Determinant Factors Toward Purchase Intention: A Case Study of
Thai Natural Skin Care Products in Guangzhou, China

Ms. SiSi Huang

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Marketing
Graduate School of Business
Assumption University
Academic Year 2013
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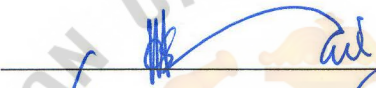Graduate School of Business
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ABSTRACT

Country-of-origin's image is a highly regarded factor in the purchase decision, and understanding consumers' attitude is the significant determinant to success in the market. The purpose of this study is to investigate the impact of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumers purchase intention of Thai natural skin care products. The primary data were collected from 400 respondents who intend to buy the Thai natural skin care products and live in Guangzhou from 5 locations in 4 districts of Guangzhou, China. The self-administered questionnaire was used to collect the primary data. The primary data were processed by the Statistical Package to analyze and interpret the data, and to test the hypotheses.

The results show that firstly, Chinese consumers believed that Thai natural skin care products have high quality with truly natural ingredients. Country-of-origin image of Thailand seems significantly related to product image of Thai natural skin care products which in turn affect consumer purchase intention of Thai natural skin care products. Secondly, health consciousness, environmental attitudes and healthy lifestyle seem significantly related to attitude toward natural skin care products which in turn affect consumer purchase intention of Thai natural skin care products. Chinese consumers trust natural skin care products and believe that natural skin care products are harmless. They think that to use natural skin care products is beneficial for their health; as a result they desire to purchase natural skin care products. Lastly, appearance consciousness seems significantly related to attitude toward natural skin care products which in turn affect consumer purchase intention of Thai natural skin care products. Chinese consumers have very high appearance consciousness. They admitted that if they could look just as they wish, their life would be much happier. They think that what they look like is the important part of who they are.

Note: Upon the request of APHEIT Conference, the article of this thesis was applied regression analysis to test hypotheses.

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ACKNOWLEDGMENTS

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CHAPTER1

GENERALITIES OF THE STUDY

1.1 Introduction

Country-of-origin's image is broadly recognized to have a significant impact on consumers' decision-making and plays a significant role in affecting product image. As a result, boosting the country-of-origin's image certifies an effective means to heighten product image in emerging markets (Souiden et al., 2011). In looking at attitude toward organic foods, health consciousness and environmental attitudes can be used to estimate influence in consumers' attitude toward organic foods through an individual's healthy lifestyle (Chen, 2009). However, the difference between organic foods and organic personal care products exists, but they claim that similar values will form consumers' behaviors (Kim& Chung, 2011). Therefore, this study aims to study the impact of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumers purchase intention of Thai natural skin care products by using factors like health consciousness, environment attitudes, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products.

Since the beginning of the twenty-first century, cosmetics consumers have gone green, therefore, they are aware of the possible dangerous chemicals in the products such as paraben and phenoxyethanol. There are plenty and various tropical plants, herbs, and flowers available in Thailand. As a result, Thailand has a high potential to produce and develop natural and organic cosmetics. The strengths of Thai natural and organic cosmetics are their high quality and fragrance of natural ingredients; hence, many consumers perceive that the products are real natural products, particularly their raw materials (Canavari et al., 2011).

The Ministry of Commerce of the People's Republic of China (2013) reported that Thailand is a historical agricultural country. Therefore, Thailand is an agricultural country has been deeply in most of Chinese consumers' minds. Pricewaterhousecooper (2012) reported that the beauty and personal care market of China was the world's fourth-largest market after the US, Japan, and Brazil. It will be worth US $34 billion by 2015.

1.1.1   Chinese consumers go green

The Hong Kong Trade Development Council (HKTDC) (2011) reported that green consumption has been burgeoning and developing in the Chinese market. A questionnaire survey that was conducted by the HKTDC in June 2011 revealed that, of 2,400 respondents of mainland China consumers, 86% of the respondents' count that their environmental awareness and behavior have increased noticeably when compared to the past few years, and 75% of the respondents have consumed green products over the past year. It is forecasted that under the 12th Five-year Programme, the Chinese government will advocate green lifestyles in order to boost the shift to emission-reducing and energy-saving products through government allowances.

Normally, the prices of green products are higher than traditional ones. Mainland China consumers usually purchase products that are beneficial to them. The highest purchase ratios in different categories of green products among the respondents are ranked as follows: food and drinks (95%), electronics and electrical appliances (90%), clothing (57%), and personal care products (53%) respectively. The average years the respondents have purchased green products are 2.5 years and the reason that they purchase green products are because they are concerned about their personal health. Furthermore, the arrival of babies in the family is a trigger of green product consumption because 68% of the respondents have children aged 0-2 began to purchase green products.   Additionally, for the same kind of green products, the respondents are willing to pay higher premium for non-Chinese foreign green products that are produced in foreign countries by foreign firms than the green products that are produced in China. A premium of 16% is the highest premium that

respondents are willing to pay for the foreign green products while a premium of 4% to 6% is the premium that respondents are willing to pay for the green products that are produced in China even if the manufacture facility is invested by foreign firms.

For green personal care products, the respondents are willing to pay a premium of 15%. China green market is at mid- to high-end market. The firms should offer medium- to high grade of green products with a professional image. The major channels of China mainland consumers to receive environmental protection information are ranked as follow; relatives and friends (57%), in-store promoters (56%), and newspapers, magazines and websites (54%) respectively. 82 % of respondents' mentioned that they will purchase more products of those firms and brands that have been proven as eco-friendly.

Greendex 2012: consumer choice and the environment is a worldwide tracking survey which is a quantitative study of 17,000 consumers in 17 countries around the world that measures consumer behavior in aspects concerning to housing, transportation, food, and consumer goods from National Geographic (2012). It reported that the Greendex score of Chinese consumers has continuously risen since 2008 although there is rapid development in China, while consumers in other emerging markets such as Brazil, Russia, and India have not seen the tendency of upward scores. As shown in figure 1.1 the Greendex map of the world in 2012, the Greendex score of Chinese consumers is 57.8 and the ranking has risen up one position to 2nd place, after Indian consumers. As shown in Figure 1.2, the changes in overall Greendex score trends in 2010-2012, it shown that Chinese Greendex has moderately increased. The goods score of Chinese consumers has risen up considerably and ranks 3rd. The food score has risen up from 6th to 3rd, the transportation score has risen up from 2nd to 1st, and although there is a small decrease since 2010 in housing, it has still risen up from 4th to 3rd. As shown in figure 1.3, Chinese consumers indicate that environmental problems are bringing an adverse impact on their health. Chinese consumers prefer to purchase environmentally friendly products and are the 2nd most who are probably going to avoid

environmentally unfriendly products. They are also the most likely to be worried about air pollution, water pollution, and the spread of pestilence. They are the most likely to believe their government is trying hard to ensure they have a clean environment, despite less who believe this today than in 2010. They are the most inclined to indicate that they are working extremely hard to lower their adverse impact on the environment, although most people think that the impact is quite serious that there is hardly individuals can do about it.

Figure1.1: 2012 Greendex map of the world

Source: National Geographic. (2012). *Greendex 2012: consumer choice and the environment- A worldwide tracking survey.* Retrieved from http://environment.nationalgeographic.com/environment/greendex/

Figure1.2: Changes in overall Greendex score

Source: National Geographic. (2012). *Greendex 2012: consumer choice and the environment- A worldwide tracking survey.* Retrieved from http://images.nationalgeographic.com/wpf/media-content/file/NGS_2012_Final_Global_report_Jul20-cb1343059672.pdf

Figure1.3: Environmental problems are having a negative impact on people health today

Environmental Problems Are Having a Negative Impact on My Health Today

Percentage of Consumers in Each Country, 2012

The white space in this chart represents "3" (on a scale of 1 to 5 where 1 means "Strongly disagree" and 5 means "Strongly agree") and "DK/NA."

Source: National Geographic. (2012). *Greendex 2012: consumer choice and the environment- A worldwide tracking survey*. Retrieved from http://images.nationalgeographic.com/wpf/media-content/file/NGS_2012_Final_Global_report_Jul20-cb1343059672.pdf

1.1.2 Consumers in Guangzhou

The Hong Kong Trade Development Council (HKTDC) (2012) reported that Guangzhou is the capital city of Guangdong province and it is the major financial and commercial center of southern China. Guangzhou possesses a major position and wields powerful influence to the country's economy. The Gross Domestic Product (GDP) of Guangzhou has achieved 1.23 trillion Yuan in 2011 and a year-on-year increase of 11 %. Also, it has accounted for 2.6% share of China GDP. Regarding to the 12th Five-Year plan of Guangzhou, the target of the city GPD will increase by an average of above 11% annually and will achieve 1.8 trillion Yuan in 2015, at the same time the total retail sales will rise above 800 billion Yuan. Guangzhou has been a migrants' city. In 2010, the city has 12.7 million populations but only 8.06 million populations possess household registration in Guangzhou. In Guangzhou, the "Customer comes first" concept is being deep-rooted into consumers' minds, although there are different customer groups with regard to income level, cultural background and consumption preference.

Chinese citizens of South China are recognized as health consciousness people and likely to apply natural therapies for several types of ailments. The Cantonese are well known for their traditional seasonal soups that are supplied to the human body's needs. The cities such as Guangzhou, Shenzhen, and Zhuhai are well-stocked with organic produce and organic health care articles. The incomes of many organic consumers in South China are not high when compared to organic consumers in Beijing or Shanghai, but they have a rich sense of health consciousness (http://www.usdachina. org/info_ details1.asp?id =2704, 2012).

Guangzhou consumers exhibit less conservative consumption behaviors than Beijing and Shanghai consumers, but Guangzhou consumers are more likely than Beijing and Shanghai consumers to wait for their friends' recommendation before purchasing a new brand. Furthermore, country-of-origin is a highly regarding factor in the purchase decision. Guangzhou consumers have the most precise knowledge about

a brands' country of origin when compared to Beijing, Shanghai and Chongqing consumers (Paproski, 2011).

1.1.3 Cosmetic industry in China and Guangdong province

As shown in figure 1.4, the overall demand for consumer goods in Asia is still strong in 2011. The demand for soaps and cleansers has grown stronger than originally estimated, the estimates growth in India, Hong Kong, and China were 9%, 5.4%, and 10.1 % respectively while real growth was 11.1%, 8.6%, and 12% respectively (Pricewaterhousecooper, 2012). As shown in Figure 1.5, the market demand for soaps and cleansers in Asia and Australia will increase and will have the highest market demand among North America, and Western Europe by 2013 (Pricewaterhousecooper, 2012).

Figure 1.4: Soaps and cleansers: Market demand growth (% real change pa)

Soaps and cleansers: Market demand growth (% real change pa)								
Territory	2008	2009	2010	2011	2012	2013	2014	2015
Asia and Australasia	4.3	6.5	5.2	5.9	7.0	5.9	5.8	5.3
China	13.3	18.6	3.2	12.0	12.7	9.7	9.3	7.3
Hong Kong	3.9	7.0	8.7	8.6	6.8	3.7	3.4	3.0
India	10.2	16.6	14.1	11.1	9.9	10.5	9.8	9.8
Japan	-0.8	0.6	3.5	-0.6	2.4	1.5	1.4	1.0
Taiwan	-0.8	2.6	5.0	5.5	5.4	4.1	4.8	4.7

Source: Economist Intelligence Unit
Figures for 2011 onwards are forecasts. Prior years are actuals or estimates.

Source: Pricewaterhousecooper. (2012). *2012 Outlook for the retail and consumer products sector in Asia.* Retrieved from http://www.pwchk.com/webmedia/doc/634593712079638863_rc_ap_ products_outlook_2012.pdf

Figure 1.5: Soaps and cleansers: Market demand (nominal US $ million)

Source: Pricewaterhousecooper. (2012). *2012 Outlook for the retail and consumer products sector in Asia*. Retrieved from http://www.pwchk.com/webmedia/doc/634593712079638863_rc_ap_ products_outlook_2012.pdf

The UK Trade and Investment (2010) reported that Guangdong is an interesting choice to launch the cosmetics business after Shanghai and Beijing. The total sales of cosmetics products in China, Guangdong accounted for 9% while Shanghai accounted for 12% and Beijing accounted for 11%. As shown in figure 1.6, the cosmetic market, and the most valuable sector in cosmetic and toiletries in China are skin care products. The popular and growing sub-sector is the natural and pharmaceutical cosmetic sector which is expected to grow at a rate of 10%-20% annually. The concept of returning to natural or pharmaceutical products is acknowledged by more and more Chinese consumers. They acknowledge the belief

that excellent cosmetics should be safe, effective and pure. Furthermore, the key retail distribution channel in China are department stores because Chinese consumers trust that this channel will provides safe, reliable and certified products for them.

Figure 1.6: Cosmetic market
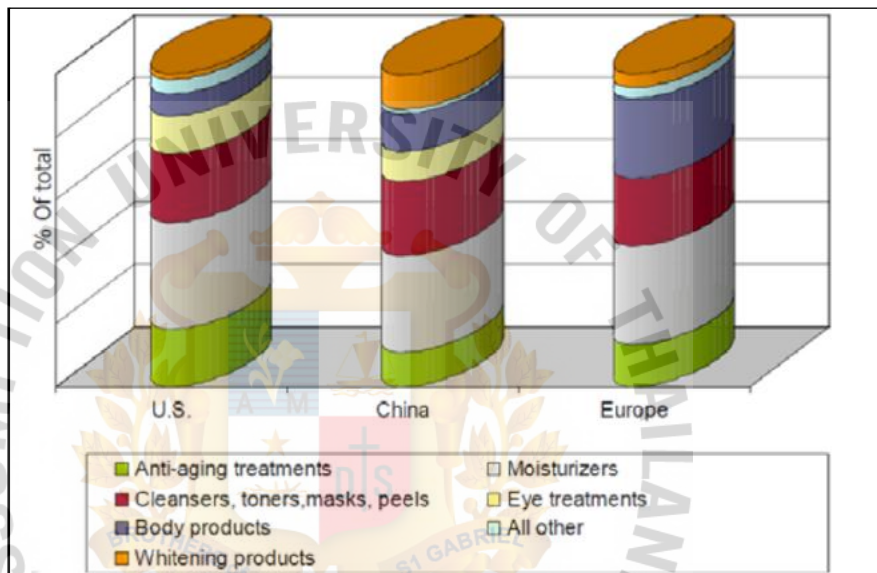
Source: UK Trade and Investment. (2010). *Cosmetics Market in South China*.
          Retrieved from
          http://static.globaltrade.net/files/pdf/20110224005322711.pdf

1.1.4 Thai natural skin care products

In 2008, Thailand exported cosmetics worth 30 billion baht or around 1 billion United States Dollar[1] with an annual increase of 20% in sales. There are plenty of varieties of tropical plants, herbs, and flowers available in Thailand. As a result Thailand has the high potential to produce and develop the natural and organic cosmetics. The strengths of Thai natural and organic cosmetics are high quality with fragrance of natural ingredients; hence, many consumers perceived that the products are real natural products particularly raw materials. Natural and organic cosmetics have soared over the past several years and will have a strong growth in the future in the international market. It has had steady growth during the economic crisis. In 2009, the growth in Asia was 13%, Europe is 9%, and USA is 8%. One of the major reasons that drives this growth is that cosmetics consumers tend to move on the way to healthier lifestyles and many of consumers believe that the higher standards of quality will be provided in these products (Canavari et al., 2011).

Greentouch is a Thai brand of natural skin care products under Sudtana Co.,Ltd. that enters into the Chinese market with the concept of Thai natural plant SPA skin care products. Greentouch products have been certified by the International Organization for Standardization ISO 9001, ISO14001, The Food and Drug Administration (FDA), and Good Manufacturing Practice (GMP) (http://www.trends .com.cn/info/beauty/2012-02/375028.shtml, 2012). Greentouch in China is managed by Guangzhou Tai Ji Tian Jiao Cosmetics Co.,Ltd.. The skin care products of Greentouch are bath gel, body washes, body lotion, and etc. (http://www.greentouch china.com/Product.asp, 2012). Figure 1.7 has shown the Greentouch products.

Moreover, Chinese consumers can purchase Thai natural skin care products through www.taobao.com which is a famous consumer-to-consumer (C2C) online marketplace. There are more than 800 million products are listed on taobao.com and

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[1] Exchange Rates: 1 United States Dollar = 29.64 Thai Baht

more than 500 million users register as of June 2012 (http://news.alibaba.com/specials /aboutalibaba/aligroup/index.html?tracelog=24581_foot_company_info, 2012).

Thai herbal soap is one of Thai natural skin care products that are popular among Chinese consumers since there are many brands of Thai herbal soaps available on taobao.com. The brands of Thai natural skin care products that can be found in www.taobao.com are MADAME HENG, MAITHONG, Twin Lotus, ARB-IMS, HARRN, THANN, Greentouch, Abhaibhubejhr, and etc. (http://www.taobao.com/, 2012). Figure 1.8 has shown the products of Thai herbal soaps that available on Taobao website. Table 1.1 has shown price of Thai brands and Chinese brands of natural skin care products from www.taobao.com

Figure 1.7: Greentouch products

Source: Greentouchchina.com. (2012). 产品列表. Retrieved from
http://www.greentouchchina.com/Product.asp

Figure 1.8: Thai herbal soaps

Source: Taobao.com. (2012). *泰国 香皂*. Retrieved from http://www.taobao.com/

Table 1.1: Price of Thai, Chinese, and international brands of natural skin care products from www.taobao.com

Thai brand	Product	Price USD[2]
Abhaibhubejhr	Ginger shampoo 300 ml.	7.08
ARB-IMS	Essential oil handmade soap 110 g.	4.71
MADAME HENG	Original formula 150 g.	5.35
MADAME HENG	Acne clear soap 150 g.	5.17
MAITHONG	Jasmine rice soap 100 g.	3.93
MAITHONG	Mangosteen soap 100 g.	3.93
No brand from floating market	Carbon handmade soap 100g.	3.93
THANN	Oriental essence shower cream 300 ml.	32.39
Twin Lotus	Jasmine rice milk shower cream 250 ml.	6.26
Twin Lotus	Herbal soap	1.57
Chinese brand	**Product**	**Price USD**
Arboreal (芳草集)	Rose hydrating& moisturizing cream 50g.	4.91
Arboreal (芳草集)	Rose hydrating essential oil 20 ml.	6.92
Bai Zhen Tang (佰珍堂)	Green tea handmade soap 120g.	1.58
Bai Zhen Tang (佰珍堂)	Carbon handmade soap 120g.	4.56
Bo Qian (博倩)	Ginger shower cream 1,000 ml.	4.10
Bo Qian (博倩)	Ginger shampoo 800 ml.	4.18
Doctor Li(李医生)	Deep natural herbal cleanser 130g.	3.14
Perfect(完美)	Aloe gel 40g.	4.56
ROST(韵之堂)	Ginger shampoo 450 ml.+ Ginger conditioner 450ml.	7.71
Zhen Ben Cao (正本草)	Herbal shower cream 500 ml.	5.98
International brand	**Product**	**Price USD**
Body Shop	Nutriganics smoothing day cream 50 ml.	21.23
Body Shop	Nutriganics softening cleansing gel 100ml.	6.29
Burt's Bees	Honey&Shea soap 140 g.	6.92
Burt's Bees	Replenishing lip balm with pomegranate 4.25g.	3.46
Skin food	Broccoli cleansing foam 120ml.	9.43

Source: Taobao.com. (2013). 天然护肤品. Retrieved from http://www.taobao.com/

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2 Exchange Rates: 1 United States Dollar = 6.36 Chinese Yuan

1.2 Statement of the problem

A growing green consumption for cosmetic industry has been burgeoning and developing in China and the global market. Most consumers move to green consumption because they are concerned more about their personal health (health consciousness) and environmental awareness (Hong Kong Trade Development council, 2011). Country of origin is a highly regarding factor in consumers' purchasing decisions (Paproski, 2011). Thai natural skin care products possess the high potential be developed since there are plenty and variety of tropical plants, herbs, and flowers available in Thailand. Thai natural and organic cosmetics also possess the strengths of high quality with fragrance of natural ingredients and many consumers perceived that the products are real natural products particularly raw materials (Canavari et al., 2011). The result of this study will help the cosmetic company in shaping its marketing strategies to reach more consumers, increase sales volume and profits.

This study is to analyze and evaluate the factors that impact the consumer purchase intention for Thai natural skin care products. The problem statements are as follows:

1. Is there a relationship between country-of-origin image of Thailand and product image of Thai natural skin care products?
2. Is there a relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products?
3. Is there a relationship between health consciousness and healthy lifestyle?
4. Is there a relationship between environmental attitudes and healthy lifestyle?
5. Is there a relationship between healthy lifestyle and attitude toward natural skin care products?

6. Is there a relationship between appearance consciousness and attitude toward natural skin care products?

7. Is there a relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products?

1.3 Research objectives

The purpose of this study is to investigate the impact of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumers purchase intention of Thai natural skin care products. This study focuses on investigating country-of-origin image of Thailand, product image of Thai natural skin care products, health consciousness, environmental attitudes, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products that influence in consumers purchase intention of Thai natural skin care products. This study aims to investigate variables that influence in consumers purchase intention by using Thai natural skin care products to investigate in Guangzhou, China.

1. To investigate the relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.

2. To investigate the relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.

3. To investigate the relationship between health consciousness and healthy lifestyle.

4. To investigate the relationship between environmental attitudes and healthy lifestyle.

5. To investigate the relationship between healthy lifestyle and attitude toward natural skin care products.

6. To investigate the relationship between appearance consciousness and attitude toward natural skin care products.

7. To investigate the relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.

1.4 Scope of research

This study is a descriptive research that is conducted to investigate the impacts of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumers purchase intention of Thai natural skin care products. As a result, consumer purchase intention of Thai natural skin care products is a dependent variable. Country-of-origin image of Thailand, appearance consciousness, health consciousness, and environmental attitudes are independent variables that affect consumer purchase intention of Thai natural skin care products. Product image of Thai natural skin care products, attitude toward natural skin care products, and healthy lifestyle are intervening variables that affect consumer purchase intention of Thai natural skin care products. The target population of this study are people who live in Guangzhou, China, and intend to buy the Thai natural skin care products. Moreover, the main research instrument of this study is to use questionnaire surveys to gather data. This study applied standardized questionnaires from "Marketing high-tech products in emerging markets: the differential impacts of country image and country-of-origin's image" (Souiden et al., 2011), "Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle" (Chen, 2009), "Consumer purchase intention for organic personal care products" (Kim & Chung, 2011), and "Environmentally responsible purchase behavior: a test of a consumer model" (Follows & Jobber, 2000).

1.5 Limitations of the research

In regards to this study on consumer purchase intention in Thai natural skin care products in Guangzhou, China, there are certain existing limitations. Firstly, study results are limited to natural skin care products that come from only one country meaning that the answers of respondents are subjected to answer country-of-origin image and product image variables effecting consumer purchase intention from only one country. Therefore, it cannot definitely represent the consumer purchase intention of every natural skin care products from other countries. Secondly, the target respondent of this study are only people who live in Guangzhou, China meaning that the answers of respondents may differ from people who live in other geographic areas. Lastly, this study use only four independent variables and three intervening variables to research consumer purchase intention in natural skin care products meaning that in reality there are more than these variables that can affect consumer purchase intention.

1.6 Significance of the study

The study of consumer purchase intention in natural skin care products would be useful and beneficial for Thai cosmetic firms in order to shape their marketing strategies to reach more Chinese consumers, and increase market share and sales volume and profits because this study seeks to reveal the relevant factors in country-of-origin image of Thailand, product image of Thai natural skin care products, health consciousness, environment attitudes, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products that influence in consumer purchase intention by using a case study of Thai natural skin care products. Furthermore, not only Thai cosmetics firms can benefit from this study but cosmetics firms from other countries will also comprehend and understand more about consumer purchase intention in natural skin care products in China because Thai

natural skin care can represent as a benchmark for them. Therefore, cosmetics firms from other countries will be able to apply the findings to their firms to shape up more effective marketing strategies and maximize the firms' profits.

1.7 Definition of terms

Appearance consciousness leads people to hold the attention in cosmetics and clothing that express or create difference on their images (Kim & Chung, 2011).

Attitude toward behavior is defined as individual assessments being favorable or unfavorable to behave the behavior (Kim & Chung, 2011).

Attitude toward natural skin care products mean individual assessments being favorable or unfavorable to purchase or use natural skin care products.

Consumer purchase intention refers to the possibility that consumers will buy the products due to their needs, attitudes, perceptions, and information of the products (Souiden et al., 2011).

Country-of-origin image is defined as a picture, a stereotype, and a representation that consumers and businessmen link to the products of a specific country (Souiden et al., 2011).

Environment attitudes refer to the notions of maintaining the productivity of the land, and preserve the natural resources (Chen, 2009).

Health consciousness leads people to undertake healthy behavior, and consumers who are health conscious people will care about their desired state of good health, and therefore put ahead an attempt to keep a healthy life (Kim & Chung, 2011).

Healthy lifestyle underlines physical health-related movements essentially healthcare, life equilibrium, and food consumption (Chen, 2009).

Natural refers to ingredient that derives or is made from a renewable resource discovery in nature, and absolutely without petroleum compounds (Natural Products Association, 2010).

Natural skin care product means skin care product that is made from a renewable resource discovery in nature, and absolutely without petroleum compounds. For example, jasmine rice soap, mangosteen soap, carbon handmade soap, jasmine rice milk shower cream, aloe gel, ginger shampoo, and etc.

Product image is defined as a picture and information that consumers perceived from the products (Souiden et al., 2011).

CHAPTER2

LITERATURE REVIEW AND EMPIRICAL STUDIES

The literature review chapter comprises three main sections. The first section is the theory of this research's conceptual framework. The second section is related literature reviews that discuss the relationship of the variables in conceptual framework. The third section are previous studies related to this research.

2.1 Theory

The variables of this research's conceptual framework include country-of-origin image, product image, health consciousness, environment attitudes, healthy lifestyle, appearance consciousness, attitude toward behavior, and consumer purchase intention will be discussed as follows:

2.1.1 Country-of-origin image

Country-of-origin refers to the country that manufacturers' products or brands are related to; generally it is called "home country". The country-of-origin influence refers to consumers' stereotypes of a particular country (Lin & Chen, 2006). Country-of-origin image refers to consumers' assessment of the products quality made in a specific country and the people's characteristics of that country (Lee & Lee, 2011). Country-of-origin has drawn marketers' attentions since the image related to a particular country-of-origin influence consumers' assessments of products from that country and consumers purchase intention. Country-of-origin can reflect a negative home-country bias which means if the home country is less developed than other countries who manufactured the same type of products, it will be perceived as lower quality than the products that are manufactured from other countries (Jeong et al.,

2012). Normally, Country-of-origin is declared by the phrase of "Made in…" (Thorelli et al., 1989). Country-of-origin stereotypes are used by most of consumers to assess the products. Examples are: "German cars are excellent", "Japanese electronics are reliable", "Italian pizza is superb". Most of consumers accept that a "Made in…" label indicates the products are "superior" or "inferior" relying on consumers' perception of the countries. Brands from countries that possess favorable images normally discover that their brands are more easily accepted than those countries which possess less favorable images (Yasin et al., 2007).

2.1.2 Product image

Products can be understood as an arrangement of information keys, both physical and non-physical product characteristics, or intrinsic and extrinsic (Thorelli et al., 1989). Product image refers to attributes of products or services. Similar to people, products are supposed to have an image or a personality. Products are not only determined by physical characteristics but also determined by other factors including advertising, packaging, distribution channels, price, and etc. Product image can also associate with word-of-mouth, direct experience, advertising, and other marketing communication techniques (Quester et al., 2000). The extrinsic attributes of the products provoke a particular type of consumer behavior such as the willingness to purchase or not to purchase the products (Souiden et al., 2011).To develop the product image in consumers' minds become the important marketing strategies for marketers by reason of products with the strong image classified in consumers' long term memories and can also mean that when consumers need to buy a particular product, they will buy the product that in their minds. The level of product equity may be increased by a good product image (Chen-Yu & Kincade, 2001).

2.1.3 Health consciousness

Health consciousness leads people to undertake healthy behaviors, and consumers who are health conscious people will care about the desired state of good health and put ahead an attempt to keep a healthy life (Kim & Chung, 2011). The connection between health and beauty is visible during the whole of our daily lives, for example, good health can be reflected by healthy skin (Souiden & Diagne, 2009). The demand for good health and wellness can be increased by urbanization because health conditions linked with urbanization, such as stress and obesity are increasing (Jeong et al., 2012). Moreover, one type of health consciousness is the buying of organic products (Krystallis & Chryssohoidis, 2005).

2.1.4 Environmental attitudes

Environmental knowledge emerges in two modes; firstly, consumers have to be educated to understand about the impact of products on environment. Secondly, consumers' knowledge in the products themselves being created in the environmentally friendly methods. Environment knowledge refers to the knowledge upon what people comprehend about the environment, major relationships direct to environmental impacts, and shared responsibilities are essential for sustainable development (Aman et al., 2012). As a result, environment attitudes refer to the notions of maintaining the productivity of the land, and preserving natural resources (Chen, 2009). Therefore, the reason why environmentally friendly products are earning popularity among consumers is that consumers are more conscious about their health and protecting the environment (Paul & Rana, 2012). Moreover, the issue of environmental protection has been raised by the awareness of the destruction of natural resources and has formed eco-friendly consumption and called "green consumerism" (Kim & Chung, 2011).

2.1.5 Healthy lifestyle

The lifestyle factors such as social class, personality, and value have a great impact on how consumers behave toward product consumption (Souiden & Diagne, 2009). The healthy lifestyle frame is running as the level of physical activities that individuals take on such as health care, life equilibrium, and the consumption of natural food (Chen, 2009). Moreover, consumers' choices are influenced by many determinants in which health concerns have been given heavier weights than other determinants such as environmental concern (Paul & Rana, 2012).

2.1.6 Appearance consciousness

Appearance consciousness leads people to pay the attention to cosmetics and clothing that expresses or makes the difference on their images (Kim & Chung, 2011). The reason that women use cosmetics to enhance their physical attractiveness has been generally admitted in western culture. An individual who is more attractive may pay more attention to and is more engaged in his/her appearance. Consumer's image of his/her relating to satisfaction with his/her facial attribute provides an acceptable reason that the consumer may use cosmetics to improve his/her facial appearance or sensation about himself/herself (Guthrie et al.,2008). Additionally, body images are the multifaceted constructs concerning the perceptual experience of his/her own body and subjective attitudinal, especially his/her appearance (Cash & Labarge, 1996). Moreover, personal products straightly targeted to enhance individuals' appearances and have been the especially clear marketing strategy (Todd, 2004). Our appearance can show our personal style to others and personal style is a key determinant in reaching a confident attitude to ourselves, to success, and to life (Crawford, 1992).

2.1.7 Attitude toward behavior

Attitude toward behavior refers to the degree of favorable or unfavorable appraisals or assessments that an individual has toward the behavior (Ajzen, 1991). Individuals' attitudes toward objects are determined by the sum of beliefs that the individuals have about the consequences or characteristics of the objects weighted by their evaluations (Chen, 2008). Attitudes are the approaches of thinking, the processes of composing beliefs as feedback to the perceptions that individuals have toward that objects or situations (Weber & Villebonne, 2002). Feedback can be cognitive, affective, and/or behavioral (Craton & Lantos, 2011). Generally, the more positive the attitudes, the stronger the intentions to act out the behaviors while the less positive the attitudes, the weaker the intentions to display the behaviors (Aman et al., 2012). Attitudes have also been discovered to be the most important determinants affecting behavioral intentions (Al-Rafee & Cronan, 2006).

2.1.8 Consumer purchase intention

Consumer purchase intention refers to the probability and possibility of consumers' willingness to buy particular products (Lin & Chen, 2006). Purchase intention is also defined as individuals' intention to purchase particular brands individuals who want to purchase particular brands which they have selected for themselves after certain assessments (Khan et al., 2012). Purchase intention is comprised of consumers' feelings, experiences, thoughts and external determinants that they are concerned with before making any purchase (Tanvir & Shahid, 2012). At the purchase moment, product image also affects consumers' purchase intentions (Chen-Yu & Kincade, 2001). Additionally, consumers' purchasing behavior also relies on the number of existing competitors in the industry (Shah et al., 2011).

2.2 Related literature review

2.2.1 Related literature on country-of-origin image, product image and consumer purchase intention

Souiden et al. (2011) stated that there is a positive and significant relationship that the higher the country-of-origin's image, the higher high technology products' image, and the higher the perception of high technology products' image, the higher consumers' purchase intention of the products. Wang & Yang (2008) claimed that country-of-origin's image has a significant positive affect on purchase intention; as a result, country-of-origin image performs an important role in consumer's perception toward a brand and product from a particular country and also further impacts the purchase intention. Moreover, the consumers' perceptions of products or brands will be influenced by the country-of-origin. Country-of-origin image play an important role to help consumers make the purchase decisions when consumers are not familiar with products or brands. Hence, consumers prefer the products or the brands that are made in the countries that possess high country-of-origin image (Lee & Lee, 2011). Furthermore, Consumers' subsequent assessments of the product can be influenced by the image of product's country-of-origin (Josiassen & Assaf, 2010).

2.2.2 Related literature on health consciousness, healthy lifestyle and attitude toward natural skin care products

Chen (2009) stated that the consumers' health consciousness are positively related to the consumers' attitudes toward organic foods, the consumers' health consciousness are positive donors to the consumers' healthy lifestyles, and healthy lifestyles do have the positive affect on the consumers' attitudes toward organic foods. In terms of skin care products purchase, consumers who possess high health consciousness may consider whether products are safe for their skin (Kim & Chung, 2011). Magistris & Gracia (2008) found that healthy lifestyle positively affects attitudes towards organic food. Paul & Rana (2012) found that the significant reason for consumers purchasing organic food is health benefits.

2.2.3 Related literature on environmental attitudes, healthy lifestyle and attitude toward natural skin care products

Chen (2009) stated that the consumers' environmental attitudes are positively related to the consumers' attitudes toward organic foods. The consumers' environmental attitudes are positive donors to the consumers' healthy lifestyles, and healthy lifestyles do have a positive affect on the consumers' attitudes toward organic foods. Magistris & Gracia (2008) claimed that lifestyles are significant exogenous determinants in the process of decision-making which influence consumers' attitudes included in other assessment processes. Souiden & Diagne (2009) stated that Canadian men's consumption of cosmetics is strongly affected by their lifestyles. Kim & Chung (2011) stated that environmental consciousness positively affect attitude toward purchasing organic skin/hair care products.

2.2.4 Related literature on appearance consciousness and attitude toward natural skin care products

Kim & Chung (2011) claimed that appearance consciousness positively affects attitude toward purchasing organic skin/hair care products. Souiden & Diagne (2009) stated that the physical attractiveness has a positive affect on men's cosmetics products consumptions. This is strongly supported by Canadian and French males, and it shows that men have a positive attitude toward the cosmetics consumption and cite a high significance to men consumers' looks and appearances. Todd (2004) mentions that the personal care products consumptions are the buying behaviors that satisfy consumers' needs for beauty and improve consumers' general appearances.

2.2.5 Related literature on attitude toward natural skin care products and consumer purchase intention

Kim & Chung (2011) claimed that consumers' attitude toward purchasing organic skin/hair care products positively affects on consumers' intentions to purchase organic skin/hair care products. Ajzen (1991) claims that attitude has a significant influence in intention. Magistris & Gracia (2008) found that positive attitude towards organic food and environment will be positively affecting purchase intention of organic food. Chen (2008) found that consumers' attitude toward purchasing genetically modified food will be positively influencing their purchase intention of genetically modified food. Aman et al. (2012) found that attitude and green purchase intention have a significance relationship. George (2004) found that positive attitude toward internet purchasing will be positively affecting online purchasing behavior.

2.3 Previous studies

Souiden et al. (2011) have studied "Marketing high-tech products in emerging markets: the differential impacts of country image and country-of-origin's image". The purpose of this study is to examine consumers' behavior in emerging countries, at the same time the impacts of country image and country-of-origin's image on consumers' uncertainty, aspiration and purchasing intention of high-tech products have also been assessed. The sample size was 479 Chinese respondents, and the questionnaires were collected in Shanghai (56%), Beijing (31%), and Guangzhou (13%). The hypothesized relationships were tested by structural equation modeling (SEM). The data analysis of this study disclosed that a strong of country-of-origin's image positively impacts on the image of the nation's high-tech products. Country-of-origin's image and country image obviously decrease consumer uncertainty while increased aspiration in relevance to the purchase of complex products. The impact of country image is greater than country-of-origin's image; however, country-of-origin's image plays a significant role in affecting the product image. Uncertainty and product image have lesser affects on consumer purchase intention than aspiration.

Chen (2009) has studied "Attitude toward organic foods among the Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle". The major purpose of this study is to examine the assumptions of whether health consciousness and environmental attitudes affect the consumers' attitude toward organic foods through an individual's healthy lifestyle. The sample size was 470 respondents in Taiwan who are above 20 years old. In this study, a national self-administered consumer questionnaire survey was used to collect the data and a suite of regression models were used to discover the relationship among the variables of this study. The data analysis of this study disclosed that health consciousness and environmental attitudes affect consumers' attitude toward organic foods through their healthy lifestyle.

Kim & Chung (2011) have studied "Consumer purchase intention for organic personal care products". The purpose of this study is to investigate the effects of consumer values and past experiences on consumers purchase intentions of organic personal care products by using the theory of planned behaviors (TPB), and the moderating effect of perceived behavioral control on the attitude-intention relationship is aimed to be considered further. The sample size has 207 respondents are online panel members, and the USA residents who are aged above 18 years old; however there were only 202 valid responses which were used for analysis in this study. Online questionnaire surveys were used to collect the data, and multiple regression analysis was used to discover the relationship among the variables of this study. Furthermore, organic shampoo and organic body lotion were used as the representative of personal care products in this study. The data analysis of this study disclosed that environmental consciousness and appearance consciousness have more positively influenced in attitude toward buying organic personal care products than health consciousness. Past experiences are a predictor of purchase intention and perceived behavioral control is the moderator of attitude-purchase intention relationship resulted in the improvement on the theory of planned behaviors (TPB).

Souiden & Diagne (2009) have studied "Canadian and French men's consumption of cosmetics: a comparison of their attitudes and motivations". The purpose of this study is to examine and illustrate the effect of personal variables, socio-culture variable, and marketing variables on Canadian and French males' attitude toward the consumption and purchase of men's cosmetics. The sample size had 223 respondents who live in Paris (France) and Montreal (Canada) and there are 53.8 % of the total respondents are Canadian while 46.2% are French. The questionnaires were used to collect the data and SAS 9.1 and SPSS 13.0 were used to discover the relationship among the variables of this study. The data analysis of this study disclosed that there are difference in motivations and drives between Canadian and French males regarding the purchase and consumption of men's grooming

products. However, physical attractiveness has positive affect on men's cosmetics consumptions are strongly supported by Canadian and French males.

Wang & Yang (2008) studied "Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry". The purpose of this study is to examine the relationship among brand personality, country-of-origin image and purchase intention. The sample size was 369 respondents who are Chinese middle class consumers which include both potential consumers and car owners'. The major respondents' ages are above 30 years old who are in Beijing, Shanghai, Guangzhou, and Chengdu. The questionnaires were used to collect the data, and the correlation coefficients and hierarchical regression analysis were used to discover the relationship among the variables of this study. Furthermore, this study is a cross-city survey of the auto industry in China for the Sino-German Joint Venture's auto "Bora" brand was conducted to examine the hypotheses. The data analysis of this study disclosed that brand personality and country-of-origin image exert important positive main impacts on purchase intention.

Table 2.1: Summary of previous studies

Author	Objective	Key findings
Souiden et al. (2011)	To examine consumers' behavior in emerging countries, and at the same time the impacts of country image and country-of-origin's image on consumers' uncertainty, aspiration and purchasing intention of high-tech products have also been assessed.	A strong of country-of-origin's image positively impacts on the image of the nation's high-tech products, country-of-origin's image and country image obviously decrease consumer uncertainty while increase aspiration in relevance to the purchase of complex products. The impact of country image is greater than country-of-origin's image; however, country-of-origin's image plays a significant role in affecting the product image. Uncertainty and product image have lesser affect on consumer purchase intention than aspiration.
Chen (2009)	To examine the assumptions whether health consciousness and environmental attitudes affect the consumers' attitude toward organic foods through an individual's healthy lifestyle.	Health consciousness and environmental attitudes affect consumers' attitude toward organic foods through their healthy lifestyle.

Table 2.1: Summary of previous studies (continued)

Author	Objective	Key findings
Kim& Chung (2011)	To investigate the effects of consumer values and past experiences on consumers purchase intentions of organic personal care products by using the theory of planned behaviors (TPB), and the moderating effect of perceived behavioral control on the attitude-intention relationship is aimed to consider further.	Environmental consciousness and appearance consciousness have more positively influenced in attitude toward buying organic personal care products than health consciousness. Past experiences are a predictor of purchase intention and perceived behavioral control is the moderator of attitude-purchase intention relationship resulted in the improvement on the theory of planned behaviors (TPB).
Souiden& Diagne (2009)	To examine and illustrate the effect of personal variables, socio-culture variable, and marketing variables on Canadian and French males' attitude toward the consumption and purchase of men's cosmetics.	There are the different motivations and drives between Canadian and French males when regarding to purchase and consume the men's grooming products. However, the physical attractiveness has positive affect on men's cosmetics consumptions are strongly supported by Canadian and French males.
Wang& Yang (2008)	To examine the relationship among brand personality, country-of-origin image and purchase intention.	Brand personality and country-of-origin image exert important positive main impacts on purchase intention.

CHAPTER 3

THEORETICAL AND CONCEPTUAL FRAMEWORK

The research framework chapter is comprised of four main sections. The first section is the theoretical framework, which were applied from three related research papers from Journal of Product & Brand Management, British Food Journal, and Journal of Consumer Marketing. The second section is the conceptual framework of this research, demonstrating the relationship between country-of-origin image of Thailand, product image of Thai natural skin care products, health consciousness, environment attitudes, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products that influence in consumer purchase intention of Thai natural skin care products. The third section identifies the 7 research hypotheses that developed from the conceptual framework. The last section explains the operational variable table, which comprises all variables of this research including concept of variables, operational of components, and measurement scale.

3.1 Theoretical framework

The theoretical frameworks were applied from three related studies from Journal of Product & Brand Management, British Food Journal, and Journal of Consumer Marketing. This research adopted the model of consumer purchase intention from three main models.

The first model is from the Journal of Product & Brand Management, "Marketing high-tech products in emerging markets: the differential impacts of country image and country-of-origin's image" by Souiden et al. (2011) which shows the relationship between country image, country-of-origin image, product image, consumer aspiration, and consumer uncertainty toward consumer purchase intention.

The second model is from the British Food Journal "Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle" by Chen (2009) which shows the relationship between health consciousness, environmental attitudes, and healthy lifestyle toward attitude toward organic foods.

The third model is from the Journal of Consumer Marketing, "Consumer purchase intention for organic personal care products" by Kim & Chung (2011) which shows the relationship between consumer value (health consciousness, environmental consciousness, and appearance consciousness), attitude toward buying organic skin/hair care products, perceived behavioral control, subjective norm, and past experience with organic products toward intention to buy organic skin/hair care products. All models are shown in Figure 3.1 to 3.3.

Figure3.1: Marketing high-tech products in emerging markets: the differential impacts of country image and country-of-origin's image
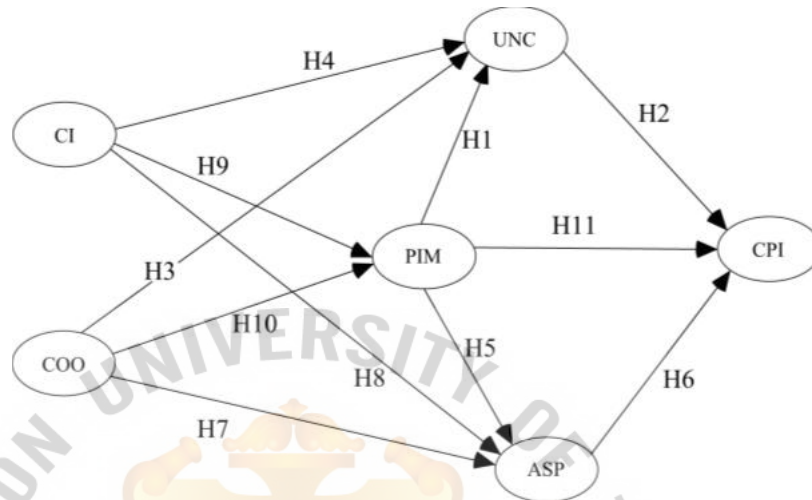
Sources: Souiden, N., Pons, F., & Mayrand, E. M. (2011). Marketing high-tech products in emerging markets: the differential impacts of country image and country-of-origin's image. *Journal of Product & Brand Management, 20*(5), 356-367.

As shown in Figure 3.1, Souiden et al. (2011) studied consumers' behavior in emerging countries. At the same time, the study also evaluates the effects of country image and country-of-origin's image on consumers' uncertainty, aspiration and consumer purchase intention of high-tech products. Country-of-origin's image is broadly recognized that it has a significant impact on consumers' decision-making. General country image is also found in some studies that also has influenced consumers' decision-making as well. These two factors have become more and more important with the new market economies in the emerging countries. When multinational firms attempt to establish themselves in those markets, they often encounter competition from different nations. An advantage of country-of-origin's image is the ability to secure competitive advantage at the expense of the competitors.

The data analysis of this study disclosed that a strong country-of-origin's image positively impacts the image of the nation's high-tech products, country-of-origin's image and country image obviously decrease consumer uncertainty while increase aspiration in relevance to the purchase of complex products. The impact of country image is greater than country-of-origin's image; however, country-of-origin's image plays a significant role in affecting the product image. Uncertainty and product image have lesser affects on consumer purchase intention than aspiration.

Therefore, intensifying the country image can promote reducing consumers' uncertainty and raising their aspiration to purchase the complex products. Additionally, boosting the country-of-origin's image is able to certify an effective means to heighten product image in the emerging markets.

Figure3.2: Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle
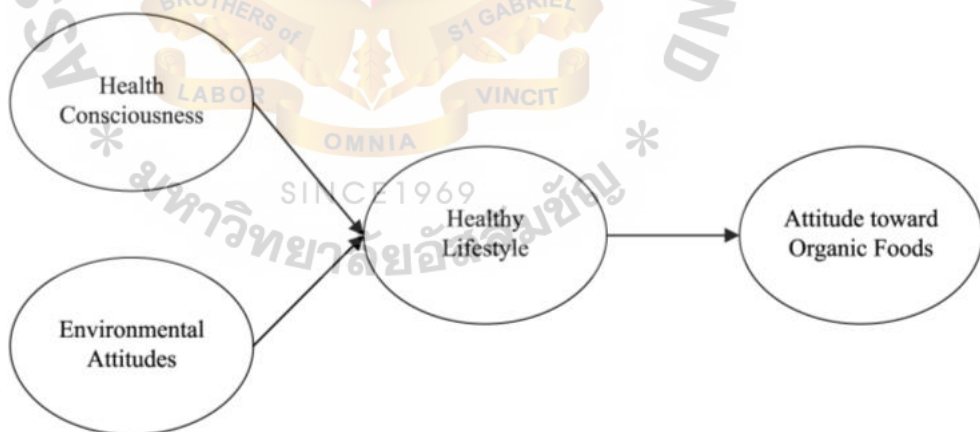
Sources: Chen, M. F. (2009). Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle. *British Food Journal, 111*(2), 165-178.

As shown in Figure 3.2, Chen (2009) studied attitudes toward organic foods by applying health consciousness and environmental attitudes to estimate the influencing in consumers' attitude toward organic foods through an individual's healthy lifestyle.

This study specifies that consumers' concerns about health and environmental destruction are the factors for consumers to form positive attitude toward organic foods and the finding of this study is corresponding with many previous studies. Furthermore, consumers' health consciousness is indicated to have a stronger relationship than environmental attitudes to consumers' attitude toward organic foods and this finding is also corresponding with previous studies thereby consumers' concern for their individual health is more significant than their environmental concern. The current study indicates that health consciousness and environmental attitudes affect consumers' attitude toward organic foods through their healthy lifestyle. Hence, consumers' positive attitude toward organic foods can be defined by health consciousness and environmental attitudes if they are enthusiastic about undertaking healthy physical activities. As a result, healthy lifestyle should be promoted to render consumers' attitude toward organic foods more positive.

Figure3.3: Consumer purchase intention for organic personal care products
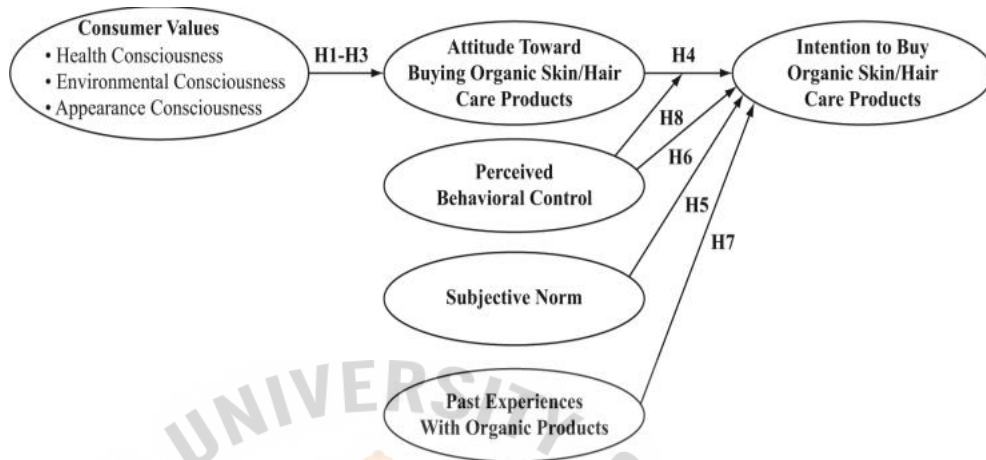
Sources: Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing, 28*(1), 40-47.

As shown in Figure 3.3, Kim & Chung (2011) studied the effects of consumer values and past experiences on consumers purchase intentions of organic personal care products by using the theory of planned behaviors (TPB), and the moderating effect of perceived behavioral control on the attitude-intention relationship should be considered further. Kim & Chung (2011) admitted that the difference between organic foods and organic personal care products is existing; however, they claim that similar values will form consumers' behaviors within both products.

Organic shampoo and organic body lotion were used in this study, and the results specify that environmental consciousness and appearance consciousness have more positively influenced in attitude toward buying organic personal care products than health consciousness. Past experiences are a predictor of purchase intention and perceived behavioral control is the moderator of attitude-purchase intention relationship resulted in the improvement on the theory of planned behaviors (TPB).

3.2 Conceptual framework

The above three models of theoretical frameworks are the standard for this research to develop the conceptual framework to study determinant factors toward purchase intention by using a case study of Thai natural skin care products in Guangzhou, China. The conceptual framework of this study is shown in figure 3.4.

Figure3.4: Determinant factors toward purchase intention: A case study of Thai natural skin care products in Guangzhou, China.
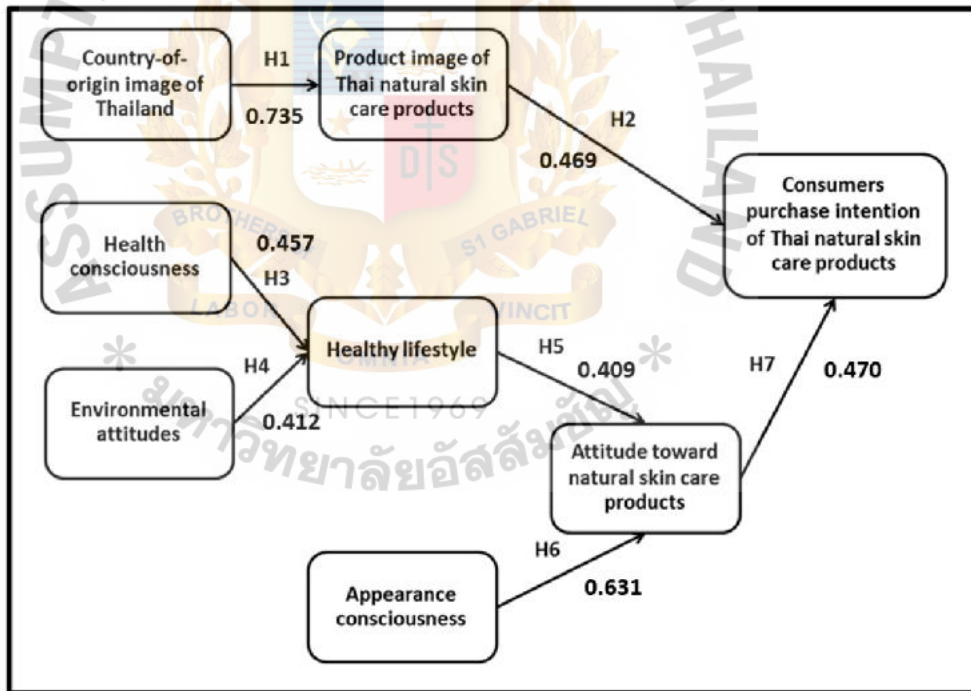
In this conceptual framework, consumer purchase intention can be impacted by seven variables, which are country-of-origin image of Thailand, product image of Thai natural skin care products, health consciousness, environmental attitudes, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products. All variables of this research are demonstrated as follows:

Country-of-origin image of Thailand, product image of Thai natural skin care products, and consumer purchase intention of Thai natural skin care products variables were applied from Souiden et al. (2011). The previous study of Souiden et al. (2011) found that the higher the country-of-origin image results in the higher high technology product image, and the higher perceived high technology product image results in the higher consumers' purchase intention have been confirmed. The research of Souiden et al. (2011) was corresponding with many previous studies such as Wang & Yang (2008), Lee & Lee (2011), and Josiassen & Assaf (2010).

Health consciousness, environmental attitudes, healthy lifestyle, and attitude were applied from Chen (2009). The previous study of Chen (2009) found that consumers' attitudes toward organic food are positively related to consumers' health consciousness and consumers' environmental attitudes, and the healthy lifestyle does have a positive effect on consumers' attitudes toward organic food. The research of Chen (2009) was corresponding with many previous studies such as Kim & Chung (2011), Magistris & Gracia (2008), Paul & Rana (2012), and Souiden & Diagne (2009).

Appearances consciousness, attitude, and consumers purchase intention of Thai natural skin care products were applied from Kim & Chung (2011). The previous study of Kim & Chung (2011) found that appearance consciousness will positively affect attitude toward purchasing organic hair/skin care products, and attitude toward purchasing hair/skin care products will have positively effect on the purchase intention of the products. The research of Kim & Chung (2011) was corresponding with many previous studies such as Souiden & Diagne (2009), Todd (2004), Ajzen (1991), Magistris & Gracia (2008), Aman et al. (2012), and George (2004).

3.3 Research hypotheses

In this study, the hypotheses were identified in forms of null (H_o) and alternative (H_a) hypothesis. A null hypothesis is denoted by H_o while an alternative hypothesis is denoted by H_a. The statement of the null hypothesis is stated opposite to the alternative hypothesis (Anderson et al., 2011).

Burns & Bush (2006) pointed out that the common marketing research approach is to apply the standard confidence interval of 95% (Z value of 1.96) and the standard confidence interval of 99% (Z value of 2.58). As a result, this research is set the confidence interval at 95%.

The significance level is the criteria for choosing the null hypothesis or the alternative hypothesis. The significance level can be 0.05 or 0.01, if the observed data is less than the significance level, the null hypothesis should be rejected, meanwhile, the alternative hypothesis should be accepted (Zikmund, 2003). The research hypotheses are stated as following:

Country-of-origin image of Thailand and product image of Thai natural skin care products

$H1_o$: There is no significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.

$H1_a$: There is a significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.

Product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products

$H2_o$: There is no significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.

$H2_a$: There is a significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.

Health consciousness and healthy lifestyle

$H3_o$: There is no significant relationship between health consciousness and healthy lifestyle.

$H3_a$: There is a significant relationship between health consciousness and healthy lifestyle.

Environmental attitudes and healthy lifestyle

$H4_o$: There is no significant relationship between environmental attitudes and healthy lifestyle.

$H4_a$: There is a significant relationship between environmental attitudes and healthy lifestyle.

Healthy lifestyle and attitude toward natural skin care products

$H5_o$: There is no significant relationship between healthy lifestyle and attitude toward natural skin care products.

$H5_a$: There is a significant relationship between healthy lifestyle and attitude toward natural skin care products.

Appearance consciousness and attitude toward natural skin care products

$H6_o$: There is no significant relationship between appearance consciousness and attitude toward natural skin care products.

$H6_a$: There is a significant relationship between appearance consciousness and attitude toward natural skin care products.

Attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products

H7$_o$: There is no significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.

H7$_a$: There is a significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.

3.4 Operationalization of the variables

Table 3.1: Operationalization of the variables

Variable	Concept of Variable	Operational components	Measurement scale
Country-of-origin image of Thailand	**Country-of origin image** is defined as a picture, a stereotype, and a representation that consumers and businessmen link to the products of a specific country (Souiden et al., 2011).	- Thailand is known for the high-quality of its natural skin care products. - Thailand offers natural skin care products that have a good quality to price ratio. - Thai natural skin care products are superior to their competitors from other countries. - Thailand produces reliable natural skin care products.	Interval Scale

Table 3.1: Operationalization of the variables (continued)

Variable	Concept of Variable	Operational components	Measurement scale
Product image of Thai natural skin care products	**Product image** is defined as a picture and information that consumers perceived from the products (Souiden et al., 2011).	- Thai natural skin care products are known for its high quality. - Thai natural skin care products are reliable products. - Thai natural skin care products are very useful. - Thai natural skin care products have good ingredients.	Interval Scale
Health consciousness	**Health consciousness** leads people to undertake healthy behavior, and consumers who are health conscious people will care about the desired state of good health and put ahead an attempt to keep a healthy life (Kim &Chung, 2011).	- I am prepared to leave a lot, to eat as healthy as possible. - I think that I take health into account a lot in my life - I think it is important to know well how to eat healthy. - Good health is of major importance in a happy life.	Interval Scale

Table 3.1: Operationalization of the variables (continued)

Variable	Concept of Variable	Operational components	Measurement scale
Environmental attitudes	**Environmental attitudes** refer to the notions of maintaining the productivity of the land, and preserving the natural resources (Chen, 2009).	- Natural skin care products are not harmful to environment. - Buying natural products would be environmental conservation tasks. - It is important to me how natural skin care products may affect the environment. - I prefer consuming natural skin care products.	Interval Scale
Healthy lifestyle	**Healthy lifestyle** underlines physical health-related movements essentially healthcare, life equilibrium, and food consumption (Chen, 2009).	- I do exercise regularly. (regular exercise) - I often eat fruits and vegetables. (high fruit consumption) - I take regular health check-ups. (regular health control) - I try to balance work and personal aspects. (working/private life)	Interval Scale

Table 3.1: Operationalization of the variables (continued)

Variable	Concept of Variable	Operational components	Measurement scale
Appearance consciousness	**Appearance consciousness** leads people to hold the attention in cosmetics and clothing that express or make the different on their images (Kim &Chung, 2011).	- What I look like is an important part of who I am. - If I could look just as I wish, my life would be much happier. - I'm usually aware of my appearance.	Interval Scale
Attitude toward natural skin care products	**Attitude toward behavior** is defined as individual assessments being favorable or unfavorable to behave the behavior (Kim &Chung, 2011). Therefore, attitude toward natural skin care products mean individual assessments being favorable or unfavorable to purchase or use natural skin care products.	- Natural skin care products are healthier. (health benefit) - Natural skin care products have no harmful effects. (no harmful) - Natural skin care products are in fashion. (fashion) - For me buying natural skin care products would be pleasant. - For me buying natural skin care products would be beneficial.	Interval Scale

Table 3.1: Operationalization of the variables (continued)

Variable	Concept of Variable	Operational components	Measurement scale
Consumer purchase intention of Thai natural skin care products	**Consumer purchase intention** refers to the possibility that consumers will by the products due to their needs, attitudes, perceptions, and information of the products (Souiden et al., 2011).	- I am highly considering the purchase of Thai natural skin care products. - I recommend the Thai natural skin care products to others. - I think that people around me love Thai natural skin care products. - If Thai natural skin care products were available, I would buy them. - I plan to buy Thai natural skin care product.	Interval Scale

CHAPTER 4

RESEARCH METHODOLOGY

The research methodology chapter comprises six main sections. The first section is the methods of research used. The second section is respondents and sampling procedures of this study. The third section is research instruments/questionnaire. The fourth section is pretests. The fifth section is collection of data/gather procedures. The sixth section is statistical treatment of data.

4.1 Research methods used

This study focuses on investigating purchase intention of consumers who intend to buy the Thai natural skin care products. It aims to investigate country-of-origin image of Thailand, product image of Thai natural skin care products, health consciousness, environment attitudes, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products that influence in consumer purchase intention by using Thai natural skin care products to investigate in Guangzhou, China. This study is a descriptive research which sets out to illustrate the characteristics of population or phenomenon and who, what, when, where, and how questions are sought to determine those answers (Zikmund, 2003). It also used the inferential analysis to make conclusions about the characteristics of the population in regard to the data from the sample, including the hypotheses testing (Burns & Bush, 2006). It uses self-administered questionnaires which are written in by the respondents as a research technique to collect the primary data from the target population (Zikmund, 2003).

4.2 Respondents and sampling procedures

4.2.1 Target population

The target population in this study comprises potential respondents that could generate this study. The purpose of this study is to investigate the impact of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumer purchase intention of Thai natural skin care products. Therefore, the main target population of this research is those who intend to buy the Thai natural skin care products and live in Guangzhou, China. Figure 4.1 has shown the Guangzhou geographic location.

Figure 4.1: Guangzhou geographic location

Source: Guangzhou International. (2012). *Geographic Location*. Retrieved from
http://english.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s9148/
201104/789509.html

According to the Guangzhou International website, Guangzhou is the capital city of Guangdong province. It is close to Hong Kong and Macau, and is China's southern gateway to the world. Guangzhou is the leading commercial port and the overall economy is ranked third among the 10 largest cities in China. People of Guangzhou usually speak Cantonese in their daily life; however, Mandarin is the official language.

In terms of environmental protection, according to the Guangzhou International website, the project named "Beautiful Mountain, Green Land, Blue Sky and Clean River" has been launched in September 2003 in order to improve the standards of living for the people and to protect the environment. Moreover, in 2010 "Waste Classification Mass Action Day" has been consistently carried out as monthly activity. Specifically, there was 5.461 million tons of waste clearance and treatment across the city, 14,962 tons of the average daily waste clearance and treatment while 73.8 % of the end waste treatment rates which have decreased by 5.8 % when compared to the year of 2009. Furthermore, 15.2 % of the resources recovery rate while 85.7 % of the recycling treatment rate which increased by 7.4 % when compared to the year of 2009. There was 41.4 % of forest coverage, 232 parks across the city, and 15.01 square meters of green park area per capita.

In terms of health, according to Guangzhou International website during 2006-2010 the overall Guangzhou citizen's health level obviously improved and was nearly as those developed countries level. There was markedly increasing in health resources of the whole city, and the health care team and resource distribution structures have been even more optimized.

In conclusion, from the report of Guangzhou International website, the government official website of Guangzhou, Guangzhou city focuses on the environment protection, health care development, and economic development.

4.2.2 Sample size

The previous study of Souiden et al. (2011) examines consumers' behavior in emerging countries regarding the impacts of country image and country-of-origin's image on consumers' uncertainty, aspiration and purchasing intention of high-tech products comprised of 479 respondents.

The previous study of Chen (2009) examines the assumptions of whether health consciousness and environmental attitudes affect the consumers' attitude toward organic foods through an individual's healthy lifestyle comprised of 470 respondents.

The previous study of Kim & Chung (2011) investigates the effects of consumer values and past experiences on consumers purchase intentions of organic personal care products by using the theory of planned behaviors (TPB) comprised of 207 respondents but only 202 valid responses were used to analyze.

The previous study of Souiden & Diagne (2009) examines and illustrates the effect of personal variables, socio-culture variable, and marketing variables on Canadian and French males' attitude toward the consumption and purchase of men's cosmetics comprised of 223 respondents.

The previous study of Wang & Yang (2008) examines the relationship among brand personality, country-of-origin image and purchase intention comprised of 369 respondents. Zikmund (2003) mentioned that a sample size can be determined similarly to the sample size of the previous studies.

Therefore, the researcher of this study decided to collect data from 400 respondents who intend to buy the Thai natural skin care products and live in Guangzhou, China.

4.2.3 Sampling procedures

The primary data of this study was collected from consumers who intend to buy the Thai natural skin care products and live in Guangzhou, China by using non-probability sampling includes judgmental sampling, quota sampling, and convenience sampling technique.

Judgmental sampling defined as an experienced individual chooses the sample in regard to his or her judgment in accordance with some appropriate characteristic suitable for the sample members (Zikmund, 2003). According to Guangzhou International website stated that since April 2005, as shown in figure 4.2 there are ten districts in Guangzhou include Yuexiu, Liwan, Haizhu, Tianhe, Baiyun, Huangpu, Panyu, Huadu, Nansha and Luogang districts, and there are two county-level cities include Zengcheng and Conghua under Guangzhou's authority. The researcher chooses to collect the data from four main districts in Guangzhou include Yuexiu, Liwan, Haizhu, and Tianhe districts. As shown in figure 4.3 these four districts have high population densities, and there are the major commercial areas in Guangzhou.

According to the report of Guangzhou International website Yuexiu, Liwan, Haizhu, and Tianhe districts are described as follows;

- **Yuexiu** district is a flourishing business area, covering Beijing road and Zhongshan Wu road which are the business commercial centers and tourism destinations. The Central Business District (CBD) of Yuexiu district is located on Huanshi Dong road. Additionally, the Yuexiu district was the historical political center (http://www.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven /s3710/201103/776287.html, 2012).

- **Liwan** district is one of the historically and presently flourishing business areas in Guangzhou. At present, the business commercial area includes Shang-xia-jiu pedestrian shopping street, Kangwang Road, Zhongshan Qi road, and Zhongshan Ba road. In additional, it is the birthplace of Cantonese Opera, Lingnan style paintings, and Lingnan literature are at this district (http://www.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s3710/201103/776293.html, 2012).

- **Haizhu** district is currently attended to exhibition and convention service along with business and information service. Pazhou Complex (Guangzhou International Convention Exhibition Center) and Sun Yat-sen University are located in this district. The center of shopping malls and business services are located on Jiangnan Dadao, Jiangnan Xi road and Baogang Dadao (http://english.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s3710/201103/776288.html, 2012).

- **Tianhe** district is a newly developing business center and covering many flourishing places including the Tianhe Metro Station, the Guangzhou East Railway Station, the Tianhe Sports Center, Guangzhou Books Center, and the Teem Mall, while the 21st century of Guangzhou's CBD named the Zhujiang Xin Cheng areas (Pearl River New City) is under construction and will be totally completed by 2015 according to schedule. Moreover, Jinan University, Guangzhou University, South China University of Technology, South China Normal University, and South China Agricultural University are located in this district (http://english.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s3710/201103/776294.html, 2012).

The researcher chooses to collect the data from commercial areas and shopping centers of these four districts. This study collected data from the respondents based on the population density ratio from four districts, and the total locations of this study are 5 locations. The locations and the population density ratio that choose to collect the data are summarized in Table 4.1.

Table 4.1: The population density ratio and locations that choose to collect data

District	Population density	Percentage	Respondents	Location
Yuexiu	34,239	42%	168	Zhongshan Wu road and Huanshi Dong road (Each location has 84 respondents)
Liwan	15,198	19%	76	Shang-xia-jiu pedestrian shopping street
Haizhu	17,242	21%	84	Jiangnan Xi road
Tianhe	14,870	18%	72	Tianhe road
Total	81,549	100%	400	5 locations

Figure 4.2: Guangzhou Administrative Regions

Source: Guangzhou International. (2012). *Administrative Regions and Population*. Retrieved from http://www.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s9148/201104/789512.html

Figure 4.3: Guangzhou's area and population in 2010

Guangzhou's area and population in 2010			
District and county-level cities	Area (km^2)	Population by year's end (person)	Population density (p/ km^2)
The city	7434.4	12700800	1708
Yuexiu	59.1	1157277	34239
Liwan	33.8	898204	15198
Haizhu	90.4	1558663	17242
Tianhe	96.33	1432431	14870
Baiyun	795.79	2222658	2793
Huangpu	90.95	457930	5035
Panyu	786.15	1764869	2245
Huadu	970.04	945053	974
Nansha	527.65	259899	493
Luogang	393.22	373670	950
Zengcheng	1616.47	1036731	641
Conghua	1974.5	593415	301

Source: Guangzhou International. (2012). *Administrative Regions and Population*.
Retrieved from
http://www.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s9148/2
01104/789512.html

Quota sampling was done to assure that the varied subgroups in the population are in relevance to the sample characteristics accurate scope that the researchers desire (Zikmund, 2003). The number of consumers who intend to buy the Thai natural skin care products and live in Guangzhou, China are unknown, as a result, the researcher decided to determine the sample size which is similar to the previous studies. The researcher of this study decided to collect 400 respondents. The number of respondents is calculated based on the population density ratio and the primary data was collected from 5 locations.

Convenience sampling was done to collect the data from those target respondents who are most conveniently available (Zikmund, 2003).Therefore, the researcher collects the data from the target respondents who are most conveniently available from those 5 locations in those 4 districts.

4.3 Research instruments

The questionnaire used in this study comprised of three parts includes screening question, main questionnaire, and demographic factors. The main questionnaire's scales, ranging from 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree. *Screening question* is the first past. It is used the Yes-No question to ask the respondents, the question is "Do you intend to buy the Thai natural skin care product?". *Main questionnaire* is the second part. It comprised of 33 questions from 8 variables. In order to be more understandable and convenient for the respondents to answer the questions, the questionnaires were translated into Chinese language.

Table 4.2: The summary of the questionnaires of this study and its sources

Sources	Items from previous study	Item of this research
Country-of-origin image Souiden et al. (2011)	1. Canada is known for the high quality of its high-tech products. 2. Canada offers high-tech products that have a good quality to price ratio. 3. Canadian high-tech products are superior to their competitors from other countries. 4. Canada produces reliable high-tech products.	1. Thailand is known for the high-quality of its natural skin care products. 2. Thailand offers natural skin care products that have a good quality to price ratio. 3. Thai natural skin care products are superior to their competitors from other countries. 4. Thailand produces reliable natural skin care products.
Product image Souiden et al. (2011)	1. The Blackberry is known for its high quality. 2. The Blackberry is a reliable product. 3. The Blackberry is very useful. 4. The Blackberry has good features.	1. Thai natural skin care products are known for its high quality. 2. Thai natural skin care products are reliable products. 3. Thai natural skin care products are very useful. 4. Thai natural skin care products have good ingredients.

Table 4.2: The summary of the questionnaires of this study and its sources (continued)

Sources	Items from previous study	Item of this research
Health consciousness Chen (2009)	1. I am prepared to leave a lot, to eat as healthy as possible. 2. I think that I take health into account a lot in my life 3. I think it is important to know well how to eat healthy.	1. I am prepared to leave a lot, to eat as healthy as possible. 2. I think that I take health into account a lot in my life 3. I think it is important to know well how to eat healthy.
Kim& Chung (2011)	4. Good health is of major importance in a happy life.	4. Good health is of major importance in a happy life.
Environmental attitudes Chen (2009)	1. I practice environmental conservation tasks (environmental conservation). 2. I prefer consuming recycled products (recycled product consumption).	1. Natural skin care products are not harmful to environment. 2. Buying natural products would be environmental conservation tasks. 3. It is important to me how natural skin care products may affect the environment. 4. I prefer consuming natural skin care products.
Follows & Jobber (2000)	3. How a diaper may affect the environment is important to me.	

Table 4.2: The summary of the questionnaires of this study and its sources (continued)

Sources	Items from previous study	Item of this research
Healthy lifestyle Chen (2009)	1. I do exercise regularly. (regular exercise) 2. I often eat fruits and vegetables. (high fruit consumption) 3. I take regular health check-ups. (regular health control) 4. I try to balance work and personal aspects. (working/private life)	1. I do exercise regularly. (regular exercise) 2. I often eat fruits and vegetables. (high fruit consumption) 3. I take regular health check-ups. (regular health control) 4. I try to balance work and personal aspects. (working/private life)
Appearance consciousness Kim& Chung (2011)	1. What I look like is an important part of who I am. 2. If I could look just as I wish, my life would be much happier. 3. I'm usually aware of my appearance.	1. What I look like is an important part of who I am. 2. If I could look just as I wish, my life would be much happier. 3. I'm usually aware of my appearance.

Table 4.2: The summary of the questionnaires of this study and its sources (continued)

Sources	Items from previous study	Item of this research
Attitude toward natural skin care products Chen (2009)	1. Organic products are healthier. (health benefit) 2. Organic products have no harmful effects. (no harmful effects) 3. Organic products are in fashion. (fashion)	1. Natural skin care products are healthier. (health benefit) 2. Natural skin care products have no harmful effects. (no harmful) 3. Natural skin care products are in fashion. (fashion)
Kim & Chung (2011)	4. For me buying organic body lotion/shampoo would be unpleasant / pleasant. 5. For me buying organic body lotion/shampoo would be harmful/ beneficial.	4. For me buying natural skin care products would be pleasant. 5. For me buying natural skin care products would be beneficial.

Table 4.2: The summary of the questionnaires of this study and its sources (continued)

Sources	Items from previous study	Item of this research
Consumer purchase intention Souiden et al. (2011)	1. I am highly considering the purchase of a Blackberry. 2. I recommend the Blackberry to others. 3. I think that my surrounding people love the Blackberry.	1. I am highly considering the purchase of Thai natural skin care products. 2. I recommend the Thai natural skin care products to others. 3. I think that people around me love Thai natural skin care products.
Kim & Chung (2011)	4. If organic body lotion/shampoo was available, I would buy it. 5. I plan to buy organic body lotion/shampoo.	4. If Thai natural skin care products were available, I would buy them. 5. I plan to buy Thai natural skin care product.

Demographic factors is the third part. As claimed by Kotler (2012), consumers' buying behaviors are influenced by social, cultural, and personal factors. As a result, the demographic factors of the respondents are significant for the further analysis of this study. This part comprised of 6 factors including the following;

1) Gender: male and female
2) Age category: under 20 years old, 21-25 years old, 26-30 years old, 31-35 years old, 36-40 years old , and 41 years old or above
3) Marital status: single, married, and divorced
4) Income per month: under 550 USD, 551-786 USD, 787-1,022 USD, 1,023-1,258 USD, and more than 1,258 USD[3]
5) Education level: high school or less, college graduate, bachelor degree, master degree, and higher than master degree
6) Occupation: student, government sector employees, private sector employee, business owner, freelance and others

4.4 Pretest

Zikmund (2003) mentioned that pretest is used to aid the researchers in signifying problems that may occur during the research. Cooper & Schindler (2003) mentioned that the number of pretest sample size range from 25 to 100 samples and it may count on colleagues, respondent representatives, and actual respondents to clarify an evaluating instrument. Therefore, the researcher decided to distribute 50 Chinese language questionnaires to the Chinese respondents who are most conveniently available in Guangzhou, China for doing the pretesting of the research questionnaires.

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[3] Exchange Rates: 1 United States Dollar = 6.36 Chinese Yuan

The Cronbach's Alpha test (α Test) is used to test the reliability, and the Statistical Package is used to process the data of this research. The questionnaire used the five-point Likert scale which ranging from 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree. Reliability refers to the degree in which measures without error and consequently produces consistent results (Zikmund, 2003).

Gliem & Gliem (2003) stated that the rule to translate the Alpha value is that more than 0.9 mean excellent, more than 0.8 mean good, more than 0.7 mean acceptable, more than 0.6 mean questionable, more than 0.5 mean poor, and less than 0.5 mean unacceptable.

Table 4.3: The research instrument reliability

Variables	Alpha
Country-of-origin image of Thailand	0.887
Product image of Thai natural skin care products	0.890
Health consciousness	0.875
Environment attitudes	0.772
Healthy lifestyle	0.830
Appearance consciousness	0.890
Attitude toward natural skin care products	0.887
Consumer purchase intention of Thai natural skin care products	0.891

From table 4.3, the result shows that all variables Cronbach's alpha value of more than 0.6. Therefore, all variables of this research are consistent and reliable to use as instrument for this study.

4.5 Collection of data

In order to investigate the country-of-origin image of Thailand, product image of Thai natural skin care products, health consciousness, environment attitudes, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products that influence in consumer purchase intention of Thai natural skin care products, the primary data was collected from 400 respondents who intend to buy the Thai natural skin care products and live in Guangzhou from 5 locations in 4 districts of Guangzhou, China. The primary data is processed by the Statistical Package to analyze and interpret the data, and to test the hypotheses. Burns& Bush (2006) mentioned that primary data is the information that is originated or collected by the researcher particularly for the research project on hand. Additionally, Czinkota et al. (2009) state that primary research refers to data that is collected and analyzed for a particular purpose through survey, focus group, interviews, experimentation, and observation.

The secondary data of this research is collected and summarized from E-journals, Emerald journals, government websites and other reliable websites, and text books. Burns & Bush (2006) mentioned that secondary data refers to the information that has previously been originated and collected by someone for some purpose other than the researcher himself/herself.

4.6 Statistical treatment of data

The researcher uses the Statistical Package to analyze and interpret the data and to test the hypotheses.

The descriptive analysis is used to interpret the raw data by summarizing, categorizing, rearranging and presenting into a more comprehensible form (Burns & Bush, 2006). In this research, the descriptive analysis was applied to interpret the demographic factors of the respondents including gender, age, marital status, income per month, education level and occupation. Mean and standard deviation are used in the descriptive analysis of this research. The formula of mean and standard deviation from Anderson et al. (2011) stated as follow;

Formula: Sample Mean $\bar{x} = \frac{\sum x_i}{n}$

Formula: Standard deviation $s = \sqrt{s^2}$ or $s = \sqrt{\frac{\sum (x_i - \bar{x})^2}{n-1}}$

In this study, the Pearson Correlation is applied to test the hypotheses. The correlation coefficient is a sign number which ranges from -1 to +1 that indicates the strength and direction of the linear relationship between two variables. The positive sign denotes the positive direction while the negative sign denotes the negative direction (Burns & Bush, 2006). The correlation coefficient value which closer to zero indicates the weaker the relationship between variables or the linear relationship between two variables are not linearly related (Anderson et al.,2011). The positive correlation coefficient indicates the values of two variables move in the same direction while the negative correlation coefficient indicates the values of two variables move in the opposite direction (Burns & Bush, 2006). The formula of correlation coefficient from Zikmund (2003) stated as follow;

Formula: Sample Correlation coefficient $r_{xy} = r_{yx} = \frac{\sum(X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum(X_i - \bar{X})^2 \sum(Y_i - \bar{Y})^2}}$

Figure 4.4: Rough guide to interpreting correlation coefficients in the natural and social science
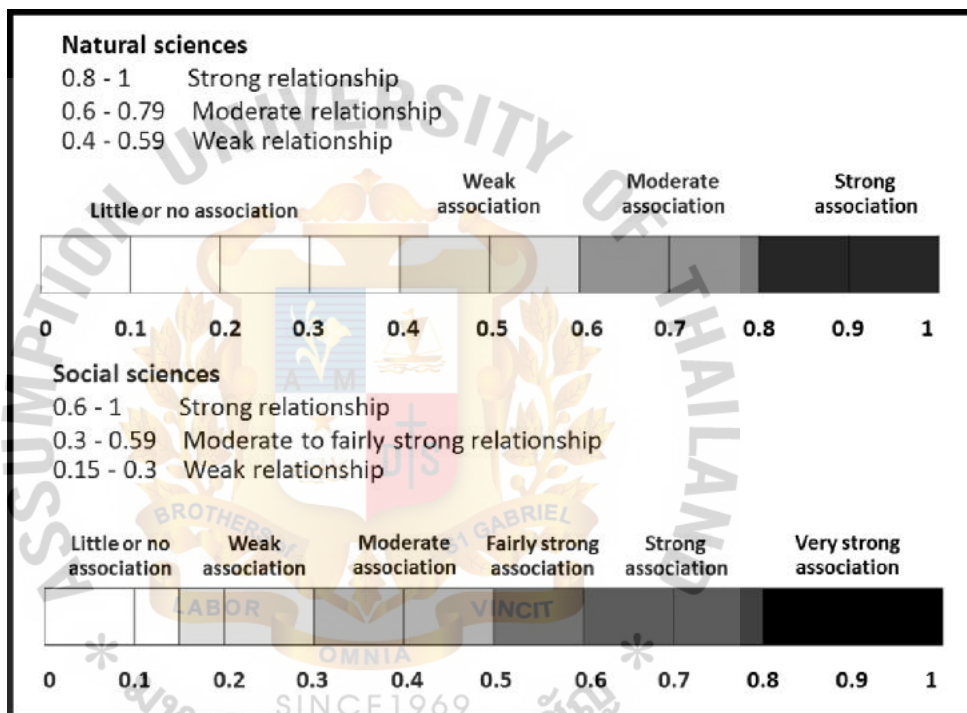
Source: Walker, J., & Almond, P. (2010). *Interpreting statistical findings: A guide for health professionals and students*. Maidenhead, U.K.: Open University Press Mc Graw Hill.

Table 4.4: The summary of statistical treatment for hypothesis testing of this research

Hypotheses	Statistical Treatment
$H1_o$: There is no significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products. $H1_a$: There is a significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.	Pearson Correlation
$H2_o$: There is no significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products. $H2_a$: There is a significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.	Pearson Correlation
$H3_o$: There is no significant relationship between health consciousness and healthy lifestyle. $H3_a$: There is a significant relationship between health consciousness and healthy lifestyle.	Pearson Correlation
$H4_o$: There is no significant relationship between environmental attitudes and healthy lifestyle. $H4_a$: There is a significant relationship between environmental attitudes and healthy lifestyle.	Pearson Correlation
$H5_o$: There is no significant relationship between healthy lifestyle and attitude toward natural skin care products. $H5_a$: There is a significant relationship between healthy lifestyle and attitude toward natural skin care products.	Pearson Correlation

Table 4.4: The summary of statistical treatment for hypothesis testing of this research
(continued)

Hypotheses	Statistical Treatment
H6$_o$: There is no significant relationship between appearance consciousness and attitude toward natural skin care products. H6$_a$: There is a significant relationship between appearance consciousness and attitude toward natural skin care products.	Pearson Correlation
H7$_o$: There is no significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products. H7$_a$: There is a significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.	Pearson Correlation

CHAPTER 5

DATA PRESENTATION AND CRITICAL DISCUSSION OF RESULTS

This study had been conducted by using primary data collection method from a sample of 400 respondents in Guangzhou, China. The data was gathered in February 2013. In order to collect 400 valid self-administered questionnaires, the researcher distributed 420 self-administered questionnaires to the target respondents. This chapter is comprised of two main sections. The first section is descriptive analysis for demographic factors and questionnaire descriptive analysis. The second section is hypothesis testing. The data was interpreted by using the Statistical Package.

5.1 Descriptive analysis

The descriptive analysis consists of two sections which are demographic and questionnaire descriptive analysis. The demographic profiles of the respondents in term of gender, age, marital status, income per month, education level, and occupation will be presented as follow.

5.1.1 Demographic factors

Table 5.1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
					Gender
Valid	Male	144	36.0	36.0	36.0
	Female	256	64.0	64.0	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.1 shows that from 400 respondents, the majority of respondents are female which comprises 64% (256) of total respondents while male comprises 36% (144) of total respondents.

Table 5.2: Age

Age Category

		Frequency	Percent	Valid Percent	Cumulative Percent
	Under 20 years old	67	16.8	16.8	16.8
	21-25 years old	91	22.8	22.8	39.5
	26-30 years old	79	19.8	19.8	59.3
Valid	31-35 years old	70	17.5	17.5	76.8
	36-40 years old	44	11.0	11.0	87.8
	41 years old or above	49	12.3	12.3	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.2 shows that from 400 respondents, the highest percentage of respondents are in age between 21-25 years old which are 22.8% (91) of total respondents. Others are 26-30 years old which comprises 19.8% (79), 31-35 years old which comprises 17.5% (70), under 20 years old which comprises 16.8% (67), 41 years old or above which comprises 12.3% (49), and 36-40 years old which comprises 11% (44), respectively.

Table 5.3: Marital status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	202	50.5	50.5	50.5
	Married	180	45.0	45.0	95.5
	Divorced	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.3 shows that from 400 respondents, the highest percentage of respondents are single which comprises 50.5% (202) of total respondents while married comprises 45% (180), and divorced comprises 4.5% (18), respectively.

Table 5.4: Income per month

Income per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 550 USD	164	41.0	41.0	41.0
	551-786 USD	130	32.5	32.5	73.5
	787-1,022 USD	40	10.0	10.0	83.5
	1,023-1,258 USD	38	9.5	9.5	93.0
	More than 1,258 USD	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.4 shows that from 400 respondents, the highest percentage of respondents income per month is under 550 USD, which comprises 41% (164) of total respondents. Others are 551-786 USD which comprises 32.5% (130), 787-1,022 USD which comprises 10% (40), 1,023-1,258 USD which comprises 9.5% (38), and more than 1,258 USD which comprises 7% (28), respectively.

Table 5.5: Education level

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	145	36.3	36.3	36.3
	College graduate	92	23.0	23.0	59.3
	Bachelor Degree	135	33.8	33.8	93.0
	Master Degree	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.5 shows that from 400 respondents, the highest percentage of respondents are high school or less which comprises 36.3% (145) while bachelor degree comprises 33.8% (135), college graduate comprises 23% (92), and master degree 7% (28), respectively.

Table 5.6: Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	70	17.5	17.5	17.5
	Government sector employee	35	8.8	8.8	26.3
	Private sector employee	164	41.0	41.0	67.3
	Business owner	33	8.3	8.3	75.5
	Freelance	77	19.3	19.3	94.8
	Others	21	5.3	5.3	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.6 shows that from 400 respondents, the highest percentages of respondents are private sector employees which comprises 41% (164), Other are freelance which comprises 19.3% (77), student which comprises 17.5% (70), government sector employees which comprises 8.8% (35), business owners which comprises 8.3% (33), and others which comprises 5.3% (21), respectively.

5.1.2 Questionnaire descriptive analysis

Table 5.7: The analysis of country-of-origin image of Thailand variable by using
average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Thailand is known for the high-quality of its natural skin care products.	400	1	5	3.25	.922
Thailand offers natural skin care products that have a good quality to price ratio.	400	1	5	3.59	.985
Thai natural skin care products are superior to their competitors from other countries.	400	1	5	3.27	.946
Thailand produces reliable natural skin care products.	400	1	5	3.71	.982
MeanCOO	**400**	**1.00**	**5.00**	**3.4531**	**.77303**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.7 shows that the average mean of country-of-origin image of
Thailand variable is 3.4531, which is between neutral and agree. The highest average
mean is 3.71 which is "Thailand produces reliable natural skin care products." and the
lowest average mean is 3.25 which is "Thailand is known for the high-quality of its
natural skin care products.".

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Table 5.8: The analysis of product image of Thai natural skin care product variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Thai natural skin care products are known for its high quality.	400	1	5	3.17	.893
Thai natural skin care products are reliable products.	400	1	5	3.65	1.028
Thai natural skin care products are very useful.	400	1	5	3.61	1.068
Thai natural skin care products have good ingredients.	400	1	5	3.76	1.076
MeanPI	**400**	**1.00**	**5.00**	**3.5450**	**.86358**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.8 shows that the average mean of product image of Thai natural skin care product variable is 3.5450, which is between neutral and agree. The highest average mean is 3.76 which is "Thai natural skin care products have good ingredients." and the lowest average mean is 3.17 which is "Thai natural skin care products are known for its high quality.".

Table 5.9: The analysis of health consciousness variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am prepared to leave a lot, to eat as healthy as possible.	400	1	5	4.23	.868
I think that I take health into account a lot in my life.	400	2	5	4.26	.780
I think it is important to know well how to eat healthy.	400	1	5	4.34	.852
Good health is of major importance in a happy life.	400	1	5	4.52	.759
MeanHC	**400**	**1.25**	**5.00**	**4.3350**	**.66648**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.9 shows that the average mean of health consciousness variable is 4.3350, which is between agree and strongly agree. The highest average mean is 4.52 which is "Good health is of major importance in a happy life." and the lowest average mean is 4.23 which is "I am prepared to leave a lot, to eat as healthy as possible."

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Table 5.10: The analysis of environmental attitude variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Natural skin care products are not harmful to environment.	400	1	5	3.77	1.008
Buying natural products would be environmental conservation tasks.	400	1	5	3.79	.962
It is important to me how natural skin care products may affect the environment.	400	1	5	3.66	.925
I prefer consuming natural skin care products.	400	1	5	4.02	.994
MeanEA	**400**	**1.25**	**5.00**	**3.8125**	**.78709**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.10 shows that the average mean of environmental attitude variable is 3.8125, which is between neutral and agree. The highest average mean is 4.02 which is "I prefer consuming natural skin care products." and the lowest average mean is 3.66 which is "It is important to me how natural skin care products may affect the environment."

Table 5.11: The analysis of healthy lifestyle variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I do exercise regularly.	400	1	5	3.74	.883
I often eat fruits and vegetables.	400	1	5	4.21	.862
I take regular health check-ups.	400	1	5	3.51	1.040
I try to balance work and personal aspects.	400	1	5	4.06	.852
MeanHL	**400**	**1.25**	**5.00**	**3.8794**	**.63939**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.11 shows that the average mean of healthy lifestyle variable is 3.8794, which is between neutral and agree. The highest average mean is 4.21 which is "I often eat fruits and vegetables." and the lowest average mean is 3.51 which is "I take regular health check-ups."

Table 5.12: The analysis of appearance consciousness variable by using average
mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What I look like is an important part of who I am.	400	1	5	4.28	.857
If I could look just as I wish, my life would be much happier.	400	2	5	4.29	.864
I'm usually aware of my appearance.	400	1	5	4.19	.885
MeanAC	**400**	**1.33**	**5.00**	**4.2550**	**.76942**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.12 shows that the average mean of appearance consciousness variable is 4.2550, which is between agree and strongly agree. The highest average mean is 4.29 which is "If I could look just as I wish, my life would be much happier." and the lowest average mean is 4.19 which is "I'm usually aware of my appearance."

Table 5.13: The analysis of attitude toward natural skin care products variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Natural skin care products are healthier.	400	1	5	4.08	.969
Natural skin care products have no harmful effects.	400	1	5	3.86	1.023
Natural skin care products are in fashion.	400	1	5	3.89	1.060
For me buying natural skin care products would be pleasant.	400	1	5	3.65	.914
For me buying natural skin care products would be beneficial.	400	1	5	3.98	.938
MeanAT	**400**	**1.00**	**5.00**	**3.8910**	**.79429**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.13 shows that the average mean of attitude toward natural skin care products variable is 3.8910, which is between neutral and agree. The highest average mean is 4.08 which is "Natural skin care products are healthier." and the lowest average mean is 3.65 which is "For me buying natural skin care products would be pleasant."

Table 5.14: The analysis of consumer purchase intention of Thai natural skin care products variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am highly considering the purchase of Thai natural skin care products.	400	1	5	3.18	.887
I recommend the Thai natural skin care products to others.	400	1	5	3.23	.907
I think that people around me love Thai natural skin care products.	400	1	5	3.06	.903
If Thai natural skin care products were available, I would buy them.	400	1	5	3.34	.925
I plan to buy Thai natural skin care product.	400	1	5	3.53	1.008
MeanCPI	**400**	**1.00**	**5.00**	**3.2680**	**.75206**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.14 shows that the average mean of consumer purchase intention of Thai natural skin care products variable is 3.2680, which is between neutral and agree. The highest average mean is 3.53 which is "I plan to buy Thai natural skin care product." and the lowest average mean is 3.06 which is "I think that people around me love Thai natural skin care products."

5.2 Hypothesis testing

This study aims to test the 7 hypotheses by using Pearson Correlation Coefficient (Bivariate) as follows:

Hypothesis 1: Country-of-origin image of Thailand and product image of Thai natural skin care products

$H1_o$: There is no significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.

$H1_a$: There is a significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.

Table 5.15: Pearson Correlation Coefficient (Bivariate) for hypothesis 1

Correlations

		MeanCOO	MeanPI
MeanCOO	Pearson Correlation	1	.735**
	Sig. (2-tailed)		.000
	N	400	400
MeanPI	Pearson Correlation	.735**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.15 shows that the significant level is 0.000, which is less than 0.01 (0.000 <0.01). Therefore, the null hypothesis ($H1_o$) was rejected, which can be concluded that there is a relationship between country-of-origin image of Thailand and product image of Thai natural skin care products at the 0.01 significant level.

Correlation coefficient value of 0.735, it means that there is a strong positive relationship between country-of- origin image of Thailand and product image of Thai natural skin care products. From this finding, it can be concluded that these two variables have a positive relationship or mentioned that country-of-origin image of Thailand has strong effect on product image of Thai natural skin care products. Therefore, given an increase in country-of-origin image of Thailand will result in an increase in product image of Thai natural skin care products.

Hypothesis 2: Product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products

$H2_o$: There is no significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.

$H2_a$: There is a significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.

Table 5.16: Pearson Correlation Coefficient (Bivariate) for hypothesis 2

Correlations

		MeanPI	MeanCPI
MeanPI	Pearson Correlation	1	.469**
	Sig. (2-tailed)		.000
	N	400	400
MeanCPI	Pearson Correlation	.469**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.16 shows that the significant level is 0.000, which is less than 0.01 (0.000 <0.01). Therefore, the null hypothesis ($H1_o$) was rejected, which can be

concluded that there is a relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products at the 0.01 significant level.

Correlation coefficient value of 0.469, it means that there is a moderate positive relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products. From this finding, it can be concluded that these two variables have a positive relationship or mentioned that product image of Thai natural skin care products has moderate effect on consumer purchase intention of Thai natural skin care products. Therefore, given an increase in product image of Thai natural skin care products will result in an increase in consumer purchase intention of Thai natural skin care products.

Hypothesis 3: Health consciousness and healthy lifestyle

$H3_o$: There is no significant relationship between health consciousness and healthy lifestyle.

$H3_a$: There is a significant relationship between health consciousness and healthy lifestyle.

Table 5.17: Pearson Correlation Coefficient (Bivariate) for hypothesis 3

Correlations

		MeanHC	MeanHL
MeanHC	Pearson Correlation	1	.457[**]
	Sig. (2-tailed)		.000
	N	400	400
MeanHL	Pearson Correlation	.457[**]	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.17 shows that the significant level is 0.000, which is less than 0.01 (0.000 <0.01). Therefore, the null hypothesis (H1$_o$) was rejected, which can be concluded that there is a relationship between health consciousness and healthy lifestyle at the 0.01 significant level.

Correlation coefficient value of 0.457, it means that there is a moderate positive relationship between health consciousness and healthy lifestyle. From this finding, it can be concluded that these two variables have a positive relationship or mentioned that health consciousness has moderate effect on healthy lifestyle. Therefore, given an increase in health consciousness will result in an increase in healthy lifestyle.

Hypothesis 4: Environmental attitudes and healthy lifestyle

H4$_o$: There is no significant relationship between environmental attitudes and healthy lifestyle.

H4$_a$: There is a significant relationship between environmental attitudes and healthy lifestyle.

Table 5.18: Pearson Correlation Coefficient (Bivariate) for hypothesis 4

Correlations		MeanEA	MeanHL
MeanEA	Pearson Correlation	1	.412**
	Sig. (2-tailed)		.000
	N	400	400
MeanHL	Pearson Correlation	.412**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.18 shows that the significant level is 0.000, which is less than 0.01 (0.000 <0.01). Therefore, the null hypothesis ($H1_o$) was rejected, which can be concluded that there is a relationship between environmental attitudes and healthy lifestyle at the 0.01 significant level.

Correlation coefficient value of 0.412, it means that there is a moderate positive relationship between environmental attitudes and healthy lifestyle. From this finding, it can be concluded that these two variables have a positive relationship or mentioned that environmental attitudes has moderate effect on healthy lifestyle. Therefore, given an increase in environmental attitudes will result in an increase in healthy lifestyle.

Hypothesis 5: Healthy lifestyle and attitude toward natural skin care products

$H5_o$: There is no significant relationship between healthy lifestyle and attitude toward natural skin care products.

$H5_a$: There is a significant relationship between healthy lifestyle and attitude toward natural skin care products.

Table 5.19: Pearson Correlation Coefficient (Bivariate) for hypothesis 5

Correlations

		MeanHL	MeanAT
MeanHL	Pearson Correlation	1	.409**
	Sig. (2-tailed)		.000
	N	400	400
MeanAT	Pearson Correlation	.409**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.19 shows that the significant level is 0.000, which is less than 0.01 (0.000 <0.01). Therefore, the null hypothesis ($H1_o$) was rejected, which can be concluded that there is a relationship between healthy lifestyle and attitude toward natural skin care products at the 0.01 significant level.

Correlation coefficient value of 0.409, it means that there is a moderate positive relationship between healthy lifestyle and attitude toward natural skin care products. From this finding, it can be concluded that these two variables have a positive relationship or mentioned that healthy lifestyle has moderate effect on attitude toward natural skin care products. Therefore, given an increase in healthy lifestyle will result in an increase in attitude toward natural skin care products.

Hypothesis 6: Appearance consciousness and attitude toward natural skin care products

$H6_o$: There is no significant relationship between appearance consciousness and attitude toward natural skin care products.

$H6_a$: There is a significant relationship between appearance consciousness and attitude toward natural skin care products.

Table 5.20: Pearson Correlation Coefficient (Bivariate) for hypothesis 6

Correlations

		MeanAC	MeanAT
MeanAC	Pearson Correlation	1	.631**
	Sig. (2-tailed)		.000
	N	400	400
MeanAT	Pearson Correlation	.631**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.20 shows that the significant level is 0.000, which is less than 0.01 (0.000 <0.01). Therefore, the null hypothesis ($H1_o$) was rejected, which can be concluded that there is a relationship between appearance consciousness and attitude toward natural skin care products at the 0.01 significant level.

Correlation coefficient value of 0.631, it means that there is a strong positive relationship between appearance consciousness and attitude toward natural skin care products. From this finding, it can be concluded that these two variables have a positive relationship or mentioned that appearance consciousness has strong effect on attitude toward natural skin care products. Therefore, given an increase in appearance consciousness will result in an increase in attitude toward natural skin care products.

Hypothesis 7: Attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products

$H7_o$: There is no significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.

$H7_a$: There is a significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.

Table 5.21: Pearson Correlation Coefficient (Bivariate) for hypothesis 7

Correlations

		MeanAT	MeanCPI
MeanAT	Pearson Correlation	1	.470**
	Sig. (2-tailed)		.000
	N	400	400
MeanCPI	Pearson Correlation	.470**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.21 shows that the significant level is 0.000, which is less than 0.01 (0.000 <0.01). Therefore, the null hypothesis ($H1_o$) was rejected, which can be concluded that there is a relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products at the 0.01 significant level.

Correlation coefficient value of 0.470, it means that there is a moderate positive relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products. From this finding, it can be concluded that these two variables have a positive relationship or mentioned that attitude toward natural skin care products has moderate effect on consumer purchase intention of Thai natural skin care products. Therefore, given an increase in attitude toward natural skin care products will result in an increase in consumer purchase intention of Thai natural skin care products.

Table 5.22: Summary of hypothesis testing

Hypothesis	Sig.	r	Result
$H1_o$: There is no significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products. $H1_a$: There is a significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.	0.000	0.735	Reject H_o
$H2_o$: There is no significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products. $H2_a$: There is a significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.	0.000	0.469	Reject H_o
$H3_o$: There is no significant relationship between health consciousness and healthy lifestyle. $H3_a$: There is a significant relationship between health consciousness and healthy lifestyle.	0.000	0.457	Reject H_o
$H4_o$: There is no significant relationship between environmental attitudes and healthy lifestyle. $H4_a$: There is a significant relationship between environmental attitudes and healthy lifestyle.	0.000	0.412	Reject H_o

Table 5.22: Summary of hypothesis testing (continued)

Hypothesis	Sig.	r	Result
H5o: There is no significant relationship between healthy lifestyle and attitude toward natural skin care products. H5a: There is a significant relationship between healthy lifestyle and attitude toward natural skin care products.	0.000	0.409	Reject H_o
$H6_o$: There is no significant relationship between appearance consciousness and attitude toward natural skin care products. $H6_a$: There is a significant relationship between appearance consciousness and attitude toward natural skin care products.	0.000	0.631	Reject H_o
$H7_o$: There is no significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products. $H7_a$: There is a significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.	0.000	0.470	Reject H_o

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

The aims of the study is to investigate the impact of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumers purchase intention of Thai natural skin care products. This chapter consists of four main sections including summary of findings, conclusion and implications, recommendations, and further study respectively.

6.1 Summary of findings

6.1.1 Summary of demographic factors

The primary data of this study were collected from 400 respondents in Guangzhou, China. The data was gathered in February 2013. The demographic factors include gender, age, marital status, income per month, education level, and occupation.

Table 6.1: Summary of demographic factors

Demographic profiles	Majority in Percent
Gender	Female - 64% (256)
Age	21-25 years old - 22.8% (91)
Marital status	Single - 50.5% (202)
Income per month	Under 550 USD - 41% (164)
Education level	High school or less - 36.3% (145)
Occupation	Private sector employees - 41% (164)

Source: Survey data gathered in February 2013

From table 6.1, the majority of respondents are female which comprise 64% (256) of total respondents. The majority of respondents are people who intend to buy the Thai natural skin care products and are in the aged between 21-25 years old, which equal to 22.8% (91) of total respondents. The majority of respondents are single which comprise 50.5% (202) of total respondents. Most of them are people who have income per month under 550 USD which comprise 41% (164) of total respondents. The highest percentages of respondents are high school or less which comprise 36.3% (145), and the highest percentages of respondents are private sector employees which comprise 41% (164).

6.1.2 Summary of questionnaire descriptive analysis

Table 6.2: Summary of average mean and standard deviation

Variable	Average mean	Standard deviation
Country-of-origin image of Thailand	3.4531	0.77303
Product image of Thai natural skin care products	3.5450	0.86358
Health consciousness	4.3350	0.66648
Environmental attitudes	3.8125	0.78709
Healthy lifestyle	3.8794	0.63939
Appearance consciousness	4.2550	0.76942
Attitude toward natural skin care products	3.8910	0.79429
Consumer purchase intention of Thai natural skin care products	3.2680	0.75206

Source: Survey data gathered in February 2013

From table 6.2 show that the health consciousness variable has the highest average mean is 4.3350, while consumer purchase intention of Thai natural skin care products variable has the lowest average mean is 3.2680. The higher standard deviation refers to the data points clustered around more distance from the average mean. Product image of Thai natural skin care products variable has the highest standard deviation is 0.86358, while healthy lifestyle variable has the lowest standard deviation is 0.63939.

6.1.3 Summary of hypothesis testing

The findings of seven hypotheses can be summarized as follow:

Hypothesis 1: There is a significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.

Hypothesis 2: There is a significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.

Hypothesis 3: There is a significant relationship between health consciousness and healthy lifestyle.

Hypothesis 4: There is a significant relationship between environmental attitudes and healthy lifestyle.

Hypothesis 5: There is a significant relationship between healthy lifestyle and attitude toward natural skin care products.

Hypothesis 6: There is a significant relationship between appearance consciousness and attitude toward natural skin care products.

Hypothesis 7: There is a significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.

6.2 Conclusion and implications

6.2.1 Conclusion

This study focused on investigating country-of-origin image of Thailand, product image of Thai natural skin care products, health consciousness, environmental attitudes, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products that influence consumers purchase intention of Thai natural skin care products. In order to achieve the objectives, hypotheses have been set and tested by using Pearson Correlation Coefficient (Bivariate).The conclusion of this study will be concluded based on the research objective as follow:

Firstly, to investigate the relationship between country-of-origin image of Thailand and product image of Thai natural skin care products, the result of the study shows that there is a relationship between country-of-origin image of Thailand and product image of Thai natural skin care products at the 0.01 significant level. Correlation coefficient value of 0.735, it means that there is a strong positive relationship between country-of- origin image of Thailand and product image of Thai natural skin care products. This finding is corresponding with Souiden et al.'s (2011) findings that there is a positive and significant relationship that the higher the country-of-origin's image, the higher products' image.

Secondly, to investigate the relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products, the result of the study shows that there is a relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products at the 0.01 significant level. Correlation coefficient value of 0.469, it means that there is a moderate positive relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products. This finding is corresponding with Souiden et al.'s (2011) findings

that there is a positive and significant relationship that the higher the perception of products' image, the higher consumers' purchase intention of the products.

Thirdly, to investigate the relationship between health consciousness and healthy lifestyle, the result of the study shows that there is a relationship between health consciousness and healthy lifestyle at the 0.01 significant level. Correlation coefficient value of 0.457, it means that there is a moderate positive relationship between health consciousness and healthy lifestyle. This finding is corresponding with Chen's (2009) findings that consumers' health consciousness are positive donors to the consumers' healthy lifestyles. Furthermore, Kim & Chung (2011) also claimed that in terms of skin care products purchase, consumers who possess high health consciousness may consider whether products are safe for their skin.

Fourthly, to investigate the relationship between environmental attitudes and healthy lifestyle, the result of the study shows that there is a relationship between environmental attitudes and healthy lifestyle at the 0.01 significant level. Correlation coefficient value of 0.412, it means that there is a moderate positive relationship between environmental attitudes and healthy lifestyle. This finding is corresponding with Chen's (2009) findings that consumers' environmental attitudes are positive donors to the consumers' healthy lifestyles.

Fifthly, to investigate the relationship between healthy lifestyle and attitude toward natural skin care products, the result of the study shows that there is a relationship between healthy lifestyle and attitude toward natural skin care products at the 0.01 significant level. Correlation coefficient value of 0.409, it means that there is a moderate positive relationship between healthy lifestyle and attitude toward natural skin care products. This finding is corresponding with Chen's (2009) findings that healthy lifestyles do have the positive affect on the consumers' attitudes toward organic foods. Souiden & Diagne (2009) stated that Canadian men's consumption of cosmetics is strongly affected by their lifestyles.

Sixthly, to investigate the relationship between appearance consciousness and attitude toward natural skin care products, the result of the study shows that there is a relationship between appearance consciousness and attitude toward natural skin care products at the 0.01 significant level. Correlation coefficient value of 0.631, it means that there is a strong positive relationship between appearance consciousness and attitude toward natural skin care products. This finding is corresponding with Kim & Chung (2011) claimed that appearance consciousness positively affects attitude toward purchasing organic skin/hair care products. Souiden & Diagne (2009) stated that the physical attractiveness has a positive affect on men's cosmetics products consumptions.

Lastly, to investigate the relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products, the result of the study shows that there is a relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products at the 0.01 significant level. Correlation coefficient value of 0.470, it means that there is a moderate positive relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products. This finding is corresponding with Kim & Chung's (2011) findings that consumers' attitude toward purchasing organic skin/hair care products positively affects on consumers' intentions to purchase organic skin/hair care products. The findings of consumers' attitude has a significant influence in consumers' purchase intention is corresponding with many previous studies (e.g. Ajzen, 1991 ; Magistris & Gracia, 2008 ; Chen, 2008 ; Aman et al., 2012 ; George, 2004).

The majority of respondents are female (64%). The respondents are people who intend to buy the Thai natural skin care products who are in the age between 21-25 years old (22.8%). Most of the respondents are single (50.5%). Income per month of most of the respondents is under 550 USD (41%). The education level of most of the respondents is high school or less (36.3%), and most of them are private sector employees (41%).

6.2.2 Implications

The result of the correlation coefficient value from the hypothesis testing (see figure 6.1), hypothesis 1, shows that there is a relationship between country-of-origin image of Thailand and product image of Thai natural skin care products (0.735). For hypothesis 6, there is a relationship between appearance consciousness and attitude toward natural skin care products (0.631) have strong positive relationship. Moreover, for hypothesis 7, there is a relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products (0.470). Results for hypothesis 2, shows that there is a relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products (0.469). For hypothesis 3, there is a relationship between health consciousness and healthy lifestyle (0.457). For hypothesis 4, there is a relationship between environmental attitudes and healthy lifestyle (0.412), and for hypothesis 5, there is a relationship between healthy lifestyle and attitude toward natural skin care products (0.409), respectively. Hypothesis 7, 2, 3, 4, 5 have moderate positive relationship. All of the hypotheses have positive relationship.

The findings of correlation coefficient value implied that firstly, Chinese consumers believed that Thai natural skin care products have high quality with truly of natural ingredients. Product image of Thai natural skin care products have been significant related to the country-of-origin image of Thailand. It also implied that the country-of-origin image of Thailand is an agricultural country, and Thailand has richness in natural environment and natural resources which are strongly related to Thailand has a high potential to produce and develop the natural skin care products. Chinese consumers believe that Thai natural skin care products are reliable and have good ingredients.

Secondly, Chinese consumers are aware of their health, and environmental protection. They emphasize on their healthy living. Chinese consumers trust natural

skin care products and believe that natural skin care products of Thailand are harmless. They think that to use natural skin care products is beneficial for their health; as a result they desire to purchase natural skin care products. Chinese consumers recognize that good health is of major importance in a happy life. They prefer consuming natural skin care products and they often eat fruits and vegetable.

Thirdly, Chinese consumers have very high appearance consciousness. They think that what they look like is the important part of who they are. They will be happier, if they could look just as they wish. As a result, they have a same recognition that they accept natural skin care products since natural skin care products able to satisfy their needs for beauty and improve their general appearances.

Lastly, Chinese consumers recognize that natural skin care products are healthier. They perceived that natural skin care products are in fashion, and they have a highly acceptance toward natural skin care products. They plan to buy Thai natural skin care products.

6.3 Recommendations

The findings of this study suggest that country-of-origin image of Thailand, products image of Thai natural skin care products, health consciousness, environmental attitude, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products are significant considerations for Thai cosmetic firms to increase consumer purchase intention of Thai natural skin care products. As a result, this study recommends that Thai cosmetic firms should develop the country-of-origin image of Thailand and product image of Thai natural skin care products through the sense of nature, green, beauty together with the agricultural country image of Thailand. Since most of Chinese consumers believed that Thai natural skin care products are reliable and have good ingredients due to richness of natural environment, natural resources, and historical agricultural country which is a deeply rooted in agricultural social structure of Thailand.

Chinese consumers are aware of their health, and environmental protection. They emphasize on their healthy living. Chinese consumers trust natural skin care products and believe that natural skin care products of Thailand are harmless. They think that to use natural skin care products is beneficial for their health; as a result they desire to purchase natural skin care products. Chinese consumers recognize that good health is of major importance in a happy life. They prefer consuming natural skin care products and they often eat fruits and vegetable. In order to expand the Thai natural skin care products to the Chinese market, Thai cosmetics firms should apply the green marketing. For example, eco-label, eco-brand and environmental advertisement are the green marketing tools (Rahbar and Wahid, 2011).

Additionally, Chinese consumers have very high appearance consciousness. They think that what they look like is the important part of who they are. They will be happier, if they could look just as they wish. As a result, they have a same recognition that they accept natural skin care products since natural skin care products able to

satisfy their needs for beauty and improve their general appearances. Therefore, Thai cosmetics firms should develop the products to satisfy the needs for beauty. The marketing campaign can be developed based on the concept of "Beauty with natural". Moreover, Chinese consumers recognize that natural skin care products are healthier. They perceived that natural skin care products are in fashion, and they have a highly acceptance toward natural skin care products. They plan to buy Thai natural skin care products even they are not able to see the physical products in the distribution channel that they trust which is department stores but they still have moderately high intention to purchase Thai natural skin care products. It can be implied that Chinese consumers have the high expectation in Thai natural skin care products and Thai natural skin care products have high potential to grow in China market.

For the potential consumers of Thai natural skin care products, Thai cosmetic firms may focus on consumers who have high appearance consciousness, healthy lifestyle consumers, and new couples since the arrival of babies in the family is the trigger of green product consumption. For the price of the products, it should not higher than 15% premium from the non-green products. Additionally, department stores are the key distribution channel for Thai natural skin care products because most of Chinese consumers trust that this channel will provides safe, reliable and certified products for them.

6.4 Further study

The study investigated the impact of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumers purchase intention of Thai natural skin care products only. Whether such results would be consistent in other natural skin care products from other countries would need to be verified through further research. The further study could be studied on other natural skin care products from other countries.

There are more factors that would affect consumers purchase intention of natural skin care products. Further study could be studied on different factors that would affect consumers purchase intention of natural skin care products such as age, income, past experience with natural skin care products, and etc.

The result of this study has a limitation in geographic areas since the researcher collected the data in only one city which is Guangzhou, China, therefore the feedback of the target respondents may differ from people in other geographic areas. The further study would study in different geographic areas such as Beijing, Shanghai, and etc.

Since the Chinese consumers are willing to pay higher premium for non-Chinese foreign green products that are produced in foreign countries by foreign firms than the green products that are produced in China even the manufacture facility is invested by foreign firms. Therefore, the further study would study how many percent of a premium that Chinese consumers are willing to pay for Thai natural skin care products or Thai green products.

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APPENDIX

APPENDIX: **A. Questionnaire English Version**

Questionnaire:

This questionnaire is produced by an MBA student from Assumption University to obtain information of "Determinant factors toward purchase intention: A case study of Thai natural skin care products in Guangzhou, China.". The purpose of this research project is to complete a Thesis of Master Degree in Business Administration, Assumption University. Your responds will be keep confidence. Thank you for your cooperation.

Part 1: Screening question

Do you intend to buy the Thai natural skin care product?

☐ Yes   ☐ No (If no, respond no further.)

Part 2: Main Questionnaire

Please indicate by "√" into the blank which is most accurately describes your opinion toward Thai natural skin care products. The scale method that uses in this questionnaire starts from 1 to 5 which have this following scale;

1 = Strongly disagree   2 = Disagree   3 = Neutral   4 = Agree   5 = Strongly agree

No.	Items					
	Country-of-origin image of Thailand					
1	Thailand is known for the high-quality of its natural skin care products.	**1**	**2**	**3**	**4**	**5**
2	Thailand offers natural skin care products that have a good quality to price ratio.	**1**	**2**	**3**	**4**	**5**
3	Thai natural skin care products are superior to their competitors from other countries.	**1**	**2**	**3**	**4**	**5**
4	Thailand produces reliable natural skin care products.	**1**	**2**	**3**	**4**	**5**
	Product image of Thai natural skin care products					
5	Thai natural skin care products are known for its high quality.	**1**	**2**	**3**	**4**	**5**
6	Thai natural skin care products are reliable products.	**1**	**2**	**3**	**4**	**5**
7	Thai natural skin care products are very useful.	**1**	**2**	**3**	**4**	**5**
8	Thai natural skin care products have good ingredients.	**1**	**2**	**3**	**4**	**5**
	Health consciousness					
9	I am prepared to leave a lot, to eat as healthy as possible.	**1**	**2**	**3**	**4**	**5**
10	I think that I take health into account a lot in my life.	**1**	**2**	**3**	**4**	**5**
11	I think it is important to know well how to eat healthy.	**1**	**2**	**3**	**4**	**5**
12	Good health is of major importance in a happy life.	**1**	**2**	**3**	**4**	**5**

	Environmental attitudes					
13	Natural skin care products are not harmful to environment.	1	2	3	4	5
14	Buying natural products would be environmental conservation tasks.	1	2	3	4	5
15	It is important to me how natural skin care products may affect the environment.	1	2	3	4	5
16	I prefer consuming natural skin care products.	1	2	3	4	5
	Healthy lifestyle					
17	I do exercise regularly. (regular exercise)	1	2	3	4	5
18	I often eat fruits and vegetables. (high fruit consumption)	1	2	3	4	5
19	I take regular health check-ups. (regular health control)	1	2	3	4	5
20	I try to balance work and personal aspects. (working/private life)	1	2	3	4	5
	Appearance consciousness					
21	What I look like is an important part of who I am.	1	2	3	4	5
22	If I could look just as I wish, my life would be much happier.	1	2	3	4	5
23	I'm usually aware of my appearance.	1	2	3	4	5
	Attitude toward natural skin care products					
24	Natural skin care products are healthier. (health benefit)	1	2	3	4	5
25	Natural skin care products have no harmful effects. (no harmful)	1	2	3	4	5
26	Natural skin care products are in fashion. (fashion)	1	2	3	4	5
27	For me buying natural skin care products would be pleasant.	1	2	3	4	5

28	For me buying natural skin care products would be beneficial.	1	2	3	4	5
	Consumer purchase intention of Thai natural skin care products					
29	I am highly considering the purchase of Thai natural skin care products	1	2	3	4	5
30	I recommend the Thai natural skin care products to others.	1	2	3	4	5
31	I think that people around me love Thai natural skin care products.	1	2	3	4	5
32	If Thai natural skin care products were available, I would buy them.	1	2	3	4	5
33	I plan to buy Thai natural skin care product.	1	2	3	4	5

Part 3: Demographic Factors

1. Gender

    ☐ Male   ☐ Female

2. Age Category

    ☐   Under 20 years old   ☐   21-25 years old

    ☐   26-30 years old   ☐   31-35 years old

    ☐   36-40 years old   ☐   41 years old or above

3. Marital Status

    ☐ Single   ☐ Married

    ☐ Divorced

4. Income per month
   - ☐ Under 550 USD   ☐ 551-786 USD
   - ☐ 787-1,022 USD   ☐ 1,023-1,258 USD
   - ☐ More than 1,258 USD

5. Education level
   - ☐ High school or less   ☐ College graduate
   - ☐ Bachelor Degree   ☐ Master Degree
   - ☐ Higher than Master Degree

6. Occupation
   - ☐ Student   ☐ Government sector employee
   - ☐ Private sector employee   ☐ Business owner
   - ☐ Freelance   ☐ Others (Please specify)_____

APPENDIX: B. Questionnaire Chinese Version

问卷调查

您好! 此调查问卷出于泰国易三仓大学的 MBA 学生, 为了收集 "消费者购买意向的影响因素; 在中国广州的泰国天然护肤品个案研究。" 毕业论文题目的资料 。本研究项目的目的是为了完成泰国易三仓大学的工商管理硕士学位毕业论文。您的答案将会保密处理。谢谢您的合作。

第 1 部分:

你有意购买泰国天然护肤产品吗?

□ 是 　　　　　　　　　　　　　□ 否 (调查问卷结束)

第 2 部分: 问卷调查

请选择一个最能代表您的看法的答案,并在其上划"√"。非常不同意为 1 ,不同意为 2,一般为 3, 同意为 4, 非常同意为 5。

No.	项目					
	泰国的原产国形象					
1	泰国是著名的高品质的天然护肤产品生产国。	1	2	3	4	5
2	泰国的天然护肤产品品质好、物有所值。	1	2	3	4	5
3	泰国天然护肤品都优于其他国家的同类产品。	1	2	3	4	5
4	泰国生产的天然护肤品,天然可靠。	1	2	3	4	5

	泰国天然护肤品的产品形象					
5	泰国天然护肤品是众所周知的高品质产品。	1	2	3	4	5
6	泰国天然护肤品是天然可靠的产品。	1	2	3	4	5
7	泰国天然护肤品是非常有用的天然产品。	1	2	3	4	5
8	泰国天然护肤品具有良好的天然物质成分。	1	2	3	4	5
	健康意识					
9	我坚持抵制不良嗜好，为了能吃得更健康。	1	2	3	4	5
10	在我的生活中，我非常注重健康。	1	2	3	4	5
11	我认为吃得健康是非常重要的。	1	2	3	4	5
12	良好的健康是幸福生活的根本。	1	2	3	4	5
	环保态度					
13	天然护肤品对环境没有害。	1	2	3	4	5
14	购买天然产品是保护环境的行为。	1	2	3	4	5
15	我很重视天然护肤品对环境的影响。	1	2	3	4	5
16	我更喜欢使用天然护肤品。	1	2	3	4	5
	健康生活方式					
17	我经常做运动。	1	2	3	4	5
18	我经常吃水果和蔬菜。	1	2	3	4	5
19	我采取定期健康检查。	1	2	3	4	5
20	我尽量平衡工作和生活。	1	2	3	4	5
	外观意识					
21	自我的个人形象很重要。	1	2	3	4	5
22	有如意的个人形象，生活得更愉快（开心）。	1	2	3	4	5
23	我非常注重自己的仪表、仪态。	1	2	3	4	5

	天然护肤品的态度					
24	天然护肤产品，对健康有保障。	1	2	3	4	5
25	天然护肤产品无害。	1	2	3	4	5
26	天然护肤产品是时尚的 。	1	2	3	4	5
27	购买天然护肤品对我来说是愉快的事。	1	2	3	4	5
28	购买天然护肤品，对自己是有益的。	1	2	3	4	5
	消费者对泰国天然护肤品的购买意向					
29	我着重考虑购买泰国天然护肤品。	1	2	3	4	5
30	我会推荐泰国天然护肤品给他人。	1	2	3	4	5
31	我觉得我周围的人都喜爱泰国天然护肤品。	1	2	3	4	5
32	如果有泰国天然护肤产品在销售，我就买它。	1	2	3	4	5
33	我打算购买泰国天然护肤产品。	1	2	3	4	5

第 3 部分：个人信息

1. 性别

   □ 男　　　□ 女

2. 年龄

   □　　二十周岁以下　　　□　21-25 周岁

   □　　26-30 周岁　　　□　31-35 周岁

   □　　36-40 周岁　　　□　41 周岁以

3. 婚姻状况

   □单身　　　　　　　　□已婚　　　　　　　　□离婚

4. 月收入

　　□ 低于 3,500 人民币　　　□ 3,501-5,000 人民币

　　□ 5,001-6,500 人民币　　　□ 6,501-8,000 人民币

　　□ 8,000 人民币以上

5. 最高学历

　　□ 高中及以下学历　　　　□ 大专学历

　　□ 本科学历　　　　　　　□ 硕士学历

　　□ 高于硕士学历（及以上）

6. 职业

　　□ 学生　　　　　　　□ 公务员

　　□ 企业职员　　　　　□ 商人

　　□ 自由职业　　　　　□ 其他，请注明＿＿＿＿＿＿＿＿＿

TABLE

Table 1.1: Price of Thai, Chinese, and international brands of natural skin care products from www.taobao.com

Thai brand	Product	Price USD
Abhaibhubejhr	Ginger shampoo 300 ml.	7.08
ARB-IMS	Essential oil handmade soap 110 g.	4.71
MADAME HENG	Original formula 150 g.	5.35
MADAME HENG	Acne clear soap 150 g.	5.17
MAITHONG	Jasmine rice soap 100 g.	3.93
MAITHONG	Mangosteen soap 100 g.	3.93
No brand from floating market	Carbon handmade soap 100g.	3.93
THANN	Oriental essence shower cream 300 ml.	32.39
Twin Lotus	Jasmine rice milk shower cream 250 ml.	6.26
Twin Lotus	Herbal soap	1.57
Chinese brand	**Product**	**Price USD**
Arboreal (芳草集)	Rose hydrating & moisturizing cream 50g.	4.91
Arboreal (芳草集)	Rose hydrating essential oil 20 ml.	6.92
Bai Zhen Tang (佰珍堂)	Green tea handmade soap 120g.	1.58
Bai Zhen Tang (佰珍堂)	Carbon handmade soap 120g.	4.56
Bo Qian (博倩)	Ginger shower cream 1,000 ml.	4.10
Bo Qian (博倩)	Ginger shampoo 800 ml.	4.18
Doctor Li (李医生)	Deep natural herbal cleanser 130g.	3.14
Perfect (完美)	Aloe gel 40g.	4.56
ROST (韵之堂)	Ginger shampoo 450 ml.+ Ginger conditioner 450ml.	7.71
Zhen Ben Cao (正本草)	Herbal shower cream 500 ml.	5.98
International brand	**Product**	**Price USD**
Body Shop	Nutriganics smoothing day cream 50 ml.	21.23
Body Shop	Nutriganics softening cleansing gel 100ml.	6.29
Burt's Bees	Honey&Shea soap 140 g.	6.92
Burt's Bees	Replenishing lip balm with pomegranate 4.25g.	3.46
Skin food	Broccoli cleansing foam 120ml.	9.43

Source: Taobao.com. (2013). *天然护肤品*. Retrieved from http://www.taobao.com/

Table 2.1: Summary of previous studies

Author	Objective	Key findings
Souiden et al. (2011)	To examine consumers' behavior in emerging countries, and at the same time the impacts of country image and country-of-origin's image on consumers' uncertainty, aspiration and purchasing intention of high-tech products have also been assessed.	A strong of country-of-origin's image positively impacts on the image of the nation's high-tech products, country-of-origin's image and country image obviously decrease consumer uncertainty while increase aspiration in relevance to the purchase of complex products. The impact of country image is greater than country-of-origin's image; however, country-of-origin's image plays a significant role in affecting the product image. Uncertainty and product image have lesser affect on consumer purchase intention than aspiration.
Chen (2009)	To examine the assumptions whether health consciousness and environmental attitudes affect the consumers' attitude toward organic foods through an individual's healthy lifestyle.	Health consciousness and environmental attitudes affect consumers' attitude toward organic foods through their healthy lifestyle.

Table 2.1: Summary of previous studies (continued)

Author	Objective	Key findings
Kim& Chung (2011)	To investigate the effects of consumer values and past experiences on consumers purchase intentions of organic personal care products by using the theory of planned behaviors (TPB), and the moderating effect of perceived behavioral control on the attitude-intention relationship is aimed to consider further.	Environmental consciousness and appearance consciousness have more positively influenced in attitude toward buying organic personal care products than health consciousness. Past experiences are a predictor of purchase intention and perceived behavioral control is the moderator of attitude-purchase intention relationship resulted in the improvement on the theory of planned behaviors (TPB).
Souiden& Diagne (2009)	To examine and illustrate the effect of personal variables, socio-culture variable, and marketing variables on Canadian and French males' attitude toward the consumption and purchase of men's cosmetics.	There are the different motivations and drives between Canadian and French males when regarding to purchase and consume the men's grooming products. However, the physical attractiveness has positive affect on men's cosmetics consumptions are strongly supported by Canadian and French males.
Wang& Yang (2008)	To examine the relationship among brand personality, country-of-origin image and purchase intention.	Brand personality and country-of-origin image exert important positive main impacts on purchase intention.

Table 3.1: Operationalization of the variables

Variable	Concept of Variable	Operational components	Measurement scale
Country-of-origin image of Thailand	**Country-of origin image** is defined as a picture, a stereotype, and a representation that consumers and businessmen link to the products of a specific country (Souiden et al., 2011).	- Thailand is known for the high-quality of its natural skin care products. - Thailand offers natural skin care products that have a good quality to price ratio. - Thai natural skin care products are superior to their competitors from other countries. - Thailand produces reliable natural skin care products.	Interval Scale

Table 3.1: Operationalization of the variables (continued)

Variable	Concept of Variable	Operational components	Measurement scale
Product image of Thai natural skin care products	**Product image** is defined as a picture and information that consumers perceived from the products (Souiden et al., 2011).	- Thai natural skin care products are known for its high quality. - Thai natural skin care products are reliable products. - Thai natural skin care products are very useful. - Thai natural skin care products have good ingredients.	Interval Scale
Health consciousness	**Health consciousness** leads people to undertake healthy behavior, and consumers who are health conscious people will care about the desired state of good health and put ahead an attempt to keep a healthy life (Kim &Chung, 2011).	- I am prepared to leave a lot, to eat as healthy as possible. - I think that I take health into account a lot in my life - I think it is important to know well how to eat healthy. - Good health is of major importance in a happy life.	Interval Scale

Table 3.1: Operationalization of the variables (continued)

Variable	Concept of Variable	Operational components	Measurement scale
Environmental attitudes	**Environmental attitudes** refer to the notions of maintaining the productivity of the land, and preserving the natural resources (Chen, 2009).	- Natural skin care products are not harmful to environment. - Buying natural products would be environmental conservation tasks. - It is important to me how natural skin care products may affect the environment. - I prefer consuming natural skin care products.	Interval Scale
Healthy lifestyle	**Healthy lifestyle** underlines physical health-related movements essentially healthcare, life equilibrium, and food consumption (Chen, 2009).	- I do exercise regularly. (regular exercise) - I often eat fruits and vegetables. (high fruit consumption) - I take regular health check-ups. (regular health control) - I try to balance work and personal aspects. (working/private life)	Interval Scale

Table 3.1: Operationalization of the variables (continued)

Variable	Concept of Variable	Operational components	Measurement scale
Appearance consciousness	**Appearance consciousness** leads people to hold the attention in cosmetics and clothing that express or make the different on their images (Kim &Chung, 2011).	- What I look like is an important part of who I am. - If I could look just as I wish, my life would be much happier. - I'm usually aware of my appearance.	Interval Scale
Attitude toward natural skin care products	**Attitude toward behavior** is defined as individual assessments being favorable or unfavorable to behave the behavior (Kim &Chung, 2011). Therefore, attitude toward natural skin care products mean individual assessments being favorable or unfavorable to purchase or use natural skin care products.	- Natural skin care products are healthier. (health benefit) - Natural skin care products have no harmful effects. (no harmful) - Natural skin care products are in fashion. (fashion) - For me buying natural skin care products would be pleasant. - For me buying natural skin care products would be beneficial.	Interval Scale

Table 3.1: Operationalization of the variables (continued)

Variable	Concept of Variable	Operational components	Measurement scale
Consumer purchase intention of Thai natural skin care products	**Consumer purchase intention** refers to the possibility that consumers will by the products due to their needs, attitudes, perceptions, and information of the products (Souiden et al., 2011).	- I am highly considering the purchase of Thai natural skin care products. - I recommend the Thai natural skin care products to others. - I think that people around me love Thai natural skin care products. - If Thai natural skin care products were available, I would buy them. - I plan to buy Thai natural skin care product.	Interval Scale

Table 4.1: The population density ratio and locations that choose to collect data

District	Population density	Percentage	Respondents	Location
Yuexiu	34,239	42%	168	Zhongshan Wu road and Huanshi Dong road (Each location has 84 respondents)
Liwan	15,198	19%	76	Shang-xia-jiu pedestrian shopping street
Haizhu	17,242	21%	84	Jiangnan Xi road
Tianhe	14,870	18%	72	Tianhe road
Total	81,549	100%	400	5 locations

Table 4.2: The summary of the questionnaires of this study and its sources

Sources	Items from previous study	Item of this research
Country-of-origin image Souiden et al. (2011)	1. Canada is known for the high quality of its high-tech products. 2. Canada offers high-tech products that have a good quality to price ratio. 3. Canadian high-tech products are superior to their competitors from other countries. 4. Canada produces reliable high-tech products.	1. Thailand is known for the high-quality of its natural skin care products. 2. Thailand offers natural skin care products that have a good quality to price ratio. 3. Thai natural skin care products are superior to their competitors from other countries. 4. Thailand produces reliable natural skin care products.
Product image Souiden et al. (2011)	1. The Blackberry is known for its high quality. 2. The Blackberry is a reliable product. 3. The Blackberry is very useful. 4. The Blackberry has good features.	1. Thai natural skin care products are known for its high quality. 2. Thai natural skin care products are reliable products. 3. Thai natural skin care products are very useful. 4. Thai natural skin care products have good ingredients.

Table 4.2: The summary of the questionnaires of this study and its sources (continued)

Sources	Items from previous study	Item of this research
Health consciousness Chen (2009)	1. I am prepared to leave a lot, to eat as healthy as possible. 2. I think that I take health into account a lot in my life 3. I think it is important to know well how to eat healthy.	1. I am prepared to leave a lot, to eat as healthy as possible. 2. I think that I take health into account a lot in my life 3. I think it is important to know well how to eat healthy.
Kim& Chung (2011)	4. Good health is of major importance in a happy life.	4. Good health is of major importance in a happy life.
Environmental attitudes Chen (2009)	1. I practice environmental conservation tasks (environmental conservation). 2. I prefer consuming recycled products (recycled product consumption).	1. Natural skin care products are not harmful to environment. 2. Buying natural products would be environmental conservation tasks. 3. It is important to me how natural skin care products may affect the environment.
Follows & Jobber (2000)	3. How a diaper may affect the environment is important to me.	4. I prefer consuming natural skin care products.

Table 4.2: The summary of the questionnaires of this study and its sources (continued)

Sources	Items from previous study	Item of this research
Healthy lifestyle Chen (2009)	1. I do exercise regularly. (regular exercise) 2. I often eat fruits and vegetables. (high fruit consumption) 3. I take regular health check-ups. (regular health control) 4. I try to balance work and personal aspects. (working/private life)	1. I do exercise regularly. (regular exercise) 2. I often eat fruits and vegetables. (high fruit consumption) 3. I take regular health check-ups. (regular health control) 4. I try to balance work and personal aspects. (working/private life)
Appearance consciousness Kim& Chung (2011)	1. What I look like is an important part of who I am. 2. If I could look just as I wish, my life would be much happier. 3. I'm usually aware of my appearance.	1. What I look like is an important part of who I am. 2. If I could look just as I wish, my life would be much happier. 3. I'm usually aware of my appearance.

Table 4.2: The summary of the questionnaires of this study and its sources (continued)

Sources	Items from previous study	Item of this research
Attitude toward natural skin care products Chen (2009)	1. Organic products are healthier. (health benefit) 2. Organic products have no harmful effects. (no harmful effects) 3. Organic products are in fashion. (fashion)	1. Natural skin care products are healthier. (health benefit) 2. Natural skin care products have no harmful effects. (no harmful) 3. Natural skin care products are in fashion. (fashion)
Kim & Chung (2011)	4. For me buying organic body lotion/shampoo would be unpleasant / pleasant. 5. For me buying organic body lotion/shampoo would be harmful/ beneficial.	4. For me buying natural skin care products would be pleasant. 5. For me buying natural skin care products would be beneficial.

Table 4.2: The summary of the questionnaires of this study and its sources (continued)

Sources	Items from previous study	Item of this research
Consumer purchase intention Souiden et al. (2011)	1. I am highly considering the purchase of a Blackberry. 2. I recommend the Blackberry to others. 3. I think that my surrounding people love the Blackberry.	1. I am highly considering the purchase of Thai natural skin care products. 2. I recommend the Thai natural skin care products to others. 3. I think that people around me love Thai natural skin care products.
Kim & Chung (2011)	4. If organic body lotion/shampoo was available, I would buy it. 5. I plan to buy organic body lotion/shampoo.	4. If Thai natural skin care products were available, I would buy them. 5. I plan to buy Thai natural skin care product.

Table 4.3: The research instrument reliability

Variables	Alpha
Country-of-origin image of Thailand	0.887
Product image of Thai natural skin care products	0.890
Health consciousness	0.875
Environment attitudes	0.772
Healthy lifestyle	0.830
Appearance consciousness	0.890
Attitude toward natural skin care products	0.887
Consumer purchase intention of Thai natural skin care products	0.891

Table 4.4: The summary of statistical treatment for hypothesis testing of this research

Hypotheses	Statistical Treatment
$H1_o$: There is no significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products. $H1_a$: There is a significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.	Pearson Correlation
$H2_o$: There is no significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products. $H2_a$: There is a significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.	Pearson Correlation
$H3_o$: There is no significant relationship between health consciousness and healthy lifestyle. $H3_a$: There is a significant relationship between health consciousness and healthy lifestyle.	Pearson Correlation
$H4_o$: There is no significant relationship between environmental attitudes and healthy lifestyle. $H4_a$: There is a significant relationship between environmental attitudes and healthy lifestyle.	Pearson Correlation
$H5_o$: There is no significant relationship between healthy lifestyle and attitude toward natural skin care products. $H5_a$: There is a significant relationship between healthy lifestyle and attitude toward natural skin care products.	Pearson Correlation

Table 4.4: The summary of statistical treatment for hypothesis testing of this research
(continued)

Hypotheses	Statistical Treatment
H6$_o$: There is no significant relationship between appearance consciousness and attitude toward natural skin care products. H6$_a$: There is a significant relationship between appearance consciousness and attitude toward natural skin care products.	Pearson Correlation
H7$_o$: There is no significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products. H7$_a$: There is a significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.	Pearson Correlation

Table 5.1: Gender

<table>
<tr><th colspan="6">Gender</th></tr>
<tr><th></th><th></th><th>Frequency</th><th>Percent</th><th>Valid Percent</th><th>Cumulative Percent</th></tr>
<tr><td rowspan="3">Valid</td><td>Male</td><td>144</td><td>36.0</td><td>36.0</td><td>36.0</td></tr>
<tr><td>Female</td><td>256</td><td>64.0</td><td>64.0</td><td>100.0</td></tr>
<tr><td>Total</td><td>400</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

Source: Survey data gathered in February 2013

Table 5.2: Age

<table>
<tr><th colspan="6">Age Category</th></tr>
<tr><th></th><th></th><th>Frequency</th><th>Percent</th><th>Valid Percent</th><th>Cumulative Percent</th></tr>
<tr><td rowspan="7">Valid</td><td>Under 20 years old</td><td>67</td><td>16.8</td><td>16.8</td><td>16.8</td></tr>
<tr><td>21-25 years old</td><td>91</td><td>22.8</td><td>22.8</td><td>39.5</td></tr>
<tr><td>26-30 years old</td><td>79</td><td>19.8</td><td>19.8</td><td>59.3</td></tr>
<tr><td>31-35 years old</td><td>70</td><td>17.5</td><td>17.5</td><td>76.8</td></tr>
<tr><td>36-40 years old</td><td>44</td><td>11.0</td><td>11.0</td><td>87.8</td></tr>
<tr><td>41 years old or above</td><td>49</td><td>12.3</td><td>12.3</td><td>100.0</td></tr>
<tr><td>Total</td><td>400</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

Source: Survey data gathered in February 2013

Table 5.3: Marital status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	202	50.5	50.5	50.5
	Married	180	45.0	45.0	95.5
	Divorced	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.4: Income per month

Income per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 550 USD	164	41.0	41.0	41.0
	551-786 USD	130	32.5	32.5	73.5
	787-1,022 USD	40	10.0	10.0	83.5
	1,023-1,258 USD	38	9.5	9.5	93.0
	More than 1,258 USD	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.5: Education level

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	145	36.3	36.3	36.3
	College graduate	92	23.0	23.0	59.3
	Bachelor Degree	135	33.8	33.8	93.0
	Master Degree	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.6: Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	70	17.5	17.5	17.5
	Government sector employee	35	8.8	8.8	26.3
	Private sector employee	164	41.0	41.0	67.3
	Business owner	33	8.3	8.3	75.5
	Freelance	77	19.3	19.3	94.8
	Others	21	5.3	5.3	100.0
	Total	400	100.0	100.0	

Source: Survey data gathered in February 2013

Table 5.7: The analysis of country-of-origin image of Thailand variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Thailand is known for the high-quality of its natural skin care products.	400	1	5	3.25	.922
Thailand offers natural skin care products that have a good quality to price ratio.	400	1	5	3.59	.985
Thai natural skin care products are superior to their competitors from other countries.	400	1	5	3.27	.946
Thailand produces reliable natural skin care products.	400	1	5	3.71	.982
MeanCOO	**400**	**1.00**	**5.00**	**3.4531**	**.77303**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.8: The analysis of product image of Thai natural skin care product variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Thai natural skin care products are known for its high quality.	400	1	5	3.17	.893
Thai natural skin care products are reliable products.	400	1	5	3.65	1.028
Thai natural skin care products are very useful.	400	1	5	3.61	1.068
Thai natural skin care products have good ingredients.	400	1	5	3.76	1.076
MeanPI	**400**	**1.00**	**5.00**	**3.5450**	**.86358**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.9: The analysis of health consciousness variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am prepared to leave a lot, to eat as healthy as possible.	400	1	5	4.23	.868
I think that I take health into account a lot in my life.	400	2	5	4.26	.780
I think it is important to know well how to eat healthy.	400	1	5	4.34	.852
Good health is of major importance in a happy life.	400	1	5	4.52	.759
MeanHC	**400**	**1.25**	**5.00**	**4.3350**	**.66648**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

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Table 5.10: The analysis of environmental attitude variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Natural skin care products are not harmful to environment.	400	1	5	3.77	1.008
Buying natural products would be environmental conservation tasks.	400	1	5	3.79	.962
It is important to me how natural skin care products may affect the environment.	400	1	5	3.66	.925
I prefer consuming natural skin care products.	400	1	5	4.02	.994
MeanEA	**400**	**1.25**	**5.00**	**3.8125**	**.78709**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.11: The analysis of healthy lifestyle variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I do exercise regularly.	400	1	5	3.74	.883
I often eat fruits and vegetables.	400	1	5	4.21	.862
I take regular health check-ups.	400	1	5	3.51	1.040
I try to balance work and personal aspects.	400	1	5	4.06	.852
MeanHL	**400**	**1.25**	**5.00**	**3.8794**	**.63939**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.12: The analysis of appearance consciousness variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What I look like is an important part of who I am.	400	1	5	4.28	.857
If I could look just as I wish, my life would be much happier.	400	2	5	4.29	.864
I'm usually aware of my appearance.	400	1	5	4.19	.885
MeanAC	**400**	**1.33**	**5.00**	**4.2550**	**.76942**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

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Table 5.13: The analysis of attitude toward natural skin care products variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Natural skin care products are healthier.	400	1	5	4.08	.969
Natural skin care products have no harmful effects.	400	1	5	3.86	1.023
Natural skin care products are in fashion.	400	1	5	3.89	1.060
For me buying natural skin care products would be pleasant.	400	1	5	3.65	.914
For me buying natural skin care products would be beneficial.	400	1	5	3.98	.938
MeanAT	**400**	**1.00**	**5.00**	**3.8910**	**.79429**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.14: The analysis of consumer purchase intention of Thai natural skin care products variable by using average mean and standard deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am highly considering the purchase of Thai natural skin care products.	400	1	5	3.18	.887
I recommend the Thai natural skin care products to others.	400	1	5	3.23	.907
I think that people around me love Thai natural skin care products.	400	1	5	3.06	.903
If Thai natural skin care products were available, I would buy them.	400	1	5	3.34	.925
I plan to buy Thai natural skin care product.	400	1	5	3.53	1.008
MeanCPI	**400**	**1.00**	**5.00**	**3.2680**	**.75206**
Valid N (listwise)	400				

Source: Survey data gathered in February 2013

Table 5.15: Pearson Correlation Coefficient (Bivariate) for hypothesis 1

Correlations

		MeanCOO	MeanPI
MeanCOO	Pearson Correlation	1	.735**
	Sig. (2-tailed)		.000
	N	400	400
MeanPI	Pearson Correlation	.735**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.16: Pearson Correlation Coefficient (Bivariate) for hypothesis 2

Correlations

		MeanPI	MeanCPI
MeanPI	Pearson Correlation	1	.469**
	Sig. (2-tailed)		.000
	N	400	400
MeanCPI	Pearson Correlation	.469**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

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Table 5.17: Pearson Correlation Coefficient (Bivariate) for hypothesis 3

Correlations

		MeanHC	MeanHL
MeanHC	Pearson Correlation	1	.457[**]
	Sig. (2-tailed)		.000
	N	400	400
MeanHL	Pearson Correlation	.457[**]	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.18: Pearson Correlation Coefficient (Bivariate) for hypothesis 4

Correlations

		MeanEA	MeanHL
MeanEA	Pearson Correlation	1	.412[**]
	Sig. (2-tailed)		.000
	N	400	400
MeanHL	Pearson Correlation	.412[**]	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

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Table 5.19: Pearson Correlation Coefficient (Bivariate) for hypothesis 5

Correlations

		MeanHL	MeanAT
MeanHL	Pearson Correlation	1	.409**
	Sig. (2-tailed)		.000
	N	400	400
MeanAT	Pearson Correlation	.409**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.20: Pearson Correlation Coefficient (Bivariate) for hypothesis 6

Correlations

		MeanAC	MeanAT
MeanAC	Pearson Correlation	1	.631**
	Sig. (2-tailed)		.000
	N	400	400
MeanAT	Pearson Correlation	.631**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.21: Pearson Correlation Coefficient (Bivariate) for hypothesis 7

Correlations

		MeanAT	MeanCPI
MeanAT	Pearson Correlation	1	.470**
	Sig. (2-tailed)		.000
	N	400	400
MeanCPI	Pearson Correlation	.470**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Source: Survey data gathered in February 2013

Table 5.22: Summary of hypothesis testing

Hypothesis	Sig.	r	Result
$H1_o$: There is no significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products. $H1_a$: There is a significant relationship between country-of-origin image of Thailand and product image of Thai natural skin care products.	0.000	0.735	Reject H_o
$H2_o$: There is no significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products. $H2_a$: There is a significant relationship between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.	0.000	0.469	Reject H_o
$H3_o$: There is no significant relationship between health consciousness and healthy lifestyle. $H3_a$: There is a significant relationship between health consciousness and healthy lifestyle.	0.000	0.457	Reject H_o
$H4_o$: There is no significant relationship between environmental attitudes and healthy lifestyle. $H4_a$: There is a significant relationship between environmental attitudes and healthy lifestyle.	0.000	0.412	Reject H_o

Table 5.22: Summary of hypothesis testing (continued)

Hypothesis	Sig.	r	Result
H5o: There is no significant relationship between healthy lifestyle and attitude toward natural skin care products. H5a: There is a significant relationship between healthy lifestyle and attitude toward natural skin care products.	0.000	0.409	Reject H_o
$H6_o$: There is no significant relationship between appearance consciousness and attitude toward natural skin care products. $H6_a$: There is a significant relationship between appearance consciousness and attitude toward natural skin care products.	0.000	0.631	Reject H_o
$H7_o$: There is no significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products. $H7_a$: There is a significant relationship between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.	0.000	0.470	Reject H_o

Table 6.1: Summary of demographic factors

Demographic profiles	Majority in Percent
Gender	Female - 64% (256)
Age	21-25 years old - 22.8% (91)
Marital status	Single - 50.5% (202)
Income per month	Under 550 USD - 41% (164)
Education level	High school or less - 36.3% (145)
Occupation	Private sector employees - 41% (164)

Source: Survey data gathered in February 2013

Table 6.2: Summary of average mean and standard deviation

Variable	Average mean	Standard deviation
Country-of-origin image of Thailand	3.4531	0.77303
Product image of Thai natural skin care products	3.5450	0.86358
Health consciousness	4.3350	0.66648
Environmental attitudes	3.8125	0.78709
Healthy lifestyle	3.8794	0.63939
Appearance consciousness	4.2550	0.76942
Attitude toward natural skin care products	3.8910	0.79429
Consumer purchase intention of Thai natural skin care products	3.2680	0.75206

Source: Survey data gathered in February 2013

FIGURE

Figure1.1: 2012 Greendex map of the world

Source: National Geographic. (2012). *Greendex 2012: consumer choice and the environment- A worldwide tracking survey.* Retrieved from http://environment.nationalgeographic.com/environment/greendex/

Figure1.2: Changes in overall Greendex score
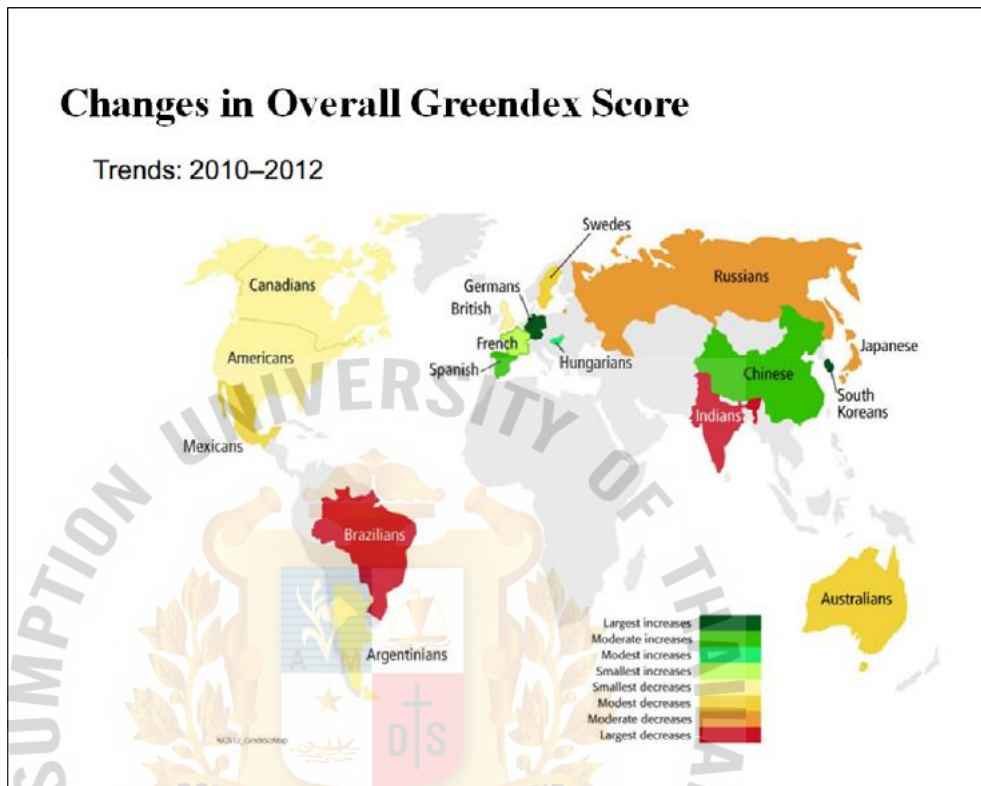
Source: National Geographic. (2012). *Greendex 2012: consumer choice and the environment- A worldwide tracking survey.* Retrieved from http://images.nationalgeographic.com/wpf/media-content/file/NGS_2012_Final_Global_report_Jul20-cb1343059672.pdf

Figure1.3: Environmental problems are having a negative impact on people health
today

Source: National Geographic. (2012). *Greendex 2012: consumer choice and the environment- A worldwide tracking survey*. Retrieved from http://images.nationalgeographic.com/wpf/media-content/file/NGS_2012_Final_Global_report_Jul20-cb1343059672.pdf

Figure 1.4: Soaps and cleansers: Market demand growth (% real change pa)

Soaps and cleansers: Market demand growth (% real change pa)

Territory	2008	2009	2010	2011	2012	2013	2014	2015
Asia and Australasia	4.3	6.5	5.2	5.9	7.0	5.9	5.8	5.3
China	13.3	18.6	3.2	12.0	12.7	9.7	9.3	7.3
Hong Kong	3.9	7.0	8.7	8.6	6.8	3.7	3.4	3.0
India	10.2	16.6	14.1	11.1	9.9	10.5	9.8	9.8
Japan	-0.8	0.6	3.5	-0.6	2.4	1.5	1.4	1.0
Taiwan	-0.8	2.6	5.0	5.5	5.4	4.1	4.8	4.7

Source: Economist Intelligence Unit
Figures for 2011 onwards are forecasts. Prior years are actuals or estimates.

Source: Pricewaterhousecooper. (2012). *2012 Outlook for the retail and consumer products sector in Asia.* Retrieved from http://www.pwchk.com/webmedia/doc/634593712079638863_rc_ap_products_outlook_2012.pdf

Figure 1.5: Soaps and cleansers: Market demand (nominal US $ million)

Source: Pricewaterhousecooper. (2012). *2012 Outlook for the retail and consumer products sector in Asia*. Retrieved from http://www.pwchk.com/webmedia/doc/634593712079638863_rc_ap_products_outlook_2012.pdf

Figure 1.6: Cosmetic market

Source: UK Trade and Investment. (2010). *Cosmetics Market in South China*. Retrieved from http://static.globaltrade.net/files/pdf/20110224005322711.pdf

Figure 1.7: Greentouch products

Source: Greentouchchina.com. (2012). *产品列表*. Retrieved from http://www.greentouchchina.com/Product.asp

Figure 1.8: Thai herbal soaps

Source: Taobao.com. (2012). 泰国 香皂. Retrieved from http://www.taobao.com/

Figure3.1: Marketing high-tech products in emerging markets: the differential
impacts of country image and country-of-origin's image

Sources: Souiden, N., Pons, F., & Mayrand, E. M. (2011). Marketing high-tech
products in emerging markets: the differential impacts of country
image and country-of-origin's image. *Journal of Product & Brand
Management, 20*(5), 356-367.

Figure3.2: Attitude toward organic foods among Taiwanese as related to health
consciousness, environmental attitudes, and the mediating effects of a
healthy lifestyle
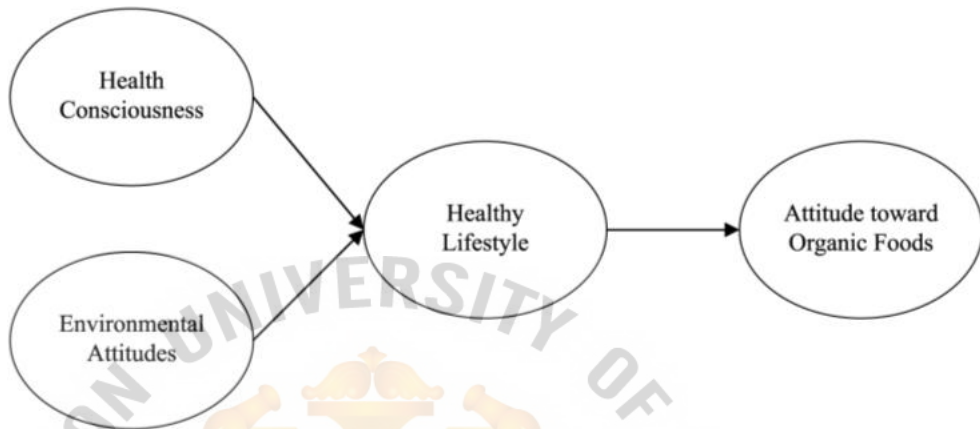
Sources: Chen, M. F. (2009). Attitude toward organic foods among Taiwanese as
related to health consciousness, environmental attitudes, and the
mediating effects of a healthy lifestyle. *British Food Journal,*
111(2), 165-178.

Figure3.3: Consumer purchase intention for organic personal care products
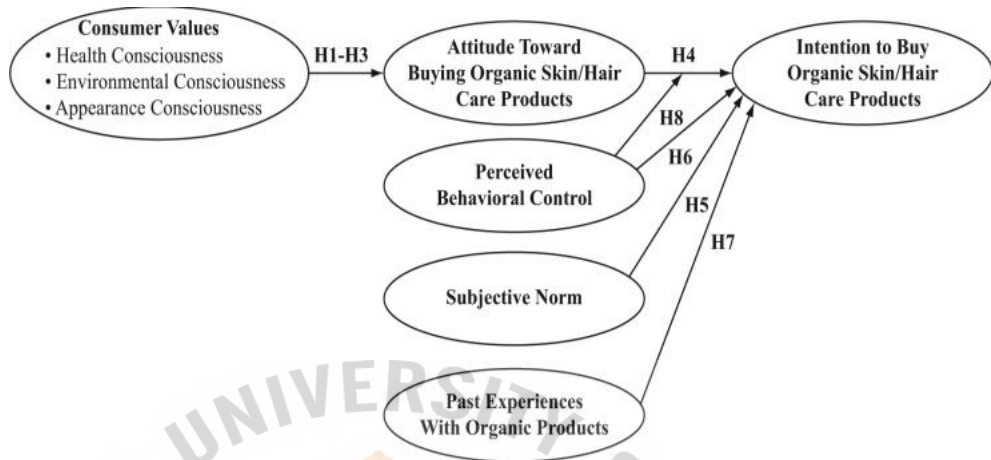
Sources: Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing, 28*(1), 40-47.

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Figure3.4: Determinant factors toward purchase intention: A case study of Thai natural skin care products in Guangzhou, China.

Figure 4.1: Guangzhou geographic location

Source: Guangzhou International. (2012). *Geographic Location*. Retrieved from
http://english.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s9148/
201104/789509.html

Figure 4.2: Guangzhou Administrative Regions

Source: Guangzhou International. (2012). *Administrative Regions and Population*.
Retrieved from
http://www.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s9148/2
01104/789512.html

Figure 4.3: Guangzhou's area and population in 2010

Guangzhou's area and population in 2010			
District and county-level cities	Area (km^2)	Population by year's end (person)	Population density (p/ km^2)
The city	7434.4	12700800	1708
Yuexiu	59.1	1157277	34239
Liwan	33.8	898204	15198
Haizhu	90.4	1558663	17242
Tianhe	96.33	1432431	14870
Baiyun	795.79	2222658	2793
Huangpu	90.95	457930	5035
Panyu	786.15	1764869	2245
Huadu	970.04	945053	974
Nansha	527.65	259899	493
Luogang	393.22	373670	950
Zengcheng	1616.47	1036731	641
Conghua	1974.5	593415	301

Source: Guangzhou International. (2012). *Administrative Regions and Population*.
Retrieved from
http://www.gz.gov.cn/publicfiles/business/htmlfiles/gzgoven/s9148/2
01104/789512.html

Figure 4.4: Rough guide to interpreting correlation coefficients in the natural and social science

Source: Walker, J., & Almond, P. (2010). *Interpreting statistical findings: A guide for health professionals and students*. Maidenhead, U.K.: Open University Press Mc Graw Hill.

ARTICLE

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Determinant factors toward purchase intention: A case study of Thai natural skin care products in Guangzhou, China.

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Abstract

Country-of-origin's image is a highly regarded factor in the purchase decision. Understanding consumers' attitude is the significant determinant to success in the market. The purpose of this study is to investigate the impact of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumers purchase intention of Thai natural skin care products. The primary data were collected from 400 respondents who intend to buy Thai natural skin care products and live in Guangzhou, China. The self-administered questionnaires were used as the research instrument. The primary data were processed by the Statistical Package. The results of this study shows that country-of-origin image of Thailand, products image of Thai natural skin care products, health consciousness, environmental attitude, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products are significant considerations for Thai cosmetic firms to increase consumer purchase intention of Thai natural skin care products.

Keywords: China, consumer behavior, consumer purchase intention, country-of-origin, Thailand

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Introduction

Country-of-origin's image is broadly recognized to be a significant impact on consumers' decision-making and plays a significant role in affecting product image (Souiden et al., 2011). In looking at attitude toward organic foods, health consciousness and environmental attitudes can be used to estimate influence in consumers' attitude toward organic foods through an individual's healthy lifestyle (Chen, 2009). However, the difference between organic foods and organic personal care products exists, but the similar values will form consumers' behaviors (Kim and Chung, 2011).

Since the beginning of the twenty-first century, cosmetics consumers have gone green, therefore, they are aware of the possible dangerous chemicals in the products such as paraben and phenoxyethanol (Canavari et al., 2011). In China, the most valuable sector in cosmetic and toiletries are skin care products, the popular and growing sub-sectors are the natural and pharmaceutical cosmetic sector which are expected to grow at a rate of 10%-20% annually (UK Trade and Investment, 2010). Mainland China consumers purchase green products because they are concerned

about their personal health. The arrival of babies in the family is a trigger of green product consumption. Additionally, for the same kind of green products, mainland China consumers are willing to pay higher premium for non-Chinese foreign green products that are produced in foreign countries by foreign firms than the green products that are produced in China (Hong Kong Trade Development Council, 2011). Especially, Guangzhou consumers have the most precise knowledge about a brands' country of origin when compared to Beijing, Shanghai and Chongqing consumers (Paproski, 2011). For green personal care products, the respondents are willing to pay a 15% premium of non-green products. China green market is at mid- to high-end market (Hong Kong Trade Development Council, 2011).

Moreover, Greendex score of Chinese consumers is 57.8 and the ranking has risen up one position to 2nd place, after Indian consumers. For the changes in overall Greendex score trends in 2010-2012, it shown that Chinese Greendex has moderately increased. Chinese consumers indicate that environmental problems are bringing an adverse impact on their health. Chinese consumers prefer to purchase

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environmentally friendly products and are the 2nd most that are probably going to avoid environmentally unfriendly products (National Geographic, 2012).

Purposes

The purpose of this study is to investigate the impact of country-of-origin image of Thailand and the consumers' attitude toward natural skin care products through consumers' individual healthy lifestyle on consumers purchase intention by using Thai natural skin care products to investigate in Guangzhou, China.

Theoretical framework

Theoretical framework was applied from three related research papers. Country-of-origin image is significantly related to product image which in turn affect consumer purchase intention has been confirmed from previous study (Souiden et al., 2011). Health consciousness and environmental attitudes affect consumers' attitude toward organic foods through their healthy lifestyle has been confirmed from previous study (Chen, 2009). Furthermore, environmental consciousness, health consciousness and appearance consciousness have positively influenced in attitude toward buying organic personal care products which in turn affect consumer purchase intention has been confirmed from previous study (Kim and Chung, 2011).

Figure 1: Research framework
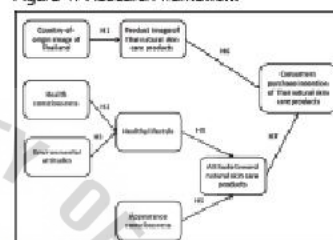
Country-of-origin's image is broadly recognized that it has a significant impact on consumers' decision-making. General country image is also found in some studies that also has influenced consumers' decision-making as well. These two factors have become more and more important with the new market economies in the emerging countries. When multinational firms attempt to establish themselves in those markets, they often encounter competition from different nations. An advantage of country-of-origin's image is the ability to secure competitive advantage at the expense of the competitors (Souiden et al., 2011). Additionally, developing the product image in consumers' minds become the important marketing strategies for

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marketers by the reason of products with the strong image will be classified in consumers' long term memories and can also mean that when consumers need to buy a particular product, they will buy the product from their minds. The level of product equity may be increased by a good product image (Chen-Yu and Kincade, 2001).

Health consciousness leads people to undertake healthy behavior. Environmental consciousness leads people to consume environmentally friendly products. Appearance consciousness leads people to hold the attention in cosmetics and clothing that express or create difference on their images. As a result, in terms of skin care products purchase; consumers who possess high health consciousness may consider whether products are safe for their skin (Kim and Chung, 2011). It can imply that consumer who possesses high environmental consciousness may consider whether products are polluting the environment. Since environment attitudes refer to the notions of maintaining the productivity of the land, and preserve the natural resources (Chen, 2009). Furthermore, lifestyle factor is significant exogenous determinants in the process of decision-making which influence

consumers' attitudes included in other assessment processes (Magistris and Gracia,2008). For example, Canadian men's consumption of cosmetics is strongly affected by their lifestyles (Souiden and Diagne, 2009)

Definitions of the variables are discussed as follow:

Appearance consciousness leads people to hold the attention in cosmetics and clothing that express or create difference on their images (Kim & Chung, 2011). Attitude toward behavior is defined as individual assessments being favorable or unfavorable to behave the behavior (Kim & Chung, 2011).

Attitude toward natural skin care products mean individual assessments being favorable or unfavorable to purchase or use natural skin care products.

Consumer purchase intention refers to the possibility that consumers will buy the products due to their needs, attitudes, perceptions, and information of the products (Souiden et al., 2011).

Country-of-origin image is defined as a picture, a stereotype, and a representation that consumers and businessmen link to the products of a specific country (Souiden et al., 2011).

Environment attitudes refer to the notions of maintaining the productivity of the land, and preserve the natural resources (Chen, 2009).

Health consciousness leads people to undertake healthy behavior, and consumers who are health conscious people will care about their desired state of good health, and therefore put ahead an attempt to keep a healthy life (Kim & Chung, 2011).

Healthy lifestyle underlines physical health-related movements essentially healthcare, life equilibrium, and food consumption (Chen, 2009).

Natural refers to ingredient that derives or is made from a renewable resource discovery in nature, and absolutely without petroleum compounds (Natural Products Association, 2010).

Natural skin care product means skin care product that is made from a renewable resource discovery in nature, and absolutely without petroleum compounds. For example, jasmine rice soap, mangosteen soap, carbon handmade soap, jasmine rice milk shower cream, aloe gel, ginger shampoo, and etc.

Product image is defined as a picture and information that consumers perceived from the products (Souiden et al., 2011).

Hypothesis

H1: There is significant influence between country-of-origin image of Thailand and product image of Thai natural skin care products.

H2: There is significant influence between health consciousness and healthy lifestyle.

H3: There is significant influence between environmental attitudes and healthy lifestyle.

H4: There is significant influence between healthy lifestyle and attitude toward natural skin care products.

H5: There is significant influence between appearance consciousness and attitude toward natural skin care products.

H6: There is significant influence between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products.

H7: There is significant influence between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products.

Benefit of Research

This study would be useful and beneficial for Thai cosmetic firms in order to shape their marketing strategies to

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reach more Chinese consumers, increase market share, sales volume, and profits. Furthermore, cosmetics firms from other countries will also comprehend and understand more about consumer purchase intention in natural skin care products in China because Thai natural skin care products can represent as a benchmark for them.

Research Process

The primary data of this study was collected from consumers who intend to buy Thai natural skin care products and live in Guangzhou, China by using non-probability sampling includes judgmental sampling, quota sampling, and convenience sampling technique. This study collected data from the respondents based on the population density ratio from four main districts in Guangzhou, China, (Guangzhou International, 2012). The locations and the population density ratio that choose to collect the data are summarized in Table 1.

Table 1: The population density ratio and locations that choose to collect data

District	Population density	Percentage	Respondents	Location
Tianhe	52,559	49%	198	Zhongshan Wu road and Huanshi Dong road (Each location has 50 respondents)
Liwan	13,198	19%	76	Shangxia-ju pedestrian shopping street
Haizhu	17,942	21%	84	Jiangnan Xi road
Panyu	14,670	12%	72	Panyu road
Total	61,549	100%	400	5 locations

Population and Sample

The primary data were collected from 400 respondents who intend to buy Thai natural skin care products and live in Guangzhou, China.

Instruments

The self-administered questionnaires were used to collect the primary data. The questionnaire used in this study comprised of three parts includes screening question, main questionnaire (see Appendix 2), and demographic factors. The main questionnaire's scales, ranging from 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree. The questionnaires were translated into Chinese language. The research instrument reliability was tested by distributing 50 Chinese language

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questionnaires to the Chinese respondents in Guangzhou, China.

Table 2: The research instrument reliability

Variables	Alpha
Country-of-origin image of Thailand	0.887
Product image of Thai natural skin care products	0.890
Health consciousness	0.875
Environment attitudes	0.773
Healthy lifestyle	0.XXX
Appearance consciousness	0.599
Attitude toward natural skin care products	0.887
Consumer purchase intention of Thai natural skin care products	0.891

Data Analysis

The data was gathered in February 2013. The primary data were processed by the Statistical Package. This study aims to test the 7 hypotheses by using regression analysis. Regression equation of the research model as follows:

Model 1: $Y = \beta_0 + \beta_1 X_1$
Model 2: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$
Model 3: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$
Model 4: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$

The result of the regression analysis is summarized in Appendix 1.
Result of model 1: Product image of Thai natural skin care products = .708+ (.822) Country-of-origin image of Thailand
Result of model 2: Healthy lifestyle = 1.750 + (.320) Health consciousness + (.195) Environment attitudes

Result of model 3: = Attitude toward natural skin care products = .782 + (.158) Healthy lifestyle + (.587) Appearance consciousness

Result of model 4 = Consumer purchase intention of Thai natural skin care products = 1.311+ (.249) Product image of Thai natural skin care products + (.276) Attitude toward natural skin care products

Conclusion

The conclusion of this study will be concluded based on the research objective as follow:

The result of model 1, H1 predicts that there is significant influence between country-of-origin image of Thailand and product image of Thai natural skin care products which has a significant value at 0.000 which is less than 0.05 meaning that H1 is supported. Beta value of country-of-origin image of Thailand and product image of Thai natural skin care products is 0.735 which mean country-of- origin image of Thailand has a positive significant influence to product image of Thai natural skin care products. The result is consistent with the previous study of Souiden et al. (2011).

The result of model 2, H2 predicts that there is significant influence between

health consciousness and healthy lifestyle, and H3 predicts that there is significant influence between environmental attitudes and healthy lifestyle which have the significant value at 0.000 which are less than 0.05 meaning that H2 and H3 are supported. Beta value of health consciousness and environmental attitudes are 0.333 and 0.240 which mean health consciousness and environmental attitudes have positive significant influence to healthy lifestyle. The results are consistent with the previous studies (e.g. Chen, 2009; Kim and Chung, 2011).

The result of model 3, H4 predicts that there is significant influence between healthy lifestyle and attitude toward natural skin care products, and H5 predicts that there is significant influence between appearance consciousness and attitude toward natural skin care products which have significant value at 0.004, and 0.000 which are less than 0.05 meaning that H4 and H5 are supported. Beta value of healthy lifestyle and appearance consciousness are 0.127 and 0.568 which mean healthy lifestyle and appearance consciousness have positive significant influence to attitude toward natural skin care products. The result is consistent with the previous studies (e.g. Chen, 2009; Kim

and Chung, 2011; Souiden and Diagne, 2009).

The result of model 4, H6 predicts that there is significant influence between product image of Thai natural skin care products and consumer purchase intention of Thai natural skin care products, and H7 predicts that there is significant influence between attitude toward natural skin care products and consumer purchase intention of Thai natural skin care products which have significant value at 0.000 which are less than 0.05 meaning that H6 and H7 are supported. Beta value of product image of Thai natural skin care products and attitude toward natural skin care products are 0.286 and 0.291 which mean product image of Thai natural skin care products and attitude toward natural skin care products have positive significant influence to consumer purchase intention of Thai natural skin care products. The result is consistent with the previous studies (e.g. Ajzen, 1991; Aman et al., 2012; Chen, 2008; George, 2004; Kim and Chung, 2011; Magistris and Gracia, 2008; Souiden et al., 2011).

The majority of respondents are female (64%). The respondents are people who intend to buy Thai natural skin care product who are in the age between 21-25

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years old (22.8%). Most of the respondents are single (50.5%). Income per month of most of the respondents is under 3,500 Yuan (41%). The education level of most of the respondents is high school or less (36.3%), and most of them are private sector employees (41%). See also Appendix 3.

Recommendation

The findings of this study suggest that country-of-origin image of Thailand, products image of Thai natural skin care products, health consciousness, environmental attitude, healthy lifestyle, appearance consciousness, and attitude toward natural skin care products are significant considerations for Thai cosmetic firms to increase consumer purchase intention of Thai natural skin care products. As a result, this study recommends that Thai cosmetic firms should develop the country-of-origin image of Thailand and product image of Thai natural skin care products through the sense of nature, green, beauty together with the agricultural country image of Thailand. Since most of Chinese consumers believed that Thai natural skin care products are reliable and have good ingredients due to richness of natural

environment, natural resources, and historical agricultural country which is a deeply rooted in agricultural social structure of Thailand.

Chinese consumers are aware of their health, and environmental protection. They emphasize on their healthy living. Chinese consumers trust natural skin care products and believe that natural skin care products of Thailand are harmless. They think that to use natural skin care products is beneficial for their health; as a result they desire to purchase natural skin care products. Chinese consumers recognize that good health is of major importance in a happy life. They prefer consuming natural skin care products and they often eat fruits and vegetable. In order to expand the Thai natural skin care products to the Chinese market, Thai cosmetics firms should apply the green marketing. For example, eco-label, eco-brand and environmental advertisement are the green marketing tools (Rahbar and Wahid, 2011). Additionally, Chinese consumers have very high appearance consciousness. They think that what they look like is the important part of who they are. They will be happier, if they could look just as they wish. As a result, they have a same recognition that they accept natural skin

care products since natural skin care products able to satisfy their needs for beauty and improve their general appearances. Therefore, Thai cosmetics firms should develop the products to satisfy the needs for beauty. The marketing campaign can be developed based on the concept of "Beauty with natural". Moreover, Chinese consumers recognize that natural skin care products are healthier. They perceived that natural skin care products are in fashion, and they have a highly acceptance toward natural skin care products. They plan to buy Thai natural skin care products even they are not able to see the physical products in the distribution channel that they trust which is department stores but they still have moderately high intention to purchase Thai natural skin care products. It can be implied that Chinese consumers have the high expectation in Thai natural skin care products and Thai natural skin care products have high potential to grow in China market.

For the potential consumers of Thai natural skin care products, Thai cosmetic firms may focus on consumers who have high appearance consciousness, healthy lifestyle consumers, and new couples since the arrival of babies in the family is the trigger of green product consumption. For the price of the products, it should not higher than 15% premium from the non-green products. Additionally, department stores are the key distribution channel for Thai natural skin care products because most of Chinese consumers trust that this channel will provides safe, reliable and certified products for them (UK Trade and Investment, 2010). The further study could be studied on different factors that would affect consumers purchase intention of natural skin care products such as age, income, past experience with natural skin care products, and etc. Additionally, how many percents of a premium that Chinese consumers are willing to pay for Thai natural skin care products or Thai green products is also an interesting topic for the further study since the Chinese consumers are willing to pay higher premium for non-Chinese foreign green products that are produced in foreign countries by foreign firms than the green products that are produced in China even the manufacture facility is invested by foreign firms (Hong Kong Trade Development Council, 2011).

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Cosmetics Market in South China.
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http://static.globaltrade.net/files/pd
f/20110224005322711.pdf

Appendix 1: Result of the regression analysis

Model	Variable	B	Std. Error	Beta	t	Sig.
1	(Constant)	.708	.134		5.272	.000
	Country-of-origin image of Thailand	.822	.038	.735	21.696	.000
2	(Constant)	1.750	.189		9.257	.000
	Health consciousness	.328	.049	.333	6.577	.000
	Environment attitudes	.195	.041	.240	4.738	.000
3	(Constant)	.782	.208		3.759	.000
	Healthy lifestyle	.158	.055	.127	2.866	.004
	Appearance consciousness	.687	.096	.568	12.812	.000
4	(Constant)	1.311	.167		7.860	.000
	Product image of Thai natural skin care products	.249	.048	.286	5.216	.000
	Attitude toward natural skin care products	.276	.052	.291	5.306	.000

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Appendix 2: self-administered questionnaire

Items	Mean	SD	Source
Country's-Origin Image of Thailand	3.4531	0.77303	Souiden et al. (2011)
Thailand is known for the high-quality of its natural skin care products.	3.25	.922	
Thailand offers natural skin care products that have a good quality to price ratio.	3.58	.985	
Thai natural skin care products are superior to their competitors from other countries.	3.27	.946	
Thailand produces reliable natural skin care products.	3.71	.962	
Product Image of Thai natural skin care products	3.5450	0.86358	Souiden et al. (2011)
Thai natural skin care products are known for its high quality.	3.47	.893	
Thai natural skin care products are reliable products.	3.65	1.028	
Thai natural skin care products are very useful.	3.61	1.068	
Thai natural skin care products have good ingredients.	3.75	1.076	
Health consciousness	4.3350	0.66648	Chen (2009)
I am prepared to leave a lot, to eat as healthy as possible.	4.25	.866	
I think that I take health into account a lot in my life.	4.26	.788	
I think it is important to know well how to eat healthy.	4.34	.852	
Good health is of major importance in a happy life.	4.52	.735	Kim and Chung (2011)
Environmental attitudes	3.8125	0.78708	
Natural skin care products are not harmful to environment.	3.77	1.005	
Buying natural products would be environmental conservation tasks.	3.75	.962	Chen (2009)
It is important to me how natural skin care products may affect the environment.	3.66	.925	Follows and Jobber (2000)
I prefer consuming natural skin care products.	4.02	.954	Chen (2009)
Healthy lifestyle	3.8754	0.63520	Chen (2009)
I do exercise regularly. (regular exercise)	3.74	.885	
I often eat fruits and vegetables. (high fruit consumption)	4.24	.862	
I try to balance work and personal aspects. (work/regular health control)	3.91	1.040	
I try to balance work and personal aspects. (work/my/private life)	4.05	.892	
Appearance consciousness	4.2350	0.76942	Kim and Chung (2011)
What I look like is an important part of who I am.	4.28	.897	
If I could look just as I wish, my life would be much happier.	4.29	.864	
I'm usually aware of my appearance.	4.49	.885	
Attitude toward natural skin care products	3.8940	0.79429	Chen (2009)
Natural skin care products are healthier. (health benefit)	4.08	.969	
Natural skin care products have no harmful effects. (no harmful)	3.56	1.023	
Natural skin care products are in fashion. (fashion)	3.65	1.090	
For me buying natural skin care products would be pleasant.	3.65	.914	Kim and Chung (2011)
For me buying natural skin care products would be beneficial.	3.58	.938	
Consumer purchase intention of Thai natural skin care products	3.2680	0.79306	Souiden et al. (2011)
I am highly considering the purchase of Thai natural skin care products.	3.18	.887	
I recommend the Thai natural skin care products to others.	3.23	.907	
I think that people around me love Thai natural skin care products.	3.06	.903	
If Thai natural skin care products were available, I would buy them.	3.34	.925	Kim and Chung (2011)
I plan to buy Thai natural skin care product.	3.53	1.008	

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Appendix 3: Demographic profiles of the respondents

Demographic factors		Frequency	Percentage
Gender	Male	144	36.0
	Female	256	64.0
Age	under 20 years old	67	16.8
	21-25 years old	91	22.8
	26-30 years old	75	18.8
	31-35 years old	70	17.5
	36-40 years old	44	11.0
	41 years old or above	49	12.3
Marital status	single	202	50.5
	married	180	45.0
	divorced	18	4.5
Income per month	Under 3,500 Yuan	164	41.0
	3,501-5,000 Yuan	130	32.5
	5,001-6,500 Yuan	40	10.0
	6,501-8,000 Yuan	38	9.5
	more than 8,000 Yuan	28	7.0
Education level	high school or less	145	36.3
	college graduate	92	23.0
	bachelor degree	135	33.8
	master degree	28	7.0
Occupation	student	70	17.5
	government sector employee	35	8.8
	private sector employee	164	41.0
	business owner	33	8.3
	freelance	77	19.3
	others	21	5.3

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