

# CHAPTER 1

## INTRODUCTION

### 1.1 Background and significance of study

Individual overseas purchasing by people, who study or live in abroad, has become more and more popular in nowadays. This type of shopping makes customers demand be fulfilled when they want something from foreign countries which are not available in their countries. In China, more and more family send their children to study abroad, as we know the heavy tax in China, many brands have to set higher price than other countries. For example, we buy the same T-shirt from Adidas Original Series, you have to pay 400 RMB for one but you only spend 200RMB in Bangkok, Thailand. First of all, it because the heavy tax as import products as follow the law in China, secondly the market in China is more bigger than Thailand, in order to protect market balance, they need to set higher price. However, even you need to pay higher price for it, sometimes the limited collection sold out very quickly even though you didn't prepare to buy it. The market size and completion power decide the price high or low. Thus, comes out with the new career "Individual overseas purchasing" born.

China is a big country as all we know, the living quality becomes higher in recent years, for the further consideration Chinese like send their children to study abroad. As the different family background and consider with the financial problems, the country they choose to study will be different somehow. England, America, Australia, Japan is always the popular countries when they considering study abroad, but recent years, with the growing of ASEAN, more and more people choose to study ASEAN countries, Thailand and Vietnam are more acceptable rather than the rest ASEAN countries. Actually ASEAN is a very big market in future years and obviously someone has already recognized this and then they start send people come and study in ASEAN countries and study ASEAN languages.

With the internet covered almost everywhere in the world and makes our life easier and faster, shopping online has been in daily life for many years already. People can shop online with foreign shopping website as well, why they still want to find the individual purchasing seller to fulfill their demand? As people consumption level rise and the rapid development of Internet technology, domestic goods has far cannot meet the needs of the consumers. On the other hand, in recent years, Chinese consumers have the awareness of brand promotion, they not only pay attention to the domestic brands, and look into the scope of international search for more international famous brand.

According to the data of the Ministry of Tourism and Sports of Thailand, in 2012 there are 2.7 million Chinese tourists travel to Thailand, and most of them are attracted by Thai cuisine and sceneries. Nowadays, people needn't directly visit Thailand to take Thai cuisine, through Google Map, there are about 8223 Thai restaurants in China. In China, there is proverb, "Min Yi Shi Wei Tian", the meaning is people view food as the biggest thing in daily life. With China's rapid economic development, people's income will be constantly increased. The Chinese youth are full of fresh to the outside world, and eager to taste the different dishes, learn about different cultures, and live in different lifestyle. The study of young people's food consumption can help investors understand the expectations of Thai cuisine investment.

According to the China electronic commerce research center monitoring data show that, in fact, the overseas act as purchasing agency is nearly three years, 2009 purchased overseas market scale is 5 billion, 2010 overseas act as purchasing agency market deals reached 12 billion RMB. Is expected in 2011 at the end of the scale of the overseas overseas shopping is up to 24.1 billion RMB, and by 2012 will reach 2012 RMB. According to the third party in HangZhou non-profit online survey in China electronic commerce research center released the 2011 (on) the Chinese e-commerce market data monitoring report shows that as of the end of June this year, overseas act as purchasing agency market size reached 7.82 billion RMB, the end of the scale is expected to reach 11.03 billion RMB. You can see the purchased overseas development is very hot.

## **1.2 Objective of the study**

- 1.2.1 To find out the different attitudes of individual overseas purchase and local shopping style.
- 1.2.2 To find out the growing trend of individual overseas purchase.
- 1.2.3 To study the marketing model for individual overseas purchasing.
- 1.2.4 To analysis the changing attitude from customers who rather choose overseas purchasing than local shopping.
- 1.2.5 To forecast the overseas purchasing acceptability and growing direction in the future.

### 1.3 Conceptual framework

