

Influence of Cultural Differences and Interest Level in Thai Culture on the Online Shopping Behavior of Chinese Consumers

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Abstract

The past ten years have witnessed an exponential growth of cross-border e-commerce, which has become an important trade channel for small and large businesses worldwide. One factor affecting consumers' attitudes and transnational online shopping purchase decisions is cultural difference. This study focuses on the online shopping behavior of Chinese consumers toward Thai products. It aims to determine the extent to which cultural factors influence Chinese consumers' online shopping behavior and whether demographic factors (gender, age, and education) have an impact on the level of influence of a different culture, in this case Thai culture. Data was collected from the random sampling of Chinese consumers with experience shopping online for Thai products and analyzed using SPSS statistical software. The theories of culture and sub-culture as well as Hofstede's cultural dimensions were also relied upon to predict the probability of the influence of cultural difference on online shopping behavior using Ordinal Regression in Logit model to verify the research hypotheses. The results reveal that the influence level of the Thai culture on Chinese shopping behavior towards Thai products was small and was not significantly related to age. Gender and education level play an important role to perception of other cultures and more open for the purchase of foreign product

Keywords: Purchase Decision, Cultural Factor, Online Shopping, Consumer Attitude, Influence

1. Introduction

Cross-border e-business has been growing exponentially in the last ten years and has developed into an important communication tool for both small and large businesses worldwide. It is greatly influencing international trade and setting new societal trends. In China alone, international e-commerce has brought approximately 200 million shoppers online as Chinese customers' demand for foreign products is high, including for goods from Thailand. This is creating opportunities for Thai firms to enter the Chinese online shopping market. However, when it comes to international transactions, cultural differences cannot be ignored as they invariably impact cross cultural consumer behavior. It is thus imperative for firms seeking to expand abroad via shopping websites to understand the impact of national and cultural settings on the behavior of consumers in the targeted market (Soares, 2004). The recognition of and adaptation to cultural differences can lead to high consumers' purchase intention of foreign products. When Thai or other foreign businesses decide to enter the Chinese market, they must compete with local products and therefore adjust to Chinese consumers' behavior and satisfaction, and to various other marketing aspects of a different cultural environment. Although China and Thailand and China share similar cultural aspects such as, for example, high context communication (Hall,), an emphasis on the group (Hofstede,), and respect for elders, there exist several significant differences. To name a

few, Thai and Chinese people speak different languages and the literature, music, dance, art, fashion, and food, found in each country offer many contrasts. For instance, colors and numbers do not have the same symbolic value in each culture. Specifically, yellow in Thailand represents nobility, whereas red in China is a symbol of happiness and Chinese people like the number 6 and 8, which mean good fortune and prosperity. Thai people, however, dislike the number 6, which stands for failure, and like 9, which signals development. The key point here is that, given the different cultural background of Chinese and Thai consumers, it can be assumed that their online shopping behavior may differ as cultural factors strongly influence consumer behavior. Generally, an individual's purchase decisions are determined by his/her needs, desires, and preferences, all of which being closely related to the individual's cultural environment. Accordingly, direct experience with the foreign culture has stronger effect on consumers' attitudes than indirect experience (Millar, 1996).

The growing demand for Thai products in China is largely due to the fast-rising number of Chinese vacationing in Thailand. In March 2015, the top three countries in terms of foreign tourists bound for Thailand were China (2,033,495), Malaysia (890,164) and South Korea (374,808). From that year onwards, the arrival of Chinese tourists has been increasing at the approximate annual rate of 15-20%, making China by far the first source of foreign tourists in Thailand. Among other consequences, the influx of Chinese tourists has raised their brand awareness and value perception of Thai products. Chinese growing familiarity with Thai goods (at least those with travel experience in Thailand) has also affected their online shopping behavior towards products from 'the land of smile' (). The increased interest of Chinese consumers in Thai products is also related to Thai movies ().

This study focuses on the online shopping behavior of Chinese consumers of Thai products. It aims to answer the following research questions:

1. Do cultural factors influence Chinese consumers' online shopping behavior towards Thai Product?
2. Does gender have an impact on the level of influence of a different culture?
3. Does age have an impact on the level of influence of a different culture?
4. Does education have an impact on the level of influence of a different culture?

To answer these questions and investigate such behavior, Chinese residing in five economically developed areas in China were surveyed and the relevant literature on attitude towards Thai culture explored. Some of the Chinese polled had travel experience in Thailand, others did not. However, they all had a minimum of one experience of purchasing Thai products online. The role of cultural differences in purchasing behavior has been receiving much attention from scholars recently This paper adds to the body of literature on this issue.

2. Review of Literature

This section explores the relevant operative concepts in this study. The culture and sub-culture construct is discussed first.

- *Culture and Sub-Culture*

Culture represents a set of values, ideas, beliefs, customs, habits and attitudes that are accepted by a group of people and passed down to the next generations. It determines fashion style, eating habits, living conditions and travel destinations that are related to consumption behavior. Culture includes the following characteristics. (i) Culture is understood; (ii) Culture is the thing that can be learned after; (iii) Culture is shown within scope of acceptable behavior. For example, in American society, people cannot walk naked in public and behave improperly. (iv) Cultural standards are limited by conscious awareness. (v) The evolution of

cultures depends on their acceptance period to that change. Toomey (1999) stated that culture is an iceberg consisting of traditions, beliefs, and values that sit at deeper layers and are hidden from sight but affect behavior and the decision-making process. Therefore, culture involves different perceptions and people tend to perceive the person who is out of group more than in the group because within cultures, individuals often have clear difference. For example, healthy life, education, individualism and freedom are cultural values of Americans. Therefore, different societies have different levels of needs and cultural values. Culture is divided into subcultures based on geographic regions and human characteristics such as nationalities, religions, gender, age and ethnical backgrounds. For example, in the west, the host will hold party at home and invite colleagues or friends to come, while in Japan, the host prefers to invite friends or colleagues to a restaurant.

- Value and Cultural value

Values share five features. They: (i) are few in numbers, (ii) provide a guideline for culturally proper action, (iii) are tied to particular things, (iv) are difficult to change and tolerant, and (v) are widely accepted by group members. Values are not only a form of thought, but they also play an important role in choices that people make and are used as standard for evaluation of good, bad, must, should (). In addition, variations in cultural values affecting behavior through norms are divided into three categories: (i) Other-oriented values such as individual/collective, youth/age, extended/limited family, masculine/feminine, competitive/cooperative and diversity/uniformity; (ii) Environmental-oriented values such as cleanliness, performance/status, tradition/change, risk taking/security, problem solving/fatalistic and nature; and (iii) Self-oriented values such as active/passive, sensual gratification/abstinence, material/non material, hard work/leisure, postponed gratification/immediate gratification and religious/secular ().

- Cultural Differences and Cross-Cultural Variations in Consumer Behavior

Cross-cultural differences refer to how individuals make decisions to consume based on different cultures (). In addition to differences in verbal communication, there are also nonverbal communication variables affecting behavior such as time, personal space, symbols, relationships, agreements and etiquette. For instance, different countries have different preferences and taboos about colors (). Yellow in Thailand represents nobility, while red in China is a symbol of happiness. There are also other aspects of different culture such as: (i) high- vs; low-context cultures that are expression of thought come out straightforward as the thing you see to make listener clear like in the USA, whereas in Japan people do not express what they mean directly; (ii) Ethnocentrism and the self-reference criterion refers to individuals that use the standard of their own culture to evaluate others, so it may have be biased to think that other cultures are inferior than own culture. Ethnocentrism that believes that one's own culture is superior to other cultures is difficulty for accepting foreign culture. Furthermore, the level of education affects people's consumption habits and consumer preferences.

For example, different education levels have different consumer styles, colors, quality preference and choice. Many studies found that cultural differences have an effect on cross cultural consumer behavior; therefore, it is necessary to understand the impact of consumer behavior in different national and cultural settings (Soares, 2004). Moreover, environment and friends have an important influence on buying goods and services. Previous research also show that the recognition of different cultures can lead to high consumers' purchase intention of foreign products as customers will pursue the fashion of foreign cultures and try on different cultures experiences and lifestyle. They have a strong impact on purchase willingness of foreign products. Most of respondents not only certainly agree with the belief that culture and traditions are the most important factors (Yakup, Mucahit, Reyhan, 2011),

but the different factors on culture, social class, reference group relation and family also have impact on different consumer behaviors (Yoldas, 2011). Pavlou and Lin (2002) revealed that cultural differences also played an important role in the proposed e-commerce adoption model and multi-national e-commerce. Conversely, Purwanto (2013) argues that cultural factor and personal factor are not significant factors since country's diversity implies that people are living together in difference and people in all ages come to buy product, while social and psychological factors are significant to willingness to buy. However, a stronger cultural cringe of a Chinese consumer causes high eagerness, preference, interest, and tendency in buying or knowing about foreign product and Nike's products are a good example of the reason that Nike's sale volume was higher than Li-Ning in China for many years due to Nike's brand PR representative as NBA stars (Hu, 2014). According to , to develop a cross-cultural marketing strategy, marketers need to answer seven questions: (i) Does the geographic area have homogeneous or heterogeneous culture? (ii) What needs can these goods satisfy in this culture? (iii) Can enough people afford the goods? (iv) What values are involved with the purchase and use of the goods? (v) What is the distribution, political and legal structures for the goods? (vi) How can we communicate about the goods? And (vii) What are the ethical implications of marketing these goods in this country?

- *The Theory of Hofstede's Distinguishing National Cultures theories*

Hofstede's (2001) stated that cultures are separated on the basis of five dimensions: (i) masculinity-femininity, which distinguishes clearly the gender roles of society; (ii) individualism-collectivism, which means that people either focus on individual responsibility or give priority to the ingroup; (iii) Power distance, which reflects the strong separation of individuals and the acceptance of unequal power distribution and high social status, profession or high level of education; (iv) Uncertainty avoidance that tends to more ambiguous and shows the avoidance of situations to occur uncertain result; and (v) Long-term vs short-term orientation included in value dimensions. Previous studies found that the relationship between attitude and transaction intentions was significant for a collectivist culture like China, but insignificant for an individualist culture such as the U.S. as collectivist societies are influenced by social norm more than individualist societies (Pavlou & Lin, 2002;). According to Xu and Zheng (2014), cultural distance and trade flows are negatively correlated, but the differences in humanistic values have a positive effect only on the exportation of publications. Besides, there are effects differently on the product at cultural dimensional distances and greater at the power distance and the exportation of Chinese arts.

- *Attitude*

Attitudes are tangible or intangible things that learn knowledge and positive or negative feelings from experience and interaction with others (). They are composed of: (i) beliefs that may be positive, negative, or neutral, depending on the person or the situation, and not always accurate; (ii) feelings or affect that consumers have toward brands or objects; and (iii) behavioral intention, which refers to what the consumer plans to do with respect to the object. Hence, attitudes have an impact on the reaction of consumer to object because beliefs and attitudes are buried in each person's mind and difficult to change and are a part of his personality, but we can change effect to make consumers change their beliefs by matching product with liked stimulus such as a Thai product with a kind of Thai culture.

- *Demographic Factors*

Demographic factors refer to age, gender, marital status, race, education, income and occupation, all used to segment consumer into smaller target markets. Suriyo (2005) argued that demographic background in aspect of gender, age, education, occupation, and income affect consumer's buying behavior. Thus, to understand purchase behavior, it is essential to

know demographic factor because gender, education level, income level and using internet have significant influence on shopping online (Julamakron, 2012).

- Effects of the Differences Between the Thai and Chinese Cultures on Online Shopping

As explained earlier, cultures significantly impact the consumption behaviors of online shoppers as is the case between online Thai and Chinese consumers. Table 1 compiled from several surveys summarizes the different behavior of Chinese and Thai online shoppers.

Table 1: Chinese and Thai Consumer Online Behavior

Consumption patterns	Thai online shoppers	Chinese online shoppers
Consumption behaviors	Similarity	Differences
Proportion in online shopping	2.9% Age <15, 64.4% age 15-34, 26.2% age 35-50, 6.5% age 51-69	8% age < 20, 74% age 20-40, 18% age >40
Top Hit Products	Fashion (clothes, shoes, etc) 42.6%, IT 27.5%, health and personal care product 24.4%, travel 23.2%, download 21%, entertainment 12%, home appliance 10.8%, investment 5.8%, jewelry 5.5%, infants and mothers 3.4%, other 13%	Apparel 27%, food and beverages 2%, publication 3%, consumer electronics 20%, cosmetics 5%, infants and mothers 5%, other 39%
Different preference demand	1. Any kinds of convenience food 2. Personal care products come the third 3. Healthy food and products favor western products 4. Auto products is high for decoration accessories 5. Beer is a common drink for each generation; wine and carbonated drinks are served in banquets; farmers and labor workers prefer local alcohol	1. Only Chinese convenience food 2. Personal care products come the last 3. Most elderly and low income turn to natural treatment, Chinese herbal medicine, while younger and the rich often buy western products 4. Auto products is low 5. Bai jiu is favored by young generation along with strong traditional drinks; the rich often drink wine, while people with lower income drink local beer.
Expenditure per shopping	Mostly < 200 RMB except IT, travel, invest >2,000 RMB	Mostly < 100 RMB and 100-500 RMB
Payment Method	Mainly offline (Bank counter or ATM) more often than online (credit card)	Mostly online (Alipay), less frequently credit card and internet banking
Influence on purchase	Friends' advice 34%, advertisements 32.3%, top websites in search engine 31.5%, comments from Bloggers, Idols 20.8%	Comments from Bloggers 39%, friends' and family's advice 34%, experience 27%
Reason for Shopping Online	Information from review of goods and user's comments 58.8%, web advertisement 50.2%	Easy, fast, cheap, comparable price, want to try new things, have various and modern product or service

Source: <<https://www.it24hrs.com/2015/thailand-internet-user-profile-2015-2558>>
<<http://www.wishopping24.com/index.php/blog/post/view/id/109/>>
<<http://www.chinabusinessreview.com/understanding-chinese-consumers>>

3. Research Model and Methodology

- Hypothesis Development

Previous research studies focusing on different cultural factors that impact consumer behaviors (Yoldas, 2011) are based on the theory of planned behavior. It also played an important role in the proposed e-commerce adoption model and multinational e-commerce as well as the relationship between attitude and transaction intentions for the collectivist culture like China, which is influenced by social norm (Pavlou and Lin, 2002). To explore the level of influence on attitude of different culture affecting consumption of Thai products, this study sets up the conceptual model of the relationship among influence levels of different culture affecting consumption Thai products, demographic factor and high possibility of online shopping is based on cultural, subcultural and Hofstede's Distinguishing National Cultural theories.

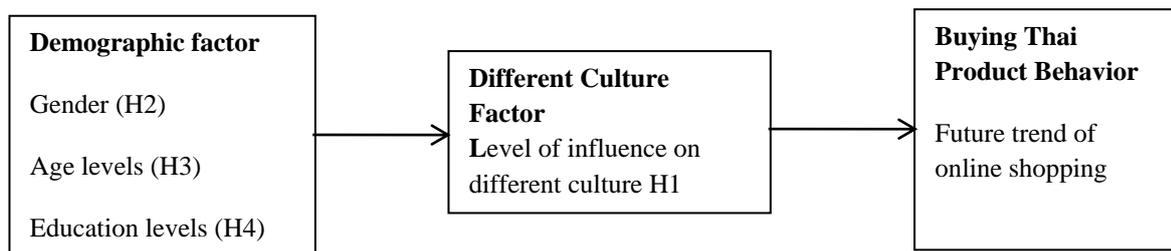


Figure 1: Research Framework

Based on the research framework, the following hypotheses have been developed:

- H1:** *The level of influence on a different culture has a significant positive impact on online shopping of Thai products in the future*
- H2:** *Gender is significantly related to the level of influence on different culture*
- H2a:** *Males and females have different effects on the level of influence on a different culture*
- H3:** *Age is significantly related to the level of influence on a different culture*
- H3a:** *Age levels have different effects on the level of influence on a different culture*
- H4:** *Education is significantly related to the level of influence on a different culture*
- H4a:** *Education levels have different effects on the level of influence on a different culture*

- Data Collection

On the basis of various relevant documents, previous research investigations (e.g.), and internet sites, the researcher developed a questionnaire to be used as the instrument for collecting data and statistics. The sample group consisted of 400 Chinese consumers, who have bought Thai products. and conducted data analysis through SPSS statistical software developing regression model and other methods. The questionnaires were developed to collect quantitative data about factors influencing Chinese consumers' behavior and satisfaction to buy Thai products, cultural differences, personal attitude, brand awareness, their effect on consumer satisfaction, purchasing decisions and other relevant factors. Measures for the survey were reviewed from previous publications and established scales by the past researches. As the study participants were made up of Chinese consumers who had minimum one experience with Thai products in China's online shopping and ever have or not have experience with travel in Thailand.

The questionnaire was conducted from March 3, 2016 to April 4, 2016 for pre-test and secondly collected data during May 2, 2016 - June 2, 2016. Only 350 questionnaires were valid responses and 212 usable for analysis (138 non online shopping responses and 40 incomplete responses have been eliminated). The total response rate was approximately 60.57%.

- Measure Validation

Measure validation was preliminary examined for reliability and Cronbach’s alpha coefficient computed for each question. The reliability is acceptable since, as Table 2 indicates, Cronbach’s alpha is over 0.7, which is above the cutoff value to be acceptable.

Table 2: Reliability Statistics

S.No.	Construct	Number of Items	Cronbach Alpha
1	Cultural Factors and Purchasing decisions	10	0.981
2	Different culture	1	0.982
3	Online shopping trend	1	0.982

- Hypothesis Testing

The Ordinal Regression method or PLUM (Polytomous Universal Model) was used to test the hypotheses, analyze the impact of gender, age, and education on the level of influence on a different culture, and predict the probability of the influence level on different culture towards buying Thai product. from logistic model calculated as below:

$$y = \frac{1}{1 + e^z}$$

$$z = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_kX_k$$

Where:

Pi is the level of influence on a different culture

Xki is the number of predictors of variables

β ki is the regression coefficients.

4. Results

- Demographic Variables Analysis

A total of 212 valid questionnaires were collected for analysis. Table 1 shows that there were 74 males and 138 females, 75 percent of the respondents were aged between 21-30 and 16 percent of them were between 31-40 years old. The composition of the group in terms of age is consistent with a report by Shanghai-based iResearch, according to which out of the almost 300 million people who shop online in China most of them are between 18-35 years old. 53.3 percent of the respondents held a bachelor degree and 31.1 percent a master degree. 42.5 percent of them were students or had part time job, 21.2 percent were working full-time and 20.8 percent were teachers. As to their income level, 23.6 percent of them had a monthly income of less than or equivalent to 1,000 RMB (USD), 21.7 percent an income of 1,000-3,000 RMB (USD) whereas the remaining 28.3%, 21.2% and 5.2% had a salary ranging from 3,000-5,000 RMB (USD), 5,000 RMB (USD) and above, and 10,000 RMB (USD) and above respectively. 42.9% of them came from Chuanyu City group, 20.3 percent were out of five economic zones (i.e., from other cities and nearby economic zones), 15.6 percent

came from Changjiang middle reaches megalopolis and the remaining come from the Delta area of Yangtze river city, Region over Bohai ring and Urban Agglomeration in the Pearl river (about 9%, 7.1% and 5.2% respectively).

Table 3: Parameter Estimates

								95% Confidence Interval	
			Estimate	Std. Error	Wald	df	Sig.	Lower Bound	Upper Bound
Threshold	[ATTITUDE Extreme = 1]	DIFC	-1.790	1.320	1.838	1	.175	-4.377	.798
	[ATTITUDE Strong = 2]	DIFC	-.160	1.312	.015	1	.903	-2.731	2.411
	[ATTITUDE Normal = 3]	DIFC	1.416	1.315	1.161	1	.281	-1.161	3.994
	[ATTITUDE Small = 4]	DIFC	3.029	1.340	5.111	1	.024	.403	5.655
Location	[Male=1]		-.587	.274	4.600	1	.032	-1.123	-.051
	[Female=2]		0	.	.	0	.	.	.
	[AGE ≤ 20 =1]		.180	1.292	.019	1	.889	-2.352	2.712
	[AGE 21-30 =2]		.040	1.230	.001	1	.974	-2.371	2.451
	[AGE 31-40 =3]		-.044	1.240	.001	1	.972	-2.474	2.387
	[AGE 41-50 =4]		-.736	1.468	.252	1	.616	-3.613	2.140
	[AGE > 50 =5]		0	.	.	0	.	.	.
	[Primary =1]		2.565	1.388	3.417	1	.065	-.155	5.285
	[High School/voc. =2]		1.767	.760	5.403	1	.020	.277	3.258
	[Bachelor =3]		.275	.474	.338	1	.561	-.654	1.205
	[Master =4]		.179	.494	.131	1	.717	-.788	1.146
	[Doctor & above =5]		0	.	.	0	.	.	.
	[TREND to ONLINE Yes =0]		.196	.293	.450	1	.502	-.377	.770
	[TREND to ONLINE No =1]		0	.	.	0	.	.	.

Ordinal Regression in Logit model Link function: Logit: This parameter is set to zero because it is redundant. Based on the parameter estimates shown in Table 3, the cumulative predicted probabilities from the logistic model were calculated as follows:

$$\text{Prob (DIFC score 4)} = 1 / (1 + e^{3.029}) = 0.046$$

Therefore, the probabilities for the small influence on a different culture towards buying Thai product were 0.046.

$$\text{Prob (Gender1 score 4)} = 1 / (1 + e^{3.029 - .587}) = 0.012$$

Hence, the probabilities for the small influence on different culture affecting buying Thai product were varied by gender of male significantly at 0.012.

$$\text{Prob (Education2 score4)} = 1 / (1 + e^{3.029 - 1.767}) = 0.22$$

Thus, the probabilities for the small influence on different culture affecting buying Thai product were varied by education level of High school/Vocational significantly at 0.22

Table 4: Test of Parallel Lines

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	229.713			
General	177.311	52.402	30	.007

The level of a different culture affecting buying Thai products was small level with probabilities of 0.046 with male and at education level of High school/Vocational at 0.012 and 0.22 respectively, but was not significantly related to age and high possibility to online shopping. Therefore, gender and education level play an important role to perception of other cultures and more open for the purchase of foreign product, but there is no impact on Thai product's purchasing decision from the influence of different culture and reject null hypothesis because there is the small observed significance level and both location and scale parameters are 0 meaning the variances are equal. Besides, male is less likely to assign higher ratings than female and people with less education are less likely to assign higher ratings than people with graduate education. Therefore, male or younger consumers have higher perception rate at knowing level, while female and older consumers have higher perception rate at identifying level and using level (Chen, Yin and Xu, 2015).

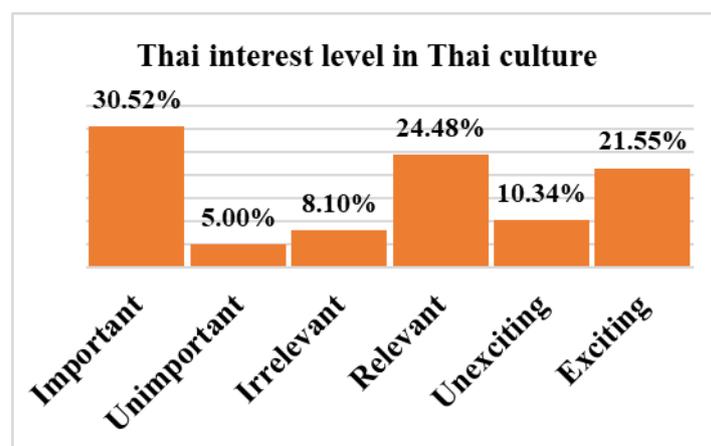


Chart 1: Interest level in Thai culture and Respondents' Attitudes

As shown in Chart 1, the interest level in Thai culture is related to consumers' purchasing behavior and attitude towards Thai products. 30.52 percent of the respondents recognized that their purchase decision are moderately related to their interest in Thai culture. 24.48 percent said that it was quite relevant. 21.55 percent acknowledged it get them exciting and provide an extra motivation. A few respondents, however, claimed to have no interest in the Thai culture and no desire to purchases Thai products. Thai culture has no bearing on them.

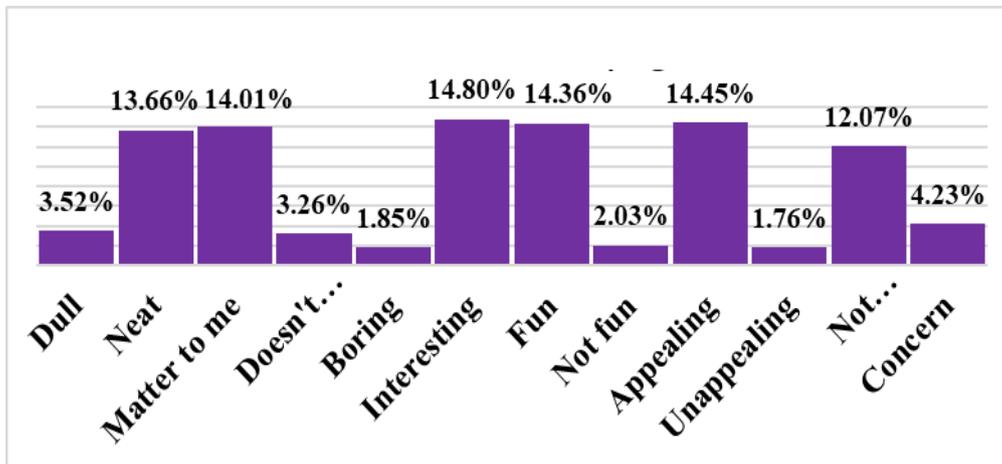


Chart 2: Attitude on Thai culture Affecting Buying Satisfaction Level

Chart 2 shows that generally respondents have a positive attitude towards Thai culture, which they consider neat, interesting, fun, appealing, and easy-going. This led to high satisfaction level when buying Thai products. 14.8 percent of them identified it as interesting and a source of satisfaction buying Thai products. Overall Thai culture has a high positive effect on satisfaction level in buying Thai products.

As shown in Table 5, the scores of cultural factors affecting satisfaction towards decisions to purchase Thai products were over average and some items like no. 9 had the scores under 3.0 excluding for no.8,10 under average because its meaning was converse that Thai food was more enjoyable and Chinese drama has some plots different from Thai drama. The result showed that Thai products met satisfaction in high level and Thai culture played a partial role in motivation of need because the appearance, kinds and quality of Thai products have good response from Chinese consumers and are compatible with their behaviors, whereas some content of Thai cultures such as Thai drama, cultural value and enthusiasm to buy Thai products is still not strong.

The results indicate that the influence

Table 5: Cultural Factors Affecting Thai Products' Purchasing Decisions

Cultural Factors and Purchasing decisions	Strongly disagree =1	Disagree = 2	Uncertain = 3	Agree = 4	Strongly agree = 5	Average Score
1. Cultural background motivates the need for products	3.3%	4.7%	22.2%	46.2%	23.6 %	3.82
	7	10	47	98	50	212
2.Thai products fit with your consuming habits	3.3%	9.4%	33%	36.3%	17.9%	3.56
	7	20	70	77	38	212

3. Products are designed with an eye on your cultural background	2.8%	10.8%	30.7%	38.7%	17%	3.56
	6	23	65	82	36	212
4. I would buy a product I need even if it did not adhere to the ideology/religion of my community	13.2%	12.7%	25.9%	33%	15.1%	3.24
	28	27	55	70	32	212
5. I would buy a product I need even if it did not adhere to the norm/values /customs of my community	14.6%	11.8%	25.5%	32.5%	15.6%	3.23
	31	25	54	69	33	212
6. I would buy a product I need even if it did not adhere to my language	2.8%	5.2%	20.8%	45.3%	25.9%	3.86
	6	11	44	96	55	212
7. I would buy something to assimilate with the community around me	3.8%	4.7%	23.1%	43.9%	24.5%	3.81
	8	10	49	93	52	212
8. I think Thai drama or movies are better than Chinese drama	22.6%	24.5%	29.7%	14.2%	9%	2.62
	48	52	63	30	19	212
9. I think Thai culture is more interesting than Chinese cultural values	14.6%	20.8%	30.7%	22.6%	11.3%	2.95
	31	44	65	48	24	212
	26	45	72	46	23	212
10. I feel it is more enjoyable to have Chinese foods than Thai foods	24.5%	25.5%	25%	15.1%	9.9%	2.60
	52	54	53	32	21	212
Total respondents: 212						

Table 6: Summary of Results

No.	Hypotheses	Findings
H1:	<i>The level of influence on a different culture has a significant positive impact on online shopping of Thai products in the future</i>	Unsupported
H2:	<i>Gender is significantly related to the level of influence on a different culture</i>	Partially Supported
H3:	<i>Age is significantly related to the level of influence on a different culture</i>	Unsupported
H4:	<i>Education is significantly related to the level of influence on a different culture</i>	Partially Supported

5. Conclusion

The role of cultural difference in purchasing behavior has recently attracted the attention of researchers, including the author of this paper. The findings in this study, however, go against previously constructed hypotheses. It is interesting to note that the impact of different culture has no effect on the cultural influence factors on Thai products purchasing decision. On the other hand, Thai culture was highly correlated with satisfaction with Thai products' purchasing decisions. Moreover, the interest level and buying satisfaction level on Thai culture affect on intention to online shopping Thai product, while the influence level of different culture towards buying Thai product were significantly related to males and education at High School or vocational level, but not for age and high possibility to online shopping. It not only proved theoretical basis for the aspects of masculinity vs. femininity and ethnocentrism and self-reference criterion, but also is new development in the influence of cultural difference attitude affecting on cross cultural consumer behavior by trying to apply culture and sub culture and Hofstede's Distinguishing National Cultures theories. Besides, it also provides a new proof for research that the impact of difference culture has no any effect on the cultural influencing factors on Thai product's purchasing behavior in Chinese consumer, but in turn the perception of different culture influences purchasing satisfaction and brand awareness that affect brand loyalty of foreign product. Especially, young people, higher education and consumer personality of modern and pursue fashion style are easy to adopt new product and widely open to learn other cultures that are vital to intention to online shopping Thai product and repurchase behavior.

In practical sense, according to cultures differ in demographics, language, nonverbal communication and values, marketing across cultural boundaries also should consider globalization, attitudes toward multinational brand, ethics and should adapt communication and advertising messages to the specific values of different cultures and make sense to changing cultural values and consumption patterns and lifestyles. Secondly, sellers should use social media and the power of word-to-mouth as a tool or channel for Thai culture values communication along with product benefits to customer in order to provide correct information about product and create more the perception of Thai culture and trust that relate to purchase behavior and specifically focus on the group of male and education at High School or vocational level with the influence level of different culture towards buying Thai product to become potential customer. Lastly, sellers should adjust competitive marketing mix strategy and develop products and improve service harmonious with local market in order to penetrate target customer efficiency and forecast the trend of future market.

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