



**THE FACTORS INFLUENCING CUSTOMER PURCHASING
DECISIONS OF CHINESE TRADITIONAL COSMETIC
PRODUCTS**

ZHEN FENG

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
ACADEMIC YEAR 2024
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ABSTRACT

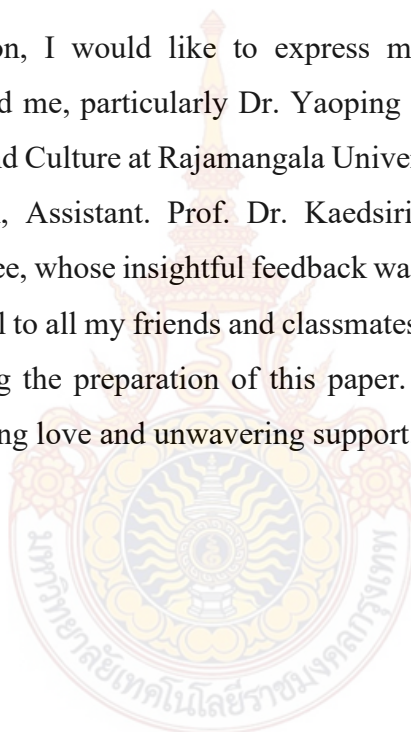
This paper examines the crucial role of integrating demographic factors and cultural characteristics into cross-cultural marketing strategies in China, offering a comprehensive review of current research and highlighting the potential benefits and challenges. The study aims to enhance the understanding of how demographic and cultural factors influence consumer behavior, providing strategic insights into their application in branding, advertising, product packaging, and ethical considerations. The research commences by delineating demographic factors and cultural characteristics, identifying their significance in shaping marketing initiatives. It examines the prevalence of these elements within Chinese society and analyzes their influence on consumer attitudes, perceptions, and purchasing decisions. The paper discusses strategies for effectively incorporating demographic insights and cultural nuances into marketing campaigns. The study presents case studies that exemplify the application of demographic and cultural factors across various marketing contexts, including brand symbolization, cultural festivals, campaigns, and localization tactics for international brands. These cases illustrate the mechanisms by which companies can utilize demographic and cultural elements to distinguish themselves in the marketplace.

Keywords: Demographic Factors, Cultural Characteristics, Cross-cultural Marketing, Consumer Behavior, Strategic Integration

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CHAPTER I

INTRODUCTION

1.1 Background and Statement of the Problem

1.1.1 The Background of the Study

In the era of globalization, the distinctive cultural allure of the Chinese market has captured the interest of enterprises worldwide. The extensive legacy and rich tapestry of Chinese cultural characteristics offer a unique lens for marketing strategies and present boundless opportunities for innovation. As brands navigate the global landscape, they recognize the pivotal role of demographic factors and cultural elements in crafting effective marketing strategies, particularly within China's market, renowned for its profound cultural heritage and consumers' robust cultural identity.

This study, set against the backdrop of globalization and localization, addresses the pivotal question of how to adeptly harness demographic insights and Chinese cultural characteristics to fortify the bond between brands and consumers. It delves into the strategic selection and implementation of artistic elements that can elevate a brand's competitive edge in the Chinese market. By integrating a cross-cultural marketing approach, this in-depth exploration aims not only to bolster a brand's market competitiveness but also to foster cross-cultural dialogue and understanding, thereby contributing to the rich tapestry of the global market's evolution.

The focus on demographic factors provides a nuanced understanding of consumer behavior and preferences. At the same time, cultural characteristics serve as a compass for aligning marketing initiatives with the values and expectations of Chinese consumers. The cross-cultural marketing strategies discussed are designed to resonate with local audiences while appealing to global sensibilities, ensuring that brands can thrive in an increasingly interconnected world.

1.1.2 The Rationale of the Study

This study constructs a comprehensive theoretical framework based on the theories of cultural adaptation, cross-cultural communication, and marketing combination.

1.1.2.1 Cultural Adaptation Theory

The cultural adaptation theory holds that enterprises need to adjust their products and marketing strategies to align with the target market's cultural characteristics to improve market acceptance. This theory emphasizes the importance of cultural sensitivity and adaptability in the process of brand internationalization (Huang, 2021).

1.1.2.2 Cross-cultural Communication Theory

The cross-cultural communication theory further elaborates on the skills of effective communication across different cultural contexts, which are crucial for overcoming cultural barriers and building brand trust (Wu & Li, 2022). In cross-cultural marketing, understanding the communication habits, values, and aesthetic preferences of different cultures is key to developing effective communication strategies.

1.1.2.3 Marketing Combination Theory

The marketing portfolio theory provides a more comprehensive perspective on marketing strategy, product pricing, channels, promotion, people, processes, and physical displays. This theory emphasizes the multidimensionality and systematization of marketing strategy, provides more comprehensive strategic guidance for brands when applying Chinese cultural elements, and ensures the strategy's comprehensiveness and effectiveness (Zhang, 2023).

1.2 Research Questions

This study investigates the impact of integrating demographic factors and cultural characteristics within cross-cultural marketing strategies on consumer decision-making and brand performance in the Chinese market.

The research:

QR1 : To investigate the extent to which demographic factors influence consumer perceptions and preferences for brands that embrace cultural characteristics in their marketing efforts.

QR2 : To analyze the influence of cultural characteristics on consumer decisions when purchasing cosmetics.

QR3 : To analyze the influence of cross-cultural aspects on a consumer

decision when purchasing?

1.3 Research Objectives

The objectives of this study are to provide a comprehensive understanding of the role of demographic factors and cultural characteristics within cross-cultural marketing strategies in the Chinese cosmetics industry. The specific objectives are:

1. To investigate the extent to which demographic factors influence consumer perceptions and preferences for brands that embrace cultural characteristics in their marketing efforts.
2. To analyze the influence of cultural characteristics on consumer decisions when purchasing cosmetics.
3. To analyze the influence of cross-cultural aspects on consumer decisions when purchasing cosmetic products.

1.4 Research Framework

This research explored consumers' decision-making process when purchasing Chinese cosmetics, focusing on the factors that influence their choices. Firstly, the research began with demand identification, exploring how consumers recognize the need for cosmetics. Next, the information search stage analyzed how consumers acquire relevant product information, including brand reputation, product ingredients, and user reviews. Subsequently, the evaluation of the options stage was discussed in detail, examining how consumers weigh the pros and cons of different brands and products when faced with multiple choices.

The role of cultural factors in consumer decision-making was analyzed, focusing on how emotional resonance, brand loyalty, and cultural sensitivity influence purchasing decisions. Finally, the research considered post-purchase behavior, including consumer satisfaction and willingness to purchase again.

By constructing this systematic research framework, this study provides theoretical support and practical guidance for marketing strategies in the Chinese cosmetics market, enhancing the connection between brands and consumers.

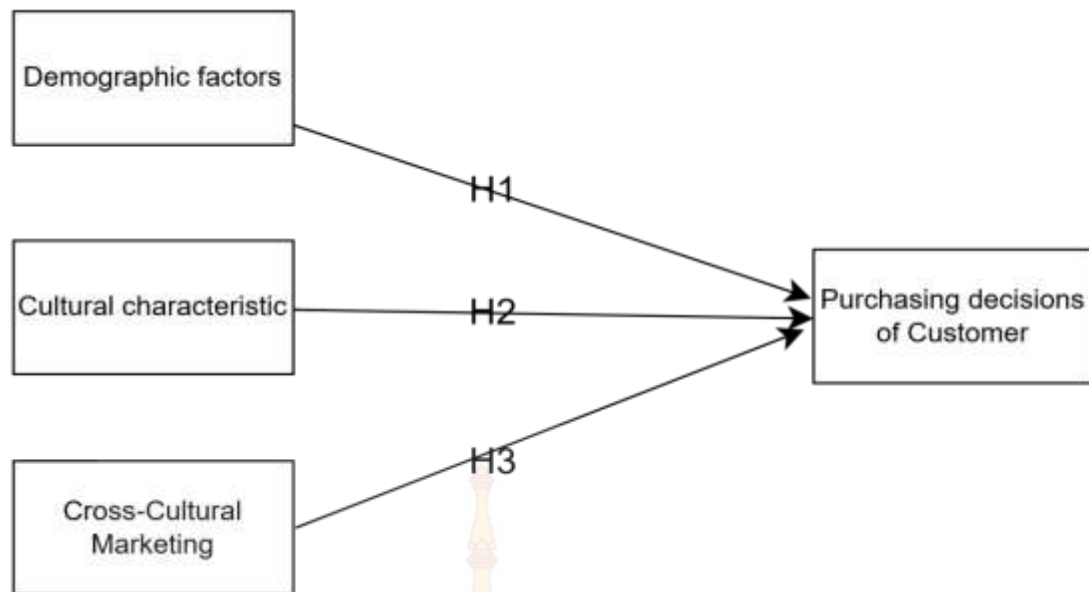


Figure 1.1 Research Framework

1.5 Research Hypotheses

Hypothesis 1: Differences in demographic factors generate differences in consumer decisions when purchasing cosmetic products.

Hypothesis 2: Cultural characteristics influence consumer decisions when purchasing cosmetic products.

Hypothesis 3: Cross-cultural characteristics influence consumer decisions when purchasing cosmetics.

1.6 The Scope and Limitation of the Study

The focus of this study is on the Chinese market, the application of Chinese cultural elements in marketing strategies by enterprises across industries and sizes, and the impact of these applications on brand recognition and consumer behavior.

The limitations of the study are firstly, since the study mainly focuses on the application of Chinese cultural elements in marketing strategies, further research and verification may be needed for the applicability of these strategies in other cultural environments; secondly, the sample selection and data collection methods were limited by time and resources, which means not covering all relevant industries and consumer

groups, thus affecting the universality and comprehensiveness of the study results. Despite these limitations, this study provides valuable insights into the development of marketing strategies through in-depth analysis and integrated methods, particularly in the application of Chinese cultural elements, to offer strategic guidance for brand success in the global market.

1.7 Definitions of Key Terms

1.7.1 Demographics

Demography, the science of the characteristics of a population, number, distribution, structure and change, is essential in the field of brand marketing. It helps brand owners understand the demographic composition of the target market using key indicators such as age, gender, income level, education level, and occupational status. By analyzing these indicators, brands can better identify and define their target consumer groups, enabling more effective market positioning and marketing strategies.

In this study, the application of demographics is not limited to describing basic consumer characteristics; it will also serve as a bridge between consumer behavior and brand marketing strategies. For example, consumers of different ages may have significant differences in their acceptance and preferences of brand information. At the same time, income level and education may influence consumer perceptions of brand value and product characteristics. Brands need to consider these demographic characteristics when designing marketing materials and choosing communication channels to ensure the effective transmission of information and optimal marketing impact.

1.7.2 Cultural Characteristic

Cultural characteristics encompass the unique values, beliefs, customs, and practices that define a society or group. They are the intangible elements that shape individuals' worldviews, behaviors, and preferences within a specific cultural context. In marketing, cultural characteristics are vital because they influence consumer perceptions, decision-making processes, and brand interactions.

This study considered cultural characteristics as a fundamental aspect of cross-cultural marketing strategies, particularly in the Chinese market. By integrating

cultural characteristics into marketing initiatives, brands can create a deeper connection with consumers, reflect their identity, and enhance brand appeal. The effective use of cultural characteristics can manifest in various marketing elements, such as brand storytelling, visual imagery, product design, and communication campaigns, all aligned with the target audience's cultural norms and expectations.

Understanding cultural characteristics helps navigate the nuances of the Chinese market, where local tastes and preferences can vary significantly from global trends. It enables marketers to avoid cultural missteps and fosters the development of authentic, respectful, and meaningful brand messaging that resonates with Chinese consumers. In summary, cultural characteristics are pivotal in crafting marketing strategies that are not only effective but also respectful and inclusive of China's rich cultural diversity.

1.7.3 Cross-Cultural Marketing

Cross-cultural marketing is an approach that recognizes and adapts to cultural differences among consumers across regions and communities. It is a strategic orientation where marketers develop and implement campaigns that are sensitive to the cultural characteristics and demographic factors of their target audiences.

In this study, cross-cultural marketing is defined as the process of designing marketing strategies that transcend cultural boundaries to engage diverse consumer groups effectively. This involves a deep understanding of the cultural nuances, values, and behaviors that are prevalent in the Chinese market, as well as the ability to integrate these elements in a way that is both respectful and appealing.

Cross-cultural marketing aims to create brand messaging and positioning that resonate with consumers, regardless of their cultural background, by acknowledging and embracing cultural diversity. It requires marketers to be agile and innovative, able to adjust their strategies to align with local tastes while maintaining the brand's global identity.

Key components of effective cross-cultural marketing strategies that influence customer purchasing decisions include: Demographic and Cultural Sensitivity: Tailoring marketing communications to resonate with the target audience's demographics and cultural values, ensuring messages are both relevant and respectful. Symbolic Integration: Incorporating cultural symbols and narratives into marketing

materials to create an emotional connection with consumers, reflecting an understanding of local meanings and traditions. Customized Marketing Mix: Adapting the marketing mix—considering the 4Ps and potentially the extended—to align with the preferences, expectations, and purchasing power of the local demographic and cultural context.

Ethical Marketing Practices: Designing campaigns that are culturally aware and ethically sound, avoiding any misrepresentation or offense that could negatively impact the customer's purchasing decisions and brand perception.

By focusing on cross-cultural marketing, this study seeks to provide insights into how brands can successfully navigate the complexities of the global marketplace, with a specific focus on the Chinese market, and build strong, lasting relationships with consumers from different cultural backgrounds.

1.7.4 Purchasing Decisions

Purchasing decisions encompass the complex, multifaceted journey consumers navigate when selecting, acquiring, and using products or services to fulfill their specific needs and desires. This process is a critical area of focus for marketers, as it directly impacts sales, customer satisfaction, and brand loyalty.

A variety of internal and external factors influence customers' purchasing decisions. Personal attributes, tastes, preferences, and lifestyle choices play a significant role, as do external influences like cultural norms, social interactions, and marketing efforts.

This study delved into purchasing decisions in the Chinese market, examining the impact of demographic factors and cultural characteristics on consumer behavior. It is essential to recognize that these decisions are not made in isolation—they are shaped by the interplay among individual needs, societal values, and brands' marketing strategies.

1.8 The Benefits of the Study

In the context of globalization, an in-depth discussion of the application of Chinese cultural elements in marketing strategies can not only deepen theoretical research but also provide practical guidance for marketing practice, promote cross-

cultural exchanges, and enhance the brand's competitiveness in the global market.

Through this study, marketers will receive practical guidance on creatively applying cultural elements to marketing strategies to maximize brand value and improve consumer satisfaction, while advancing relevant theories and innovations. In a globalized yet localized market environment, brands are facing unprecedented challenges and opportunities. By examining in depth the role of Chinese cultural elements in marketing strategies, this study provides strategic guidance for brands, helping them build brand consistency across international markets and local cultures. That is to build a brand image that combines local characteristics with a global vision.

This not only deepens the connection between the brand and consumers but also fosters cross-cultural communication and understanding, promotes diversified market development, and provides new ideas and directions for global brand expansion. In the context of globalization and localization, brands need to gain deeper insight into the cultural characteristics of different markets, build emotional ties with consumers through cultural adaptation and cross-cultural communication, and enhance the brand's global competitiveness and market performance.

Through empirical analysis and strategic guidance, this research provides brands with the key insights needed throughout the process and facilitates a successful journey in the global market. In a market environment where globalization and localization coexist, through in-depth research and application of Chinese cultural elements, brands not only improve their competitiveness in the global market but also promote cross-cultural exchanges and understanding, promote the diversified development of the global market, and contribute to the construction of a more inclusive and understood world.

CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

2.1.1 Demographics

Demographics, as the scientific discipline that delves into the quantification, distribution, structural composition, and dynamics of human populations, is of paramount significance in brand marketing. It offers invaluable insights into the composition of target markets, including age, gender, income levels, educational attainment, and occupational status (Liu, 2020). By analyzing these parameters, brand owners gain insight into their intended consumer segments, enabling them to articulate precise market positioning and devise tailored marketing strategies.

2.1.1.1 Gender

Gender may influence consumer behavior, including product preferences, shopping habits, and information-seeking behaviors. Brands often tailor their marketing messages and product offerings to appeal to specific gender groups (Witek, 2020).

2.1.1.2 Age

Age is often a crucial factor influencing consumer behavior and preferences. As people age, their needs, interests, and priorities change, leading to shifts in purchasing patterns and product preferences (Zhang, 2020).

2.1.1.3 Educational Background

Educational background significantly shapes an individual's worldview, values, and decision-making processes, including those related to consumption. Highly educated, wealthy consumers tend to have different tastes and preferences, seeking out unique, high-quality, and more expensive products (Zhao Ziniu, 2024).

2.1.1.4 Income per Month

Monthly income may determine an individual's purchasing power and the types of products they can afford (Ma, 2024). High-income consumers may be more willing to pay premium prices for luxury or high-quality goods, while low-income consumers prioritize value and affordability.

2.1.1.5 Occupational Status

Occupational status reflects a person's social and economic position, which can influence their lifestyle, values, and consumer choices. Brands targeting specific professions often emphasize product features that cater to the unique needs and interests of those groups (Xie, 2022).

2.1.2 Cultural Characteristic

Cultural characteristics are the defining traits, values, and practices that shape the identity and behavior of individuals within a specific cultural group. In marketing, understanding cultural characteristics is essential for creating strategies that resonate with consumers and facilitate successful brand engagement (Guo, 2021).

2.1.2.1 Value Systems

Value systems within cultural characteristics refer to the core beliefs and guiding principles that are shared and transmitted among members of a society or group (Wu, 2023). These values affect consumer attitudes, preferences, and behaviors, making them a critical consideration for marketers.

Value systems serve as underlying determinants of consumer behavior, shaping what consumers consider necessary when making choices. For instance, if a culture highly values sustainability, eco-friendly products are likely to be more appealing to consumers from that culture. Marketers must identify and understand these value systems to create products and marketing messages that align with the consumers' intrinsic beliefs and motivations.

The acceptance and success of a brand in a new market depend on its congruence with the local value system. Brands that can demonstrate alignment with values such as honesty, quality, or community, for example, are more likely to be embraced by local consumers. This alignment is not only about product attributes but also about how brands position themselves and communicate their ethos, which should resonate with the target audience's cultural values.

When crafting marketing communication, understanding value systems helps develop messages that are not only culturally appropriate but also persuasive. For example, if a culture places a high value on family and togetherness, marketing campaigns that highlight these themes are likely to be more effective. The language, visuals, and narratives in marketing materials should reflect an understanding and

respect for the target culture's values to build trust and emotional connections with consumers.

Value systems are the bedrock of cultural characteristics, offering marketers a roadmap to navigate the complexities of consumer behavior across cultures. By integrating these value systems into marketing strategies, brands can create more meaningful and impactful connections with consumers, leading to greater brand loyalty and market success.

2.1.2.2 Symbolic Meaning

In delving into the symbolic meaning of cultural characteristics, it becomes evident that a culture's essence is encapsulated in its symbols and narratives. These symbols serve as more than mere visual representations; they embody shared history, values, and beliefs that resonate deeply with individuals within a culture. For marketers, understanding this symbolic landscape is crucial, as it provides a pathway to create brand messaging that is not only culturally congruent but also emotionally engaging (Qu, 2022).

By weaving these symbols into brand stories, marketers can evoke a sense of familiarity and pride among consumers, thereby significantly enhancing brand recognition and loyalty. Moreover, strategically using cultural symbols in marketing materials can demonstrate a brand's commitment to and respect for local culture, fostering a positive brand image and deepening consumer relationships. A nuanced understanding of symbolic meanings enables the crafting of marketing campaigns that are both aesthetically appealing and emotionally resonant, ultimately contributing to a brand's success in a culturally diverse marketplace.

2.1.2.3 Cultural Adaptation

Cultural adaptation in marketing is the process by which brands adjust their strategies and offerings to align with the cultural norms, values, and expectations of a target audience (Sun, 2024). This approach is not just about translating messages; it is about transforming them to make sense in a new cultural milieu.

When brands engage in cultural adaptation, they demonstrate an understanding of the subtleties that define consumer behavior in different cultural contexts. This involves a thorough analysis of the local culture to identify elements that can be integrated into product design, marketing communications, and brand

positioning. A product that is successful in one market may need to be reformulated or repackaged to meet the tastes, preferences, and regulatory requirements of another. Cultural adaptation also extends to the way brands interact with consumers. This can include using local languages in advertising, incorporating cultural references and customs into marketing campaigns, and leveraging local marketing channels most relevant to consumers.

By doing so, brands can create a sense of proximity and relatability, which is instrumental in building trust and fostering long-term relationships with consumers. Moreover, cultural adaptation is a dynamic process that requires ongoing attention and adjustment. As cultures evolve and new trends emerge, brands must be agile and responsive to maintain cultural relevance (Yao, 2024).

This commitment to cultural adaptation not only helps brands avoid missteps that alienate consumers but also positions them as global citizens who appreciate and respect cultural diversity. In essence, cultural adaptation is a strategic imperative for brands operating in multicultural markets. It enables them to connect with consumers, creating brand experiences that are both authentic and meaningful. Through this process, brands can effectively navigate the complexities of the global marketplace and achieve sustainable success.

2.1.3 Cross-Cultural Marketing

2.1.3.1 Cultural Sensitivity

Cultural sensitivity in cross-cultural marketing is paramount, referring to marketers' ability to be aware of, respect, and adapt to their target audience's cultural norms, values, and practices. With the ongoing globalization, enterprises and organizations around the world are increasingly active in international markets and expanding their business scope. The era of globalization has brought opportunities for enterprises, but also great challenges. Intercultural management, as an essential management approach, is the key to successfully addressing these challenges (Xu, 2024). It involves recognizing and honoring the diversity in behaviors, beliefs, and communication styles that come with different cultural backgrounds. Marketers who practice cultural sensitivity are better positioned to avoid misinterpretations and cultural faux pas that could harm brand perception. By being culturally sensitive, brands can create more effective marketing campaigns that resonate with consumers, leading to

stronger connections and greater acceptance in diverse markets.

2.1.3.2 Localization of Strategy

Localization of strategy in cross-cultural marketing involves tailoring marketing approaches to the local context, ensuring the brand's message, product offering, and communication style are relevant and appealing to the specific cultural environment. This involves tailoring the marketing mix—product design, pricing, promotion, and distribution—to meet local preferences and expectations. Effective localization demonstrates a brand's commitment to understanding and serving the unique needs of its international consumers, which can lead to increased market penetration and customer loyalty (Yu, 2018).

2.1.3.3 Global vs. Local Branding

Global versus local branding in cross-cultural marketing is about striking a balance between maintaining a brand's international identity and adapting its image to local cultural contexts. It is the art of global consistency that assures the brand is recognized worldwide while allowing local customization that makes it feel at home in each market (Nasir, 2024). This approach acknowledges that what works in one cultural setting may not resonate in another, and it leverages the universal appeal of the brand's core values while celebrating the uniqueness of local cultures. Successfully navigating the global versus local branding spectrum can lead to a stronger brand presence that is both globally competitive and locally relevant.

2.1.4 Purchasing Decisions and Cognitive Processing

Cognitive Processing in the context of purchasing decisions is the mental effort consumers exert to evaluate information and make choices. It encompasses how individuals attend to, comprehend, and ultimately decide on the various options available to them. This process is central to understanding how consumers navigate the decision-making journey, from recognizing a need to selecting the most suitable product (Suo, 2024).

Effective marketing strategies aim to reduce this cognitive load by clearly communicating a product's value proposition, making it easier for consumers to process information and lean towards a purchase. By aligning marketing communications with the cognitive processing styles of the target audience, brands facilitate smoother decision-making paths that lead to increased customer conversions.

The influence of social networks on purchasing decisions is strong, as these networks serve as critical sources of information and validation for consumers. Word-of-mouth recommendations from peers, online reviews, and social media endorsements all play a significant role in shaping consumer perceptions and choices (Paz, 2024). The social proof from these networks can often be more persuasive than direct marketing messages, as consumers tend to trust the experiences and opinions of others. This dynamic underscores the importance of building strong brand communities and leveraging social media platforms to engage with consumers and foster positive brand advocacy. By harnessing the power of social networks, marketers can effectively enhance brand credibility and influence purchasing decisions in ways that feel authentic and relatable to the audience.

Post-purchase evaluation is the phase in which consumers assess a product or service's performance against their expectations after the transaction is complete. This reflection is pivotal because it determines satisfaction levels and influences future purchasing behavior. If the product meets or exceeds expectations, it can lead to brand loyalty and positive word of mouth. Conversely, if the product falls short, it may lead to dissatisfaction and damage the brand's reputation. Effective post-purchase customer service and support are essential components of this phase, as they can mitigate negative experiences and reinforce positive ones (Ashqui, 2022). Marketers must pay attention to customer feedback during this stage to continually improve products and services, ensuring ongoing customer satisfaction and fostering long-term relationships.

2.2 Related Studies

2.2.1 Demographics

Demographics, the science that studies population characteristics, is valuable in the field of brand marketing. Previous studies have shown that accurate market positioning is the key to brand success and that the marketing mix is an important tool for achieving it (Zhang, 2020).

2.2.2 Cultural Characteristic

Cultural characteristics have long been a focal point for researchers in

marketing, particularly as globalization has increased the need to understand diverse consumer behaviors across different cultural landscapes (Yi, 2021). Studies have consistently highlighted the impact of cultural values and norms on consumer perceptions, decision-making processes, and brand interactions.

One strand of research emphasizes the role of cultural dimensions as proposed by Hofstede: individualism versus collectivism, power versus distance, masculinity versus femininity, uncertainty avoidance, long-term versus short-term orientation, and indulgence versus restraint. These dimensions help classify cultures and predict value systems, which, in turn, influence consumer reactions to marketing stimuli (Yang, 2022).

Another area of research delves into the symbolic meanings inherent in cultural elements, exploring how brands can effectively incorporate these symbols into their marketing strategies to resonate with consumers on a deeper level. This includes the use of culturally significant colors, icons, and narratives that evoke positive emotional responses and strengthen brand recall (Trotter & Tian, 2023).

There is a body of work examining cultural adaptation, investigating how global brands can successfully localize their offerings to meet the needs and preferences of local consumers (Trotter & Guang, 2020). This research underscores the importance of understanding local customs, tastes, and regulatory environments to create products and marketing messages that are culturally relevant and appealing.

Overall, the literature on cultural characteristics in marketing highlights the complexity and richness of cultural influences on consumer behavior (Dan, 2023). It provides a robust framework for marketers to navigate the global marketplace, emphasizing the need for cultural intelligence and sensitivity in crafting effective marketing strategies that connect with diverse audiences.

2.2.3 Cross-Cultural Marketing

Cross-cultural marketing has emerged as an area of study within the marketing discipline, reflecting the growing recognition of the importance of cultural sensitivity in global business strategies (Zhang, 2023). Researchers have explored various facets of cross-cultural marketing to understand how brands can effectively operate and succeed in diverse cultural environments.

A significant focus of this research is the adaptation of marketing strategies

to align with the cultural norms and values of different societies (Li, 2023). Scholars have examined how global brands tailor their products, communications, and distribution channels to meet local expectations without compromising their core brand identity.

Another key area of investigation is the role of cultural intelligence in cross-cultural marketing efforts (Wang & Wu, 2023). Studies have sought to identify the competencies and knowledge marketers need to navigate cultural differences and build rapport with consumers from diverse cultural backgrounds.

Additionally, cross-cultural marketing research has explored the impact of cultural differences on consumer decision-making (Zhao, 2022). This includes examining how cultural variables influence product preferences, brand perceptions, and purchase behaviors, and how marketers can leverage this understanding to enhance their marketing initiatives.

The body of research also addresses the challenges and best practices of cross-cultural advertising, examining how to create content that is both universally appealing and culturally appropriate. It discusses the use of humor, storytelling, and other creative elements that can resonate across cultures while avoiding potential pitfalls of cultural misinterpretation.

Cross-cultural marketing research provides valuable insights into the complexities of marketing to global audiences (Beter, 2023). It emphasizes the need for a nuanced approach that respects and leverages cultural diversity, offering guidance for brands seeking to expand their reach and relevance in an increasingly interconnected world.

2.2.4 Decision to Purchase

When consumers are faced with a dazzling array of goods and services, the multi-layered, intricate decision to purchase has become the focus of research by marketing practitioners (Wenshi, 2021). Choice directly affects business sales, customer satisfaction and brand loyalty.

Inherent characteristics of individuals, such as tastes, preferences and lifestyle choices, play a role in shaping purchasing behavior and should not be underestimated. At the same time, external factors such as cultural framework, community interaction and marketing activities also play a decisive role in this process.

This exploration, focusing on the Chinese market, examines consumers' decision-making behavior and provides an in-depth analysis of the significant impact of demographic and cultural characteristics on their consumption choices (Huang, 2021).

Crucially, consumer choices do not occur independently, but are the product of multiple forces. Businesses engage in dynamic interactions among individual needs, social values, and marketing strategies.

2.3 General Background of Companies in the Chinese Cosmetic Market

Table 2.1 Demographic Distribution of Responding Companies in the Chinese Cosmetics Market

Industry	Sample	Number of Responding Companies (N)	% of Sample
Traditional Cosmetics	200	120	60%
Skincare & Personal Care	150	95	63.3%
Herbal & Natural Products	100	70	70%
Luxury Beauty	300	180	60%
Organic & Eco-friendly	250	140	56%
Direct Sales	175	105	60%
Online Retail	400	220	55%
Pharmaceutical	125	60	48%
Total	1,500	845	56.3%

Table 2.1. Companies that responded to the survey in the Chinese cosmetics market. The response rate for each industry was calculated as a percentage

of the total sample size.

The Traditional Cosmetics sector demonstrates a 60% response rate, indicating a relatively high level of engagement with the research. Similarly, the Luxury Beauty sector mirrors this response rate, suggesting that companies in these traditional market segments are actively participating and open to sharing insights. The Herbal & Natural Products sector shows a robust 70% response rate, reflecting strong interest in the topic among companies specializing in these products. This high response rate could also indicate growing consumer demand for natural and herbal cosmetics. The Skincare & Personal Care sector exhibits a slightly higher response rate of 63.3%, which may be attributed to its broad consumer base and the competitive nature of the market, prompting companies to stay informed and engaged through market research. The response rate for the Organic & Eco-friendly sector stands at 56%, which, while slightly lower than the aforementioned industries, still indicates significant interest and participation. The Direct Sales and Online Retail sectors both show a 60% response rate, suggesting that companies in these distribution-focused industries are equally invested in understanding consumer behavior and market trends. The Pharmaceutical industry has a lower response rate of 48%, which could be due to a narrower focus on cosmetics within this sector or to greater confidentiality and regulatory constraints.

In aggregate, the total response rate across all sectors was 56.3%, which provides a substantial and representative dataset for the study. This level of participation is considered healthy for market research and indicates a good representation of the market's diversity.

The data in Table 2.1 were crucial for understanding engagement levels across various segments of the cosmetics market and for conducting a statistically robust analysis. The response rates were instrumental in gauging the representativeness of the findings and identifying potential biases or areas requiring further investigation.

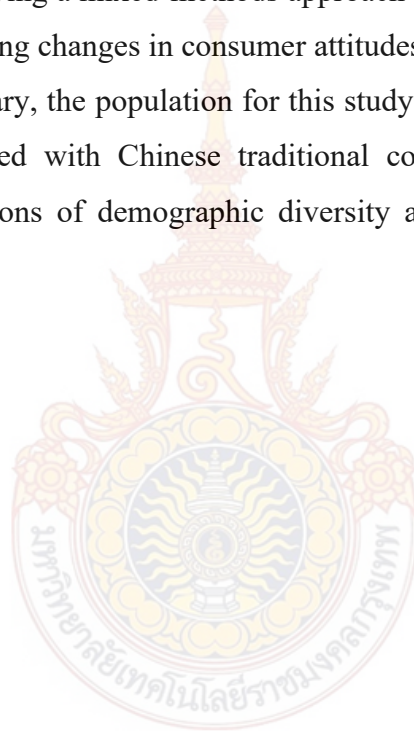
Given the vastness of the Chinese market and the impossibility of reaching every consumer, the population is treated as infinite for this research. This assumption allows the application of statistical methods suitable for large populations while acknowledging the practical limitations of data collection.

The consumers within this population are characterized by their age, gender, educational background, income level, and occupational status. These

characteristics were presumed to influence their perceptions, preferences, and purchasing behaviors regarding Chinese traditional cosmetics. Additionally, their cultural characteristics, such as value systems, symbolic meanings, and levels of cultural adaptation, are considered crucial in shaping their responses to cross-cultural marketing strategies.

The study also considers the dynamic nature of the population, recognizing that consumer preferences and behaviors evolve in response to shifts in cultural trends, economic conditions, and individual experiences. This understanding underscores the importance of employing a mixed-methods approach that can capture both the current state and the underlying changes in consumer attitudes and actions.

In summary, the population for this study is conceptualized as the totality of consumers engaged with Chinese traditional cosmetic products, reflecting the multifaceted dimensions of demographic diversity and cultural richness within the Chinese market.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The study employed a mixed-methods research design, combining quantitative and qualitative analyses to examine how demographic profiles, cultural nuances, and cross-cultural marketing tactics influence consumer choices in the Chinese cosmetics industry. Quantitative analysis used structured questionnaires to gauge consumer perceptions, preferences, and behaviors regarding branding that integrates cultural aspects. This approach enabled the statistical exploration of relationships between consumer demographic profiles and their reactions to marketing strategies that span cultural boundaries. Qualitative analysis focused on the intricacies of consumer experiences and attitudes, facilitated by interviews with industry experts, consumer focus groups, and an examination of marketing content. These approaches uncovered the layered impact of cross-cultural marketing tactics on consumer sentiment and decision-making processes.

The mixed-methods approach was selected for its capacity to enhance the study's comprehensiveness and depth. It ensured that the extensive reach of quantitative data was enriched by the detailed context provided by qualitative insights, offering a multi-dimensional view of the research subject. This design was anchored in the theoretical constructs of consumer behavior and cross-cultural marketing, ensuring the research is not only academically rigorous but also innovative. By merging empirical evidence with theoretical insights, the study laid the foundation for developing marketing strategies attuned to the demographic and cultural intricacies of the Chinese cosmetics market.

3.2 Research Samples

3.2.1 Population

The population for this study comprised consumers of Chinese traditional cosmetic products with diverse demographics and cultural backgrounds. This group encompassed a wide range of individuals who have a vested interest in, or have made

purchases from, companies marketing these products within China. The study aimed to capture a diverse spectrum of this population to ensure that the findings are representative and applicable to the broader market. The research concentrated on three distinct cohorts: young adults, who are typically more attuned to modern marketing trends; middle-aged consumers, who may have established brand loyalties; and retirees, who bring a perspective of life-long consumption habits and changing needs.

Each of these groups was examined for demographic factors, cultural characteristics, and their interaction with cross-cultural marketing strategies. This population is infinite.

3.2.2 Samples

According to Yamane (1967), for a 95% confidence level and an infinite population, the sample size is 403 units.

3.2.3 Sampling Methods

This study employed Convenience Sampling. This method not only ensured the diversity and representativeness of the samples but also provided a solid foundation for the reliability of data analysis and conclusions.

3.3 Data Collection

Data for this study were collected through an online survey. The questionnaire was designed to gather information on Demographic factors, cultural characteristics, cross-cultural marketing, and Consumer decisions when purchasing Traditional Chinese cosmetic products. The "WeChat" online survey platform was used. Potential participants accessed the survey via a web link or other convenient online methods, allowing respondents to complete the questionnaire electronically.

3.4 Research Instrument

This study used a questionnaire to explore the relationships among demographic factors, cultural characteristics, cross-cultural marketing, and consumers' decisions to purchase traditional Chinese cosmetic products.

This study employed a questionnaire. A questionnaire is a research method

in which researchers utilize controlled scales to investigate issues and acquire reliable information. The process involved constructing the questionnaire and distributing and collecting it through web links. The questionnaire comprised 4 sections: Demographic (part 1), cultural characteristics (part 2), cross-cultural marketing (part 3), consumers' decision to purchase traditional Chinese cosmetics products (part 4). The details of the questionnaires are shown in Appendix 1.

3.5 Content Validity and Reliability

3.5.1 Content Validity

The questionnaire's validity was tested using IOC (Item-Objective Congruence). Content validity was examined by three experts, university professors from three different colleges. Experts were required to rate the questionnaire as follows.

+1 The question is consistent with the measurement objective.

0 Not sure that the question is consistent with the measurement objective.

-1 The question is not consistent with the measurement objective.

Calculated the IOC index according to the formulas of Rovinelli and Hambleton (1977) :

$$IOC = \Sigma R/N$$

ΣR = total rating score from all experts for each question

N = number of experts

If the calculated IOC index was greater than or equal to 0.5, it was considered in accordance with the research objectives. Therefore, the questions were chosen. If any question did not meet the 0.5 criterion and was necessary to use, it was revised according to expert advice. The IOC results are shown in Appendix 2.

3.5.2 Reliability

Before the formal distribution of the questionnaire, a reliability test was conducted with 30 participants to assess its consistency and stability. Cronbach's alpha coefficient was calculated to evaluate the internal consistency of the scales. According to Hair et al. (2010), a Cronbach's alpha value above 0.70 indicates acceptable reliability. The details of this reliability test are accepted.

3.6 Data Analysis

Descriptive statistics and inferential statistics were applied in this study. The details of which are as follows.

3.6.1 Descriptive Statistics

In this study, absolute and percent frequencies were used to present the demographic factors. To analyze data on Demographic factors, Cultural characteristics, Cross-Cultural Marketing, and consumer decisions when purchasing Chinese traditional cosmetics, the absolute frequency, percent frequency, arithmetic mean, and standard deviation were used.

For the arithmetic mean, the results obtained from Demographic factors, cultural characteristics, cross-cultural marketing, and Consumer decision in purchasing Chinese traditional cosmetic products are not exactly equal to the discrete numbers (1, 2, 3, 4) as classified in the questionnaires. It was calculated as a continuous number with a decimal, to be interpreted in relation to the objectives of the questionnaires. According to Best (1970), the criteria for interpreting these means are as follows.

The arithmetic mean 1.00 – 1.50 strongly disagree

The arithmetic mean 1.51 – 2.50 disagree

The arithmetic mean 2.51 – 3.50 neutral

The arithmetic mean 3.51 – 4.50 agree

The arithmetic mean 4.51 – 5.00 strongly agree

To calculate the mean of the continuous data, there was no gap between the upper-class limit of the first class and the lower limit of the second class. That is, the upper-class limit of the first class should be the same number as the lower limit of the disagree level.

3.6.2 Inferential Statistics

H1: Demographic Factors generate differences in consumers' decisions to purchase traditional Chinese cosmetics products.

-An independent samples t-test was used for Gender.

-One-way ANOVA was applied for Age, Educational Background, Gender, Income per Month, and Occupational Status.

H2: Cultural characteristics positively influence consumers' decisions to purchase traditional Chinese cosmetics products.

-Multiple Linear Regression Analysis was applied.

H3: Cross-Cultural Marketing positively influences consumers' decisions to purchase traditional Chinese cosmetics products.

-Multiple Linear Regression Analysis was applied.



CHAPTER IV

ANALYSIS RESULTS

The methodological approach of this study, as described in Chapter 3, successfully ensured the validity and reliability of the initial questionnaire, and 403 completed forms were collected. Subsequent data processing and analysis were divided into descriptive and inferential statistical checks, using precision analysis software.

This chapter describes the distribution pattern of the data set and the features of the central descriptive statistics section: absolute and percentage frequencies, means, and standard deviations. This study used single-sample t tests and independent-samples t tests to assess differences between demographic groups, used one-way ANOVA to analyze variance among categorical variables, and used multiple linear regression to assess predictive relationships. Each statistical tool was carefully selected to align with the research objectives and to facilitate a comprehensive exploration of the factors influencing consumers' purchasing decisions for traditional Chinese cosmetics.

4.1 Research Finding (The Descriptive Statistics)

4.1.1 Demographic Factors

One-Factor Analysis

Table 4.1 The Frequency and Percent Frequency, Demographic Factor

Demographic Factor	Classification	Frequency	%Frequency
Gender	Male	211	52.36
	Female	192	47.64
Age	18-35	109	27.05
	36-55	161	39.95
	above 56	133	33.00
Educational Background	High School	61	15.14
	Diploma/Certificate	119	29.53
	Bachelor's Degree	107	26.55
	Master's Degree	70	17.37
	Doctoral Degree	46	11.41
Income per Month	Under 6,000 RMB	83	20.60
	6,000-8,000RMB	77	19.11

Demographic Factor	Classification	Frequency	%Frequency
Occupational Status	8,001-10,000RMB	121	30.02
	10,001-12,000RMB	90	22.33
	Above 12000RMB	32	7.94
	Student	69	17.12
	Office Worker	167	41.44
	Freelancer	71	17.62
	Self-employed	47	11.66
	Retired	18	4.47
	Others	31	7.69
Total		403	100.00

The sample consisted of 403 respondents, with a slightly higher proportion of male participants (n = 211, 52.36%) than female participants (n = 192, 47.64%).

The respondents were divided into three age groups. The largest group was those aged 36-55 years (n = 161, 39.95 %), followed by participants aged 18-35 years (n = 109, 27.05 %). The remaining respondents were aged 56 or older (n = 133, 33.00%).

The educational backgrounds were diverse, with the largest proportion holding diplomas or certificates (n = 119, 29.53%), followed by high school graduates (n = 61, 15.14%) and bachelor's degree holders (n = 107, 26.55%). A smaller percentage held a master's degree (n = 70, 17.37%) or doctoral degree (n = 46, 11.41%).

The income levels were divided into five categories, with the highest proportion earning between RMB8001 and RMB10,000 (n =121, 30.02 %), followed by those earning less than RMB6,000 (n =83, 20.60 %) and RMB10,001-RMB12,000 (n =90, 22.33 %), and those earning between RMB6,000-RMB8,000 (n =77. 19.11%) and more than 12,000 yuan (n =32, 7.94%).

Occupational status was divided into five categories, with office workers (n = 167, 41.44%) being the most numerous, followed by freelancers (n = 71, 17.62%) and students (n = 69, 17.12%). Self-employed persons accounted for 11.66 % (n = 47), while retired persons and other professionals accounted for 4.47 % (n = 18) and 7.69 % (n = 31), respectively.

The demographic data show a diverse sample with a balanced gender distribution, a higher proportion of middle-aged respondents, and varying levels of education, income, and occupational status, providing a solid foundation for analyzing

the factors influencing consumers' purchasing decisions for traditional Chinese cosmetics.

Two Factor Analysis

Table 4.2a The Frequency and Percent Frequency by Gender and Age

Gender	Age			Total
	18-35	36-55	Above 56	
Male	53 13.15%	94 23.33%	64 15.88%	211 52.36%
Female	56 13.90%	67 16.63%	69 17.12%	192 47.64%
Total	109 27.05%	161 39.95%	133 33.00%	403 100.00%

Among male respondents (n = 211, 52.36%), the majority were aged 36-55 (n = 94, 23.33%), followed by those aged 56 or older (n = 64, 15.88%). The smallest group of males was in the 18-35 age group (n = 53, 13.15 %). Female respondents (n = 192, 47.64%) were relatively evenly distributed across the three age groups, with a slight predominance in the 56+ group (n = 69, 17.12%). This was followed by the 36-55 age group (n = 67, 16.63%) and the 18-35 age group (n = 56, 13.90%).

The results of the study show that male respondents were concentrated in the middle age group (36-55 years), while female respondents were relatively evenly distributed across all age groups.

Table 4.2b The Frequency and Percent Frequency by Gender and Educational Background

Gender	Educational Background					Total
	High School	Diploma / Certificate	Bachelor's Degree	Master's Degree	Doctoral Degree	
Male	31 7.69%	67 16.63%	57 14.14%	29 7.20%	27 6.70%	211 52.36%
Female	30 7.44%	52 12.90%	50 12.41%	41 10.17%	19 4.71%	192 47.64%
Total	61 15.14%	119 29.53%	107 26.55%	70 17.37%	46 1.41%	403 100.00%

Among male respondents (n =211, 52.36 %), the largest percentage (n =67, 16.63 %) had a college degree or higher, followed by those with a bachelor's degree (n =57, 14.14 %), and fewer with a high school degree or higher (n =31, 7.69 %), a master's degree (n =29, 7.20 %) and a doctoral degree (n =27, 6.70%) were less.

For female respondents (n =192, 47.64%), the distribution was slightly more even. The largest number of respondents had a diploma or certificate (n = 52, 12.90%), followed by those with a bachelor's degree (n = 50, 12.41%). The number of high school graduates was 7.44% (n = 30), while the numbers with a master's degree (n = 41, 10.17%) and a doctoral degree (n = 19, 4.71%) were lower.

The analyses showed that male respondents were slightly more represented in the diploma or certificate and doctoral degree categories, while female respondents were more represented in the master's degree category.

Table 4.2c The Frequency and Percent Frequency by Gender and Income per Month

Gender	Income per Month					Total
	Under 6,000 RMB	6,000-8,000 RMB	8,001-10,000 RMB	10,001-12,000 RMB	Above 12000 RMB	
Male	42 10.42%	39 9.68%	67 16.63%	49 12.16%	14 3.47%	211 52.36%
Female	41 10.17%	38 9.43%	54 13.40%	41 10.17%	18 4.47%	192 47.64%
Total	83 20.60%	77 19.11%	121 30.02%	90 22.33%	32 7.94%	403 100.00%

Among male respondents (n=211, 52.36%), the largest percentage (n=67, 16.63%) had a monthly income of 8001-10000 RMB, followed by 10001-12000 RMB (n=49, 12.16%). The proportions of those with a monthly income of less than RMB 6,000 (n=42, 10.42%) and between RMB 6,000 and 8,000 (n=39, 9.68%) were also small. The smallest percentage of respondents had a monthly income of RMB12,000 or more (n=14, 3.47%).

Female respondents (n=192, 47.64%) showed a similar trend, with the highest percentage earning between 8001-10,000 RMB (n=54, 13.40%), followed by those earning between 10,001-12,000 RMB (n=41, 10.17%), and those earning less

than 6,000 RMB (n=41, 10.17%), between RMB6000-8000 (n=38,9.43%), and the least between RMB12000 and above (n=18, 4.47%).

The analyses showed that both male and female respondents mainly belonged to the middle-income bracket, especially the RMB 8,001-10,000 group. Except for the highest income group (above RMB 12,000), the proportion of male respondents was slightly higher in all income brackets, while the proportion of female respondents was slightly lower.

Table 4.2 The Frequency and Percentage by Gender and Occupational Status

Gender	Occupational Status						Total
	Student	Office Worker	Freelancer	Self-employed	Retired	Others	
Male	36 8.93%	88 21.84%	40 9.93%	24 5.96%	7 1.74%	16 3.97%	211 52.36%
Female	33 8.19%	79 19.60%	31 7.69%	23 5.71%	11 2.73%	15 3.72%	192 47.64%
total	69 17.12%	167 41.44%	71 17.62%	47 11.66%	18 4.47%	31 7.69%	403 100.00%

Among male respondents (n=211, 52.36 %), the largest group was office workers (n=88, 21.84 %), followed by students (n=36, 8.93 %) and freelancers (n=40, 9.93 %). Self-employed persons accounted for 5.96 % (n=24), while retirees (n=7, 1.74 %) and other professionals (n=16, 3.97 %) accounted for a smaller proportion.

Female respondents (n=192, 47.64 %) were also dominated by office workers (n=79, 19.60 %), followed by freelancers (n=31, 7.69 %) and students (n=33, 8.19 %). The self-employed category accounted for 5.71% of the female respondents (n=23), while retirees (n=11, 2.73%) and other occupations (n=15, 3.72%) accounted for the smallest proportions.

The analyses show that office workers dominate both the male and the female groups. The proportion of male respondents was slightly higher across most occupational groups, whereas the proportion of females was slightly higher among retirees and other occupations.

Table 4.3 Descriptive Statistics of Cultural Characteristics

	Mean	SD	Meaning	Ranking
Value Systems	3.4417	.86585	Neutral	2
Symbolic Meaning	3.4392	.93742	Neutral	3
Cultural Adaptation	3.4988	.90706	Neutral	1
Cultural Characteristic	3.4144	.90575	Neutral	

Table 4.3 Most respondents chose 'neutral', with an overall average score of 3.4144, indicating that they did not have a strong inclination or attitude towards the issue. Among the components, cultural adaptation ranked highest (M = 3.4988), followed by value systems (M = 3.4417) and symbolic meaning (M = 3.4392).

Table 4.4 Descriptive Statistics of Cross-Cultural Marketing

	Mean	SD	Meaning	Ranking
Cultural Sensitivity	3.4144	.90575	Neutral	3
Localization of Strategy	3.4739	.92300	Neutral	1
Global vs Local Branding	3.4541	.93561	Neutral	2
Cultural Characteristic	3.4566	.82858	Neutral	

Table 4.4 Most respondents chose 'neutral', with an overall average score of 3.4566, indicating that they did not have a strong preference or attitude towards the issue. Among the components, strategy localization ranked highest (M = 3.4739), followed by global vs. local branding (M = 3.4541) and cultural sensitivity (M = 3.4144).

Table 4.5 Descriptive Statistics of Purchasing Decisions of Customers

	Mean	SD	Meaning
Purchasing Decisions of the Customer	3.5186	.93390	Agree

Table 4.5 indicates that customer purchasing decisions received a mean score of 3.5186 and a standard deviation of 0.93390, indicating agreement among respondents.

4.2 Hypothesis Testing Result (The Inferential Statistics)

4.2.1 Demographic Factors Generate Differences in Consumer Decisions When Purchasing Cosmetic Products

(1) Differences in Gender Generate Differences in consumer decisions in purchasing

Intention

$H_0: \mu_1 = \mu_2$

$H_a: \mu_1 \neq \mu_2$

Table 4.6 The Independent Samples t-test of the Gender Factor

Factor	Gender		Mean	SD	<i>t</i>	<i>df</i>	<i>p</i>
Purchasing Decisions of the Customer	Male	11	3.5972	.88036	1.7654	401	.078
	Female	92	3.4323	.98449			

Table 4.6 presents the results of the independent-samples t-test examining the influence of gender on purchasing decisions. Male respondents (Mean = 3.5972, SD = 0.88036) showed slightly higher agreement than female respondents (Mean = 3.4323, SD = 0.98449). However, the t-test results ($t = 1.7654$, $df = 401$, $p = 0.078$) indicate that this difference is not statistically significant at the 0.05 level. This means there is no significant difference in the customer's purchasing decisions.

(2) Age generates differences in consumer decisions in purchasing Intention

$H_0: \mu_1 = \mu_2 = \mu_3$

$H_a: \mu_i \neq \mu_j$ for at least one pair where $i \neq j$

Table 4.7 The One-Way ANOVA of Age

	SS	<i>df</i>	MS	F	<i>p</i>
Between Groups	.944	2	.472	.540	.583
Within Groups	349.667	400	.874		
Total	350.610	402			

Table 4.7 summarizes the results of a one-way ANOVA conducted to evaluate the impact of age on purchasing decisions. The analysis reveals that the between-groups sum of squares is 0.944, with a mean square of 0.472, while the within-groups sum of squares is 349.667, with a mean square of 0.874.

The F-statistic is 0.540, and the p-value is 0.583, indicating that differences in purchasing decisions across age groups are not statistically significant at the 0.05 level.

(3) Differences in Educational Background Generate Differences in consumer decision in purchasing Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_a: \mu_i \neq \mu_j \text{ for at least one pair where } i \neq j$$

Table 4.8 The One-way ANOVA of Educational Background

	SS	df	MS	F	p
Between Groups	1.744	4	.436	.497	.738
Within Groups	348.866	398	.877		
Total	350.610	402			

Table 4.8 summarizes the results of a one-way ANOVA conducted to evaluate the impact of educational background on purchasing decisions. The analysis reveals that the between-groups sum of squares is 1.744, with a mean square of 0.436, while the within-groups sum of squares is 348.866, with a mean square of 0.877.

The F-statistic is 0.497, and the p-value is 0.738, indicating that differences in purchasing decisions across educational background groups are not statistically significant at the 0.05 level.

(4) Differences in Income per Month Generate Differences in consumer decision in purchasing Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$

$$H_a: \mu_i \neq \mu_j \text{ for at least one pair where } i \neq j$$

Table 4.9 The One-way ANOVA of Income per Month

	SS	df	MS	F	p
Between Groups	1.744	4	.436	.497	.738
Within Groups	348.866	398	.877		
Total	350.610	402			

Table 4.9 summarizes the results of a one-way ANOVA conducted to assess the impact of monthly income on purchasing decisions. The analysis reveals that the between-groups sum of squares is 1.744, with a mean square of 0.436, while the within-groups sum of squares is 348.866, with a mean square of 0.877.

The F-statistic is 0.497, and the p-value is 0.738, indicating that differences in purchasing decisions across income groups are not statistically significant at the 0.05 level.

(5) Differences in Occupational Status Generate Differences in consumer decision in purchasing Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5 = \mu_6$$

$$H_a: \mu_i \neq \mu_j \text{ for at least one pair where } i \neq j$$

Table 4.10 The One-way ANOVA of Occupational Status

	SS	df	MS	F	p
Between Groups	2.702	5	.540	.617	.687
Within Groups	347.908	397	.876		
Total	350.610	402			

Table 4.10 summarizes the results of a one-way ANOVA conducted to evaluate the impact of occupational status on purchasing decisions. The analysis reveals that the between-groups sum of squares is 2.702, with a mean square of 0.540, while the within-groups sum of squares is 347.908, with a mean square of 0.876.

The F-statistic is 0.617, and the p-value is 0.687, indicating that differences in purchasing decisions across occupational status groups are not statistically significant at the 0.05 level.

4.2.2: Cultural Characteristics' Influence on Consumer Decisions to Purchase Cosmetic Products

Table 4.11 Summary of the Model of Cultural Characteristics Influencing Purchasing Decisions of Customers

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
3	.719 ^c	.516	.513	.6518503

c. Predictors: (Constant), Cultural Adaptation, Symbolic Meaning, Value Systems

Table 4.11 summarizes the multiple regression model analyzing the influence of cultural characteristics on customers' purchasing decisions. The model indicates an R-value of 0.719, suggesting a strong positive relationship between cultural characteristics and purchasing decisions. The R-squared value is 0.516, meaning that 51.6% of the variance in purchasing decisions is explained by the predictors: cultural adaptation, symbolic meaning, and value systems. The adjusted R-squared is 0.513, accounting for model complexity, with a standard error of the estimate at 0.6518503, indicating the average deviation of observed values from the predicted values.

These results demonstrate that cultural characteristics significantly contribute to explaining customers' purchasing behavior.

Table 4.12 The Multiple Linear Regression Coefficients for the Influence of Cultural Characteristics on Purchasing Decisions of Customers

Model	Coefficient				t	p
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	.583	.147			3.974	<.001*
Value Systems	.253	.054	.234		4.713	<.001*
Symbolic Meaning	.284	.049	.285		5.817	<.001*
Cultural Adaptation	.312	.052	.303		6.049	<.001*

a. Dependent Variable: Purchasing Decisions of Customer

Equation2 :

$$Y=0.583 + 0.253X_1 + 0.284 X_2 + 0.312 X_3$$

$$= (0.000*) (0.000*) (0.000*) (0.000*)$$

For

Y= Purchasing Decisions of Customer

X₁= Value Systems, X₂= Symbolic Meaning, X₃= Cultural Adaptation

Table 4.12 demonstrates the influence of cultural characteristics on purchasing decisions using multiple linear regression. All predictors, including value systems (Beta = 0.234, $p < 0.001$), symbolic meaning (Beta = 0.285, $p < 0.001$), and cultural adaptation (Beta = 0.303, $p < 0.001$), show significant positive effects on purchasing decisions, with cultural adaptation having the strongest impact. The constant (B = 0.583, $p < 0.001$) represents the baseline level of purchasing decisions. These findings highlight the critical role of cultural adaptation, symbolic meaning, and value systems in shaping customer purchasing behavior.

4.2.3 Cross-cultural Characteristics' Influence on Consumer Decision to Purchase Cosmetic Products

Table 4.13 Summary of the Model of Cross-Cultural Marketing Influences Purchasing Decisions of Customers

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
3	.736 ^c	.541	.538	.6348403

c. Predictors: (Constant), Localization of Strategy, Global vs Local Branding, Cultural Sensitivity

Table 4.13 summarizes the multiple regression model analyzing the influence of cross-cultural marketing on customers' purchasing decisions. The model demonstrates an R-value of 0.736, indicating a strong positive relationship between cross-cultural marketing and purchasing decisions. The R Square value is 0.541, indicating that 54.1% of the variance in purchasing decisions is explained by the predictors, including strategy localization, global versus local branding, and cultural sensitivity. The adjusted R-squared is 0.538, accounting for model complexity, and the standard error of the estimate is 0.6348403, reflecting the average deviation between observed and predicted values. These results suggest that cross-cultural marketing significantly influences purchasing decisions.

Table 4.14 The Multiple Linear Regression Coefficients for the Influence of Cross-Cultural Marketing on Purchasing Decisions of Customers

Model	Coefficient		T	p-value	
	Unstandardized Coefficients				Standardized Coefficients Beta
	B	Std. Error			
(Constant)	.536	.142	3.771	<.001*	
Cultural Sensitivity	.209	.047	.203	<.001*	
Localization of Strategy	.374	.048	.370	<.001*	
Global vs Local Branding	.280	.044	.281	<.001*	

a. Dependent Variable: Purchasing Decisions of Customer

Equation3:

$$Y = 0.536 + 0.209X_1 + 0.374X_2 + 0.280X_3$$

$$= (0.000^*) (0.000^*) (0.000^*) (0.000^*)$$

For

Y= Purchasing Decisions of Customer

X1= Cultural Sensitivity, X2= Localization of Strategy, X3= Global vs Local Branding

Table 4.14 presents the influence of cross-cultural marketing factors on purchasing decisions, as determined through multiple regression analysis. Localization of strategy has the most substantial impact (Beta = 0.370, $p < 0.001$), followed by global versus local branding (Beta = 0.281, $p < 0.001$) and cultural sensitivity (Beta = 0.203, $p < 0.001$). The constant (B = 0.536, $p < 0.001$) represents the baseline level of purchasing decisions. These findings emphasize the critical role of tailoring strategies to local markets, balancing global and local branding, and ensuring cultural sensitivity in driving customer purchasing behavior.

Table 4.15 Summary Result on Hypothesis 1

Demographic	Purchasing Decisions of the Customer
Gender	0.078
Age	0.583
Educational Background	0.738
Income per Month	0.738
Occupational Status	0.687

- The mean difference has a significant value of more than 0.05.

√ The mean difference has a significant value less than the level of 0.05.

Table 4.15 summarizes the results of hypothesis testing on the influence of demographic factors on purchasing decisions. The analysis reveals that gender ($t = 1.7654$, $p = 0.078$), age ($F = 0.540$, $p = 0.583$), educational background ($F = 0.497$, $p = 0.738$), income per month ($F = 0.497$, $p = 0.738$), and occupational status ($F = 0.617$, $p = 0.687$) all have significance values greater than 0.05. were found to have no significant influence on customer purchasing decisions.

Table 4.16 Summary Result on Hypothesis 2

Cultural Characteristics	Purchasing Decisions of the Customer
Value Systems	0.001*
Symbolic Meaning	0.001*
Cultural Adaptation	0.001*

- The mean difference has a significant value of more than 0.05.

√ The mean difference has a significant value less than the level of 0.05.

Table 4.16 summarizes the results of hypothesis testing on the influence of cultural characteristics on purchasing decisions. All three cultural characteristics demonstrate statistically significant impacts, with value systems (Beta = 0.234, $t = 4.713$, $p < 0.001$), symbolic meaning (Beta = 0.285, $t = 5.817$, $p < 0.001$), and cultural adaptation (Beta = 0.303, $t = 6.049$, $p < 0.001$). Among these, cultural adaptation has the strongest influence. These findings show a significant influence on customers' purchasing decisions.

Table 4.17 Summary Result on Hypothesis 3

Cross-Cultural Marketing	Purchasing Decisions of the Customer
Cultural Sensitivity	0.001*
Localization of Strategy	0.001*
Global vs Local Branding	0.001*

- The mean difference has a significant value of more than 0.05.

√ The mean difference has a significant value less than the level of 0.05.

Table 4.17 summarizes the results of hypothesis testing on the influence of cross-cultural marketing factors on purchasing decisions. All three factors show statistically significant impacts, with cultural sensitivity (Beta = 0.203, $t = 4.454$, $p < 0.001$), localization of strategy (Beta = 0.370, $t = 7.736$, $p < 0.001$), and global versus local branding (Beta = 0.281, $t = 6.326$, $p < 0.001$). Among these, the localization of strategy has the strongest influence. These results show that all have a significant influence on customers' purchasing decisions.

Table 4.18 The Summary Results of Hypothesis Testing

	Not Reject H₀	Reject H₀
Hypothesis 1		
Gender		√
Age		√
Educational Background		√
Income per Month		√
Occupational Status		√
Hypothesis 2		
Value Systems	√	
Symbolic Meaning	√	
Cultural Adaptation	√	
Hypothesis 3		
Cultural Sensitivity	√	
Localization of Strategy	√	
Global vs Local Branding	√	

CHAPTER V

CONCLUSION

5.1 Conclusion

5.1.1 Demographic Factors

The hypothesis testing results indicated that demographic factors, gender ($t = 1.7654$, $p = 0.078$), age ($F = 0.540$, $p = 0.583$), educational background ($F = 0.497$, $p = 0.738$), income per month ($F = 0.497$, $p = 0.738$), and occupational status ($F = 0.617$, $p = 0.687$), had no statistically significant impact on purchasing decisions. These findings suggest that demographic factors do not determine purchasing behavior for traditional Chinese cosmetic products.

5.1.2 Cultural Characteristics

Cultural characteristics emerged as significant determinants of purchasing decisions. Value systems (Beta = 0.234, $t = 4.713$, $p < 0.001$), symbolic meaning (Beta = 0.285, $t = 5.817$, $p < 0.001$), and cultural adaptation (Beta = 0.303, $t = 6.049$, $p < 0.001$) all demonstrated positive and statistically significant effects. Among these, cultural adaptation had the greatest influence, underscoring the need for businesses to align their products with local cultural norms and preferences to appeal to consumers effectively.

5.1.3 Cross-Cultural Marketing

Cross-cultural marketing strategies also showed a significant impact on purchasing decisions. Cultural sensitivity (Beta = 0.203, $t = 4.454$, $p < 0.001$), localization of strategy (Beta = 0.370, $t = 7.736$, $p < 0.001$), and global versus local branding (Beta = 0.281, $t = 6.326$, $p < 0.001$) were all found to positively influence purchasing behaviors, with localization of strategy being the most influential factor. These findings emphasize the importance of tailoring marketing strategies to local markets while maintaining a balance between global branding consistency and local cultural relevance.

5.2 Discussion

5.2.1 Demographic Factors

In this study, the relationship between demographic factors (such as age, gender, education level, etc.) and the study variables was analyzed, and the results showed that demographic factors had no significant impact on the hypothetical variables ($p > 0.05$). *This suggests that the data do not support the assumed role of demographic factors.* The possible reasons include: the homogeneity of the study subjects is high, and the differences in population factors are not sufficient to have a significant impact on the results; the study variables were less dependent on external population factors. The sample size or distribution may limit the ability to achieve statistical significance. Although demographic factors did not significantly influence the study hypothesis, this result has important implications for further understanding the independence and mechanisms of the study variables. This suggests that research may need to focus on other, more influential factors than demographic characteristics.

5.2.2 Cultural Characteristics

Demonstrated positive and statistically significant effects in this study. These findings are consistent with Hofstede's cultural dimensions framework, which links value systems and consumer reactions to marketing stimuli (Yang, 2022).

The role of symbolic meaning aligns with research emphasizing the use of culturally significant elements such as colors, icons, and narratives to evoke emotional responses and enhance brand recall (Trotter & Guang, 2023). Similarly, the significance of cultural adaptation supports studies that highlight the need for global brands to localize offerings to meet local consumer preferences and cultural norms (Trotter & Guang, 2020). This underscores the necessity for businesses to integrate cultural intelligence into their strategies to effectively connect with diverse audiences and achieve sustainable success in the global marketplace.

These findings highlight the critical role of cultural characteristics in influencing purchasing decisions, with cultural adaptation emerging as the strongest predictor. They provide actionable insights for marketers aiming to design culturally resonant products and campaigns that align with the complex interplay of global and local cultural dynamics.

5.2.3 Cross-Cultural Marketing

The importance of localization aligns with research showing that global brands can adapt their products, communications, and distribution channels to meet local cultural norms without compromising their core brand identity (Li, 2023). Similarly, the significant role of global versus local branding supports studies that emphasize the need for balancing global consistency with local relevance to appeal to diverse consumer bases (Wang & Wu, 2023). These findings also align with Zhao's (2022) research, which underscores how cultural differences influence product preferences, brand perceptions, and purchasing behaviors.

The role of cultural sensitivity aligns with the literature, which identifies cultural intelligence as a key competency for navigating cultural differences and fostering consumer trust (Wang & Wu, 2023). Additionally, this study reinforces findings on cross-cultural advertising practices, highlighting the value of creative elements such as storytelling and humor in resonating with culturally diverse audiences while avoiding misinterpretations (Beter, 2023).

5.3 Implication for Practice

5.3.1 Cultural Characteristics

The findings on cultural characteristics provide actionable insights for businesses aiming to enhance consumer engagement and purchasing decisions.

Businesses should align their brand values with consumer expectations, emphasizing commitments to social welfare, environmental sustainability, and ethical practices. For instance, demonstrating a commitment to community support and shared responsibility can foster a strong emotional connection with consumers. Marketing efforts should also incorporate cultural narratives that resonate with traditional Chinese values and highlight the brand's focus on quality and craftsmanship, aligning with consumer appreciation for excellence.

Incorporating symbolic elements into product designs and marketing strategies can significantly enhance consumer appeal. Brands should use traditional Chinese symbols, auspicious motifs, and culturally meaningful color schemes to evoke a sense of cultural identity and pride. Additionally, the inclusion of cultural narratives

in storytelling and packaging can increase relatability and make products more desirable, particularly as gifts, by fostering a deeper emotional connection with consumers.

Successful cultural adaptation requires integrating local cultural elements into products and marketing strategies without compromising global brand identity. Businesses should tailor their offerings to align with local cultural preferences, customize marketing strategies to reflect Chinese tastes, and ensure advertisements consider local cultural nuances. Efforts to adapt services to meet Chinese consumer expectations further demonstrate respect for local values and enhance brand authenticity.

By addressing these practical considerations, businesses can leverage cultural characteristics to create products and marketing strategies that resonate with consumers and drive conversions. The findings on cross-cultural marketing highlight actionable strategies for businesses to enhance their engagement with Chinese consumers.

5.3.2 Cross-Cultural Marketing

Businesses should prioritize cultural sensitivity in their marketing strategies by avoiding stereotypes and respecting local customs and traditions. Conducting thorough research into Chinese cultural contexts before launching products can demonstrate genuine understanding and respect. Marketing campaigns should navigate cultural nuances with precision and inclusivity, ensuring that advertisements are considerate of China's unique cultural environment. Such efforts can build trust and strengthen the emotional connection with consumers.

5.4 Recommendations for Future Research

The results of this study provide an opportunity for further research to deepen the understanding of the factors that influence the purchasing decisions of traditional Chinese cosmetics consumers. These recommendations stem from the limitations and scope of this study and are intended to guide the advancement of knowledge in this field.

First, future research could extend the study of cultural characteristics and

cross-cultural marketing strategies to other regions outside of China. This will provide comparative insights into how acculturation, symbolism, and value systems influence purchasing decisions in different cultural contexts. Such studies can enhance the generality of findings and provide a global perspective on the interaction between cultural characteristics and marketing strategies.

This study primarily uses quantitative methods, which can be complemented in the future with qualitative methods, such as in-depth interviews and focus groups, to gain a deeper understanding of consumers' motivations, attitudes, and perceptions. Exploring how individuals interpret and respond to cultural and cross-cultural marketing elements can deepen understanding of consumer behavior and inform more nuanced strategies.

Finally, this study focuses on demographic factors, cultural characteristics, and cross-cultural marketing strategies; future studies can incorporate additional variables to provide a more in-depth analysis, such as psychological factors, social influences, and economic conditions. This will provide a more complete understanding of the complex interplay of factors that influence consumer decisions.

5.5 Limitations of the Study

While this study provides valuable insights into the factors that influence the purchasing decisions of consumers of traditional cosmetics in China, certain limitations must be acknowledged. These limitations highlight areas where future research could address potential gaps or improve research methods and scope.

First, the representativeness of the sample in this study is limited. This study focuses solely on the Chinese market, providing insights into Chinese cultural characteristics and consumer behavior. While this focus provides depth, it limits the applicability of the findings to other cultural or geographic contexts. No cross-cultural comparisons were made, leaving the opportunity for future research to explore how these factors differ across markets.

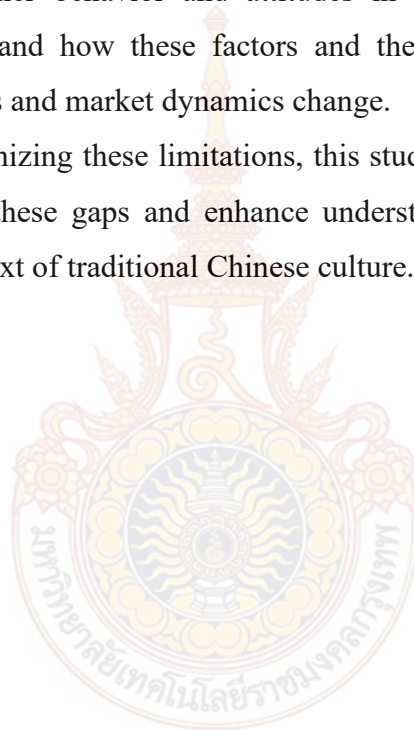
Second, this study relies on quantitative methods to provide statistical evidence but does not delve into consumers' subjective experiences or motivations. Qualitative methods (such as interviews or focus groups) can be added to complement

research findings by providing richer, more targeted insights into consumer attitudes and perceptions.

Third, this study focuses only on specific variables. Demographic factors, cultural characteristics, and cross-cultural marketing strategies were examined, but other potential variables, such as psychological factors, social influences, and digital marketing trends, were not considered. Excluding these variables may limit the comprehensiveness of the findings.

Finally, this study is time-limited and intended as a cross-sectional study that captures consumer behavior and attitudes in 2024. Longitudinal studies are necessary to understand how these factors and their effects evolve, especially as consumer preferences and market dynamics change.

By recognizing these limitations, this study lays the foundation for future research to address these gaps and enhance understanding of customer purchasing decisions in the context of traditional Chinese culture.



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APPENDICES

QUESTIONNAIRE

This questionnaire is part of a thesis for a Master's Degree at the University. All questionnaires will remain private and confidential, for academic purposes only.

Part1: Demographic factors

第一部分:人口因素

Demographic Profile of Respondent

您的个人基本情况:

1.Gender 您的性别?

- 1.Male(男性)
 2.Female(女性)

2.Age 您的年龄?

- 1.18-35 (18-35岁)
 2.36-55 (36-55岁)
 3.Above 56 (56岁及以上)

3.Educational Background 您的教育背景?

- 1.High School(高中)
 2.Diploma/Certificate(大专)
 3.Bachelor's Degree(本科)
 4.Master's Degree(硕士研究生)
 5.Doctoral Degree(博士研究生)

4. Income per Month (RMB 1:5 Thai Baht) 您每月净收入?

- 1.Under 6,000 RMB (少于 6000 元人民币)
 2.6,000-8,000RMB (6000至8000人民币之间)
 3.8,001-10,000RMB (8001至10000人民币之间)
 4.10,001-12,000RMB (10001至12000人民币之间)
 5.Above 12000RMB (多于12000人民币)

5. Occupational Status 职业状况 ?

1. Student (学生)
2. Office Worker (企业员工)
3. Freelancer (自由职业者)
4. Self-employed (个体工商户/创业者)
5. Retired (退休)
6. Others (其他)

Part2: Cultural characteristic

第二部分：文化特性

Please choose only one scale for each statement that best describes your opinion and feelings about cultural characteristics in the Chinese modern Florasis, based on your personal experiences. Please mark (√) the best suitable answer in the space provided next to the statement.

中文译:请根据您的个人经验, 在每一个陈述中选择一个最能描述您对花西子文化特性”的看法和感受的量表。请选择最恰当描述您情况的选项, 并在该选项处打勾。

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

6. Value Systems 价值系统		1	2	3	4	5
1	The brand's commitment to social welfare aligns with my value system that emphasizes community support and shared responsibility. 品牌对社会福利的承诺与我强调社区支持和共同责任的价值体系相一致。					
2	The product's eco-friendliness reflects my values regarding environmental sustainability and respect for nature. 产品的环保特性反映了我对环境可持续性和自然尊重的价值观。					
3	The company's ethical standards resonate with my belief in honesty and integrity in business practices. 公司道德标准与我信仰的商业实践中的诚实和正直相呼应。					
4	The cultural narratives in the brand's marketing communicate a deep understanding of traditional Chinese values. 品牌营销中的文化叙事传达了对中国传统价值观的深刻理解。					

6. Value Systems价值系统		1	2	3	4	5
5	The brand's emphasis on quality and craftsmanship mirrors my appreciation for excellence and attention to detail. 品牌对质量和工艺的强调反映了我对卓越和注重细节的赞赏。					

7. Symbolic Meaning象征性含义		1	2	3	4	5
1	The use of traditional Chinese symbols in the product design makes me feel a strong connection to my cultural heritage. 产品设计中使用中国传统符号让我感受到与自己文化遗产的强烈联系。					
2	The brand's color schemes evoke a sense of cultural identity and pride. 品牌选择的色彩方案唤起了一种文化认同感和自豪感。					
3	I appreciate the way the brand incorporates auspicious symbols to convey positive wishes and meanings. 我欣赏品牌整合吉祥符号来传达积极祝愿和意义的方式。					
4	The brand's use of cultural motifs in packaging enhances the product's appeal and makes it a desirable gift. 品牌在包装中使用文化图案增强了产品的吸引力，使其成为一个令人向往的礼物。					
5	The inclusion of cultural narratives in the brand's storytelling makes the brand more relatable and authentic to me. 品牌在其故事叙述中包含文化叙事，使品牌对我个人而言更具亲和力和真实性。					

8. Cultural Adaptation文化适应		1	2	3	4	5
1	The brand's adaptation of its products to local cultural preferences shows respect for my cultural values. 品牌将其产品适应当地文化偏好，显示出对我的文化价值观的尊重。					
2	I feel that the brand successfully integrates Chinese cultural elements without compromising its global identity. 我认为品牌在不损害其全球身份的情况下成功地整合了中国文化元素。					
3	The customization of the brand's marketing strategies for the Chinese market reflects an understanding of local tastes. 品牌为中国市场定制的营销策略反映了对当地口味的理解。					
4	The brand's consideration of local cultural nuances in its advertising makes the messages more relatable to me. 品牌在其广告中考虑到当地文化细微差别，使信息对我个人更具相关性。					
5	I appreciate the brand's efforts to adapt its services to meet the expectations of Chinese consumers. 我欣赏品牌努力调整其服务以满足中国消费者的期望。					

Part3: Cross-Cultural Marketing

第三部分：跨文化营销

Please choose only one scale for each statement that best describes your opinion and feelings about Cross-Cultural Marketing in the Chinese modern Florasis, based on your personal experiences. Please mark (√) in the most suitable answer in the space provided next to the statement.

中文译:请根据您的个人经验, 在每一个陈述中选择一个最能描述您对花西子跨文化营销”的看法和感受的量表。请选择最恰当描述您情况的选项, 并在该选项处打勾。

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

9. Cultural Sensitivity 文化敏感性		1	2	3	4	5
1	The brand demonstrates cultural sensitivity by avoiding stereotypes in its marketing campaigns. 品牌在其营销活动中避免使用刻板印象, 表现出文化敏感性。					
2	I appreciate the brand's research into Chinese customs and traditions before launching products in the market. 我欣赏品牌在市场推出产品前对中国习俗和传统的研究。					
3	The brand's respect for cultural diversity is evident in its inclusive marketing strategies. 品牌对其包容性营销策略中体现的对文化多样性的尊重。					
4	The brand effectively navigates cultural nuances in its communication with Chinese consumers. 品牌在与中国消费者沟通时有效地把握了文化细微差别。					
5	I feel that the brand's advertising is considerate of China's cultural context. 我认为品牌的广告考虑了中国的文化内涵。					

10. Localization of Strategy 策略本土化		1	2	3	4	5
1	The brand's product offerings are tailored to meet the specific tastes and preferences of Chinese consumers. 品牌的产品提供针对中国消费者的特定口味和偏好进行了定制。					
2	I have noticed the brand's successful adaptation of its global products to local market needs. 我注意到品牌成功地将其全球产品适应到本地市场的需求。					
3	The brand's marketing messages are effectively localized, resonating with my cultural identity. 品牌的营销信息经过有效的本土化，与我的文化身份产生共鸣。					
4	The brand's understanding of local trends is reflected in its product development strategies 品牌对本地趋势的理解反映在其产品开发策略中。					
5	I appreciate the brand's efforts to localize its packaging to align with Chinese aesthetic standards. 我欣赏品牌努力本土化其包装以符合中国美学标准。					

11. Global vs. Local Branding (Balance) 全球品牌vs本地品牌		1	2	3	4	5
1	The brand maintains a global presence while adapting its image to local Chinese culture, which I find appealing. 品牌在保持全球形象的同时适应中国本土文化，这让我觉得很有吸引力。					
2	I appreciate how the brand incorporates Chinese elements into its global marketing strategy. 我欣赏品牌如何将其全球营销策略中融入中国元素。					
3	The brand's global reputation is enhanced by its local customizations in the Chinese market. 品牌在中国市场的本土化定制提升了其全球声誉。					
4	I feel the brand's products are well-integrated into Chinese culture without losing their international flair. 我觉得品牌的产品很好地融入了中国文化，同时没有失去其国际风格。					
5	The brand's global advertising campaigns are effectively localized to resonate with Chinese consumers. 品牌全球的广告活动有效地本地化，与中国消费者产生共鸣。					

Part4: Purchasing decisions of the Customer

第四部分：顾客的购买决策

Please choose only one scale for each statement that best describes your opinion and feelings about Chinese traditional cosmetic products in the Chinese modern Florasis, based on your personal experiences. Please tick marking (√) the best suitable answer in the space provided next to the statement.

中文译:请根据您的个人经验，在每一个陈述中选择一个最能描述您对中国化妆品花西子的看法和感受的量表。请选择最恰当描述您情况的选项，并在该选项处打勾。

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

Purchasing Decisions of Customer		1	2	3	4	5
1	The design contains the quintessence of China, the brand keeps the ancient square, transparent production, health, and wisdom, and encourages me to choose traditional beauty makeup 设计蕴国粹，品牌守古方，透明生产，健康智慧，共促我选传统美妆。					
2	Friends push net red, social praise, brand heat, new product trend, together plastic my traditional culture beauty makeup consumption 友推网红，社交好评，品牌热度，新品趋势，共塑我传统文化美妆消费。					
3	Post-purchase evaluation of quality, utility, service impact on repurchase and recommendation 购后评质量、效用，服务影响回购与推荐。					
4	Customized marketing strategies can have an impact on consumer acceptance and brand loyalty. 定制营销策略可以对消费者接受度和品牌忠诚度产生影响					
5	Cultural symbols have an impact on brand memory and recognition 文化符号对品牌记忆和识别度有影响					

THANK YOU FOR YOUR COOPERATION