	.985
Valid N (listwise)	600		

j. Brand Association

Descriptive Statistics

	N	Mean	Std. Deviation
Chinese brands are up-market brands.	600	3.15	.997
I like the Chinese female napkin made by Chinese manufactures.	600	3.08	1.011
Chinese brands are tough and strong position in the Chinese market.	600	3.56	1.059
I trust the Chinese companies which make female napkin.	600	3.30	.975
Valid N (listwise)	600		

k. Brand Loyalty

Descriptive Statistics

	N	Mean	Std. Deviation
I am committed to Chinese brand.	600	3.11	.963
I am willing to pay a high price for Chinese over foreign brands.	600	3.17	1.002
I consider myself to loyal patron of Chinese brands.	600	3.23	1.004
In the future I am willing to pay a higher price for Chinese brands over competitive offerings.	600	3.09	.971
Valid N (listwise)	600		

4. Cross Tabulation

a. Cross Tabulation between Ethnicity and Age

Ethnicity * Age Crosstabulation

			Age				Total
			under 18	18 -24	25-39	40-50	
Ethnicity	Non-Chinese	Count	15	52	59	0	126
		% within Age	27.3%	27.5%	17.5%	.0%	21.0%
	Chinese	Count	40	137	279	18	474

173

			72.7%	72.5%	82.5%	100.0%	79.0%
	% within Age		72.7%	72.5%	82.5%	100.0%	79.0%
Total	Count		55	189	338	18	600
	% within Age		100.0%	100.0%	100.0%	100.0%	100.0%

b. Cross Tabulation between Ethnicity and Education level

Ethnicity * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./PhD.	Total
Ethnicity	Non-Chinese	Count	7	13	71	33	2	126
		% within Education level	36.8%	23.6%	23.9%	17.0%	5.7%	21.0%
	Chinese	Count	12	42	226	161	33	474
		% within Education level	63.2%	76.4%	76.1%	83.0%	94.3%	79.0%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

c. Cross Tabulation between Ethnicity and Marriage status

Ethnicity * Marriage status Crosstabulation

			Marriage status		Total
			single	married	
Ethnicity	Non-Chinese	Count	114	12	126
		% within Marriage status	22.3%	13.5%	21.0%
	Chinese	Count	397	77	474
		% within Marriage status	77.7%	86.5%	79.0%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

d. Cross Tabulation between Ethnicity and Education level

Ethnicity * Occupation level Crosstabulation

			student	working professional	Enterprise owner	housewife	Un-employee	others	T
					Occupation level				
Ethnicity	Non Chinese	Count	94	27	0	0	3	2	
		% within Occupation level	23.7%	16.3%	.0%	.0%	18.8%	12.5%	2
	Chinese	Count	302	139	3	3	13	14	
		% within Occupation level	76.3%	83.7%	100.0%	100.0%	81.3%	87.5%	79
Total		Count	396	166	3	3	16	16	
		% within Occupation level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100

e. Cross Tabulation between Ethnicity and Monthly income

Ethnicity * monthly income Crosstabulation

			5,000 and below	5,001-10,000	10,000-20,000	20,001-40,000	40,001-90,000	90,001 and above	Total
					monthly income				
Ethnicity	Non-Chinese	Count	51	23	38	4	9	1	126
		% within MI	21.8%	26.7%	23.2%	12.1%	14.1%	5.3%	21.0%
	Chinese	Count	183	63	126	29	55	18	474
		% within MI	78.2%	73.3%	76.8%	87.9%	85.9%	94.7%	79.0%
Total		Count	234	86	164	33	64	19	600
		% within MI	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

f. Cross Tabulation between Age and Education level

175

Age * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./PhD.	Total
Age	under 18	Count	19	36	0	0	0	55
		% within Education level	100.0%	65.5%	.0%	.0%	.0%	9.2%
	18 -24	Count	0	19	153	17	0	189
		% within Education level	.0%	34.5%	51.5%	8.8%	.0%	31.5%
	25-39	Count	0	0	144	176	18	338
		% within Education level	.0%	.0%	48.5%	90.7%	51.4%	56.3%
	40-50	Count	0	0	0	1	17	18
		% within Education level	.0%	.0%	.0%	.5%	48.6%	3.0%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

g. Cross Tabulation between Age and Marriage status

Age * Marriage status Crosstabulation

			Marriage status		
			single	married	Total
Age	under 18	Count	53	2	55
		% within Marriage status	10.4%	2.2%	9.2%
	18 -24	Count	189	0	189
		% within Marriage status	37.0%	.0%	31.5%
	25-39	Count	269	69	338
		% within Marriage status	52.6%	77.5%	56.3%
	40-50	Count	0	18	18
		% within Marriage status	.0%	20.2%	3.0%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

h. Cross Tabulation between Age and monthly income

Age * monthly income Crosstabulation

			monthly income						
			5,000 and below	5,001-10,000	10,001-20,000	20,001-40,000	40,001-90,000	90,000 and above	Total
Age	under 18	Count	55	0	0	0	0	0	5
		% within monthly income	23.5%	.0%	.0%	.0%	.0%	.0%	9.2%
	18 -24	Count	36	70	67	16	0	0	18
		% within monthly income	15.4%	81.4%	40.9%	48.5%	.0%	.0%	31.5%
	25-39	Count	142	16	97	17	64	2	33
		% within monthly income	60.7%	18.6%	59.1%	51.5%	100.0%	10.5%	56.3%
	40-50	Count	1	0	0	0	0	17	1
		% within monthly income	.4%	.0%	.0%	.0%	.0%	89.5%	3.0%
Total		Count	234	86	164	33	64	19	60
		% within monthly income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

i. Cross Tabulation between Age and Occupation level

Age * Occupation level Crosstabulation

			Occupation level						
			student	working professional	Enterprise owner	housewife	Un-employee	others	Total
Age	under 18	Count	53	0	0	2	0	0	55
		% within Occupation level	13.4%	.0%	.0%	66.7%	.0%	.0%	9.2%
	18 -24	Count	140	49	0	0	0	0	189
		% within Occupation level	35.4%	29.5%	.0%	.0%	.0%	.0%	31.5%
	25-39	Count	203	103	0	0	16	16	338
		% within Occupation level	51.3%	62.0%	.0%	.0%	100.0%	100.0%	56.3%

			Non-Chinese	Chinese				Total
40-5 0	Count	0	14	3	1	0	0	18
	% within Occupation level	.0%	8.4%	100.0%	33.3%	.0%	.0%	3.0%
Total	Count	396	166	3	3	16	16	600
	% within Occupation level	100.0 %	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0 %

j. Cross Tabulation between

Marriage status * Ethnicity Crosstabulation

			Ethnicity		Total
			Non-Chinese	Chinese	
Marriage status	single	Count	114	397	511
		% within Ethnicity	90.5%	83.8%	85.2%
	married	Count	12	77	89
		% within Ethnicity	9.5%	16.2%	14.8%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

k. Cross Tabualtion between Education level and Marriage status

Education level * Marriage status Crosstabulation

			Marriage status		Total
			single	married	
Education level	under senior high school	Count	17	2	19
		% within Marriage status	3.3%	2.2%	3.2%
	senior high school	Count	55	0	55
		% within Marriage status	10.8%	.0%	9.2%
	University	Count	263	34	297
		% within Marriage status	51.5%	38.2%	49.5%
	Master	Count	176	18	194
		% within Marriage status	34.4%	20.2%	32.3%
	Dr./PhD.	Count	0	35	35
		% within Marriage status	.0%	39.3%	5.8%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

l. Cross Tabulation between Education level andAge

Education level * Age Crosstabulation

				Age			
			under 18	18 -24	25-39	40-50	Total
Education level	under senior high school	Count	19	0	0	0	19
		% within Age	34.5%	.0%	.0%	.0%	3.2%
	senior high school	Count	36	19	0	0	55
		% within Age	65.5%	10.1%	.0%	.0%	9.2%
	University	Count	0	153	144	0	297
		% within Age	.0%	81.0%	42.6%	.0%	49.5%
	Master	Count	0	17	176	1	194
		% within Age	.0%	9.0%	52.1%	5.6%	32.3%
	Dr./PhD.	Count	0	0	18	17	35
		% within Age	.0%	.0%	5.3%	94.4%	5.8%
Total		Count	55	189	338	18	600
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

m. Cross Tabulation between Education and Ethnicity

Education level * Ethnicity Crosstabulation

			Ethnicity		
			Non-Chinese	Chinese	Total
Education level	under senior high school	Count	7	12	19
		% within Ethnicity	5.6%	2.5%	3.2%
	senior high school	Count	13	42	55
		% within Ethnicity	10.3%	8.9%	9.2%
	University	Count	71	226	297
		% within Ethnicity	56.3%	47.7%	49.5%
	Master	Count	33	161	194
		% within Ethnicity	26.2%	34.0%	32.3%
	Dr./PhD.	Count	2	33	35
		% within Ethnicity	1.6%	7.0%	5.8%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

o. Cross Tabulation between education and occupation

Education level * Occupation level Crosstabulation

			Occupation level						Total
			student	working professional	Enterprise owner	housewife	Un-employee	others	
Education level	under senior high school	Count	17	0	0	2	0	0	19
		% within Occupation level	4.3%	.0%	.0%	66.7%	.0%	.0%	3.2%
	senior high school	Count	55	0	0	0	0	0	55
		% within Occupation level	13.9%	.0%	.0%	.0%	.0%	.0%	9.2%
	University	Count	167	114	0	0	16	0	297
		% within Occupation level	42.2%	68.7%	.0%	.0%	100.0%	.0%	49.5%
	Master	Count	157	20	0	1	0	16	194
		% within Occupation level	39.6%	12.0%	.0%	33.3%	.0%	100.0%	32.3%
	Dr./Ph D.	Count	0	32	3	0	0	0	35
		% within Occupation level	.0%	19.3%	100.0%	.0%	.0%	.0%	5.8%
Total		Count	396	166	3	3	16	16	600
		% within Occupation level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

p. Cross Tabulation between Education level and Monthly income

Education level * monthly income Crosstabulation

	monthly income	Total

			5,000 and below	5,001-10,000	10,001-20,000	20,001-40,000	40,001-90,000	90,001 and above	
Education level	under senior high school	Count	19	0	0	0	0	0	19
		% within MI	8.1%	.0%	.0%	.0%	.0%	.0%	3.2%
	senior high school	Count	38	17	0	0	0	0	55
		% within MI	16.2%	19.8%	.0%	.0%	.0%	.0%	9.2%
	University	Count	66	69	113	33	16	0	297
		% within MI	28.2%	80.2%	68.9%	100.0%	25.0%	.0%	49.5%
	Master	Count	111	0	51	0	31	1	194
		% within MI	47.4%	.0%	31.1%	.0%	48.4%	5.3%	32.3%
	Dr./PhD.	Count	0	0	0	0	17	18	35
		% within MI	.0%	.0%	.0%	.0%	26.6%	94.7%	5.8%
Total		Count	234	86	164	33	64	19	600
		% within MI	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

q. Cross Tabulation between Age and Ethnicity

Age * Ethnicity Crosstabulation

			Ethnicity		Total
			Non-Chinese	Chinese	
Age	under 18	Count	15	40	55
		% within Ethnicity	11.9%	8.4%	9.2%
	18 -24	Count	52	137	189
		% within Ethnicity	41.3%	28.9%	31.5%
	25-39	Count	59	279	338
		% within Ethnicity	46.8%	58.9%	56.3%
	40-50	Count	0	18	18
		% within Ethnicity	.0%	3.8%	3.0%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

r. Cross Tabulation between Marriage Status and Age

Marriage status * Age Crosstabulation

		Age	Total

181

			under 18	18 -24	25-39	40-50	
Marriage status	single	Count	53	189	269	0	511
		% within Age	96.4%	100.0%	79.6%	.0%	85.2%
	married	Count	2	0	69	18	89
		% within Age	3.6%	.0%	20.4%	100.0%	14.8%
Total		Count	55	189	338	18	600
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

s. Cross Tabulation between Marriage status and Education level
Marriage status * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./PhD.	Total
Marriage status	single	Count	17	55	263	176	0	511
		% within Education level	89.5%	100.0%	88.6%	90.7%	.0%	85.2%
	married	Count	2	0	34	18	35	89
		% within Education level	10.5%	.0%	11.4%	9.3%	100.0%	14.8%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

t.. Cross Tabulation between Marriage Status and Education level
Marriage status * Education level Crosstabulation

	Education level	Total

			under senior high school	senior high school	University	Master	Dr./PhD.	
Marriage status	single	Count	17	55	263	176	0	511
		% within Education level	89.5%	100.0%	88.6%	90.7%	.0%	85.2%
	married	Count	2	0	34	18	35	89
		% within Education level	10.5%	.0%	11.4%	9.3%	100.0%	14.8%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

u. Cross Tabulation between Marriage status and occupation level

Marriage status * Occupation level Crosstabulation

			Occupation level						Total
			student	working professional	Enterprise owner	housewife	Un-employee	others	
Marriage status	single	Count	380	99	0	0	16	16	511
		% within Occupation level	96.0%	59.6%	.0%	.0%	100.0%	100.0%	85.2%
	married	Count	16	67	3	3	0	0	89
		% within Occupation level	4.0%	40.4%	100.0%	100.0%	.0%	.0%	14.8%
Total		Count	396	166	3	3	16	16	600
		% within Occupation level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

v. Cross Tabulation between Marriage status and Monthly income

Marriage status * monthly income Crosstabulation

	monthly income	Total

			5,000 and below	5,001 -10,000	10,000 -20,000	20,001 -40,000	40,00 1-90,0 00	90,00 1 and above	
Marria ge status	single	Count	215	86	147	16	47	0	511
		% within monthly income	91.9%	100.0%	89.6%	48.5%	73.4%	.0%	85.2 %
	married	Count	19	0	17	17	17	19	89
		% within monthly income	8.1%	.0%	10.4%	51.5%	26.6%	100.0 %	14.8 %
Total		Count	234	86	164	33	64	19	600
		% within monthly income	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0 %	100.0 %

w. Cross Tabulation between occupation and Ethnicity

Occupation level * Ethnicity Crosstabulation

			Ethnicity		Total
			Non-Chinese	Chinese	
Occupation level	student	Count	94	302	396
		% within Ethnicity	74.6%	63.7%	66.0%
	working professional	Count	27	139	166
		% within Ethnicity	21.4%	29.3%	27.7%
	Enterprise owner	Count	0	3	3
		% within Ethnicity	.0%	.6%	.5%
	housewife	Count	0	3	3
		% within Ethnicity	.0%	.6%	.5%
	Un-employee	Count	3	13	16
		% within Ethnicity	2.4%	2.7%	2.7%
	others	Count	2	14	16
		% within Ethnicity	1.6%	3.0%	2.7%
Total		Count	126	474	600
		% within Ethnicity	100.0%	100.0%	100.0%

x. Cross Tabulation between Occupation and Age

Occupation level * Age Crosstabulation

	Age	Total

			under 18	18 -24	25-39	40-50	
Occupation level	student	Count	53	140	203	0	396
		% within Age	96.4%	74.1%	60.1%	.0%	66.0%
	working professional	Count	0	49	103	14	166
		% within Age	.0%	25.9%	30.5%	77.8%	27.7%
	Enterprise owner	Count	0	0	0	3	3
		% within Age	.0%	.0%	.0%	16.7%	.5%
	housewife	Count	2	0	0	1	3
		% within Age	3.6%	.0%	.0%	5.6%	.5%
	Un-employee	Count	0	0	16	0	16
		% within Age	.0%	.0%	4.7%	.0%	2.7%
	others	Count	0	0	16	0	16
		% within Age	.0%	.0%	4.7%	.0%	2.7%
Total		Count	55	189	338	18	600
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

y. Cross Tabulation between Occupation and Marriage status

Occupation level * Marriage status Crosstabulation

		Marriage status	Total

			single	married	
Occupation level	student	Count	380	16	396
		% within Marriage status	74.4%	18.0%	66.0%
	working professional	Count	99	67	166
		% within Marriage status	19.4%	75.3%	27.7%
	Enterprise owner	Count	0	3	3
		% within Marriage status	.0%	3.4%	.5%
	housewife	Count	0	3	3
		% within Marriage status	.0%	3.4%	.5%
	Un-employee	Count	16	0	16
		% within Marriage status	3.1%	.0%	2.7%
	others	Count	16	0	16
		% within Marriage status	3.1%	.0%	2.7%
Total		Count	511	89	600
		% within Marriage status	100.0%	100.0%	100.0%

z. Cross Tabulation between Monthly income and Ethnicity

monthly income * Ethnicity Crosstabulation

			Ethnicity		
			Non-Chinese	Chinese	Total
monthly income	5,000 and below	Count	51	183	234
		% within Ethnicity	40.5%	38.6%	39.0%
	5,001-10,000	Count	23	63	86
		% within Ethnicity	18.3%	13.3%	14.3%
	10,001-20,000	Count	38	126	164
		% within Ethnicity	30.2%	26.6%	27.3%
	20,001-40,000	Count	4	29	33
		% within Ethnicity	3.2%	6.1%	5.5%
	40,001-90,000	Count	9	55	64

		% within Ethnicity		7.1%	11.6%	10.7%
	90,001 and above	Count		1	18	19
		% within Ethnicity		.8%	3.8%	3.2%
Total		Count		126	474	600
		% within Ethnicity		100.0%	100.0%	100.0%

aa. Cross Tabulation between Monthly income and Age

monthly income * Age Crosstabulation

			Age				
			under 18	18 -24	25-39	40-50	Total
monthly income	5,000 and below	Count	55	36	142	1	2...
		% within Age	100.0%	19.0%	42.0%	5.6%	39.0
	5,001-10,000	Count	0	70	16	0	8...
		% within Age	.0%	37.0%	4.7%	.0%	14.3
	10,001-20,000	Count	0	67	97	0	1...
		% within Age	.0%	35.4%	28.7%	.0%	27.3
	20,001-40,000	Count	0	16	17	0	...
		% within Age	.0%	8.5%	5.0%	.0%	5.5
	40,001-90,000	Count	0	0	64	0	...
		% within Age	.0%	.0%	18.9%	.0%	10.7
	90,001 and above	Count	0	0	2	17	
		% within Age	.0%	.0%	.6%	94.4%	3.2
Total		Count	55	189	338	18	60
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0

ab Cross Tabulation between occupation and monthly income

Occupation level * monthly income Crosstabulation

	monthly income	Total

187

			5,000 and below	5,001 -10,000	10,001-20,000	20,001 -40,000	40,001 -90,000	90,001 and above	
Occupation level	student	Count	215	70	80	0	31	0	396
		% within monthly income	91.9%	81.4%	48.8%	.0%	48.4%	.0%	66.0%
	working professional	Count	0	16	68	33	33	16	166
		% within monthly income	.0%	18.6%	41.5%	100.0%	51.6%	84.2%	27.7%
	Enterprise owner	Count	0	0	0	0	0	3	3
		% within monthly income	.0%	.0%	.0%	.0%	.0%	15.8%	.5%
	housewife	Count	3	0	0	0	0	0	3
		% within monthly income	1.3%	.0%	.0%	.0%	.0%	.0%	.5%
	Un-employee	Count	16	0	0	0	0	0	16
		% within monthly income	6.8%	.0%	.0%	.0%	.0%	.0%	2.7%
	others	Count	0	0	16	0	0	0	16
		% within monthly income	.0%	.0%	9.8%	.0%	.0%	.0%	2.7%
Total		Count	234	86	164	33	64	19	600
		% within monthly income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Ac: Cross Tabulation between Occupation and Education level

Occupation level * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./PhD.	Total
Occupation	student	Count	17	55	167	157	0	396

n level			89.5%	100.0%	56.2%	80.9%	.0%	66.0%
		% within Education level						
	working professional	Count	0	0	114	20	32	166
		% within Education level	.0%	.0%	38.4%	10.3%	91.4%	27.7%
	Enterprise owner	Count	0	0	0	0	3	3
		% within Education level	.0%	.0%	.0%	.0%	8.6%	.5%
	housewife	Count	2	0	0	1	0	3
		% within Education level	10.5%	.0%	.0%	.5%	.0%	.5%
	Un-employee	Count	0	0	16	0	0	16
		% within Education level	.0%	.0%	5.4%	.0%	.0%	2.7%
	others	Count	0	0	0	16	0	16
		% within Education level	.0%	.0%	.0%	8.2%	.0%	2.7%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ad. Cross Tabulation between monthly income and Education level

monthly income * Education level Crosstabulation

			Education level					
			under senior high school	senior high school	University	Master	Dr./PhD.	Total
monthl	5,000 and	Count	19	38	66	111	0	234

y income	below	% within Education level	100.0%	69.1%	22.2%	57.2%	.0%	39.0%
	5,001-10,000	Count	0	17	69	0	0	86
		% within Education level	.0%	30.9%	23.2%	.0%	.0%	14.3%
	10,001-20,000	Count	0	0	113	51	0	164
		% within Education level	.0%	.0%	38.0%	26.3%	.0%	27.3%
	20,001-40,000	Count	0	0	33	0	0	33
		% within Education level	.0%	.0%	11.1%	.0%	.0%	5.5%
	40,001-90,000	Count	0	0	16	31	17	64
		% within Education level	.0%	.0%	5.4%	16.0%	48.6%	10.7%
	90,001 and above	Count	0	0	0	1	18	19
		% within Education level	.0%	.0%	.0%	.5%	51.4%	3.2%
Total		Count	19	55	297	194	35	600
		% within Education level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ae. Cross Tabulation between Monthly income and Marriage Status

monthly income * Marriage status Crosstabulation

			Marriage status		Total
			single	married	
monthly income	5,000 and below	Count	215	19	234
		% within Marriage status	42.1%	21.3%	39.0%
	5,001-10,000	Count	86	0	86
		% within Marriage status	16.8%	.0%	14.3%

	10,001-20,000	Count			147	17	164		
		% within Marriage status			28.8%	19.1%	27.3%		
	20,001-40,000	Count			16	17	33		
		% within Marriage status			3.1%	19.1%	5.5%		
	40,001-90,000	Count			47	17	64		
		% within Marriage status			9.2%	19.1%	10.7%		
	90,001 and above	Count			0	19	19		
		% within Marriage status			.0%	21.3%	3.2%		
Total		Count			511	89	600		
		% within Marriage status			100.0%	100.0%	100.0%		

af. Cross Tabulation between Monthly income and Occupation

monthly income * Occupation level Crosstabulation

			Occupation level						
			student	working profess ional	Enterpr ise owner	house wife	Un -emplo yee	others	Total
month ly incom e	5,000 and below	Count	215	0	0	3	16	0	234
		% within Occupation level	54.3%	.0%	.0%	100.0%	100.0%	.0%	39.0%
	5,001 -10,00 0	Count	70	16	0	0	0	0	86
		% within Occupation level	17.7%	9.6%	.0%	.0%	.0%	.0%	14.3%
	10,001 -20,00 0	Count	80	68	0	0	0	16	164
		% within Occupation level	20.2%	41.0%	.0%	.0%	.0%	100.0%	27.3%
	20,001 -40,00 0	Count	0	33	0	0	0	0	33
		% within Occupation level	.0%	19.9%	.0%	.0%	.0%	.0%	5.5%

191

40,001 -90,000	Count	31	33	0	0	0	0	64	
	% within Occupation level	7.8%	19.9%	.0%	.0%	.0%	.0%	10.7%	
90,001 and above	Count	0	16	3	0	0	0	19	
	% within Occupation level	.0%	9.6%	100.0%	.0%	.0%	.0%	3.2%	
Total	Count	396	166	3	3	16	16	600	
	% within Occupation level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

5. Pearson Correlation

a. Pearson Correlation of Patriotism

Correlations

		Patriotism	Customer ethnocentrism
Patriotism	Pearson Correlation	1	.001
	Sig. (2-tailed)		.990
	N	600	600
Customer ethnocentrism	Pearson Correlation	.001	1
	Sig. (2-tailed)	.990	
	N	600	600

b. Person Correlation of Animosity

Correlations

		Animosity	Customer ethnocentrism
Animosity	Pearson Correlation	1	.063
	Sig. (2-tailed)		.121
	N	600	600
Customer ethnocentrism	Pearson Correlation	.063	1
	Sig. (2-tailed)	.121	
	N	600	600

c. person Correlation of Cosmopolitan

Correlations

192

		cosmopolitan	Customer ethnocentrism
cosmopolitan	Pearson Correlation	1	.050
	Sig. (2-tailed)		.218
	N	600	600
Customer ethnocentrism	Pearson Correlation	.050	1
	Sig. (2-tailed)	.218	
	N	600	600

d. person Correlation of Collectivism

Correlations

		collectivism	Customer_eth nnocentrism
collectivism	Pearson Correlation	1	.462[**]
	Sig. (2-tailed)		.000
	N	600	600
Customer_ethnnocentrism	Pearson Correlation	.462[**]	1
	Sig. (2-tailed)	.000	
	N	600	600

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

6. MANOVA

a. Multivariate test between customer ethnocentrism and consumer-based brand equity

Multivariate Tests[d]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Intercept	Pillai's Trace	.954	3100.054[a]	4.000	593.000	.000	.954	12400.215	1.000
	Wilks' Lambda	.046	3100.054[a]	4.000	593.000	.000	.954	12400.215	1.000
	Hotelling's Trace	20.911	3100.054[a]	4.000	593.000	.000	.954	12400.215	1.000

193

		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power
	Roy's Largest Root	20.911	3100.054[a]	4.000	593.000	.000	.954	12400.215	1.000
CE	Pillai's Trace	.016	.821	12.000	1785.000	.628	.005	9.857	.495
	Wilks' Lambda	.984	.821	12.000	1569.222	.629	.006	8.681	.434
	Hotelling's Trace	.017	.820	12.000	1775.000	.630	.006	9.837	.494
	Roy's Largest Root	.011	1.659[c]	4.000	595.000	.158	.011	6.635	.511

a. Exact statistic

b. Computed using alpha = .05

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept + CE

b. Test of Between-Subjects Effect between customer ethnocentrism and consumer-based brand equity

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	BAW	1.558[a]	3	.519	1.428	.234	.007	4.283	.380
	BAS	1.175[c]	3	.392	.907	.437	.005	2.720	.250
	PQ	.518[d]	3	.173	.511	.675	.003	1.534	.155
	BL	1.257[e]	3	.419	.878	.452	.004	2.635	.243
Intercept	BAW	2101.108	1	2101.108	5775.003	.000	.906	5775.003	1.000
	BAS	2032.050	1	2032.050	4706.050	.000	.888	4706.050	1.000

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power
	PQ	2106.845	1	2106.845	6234.811	.000	.913	6234.811	1.000
	BL	1838.320	1	1838.320	3854.753	.000	.866	3854.753	1.000
CE	BAW	1.558	3	.519	1.428	.234	.007	4.283	.380
	BAS	1.175	3	.392	.907	.437	.005	2.720	.250
	PQ	.518	3	.173	.511	.675	.003	1.534	.155
	BL	1.257	3	.419	.878	.452	.004	2.635	.243
Error	BAW	216.842	596	.364					
	BAS	257.350	596	.432					
	PQ	201.398	596	.338					
	BL	284.231	596	.477					
Total	BAW	6853.438	600						
	BAS	6690.625	600						
	PQ	6701.313	600						
	BL	6240.563	600						
Corrected Total	BAW	218.400	599						
	BAS	258.525	599						
	PQ	201.917	599						
	BL	285.487	599						

a. R Squared = .007 (Adjusted R Squared = .002)

b. Computed using alpha = .05

c. R Squared = .005 (Adjusted R Squared = .000)

d. R Squared = .003 (Adjusted R Squared = -.002)

e. R Squared = .004 (Adjusted R Squared = -.001)

c. Multivariate Test between country of origin and consumer-based brand equity

Multivariate Tests[d]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Intercept	Pillai's Trace	.960	3582.128[a]	4.000	593.000	.000	.960	14328.512	1.000
	Wilks' Lambda	.040	3582.128[a]	4.000	593.000	.000	.960	14328.512	1.000
	Hotelling's Trace	24.163	3582.128[a]	4.000	593.000	.000	.960	14328.512	1.000
	Roy's Largest Root	24.163	3582.128[a]	4.000	593.000	.000	.960	14328.512	1.000
COO	Pillai's Trace	.060	3.030	12.000	1785.000	.000	.020	36.360	.993
	Wilks' Lambda	.941	3.037	12.000	1569.222	.000	.020	32.097	.984
	Hotelling's Trace	.062	3.038	12.000	1775.000	.000	.020	36.455	.994
	Roy's Largest Root	.037	5.451[c]	4.000	595.000	.000	.035	21.805	.976

a. Exact statistic

b. Computed using alpha = .05

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept + COO

d. Tests of Between-Subjects Effect between country of origin and consumer-based brand equity

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	BAW	2.824[a]	3	.941	2.603	.051	.013	7.808	.639
	BAS	3.411[c]	3	1.137	2.656	.048	.013	7.969	.649
	PQ	6.185[d]	3	2.062	6.278	.000	.031	18.834	.966
	BL	6.268[e]	3	2.089	4.460	.004	.022	13.380	.879
Intercept	BAW	2384.434	1	2384.434	6592.216	.000	.917	6592.216	1.000
	BAS	2257.564	1	2257.564	5274.151	.000	.898	5274.151	1.000
	PQ	2366.746	1	2366.746	7206.716	.000	.924	7206.716	1.000
	BL	2069.358	1	2069.358	4417.097	.000	.881	4417.097	1.000
COO	BAW	2.824	3	.941	2.603	.051	.013	7.808	.639
	BAS	3.411	3	1.137	2.656	.048	.013	7.969	.649
	PQ	6.185	3	2.062	6.278	.000	.031	18.834	.966
	BL	6.268	3	2.089	4.460	.004	.022	13.380	.879
Error	BAW	215.576	596	.362					
	BAS	255.114	596	.428					
	PQ	195.731	596	.328					
	BL	279.219	596	.468					
Total	BAW	6853.438	600						
	BAS	6690.625	600						
	PQ	6701.313	600						

	BL	6240.563	600					
Correcte d Total	BAW	218.400	599					
	BAS	258.525	599					
	PQ	201.917	599					
	BL	285.487	599					

a. R Squared = .013 (Adjusted R Squared = .008)

b. Computed using alpha = .05

c. R Squared = .013 (Adjusted R Squared = .008)

d. R Squared = .031 (Adjusted R Squared = .026)

e. R Squared = .022 (Adjusted R Squared = .017)

e. Multivariate Tests between attitude to country of origin and consumer-based brand equity

Multivariate Tests[d]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Intercept	Pillai's Trace	.952	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Wilks' Lambda	.048	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Hotelling's Trace	19.829	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Roy's Largest Root	19.829	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
ATT	Pillai's Trace	.210	8.245	16.000	2380.000	.000	.053	131.924	1.000
	Wilks' Lambda	.795	8.798	16.000	1809.228	.000	.056	106.558	1.000
	Hotelling's Trace	.250	9.241	16.000	2362.000	.000	.059	147.858	1.000
	Roy's Largest Root	.221	32.810[c]	4.000	595.000	.000	.181	131.242	1.000

198

Multivariate Tests[d]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Intercept	Pillai's Trace	.952	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Wilks' Lambda	.048	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Hotelling's Trace	19.829	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
	Roy's Largest Root	19.829	2934.623[a]	4.000	592.000	.000	.952	11738.493	1.000
ATT	Pillai's Trace	.210	8.245	16.000	2380.000	.000	.053	131.924	1.000
	Wilks' Lambda	.795	8.798	16.000	1809.228	.000	.056	106.558	1.000
	Hotelling's Trace	.250	9.241	16.000	2362.000	.000	.059	147.858	1.000
	Roy's Largest Root	.221	32.810[c]	4.000	595.000	.000	.181	131.242	1.000

a. Exact statistic

b. Computed using alpha = .05

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Design: Intercept + ATT

f. Tests of Between-subjects Effect between attitude to country of origin and consumer-based brand equity

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	BAW	2.713[a]	4	.678	1.871	.114	.012	7.484	.568
	BAS	9.834[c]	4	2.459	5.882	.000	.038	23.528	.984

		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power
	PQ_	3.694[d]	4	.923	2.772	.027	.018	11.087	.762
	BL	51.562[e]	4	12.890	32.787	.000	.181	131.149	1.000
Intercept	BAW	1925.284	1	1925.284	5311.145	.000	.899	5311.145	1.000
	BAS	1809.721	1	1809.721	4329.816	.000	.879	4329.816	1.000
	PQ	1851.876	1	1851.876	5558.721	.000	.903	5558.721	1.000
	BL	1602.494	1	1602.494	4076.010	.000	.873	4076.010	1.000
ATT	BAW	2.713	4	.678	1.871	.114	.012	7.484	.568
	BAS	9.834	4	2.459	5.882	.000	.038	23.528	.984
	PQ	3.694	4	.923	2.772	.027	.018	11.087	.762
	BL	51.562	4	12.890	32.787	.000	.181	131.149	1.000
Error	BAW	215.687	595	.362					
	BAS	248.690	595	.418					
	PQ	198.223	595	.333					
	BL	233.926	595	.393					
Total	BAW	6853.438	600						
	BAS	6690.625	600						
	PQ	6701.313	600						
	BL	6240.563	600						
Corrected Total	BAW	218.400	599						
	BAS	258.525	599						
	PQ	201.917	599						

	BL	285.487	59 9						

a. R Squared = .012 (Adjusted R Squared = .006)

b. Computed using alpha = .05

c. R Squared = .038 (Adjusted R Squared = .032)

d. R Squared = .018 (Adjusted R Squared = .012)

e. R Squared = .181 (Adjusted R Squared = .175)