

การวิเคราะห์เส้นทางเพื่อศึกษาอิทธิพลของประเทศต้นกำเนิดสินค้าและคุณค่าของ ตราสินค้าต่อความตั้งใจซื้ออุปกรณ์มวยไทย

Path Analysis to Study Impacts of Country of Origin and Brand Equity towards Buying Intention in Thai Boxing Equipment

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บทคัดย่อ

การศึกษาเชิงประจักษ์นี้มีวัตถุประสงค์เพื่อค้นหาความสัมพันธ์ทั้งทางตรงและทางอ้อมของปัจจัย ประเทศต้นกำเนิดและคุณค่าของตราสินค้าที่มีต่อความตั้งใจซื้อโดยใช้สถิติทดสอบการวิเคราะห์เส้นทาง การวิจัยครั้งนี้ได้ทำการศึกษาในเมืองกวางโจว ประเทศจีน โดยใช้แบบสอบถามกับสมาชิกโรงยิมมวยจำนวน 526 คน โดยใช้การสุ่มตัวอย่างแบบแบ่งชั้นภูมิ จากที่ได้ตั้งสมมติฐานผลการวิจัยพบว่าการรับรู้ตราสินค้า การสร้างปัจจัยเชื่อมโยงกับตราสินค้า การรับรู้ต่อคุณภาพของสินค้า คุณภาพและคุณค่าของสินค้า ประเทศแหล่งกำเนิด มีผลกระทบโดยตรงต่อความตั้งใจซื้อ ในทำนองเดียวกันตัวแปรเหล่านี้มีผลกระทบทางอ้อมอย่างมีนัยสำคัญต่อความตั้งใจซื้อผ่านตัวกลางคุณค่าของตราสินค้า ในตอนท้ายของผลวิจัยนำเสนอข้อมูลกลยุทธ์สำหรับผู้ผลิตอุปกรณ์มวยไทยและธุรกิจที่เกี่ยวข้องด้วย

คำสำคัญ การวิเคราะห์เส้นทาง อุปกรณ์มวยไทย ประเทศแหล่งกำเนิด คุณค่าของตราสินค้า

Abstract

The study empirically aims to identify direct and indirect correlations among predictors on country of origin and brand equity towards buying intention using a statistics test of path analysis. This research was conducted in Guang Zhou city, China using questionnaires with 526 participants of boxing gym members, the stratified cluster sampling was managed. As hypothesized, the principle results indicated that brand awareness, brand association, perceived quality, quality and value, and country of origin had positively direct impacts on buying intention. Likewise, those variables had significant indirect effects on buying intention through a mediator as brand equity. Lastly, these results have an implication for the grounded theory, as well as they could be insightful strategies for Thai boxing equipment manufacturers and business related that are presented.

Keywords: Path analysis, Thai boxing equipment, Country of origin, Brand equity

Paper type: Research



1. Introduction

Thai boxing has been long historically since the middle of the 16th century, a fighting sport that is characterized by stand-up striking skills with a variety of clinching techniques (Newhall, Lindsey, 2015). Sometime, it is also known as Muay Thai, the practitioners are disciplined, physically and mentally trained by combining use of eight limbs, e.g. fists, elbows, knees, and shins. In many combat sports, Thai boxing has become well-known internationally as a competitive contact sport, usually with one-on-one combat. Along with the popularity of Thai boxing sports, the equipment made in Thailand for fights and training activities are characterized by combining with fashion, culture elements and product quality. Therefore, all equipment and gear for Thai Boxing can be sold all over the world.

In China, database for combat sports has shown the rapid growth in recent years, Thai boxing is popularly practiced in any part of the nation, when boxing equipment are needed among Chinese practitioners, it has been observed that 'made in Thailand' label attached to goods is very welcome to Chinese market. These images are especially connected of country's strength in different countries. E.g. Japanese electronics, Swiss watches, and so on. As can be seen, the effects of Thai boxing which is one of Thai traditional sports can be an important cue to influence consumers' perception. Koubaa (2008) noticed the impact of country of origin image is very strong influence on consumers' brand evaluations, and there are differences across highly reputed brands and comparatively less reputed brands. Consumers tends to use country of origin image as a key issue to evaluate a product-country image by using either personal experience or via other sources (Johans-son & Thorelli, 1985). Consumers prefer to use country of origin image as a factor to make decisions about the product quality. Ahmed et al., (2002) concluded that country of origin image is one of indicators of consumers to make buying decisions. Besides, country of origin image impacts many other factors, especially brand equity, towards products or buying intention. If the consumer illustrates a high demand with a labeled brand from a country, this engagement can directly or indirectly impact the success of marketing practices in any product.

Therefore, the problem of this study was hypothesized on the effects of brand awareness, brand association, country of origin, perceive quality, and value from Chinese consumers' views towards Thai boxing equipment. In particular, the focus of this research is to explore how country of origin influences components of brand equity, consumers' attitudes and behavior towards buyer evaluations of products. The contribution of this research provides a pioneer case of most valuable results in the area of country of origin; by making a better understanding of Chinese consumer attitudes and behavior in relation to brand equity elements; and by preparing meaningful data for business related that can be improved in progressively competitive boxing equipment marketplace. The main aim of the research is to consider the country of origin, brand equity and thereby, market knowledge of the boxing accessories made from Thailand in Chinese market. Especially, the investigation was exerted by the random variables. The outcomes will assist marketers or boxing equipment makers designing effective marketing application that aims to improve sporting and boxing industry in China.

2. Theoretical foundations

2.1 Brand Awareness (BA)

According to Keller's (1991) definition, brand awareness is consisted into an element of brand equity dimension, which illustrates the strength of a shopper's memory record for the brand in various situations. The probability that the marketers try to use marketing efforts to boost a positive impact to consumer perception (Aaker, 1991). It consists of both brand recognition, and brand recall which are included two dimensions: depth – how to create a brand easily to evoke, and width – how to make consumers place a brand in their mind (Hoeffler & Keller, 2002). The communication process with consumers is essential when the consumers relate to the products (Rossiter & Percy, 1987). For a brand of boxing equipment Thailand to become a proprietary eponym, there is a lot of fundamental things to boost of a brand equity. In addition, brand awareness can have a great influence when consumers are making buying decisions, they are more likely to select familiar brands. Therefore, the first research question is about the relations of brand

awareness and brand equity, and consumers' purchasing intention, the following hypotheses are proposed.

H₁: Brand awareness has a directly significant effect on buying intention

H_{1a}: Brand awareness has an indirectly significant effect on buying intention through brand equity

2.2 Brand association (BAS)

Among the four key elements of brand equity, brand marketers have indicated brand associations play an extremely important role in creating a strong brand. Aaker (1991) mentioned brand association refers to images and symbols which are relevant to a brand in consumer's memory, and is being positive when the brand is talked about, as they can eventually drive brand performances (Bauer, Sauer, & Exler, 2008; He & Li, 2010). While choosing a brand name, a consumer can figure out the specific brand when it is involved with the product or service as reflected by the consumers' perception in their minds. As said by Keller (1993), brand managers can build up and destroy an image of a brand through brand association. Three major categories are consisted of brand associations: product attributes, customer benefits and attitudes. Product attributes (e.g. size, color, functionality, components and features) represent those descriptive characteristics of a product that can make a market appeal in different values. Benefits are often estimated as the personal values, that is, what the brand can offer for consumers that affect the market acceptance. Brand attitudes is made up of consumers' experiences of a brand (Keller, 1998). For Thai boxing equipment, strength and uniqueness of the brand association play a vital concept in creating brand loyalty. If the shopper shows a high brand association with boxing equipment, this association can insignificantly or significantly affect brand equity of the boxing equipment from Thailand. Hence, the following two hypotheses are tested:

H₂ : Brand association will directly affect buying intention

H_{2a}: Brand association will indirectly affect consumers' buying decision via brand equity

2.3 Perceived quality (PQ)

As stated by Bitner and Hubbert (1994), perceived quality is described as "global impression of the consumer on the relative superiority or inferiority of an organization and its services". Whereas Zeithaml (1988) defined that the judgement level of a consumer in perceived quality for a brand or product is highly influenced by the experience of excellence or superiority of the product or service. The study of perceived quality is required where the customers need to perceive the quality of the product or service as a benefit (Caruana, Money, & Berthon, 2000; Oh, 2000). The literatures related to perceived quality of performance and the satisfaction level in sport services was done by Baker & Crompton (2000). They focused on the impact of performance quality and satisfaction on behavioral intentions at an annual festival, the results were found that the event manager should pay attention to the attributes of a service that could provide both perceived quality of the performance and the satisfaction level of participants. As the purpose statement, perceived quality may be used as an indicator of measuring the relationships with consumer's buying decision. The following hypotheses are presented.

H₃: Perceived quality plays a significantly direct effect on buying intention

H_{3a}: Perceived quality plays an indirect significantly affect consumer's buying decision via brand equity

2.4 Quality and Value (QV)

Most businesses that manufacture saleable goods have a quality and value to meet consumer acceptability. It can be determined as the group of features and characteristics which may vary with different products in relation to customer judgement of quality (Zeithaml, 1988). In practice, a consumer may subjectively judge a value-based approach to product quality which relates to costs (i.e. market price and other costs). Consequently, it is significance to comprehend what is the most important of quality dimensions that provide the highest value to consumers, and the consumers probably have the desired consequences to obtain product utilities of these values (Huber et al., 2001). This suggests that total quality leads the perceived value. Despite this, Brucks et al. (2000) said it is expected that a set of quality and value may be consistent with different

products/services and customers as a multidimensional construct, thus a general model of the dimensions is common to offer. Moreover, research by Sebastianelli and Tamimi, (2002) assumed that the perceived product quality of individual product attributes was importance to enrich successful product development. Within the literature, the correlations between perception of quality and value and purchase intention are conducted by following the two hypotheses.

H₄: Quality and value has a significantly direct effect on buying intention

H_{4a}: Quality and value has an significantly indirect effect on buying decision via brand equity

2.5 Country of origin (COO)

There are widely documented empirical evidences that concentrate on the influence of country of origin and brand equity on consumer perception (Keith Dinnie, 2013). To be more specific, Lee & Lee (2011) pointed out that country of origin is an important cue that makes goods and services different among countries, it could be justified price charge and product quality across brands. Sharma (2011) believed that many scholars agreed that the effect of country of origin depends on consumers' purchasing evaluation from a given country with different perspectives e.g. generic product classes and attributes, consumer perception, consumption circumstance, product-country image, and also demographic factors. Furthermore, the image effect produced by each country may be negative or positive involving in consumers' evaluation process (Henderson, Hoque, 2010). Along with Hamzaoui-Essoussi (2010), they found that there is a relationship between country of origin and manufactured product image, if a consumer has a negative image to certain products, he or she is probably to refer a similar perspective of the goods originated from that country. Despite this, country of origin may have an effect on consumer behavior varying from one nation to another, depended upon It previously recognized disparities at the economics, but also at the sociocultural level, as well as other factors related. The assumption about country of origin was hypothesized.

H₅: Country of origin has a significantly direct effect on buying intention

H_{5a}: Country of origin has a significantly indirect effect on buying intention via brand equity

2.6 Brand equity (BQ)

In branding research, Aaker (1991) outlines brand equity as "the set of assets (and liabilities) linked to a brand name and symbol that adds the value provided by a product or service to a firm and/or that firm's customers", while Keller (1993) defines brand equity is considered as a value added of a brand that can offer consumers from a product or service. Many previous literatures has been discussed about brand equity as it is an important factor of brand selection studies (Dacin & Smith, 1994; Rangaswamy & et al., 1993). After Aaker (1991), he initially offered a theoretical dimension of brand equity from a consumer-based perspective in five dimensions including brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets. However, Yoo and Donthu (2001) described that other proprietary brand assets are typically ignored when doing a marketing research due to not relevance with consumer psychology perception about a brand. To understand consumer behavior, many practitioners have studied and adopted brand equity to illustrate brand selection decision. For example, Tolba and Hassan (2009) suggested that brand equity was employed to test the correlation between consumer loyalty, satisfaction, and purchase intention in the luxury automobile industry. Yoo and Donthu (2001) studied the significant influence of brand equity on combination of the cognitive dimensions (brand association, brand awareness, and perceived quality) and behavioral intention dimension (brand loyalty). However, there is a shortage of studies on brand equity in country of origin of boxing accessories made from Thailand. Thus, the subsequent hypothesis was present.

H₆: Brand equity has a significantly direct effect on buying intention

2.7 Buying intention

Buying intention refers to a chance that consumers tends to purchase a specific product or service in the future (Wu, Yeh, & Hsiao, 2011). According to Chen, Hsu & Lin (2010), if a consumer has an optimistic buying intention with a product/service, he or she will be willing to promote that purchase. In line with this, (Kotler,

2003) argues that buying pattern of individuals can be affected by a set of determinants, such as, behavior, perceptions and attitudes when they make a consideration to buy a specific thing. Given the significant study of boxing equipment made from Thailand, various factors in this study have influences buying decision to purchase Thai boxing equipment produced from Thailand by developing a proposed conceptual model.

Seven factors were empirically formulated through a survey. With the previous studies for references, the proposed model for this study was presented, the hypotheses of BA, BAS, PQ, QV and COO were set up. The assumptions of those variables were tested whether each variable has a direct and indirect effect on BI, meanwhile, brand equity is as a mediator among those variables.

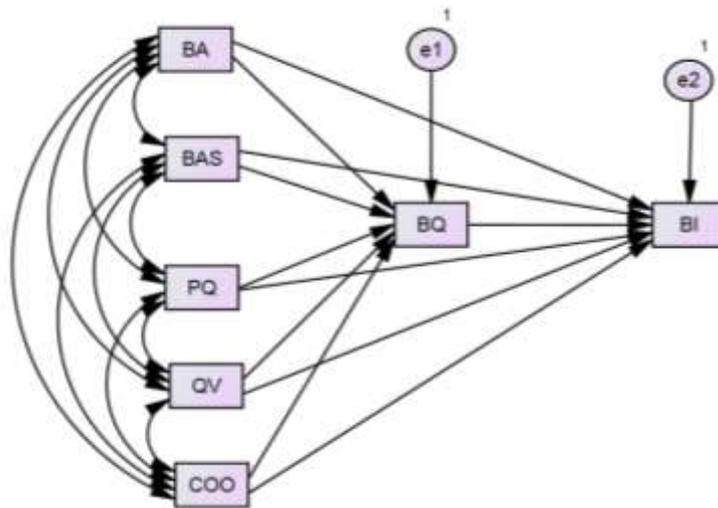


Fig. 1 Conceptual Framework

3. Data collection instruments

This empirical study was conducted using a structured questionnaire in primary data collection during June - December 2018. Participant samples available for the research were selected from boxing gyms in Guangzhou city, China. To determine the sample size required for this study. As suggested by Green (1991), the author used the formula of $N \geq 50 + 8m$ to check the number of sufficient sample size of this research, where m belongs to the number of predictors. Since there were seven predictors in this study, the minimum acceptable sample size would be $N \geq 50 + 8 \times 7 = 106$, and, thereby, the dataset of 526 respondents gathered from the data collection is more acceptable. A random sampling technique was employed consisting of 600 questionnaire forms, since the participant were boxing gym members. However, only 526 valid filled in questionnaire were recruited. Subsequently, data gathered was analyzed by adopting a statistical software package. The relationships among five constructs were investigated as specified in

the conceptual model. Questionnaire was constructed to measure these constructs through 35 items as specified in table 1, and five-point Likert scale (1=strongly disagree, ... , 5=strongly agree) was used to measure each item. The valid questionnaire consisted these types of questions: (1) socio-demographic variables; (2) most brand admired; (3) reason to buy the brand; (4) level of agreement or disagreement with each construct. All trained interviewers were prepared to complete a face-to-face interview. In order to evaluate feasibility of research, a small-scale preliminary study was conducted carried out before full-scale project. A statistical software and data entry procedures were administrated to detect data entry errors in order to check data quality. To analyze research data. Maximum Likelihood (ML) was used to the estimation technique method in order to test direct and indirect effects of path coefficient among variables. Cronbach's alpha test was conducted in order to measure internal consistency of the 35 scale items in the valid

questionnaire, all constructs were adopted from the literatures of Yoo, Donthu, & Lee (2000), Mohd Yasin, Nasser Noor, & Mohamad, (2007). The resulting coefficient of reliability ranged from .890 to .905,

meaning that the items have relatively high internal consistency (Tavakol, M., & Dennick, R., 2011).

Table 1 Testing Reliability with Cronbach's Alpha

Variable Code	No. of questions	Pre-test Alpha	Cronbach's	526 sample Alpha	Cronbach's
BA	5	0.759		.905	
BAS	5	0.871		.905	
PQ	5	0.809		.896	
QV	5	0.822		.895	
COO	5	0.810		.890	
BQ	5	0.888		.905	
BI	5	0.887		.897	
Overall	35	0.896		.912	

4 Research results

A total of 600 respondents were interviewed, but only 526 valid questionnaires were ready to use, table 2 illustrates demographic data of the participants. A majority were male (75%). Approximately 78% of them, age ranged between 20 and 35 years. One third of the participants

were from high schools and universities. About 30% earned individual income ranging less than 3000 RMB and between 3001RMB and 5000RMB. The demographic information of the respondents was shown in Table 2.

Table 2 Demographic attributes of the respondents

Demographic categories	Range	Frequency	Percentage %
Gender	Male	396	75.29%
	Female	130	24.71%
Age	Less than 20	68	12.93%
	20–35	410	77.95%
	36–50	40	7.60%
	Over 50	8	1.52%
Education level	12 th Standard	174	33.08%
	Bachelor Degree	174	33.08%
	Masters or higher degree	46	8.75%
	Others	132	25.10%
Monthly personal income (RMB)	Less than 3000 RMB	153	29.09%
	3001–5000	153	29.09%
	5001–8000	94	17.87%
	Above 8000	126	23.95%

Path analysis was conducted to test factors affecting COO, BE and BI of Chinese gym members. Initially, the two assumptions of normal distribution and multicollinearity were detected. In this case, the author found that the variance inflation factor (VIF) of all variables was less than 5, and bivariate correlations did not exceed 0.80, which meant that they met standard assumptions. The skewness of entire variables did not exceed -2 and 2, as well as the parameters of kurtosis of all variables were less than 8, it can be said that there is no violation of assumption of normality. Next, the path analysis was conducted to investigate the direct and indirect relationships amid factors.

The descriptive statistics of the constructs was described in table 3. Mostly, the mean score was over 4, but only mean score of BA was less than 4, suggesting that the respondents in this study had positively response to boxing equipment originated from Thailand. Overall, majority of the standard deviation for all constructs closed to 1, except BAS exceeded 1, meaning that the participants gave the feedback varied broadly. Likewise, normality tests were used to check skewness or kurtosis values, if they were between -2 and 2, showing a data set is well-modeled, namely: univariate normality of the data.

Table 3 Descriptive statistics of the constructs

Constructs	Min.	Max.	Mean	SD	Skewness	Kurtosis
BA	1.4	5.0	3.973	.9606	-.843	-.102
BAS	1.0	5.0	4.049	1.0592	-1.071	.155
PQ	1.0	5.0	4.014	.9419	-1.077	.704
QV	1.0	5.0	4.077	.9361	-1.013	.459
COO	1.0	5.0	4.084	.9605	-1.137	.756
BQ	1.0	5.0	4.103	.9751	-1.061	.511
BI	1.2	5.0	4.111	.9475	-1.036	.320

4.1. Data analysis

In a preliminary assumption, missing data, outliers, and normality were verified by applying a statistical software. A single-indicator technique was employed. Further, path analysis was essentially used to study the casual relations of various independent variables included in the model (Schumacker & Lomax, 2004; Grace, 2006) which can be conducted to find the direct and indirect parameters, and evaluate the relative effect of each variable on one or more factors and on one another. In the path model, path coefficients are expressed in the forms of the standardized partial regression (beta weights), and they equal the effects of one variable on another when the rest are being constant (Mitchell, 1992). In this research,

In this study, BI was the dependent variable, exogenous independent variables comprised of BA, BAS, PQ, QV, and COO. Endogenous independent variable was BQ. Fit indices of the hypothetical model were complied, such as Chi-square test, Root Mean Square Error of

Approximation (RMSEA), comparative fit index(CFI), Tucker-Lewis index (TLI), normed fit index (NFI), incremental fit index (IFI), goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), and relative fit index (RFI). Chi-square test was first assessed to verify if the covariance matrix of a population is not significantly differently from the observed matrix, indicating a good fit in that case (Grace 2006). Following Schermelleh-Engel et al. (2003), using the common fitness test implied in SEM, the relative values for RMSEA, CFI, TLI, NFI, IFI, GFI range from 0 to 1, except RMSEA, the overall goodness of fit of the hypothesized model is greater than 0.90, it can be considered as a good fit.

4.2 Path analysis findings

The ML estimator was employed to test among the model fit indices which were identified to have good or poor fits. As can be seen in table 2, path parameters were computed by a series of multiple fit indices based on the hypothesized model, as well as cutoff criteria for fit indices in covariance structure was proposed by Hu & Bentler,

(1999). The values of multiple fit indices are summarized accordingly: Model fit Chi-square: $\chi^2 = 8.029$, $df = 3$, $p = 0.045$, RMSEA =.057, CFI = .998, TLI =.984, NFI=.996,

IFI=.998, and RFI=.975, showing that a reasonably good fit of the hypothetical model.

Table 4 Fit indices of the hypothetical model by path analysis

Model fit indices	Significant goodness of fit criteria (Hu & Bentier, 1999)	Values for the hypothetical model	Fit judgment
Chi-square, df, p		8.029, 3, 0.045	Good fit
RMSEA	0.06 or lower	0.057	Good fit
CFI	≥ 0.95	0.998	Good fit
TLI	≥ 0.95	0.984	Good fit
NFI	≥ 0.90	0.996	Good fit
IFI	≥ 0.90	0.998	Good fit
RFI	≥ 0.90	0.975	Good fit

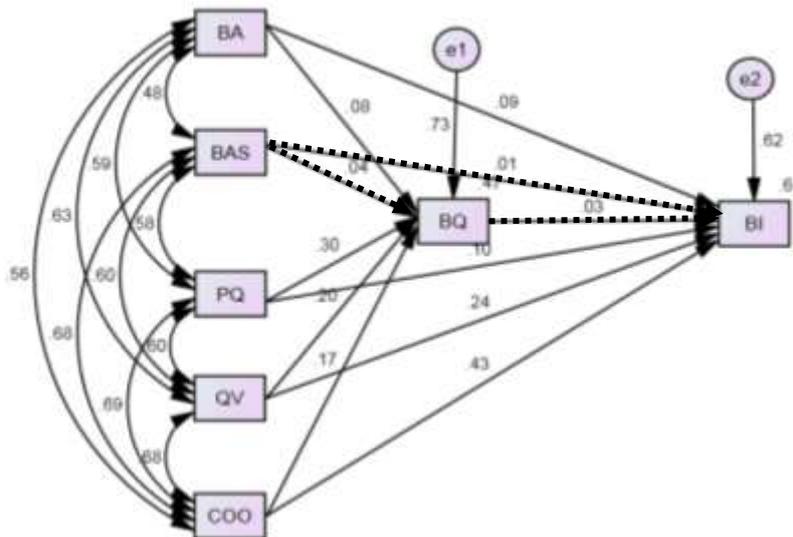


Fig 2 a path diagram and standardized coefficients for the hypothesized model

To sum up, it can be seen in table 4, the results of path model indicated that path parameters of BA ($\beta=0.09$), PQ ($\beta=0.10$) are found to be directly positive significant effects on BI at $p>0.05$ level. Meanwhile, QV ($\beta=0.24$), COO ($\beta=0.43$) have directly positive significant relationships with BI at $p>0.01$ level, and the explanatory variables accounted for 61% of the variance in explaining BI. While the path parameter of BA ($\beta=0.08$) has positively indirect effect on BI through its

effect on BQ at $p>0.05$ level, additionally, the coefficients of PQ ($\beta=0.30$), QV ($\beta=0.20$) and COO ($\beta=0.17$) variables had positively direct impacts on BI at $p>0.01$ level. The model variables accounted for 47% of the variance of BQ. Consequently, the outcomes of path analysis of three effects can be shown as follow:
 Direct path coefficient = 0.094 + 0.097+ 0.237 + 0.426
 = 0.854

Indirect path coefficient = 0.080 + 0.305 + 0.203 + 0.174 = 0.762

All path coefficients (direct and indirect coefficients) are = 1.616, indicating that the hypotheses of H_1 , $H_3 - H_5$, H_{1a} , $H_{3a} - H_{5a}$ were confirmed to be applicable.

Table 4 Results from testing the hypotheses using parameter estimates

Hypotheses	Path	Unstandardized coefficients	S.E.	P	Standardized coefficients	Results
H ₁	BA → BI	0.093*	0.037	0.012	0.094	Supported
H ₂	BAS → BI	0.012	0.005	0.722	0.014	Not supported
H ₃	PQ → BI	0.097*	0.042	0.022	0.097	Supported
H ₄	QV → BI	0.240**	0.043	0.000	0.237	Supported
H ₅	COO → BI	0.420**	0.045	0.000	0.426	Supported
H ₆	BQ → BI	0.033	0.016	0.921	0.034	Not supported
H _{1a}	BA → BQ	0.081*	0.044	0.047	0.080	Supported
H _{2a}	BAS → BQ	0.039	0.012	0.353	0.042	Not supported
H _{3a}	PQ → BQ	0.316**	0.049	0.000	0.305	Supported
H _{4a}	QV → BQ	0.211**	0.051	0.000	0.203	Supported
H _{5a}	COO → BQ	0.177**	0.054	0.000	0.174	Supported

**Significant at $p > 0.01$, * $p > 0.05$

5. Discussion and Marketing Implications

This paper is proposed to study the effect of brand equity, quality and value, and country of origin on boxing equipment originated from Thailand. The research results showed that BA, PQ, QV, and COO had positively direct and indirect impacts on BQ and BI. The findings could help boxing equipment manufacturers for formulating marketing strategies and designing products in line with customer needs, especially for Chinese consumers in Main land.

5.1 Direct effects and Marketing Practices

The outcomes of this path model showed BA, PQ, QV and COO had significantly direct effects on BI. From the research result, it was consistent with the existing literatures (Noriaya, Mohd & Osman (2007), in which they focused on household electrical appliances and only some aspects of brand equity. However, this study is to clarify how country of origin, perceived quality, quality and value, and brand equity components are developed, then the marketer can seek to activate these with important characteristics in China market. Findings from this study suggested that

if all of these elements magnificently gather together, then behavioral intention of Chinese consumers in buying boxing equipment manufactured and business related from Thailand can develop and eventually become stronger and more multiplex.

It was also interested to note COO, and QV have larger direct effects on buying intention. Possible to explanation for the considerable influence of COO in cross-national consumer behavior, it can be seen that Chinese consumers' perceptions are related to COO, they tend to choose a product specific as well as country specific. Even there is little or no background about COO within Chinese market place. As respondents' feedback on the survey, Thailand has been recognized as a prestige and creative country which has a high quality in boxing equipment manufacturing. Similarly, they did agree that when comparing with other brands, the quality and value of boxing equipment originated from Thailand is produced by real genuine leather as materials that regarded as high quality, resulting that it can use longer than others, as well as they accepted that Thai boxing equipment is full of unique design and overall excellence. Luckily, the brands from favorable image

country, like Thailand, are easier to establish their brands in China. Main this emphasis may help producers of brands from Thailand to capitalize the favorable image in their brand-naming strategy which can help marketers or designers formulate effective marketing practices before market entry, or market penetration. Thus, it is important to companies to formulate brand equity that reflect the brand, also envision to build a brand reputation beyond quality and value, and country of origin. Then, the marketing program to sustain their intangible assets and brand should be created in the basis of brand equity (Aaker, 1991; Keller, 1993).

5.2 Indirect Effects and Marketing Practices

As the aforementioned results, the path diagram indicated that BA, PQ, QV and COO had positively indirect effects on BI through their impacts on BQ. However, the association of BQ with PQ is the greatest among other variables, consequently showing that PQ was the most influencing element in Chinese consumers' buying intention. In comparison to alternative brands, consumer perceived quality generally in a form of the basis of any cues they detect, e.g. price, brand, and warranties (Berkowitz & Walter 1980). Thai boxing equipment companies should provide the product by offering excellent features in achieving better value for money. This can lead to the perception of the quality of a product. Meanwhile, Thailand's boxing equipment is mentioned as a country that is the first with advance in product offered. So, the manufacturing strategies of businesses related should be developed on excellent feature functions, reliable quality as the company's primary concerns

Apart from PV, QV variable also had a greater positive indirect significance with BI through the mediator as BQ, suggesting that product quality and value as perceived by consumers may be assumed as a hierarchical structure, which arises from tangible and intangible dimensions. In the case of this research object, perceived product quality and value is determined as tangible dimension (Ritva, 2011), In conclusion, for Chinese consumers' judgments, the quality of the tangible product is continue to be

important factor in the case of boxing equipment. There is still a good chance that Thai manufacturers should pay attention to shift their product quality and value into their marketing practices as a result that it may be one of the key factors in the development of production process.

6. Limitation and further research

Since the significant contribution of this paper was that it made additionally benefit to the knowledge by investigating a path analysis to test direct and indirect effects of brand equity dimensions and behavioral buying intention for boxing equipment imported from Thailand in Chinese consumers. Yet, some limitations also should be improved in data interpretation. Firstly, the data sets were not designed such a causal relation, then, the author could simply explain relationships among the factors studied, so, a further study should be considered to test a causality relation. Secondly, the factors used in this study was restricted. Then, a further development of a prospect study is necessary by exploring several direct and indirect influencing factors of consumers' buying decision. Finally, this research was limited as a case study based in Guang Zhou City, China. Consequently, its generalization was not assessed due to time and budget constraints. In order to gain a wider picture, a large scale-study for a future research with large samples should be done in several cities in China, or in the homogenous background country.

7. References

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