

**What affect people in Southeast Asia to choose electrical appliances?**

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for the Degree of Master of Business Administration (English Program)**

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Independent Study Title: What affect people in southeast Asia to choose electrical appliances?  
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## **ABSTRACT**

With preferential tariffs in the China-ASEAN Free Trade Area, China is the main source of air conditioning imports in Southeast Asia. On July 20, 2005, the tax reduction plan of the Agreement on Trade in Goods signed between China and ASEAN was implemented. Chinese manufacturers rely on preferential tariffs for exports to ASEAN countries to build a local sales network in ASEAN and quickly open the market. According to OEC data, China was the largest source of air-conditioning imports in Thailand, Malaysia, Brunei, Laos and other countries in 2017, and the second largest source of air-conditioning imports to Indonesia, Vietnam, and the Philippines. Considering that the number of air conditioners in Southeast Asia is expected to continue to grow in the future, we believe that China's share and scale of air conditioning imports in Southeast Asia is expected to continue to expand. This study collected data from four hundred people who from 4 countries in southeast by using questionnaire. Data was analyzed by using descriptive statistics and testing hypotheses by Chi-square ( $X^2$ -test).

This study found that the majority of customers for smart watches were male aged between 21 to 30 years old, graduated with bachelor's degree and with average monthly

income of 500-999\$. On the other hand , hypothesis testing revealed that both Marketing mix and ASEAN Policy could partially influence people choose appliance.



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# Chapter 1

## Introduction

### 1. Background of the research

About geographic location and climate (wikipedia 2018), Southeast Asia has a hot climate, the overall economic level is backward but developing rapidly. Southeast Asia covers an area of about 4.5 million square kilometers, divided into the Central and Southern Peninsula and the Malay Islands two regions, by Indonesia, Singapore, Thailand and other 11 countries, of which India and The Philippines have a large population, (see Figure 1.1). South-East Asia is one of the most densely populated regions in the world, with a population of 648 million (2017). The Central and Southern Peninsulas include Vietnam, Laos, Cambodia, Myanmar, Thailand and Malaysia. Located between China and the South Asian subcontinent, the Central and Southern Peninsula is the second largest peninsula in the world, covering an area of 2.065 million square kilometers, accounting for 46% of Southeast Asia, with six countries including Vietnam, Laos, Cambodia, Myanmar, Thailand and Malaysia (Malay Peninsula). Among them, Vietnam has the largest population in the Central and Southern Peninsula (3rd in Southeast Asia) and the largest population density (3rd in Southeast Asia);

South-Eastern Asia ▼  
2017

Population: 648,459,752

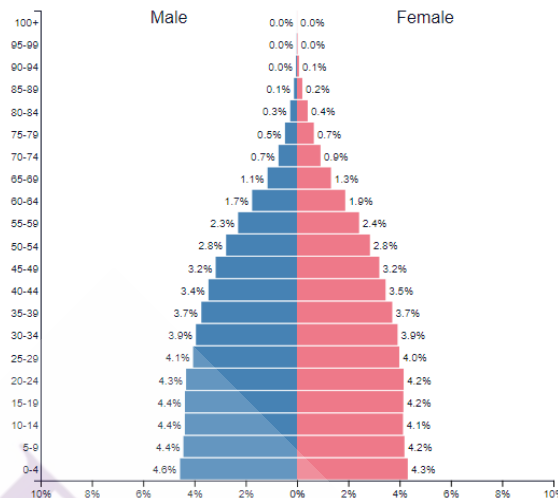


Figure 1.1: The population structure of southeast Asia in 2017

Source: Retrieved from <https://www.populationpyramid.net/south-eastern-asia/2017/>

The Malay Islands include Indonesia, the Philippines, Malaysia (East Malaysia), Brunei, Singapore and Timor-Leste. Located between mainland Southeast Asia and Australia, the Malay Islands are the largest archipelago in the world, including Indonesia, the Philippines, Malaysia (East Malaysia), Brunei, Singapore and Timor-Leste. The Malay Islands have a land area of 2.475 million square kilometres, or about 20 per cent of the world's island area and a population of more than 300 million, of which the Philippines has the largest population in the Malay Islands (2nd in South-East Asia). On the other hand, the demographic structure of South-East Asia is young has long-term growth trend (see Figure 1.2). The population density of New Philippines. Economically, GDP per capita in Southeast Asia is low, but the growth rate is higher, and the overall GDP capita has maintained a growth trend in the last ten years (see Figure 1.3). The climate in Southeast Asia year-round high temperature, the north of the central and southern peninsula dry and wet season, the southern Malay Islands year-round rainy, affected by high temperature weather, Southeast Asia air conditioning rigid demand.

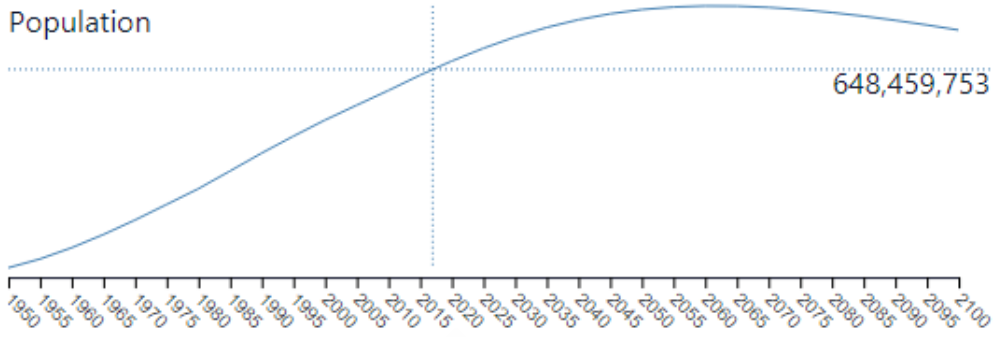


Figure 1.2: Population growth trends in Southeast Asia

Source: Retrieved from <https://www.populationpyramid.net/south-eastern-asia/2017/>

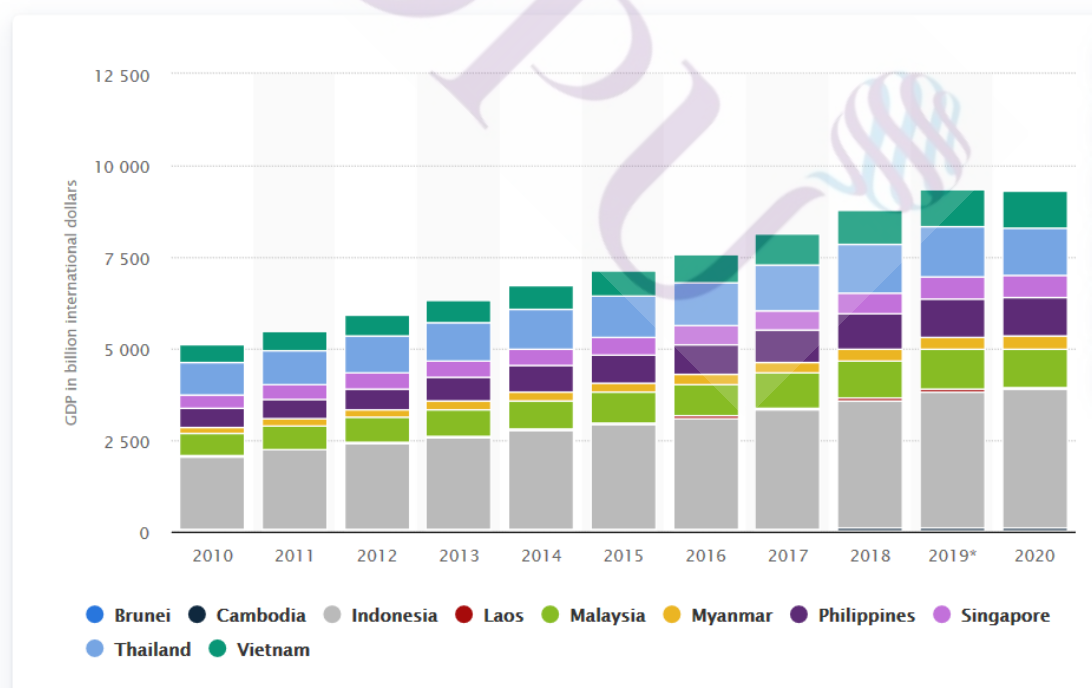


Figure 1.3: GDP growth trends 2010-2020 in southeast Asia

Source: Retrieved from <https://www.statista.com/statistics/796245/gdp-of-the-asean->

countries/

Limited by the backward level of economic development and power infrastructure, electrical appliances penetration and penetration are currently low in South-East Asia<sup>1</sup>. However, the annual sales of electrical appliances in Southeast Asia has continued to grow in recent years, and we believe that with the young structure population, the rise of the middle class and the gradual improvement of power infrastructure, the annual sales and holdings of air conditioners in Southeast Asia are expected to increase, in terms of market size, total home appliance sales in Southeast Asia reached 150 million units in 2018, with total sales of US\$23.5 billion, and the average annual compound growth rate of home appliance sales and sales in 2008-2018 was more than 6%. (see Figure 1.4)

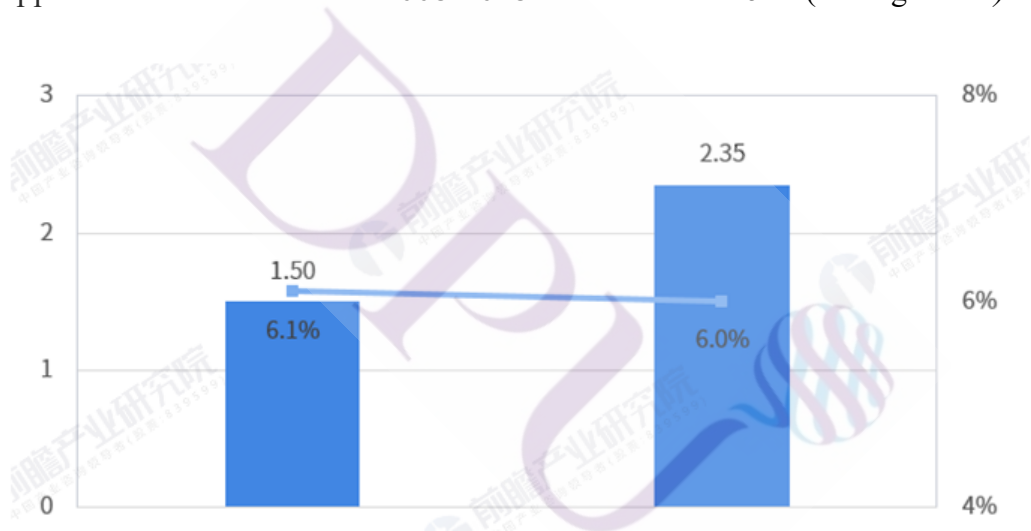


Figure 1.4: The average annual compound growth rate of home appliance sales

Source: Retrieved from <https://www.qianzhan.com/analyst>

The Japan Refrigeration and Air Conditioning Industry Association reported (AISAN Review, 2018) that the global market grew 2.5% from 2011 to 2016, but surged 34.3% in Asia over that span, with Vietnamese sales tripling to 150 billion yen (\$1.35 billion at

current rates). With the Vietnamese market is (Techsci Research, 2015) expected to grow at a CAGR of 14.64% in 2016-2021 and the total value of the electrical appliances market in Vietnam is expected to reach US\$7 billion in 2021. In the sub-sector, Southeast Asia air-conditioning market commercial ratio is limited, household air-conditioning to split machine-based, variable frequency air conditioning ratio in the rapid rise. Channels at present in Southeast Asia is still traditional electrical retail stores as the main sales channels.

Southeast Asia is the world's leading exporter of air conditioners, with China as the country of origin. Southeast Asia labor costs are low, Japanese and South Korean manufacturers choose to build factories in Southeast Asia to export goods to the world, in this context, Southeast Asia has created a large number of air-conditioning exports. Thailand's air-conditioning exports in 2019 (World's Top Export, 2019) were the second largest in the world (11.4%), after China (33.5%). Southeast Asian air-conditioning exports mainly include the United States, Japan, South Korea, Europe and India, southeast Asian countries export amount is also very large. On the import side, China is the largest source of imports of air conditioners in Southeast Asia due to tariff preferences (Trade in Goods Agreement, 2005) in the China-ASEAN Free Trade Area. For example, China's air-conditioning parts import tariff is 80%, but if it from ASEAN country, it will be 10%. China's share and size of air-conditioning imports in Southeast Asia is expected to expand as demand for air conditioners in Southeast Asia increases.

Situation of southeast Asia Air conditioning market, Southeast Asia air-conditioning market to Japan and South Korea-based brands, Chinese brands into a late but sustained strength. Japanese and South Korean brands entered the Southeast Asian air conditioning market earlier, currently occupies a dominant position in the market. Southeast Asian brands are also on the rise, but limited by independent innovation capabilities, it is difficult to compete with Japanese and South Korean brands. Chinese brands enter the Southeast Asian air conditioning market relatively late, and most brands to OEM way to enter, with The Japanese and South Korean brands there is a price difference. In recent years, Chinese brands in the Southeast Asian market continued to exert strength, market share and sales scale gradually expanded, including Haier to develop the market with its own brand, in the first half of 2019 its Thai branch exceeded the revenue target, (Bankokpost, 2020) air

conditioning revenue increased by 40% year-on-year. In the "Belt and Road" policy background, Chinese brands actively respond to the call, winning the bid for a number of Southeast Asian construction projects (see Figure 1.5)



Figure 1.5: The news about Chinese project in southeast Asia

Source: Retrieved from <https://thediplomat.com/tag/china-hydropower-projects-in-southeast-asia/>

## 2. Research question

Why Southeast Asia people begin to used Chinese brand appliance?

## 3. Objectives of research

The objectives of this study are listed as follows:

4.1 To identify the effect of demographic profile on decision to purchase Chinese brand appliance.

4.2 To identify the effect of marketing mix on decision to purchase Chinese brand appliance.

4.3 To identify the effect of ASEAN policy on decision to purchase Chinese brand appliance.

## 4. Conceptual framework

Based on the objects of the study, the study variables and the proposed relationship are depicted in the figure 1.6 below:

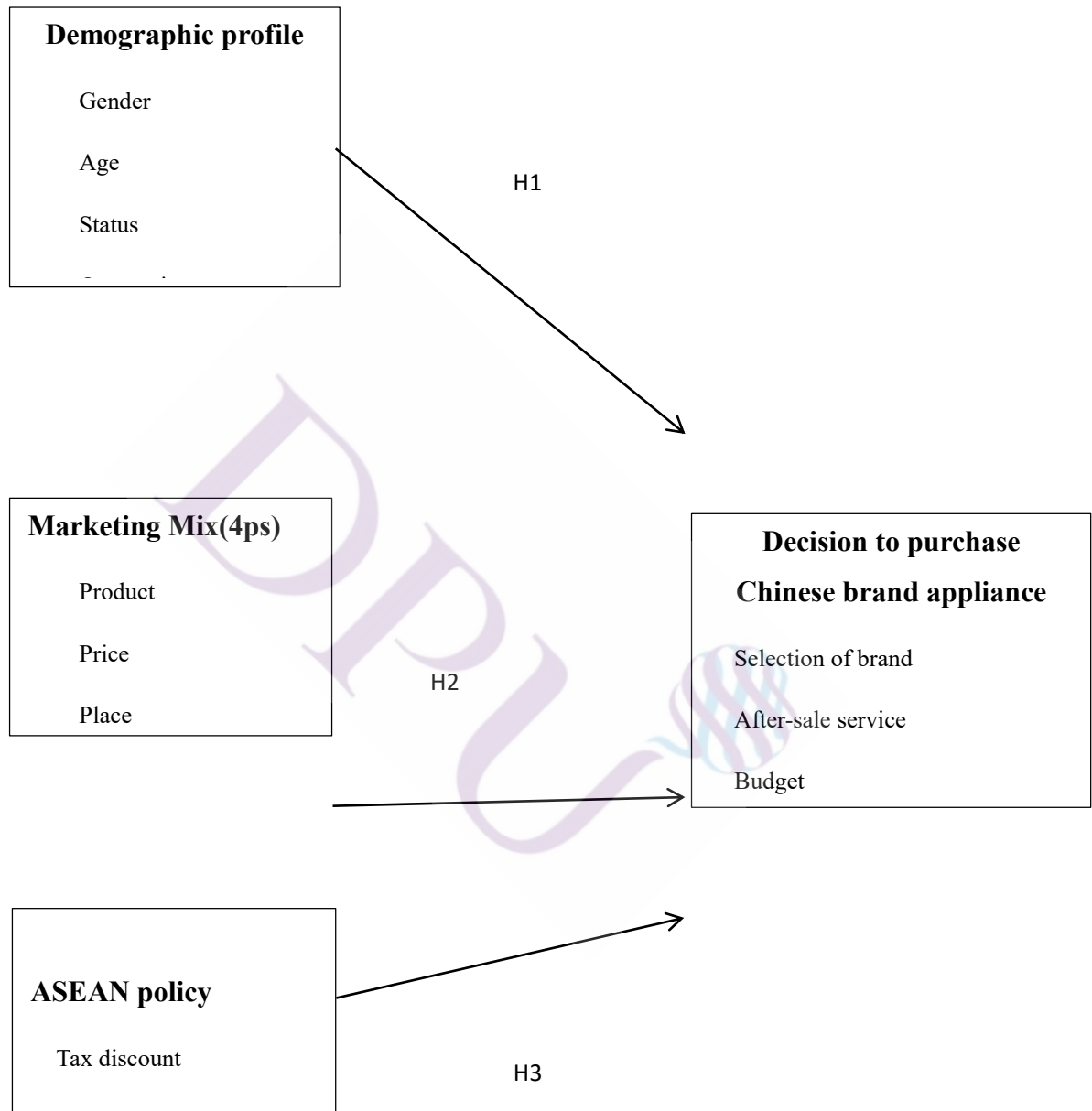


Figure 1.6: Conceptual framework of the study

Source: Developed for this study

## 5. Hypotheses of the study

According to the conceptual framework of this study, the study hypothesis is listed below:

H1: Customers from different Profile will have different decision to purchase Chinese brand appliances.

H2: There is a relationship between marketing mix and the decision to purchase Chinese brand appliance.

H3: There is a relationship between ASEAN policy and the decision to purchase Chinese brand appliance.

## 6. Population and sample

The researcher is going to study the effects of demographic factors, frequency of purchasing behavior, marketing mix and Asian policy on purchasing behavior of air conditioner by using the following set of research extent:

### 6.1 Population and Sample

Population: Consumers in Southeast Asia

Sample: Consumers in Malaysia, Vietnam, Thailand, and Indonesia

Sample size: 400

### 6.2 Sampling methods

The process of sampling method is as follows:

**7.2.1 Simple random sampling** – by selecting sample from 4 countries in Southeast Asia which are Malaysia, Vietnam, Thailand and Indonesia

**7.2.2 Convenience sampling** – the questionnaire is used to collect data consumers in Malaysia Vietnam, Thailand, and Indonesia.



## 7. Study Variable

### 7.1 Independent Variable:

- Demographic profiles consist of
  - Gender
  - Age
  - Status
  - Occupation
  - Monthly Income
- Marketing mix (4Ps)
  - Product
  - Price
  - Place
  - Promotion
- ASEAN policy
  - Tax discount
  - Tax communication

### 7.2 Dependent Variable:

Decision to purchase Chinese brand appliance

## 8. Definition of terms

Chinese brand appliances: Appliances that are created by Chinese company using Chinese brand and owned by a Chinese company.

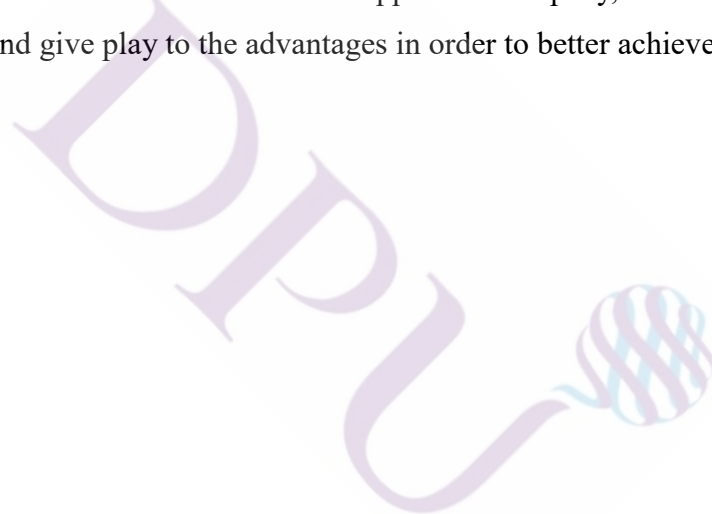
## **9. Significant of the study**

1. The purpose of this research is to let us to better understand the situation of the electrical appliance industry and the investment environment in Southeast Asia.

2. To help electrical companies better understand Southeast Asia's customer group from 6W1H model

3. To help the development of the electrical industry in Southeast Asia. Such as where to buy appliance, where do you like to buy, where to collect data on this appliance group customer, and what are the requirements for after-sales service, and why do you like which brand of appliance.

4. This study is also for better service the appliance company, maximize the strengths and avoid weaknesses, and give play to the advantages in order to better achieve the marketing goals



## Chapter 2

### Literature Review

#### 2.1 Introduction

This chapter addressed relevant constructs that were examined in the study which consisted of:

- 2.2 Demographic profile
- 2.3 Marketing Mix (4P)
- 2.4 ASEAN policy
- 2.5 Purchase decision
- 2.6 Related research work

#### 2.2 Demographic profile

Demographic profile defined by demographic characteristics.

A previous study by Dardis et al. (1981) revealed that demographic characteristics, such as income, family size, education, and occupation, were important in describing household recreation expenditure behavior. In this study, the demographic structure of South-East Asia is young and has long-term growth trend. GDP per capita in Southeast Asia is low, but the growth rate is higher, and the overall GDP capita has maintained a growth trend in the last ten years. On the other hand, the annual sales of electrical appliances in Southeast Asia has continued to grow in recent years, and we believe that with the young structure population, the rise of the middle class and the gradual improvement of power infrastructure.

## 2.3 Marketing mix(4Ps)

The term of marketing mix is a foundation model for businesses, historically centered around product, price, place, and promotion (also known as the "4P")

E. Jerome McCarthy (1960) in his book, *Basic Marketing*, popularized a four-factor classification, the so-called four P's—product, price, place, and promotion.

Marketing mix was indicated as “the set of controllable tactical marketing tools; product, price, place and promotion that the firm blends to produce the response it wants in the target market” (Kotler 2008).

Marketing mix is defined as “range of marketing activities/tools that an organization combines and implements to generate a response from the target audience”. (Pickton, 2005).

Generally, the marketing mix has included four variables factors as known as the 4Ps: product, price, place and promotion. The 4Ps are widely used as an organizing concept both in planning enterprise marketing strategies and formulating implementation plans to achieve specified marketing objectives (McCarthy, 1960; Shapiro, 1985 cited in Brown 1991).

Overall, marketing mix play a very important role in business, they limit each other and help each other develop together, on the other hand, a good marketing mix structure can affect the company's move to a better direction. In business, time and opportunity are money. There is only one good opportunity, and there is only one best time for a business opportunity. If you miss it, you may need to spend more to catch up with your competitors. In this study, if the quality have problem, it is a big problem for sale and customers experience especially for appliances company. According to the needs of the target market, the enterprise optimizes the combination and comprehensive application of various marketing factors (product quality, packaging, service, price, channels, advertising, etc.) that it can control, so that they can coordinate and cooperate, maximize strengths and avoid weaknesses, and give play to advantages for better To achieve marketing goals.

### 2.3.2 Tools of Marketing Mix

Kotlor (2008) defined elements of marketing mix as follows:

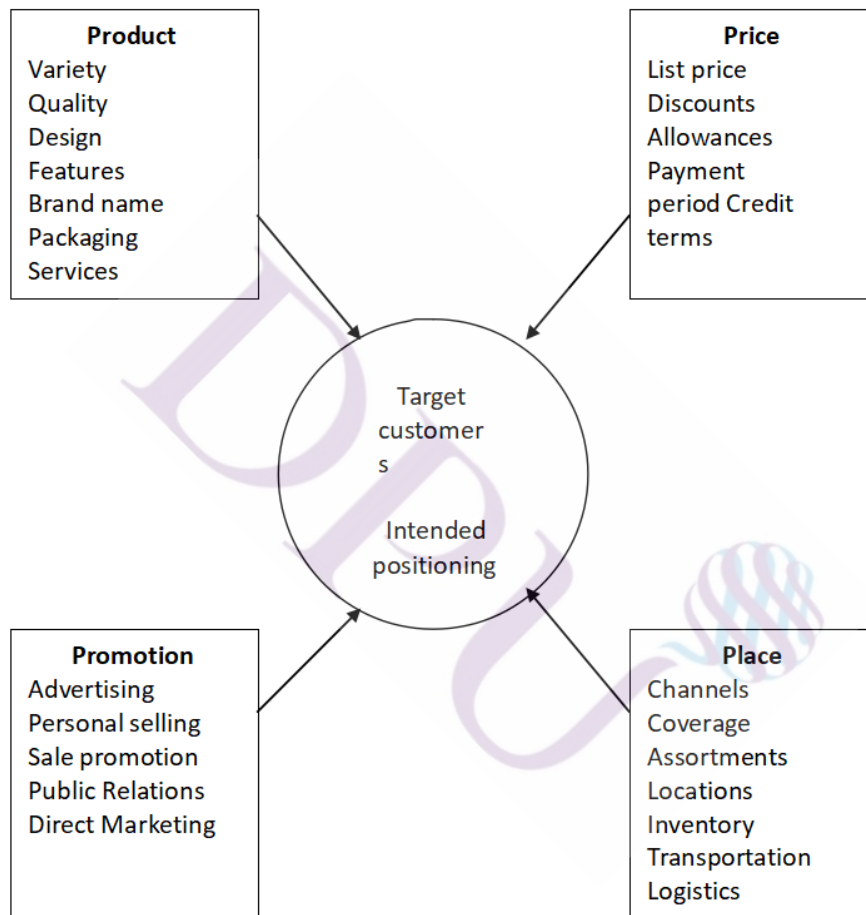


Figure 2.1: The Four of Marketing Mix

Source: Kotlor (2008)

### 2.4 ASEAN policy

**Trade in Goods Agreement** is a regional tax discount, it is a agreement between ASEAN countries from 2005. For example, if import or export appliance between ASEAN countries, the tax will be decreased from 80% to 10% (Trade in Goods Agreement,2005). The tax point we can check in the website of customs every country. From example, Thailand we can check in web <http://www.thailandntr.com>.

**China-ASEAN expo** China-ASEAN Expo (CAEXPO)was initiated by the former Chinese Premier Wen Jiabao, co-hosted by the economic and trade authorities of China and the 10 ASEAN countries and the ASEAN Secretariat, and hosted by the People's Government of Guangxi Zhuang Autonomous Region An international economic and trade exchange event held every year in Nanning, Guangxi China.To promote the construction of China-ASEAN Free Trade Area, share cooperation and development potential as one, center on the "China-ASEAN Comprehensive Economic Cooperation Framework Agreement" based on the principle of mutual benefit, focus on economic and trade cooperation in free trade areas, and open to the world. The common development of businesses from all countries provides new possibilities.Include commodity trade, investment cooperation, service trade, high-level forums, cultural exchanges ect.(China-ASEAN Expo Official Website 2012)

**Form-E** The full name of FORM E certificate in Chinese is the China-ASEAN Free Trade Area Preferential Certificate of Origin, referred to as the ASEAN certificate, and the English name is "ASEAN-CHINA FREE TRADE AREA PREFERENTIAL TARIFF CERTIFICATE OF ORIGIN FORM E". The issuance of the FORM E certificate is limited to the products that have been granted tariff preferences under the announced "Trade in Goods Agreement", and these products must comply with the "China-ASEAN Free Trade Area Rules of Origin".The issue countries are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam.(baidubaike 2020)

**Trade communication** means trade exchange and exchange of ideas to achieve a win-win situation.

## 2.5 Purchase decision

The feeling or thinking of consumer as “the black box” by Mowen (1995) because marketer don't know well. So, they try to find in consumers' mind for designing the appropriate product and service to them. This includes some ideas or behaviors that customers have before deciding to buy, such as how much budget they have, whether they like the appearance of the product, or whether they like the brand.

According to Kotler, Keller, Koshy, and Jha (2009), the final purchase decision can be disrupted by two factors: negative feedback from other customers and the level of motivation to comply or accept the feedback. For example, after going through the above three stages, a customer chooses to buy a TV. However, because his good friend, who is also have one, gives him negative feedback, he will then be bound to change his preference. Secondly, the decision may be disrupted due to unanticipated situations such as a sudden job loss or the closing of a retail store.

Kotlor (2003) suggested that marketers should examine consumer purchasing behavior using the 6Ws and 1H question.

<b>Question (6W's 1H)</b>	<b>The answer to know (7Os)</b>	<b>Marketing Strategy</b>
1. Who is in the target market?	<b>Occupants</b> of target group including 1. Demographic 2. Geographic 3. Psychology 4. Behavior	Marketing Mix include product, price, place, promotion for satisfying the target group
2. What does the consumer buy?	<b>Objects</b> to consumer buy; who want product component & competitive differentiation	<b>Product strategies including</b> 1. Core product 2. Tangible product, such as quality, feature style, packing and brand 3. Augmented product 4. Expected product 5. Competitive differentiation product
3. Why does the consumer buy?	Purchasing <b>objective</b> of consumer; for physical & psychology need that study in physical factor, social, culture and personality	<b>Product strategies</b> 1. Promotion strategies including advertising, personal selling, public relation 2. Price strategies 3. Distribution channel strategies
4. Who participates in the buying?	Influence <b>organization</b> including people to 1. Initiator 2. Influencer 3. Decider 4. Buyer 5. User	<b>Advertising and promotion strategies</b> to influence organization
5. When does the consumer buy?	<b>Occasions</b> such as during seasonal of festival time	<b>Promotion strategies</b> relate to occasions
6. Where does the customer buy?	<b>Outlets</b> , such as dependent store, convenience store and discount store	<b>Distribution</b> channel strategies for suitable middle man to customer
7. How does the customer buy?	<b>Operations</b> including 1. Problem recognition 2. Information search 3. Evaluation of alternative 4. Purchase decision 5. Post purchase evaluation	<b>Promotion strategies</b> including advertising, personal selling, public relation and direct marketing

Figure 2.2 An Analysis of Consumer Behavior Table

Source: Kotlor (2003)

## 2.6 Related Research Works

The study of Peep Laja (2019) show that People don't often know why they like something. A famous research on jam tasting. Scientists require a large number of



consumers to sort jams from top to bottom by taste. Then, the scientists reassigned the research to a different but still statistically significant second jam that was considered the best tasting the worst. The reason is that the conscious brain is suddenly involved in tasks that it does not really understand. Suddenly, social pressure (that is, what they should choose) keeps the answer away from people's actual preferences. People make immediate decisions subconsciously. When they have to explain the choice, the choice may be completely changed due to the rational thinking involved.

An examination of the factors affecting consumer's purchase decision in the Malaysian retail market from Jalal Rajeh Hanaysha(2018)explores two hypotheses. Explore two hypotheses. First, they hope that consumers tend to rely on negotiability and clear logical reasoning when evaluating whether to trust a website when making low-risk decisions. The second hypothesis is that online consumers are more likely to turn to the association (intuitive) reasoning process when faced with higher-risk decisions.

In order to study these hypotheses, they designed a laboratory experiment, inviting 245 research subjects to visit their unfamiliar 17-year-old Australian bookstore website, and then make a purchase decision. The subjects were randomly divided into six groups, and each group received different experimental conditions. Some topics are provided with real websites, while others are exposed to broken versions that lack key information (such as e-commerce security certificates and product return policies). Someone told them that they would be asked to explain their decision-making reasoning (a technique designed to explicitly trigger their thinking/logical thinking process), while others were asked to complete a task designed to lead them to rely on their intuitive reasoning system . In the end, all subjects made two decisions: (1) whether to buy a book-a hypothetical zero-risk decision with no real impact; (2) whether they would provide their name, phone number, and home address In order to get a gift of \$20-a riskier decision because it has a real result.

The results of this study found that corporate social responsibility has a significant positive impact on purchasing decisions, while sales promotion has a negative impact on purchasing decisions. The results of this study also show that the store environment has a significant positive impact on consumers' purchasing decisions. Contrary to expectations, the research results indicate that social media marketing has a negligible impact on

purchasing decisions. Finally, the results show that perceived value has a significant positive impact on purchasing decisions.



## Chapter 3

# Research Methodology

This study addresses the decision to purchase Chinese brand appliances using the following constructs:

1. Demographic: gender, age, status, occupation and monthly income
2. Decision to purchase: selection of brands, after-sale service, budget, and reason of using.
3. Marketing mix (4Ps). product, price, place, promotion
4. ASEAN policy: Tax discount, trade communication.

The survey of this research design using a self-administrative questionnaire (Malhotra, 2007).

Several steps of research methodology were presented as follows:

- 3.1 Population and Sample
- 3.2 Measurement items
- 3.3 Data collection method
- 3.4 Data analysis

### **3.1 population and sample**

Population: Consumers in Southeast Asia

Sample: Consumers in Malaysia, Vietnam, Thailand, and Indonesia

### 3.1.1 Sample size

Due to the number of population is unknown, the researcher use Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok, 2009). The sample size is calculated based on 95% confidence level and 5% sampling error based on the following formula:

$$n = Z^2 [P (1-P)] / e^2$$

n = Sample size

Z = Reliability of 95% is 1.96

e = Not reliability is 0.05

P = Percentage (0.05)

Calculation:

$$\begin{aligned} n &= Z^2 [P (1-P)] / e^2 \\ &= (1.96)^2 [(0.50) (1-0.05)] / (0.05)^2 \\ &= 384 \end{aligned}$$

The sample size is 384 respondents.

### 3.12 Sampling Method

The process of sampling method is as follows:

**Simple random sampling** – by selecting sample from 4 countries in Southeast Asia which are Malaysia, Vietnam, Thailand and Indonesia

**Convenience sampling** – the questionnaire is used to collect data consumers in Malaysia

Vietnam, Thailand, and Indonesia.

### **3.2 Measurement Items**

This study developed and adapted items from previous studies to measure the constructs following study:

- 5 items to measure demographic profile of customers who buy Chinese appliances. (e.g. gender, age, status, occupation, income)
- 4 items to measure the decision to purchase behavior of customers who buy Chinese appliances. (e.g. selection of brands, after-sale service which brand better, budget, reason for using.
- 12 items to measure the marketing mix (4Ps)
- 3 items to measure the ASEAN policy (e.g. Tax discount, trade communication.)

Likert Scale was used to quantify level of agreement on items related The scale descriptions are as follows:

“5”	=	Strongly agree with the statement
“4”	=	Agree with the statement
“3”	=	Feel neutral with the statement
“2”	=	Disagree with the statement
“1”	=	strongly disagree with the statement

#### **3.2.1 Measurement Validation**

There are 2 steps of validity tests for survey research questionnaires which are;

### 1.1 Content Validity

Content validity was assured by developing the study constructs based on relevant literature review and suggestions of academician and practitioners.

### 1.2 Reliability Validity

Researcher conducted a pilot test with 41 respondents. The data had coefficient alpha, or Cronbach's Alpha, 0.6 which indicated a moderate - fair internal consistency of the study constructs (Malhotra 2007).

## 3.3 Data Collection

This study collected 2 types of data which are:

1. **Primary Data** – using the questionnaire to collect the data from customers data from 4 countries.
2. **Secondary Data** – using the documentary research to collect the data from text books, article and related research to develop the conceptual framework of the study.

## 3.4 Data analysis

Data was analyzed using the following statistics:

1. Descriptive Statistic – Frequency, percentage, mean and standard deviation.
2. Inferential Statistics;
  - 21 Chi-Square was used to test the relationships between demographic profile, marketing mix, ASEAN policy on decision to purchase Chinese brand appliance (Malhotra 2007).

The confidence level of 95% or  $< 0.05$  was adopted to test the hypotheses of the Study.



## **CHAPTER 4**

### **FINDINGS**

This research conducted this study “the decision to purchase Chinese brand appliances. The purpose of this studied is to investigate the decision to purchase of Chinese brand air-conditioner in Southeast Asia. A total of 400 consumer questionnaires were coded and analyzed using SPSS to analyze the hypotheses. The research analysis is presented in the form of a 5 part as follows:

Part 1 Analysis the Personal information.

Part 2 Analysis of the marketing mix

Part 3 Analysis of ASEAN Policy.

Part 4 Analysis of decision to purchase Chinese brand appliances.

Part 5 Hypotheses testing.

#### **4.1 Analysis the personal information.**

This part to analysis the personal information frequencies includes gender, age, marital status, education, income occupation and country by using frequency and percentage analysis method.

Table 4. 1 Frequency and percentage of respondent personal information.



Personal information		Frequency	Percent
1. Gender	Male	174	43.50
	Female	226	56.50
			100.0
	Total	400	0
2. Age	20 and under 20 year old	28	7.00
	21 - 30 year old	215	53.75
	31 - 40 year old	83	20.75
	41 - 50 year old	34	8.50
	51 - 60 year old	30	7.50
	More than 60 year old	10	2.50
	Total	400	100.0 0
3. Education	Junior high school	49	12.25
	High school	101	25.25
	Bachelor's degree	229	57.25
	Master's degree	21	5.25
	Total	400	100.0 0
4. Marital status	Single	190	47.50
	Married	113	28.25
	Widowed	67	16.75
	Divorced	30	7.50
	Total	400	100.0 0
5. Occupation	Student	20	5.00
	Employee	189	47.25
	Government officer	106	26.50
	Business Owner	49	12.25

	Housewife	25	6.25
	Freeland	11	2.75
			100.0
	Total	400	0
6. Monthly Income (USD)	Under \$500	107	26.75
	\$500-\$999	144	36.00
	\$1,000-\$1,499	99	24.75
	\$1,500-1,999	19	4.75
	\$2,000 or more	31	7.75
	Total	400	0

Table 1 (Continue)

	Personal information	Frequ ency	Perce nt
7. Country	Malaysia	61	15.25
	Vietnam	75	18.75
	Thailand	160	40.00
	Indonesia	104	26.00
			100.0
	Total	400	0

Based on the table explaining the respondents' profile, the results revealed that the proportions of female more than male respondents were 56.50% of them were females meanwhile the remaining 43.50% were males. Most of the respondents were age group 21 - 30 years old 53.75%, followed by those aged group 31 - 40 years old 20.75%, and age group 41 - 50 years old 8.50%, 51 - 60 years old 7.50%. The minority age groups were 20 and under 20 years old 7.00% and more than 60 years old 2.50%. In terms of education level, the largest groups of respondents were education Bachelor's degree 57.25%, followed by high school level 25.25%, Junior high school 12.25%, and the small minority was a Master's degree of 5.25%. Most of the respondents were single 47.50%, followed by married 28.25%. Some respondents were widowed 16.75% and divorced 7.50%.

The occupations in the respondents were employees 47.25, followed by government officers 26.50%, and business owners 12.25%. Small minority respondents are housewives 6.25%, students 5.00%, and Freelance 2.75%. And the monthly income (USD) of the largest group of respondents is in the range of \$500-\$999 USD 36.00%, followed by income per month range of under \$500USD 26.75%, and \$1,000-\$1,499USD 24.75%. The smallest income per month range of \$2,000 or more USD 7.75% and less income group \$1,500-1,999USD 4.75%. In terms of the country most of the respondents were Thailand 40.00%, followed by Indonesia 26.00%, and Vietnam 18.75%. The groups were Malaysia 18.75%, respectively.

## 4.2 Analysis of the marketing mix

This part to analysis of the marketing mix of Chinese brand appliances inclusive Product Price Place and Promotion using the mean and standard deviation analysis method.

Table 4. 2 Represents the mean and standard deviation overall the marketing mix of Chinese brand appliances.

(n = 400)

Marketing mix of Chinese brand appliances	$\bar{X}$	SD.	Meaning	Rank
Product	4.17	0.74	Agree	(1)
Price	4.14	0.66	Agree	(2)
Place	3.95	0.70	Agree	(4)
Promotion	4.02	0.65	Agree	(3)
Overall	4.07	0.54	Agree	

Based on the table explaining the respondents' overall marketing mix of Chinese brand appliances, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. The result shows opinion towards the importance of the marketing mix of Chinese brand appliances in agree level mean 4.07 Standard Deviation 0.54, Looking at specific factors, the results show that there is a higher degree were product (mean of 4.17) followed by price (mean of 4.14), promotion (mean of 4.02) and place (mean of 3.94), respectively. The result explaining as individual aspects follows in table 3 – 6

Table 4. 3 Represents the mean and standard deviation the importance of the product of the marketing mix of Chinese brand appliances.

(n = 400)

Product	$\bar{x}$	SD.	Meaning
Chinese brand air-conditioning looks better than brands from other country.	4.15	0.77	Agree
I buy Chinese brand air-conditioning because of the good quality.	4.27	0.83	Strongly agree
I buy Chinese brand air-conditioning because it has less problem compare to brands from other countries.	4.09	0.80	Agree
Average	4.17	0.74	Agree

Based on the table explaining the respondents' opinion towards the importance of the product of the marketing mix of Chinese brand appliances. The overall average in agrees level with the mean 4.17, standard deviation 0.74. When individual aspects were considered, it was found that the most commonly found opinion in strongly agree level was "I buy Chinese brand air-conditioning because of the good quality" with a mean of 4.27, followed by opinion in agree level was "Chinese brand air-conditioning looks better than brands from other country" (mean of 4.15), and "I buy Chinese brand air-conditioning because it has less problem compare to brands from other countries" (mean of 4.09), respectively.

Table 4.4 Represents the mean and standard deviation the importance of the price of the marketing mix of Chinese brand appliances.

(n = 400)

Price	$\bar{x}$	SD.	Meaning
I often select the Chinese brand air-conditioning that offer the cheapest price.	4.30	0.72	Strongly agree
Chinese brand air-conditioning is affordable.	4.09	0.78	Agree
Chinese brand air-conditioning offers online payment method.	4.15	0.76	Agree

Chinese brand air-conditioning offers wide range of price choice.	4.02	0.85	Agree
Average	4.14	0.66	Agree

Based on the table explaining the respondents' opinion towards the importance of the price of the marketing mix of Chinese brand appliances. The overall average in agrees level with the mean 4.14, standard deviation 0.66. When individual aspects were considered, it was found that the most commonly found opinion in strongly agree level was "I often select the Chinese brand air-conditioning that offer the cheapest price" with a mean of 4.30, followed by opinion in agree level was "Chinese brand air-conditioning offers online payment method" (mean of 4.15), "Chinese brand air-conditioning is affordable" (mean of 4.19), and "Chinese brand air-conditioning offers wide range of price choice" (mean of 4.02), respectively.

Table 4. 5 Represents the mean and standard deviation the importance of the place of the marketing mix of Chinese brand appliances.

(n = 400)

Place	$\bar{x}$	SD.	Meaning
I choose to buy Chinese brand air-conditioning at the store.	3.97	0.82	Agree
I prefer browsing Chinese brand air-conditioning at the store.	3.95	0.79	Agree
I will buy Chinese brand air-conditioning at the store that offer both in store selection and online channel.	3.93	0.75	Agree
Average	3.95	0.71	Agree

Based on the table explaining the respondents' opinion towards the importance of the place of the marketing mix of Chinese brand appliances. The overall average in agrees level with the mean 3.95, standard deviation 0.71. When individual aspects were considered, it was found that the most commonly found opinion in agree level was "I choose to buy Chinese brand air-conditioning at the store" with a mean of 3.97, followed by "I prefer browsing Chinese brand air-conditioning at the store" (mean of 3.95) and "I will buy Chinese brand air-conditioning at the store that offer both in store selection and online channel" (mean of 3.93), respectively.

Table 4.6 Represents the mean and standard deviation the importance of the promotion of the marketing mix of Chinese brand appliances.

(n = 400)

Promotion	$\bar{x}$	SD.	Meaning
I tend to choose Chinese brand air-conditioning that offer discount.	4.08	0.76	Agree
I tend to choose Chinese brand air-conditioning that offer after-sale services.	3.98	0.73	Agree
I tend to choose Chinese brand air-conditioning that offer information through online channel.	4.04	0.73	Agree
I tend to read online information before I decide to choose Chinese brand air-conditioning.	4.00	0.83	Agree
Average	4.02	0.65	Agree

Based on the table explaining the respondents' opinion towards the importance of the promotion of the marketing mix of Chinese brand appliances. The overall average in agrees level with the mean 4.02, standard deviation 0.66. When individual aspects were considered, it was found that the most commonly found opinion in agree level was "I tend to choose Chinese brand air-conditioning that offer discount" with a mean of 4.08, followed by "I tend to choose Chinese brand air-conditioning that offer information through online channel" (mean of 4.04), "I tend to read online information before I decide to choose Chinese brand air-conditioning" (mean of 4.00), and "I tend to choose Chinese brand air-conditioning that offer after-sale services" (mean of 3.98), respectively.

### 4.3 Analysis the Perception of ASEAN Policy.

This part to analysis of the perception of ASEAN Policy inclusive trust in seller and trust in delivery using the mean and standard deviation analysis method.

Table 4. 7 Represents the mean and standard deviation the perception of ASEAN Policy.

Perception of ASEAN Policy	$\bar{x}$	SD.	Meaning
I get information about Chinese brand air-conditioning from the Trade Association.	4.04	0.72	Agree
Trade Association in my country regularly send information about Chinese brand air-conditioning.	3.98	0.70	Agree
I buy Chinese brand air-conditioning because there is tax discount for my country.	3.93	0.76	Agree
Officers at the Trade Association in my country give advice about selecting Chinese brand air-conditioning.	4.01	0.78	Agree
Tax discount of the ASEAN country is beneficial to local customers.	3.91	0.83	Agree
Average	3.97	0.66	Agree

Based on the table explaining the respondents' opinion towards important of the Perception of ASEAN Policy. The result shows the standard deviations are all less than 1.5 (30% of mean). The overall average in agree level with the mean 3.97, standard deviation 0.66. When individual aspects were considered, it was found that the most commonly found opinion was "I get information about Chinese brand air-conditioning from the Trade Association" with a mean of 4.04, followed by "Officers at the Trade Association in my country give advice about selecting Chinese brand air-conditioning" (mean of 4.01), "Trade Association in my country regularly send information about Chinese brand air-conditioning" (mean of 3.98), "I buy Chinese brand air-conditioning because there is tax discount for my country" (mean of 3.93) and "Tax discount of the ASEAN country is beneficial to local customers" (mean of 3.91).

#### 4.4 Analysis of decision to purchase Chinese brand appliances.

This part to analysis the decision to purchase Chinese brand appliances using frequency and percentage analysis method.

Table 4.8 Frequency and percentage of the decision to purchase Chinese brand appliances.

The decision to purchase Chinese brand appliances		Frequency	Percent
Brand of air-conditioner using at home.	Gree	107	26.75
	Dakin	144	36.00
	Tobashi	99	24.75
	Haier	19	4.75
	Other	31	7.75
	Total	400	100.00
Time wants the air-conditioner in the home to be used.	1 years	107	26.75
	2 years	144	36.00
	3 years	130	32.50
	More than 3 years	19	4.75
	Total	400	100.00
The price range of the Chinese brand air-conditioner will choose if going to buy a new one.	Less than \$200	24	6.00
	\$200 - \$399	89	22.25
	\$400 - \$599	126	31.50
	\$600 - \$799	107	26.75
	\$800 or more	54	13.50
	Total	400	100.00
Will choose to buy second-hand air-conditioner.	Yes	147	36.75
	No	253	63.25
	Total	400	100.00
Often will update your air-conditioner.	Every 2 years	106	26.50
	Every 3 years	139	34.75
	Every 4 years	130	32.50



	Every 5 years or more	25	6.25
			100.0
	Total	400	0
The most dissatisfying part of the air-conditioner brand are using now.	Brand	97	24.25
	Price	23	5.75
	Quality	124	31.00
	After-sales service	128	32.00
	Other	28	7.00
	Total	400	0

Table 8 (Continue)

The decision to purchase Chinese brand appliances		Frequency	Percent
Have buy a Chinese brand appliance before.	Yes	139	34.75
	No	261	65.25
			100.0
	Total	400	0
The reason buys Chinese brand appliances.	More function	67	16.75
	Cheaper price	89	22.25
	Good quality	110	27.50
	Product appearance	98	24.50
	Other	36	9.00
	Total	400	0

Based on the table explaining the respondents' decision to purchase Chinese brand appliances, the results revealed that most of brand of air-conditioner using at home were Dakin 36.00%, followed by Gree 26.75%, Tobashi 24.75%, other 7.75% and least were Haier 4.75%. And most of the time wants the air-conditioner in the home to be used was 2 years 36.00%, followed by 3 years 32.50%, and 1 year 26.75%. And least of time wants

the air-conditioner in the home to be used were more than 3 years 4.75%. In terms of price range of the Chinese brand air-conditioner will choose if going to buy a new one, most in the range of \$400 - \$599CNY 31.50%, followed by \$600 - \$799CNY 26.75%, and the range of \$200 - \$399CNY 22.25%. The smallest spend a range of \$800 CNY or more 13.50% and less than \$200CNY 6.00%. Furthermore 63.25% does not will choose to buy second-hand air-conditioner and 36.75% will choose to buy.

The results revealed that most of often will update air-conditioner were every 3 years 34.75%, followed by every 4 years 32.50%, every 2 years 26.50, and least were every 5 years or more 6.25%. And most of the time wants the air-conditioner in the home to be used was 2 years 36.00%, followed by 3 years 32.50%, and least were 1 year 26.75%. And most of the most dissatisfying part of the air-conditioner brand is using now were after-sales service 32.00%, followed by quality 31.00 and brand 24.25%. The smallest other 7.00% and least were price 5.75%. The respondents' have buy a Chinese brand appliance before 34.75 and does not buy 65.25%. And the reason buys Chinese brand appliances most were good quality 27.50%, followed by product appearance 24.50% and cheaper price 22.25%. The smallest reason buys were more function 16.75% and lest other 9.0%, respectively.

#### **4.5Hypotheses testing**

Hypotheses 1; Personal information will be relevant to the decision to purchase Chinese brand appliances.

Hypotheses H0 = Personal information will not relevant to the decision to purchase Chinese brand appliances.

Hypotheses H1 = Personal information will be relevant to the decision to purchase Chinese brand appliances.

Hypotheses 1.1 Test will be relevant between the personal information of gender and the decision to purchase Chinese brand appliances.

Table 4.9 Hypothesis test the will be relevant between the personal information of gender and the decision to purchase Chinese brand appliances.

( n = 400)

The decision to purchase Chinese brand appliances	Chi-Square (x <sup>2</sup> )	df.	Gender		
			Sig.	Contingency Coefficient	Meaning
Selection of brand	16.609	4.0	0.002*	0.200	Significant
After-sale service	1.323	1.0	0.250	-	Non Significant
Budget	9.492	4.0	0.050*	0.152	Significant
Reason to using	24.359	4.0	0.000*	0.240	Significant
Buying Decision	169.868	1.0	0.000*	0.546	Significant

\*Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the personal information of gender and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 4 items were selection of brand (0.002), budget (0.050), reason to using (0.000) and buying decision (0.000), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the difference of gender will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the gender has relation positive to buying decision most, followed by reason to using, selection of brand and budget, respectively.

Hypotheses 1.2 Test will be relevant between the personal information of age and the decision to purchase Chinese brand appliances.

Table 4.10 Hypothesis test the will be relevant between the personal information of age and the decision to purchase Chinese brand appliances.

( n = 400)

The decision to purchase Chinese brand appliances	Age				
	Chi-Square (x <sup>2</sup> )	df.	Sig.	Contingency Coefficient	Meaning

Selection of brand	82.706	20.0	0.000*	0.414	Significant
After-sale service	4.033	5.0	0.545	-	Non Significant
Budget	41.423	20.0	0.003*	0.306	Significant
Reason to using	25.964	20.0	0.167	-	Non Significant
Buying Decision	12.541	5.0	0.028*	0.174	Significant

\* Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the personal information of age and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 3 items were selection of brand (0.000), budget (0.003), and buying decision (0.028), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the difference of age will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the age has relation positive to selection of brand most, followed by budget and buying decision, respectively.

Hypotheses 1.3 Test will be relevant between the personal information of education level and the decision to purchase Chinese brand appliances.

Table 4.11 Hypothesis test the will be relevant between the personal information of education level and the decision to purchase Chinese brand appliances.

( n = 400)

The decision to purchase Chinese brand appliances	Education level				
	Chi-Square (x <sup>2</sup> )	df.	Sig.	Contingency Coefficient	Meaning
Selection of brand	67.574	12.0	0.000*	0.380	Significant
After-sale service	7.402	3.0	0.006*	0.135	Significant
Budget	17.602	12.0	0.128	-	Non Significant
Reason to using	10.504	12.0	0.572	-	Non Significant
Buying Decision	4.095	3.0	0.251	-	Non Significant

\* Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the personal information of education level and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 2 items were selection of brand (0.000), and after-sale service (0.028), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the difference of education level will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the education level has relation positive to selection of brand most, followed by after-sale service.

Hypotheses 1.4 Test will be relevant between the personal information of marital status and the decision to purchase Chinese brand appliances.

Table 4.12 Hypothesis test the will be relevant between the personal information of marital status and the decision to purchase Chinese brand appliances.

( n = 400)

The decision to purchase Chinese brand appliances	Marital status				
	Chi-Square (x <sup>2</sup> )	df.	Sig.	Contingency Coefficient	Meaning
Selection of brand	58.561	12.0	0.000*	0.357	Significant
After-sale service	7.578	3.0	0.056	-	Non Significant
Budget	32.601	12.0	0.001*	0.275	Significant
Reason to using	22.294	12.0	0.034*	0.230	Significant
Buying Decision	16.126	3.0	0.001*	0.197	Significant

\* Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the personal information of marital status and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 4 items were selection of brand (0.000), budget (0.001), reason to using (0.034) and buying decision (0.001), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the difference of marital status will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marital status has relation positive to selection of brand most, followed by budget, reason to using and buying decision, respectively.

Hypotheses 1.5 Test will be relevant between the personal information of occupation and the decision to purchase Chinese brand appliances.

Table 4. 13 Hypothesis test the will be relevant between the personal information of occupation and the decision to purchase Chinese brand appliances.

( n = 400)

The decision to purchase Chinese brand appliances	Occupation				
	Chi-Square (x <sup>2</sup> )	df.	Sig.	Contingency Coefficient	Meaning
Selection of brand	164.104	20.0	0.000*	0.539	Significant
After-sale service	6.325	5.0	0.276	-	Non Significant
Budget	48.722	20.0	0.000*	0.330	Significant
Reason to using	41.819	20.0	0.003*	0.308	Significant
Buying Decision	37.722	5.0	0.000*	0.294	Significant

\* Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the personal information of occupation and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 4 items were selection of brand (0.000), budget (0.000), reason to using (0.003) and buying decision (0.000), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the difference of occupation will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the occupation has relation positive to selection of brand most, followed by budget, reason to using and buying decision, respectively.

Hypotheses 1.6 Test will be relevant between the personal information of monthly income and the decision to purchase Chinese brand appliances.

Table 4.14 Hypothesis test the will be relevant between the personal information of monthly income and the decision to purchase Chinese brand appliances.

( n = 400)

The decision to purchase Chinese brand appliances	Monthly Income (CNY)				
	Chi-Square (x <sup>2</sup> )	df.	Sig.	Contingency Coefficient	Meaning
Selection of brand	1600.000	16.0	0.000*	0.894	Significant
After-sale service	11.786	4.0	0.019*	0.169	Significant
Budget	22.553	16.0	0.126	-	Non Significant
Reason to using	77.125	16.0	0.000*	0.402	Significant
Buying Decision	6.443	4.0	0.168	-	Non Significant

\* Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the personal information of monthly income and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 3 items were selection of brand (0.000), budget (0.019) and reason to using (0.000), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the difference of monthly income will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the monthly income has relation positive to selection of brand most, followed by reason to using and after-sale service, respectively.

Hypotheses 1.7 Test will be relevant between the personal information of country and the decision to purchase Chinese brand appliances.

Table 4.15 Hypothesis test the will be relevant between the personal information of country and the decision to purchase Chinese brand appliances.

( n = 400)

The decision to purchase Chinese brand appliances	Chi-Square (x <sup>2</sup> )	df.	Country		
			Sig.	Contingency Coefficient	Meaning
Selection of brand	16.407	12.0	0.173	-	Non Significant
After-sale service	1.643	3.0	0.650	-	Non Significant
Budget	8.354	12.0	0.757	-	Non Significant
Reason to using	31.518	12.0	0.002	-	Non Significant
Buying Decision	0.709	3.0	0.871	-	Non Significant

\*Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the personal information of country and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show all decision to purchase Sig. > 0.05, this was significant at or below the 0.05.

Summary the result rejects the hypothesis or the difference of country not relevant to the decision to purchase Chinese brand appliances.



Hypotheses 2; Marketing mix will be relevant to the decision to purchase Chinese brand appliances.

Hypotheses H0 = Marketing mix will not relevant to the decision to purchase Chinese brand appliances.

Hypotheses H1 = Marketing mix will be relevant to the decision to purchase Chinese brand appliances.

Hypotheses 2.1 Test will be relevant between the marketing mix of product and the decision to purchase Chinese brand appliances.

Table 4.16 Hypothesis test the will be relevant between the marketing mix of product and the decision to purchase Chinese brand appliances.

(n = 400)

The decision to purchase Chinese brand appliances	Product				
	Chi-Square (x <sup>2</sup> )	df.	Sig.	Contingency Coefficient	Meaning
Selection of brand	62.781	16.0	0.000*	0.368	Significant
After-sale service	4.006	4.0	0.405	-	Non Significant
Budget	66.833	16.0	0.000*	0.378	Significant
Reason to using	24.025	16.0	0.089	-	Non Significant
Buying Decision	6.829	4.0	0.145	-	Non Significant

\* Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the marketing mix of product and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 2 items were selection of brand (0.000) and budget (0.000), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the marketing mix of product will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marketing mix of product has relation positive to budget most, followed by selection of brand, respectively.

Hypotheses 2.2 Test will be relevant between the marketing mix of price and the decision to purchase Chinese brand appliances.

Table 4.17 Hypothesis test the will be relevant between the marketing mix of price and the decision to purchase Chinese brand appliances.

(n = 400)

The decision to purchase Chinese brand appliances	Chi-Square (x <sup>2</sup> )	df.	Sig.	Price	
				Contingency Coefficient	Meaning
Selection of brand	43.179	12.0	0.000*	0.321	Significant
After-sale service	0.205	3.0	0.977	-	Non Significant
Budget	262.248	12.0	0.000*	0.629	Significant
Reason to using	29.172	12.0	0.004*	0.261	Significant
Buying Decision	35.775	3.0	0.000*	0.287	Significant

\* Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the marketing mix of price and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 4 items were selection of brand (0.000) and budget (0.000), reason to using (0.000), and buying decision (0.000), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the marketing mix of price will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marketing mix of price has relation positive to budget most, followed by selection of brand, buying decision, reason to using, respectively.

Hypotheses 2.3 Test will be relevant between the marketing mix of place and the decision to purchase Chinese brand appliances.

Table 4.18 Hypothesis test the will be relevant between the marketing mix of place and the decision to purchase Chinese brand appliances.

(n = 400)

The decision to purchase Chinese brand appliances	Chi-Square (x <sup>2</sup> )	df.	Place		
			Sig.	Contingency Coefficient	Meaning
Selection of brand	90.305	12.0	0.000*	0.429	Significant
After-sale service	5.358	3.0	0.147	-	Non Significant
Budget	52.574	12.0	0.000*	0.341	Significant
Reason to using	52.577	12.0	0.000*	0.348	Significant
Buying Decision	31.373	3.0	0.000*	0.270	Significant

\*Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the marketing mix of place and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 4 items were selection of brand (0.000) and budget (0.000), reason to using (0.000), and buying decision (0.000), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the marketing mix of place will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marketing mix of place has relation positive to selection of brand most, followed by reason to using, budget, buying decision, respectively.

Hypotheses 2.4 Test will be relevant between the marketing mix of promotion and the decision to purchase Chinese brand appliances.

Table 4.19 Hypothesis test the will be relevant between the marketing mix of promotion and the decision to purchase Chinese brand appliances.

(n = 400)

			Promotion		
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The decision to purchase Chinese brand appliances	Chi-Square (x <sup>2</sup> )	df.	Sig.	Contingency Coefficient	Meaning
Selection of brand	74.434	12.0	0.000*	0.396	Significant
After-sale service	2.224	3.0	0.527	-	Non Significant
Budget	50.790	12.0	0.000*	0.336	Significant
Reason to using	44.446	12.0	0.000*	0.316	Significant
Buying Decision	19.433	3.0	0.000*	0.215	Significant

\* Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the marketing mix of promotion and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 4 items were selection of brand (0.000) and budget (0.000), reason to using (0.000), and buying decision (0.000), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the marketing mix of promotion will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marketing mix of promotion has relation positive to selection of brand most, followed by budget, reason to using, buying decision, respectively.

Hypotheses 3; ASEAN policy will be relevant to the decision to purchase Chinese brand appliances.

Hypotheses H0 = Perception of ASEAN policy will not relevant to the decision to purchase Chinese brand appliances.

Hypotheses H1 = ASEAN policy will be relevant to the decision to purchase Chinese brand appliances.

Table 4.20 Hypothesis test the will be relevant between the perception of ASEAN policy and the decision to purchase Chinese brand appliances.

(n = 400)

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Perception of ASEAN Policy

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The decision to purchase Chinese brand appliances	Chi-Square (x <sup>2</sup> )	df.	Sig.	Contingency Coefficient	Meaning
Selection of brand	39.757	12.0	0.000*	0.301	Significant
After-sale service	0.797	3.0	0.850	-	Non Significant
Budget	69.796	12.0	0.000*	0.385	Significant
Reason to using	48.726	12.0	0.000*	0.330	Significant
Buying Decision	22.438	3.0	0.000*	0.230	Significant

\*Significant at or below the 0.05 level

Based on the table explaining test between the will be relevant between the perception of ASEAN policy and the decision to purchase Chinese brand appliances usage the Chi-Square test statistics, the results show Sig. < 0.05 = 4 items were selection of brand (0.000) and budget (0.000), reason to using (0.000), and buying decision (0.000), this was significant at or below the 0.05.

Summary the result accepts the hypothesis or the perception of ASEAN policy will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the ASEAN policy has relation positive to budget most, followed by reason to using, selection of brand and buying decision, respectively.

## CHAPTER 5

### Conclusions

The purpose of this studied is to investigate the decision to purchase of Chinese brand air-conditioner in Southeast Asia. The objectives of the study were 1) to identify the effect of demographic profile on decision to purchase Chinese brand appliance. 2) To identify the effect of marketing mix on decision to purchase Chinese brand appliance. And 3) to identify the effect of ASEAN policy on decision to purchase Chinese brand appliance. The sample of survey was consumers in Malaysia, Vietnam, Thailand, and Indonesia a total of 400 consumer questionnaires. And the reliability test by using Cronbach's alpha to analyze with each variable item in each factor, the reliability result is 0.849 over 0.7 of reliability value. Data collection this study collected 2 types of data which were 1) Primary data using the questionnaire to collect the data from customers data from 4 countries and 2) Secondary data using the documentary research to collect the data from text books, article and related research to develop the conceptual framework of the study.

#### 5.1 Summary of research findings

##### 5.1.1 Personal information

The majority of respondents are female (56.50%) more than male (43.50%) in age 20 – 30 years old range (53.75%), followed by those aged group 31 - 40 years old (20.75%) they are single (47.50%) and education Bachelor's degree (57.25%). They mainly are employees (47.25%) and monthly income (USD) the range of \$500-\$999 USD (36.0%), the country most of Thailand (40.00%), followed by Indonesia (26.00%), Vietnam (18.75%) and Malaysia (18.75%).

##### 5.1.2 Marketing mix

The respondents' opinion towards the marketing mix of Chinese brand appliances is agree with the mean 4.07, standard deviation 0.54. It was found that the most commonly found opinion was the product, followed by price, promotion and place, respectively. In terms of a product found that the most was "Buy Chinese brand air-conditioning because of the good quality ", In terms of price the most was "Often select the Chinese brand air-conditioning that offer the cheapest price", In terms of a place the most was "Choose to buy Chinese brand air-

conditioning at the store”. And in terms of promotion the most was “Tend to choose Chinese brand air-conditioning that offer discount”.

### 5.1.3 ASEAN Policy.

The respondents’ opinion towards the Perception of ASEAN Policy in agree level with the mean 3.97, standard deviation 0.66., it was found that the most commonly found opinion was “I get information about Chinese brand air-conditioning from the Trade Association” with a mean of 4.04, followed by “Officers at the Trade Association in my country give advice about selecting Chinese brand air-conditioning” and least were “Tax discount of the ASEAN country is beneficial to local customers”.

### 5.1.4 Decision to purchase Chinese brand appliances.

The majority of respondents revealed that most of brand of air-conditioner using at home were Dakin (36.00%), followed by Gree (26.75%), the time wants the air-conditioner in the home to be used was 2 years (36.00%) the price range of the Chinese brand air-conditioner will choose if going to buy a new one, most in the range of \$400 - \$599USD (31.50%), followed by \$600 - \$799USD (26.75%) And 63.25% does not will choose to buy second-hand air-conditioner and 36.75% will choose to buy. The most of often will update air-conditioner were every 3 years (34.75%) and time wants the air-conditioner in the home to be used was 2 years (36.00%), the most dissatisfying part of the air-conditioner brand is using now were after-sales service (32.00%), followed by quality (31.00%). The respondents’ buy a Chinese brand appliance before (34.75%) less than does not buy (65.25%) and the reason buys were good quality (27.50%), followed by product appearance (24.50%), respectively.

### 5.1.5 Hypotheses testing

Hypotheses 1; Personal information will be relevant to the decision to purchase Chinese brand appliances.

Hypotheses 1.1 the result accepts the hypothesis or the difference of gender will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the gender has relation positive to buying decision most, followed by reason to using, selection of brand and budget, respectively.

Hypotheses 1.2 the result accepts the hypothesis or the difference of age will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the age has relation positive to selection of brand most, followed by budget and buying decision.

Hypotheses 1.3 the result accepts the hypothesis or the difference of education level will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the education level has relation positive to selection of brand most, followed by after-sale service, respectively.

Hypotheses 1.4 the result accepts the hypothesis or the difference of marital status will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marital status has relation positive to selection of brand most, followed by budget, reason to using and buying decision, respectively.

Hypotheses 1.5 the result accepts the hypothesis or the difference of occupation will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the occupation has relation positive to selection of brand most, followed by budget, reason to using and buying decision, respectively.

Hypotheses 1.6 the result accepts the hypothesis or the difference of monthly income will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the monthly income has relation positive to selection of brand most, followed by reason to using and after-sale service, respectively.

Hypotheses 1.7 the result rejects the hypothesis or the difference of country not relevant to the decision to purchase Chinese brand appliances.

Hypotheses 2; Marketing mix will be relevant to the decision to purchase Chinese brand appliances.

Hypotheses 2.1 the result accepts the hypothesis or the marketing mix of product will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marketing mix of product has relation positive to budget most, followed by selection of brand, respectively.

Hypotheses 2.2 the result accepts the hypothesis or the marketing mix of price will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marketing mix of price has relation positive to budget most, followed by selection of brand, buying decision, reason to using, respectively.

Hypotheses 2.3 the result accepts the hypothesis or the marketing mix of place will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marketing



mix of place has relation positive to selection of brand most, followed by reason to using, budget, buying decision, respectively.

Hypotheses 2.4 the result accepts the hypothesis or the marketing mix of promotion will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the marketing mix of promotion has relation positive to selection of brand most, followed by budget, reason to using, buying decision, respectively.

Hypotheses 3; Perception of ASEAN policy will be relevant to the decision to purchase Chinese brand appliances.

Hypotheses 3.1 the result accepts the hypothesis or the perception of ASEAN policy will be relevant to the decision to purchase Chinese brand appliances, with the result of Contingency Coefficient test found the perception of ASEAN policy has relation positive to budget most, followed by reason to using, selection of brand and buying decision, respectively.

## 5.2 Discussion

The research results from the analysis of the finding can be summarized as follows;

1) The objectives to studies effect of demographic profile on decision to purchase Chinese brand appliance. The result found difference demographic profile were gender, age, marital status, education, income occupation affect to the decision to purchase Chinese brand appliance, in line with the concept of Iqbal, Ghafoor & Shahbaz, (2013) refer in marketing surveys demographic factors are used extensively, and are considered as good indicators for the study of consumer behavior. Which in this study showed that gender, education, marital status, occupation, and monthly income will have relation positive to buying decisions most and age has relation positive to the selection of brands most, was based on the concept Kotler & Armstrong (2007) Demographic factors help to understand consumers and their needs. Decisions that require a strategic approach are very specific and they are demographically characterized by high involvement in decision-making, long-term resources acquiring budget available for the purchase of other goods and services (Kos Koklic & Vida, 2009).

2) The objectives to studies the effect of marketing mix on decision to purchase Chinese brand appliance. The result found marketing mix of Chinese brand appliances including product price, place, promotion have a positive effect of marketing mix on decision to purchase Chinese brand appliance, in line with the concept of McCarthy (1960) Shapiro (1985) and cited in Brown (1991) refer to the marketing mix as widely used as an

organizing concept both in planning enterprise marketing strategies and formulating implementation plans to achieve specified marketing objectives. Which in this study showed that the product and price has relation positive to budget most, in respect of the place and promotion has relation positive to selection of brand most, in line with the concept of Kotler (2007) defines that the marketing mix is a set of marketing tools used by a company that continues to achieve its marketing goals in the targeted market.

3) The objectives to studies the effect of ASEAN policy on decision to purchase Chinese brand appliance. The result found the respondents' opinion towards the Perception of ASEAN Policy in agree level it was found that the most commonly found opinion was get information about Chinese brand air-conditioning from the Trade Association, and the perception of ASEAN policy will be relevant to the decision to purchase Chinese brand appliances, and the result has relation positive to budget most. In line with the concept of Stavkova et al, (2008) Perception is the adaptation of reality. The process of selection is the processing and interpretation of input data from the environment to make them purposeful.

### **5.3 Recommendation**

Based on the findings respondents the demographic profile affects the decision to purchase a Chinese brand appliance. So should need to understand the dynamics of demographic factors that are influencing consumers' decisions. These demographic factors vary from person to person, from situation to situation, it is important to draw some generalizations of consumer behavior.

Furthermore, the result found the marketing mix effect on the decision to purchase a Chinese brand appliance. The result of the importance of consumer behavior in the marketing mix of Chinese brand appliances, Therefore, should the importance of the production of quality and standardized Chinese brand appliance, the prices are compared to the market availability of the same products from different brands. In terms of place should the presence worldwide for its exclusive stores, distributor, and retailers. And should provide has various platforms for its product selling. The promotional and advertising strategy should be ensuring good communication of its products and provide organized many marketing and public relation events.

#### **5.4 Recommendation for Future Application**

The current study uses the “non-probability sampling method and The sample survey was consumers in Malaysia, Vietnam, Thailand, and Indonesia a total of 400 consumer questionnaires, so the future study should compare the decision to purchase a Chinese brand appliance classified by country, for study the different decision-making processes for each customer group, In addition, the researcher focuses would ask to propose the trend for studying related to the reliability and trust the decision to purchase a Chinese brand appliance. For the benefit of the planning and developing Chinese brand appliance to be more efficient and in line with the customer group needs.



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# APPENDIX A



**APPENDIX B**

## Questionnaire

This questionnaire is a partial fulfillment of the degree of MBA, Dhurakij Pundit University International College. The data collect through these questions will be used to identify the factors affecting on decision purchasing of appliance in southeast Asia area. Kindly answer the question sincerely. The information obtained will be kept confidential and used for academic study only.

Remark: This questionnaire has 4 parts:

Part 1 Personal Information

Part 2 Decision to purchase air-conditioning

Part 3 Possible factors of service marketing mix (4Ps)

Part 4 ASEAN policy

Thank you very much for  
your assistance

M

ilan

Yang313014602@hotmail.com

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### Part 1. Personal information

1. What is your gender?  Male  Female
2. How old are you?  
 20 and under 20  21-30  31-40  41-50  51-60  More than 60
3. What is your occupation?  
 Student  business owner  Government officer  Others (please specify)\_\_\_
4. What is your monthly income?  
 Under \$500  \$500-\$999  \$1,000-\$1,499  
 \$1,500-1,999  \$2,000 or more
5. what's your marital status?



Single     Married     Widow     Divorce

6. What is your education?

Bachelor's Degree     Master Degree     high school     Junior high school

Doctoral Degree     Other (Please specify) \_\_\_\_\_

7. Where are you from?

Malaysia     Vietnam     Thailand     Indonesia

## Part 2 Decision to purchase

8. What brand of air-conditioner are you using at home?

Gree     Dakin     Tobashi     Haier    E. Other (Please specify) \_\_\_\_\_

9. How long do you want the air-conditioner in your home to be used

1 years     2 years     3 years     More than 3 years

10. What is the price range of the Chinese brand air-conditioner you will choose if you are going to buy a new one?

less than \$200     \$200-\$399     \$400-\$599     \$600-\$799     \$800 or more

11. Will you choose to buy second-hand air-conditioner?

YES     NO

12. How often will you update your air-conditioner?

Every 2 years     Every 3 years     Every 4 years     Every 5 years or more

13. What is the most dissatisfying part of the air-conditioner brand you are using now?

Brand     Price     Quality     After-sales service     Other (Please specify) \_\_\_\_\_

14. Have you buy Chinese brand appliance before?

Yes     No

15. What is the reason you buy Chinese brand appliances?

More function    Cheaper price    Good quality    Product appearance

Other (Please specify) \_\_\_\_\_

### Part 3: Marketing Mix

Instruction: Please mark “√” on the number that mostly describes your level of agreement to the below statements using the scale:

5: Strongly agree with the statement

4: Agree with the statement

3: Feel neutral with the statement

2: Disagree the statement

1: Strongly disagree with the statement

Items	Level of agreement				
	5	4	3	2	1
<b>Product</b>					
Chinese brand air-conditioning looks better than brands from other country.					
I buy Chinese brand air-conditioning because of the good quality.					
I buy Chinese brand air-conditioning because it has less problem compare to brands from other countries.					
<b>Price</b>					
I often select the Chinese brand air-conditioning that offer the cheapest price.					

Chinese brand air-conditioning is affordable.					
Chinese brand air-conditioning offers online payment method.					
Chinese brand air-conditioning offers wide range of price choice.					
<b>Place</b>					
I choose to buy Chinese brand air-conditioning at the store.	5	4	3	2	1
I prefer browsing Chinese brand air-conditioning at the store.					
I will buy Chinese brand air-conditioning at the store that offer both in store selection and online channel.					
<b>Promotion</b>					
I tend to choose Chinese brand air-conditioning that offer discount.					
I tend to choose Chinese brand air-conditioning that offer after-sale services.					
I tend to choose Chinese brand air-conditioning that offer information through online channel.					
I tend to read online information before I decide to choose Chinese brand air-conditioning.					

#### Part 4: ASEAN Policy

Instruction: Please mark “√” on the number that mostly describes your level of agreement to the below statements using the scale:

5: Strongly agree with the statement

4: Agree with the statement

3: Feel neutral with the statement

2: Disagree the statement

1: Strongly disagree with the statement

	Level of agreement				
	5	4	3	2	1
I get information about Chinese brand air-conditioning from the Trade Association.					
Trade Association in my country regularly send information about Chinese brand air-conditioning.					
I buy Chinese brand air-conditioning because there is tax discount for my country.					
Officers at the Trade Association in my country give advice about selecting Chinese brand air-conditioning.					
Tax discount of the ASEAN country is beneficial to local customers.					
Tax discount allows me to buy cheaper Chinese brand air-conditioning.					