

## 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.