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**Attitude of Thai customers toward the country of origin
in low involvement product
(Case study of chocolate)**

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Abstract

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Research Problem	Is the country of origin affecting on the attitude of Thai customers toward chocolate products?						
Purpose	This study is to investigate how country of origin affects Thai customers' attitude of Low involvement product which is chocolate in Thailand.						
Method	The quantitative research has been used to accomplish the purpose of this thesis. The collection of data was mainly emphasized on primary data through survey method by distributing questionnaires.						
Conclusion	Country of origin has two; Firstly, country of manufacturing Thai customers have positive attitudes toward chocolate produced in USA and Belgium, however Thai customer have negative attitude toward chocolate produced in China. Secondly, country of the brand Thai customers have positive attitude toward brand of chocolate from USA, England, and Switzerland. Especially, chocolate from Switzerland have very strong positive attitude.						
Keyword	Country of origin, Chocolate, Low involvement						

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1. Introduction

This chapter presents the background of the topic, followed by discussion on problems about chocolate in Thai market, purpose of this study, limitations, and the structure of the thesis respectively.

1.1 Background

Globalization creates intense competition for manufactures in the world's market. The amount of brands that are competing in the markets and the amount of customers who accept those brands illustrate the intensive business competition. Furthermore, the numbers of firms that produce foreign brand products in local countries are increased by local and international-based firms (Samiee, 1994). Moreover, globalization has created opportunity for company to trade freely with another country due to the result of Free Trade Agreement, such as NAFTA and ASEAN (Ahmed et al., 2004). Hence, the level of domestic competition of any countries is high because products that are available in each market come from both domestic and foreign countries, which provide many varieties of products for customer. Globalization has created greater demand in the market, but customers lose some confidence in knowing from where product has come. Actually customers do not really know from where the product is coming, i.e., they do not know where the product is produced. It is important for certain value to make customers tend to look back where product or brands are produced or originated (Samiee, 1994). Customers are more aware of the country of origins (COO) as an important factor that affects their purchasing decision (Cateora & Graham, 2006). Previous studies show that the country of origins is an attribute that customers around the world use for evaluating products (Bilkey & Nes, 1982; Ahmed, 2002).

According to Cateora and Graham (2006), COO is known as any positive or negative attitudes of customer perception caused by country of manufacture, assembly, or design. With more customer awareness of COO, it is understandable that customers will rely on the place of production in order to perceive brand or product image. Furthermore, customers tend to judge the characteristics of products and countries related to stereotypes. Since they had experience or heard some information about product, for example, the best tea is made in England, perfume in France, leather in Italy and so on. These stereotypes focus on particular types of the products

from certain countries, and do not spread out to others product categories. In addition, customer's stereotypes also perceive that products producing in developed countries have higher quality than those in developing country. In this study, the authors would like to focus on Thailand market.

Thailand is classified as developing country (Ministry of Foreign Affairs, 2005) and in 2008 Gross national income (GNI) per capita stand at \$7,770 which is lower than developed countries, for example United States stands at \$46,790 (The World Bank, 2010). However, it can be considered that Thailand has lower purchasing power comparing to other developed countries.

Low involvement products can be reached by all groups of people because these products do not have high price and require less time to think before making purchasing decision. As most authors have studied about the effect of COO which concerns high involvement products (Ahmed et al., 2004), it becomes interesting for the authors to investigate COO effects on the low involvement products, such as chocolate, in Thailand.

1.2 Chocolate in Thai Market

Predicted by KASIKORN RESEARCH CENTER (KResearch)-covered the year 2010, Thailand chocolate market will have value around THB 3.5-3.8 billion, the growth rate is almost 20 percent in 2009 (Kasikornresearch, 2010) and the chocolate market value is accounted for 29 percent of the confectionery domestic market. The chocolate market is growing continuously average at least 10 percent per year due to significant supporting factors in development of varieties of the product to match consumer markets. The market continuously launches seasonal products to conform with festivals and thorough several product distribution channels (Kasikornresearch, 2010).

The development of varieties of product to match customer's needs is diversified. For children and teenagers, the product will focus on chocolate that looks appetizing, with various flavors, stuffed with fruit/ cereal/ gelatin, colorful packaging and inexpensive (Positioning, 2010). For

university students, workers and adults, the product will focus on healthy elements, the formula is mixed in a high proportion of cocoa, the quantity of sugar and milk is low-which it can be called dark chocolate. Moreover, some producers create a fine piece of chocolate to make it convenient to eat, clean packaging along with stated clear nutrition labeling due to customers are becoming more aware of their health (Positioning, 2010).

1.3 Problem discussion

COO has an effect on high involvement products due to the fact that customers have to spend more time and effort to search the information about the product (Cateora & Graham, 2006). Customers know that which country has specialization in producing what kind of product, such as automobile from Germany would have the highest value when compared to the automobile from other countries. And automobile from Korea and Malaysia are known for the low price. This is also the perception of Thai customer (Thanasuta & Chaimahawong, 2009). However in the low involvement product, it is not clear that country of origin has an effect to the perception and attitude or not. Due to Cateora and Graham (2006), it explains that customer spends less time in making the purchasing decision on low involvement product and purchases it routinely in daily life. This problem can create main problem to this study “Is the country of origin affecting on the attitude of Thai customers toward chocolate products?”

1.4 Purpose

The purpose of this study is to investigate how COO affects the Thai customers’ attitude toward Low involvement product which is chocolate in Thailand.

1.5 Limitation

Limitation of this research topic can be incurred from respondents. The large unit of target respondent (422) is very difficult to control. Moreover, the e-mail survey is one of difficult task in controlling sample’s participation.

1.6 Thesis Structure

Introduction	<ul style="list-style-type: none">• Background• Problem discussion• purpose• Limitations
Theoretical Framework	<ul style="list-style-type: none">• Literature Review• Conceptual Framework
Method	<ul style="list-style-type: none">• Choice of research approach• Data Collection• Validity and Reliability• Data Analysis
Empirical Findings and Analysis	<ul style="list-style-type: none">• The Analysis of Respondent's experience in Consumption• The Analysis of Specific Brand Perception regarding Country of Origin• The comparison of customer perception among different demographic information
Conclusion	<ul style="list-style-type: none">• The answer to the research question• The reflection• Contribution to practice• Suggestion for further research

2. Theoretical framework

This part of research consists of literatures relevant to the study, which includes topics on consumer behavior, the process of making decision, attitude, product, brand, price, country of origin, effects of country image, product evaluation of country of origin, and the conceptual framework.

2.1 Literature review

Consumer behavior is a wide concept therefore in this study, authors focus on the attitude which is an essential part of the consumer behavior. It is important to understand the concept of consumer behavior first, and then the perspective of attitudes are explained afterwards.

2.1.1 Consumer Behavior

Consumer behavior is about how consumer exchanges their resources (money, time, effort) with items. It includes what product that consumers purchase, why they purchase it, where they buy the product, how often they buy and use it. Consumer behavior is influenced by psychology, sociological and economic factors. These three elements have affected to all of consumer decisions process such as acquisition, consumption, disposition of goods, services, and activities (Schiffman & Kanuk, 2000; Hoyer & MacInnis, 2007). In the first stage, consumers can acquire an offer by buying, trading, renting, bartering, gift giving and finding. In this stage consumer evaluates the factors that influence their acquisition. The second stage is about how consumer uses the product or service. The third stage concerns how consumer gets rid of an offering they previously acquired (Hoyer & MacInnis, 2007).

In this study, authors would like to understand and investigate the consumer attitude towards brand, price and product. In order to understand the consumer attitude, the process of making decisions should be understood clearly. Then the impact of country of origin on consumer attitude will be explained later.

2.1.2 The Process of Making Decision

○ Problem recognition

The general process of making decision begins when customers have problem which need to be solved. The problem occurs when customers have difference between idea state and actual state. Idea state is the way customer would like to be or would like to feel. The actual state is the real situation that customer has at the present time, for example; he needs a new cloth because his cloth is too old (Hoyer & MacInnis, 2007, p. 195). Moreover, need of recognition can be influenced by Environmental influences and Individual differences. Environmental influences consist of culture, social class, personal influences, family and situation. Individual differences consist of customer resources, motivation, knowledge, attitudes, personality, values and lifestyle (Blackwell, Miniard & Engel, 2006, p. 71).

○ Information search

After customers have problem and try to solve the problem, the next step is the internal search. Internal search occurs when a customer searches the information from his/her memory, feeling and the past experiences to find solutions for their problem. Moreover, if the solution cannot be found, the customer will use external search. External search is the source that is relevant to the problem of customer such as trusted friend, dealers, published sources, advertisement, and product information (Hoyer & MacInnis, 2007, p. 195).

○ Pre-purchase Evaluation of alternatives

The customers use the information from internal and external to evaluate the alternatives. Customers compare what they know about different products and brands that are the most important to them before they make a decision. Different persons have different evaluation criteria, so customers' evaluation of their choices is influenced by both individual and environment (Blackwell, Miniard & Engel, 2006, p. 80).

- **Purchase decision**

Customers evaluate what kind of product or service they would like to buy. Customers move through two phases. The first phase, customers select where they are going to buy such as retailer, catalogs, internet, or direct sale. The second phase involves decision in stores, influenced by sale persons, product displays, electronic media, and point-of-purchase. Therefore, sometime customers plan or intend to buy particular product or brand but purchase another thing that different from the product that they intended to buy (Blackwell, Miniard & Engel, 2006, p. 81).

- **Post purchase behavior**

Customers evaluate the product or service from their satisfaction or dissatisfaction. Satisfaction occurs when customers' expectations are matched with perceived performance. Dissatisfaction occurs when customers' expectations are higher than the perceived performance. The outcomes are important because the customers are going to keep the evaluation in their memory. This impacts their future decisions (Blackwell, Miniard & Engel, 2006, p. 84).

2.1.3 What is Attitude?

Attitude is about the evaluation of experience and learned predisposition. It leads customer to like or dislike the objective. The word "objective" in customer-oriented is defined as consumption and marketing related concept such as brand, price, product and so on (Schiffman & Kanuk, 2000). The attitude has affected on the overall evaluation of something that are relevant to the set of associations linked to it. For example; attitude toward brand, product categories, advertise and so on (Hoyer & MacInnis, 2007). Moreover, attitudes can also influence customer's purchasing (Blackwell, Miniard & Engel, 2006). The attitude is important because it guides customer thoughts, influences customer feeling, and affects customer behaviors. Customers decide which TV advertising to see, where to buy the product, where the restaurant to eat, based on their attitudes (Hoyer & MacInnis, 2007).

The attitude formation suggests that attitude is based on cognitions or belief. It means that attitudes depend on thought, by receiving information from the external sources such as

advertising salespeople, internet, trusted friends, price, or country of origin, and also the past experiences (Hoyer & MacInnis, 2007).

The objective of this study is to see how the matter of country of origin could have effects on attitude towards product, price, and brand. In order to understand it clearly, the authors would like to explain concepts of product, brand and price.

- **Product**

Product is anything that can be offered to the market to gain attention for acquisition by using or consumption from customers. Product can satisfy requirement and need of customer. Product includes both tangible and intangible goods (Kotler, 2008, p. 218). It is beneficial that customer receives and yields customer satisfaction. “These include where it’s from, taste, color, odor, and texture” (Cateora & Graham, 2006, p. 343).

- **Brand**

Brand is a name, term, sign, symbol, design, or a combination of these. Brand identifies product and service to be different from the other competitors in the customer’s mind. Branding helps customer in many ways, for example, the name of a brand helps customer to be able to identify the product, and branding can refer to product quality as well (Kotler, 2008, p. 225).

- **Price**

Price is amount of money which customer exchanges to get product or service. More broadly, price is the sum of all the value that customer exchange for the benefit of product or service that stratify their need (Kotler, 2008, p. 284).

2.1.4 Country of Origin (COO)

The country of origin of product has been defined as “The impact which generalizations and perceptions about a country have on a person’s evaluations of the country’s products or/and brands” (Lampert & Jaffe, 1998). According to Bilkey and Nes (1982) also have defined the COO of product as “Made in (name of country)” and COO has an effect on consumer product

evaluation. Ahmed et al. (2004) stated that customer judges any famous brand products related to the discriminative countries, although that product was not produced in the brand's original country. For example, brands that are considered as Japanese include Toshiba, Sony, Honda and Toyota. All of these brands have their own manufacturing plants which are not only in Japan but also in other countries. It means that country of origin of the brand and manufacturing may not be always the same countries. The study of Iyer & Kalita (1997) shows that the country of origin of the brand (COB) and country origin of manufacture (COM) play an important role in customer evaluation of product quality, product value and willingness-to-buy. COB is defined as the countries that originally produce and create the product or brand (Phau & Prendergast, 2000). COM is defined as the country of manufacture or assembly that produces the product in term of "made in" (Cateora & Graham, 2006).

2.1.5 The Effects of Country Image

According to Cateora and Graham (2006), the country of origin can affect the image of brand and product essentially. Country image refers to pictures, reputation, and stereotype that businessmen and consumers attach to products from one particular country. The image can be created by variables such as representative products, characteristics of nations, economic and political background, history, as well as traditions (Nagashima, 1970). The similar definition of country image is defined by Roth and Romeo (1992), as the customer's perception about product that come from specific country, which is found in their antecedent perception of that country's production and marketing strengths and weaknesses.

According to Johansson et al. (1985), the image of country can act as the "halo effect". It has been considered that customer judges the quality of product based on his or her stereotyped beliefs about COO (Erickson et al., 1984). Halo effect has directly affects customer's belief about products when they are not familiar with the country of that product. And halo also indirectly affects evaluation process by passing on these beliefs. This can trigger customer's feeling about the product in negative or positive ways (Johansson et al., 1985). Furthermore, there is a summary shows that it has direct effect on customer's attitudes towards the brand when they are familiar with the country of that product (Han, 1989; Ahmed et al., 2004).

2.1.6 Product Evaluation of Country of Origin

According to Bilkey and Nes (1982), country of origin can truly make an impact on customer's product evaluation. Customer's judgment of product quality are influenced by the systematic of acquisition and integrating process, and evaluating for product information or cues (Ahmed et al., 2004). The stereotype is a source of consumer product evaluation which it related to product and the country of producing. It depends on different kinds of countries such as industrialized, industrializing, and developed countries. The stereotyping affects customer perception on product, for example, belief that the product has been produced in developed countries has better effect than that produced in less developed or developing countries (Cateora & Graham, 2006, p. 364-365)

2.2 Conceptual Framework

The conceptual framework is to identify theories and clarify concepts that authors put it together. It consists of how to link all concepts to each other. There are many types of relationship such as cause and effect, stages in a process, hierarchical relationships, maps and coordinates, pairs of opposites, exchange and equilibrium, similarity, and thing to watch out for (Fisher, 2007, p. 126-132). The type of this framework is cause and effect of the independent (cause) variable, as the arrow pointing towards the dependent variable (effect) (Fisher, 2007, p. 127).

According to our study based on the literature review, the authors created the model below that shows the relationship between country of origin (independent variable) and attitude (dependent variable). Authors would like to study the effect of country of origin that influences customers' attitude towards brand, product and price.

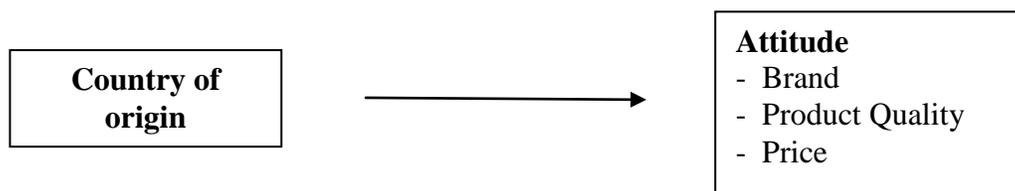


Figure 2.1: Conceptual Framework (developed by the authors)

3. Method

This chapter will present method used in the research, describe the method used for conducting the study, collecting choice of data, the process of select country and brand, and sampling.

3.1 Choices of Research Approach

It is important to choose the right method for researching because it will affect the relevant data that are used for the research. According to Fisher (2007), the research method can be divided into two types, namely, the qualitative research method and the quantitative research method.

3.1.1 Qualitative method

Qualitative method gains more problem details for study, with less structure than the quantitative research, and also based on a small size of the sample (Malhotra, 2004, p.137). However it is not appropriate to present the large-scale field studies (Aaker, Kumar & Day, 1995). Qualitative research method is composed of in-depth interviews, focus groups, metaphor analysis, collage research, and projective techniques. The researcher should have highly interviewer-analyst to effectively analyze the finding (Schiffman & Kanuk, 2000, p.15).

3.1.2 Quantitative method

Quantitative method seeks to quantify and measure the data by using statistical analysis from the sample of the population of interest. Quantitative method is more structured than the qualitative and hence it is appropriate to present the large numbers of representative cases (Malhotra, 2004, p.137) (Kotler 2008, p.284). The researchers use the quantitative research to understand the variable effect of the customer, and to predict customer behaviors (Schiffman & Kanuk, 2000, p.15).

According to the purpose and the research question of this study, it is appropriate to choose the quantitative method because this study is presented in the large number of representative's case. Moreover, it is appropriate to measure attitude of Thai customer.

3.2 Choices of Data Collection

3.2.1 Primary data

Primary data is data that researcher generates for using in particular purpose by surveys, interview and direct observations (Malhotra, 2004, p.103). The advantage of this collection is it can solve problems at hand. The collection process requires the step of marketing research. However, it provides some disadvantage such as high cost of collection and it takes long time to obtain primary data (Malhotra, 2004, p.103).

- **Survey Method** is derived by conducting the questionnaires and analyzing quantitatively. It has many formats. Firstly, pre-coded questions have a lot of choices that the respondent can tick in boxes to answer the question, such as dichotomous questions, multiple choice questions, rating scales, and ranking questions. Secondly, open question provides space for the respondents to write their own words (Fisher, 2007, p.193-198).
- **Interview Method** is consisted of personal interview, telephone interview, and email interview. Moreover, interview methods can be separated in three categories.
 - *Open interview*, the interviewer engages in conversation with the respondent in the area of interest. The interviewee leads the direction of interview (Fisher, 2007, p.159)
 - *Pre-coded interviews*, it is controlled by the interviewer, who has prepared the questions and script before conducting the interview. The questions are organized into a logical sequence (Fisher, 2007, p.159).
 - *Semi-structured interview* is the combination between open interview and pre-code interview. The interviewer prepares scripts of the topic. However, the interviewer needs to cover by the respondent and respondent feel free to answer the question that they want (Fisher, 2007, p.159).

- **Observation method** is to observe behaviors of people. There are four types of this method.
 - *Unstructured observation* is done when the researcher sits, watches and listens in order to understand the behavior of respondent (Fisher, 2007, p.161).
 - *Semi-structured* is done when the researcher uses checklists to observe the behavior of the respondent (Fisher, 2007, p.162).
 - *Structured approach*, several categories are used in the observation process to understand the behavior of respondent (Fisher, 2007, p.163).
 - *Very highly structured*: This technique uses activities to understand the behavior of the respondent. It is the opposite side from the unstructured observation (Fisher, 2007, p.164).

3.2.1.1 Select Primary data method

According to the purpose and research question of this study, it is appropriate to use the survey method to collect data and answer the purpose. For this research, the authors used questionnaires that consisted of pre-code and open formats in order to understand the attitude of the respondents. The process, which includes selection of the countries, brands, targets and sample size of respondent, is shown as following;

I. The Process of Select Country and Brand

Brands of the chocolate selected are Hershey, Cadbury and Lindt. Due to the fact that all of those brands are selling in supermarkets and retail stores in Thailand, and all of them come from different countries. Hershey comes from USA (Hershey, 2010), Cadbury comes from England (Cadbury, 2010), and Lindt comes from Switzerland (Lindt, 2010). The manufacture's countries are including China, Belgium and USA. China is developing country which has not strong positive image of producing product for Thai customers, while Belgium and USA are developed countries which have stronger positive image of producing product for Thai customers.

II. Sampling

The purpose of sampling is to select a group of respondent and representative of the whole population to answer questionnaires, without having trouble by asking everyone. The appropriated sample size for the research depends on the population size and the margin of the error that researcher can accept. For example, if the population is 1000 people and the acceptable margin of error is +/- 5, so the sample size should be 278 people (Fisher, 2007, p.189). The whole population of Thai people is 63 million (Department of strategic & evaluation Thailand, 2008). The authors accept the margin of error at +/-5, due to the limited time and resource. Therefore, the authors had set sample size at 384 respondents. However, 450 questionnaires were distributed to the target respondents, to be sure that 384 questionnaires will return on time.

Population	Margin of error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1,000	278	516	706	906
2,000	322	696	1,091	1,655
5,000	357	879	1,622	3,288
10,000	370	964	1,936	4,899
100,000	383	1,056	2,345	8,762
1,000,000	384	1,066	2,395	9,513
10,000,000	384	1,067	2,400	9,595

Note: At 95 per cent level of certainty – this means that in 95 out of 100 times the true result will be within the range of the margin of error. There is, however, a 5 per cent chance that the true value will be outside of the range. It is possible to set different confidence levels. If a 99 per cent confidence level were needed, then many more completed questionnaires would be necessary.

Figure 3.1: Estimating margin of error on sample survey results (Fisher, 2007, p.190).

III. Sampling frame

For this research, the target group of this study is Thai chocolate customers. The data collection was completed from April 30th to May 11th 2010, by using online questionnaire. Since the authors are currently studying in Sweden, the questionnaires were distributed by posting on the website and e-mailing to Thai respondents.

First question from the questionnaire asked whether the respondent has ever bought chocolate or not. If the answer was “yes”, then respondent will go on to complete all the rest questions. 422 questionnaires were return. 8 questionnaires answered “no” in the first question, and 3 uncompleted responses. Therefore, 411 questionnaires were valid for the data analysis.

IV. Sample Technique

Sample techniques are methods of distributing questionnaires to target samples. In general, there are two types of sampling techniques, which are probability and non-probability sampling techniques. Regarding to probability sample technique, it is the process that does not use the opportunity in target selection procedure. The author can fix the specific of respondent under the research objective criteria. The second one is Non-probability sampling technique which the procedure of each respondent in specific group of respondent under the research objective (McBurney & Middleton, 1994).

According to this research, the authors applied Non-probability sampling as significant method. Moreover, Snowball technique was specified as common strategy in conducting process. This type of sampling technique represents the un-equity chance of all population being chosen. Only samples that are suitable for this research would be selected as target respondent (Malhotra et al., 1999). In additional of Snowball technique, the first group of target sample will be selected by the authors and asked them to choose the same characteristic in continuing participation. In distribution of this survey, the authors will select the group of sample who preferred chocolate product as snack. This behavior will influence them to join the survey and response the effective result of study. After that they will be asked to send the questionnaire to their friend or others in participation

V. Questionnaire design

At this research study, the authors have selected survey method as main technique for data collection. This method will be applied as primary source of data collection and specify the appropriate method of research instrument. According to this research topic, the author has designed quantitative questionnaire survey as research instrument. The appropriate quantitative instrument will be selected as questionnaire survey. The questionnaire has many benefits in term of structural procedure cost and time saving. However, the disadvantage is also important as lacking of theory, because there is no scientific principle that guarantees the ideal questionnaire (Malhotra et al., 1999). Furthermore, the questions must be designed qualitatively and quantitatively with the aims of supporting data measurement and scaling. The measurement scaling can be used with different purposed under following purposed.

Scale Measurement	Basic Characteristic
Nominal	Number identified and Classified objective.
Ordinal	Number that indicate the relative positions but not the magnitude of differences between them.
Interval	Different between objects can be compared; zero is arbitrary.
Ratio	Zero point is fixed; ratio of scale value can be computed.

Table 3.1: The characteristic of scale measurement(Malthora, 1999, p.249).

According to this research, the authors have designed the questionnaire survey by using various scale of measurement based on characteristic of questions. At the first part of questionnaire “Introduction”, the authors have designed questions in order to know attitudes and behaviors toward chocolate. The questions are consisted of dichotomous question, multiple choices and open-ended question. All these are used the nominal and ordinal scales in collecting data.

As the second and third parts, the questions are designed in order to examine concept of country of origin effect to attitudes toward chocolate. In second part, it is focused on first element of

country of origin as manufacturing based country while third part is focused on country of brand origin. All questions are designed by using the interval scale in measurement.

Finally of questionnaire designed, this aimed to identify target sample of this study. The questions are scoped to personal information as demographic data and use the dichotomous and multiple-choice question for measurement scaling.

3.2.2 Secondary data

Secondary data provide some advantages to authors. It is easy and inexpensive to access the data, and the data is ready to use. However, secondary data have some disadvantages when the secondary data was collected for other purpose, it may not be directly suitable or usable to the current problem of research (Malhotra, 2004, p.103).

In this research authors used secondary data in the part of theory and process of doing research, however, this is not related directly to the research problem. Secondary data used in this research includes online articles from Emerald data base, and the books such as “International marketing” by Cateora & Graham, and “Country of origins effects on Product evaluation” by Bilkey. Moreover, in this research, the book “Researching and Writing a Dissertation: A Guidebook for Business Students” by Fisher (2007) is used as a guideline to writing a thesis.

3.3 Reliability

Reliability in quantitative research depends on the possibility of replication. It means that if the same method with same sample is used, so the results should be the same. In qualitative reliability, it can be regarded as an adequate between what researcher recorded as data and what actually occurs in the natural setting that is being researched (Cohen, Manion & Morrison, 2000).

For this research the authors used questionnaire method as the primary data, which are quantitative. In order to get the reliable result, authors distributed 450 questionnaires and 422

were return. Authors did not use 13 questionnaires that are not valid for the data analysis. Therefore, 411 questionnaires were suitable for the data analysis, and according to those 411 questionnaires it could represent the whole population of Thai chocolate's customer. Thus it can contribute reliability to the result. For the secondary data, authors used academic journals, text book and data from the internet that related to the research. Authors also searched a lot of literatures, studying former researches in similar area to increase reliability of research.

3.4 Validity

Validity is an important key to effective research and it requires both quantitative and qualitative research. In qualitative data, validity depends on the honesty, depth, richness and scope of the data achieved, as well as the participants approached, the extent of triangulation and the disinterestedness or objectivity of the researcher. In quantitative, the validity can be improved through careful sampling, appropriate instrumentation and appropriate statistical treatments of the data (Cohen, Manion & Morrison, 2000).

In this research, authors selected theoretical concepts relevant to our purpose from academic journals. The method that authors used is questionnaire that is appropriate to measure the attitude of customer, and questions in the questionnaire are related to those conceptual framework. Moreover, authors used the SPSS program that is an appropriate statistic tool to measure the data.

3.5 Develop analysis method and interpret the data collected

According to this process of data analysis and interpretation, there are two main steps;

- 1.) Data preparation
- 2.) Data analysis.

For data preparation, all data collected form questionnaire survey will be edited, coded, with transcription and verification. Gilbert A. Churchill Jr. and Dawn Iacobucci (2002) stated that all data collection must be edited or corrected as a significant source on data analysis. The authors have to prepare this before the coding procedure. After that, Data analysis would be developed as

significant method. This procedure will be analyzed through specific software as Statistical Package for Social Science (SPSS). This program can help the authors to summarize all data as numeric information. After the numeric information is done, the authors have to interpret it with significant meaning related to the research objectives. In addition, all data analysis will be interpreted by descriptive statistic method. The method describes all sample's characteristics, experience behavior and insight attitudes.

4. Research Findings and Data Analysis

In this section, all data collected from questionnaire survey will be re-coded in order to record and correct any errors from collection process. After all data are available, it would be coded in specific research program as SPSS and explore all relevant data findings related to the research objectives. Refers to chapter 1, the main purpose of this topic is to focus on an impact of country origin towards attitude of buying chocolate. Based on this data analysis, three parts will be investigated, buying attitudes & behavior. All these parts are demonstrated in details as follow.

4.1 - The Analysis of Respondent's Demographic Data and Experience in Consumption

According to the first part of the research analysis, the authors aimed to study customer consumption behavior. All data collected will be analyzed as the buying attitudes and behaviors toward chocolate purchase. All relevant data analysis can be analyzed as following.

4.1.1 Brand Recognition Ranking

In this part, the authors have to investigate the most familiar brand from respondent's perception. This is aimed to know the brand that has more awareness level towards targeted customer. The result is illustrated in the following table.

When talking about chocolate, which brand comes first to your mind?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ferrero	136	33.1	33.1	33.1
Hershey	84	20.4	20.4	53.5
Kit Kat	38	9.2	9.2	62.8
M&M	31	7.5	7.5	70.3
Lindt	28	6.8	6.8	77.1
Toblerone	20	4.9	4.9	82.0
Royce	12	2.9	2.9	84.9
Godiva	10	2.4	2.4	87.3
Cadbury	5	1.2	1.2	88.6
Van Housten	5	1.2	1.2	89.8
Almond	4	1.0	1.0	90.8
Glico	4	1.0	1.0	91.7
Alfie	3	.7	.7	92.5
Mars	3	.7	.7	93.2
Milo	3	.7	.7	93.9
Nestle	3	.7	.7	94.6
Oreo	2	.5	.5	95.1
Snickers	2	.5	.5	95.6
Chocobaby (Meiji)	1	.2	.2	95.9
Doste	1	.2	.2	96.1
Dove	1	.2	.2	96.4
Euroshopper	1	.2	.2	96.6
Fazer	1	.2	.2	96.8
Frozen Haute Chocol	1	.2	.2	97.1
Guylian	1	.2	.2	97.3
Hamlet	1	.2	.2	97.6
Home made	1	.2	.2	97.8
Kisses	1	.2	.2	98.1
Marabou	1	.2	.2	98.3
Meiji	1	.2	.2	98.5
Nutella	1	.2	.2	98.8
S&P	1	.2	.2	99.0
SDFA	1	.2	.2	99.3
Thedera	1	.2	.2	99.5
Thornton	1	.2	.2	99.8
Timtam	1	.2	.2	100.0
Total	411	100.0	100.0	

Table 4.1: Brand Recognition

As of the data ranking, Ferrero Rocher is the most familiar brand, which is perceived as first place by 33% of all respondents. The second rank is Hershey with frequency rate of 20% approximately. For the third one (low familiarity), there are three brands perceived in similar level (5 – 10 percent), they are Kit-Kat, M&M and Lindt. Finally, the least familiar brands, with the rate of familiarity is not higher than 5 percent, are Toblerone, Royce, Godiva and so on.

On the other hand, this result can be concluded that Thai customers recognize Ferrero Rocher and Hershey more than other brands. Both brands have positive image in terms of quality, brand and other marketing factors.

4.1.2 Frequently Brand Purchased

For the next study, the research had been explored the brand which is often purchased by Thai customers. Regarding to this question, the authors investigated the brands which are often bought. The result is illustrated in the following table;

What is the one chocolate brand you buy most frequently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fererro	99	24.1	24.1	24.1
	Hershey	75	18.2	18.2	42.3
	None	37	9.0	9.0	51.3
	Kit Kat	35	8.5	8.5	59.9
	M&M	28	6.8	6.8	66.7
	Lindt	19	4.6	4.6	71.3
	Toblerone	18	4.4	4.4	75.7
	Milo	11	2.7	2.7	78.3
	Glico	9	2.2	2.2	80.5
	Meiji	6	1.5	1.5	82.0
	Van Housten	6	1.5	1.5	83.5
	Alfie	5	1.2	1.2	84.7
	Cadbury	5	1.2	1.2	85.9
	Mars	5	1.2	1.2	87.1
	Nestle	5	1.2	1.2	88.3
	Royce	5	1.2	1.2	89.5
	Twix	5	1.2	1.2	90.8
	Oreo	4	1.0	1.0	91.7
	Almond	3	.7	.7	92.5
	Pockey	3	.7	.7	93.2
	Godiva	2	.5	.5	93.7
	Snickers	2	.5	.5	94.2
	Buenos	1	.2	.2	94.4
	Cadberry	1	.2	.2	94.6
	California	1	.2	.2	94.9
	Chocobaby (Meiji)	1	.2	.2	95.1
	Doste	1	.2	.2	95.4
	Euroshopper	1	.2	.2	95.6
	Ghirardeli	1	.2	.2	95.9
	Hamlet	1	.2	.2	96.1
	Ikea	1	.2	.2	96.4
	Kinder	1	.2	.2	96.6
	Kisses	1	.2	.2	96.8
	Klex	1	.2	.2	97.1
	Maltesers	1	.2	.2	97.3
	Marabou	1	.2	.2	97.6
	Marchmelo	1	.2	.2	97.8
	Moronaga	1	.2	.2	98.1
	none	1	.2	.2	98.3
	Nutella	1	.2	.2	98.5
	Rausch	1	.2	.2	98.8
	SDFA	1	.2	.2	99.0
	Thedera	1	.2	.2	99.3
	Thornton	1	.2	.2	99.5
	Tintam	1	.2	.2	99.8
	Tinny	1	.2	.2	100.0
	Total	411	100.0	100.0	

Table 4.2: Frequently Brand Purchased

As the same result of the brand familiarity, Ferrero Rocher is ranked in top level, with frequency rate of 24%. Then it follows by Hershey at 18%. While Kit-Kat and M&M are classified in third level, with the rate between 5 – 10 percent. On the other hand, this result can be concluded that Thai customers have good experiences with Ferrero Rocher and Hershey. Both brands are continually purchased and become loyalty brand for Thai customers.

Regarding to last two questions, the authors have concentrated on country of origin model. As of literature study, country of origin model is consisted of two types; *manufacturing* and *brand* of origin. In order to know the significant aspects of these components, the authors asked all respondents about their concern of country of origin factor before buying chocolate.

4.1.3 Country of manufacturing

When you buying chocolate, you look for production country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sometime	119	29.0	29.0	29.0
Rarely	81	19.7	19.7	48.7
Never	76	18.5	18.5	67.2
Most of time	76	18.5	18.5	85.6
Always	59	14.4	14.4	100.0
Total	411	100.0	100.0	

Table 4.3: Country of manufacturing

In term of the country of manufacturing, the finding showed that most of target respondents, 29 percent, have perceived the effect of country of manufacturing at moderate level (*Sometime*). On the other hand, the country of manufacturing is occasionally determined as element of decision making. Moreover, in the ranking of other levels, which are *rarely*, *never*, and *most of the time* are also indicated by around 19 percent of the customers. But the level of *always* is counted for only 14 percent. It means that most of the target sample did not look for the country of manufacturing when they buying chocolate.

4.1.4 Country of the brand

When you buying chocolate, you look for where's the brand come from

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sometime	119	29.0	29.0	29.0
Rarely	103	25.1	25.1	54.0
Most of time	80	19.5	19.5	73.5
Never	73	17.8	17.8	91.2
Always	36	8.8	8.8	100.0
Total	411	100.0	100.0	

Table 4.4: Country of the brand

In term of brand origin, that is mainly referred to brand image of chocolate. However, the result is also illustrated with the same result from manufacturing of origin factor. Most of the target sample does not perceive this factor as main factor in decision making. There are 29 percents of target sample who concerned on brand origin occasionally, while 25 percents rarely adopt it in their purchase decision. In contrast, there are only 9 percent who always use this factor in decision process.

Although, the above finding represents the unnecessary of country of the brand and country of manufacturing, there are some different in result of the study. Some of respondents also concern both variables in their decision process. In the next step of this study, the authors have to investigate the respondent's attitude towards country of origin of chocolate.

The country of origin is consisted of two significant elements, which are images from country of the *brand* and country of the *manufacturing*. In this research, both elements would be necessary points of study, which will be examined through customer's attitude. Moreover, the authors also compare respondent's different attitudes towards country of the brand and country of the manufacturing. In terms of country of the brand, there are three countries which were selected as the famous countries for chocolate. These are England, Switzerland and USA. In term of manufacturing country, there are also three countries; China, Belgium and USA. Finally, the brand images, there are three target brand names of chocolate in this study; Hershey, Cadbury

and Lindt. Regarding to the research purpose, all three elements will be analyzed independently in the following sections.

4.1.5 Comparison of the Origin Brand Country

At this aim, the authors have examined customer's attitude towards three countries of the brands, which are England, Switzerland and USA. The result of descriptive means is represented in the following table.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
chocolate product from England	411	1	5	3.73	.695
chocolate product from Switzerland	411	1	5	4.28	.745
chocolate product from US	411	1	5	3.57	.706
Valid N (listwise)	411				

Table 4.5: Comparison of the Origin Brand Country

In comparison of all three countries of the brands, the chocolate brand from Switzerland gains the highest level of customer perception. The mean score of Switzerland is indicated by 4.28, which are meant as very good and very positive image. On the other hand, it can be concluded that customers always perceive chocolate brand from Switzerland with positive attitude. The second country is England, which is illustrated the mean score of 3.73. While the USA is perceived by 3.57 of mean score. Although the last two countries have significantly less mean score than Switzerland, but the scores of England and the USA are still positive. This can be concluded that people also believe in brand from both countries as good image.

4.1.6 Comparison of the Production Country

In term of production country, there are three countries involved; China, Belgium and USA. In comparison of these countries, the result can be illustrated in the following table.

	N	Minimum	Maximum	Mean	Std. Deviation
Chocolate produced from China	411	1	5	2.19	.836
Chocolate produced from Belgium	411	2	5	4.03	.766
Chocolate produced from US	411	1	5	3.63	.670
Valid N (listwise)	411				

Table 4.6: Comparison of the Production Country

Due to the above information, the result shows that chocolate produced in Belgium is ranked with the highest score of 4.03. People have very good image about Belgium, as a chocolate production country. For the second country, it is USA, with 3.63 mean score. The score is quite good, thus USA is also classified as a good country in producing chocolate. Finally, China, the result is different. Because the mean score of respondent's attitude towards China is 2.19, that is ranked in negative level. This means that most of people do not believe in chocolate produced from China.

Finally of this part, the authors have classified three necessary brands of chocolate in order to study respondent's perception. These brands are consisted of Hershey, Cadbury and Lindt. The result of data analysis can be illustrated as following table.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How would you rate the chocolate brand Hershey	411	1	5	4.03	.747
How would you rate the chocolate brand Catbury	411	1	5	3.55	.728
How would you rate the chocolate brand Lindt	411	1	5	3.81	.838
Valid N (listwise)	411				

Table 4.7: Comparison of chocolate brand

According to the above analysis, the result illustrated that all brands are perceived in positive values. Especially Hershey, this brand is perceived by highest score at 4.03. It means that Hershey has strong position in this market. Most respondents believe in this brand rather than other brands. For the other brands (Lindt and Cadbury), the products are also perceived in positive level, which has strong position in this market.

However, the above findings are only the wide study of country of origin towards chocolate products. In the main study purpose, the country image will be promoted through some marketing factors. In this research topic, there are three main marketing factors which are indicated in all studies, namely *Taste*, *Brand Image* and *Price*. All factors are developed in this study and be related with two elements of country of origin (country of the brand, and country of manufacturing).The study will be developed based on customer perception in the following part;

Part 4.2 - The Analysis of Specific Brand Perception regarding Country of Origin

According to this section, the authors have to investigate the respondent's attitude toward country of origin of chocolate. All factors will be studied in depth with each marketing factors that are introduced in above paragraph.

Initially of this section, all marketing variables are examined with each brand (Hershey, Cadbury and Lindt) that produced from different countries (China, Belgium and USA). This can help the authors to know the different values of production country through each brand name.

4.2.1 Hershey

First of all, the authors have examined the brand Hershey which is represented as highly familiarity by target respondents. Regarding to Hershey's chocolate, it must be accepted that this brand are produced in many production countries. In this research, the study will focus on three countries, which are Belgium, USA and China. The results can be demonstrated in following sections.

I. Taste

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Hershey chocolate bar produced in Belgium - taste	411	1	5	3.93	.702
Hershey chocolate bar produced in US - taste	411	1	5	3.76	.668
Hershey chocolate bar produced in China - taste	411	1	5	2.91	.812
Valid N (listwise)	411				

Table 4.8: Country of manufacturing effect to the taste of Hershey chocolate

In term of taste, the result illustrated that Hershey produced in Belgium has more positive value, with 3.93 mean score, and follow by USA with 3.76. Both countries have positive image in developing taste of chocolate flavor. While Hershey produced in China is determined by the mean score of 2.91, which is positioned in negative level. This means that product from China has low quality of taste rather than other two countries.

II. Brand Image

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Hershey chocolate bar produced in Belgium - brand image	411	2	5	3.99	.705
Hershey chocolate bar produced in US - brand image	411	1	5	3.82	.687
Hershey chocolate bar produced in China - brand image	411	1	5	2.87	.869
Valid N (listwise)	411				

Table 4.9: Country of manufacturing effect to the brand image of Hershey chocolate

In term of brand image, Hershey from Belgium and USA are perceived as positive perception. The mean scores are 3.99 and 3.82 respectively. Both countries have good image in producing Hershey chocolate to target customers. While, product from China is not the same, Hershey from China is perceived as negative response with 2.87 mean score. On the other hand, most respondents believed that brand image of Hershey from China is not good.

III. Price

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Hershey chocolate bar produced in US - price	411	1	5	3.70	.691
Hershey chocolate bar produced in Belgium- price	411	1	5	3.52	.753
Hershey chocolate bar produced in China - price	411	1	5	2.84	.768
Valid N (listwise)	411				

Table 4.10: Country of manufacturing effect to the price of Hershey chocolate

In term of price perception, the result is also the same positive image as two above marketing factors, but Hershey from USA have better image than Belgium. The mean score are 3.70 and

3.52 respectively. However, product from China is still perceived by negative response as 2.84 mean score. Most respondents believed that brand image of Hershey from China are not good.

As of above analysis of Hershey brand name, respondents have perceived Hershey’s chocolate which is made from Belgium to be the best in taste and brand image. As while, the price of USA production is most accepted. However, Hershey from China is seen as negative perception in all marketing factor.

This is directly connected with the analysis of first part in comparison between three countries of production as Belgium, USA and China. At that part, respondents perceived any chocolate product from Belgium and USA in positive level and China production will be perceived the negative value.

4.2.2 Cadbury

Secondly of Cadbury’s chocolate, the results are demonstrated by same characteristic and demonstrated in following table;

I. Taste

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Cadbury chocolate bar produced in Belgium - taste	411	1	5	3.71	.717
Cadbury chocolate bar produced in US - taste	411	1	5	3.68	.715
Cadbury chocolate bar produced in China - taste	411	1	5	2.80	.870
Valid N (listwise)	411				

Table 4.11: Country of manufacturing effect to the taste of Cadbury chocolate

In term of taste, the result illustrated that Cadbury which produce in Belgium have more positive value with 3.71 mean score and follow by USA by 3.68. Both countries have more standardization image in controlling taste of chocolate production. As while, the product from

China is determined the mean score by 2.80 that is positioned in negative level. This means that product from china has low quality of taste rather than other countries.

II. Brand Image

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Cadbury chocolate bar produced in Belgium - brand image	411	1	5	3.76	.734
Cadbury chocolate bar produced in US - brand image	411	1	5	3.71	.723
Cadbury chocolate bar produced in China - brand image	411	1	5	2.79	.868
Valid N (listwise)	411				

Table 4.12: Country of manufacturing effect to the brand image of Cadbury chocolate

In term of brand imaged, Cadbury from Belgium and USA are perceived by same positive level as 3.7 approximately. Both countries have good better image in producing chocolate product than other country as China. The product from China is perceived by negative mean as 2.79. In the other hands, most respondents believed that brand image of Cadbury from China must be improved for higher acceptable.

III. Price

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Cadbury chocolate bar produced in US - price	411	1	5	3.64	.700
Cadbury chocolate bar produced in Belgium- price	411	1	5	3.64	.711
Cadbury chocolate bar produced in China - price	411	1	5	2.81	.777
Valid N (listwise)	411				

Table 4.13: Country of manufacturing effect to the price of Cadbury chocolate

In term of price perception, the result is also the same positive image as two above marketing factors. Cadbury from USA and Belgium have been perceived by the same positive level. The mean score are 3.64. However, product from China is still perceived by negative response as 2.81 mean score. Most respondents believed that brand image of Cadbury from China not good.

In concluding of Cadbury’s chocolate, produce from Belgium and USA are perceived at same perception in all marketing variables as taste, brand image and price. For a while, the product from China is also the same as other brand which staged in negative perception if all marketing variables.

4.2.3 Lindt

Finally of Lindt’s chocolate, each factors and related results can be demonstrated in following table

I. Taste

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Lindt chocolate bar produced in Belgium - taste	411	2	5	3.82	.758
Lindt chocolate bar produced in US - taste	411	1	5	3.71	.700
Lindt chocolate bar produced in China - taste	411	1	5	2.81	.911
Valid N (listwise)	411				

Table 4.14: Country of manufacturing effect to the taste of Lindt chocolate

In term of taste, the result is illustrated that Lindt which produce in Belgium have most positive value with 3.82 mean score and follow by USA at 3.71 mean score. Both countries have more standardization image in controlling taste of chocolate production. As while, the product from China is determined the mean score by 2.81 that is positioned in negative level. This means that Lindt from china has low quality of taste rather than other countries.

II. Brand Image

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Lindt chocolate bar produced in Belgium - brand image	410	2	5	3.91	.772
Lindt chocolate bar produced in US - brand image	411	1	5	3.74	.733
Lindt chocolate bar produced in China - brand image	410	1	5	2.77	.897
Valid N (listwise)	409				

Table 4.15: Country of manufacturing effect to the brand image of Lindt chocolate

In term of brand imaged, Lindt from Belgium has best positive level as 3.91 mean score and following by Lindt from USA with 3.74 mean score. Both countries have good image in producing chocolate product than China. The product from China is perceived by negative mean as 2.77. In the other hands, most respondents believed that brand image of Lindt from China must be improved for higher acceptable.

III. Price

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Lindt chocolate bar produced in Belgium- price	411	1	5	3.75	.736
Lindt chocolate bar produced in US - price	411	1	5	3.67	.695
Lindt chocolate bar produced in China - price	411	1	5	2.82	.854
Valid N (listwise)	411				

Table 4.16: Country of manufacturing effect to the price of Lindt chocolate

In term of Lindt’s price perception, the result is also the same positive image as two above marketing factors. Lindt from USA and Belgium have been perceived by the same positive level. The mean score are 3.75 and 3.67 respectively. However, product from China is still perceived

by negative response as 2.82 mean score. Most respondents believed that brand image of Lindt from China are not good.

According to all of this section, the results are illustrated that product from Belgium (Europe) and USA will be perceived the image of all marketing variable by positive value but while, the product from China is absolutely perceived by negative level. This can be related to the first section that authors have compared the production quality of these countries. The result of that section demonstrated that people do not believe any chocolate product from China. This can conclude that production country have more impact the customer’s perception toward chocolate flavor from different countries.

4.2.4 Country of the Brand

For the next section, the authors have focused on product from different branding country. The country of brand will be classified by three countries; England, Switzerland, and USA. It must be accepted that the country of brand is a significant element of country of origin. Thus, this variable will be explored through three marketing variables, which are taste, brand image, and price.

I. Taste

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Chocolate product from Switzerland - taste	411	1	5	4.33	.683
Chocolate product from England - taste	411	1	5	3.95	.649
Chocolate product from US - taste	411	1	5	3.83	.670
Valid N (listwise)	411				

Table 4.17: Attitude toward chocolate from country of the brand; in term of taste

In term of taste, the country of brand as Switzerland has the best image in this marketing variable. The mean score is shown as 4.33, which is very high level. In this point of study, it can

be concluded that taste of chocolate from Switzerland is more delicious than other countries. However, the taste of product form England and USA are not bad. The perceptual level is also indicated by positive attitude as 3.95 and 3.83 respectively.

Brand image

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Chocolate product from Switzerland - brand image	411	1	5	4.36	.695
Chocolate product from England - brand image	411	1	5	4.02	.695
Chocolate product from US - brand image	411	1	5	3.85	.715
Valid N (listwise)	411				

Table 4.18: Attitude toward chocolate from country of the brand; in term of brand image

In term of brand image, the result illustrated that Switzerland has better brand image than other countries. The score is 4.36, which is the best level. For the second rank, it is shown that product from England that also showed the higher score as 4.02. Finally, the chocolate from USA, which has mean score 3.85 is the lowest value but still stands in the high acceptable level.

II. Price

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Chocolate product from Switzerland - price	411	3	5	4.72	.507
Chocolate product from England - price	411	1	5	4.04	.701
Chocolate product from US - price	411	1	5	3.81	.697
Valid N (listwise)	411				

Table 4.19: Attitude toward chocolate from country of the brand; in term of price

The final factor of the marketing factors is price perception, the result is described by the same characters of above marketing factors. Chocolate form Switzerland is perceived in highest score

as 4.72, and followed by England with score of 4.04. The product from USA is perceived in lowest positive level as 3.81.

In concluding of this section, the result is also related to the comparison between three countries. At that result, it was shown that chocolate from Switzerland is perceived in highest level. The second is England and last as USA.

Based on the above research study, it can conclude that the country of manufacturing and brand can be perceived in high positive level when people believe in product quality (taste), brand image and price. All of these marketing factors are good impact variable which people use to determine the product from different countries. In widely explanation of these variables, the authors have added one more question that related to the marketing variable and country of origin towards purchase decision making. In developing the questionnaire surveys, there are seven variables which would be examined as taste, price, package, brand image, pack size, manufacturing country and country of brand. The question aims to rank the necessary level of each variable in buying decision. The result is shown in the following table;

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Taste	411	2	5	4.25	.694
Pack size	411	1	5	3.96	.631
Brand	411	1	5	3.85	.759
Package	411	1	5	3.69	.689
Manufacturing country	411	1	5	3.62	.892
Country of the Brand	411	1	5	3.51	.859
Price	411	1	5	3.42	.781
Valid N (listwise)	411				

Table 4.20: Purchase decision

Regarding to the above finding table, the result illustrated that “taste” is the most significant variable in buying chocolate. The mean score of taste is shown as 4.25, which is very strong relationship. This can be proved that people are always interested in chocolate’s taste before they make purchase. The second factor is pack size, with the mean value as 3.96. The brand is stated in the third level at 3.85 mean score. However, all other variables are also indicated the positive

value at higher than 3.00. Thus, this can be concluded that all are the marketing criteria on decision making for the chocolate product.

Part 4.3 – The comparison of customer perception among different demographic information

In the final part of data analysis, the authors have explored customer’s perception among different groups of demographic, such as gender, age, occupation and income level. This aims to classify the main group of chocolate’s customer through above criteria. The data findings can be illustrated as following sections.

4.3.1 The concentration of country of manufacturing in decision making

According to this factor, it is classified as significant element of country of origin. In data analysis, the concern of production country is not the main factor in buying chocolate. However, this is not same for different groups of customers. It is very necessary for the authors in determining the result through four different sample’s characteristics as following table;

I. Gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
When you buying chocolate, you look for country production	Male	158	2.71	1.313	.104
	Female	253	3.03	1.280	.080

Table 4.21: Country of manufacturing – Gender

As of the above table finding, the result illustrated that not all customer perceived this variable in negative level. The result is shown that female have more focused on production country than male with mean score 3.03 and 2.71 respectively.

II. Age Range

Descriptives

When you buying chocolate, you look for country production

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Less than 21 years old	29		
21 - 30 years old	352	2.87	1.290	.069	2.73	3.00	1	5
31 - 40 years old	20	3.05	1.432	.320	2.38	3.72	1	5
41 - 50 years old	8	3.00	1.512	.535	1.74	4.26	1	5
More than 50 years old	2	4.00	1.414	1.000	-8.71	16.71	3	5
Total	411	2.91	1.300	.064	2.78	3.03	1	5

Table 4.22: Country of manufacturing – Age range

In term of age range and production country, all age range of sample focused on production country in decision making, except the age between 21 – 30 years old. They showed the negative mean score as 2.87. Especially to highest age level of 50 years old and above, the mean score is absolutely positive as 3.00-4.00.

III. Occupation

Descriptives

When you buying chocolate, you look for country production

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Student	158		
Owner/proprietor	44	2.93	1.453	.219	2.49	3.37	1	5
Employee	192	2.92	1.290	.093	2.74	3.11	1	5
Governor's Employee	9	3.11	1.764	.588	1.76	4.47	1	5
Retired	8	2.75	.707	.250	2.16	3.34	2	4
Total	411	2.91	1.300	.064	2.78	3.03	1	5

Table 4.23: Country of manufacturing – Occupation

In term of occupation, all occupation, except government's employee, have rejected the production country in buying decision. The mean score is shown in negative level at lower than 3.00. As while, the score of government's employee is highest level at 3.11.

IV. Income Level

Descriptives

When you buying chocolate, you look for country production

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Below 15,000 Baht	157		
15,000-30,000 Baht	169	2.83	1.276	.098	2.64	3.03	1	5
30,001-50,000 Baht	58	3.28	1.335	.175	2.92	3.63	1	5
50,001-70,000 Baht	14	3.50	1.557	.416	2.60	4.40	1	5
More than 70,000 Baht	13	2.31	1.437	.398	1.44	3.18	1	5
Total	411	2.91	1.300	.064	2.78	3.03	1	5

Table 4.24: Country of manufacturing – Income Level

There are two groups of income which concern the production country. They are people with 30,001 – 50,000 baht and 50,001 – 70,000 baht. The mean scores are indicated by 3.28 and 3.50 respectively.

From the above data analysis, group of the target customer who concern about promoting production country of chocolate will be female who are aged in higher level and gain personal income in higher level. However, the other group does not have the effect of country of production. The scores are not absolutely bad. The mean value is also close to the middle score of 3.00. Thus, production country can be used to promote through all customer groups, in order to create market opportunities as well.

4.3.2 The concentration of country of the brand in decision making

The country of origin does not consist only production country but is also included the country of brand. In order to achieve the research objective, the country of brand would also be examined through demographic information

I. Gender

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
When you buying chocolate, you look for where's the brand come from	Male	158	2.59	1.222	.097
	Female	253	2.87	1.185	.075

Table 4.25: Country of the brand– Gender

Regarding to the country of the brand, both of male and female do not concern much on this variable. The mean values are indicated in lower than 3.00 for both groups. However, female tend to concern this factor rather than male.

II. Age Range

Descriptives

When you buying chocolate, you look for where's the brand come from

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 21 years old	29	2.86	1.093	.203	2.45	3.28	1	5
21 - 30 years old	352	2.74	1.201	.064	2.61	2.86	1	5
31 - 40 years old	20	2.90	1.373	.307	2.26	3.54	1	5
41 - 50 years old	8	2.88	1.458	.515	1.66	4.09	1	5
More than 50 years old	2	4.00	1.414	1.000	-8.71	16.71	3	5
Total	411	2.76	1.206	.059	2.65	2.88	1	5

Table 4.26: Country of the brand– Age range

In term of age range, there is only one group of people who perceived the country of brand as significant factor in decision making. That group is the people who aged as elderly. However, other groups do not show the absolute rejection. The mean score is negative but quite good.

III. Occupation

Descriptives

When you buying chocolate, you look for where's the brand come from

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	158	2.85	1.194	.095	2.67	3.04	1	5
Owner/proprietor	44	2.57	1.437	.217	2.13	3.01	1	5
Employee	192	2.75	1.171	.085	2.58	2.92	1	5
Governor's Employee	9	2.56	1.236	.412	1.61	3.51	1	5
Retired	8	2.63	.916	.324	1.86	3.39	1	4
Total	411	2.76	1.206	.059	2.65	2.88	1	5

Table 4.27: Country of the brand– Occupation

In term of occupation, the result illustrated that occupation does not concern the country of brand in decision making. All occupations have perceived this factor in negative mean score. This means that the occupation does not impact the customer decision making through country of the brand.

IV. Income Level

Descriptives

When you buying chocolate, you look for where's the brand come from

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 15,000 Baht	157	2.67	1.134	.091	2.49	2.85	1	5
15,000-30,000 Baht	169	2.75	1.174	.090	2.57	2.93	1	5
30,001-50,000 Baht	58	3.10	1.238	.163	2.78	3.43	1	5
50,001-70,000 Baht	14	3.14	1.657	.443	2.19	4.10	1	5
More than 70,000 Baht	13	2.15	1.463	.406	1.27	3.04	1	5
Total	411	2.76	1.206	.059	2.65	2.88	1	5

Table 4.28: Country of the brand– Income level

Regarding income level, the result is also same as production country. There are two groups of income levels which perceived county of brand can impact the decision making. This is consisted of group between 30,001 – 50,000 baht and 50,001 – 70,000 baht. Both groups indicated the means score at same positive level as approximately 3.1.

In conclusion, this can be concluded that the country of origin can be promoted by focusing on some criteria of demographic characteristics such as gender, age and monthly income. This can help the marketer to gain high market opportunity in developing their chocolate product strategy.

5. Conclusion

5.1 The answer to the purpose of research

According to the purpose of the research; how the COO affects the attitude of Low involvement product, which is chocolate in Thailand. COO including country of manufacturing and country of the brand.

In term of country of manufacturing, Thai customer stereotype that china have bad image in term of production. So it leads Thai customers to have negative attitudes toward chocolate produced in China, which has low product quality and low price which give negative image to the brand. However Thai customers stereotype that USA and Belgium as good countries in term of production. So chocolate produced from the USA and Belgium gain positive attitude towards product, price and brand.

In term of the country of the brand, Thai customer stereotype that Switzerland has very good country image in term of brand of chocolate. So it leads Thai customer to have positive attitude toward chocolate brand from Switzerland. Among the three countries investigated in this research; USA, England, and Switzerland, Switzerland gained very strong positive attitude towards product, price and brand.

However, the most important factor that affected Thai customer decision making when they choose any chocolate is the taste of the chocolate, package and brand respectively. Moreover, country of manufacturing and country the brand also have effect on purchase decision, but both of them are not the important factors.

5.2 Reflection

According to questionnaires that we have done, the questions in the questionnaires were supported by theories from academic journals. And all data collected from questionnaire will be re-coded in order to record and correct any errors from collection process. After all data are

available, it would be coded in specific research program as SPSS and explore all relevant findings related to the purpose.

5.3 Contribution to practice

The outcome of the research provides benefit to the marketers in the chocolate industry, to understand customer's attitude about country of origin. Since authors have done questionnaire, the result is shown that country of origin have an effect on the attitude of Thai customers. The market should identify the country of origin when they are going to promote the product such as chocolate from Switzerland, which is the country with positive attitude. So marketers should add this detail of positive country of origin to the advertising the products, or attach on the design of package.

5.4 Suggestion for the further research

Low involvement product consists of many kinds of products. However, in this research authors studied only chocolate. It could be a further study on the other products in low involvement such as snakes and food.

Country of origin in this research study concern only 5 countries; China, Switzerland, USA, England and Belgium, so more countries could be also investigated in further study.

In this research the area of study is Thailand, so the same topic could be studied in other countries as well.

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7. Appendix A: Questionnaire (English version)

Dear Participant

The research is being conducted in part fulfillment Master degree of International Marketing program at Mälardalen University, Sweden. This questionnaire is designed to study the influences of Country of origin affecting Thai's consumer attitude toward chocolate product. The information you provide will help better understand perspectives and current ideas of the issues. All data will be confidential. The process of this questionnaire will not be long since it can be completed quickly and easily.

Thank you for your time and cooperation.

Part 1: Introduction

1. Have you ever bought chocolate?

Yes

No (Skip to part 4)

2. When talking about chocolate, which brand comes first to your mind? (Please select only one choice)

3. What chocolate brand(s) have you bought within the last 6 months? (Please write all brand(s) that you can recall during the last 6 months)

4. What is the one chocolate brand you buy most frequently?

5. When you buying chocolate, do you look for information about country?

	Always	Most of the time	Sometime	Rarely	Never
I look for country Production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know where is the brand come from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How would you rate the chocolate brand from the following country?

	Very Good	Good	Neutral	Bad	Very Bad
England	<input type="checkbox"/>				
Switzerland	<input type="checkbox"/>				
USA	<input type="checkbox"/>				

7. How would you rate the chocolate produced in the following country?

	Very Good	Good	Neutral	Bad	Very Bad
China	<input type="checkbox"/>				
Belgium	<input type="checkbox"/>				
USA	<input type="checkbox"/>				

8. How would you rate the chocolate brand in the following?

	Very Good	Good	Neutral	Bad	Very Bad
Hershey	<input type="checkbox"/>				
Cadbury	<input type="checkbox"/>				
Lindt	<input type="checkbox"/>				

Part 2: Country of Manufacture and attitude

9. A Hershey's chocolate bar produced in China, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

10. A Hershey's chocolate bar produced in Belgium, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

11. A Hershey's chocolate bar produced in USA, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

12. A Cadbury chocolate bar produced in China, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				

Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

13. A Cadbury chocolate bar produced in Belgium, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

14. A Cadbury chocolate bar produced in USA, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

15. A Lindt chocolate bar produced in China, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

16. A Lindt chocolate bar produced in Belgium, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

17. A Lindt chocolate bar produced in USA, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

Part 3: Country of the brand and attitude

18. Chocolate brand from England, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

19. Chocolate brand from Switzerland, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

20. Chocolate brand from USA, how would you evaluate the product base on the following attribute?

	Very Good	Good	Neutral	Bad	Very Bad
Taste	<input type="checkbox"/>				
Brand Image	<input type="checkbox"/>				
Price	<input type="checkbox"/>				

21. How important are each of the following attributes to you when choosing chocolate?

	Very Important	Important	Neutral	Not Important	Not Important At ALL
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pack size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manufacturing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Country of the brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 4: Personal Data

Gender

Male

Female

Age

Less than 21 years old

21 - 30 years old

31 - 40 years old

41 - 50 years old

More than 50 years old

Occupation

Student

Owner/proprietor

Employee

Governor's Employee

Retired

Other, Please specify _____

Monthly Income (Personal)

Below 15,000 Baht

15,000-30,000 Baht

30,001-50,000 Baht

50,001-70,000 Baht

More than 70,000 Baht

Appendix B: Questionnaire (Thai version)

แบบสอบถามเรื่องอิทธิพลของประเทศแหล่งกำเนิดมีผลต่อการเลือกซื้อช็อกโกแลต การสำรวจครั้งนี้จัดทำขึ้นเพื่อเป็นส่วนหนึ่งของวิทยานิพนธ์ปริญญาโทด้านการตลาดระหว่างประเทศ ของมหาวิทยาลัยแมลาโคเลน ประเทศสวีเดน

แบบสอบถามได้จัดทำขึ้นเพื่อศึกษาอิทธิพลของประเทศแหล่งกำเนิดมีผลกระทบต่อคนไทยในการเลือกซื้อช็อกโกแลต ผู้จัดทำวิจัยขอเรียนว่าข้อมูลความคิดเห็นของท่านจะมีประโยชน์อย่างยิ่งในการเข้าใจทัศนคติของการเลือกซื้อช็อกโกแลตของคนไทย และข้อมูลนี้จะไม่มีการเปิดเผยและจะถูกนำไปใช้ในการวิเคราะห์เพื่อการศึกษาในด้านการตลาดและสังคมศาสตร์เท่านั้น

ขอบพระคุณที่กรุณาสละเวลาและให้ความร่วมมือ

ส่วนที่1: ข้อมูลทั่วไป

1. คุณเคยซื้อช็อกโกแลตใช้หรือไม่

เคย

ไม่เคย (ข้ามไปส่วนที่5)

2. เมื่อพูดถึง ช็อกโกแลต คุณคิดถึงยี่ห้อใดเป็นอันดับแรก (กรุณาเลือกตอบเพียงข้อเดียว)

3. ภายในช่วงเวลา 6 เดือน คุณได้ซื้อช็อกโกแลตยี่ห้อใดบ้าง (กรุณาเขียนทุกยี่ห้อที่คุณสามารถจำได้)

4. ช็อกโกแลตยี่ห้อไหน ที่คุณชอบมากที่สุด

5. เวลาคุณซื้อช็อกโกแลต คุณดูฉลากเพื่อที่จะรู้ว่าช็อกโกแลต ผลิตที่ประเทศไทย และ คุณรู้หรือไม่ว่า ยี่ห้อของ ช็อกโกแลต ที่คุณซื้อ มี แหล่งกำเนิด มาจากประเทศใด

	สม่ำเสมอ	ส่วนมาก	บางครั้ง	ส่วนน้อย	ไม่เคย
ฉันทูฉลากเพื่อจะรู้ว่า	<input type="checkbox"/>				
ช็อกโกแลตผลิตที่ประเทศไทย					
ฉันรู้ว่ายี่ห้อช็อกโกแลต	<input type="checkbox"/>				
มาจากประเทศไทย					

6. คุณคิดอย่างไรกับยี่ห้อช็อกโกแลตที่มาจากประเทศต่อไปนี้

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
อังกฤษ	<input type="checkbox"/>				
สวิตเซอร์แลนด์	<input type="checkbox"/>				
อเมริกา	<input type="checkbox"/>				

7. คุณคิดอย่างไรกับช็อกโกแลตที่ผลิตจากประเทศต่อไปนี้

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
จีน	<input type="checkbox"/>				
เบลเยียม	<input type="checkbox"/>				
อเมริกา	<input type="checkbox"/>				

8. คุณคิดอย่างไรกับช็อกโกแลตยี่ห้อดังต่อไปนี้

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
Hershey	<input type="checkbox"/>				
Cadbury	<input type="checkbox"/>				
Lindt	<input type="checkbox"/>				

ส่วนที่2: ประเทศที่ตั้งของผู้ผลิต และ ทัศนคติ

9. คุณมีทัศนคติอย่างไรกับ ช็อกโกแลตยี่ห้อ Hershey ที่ผลิตในประเทศจีน

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

10. คุณมีทัศนคติอย่างไรกับช็อกโกแลตยี่ห้อ Hershey ที่ผลิตในประเทศเบลเยียม

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

11. คุณมีทัศนคติอย่างไรกับช็อกโกแลตยี่ห้อ Hershey ที่ผลิตในประเทศอเมริกา

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

12. คุณมีทัศนคติอย่างไรกับ ช็อกโกแลตยี่ห้อ Cadbury ที่ผลิตในประเทศจีน

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

13. คุณมีทัศนคติอย่างไรกับ ช็อกโกแลตยี่ห้อ Cadbury ที่ผลิตในประเทศเบลเยียม

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

14. คุณมีทัศนคติอย่างไรกับ ช็อกโกแลตยี่ห้อ Cadbury ที่ผลิตในประเทศอเมริกา

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

15. คุณมีทัศนคติอย่างไรกับ ช็อกโกแลตยี่ห้อ Lindt ที่ผลิตในประเทศจีน

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

16. คุณมีทัศนคติอย่างไรกับ ช็อกโกแลตยี่ห้อ Lindt ที่ผลิตในประเทศเบลเยียม

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

17. คุณมีทัศนคติอย่างไรกับ ช็อกโกแลตยี่ห้อ Lindt ที่ผลิตในประเทศอเมริกา

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

ส่วนที่3: ประเทศของตราสินค้า และ ทัศนคติ

18. คุณคิดอย่างไรกับยี่ห้อช็อกโกแลตที่ผลิตจากประเทศอังกฤษ

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

19. คุณคิดอย่างไรกับยี่ห้อช็อกโกแลตที่ผลิตจากประเทศสวีเดน

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

20. คุณคิดอย่างไรกับยี่ห้อช็อกโกแลตที่ผลิตจากประเทศอเมริกา

	ดีมาก	ดี	ปานกลาง	ไม่ดี	ไม่ดีมาก
รสชาติ	<input type="checkbox"/>				
ภาพลักษณ์ยี่ห้อ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				

21. ปัจจัยที่มีผลต่อการเลือกซื้อช็อกโกแลต

	สำคัญอย่างยิ่ง	สำคัญ	เฉยๆ	ไม่สำคัญ	ไม่สำคัญอย่างยิ่ง
รสชาติ	<input type="checkbox"/>				
ราคา	<input type="checkbox"/>				
บรรจุภัณฑ์	<input type="checkbox"/>				
ยี่ห้อ	<input type="checkbox"/>				
ขนาดของบรรจุภัณฑ์	<input type="checkbox"/>				
ประเทศที่ผลิตสินค้า	<input type="checkbox"/>				
ประเทศของยี่ห้อนั้น	<input type="checkbox"/>				

ส่วนที่ 4: ข้อมูลส่วนตัว

เพศ

ชาย

หญิง

อายุ

ต่ำกว่า 21 ปี

21-30 ปี

31-40 ปี

41-50 ปี

มากกว่า 50ปี

อาชีพ

นักศึกษา

เจ้าของกิจการ

พนักงานบริษัท

ข้าราชการ

เกษียณ

อื่นๆ โปรดระบุ _____

รายได้ต่อเดือน

ต่ำกว่า 15,000 บาท

15,000 - 30,000 บาท

30,001- 50,000 บาท

50,001 - 70,000 บาท

มากกว่า 70,000 บาท