



MARKETING STRATEGIES OF CROCODILE LEATHER PRODUCTS FROM THAILAND
AMONG CHINESE CONSUMERS



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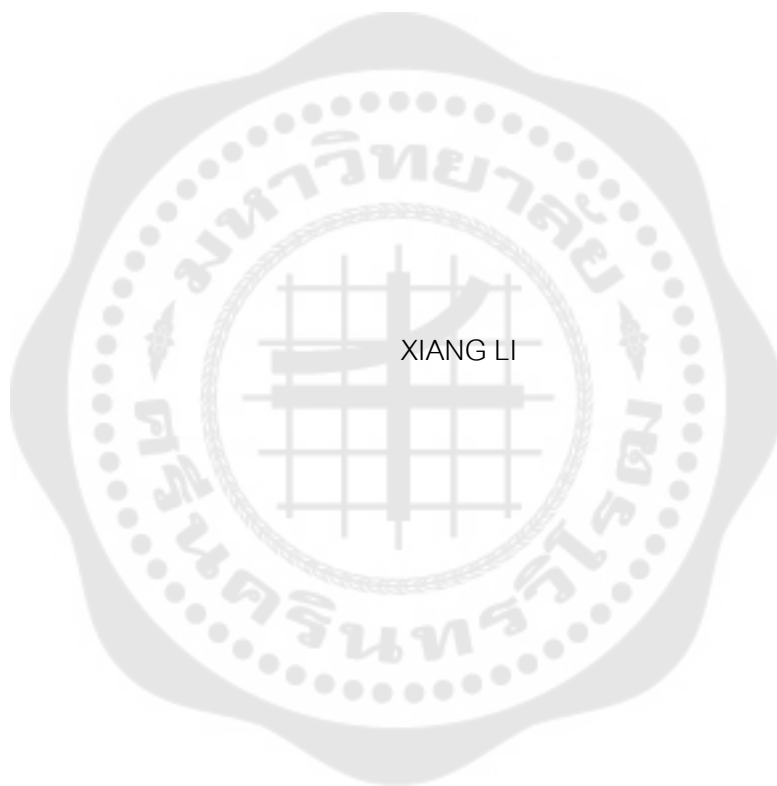
2024

กลยุทธ์ทางการตลาดของผลิตภัณฑ์หนังจระเข้จากประเทศไทยในกลุ่มผู้บริโภคชาวจีน



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
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A Master's Project Submitted in Partial Fulfillment of the Requirements
for the Degree of MASTER OF BUSINESS ADMINISTRATION
(Business Administration)
Faculty of Business Administration for Society, Srinakharinwirot University
2024
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THE MASTER'S PROJECT TITLED
MARKETING STRATEGIES OF CROCODILE LEATHER PRODUCTS FROM THAILAND
AMONG CHINESE CONSUMERS

BY
XIANG LI

HAS BEEN APPROVED BY THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE MASTER OF BUSINESS ADMINISTRATION
IN BUSINESS ADMINISTRATION AT SRINAKHARINWIROT UNIVERSITY

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Degree	MASTER OF BUSINESS ADMINISTRATION
Academic Year	2024
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This study explored the impact of marketing strategies on the purchasing decisions of Chinese consumers regarding Thai crocodile skin products. Using a quantitative research approach, online surveys were conducted to collect primary data, with a focus on analyzing the influence of demographic variables and the 4Ps (Product, Price, Place, Promotion) on purchasing decisions. The quantitative data were analyzed using statistical methods, including descriptive statistics, correlation analysis, and multiple regression analysis, to identify key consumer behaviors and preferences. The findings revealed that the 4Ps significantly affected consumer purchasing decisions, with product quality and promotional strategies showing the strongest influence. Based on the results, strategic recommendations were provided to enhance brand image, improve reputation management, and develop precision marketing targeting specific consumer demographics. This study offers actionable insights for optimizing marketing strategies in the luxury segment and highlights opportunities for future research in sustainability and environmental factors related to luxury goods.

Keyword : Luxury Marketing, Crocodile Leather Products, Chinese Consumer Behavior, 4P Marketing Strategies

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to my advisor, whose guidance and expertise have been invaluable throughout this research. Their encouragement and constructive feedback have greatly contributed to the completion of this study. I am also grateful to my family and friends for their unwavering support and understanding during this journey. Lastly, I extend my thanks to all participants and contributors who made this research possible.

XIANG LI



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CHAPTER 1

INTRODUCTION

Overview

This chapter lays the groundwork for understanding the dynamics of marketing strategies for crocodile skin products from Thailand among Chinese consumers. It delves into the significance of this study by highlighting the trading relationship between Thailand and China, the influx of Chinese travelers to Thailand, and their purchasing decisions concerning Thai products, with a particular focus on crocodile skin items. This introduction also underscores the importance of marketing strategies, in influencing consumer purchasing decisions, setting the stage for a comprehensive exploration of this topic.

Background

In the realm of luxury goods, the allure of exotic leather products holds a special place, with crocodile skin items standing out for their distinctive texture, durability, and status symbol. Thailand, with its rich heritage in craftsmanship, has become one of the leading suppliers of high-quality crocodile skin products. These range from fashion accessories like handbags, wallets, and belts to more bespoke items catering to a niche market that values exclusivity and luxury. The appeal of these products extends globally, with China emerging as a particularly influential market due to its rapidly growing luxury consumer base.

The Rise of China's Luxury Market and Brand Perception

China's economic transformation over the past few decades has ushered in a new era of consumerism, marked by an increasing appetite for luxury goods. This shift is underpinned by the country's robust economic growth, rising disposable incomes, and a growing middle class aspiring to luxury lifestyles. As of the latest reports, China is poised to become the world's largest luxury market, accounting for nearly a third of global luxury sales. This burgeoning demand is not just for well-known international

luxury brands but also for niche, high-quality products that offer uniqueness and a story of craftsmanship, such as those made from crocodile skin.

The allure of luxury goods among Chinese consumers extends beyond mere material possessions; it's deeply intertwined with cultural symbolism and social status. Brand perception plays a crucial role in this dynamic, as consumers are often drawn to brands that are perceived as prestigious and exclusive. The market values of luxury products in China have soared in recent years, reflecting not only the country's economic prosperity but also its evolving consumer preferences. High brand perception can significantly influence purchasing decisions, as consumers are more likely to trust and invest in brands that have established a strong presence and reputation in the market.

One key aspect driving the surge in market values is the concept of "face" in Chinese culture. Luxury items serve as tangible symbols of social status and success, enabling individuals to enhance their perceived standing within their social circles. This cultural emphasis on prestige has fueled a relentless pursuit of luxury goods, from designer apparel and accessories to high-end automobiles and luxury real estate. Brand perception is essential in this context, as well-recognized brands often carry more weight and appeal among status-conscious consumers.

Moreover, the rapid digitalization of commerce has revolutionized the way luxury products are consumed in China. E-commerce platforms have emerged as dominant channels for luxury purchases, offering unparalleled convenience and access to a vast array of products. The rise of livestreaming and social commerce has further amplified this trend, allowing consumers to engage directly with brands and influencers in real-time, thereby driving sales and fostering brand loyalty. Increased brand perception through digital platforms can significantly boost consumer engagement and influence purchasing decisions.

Crocodile leather products develop in the Chinese market

Bain & Company mentioned in its annual luxury goods market research report that China is quickly becoming the world's largest luxury goods consumer market

and is expected to soon account for nearly one-third of global luxury goods sales (Bain & Company, 2023). In addition, crocodile leather products are particularly in line with Chinese consumers' pursuit of luxury quality and uniqueness due to their uniqueness and high-end craftsmanship (KPMG, 2022). In terms of price, the high-end positioning of crocodile leather products is reflected in the selling price of its products. According to a report by Deloitte, the price of crocodile leather products of top luxury brands is much higher than the market average. This is in line with the history, reputation and products of the brand. The design is related to the complexity of the process (Deloitte, 2022). The diversity of crocodile leather products on the market also means that price strategies need to cover luxury consumers from the very high end to more widely accessible ones (Euromonitor International, 2023). As consumers increasingly focus on sustainability and ethical sourcing, the growth of the luxury market is also facing new challenges and opportunities. Consumers are increasingly concerned about how and where products are manufactured, which is affecting demand for exotic leather products, including crocodile leather products (World Wildlife Fund, 2022). Businesses need to adapt to these changes by developing a deep understanding of consumer preferences, effectively navigating the regulatory environment, and leveraging digital strategies to attract and retain customers (McKinsey & Company, 2024).

In summary, China's crocodile leather products market presents both opportunities and challenges, and the success of enterprises will depend on a sensitive grasp of market dynamics, an in-depth understanding of consumer needs, and rapid response to emerging trends.

Thailand-China Trade Relations

The trade relations between Thailand and China have been strengthening, buoyed by geographic proximity, cultural ties, and mutually beneficial economic policies. Thailand's export sector has seen significant growth, with crocodile skin products emerging as a symbol of the country's diverse offering to the Chinese luxury market. These products, revered for their quality and craftsmanship, resonate well with Chinese consumers who seek products that embody traditional skills, exclusivity, and

luxury. The bilateral trade agreements and initiatives under regional economic partnerships further facilitate the smooth exchange of goods, including luxury items like crocodile skin products, enhancing their accessibility in the Chinese market.

The trade relations between Thailand and China are a testament to a dynamic and evolving partnership that spans a wide array of sectors, ranging from traditional trade to strategic investments and technology-driven initiatives. This partnership is anchored in agreements like the ASEAN–China Free Trade Area and specific bilateral Free Trade Agreements (FTAs), which have significantly reduced trade barriers and fostered a conducive environment for the exchange of goods and investments. Notably, China stands as Thailand's largest trading partner, with bilateral trade reaching substantial volumes, and Chinese investments in Thailand marking China as a top source of foreign investment. This economic interdependence is further enriched by initiatives under the Belt and Road Initiative and the green development trend, showcasing a mutual commitment towards sustainable and inclusive growth (China–Thailand relations, n.d.; YANG, 2023; NNT and Headline Editor, 2023).

Recent efforts to deepen these ties include the expansion of the FTA between China and ASEAN, along with the introduction of mini FTAs between Thailand and Chinese provinces such as Hainan and Gansu. These developments aim to further streamline trade and investment flows, exemplifying both nations' proactive stance in enhancing their trade and investment landscape. The strategic partnership, underscored by financial cooperation and the pursuit of technological and green development, not only strengthens the economic bonds between Thailand and China but also sets a forward-looking blueprint for regional economic cooperation and development (China–Thailand relations, n.d.; YANG, 2023; NNT and Headline Editor, 2023).

Chinese Consumer Behavior and Luxury Goods

Understanding Chinese consumer behavior towards luxury goods is crucial for tailoring effective marketing strategies. Several factors influence this behavior, including cultural values, social status, and personal identity. For many Chinese

consumers, luxury goods are not just purchases but investments in their social image and personal satisfaction. The preference for crocodile skin products among Chinese consumers can be attributed to several factors: the perception of exclusivity, the craftsmanship behind the products, and the materials' durability and aesthetic appeal.

Moreover, the digital transformation in China has reshaped how luxury goods are marketed and purchased. The rise of e-commerce platforms and social media has provided new avenues for brand engagement and consumer outreach. Chinese consumers are increasingly informed and influenced by online content, including brand stories, product origins, and user reviews, making digital marketing strategies crucial for reaching this audience.

Crafting a Winning Marketing Mix for Thai Crocodile Skin Products in China's Luxury Market

In the competitive luxury goods market, particularly for Thai crocodile skin products aiming to captivate the Chinese market, a well-crafted marketing mix, or the 4Ps—Product, Price, Place, and Promotion—is essential. Products must not only showcase their luxury, durability, and unique craftsmanship but also convey a story and heritage that resonate with consumers, highlighting the exclusivity and cultural value behind each item. Pricing strategies should reflect the high-end positioning while being mindful of the Chinese consumers' sensitivity to price and value, balancing exclusivity with accessibility through limited editions or special promotions. The choice of place is crucial; besides traditional luxury retail outlets, digital platforms and e-commerce are increasingly important for broadening brand visibility and engagement, providing spaces to share brand stories and craftsmanship details vital in the digital age. Promotion tactics leveraging influencer marketing, social media, and online communities are indispensable, enabling storytelling and heritage to be at the forefront, engaging consumers. Additionally, as sustainability and ethical sourcing gain importance among consumers, including those in China, transparent sourcing, ethical practices, and contributions to conservation efforts should be integral to the marketing strategy, appealing to consumers who prioritize sustainability alongside luxury. Overall, a strategic approach encompassing these 4Ps is key to meeting and exceeding the

expectations of Chinese luxury consumers, establishing a strong connection, and fostering lasting relationships with the target market.

Challenges and Opportunities

The journey of Thai crocodile skin products into the Chinese market is fraught with challenges, including stiff competition, regulatory hurdles, and changing consumer trends. However, these challenges also present opportunities for differentiation and innovation. By leveraging Thailand's heritage of craftsmanship, embracing sustainable practices, and utilizing digital marketing to tell compelling brand stories, Thai crocodile skin products can carve a niche in the Chinese luxury market.

Objectives of the Study

(1) To investigate the relationship of marketing strategies, including factors of products, pricing, places, and promotion, and brand perception on the purchasing decisions of Chinese consumers towards Thai crocodile skin products. This objective aims to dissect how different marketing approaches, such as digital campaigns, influencer endorsements, and traditional advertising, influence consumer interest and buying behavior.

(2) To analyze differences among demographic factors, including gender, age, occupation, income, and purchasing decisions of crocodile skin products in Chinese consumers. This involves understanding how perceptions of quality, authenticity, and craftsmanship associated with Thai crocodile skin products shape consumer preferences and decisions.

Significance of the Study

This research on Thai crocodile skin products in the Chinese luxury market holds multifaceted significance across various domains:

Service Implications

Enhanced Customer Experience: By understanding the preferences and behaviors of Chinese luxury consumers, Thai exporters can tailor their services to enhance customer satisfaction and loyalty. This involves personalized marketing, after-

sales service, and customer engagement strategies that align with the cultural nuances and expectations of Chinese consumers.

Service Innovation: Insights into consumer expectations can spur innovation in service offerings, including the adoption of digital tools for virtual product experiences, customer service chatbots, and blockchain for product authenticity verification, offering a more engaging and trustworthy service landscape.

Business Implications

Strategic Market Entry and Expansion: The study provides a strategic framework for Thai crocodile skin product exporters, highlighting the importance of marketing mix optimization, brand positioning, and distribution channel selection for successful market entry and expansion in China.

Competitive Advantage: By dissecting the interplay between product quality, brand image, and marketing strategies, the research offers actionable insights that can help Thai brands differentiate themselves in a crowded market, potentially leading to a sustainable competitive advantage.

Supply Chain and Ethical Sourcing: Understanding the growing importance of sustainability among Chinese consumers, the study underscores the need for transparent supply chains and ethical sourcing practices, which can become key differentiators and brand equity builders.

Scope of the Study

The scope of this research is confined to examining the purchasing decisions of Chinese consumers towards Thai crocodile skin products within the luxury goods market. It encompasses a comprehensive analysis of marketing strategies, product quality perceptions, brand perception. The study aims to provide a holistic view of the factors influencing purchasing decisions among Chinese luxury goods consumers, with a specific focus on crocodile skin products from Thailand.

Summary

The intersection of diverse marketing strategies, product quality perception, brand perception plays a crucial role in shaping the purchasing decisions of Chinese consumers regarding Thai crocodile skin products. This study endeavors to unravel these dynamics, offering insights for Thai businesses seeking to penetrate and flourish in the Chinese luxury market. Through a detailed examination of consumer behavior and strategic market positioning, this research aims to contribute valuable knowledge to both the academic field and the industry, facilitating informed decision-making and strategic planning for entering and expanding in the Chinese market.

Conceptual framework

The conceptual framework for this study integrates the 4P's of marketing with consumer behavior theories to explore how these elements, including brand perception, influence the purchasing decisions of Chinese consumers towards Thai crocodile skin products. The framework posits that consumer purchasing decisions are influenced by a combination of marketing strategies and individual cultural, ethical, and personal values.

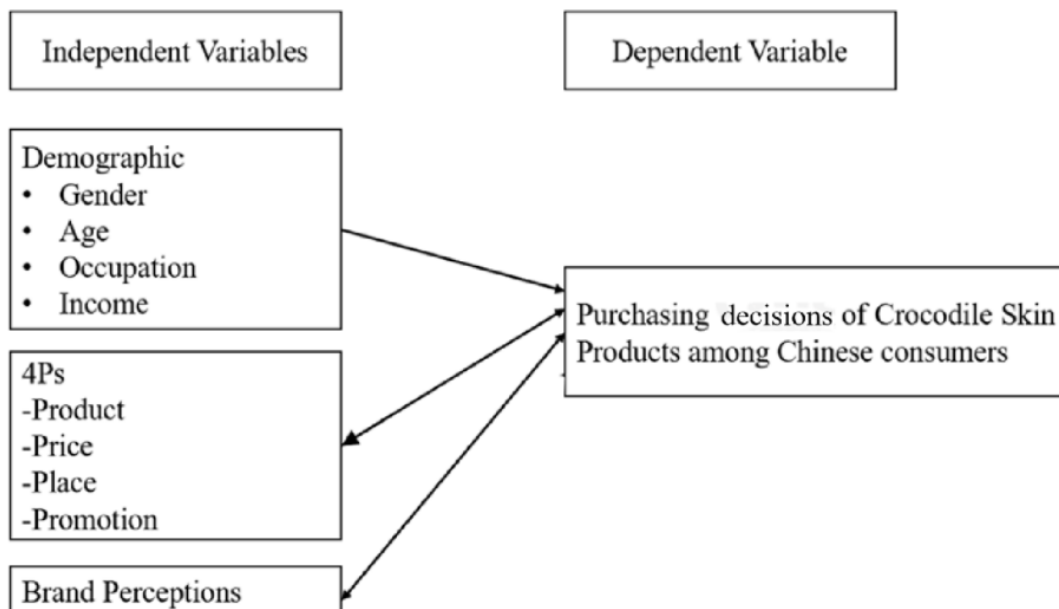


Figure 1 Research Hypothesis Model

This model illustrates the relationships between marketing strategies (4Ps), brand perception, and purchasing decisions, emphasizing the potential impact of each marketing element on consumer decision-making.



CHAPTER 2

LITERATURE REVIEW

Overview

The marketing of luxury goods, specifically crocodile skin products from Thailand to the Chinese market, requires a nuanced understanding of the marketing mix, both the traditional 4P's (Product, Price, Place, Promotion). This framework is essential for crafting strategies that resonate with the target demographic, taking into account the unique preferences and behaviors of Chinese luxury consumers. The integration of these elements with insights from existing literature provides a comprehensive approach to addressing the research objectives and filling identified gaps.

Modern Product Strategies in Luxury Marketing

In the evolving landscape of luxury marketing, the product strategy has undergone significant shifts, influenced by changing consumer values, digital transformation, and a growing emphasis on sustainability and ethical production. Recent literature from 2020 to 2023 underscores these trends, providing fresh insights into how luxury brands, including those dealing with high-end materials like crocodile skin, can navigate the contemporary market dynamics, especially when targeting discerning consumers in regions such as China.

Marketing Mix Strategies

In exploring the nuances of luxury marketing within the context of Thai crocodile skin products in the Chinese market, a refined approach towards the marketing mix—encompassing Product, Price, Place, and Promotion (4Ps)—emerges as critical. (Kotler, 2022) The marketing strategies for luxury products differ significantly from those for ordinary goods. While ordinary goods prioritize affordability, functionality, and accessibility, luxury goods emphasize exclusivity, emotional value, and aspirational branding. Luxury marketing often relies on storytelling, creating an aura of prestige and desirability that transcends the product itself. The luxury consumer's pursuit of unique craftsmanship, exclusivity, and rich heritage necessitates a product strategy that not

only highlights these aspects but also integrates ethical sourcing and sustainability, aligning with modern values. This approach is complemented by a premium pricing strategy that reflects the inherent quality and rarity of crocodile skin products, thereby catering to both the emotional and rational aspects of consumer purchasing decision. Moreover, the extension of the 'Place' component to digital platforms facilitates broader engagement and storytelling, while promotion strategies leveraging digital marketing and influencer partnerships construct aspirational brand images, resonating deeply with consumer values around sustainability and ethics (Craftsmanship Quarterly, 2023; Journal of Sustainable Luxury, 2023).

Buying Decision Process

The buying decision process in the luxury market, particularly for products as niche as Thai crocodile skin items, underscores the importance of engaging narratives that offer consumers more than just a product; they provide an identity and an experience. This involves meticulous storytelling that encapsulates the brand's heritage and craftsmanship, appealing directly to the consumer's lifestyle and values. However, different consumer groups often exhibit distinct decision-making processes when it comes to purchasing luxury goods. For high-income consumers, the decision is often quicker and influenced by brand perception and exclusivity, while for middle-income groups, the process involves a more deliberate evaluation of price, practicality, and emotional value. Additionally, younger consumers may prioritize trends, sustainability, and peer influence, whereas older consumers are more likely to focus on craftsmanship, rarity, and long-term value. Such strategic alignment through the stages of awareness, interest, desire, and action can significantly influence the purchasing decisions of luxury consumers, highlighting the pivotal role of marketing in navigating these complex consumer journeys (Kim, 2023).

Incorporating Information on Crocodile Skin Products

The inclusion of detailed, credible information about crocodile skin products, supported by academic and market research, enriches the consumer's understanding and appreciation of these luxury items. Reports and studies focusing on craftsmanship, ethical sourcing, and market trends offer invaluable insights. They not

only underscore the products' luxury status but also align with the contemporary consumer's increasing preference for sustainability and ethical production. By contextualizing these products within the broader trends of the luxury market, particularly in China, marketers can offer compelling narratives that resonate with consumers' evolving preferences (Huang, Y., 2023).

Customization and Exclusivity

Customization emerges as a pivotal component of modern luxury product strategies, with consumers seeking unique, tailored experiences that reflect their personal style and preferences. Research by Thompson and Chen (2020) in "Customization in Luxury Fashion" indicates that offering customizable options for luxury goods, including crocodile skin products, significantly enhances consumer engagement and perceived value. In the context of the Chinese market, where individual expression and exclusivity are highly valued, providing customization options can be a strategic differentiator.

Leveraging Digital Platforms for Product Launches and Engagement

The use of digital platforms for product launches and consumer engagement has become increasingly prevalent. A study by Nguyen and Tran (2021) in "Digital Marketing Trends in Luxury Retail" highlights how luxury brands are leveraging social media and online platforms to launch new products, engage with consumers through interactive content, and build communities around their brands. For marketers of Thai crocodile skin products, employing digital platforms not only facilitates direct engagement with Chinese consumers but also enables the creation of immersive brand stories that highlight the products' luxury attributes and artisanal value.

Market value of high-end luxury products in China

China's luxury goods market has showcased unparalleled growth and resilience, significantly outpacing global trends, largely due to China's rapid economic expansion and the evolving preferences of its burgeoning middle class. As detailed in the McKinsey & Company's China Luxury Goods Market Report 2023, the nation's sustained economic progress has cultivated a sizeable middle class with the disposable

income to support an upscale lifestyle, thereby fostering a cultural shift towards premium quality and brand prestige ("The Rising Tide of Luxury Consumption in China," McKinsey & Company, 2023). This shift is further amplified by the digital transformation of the consumer experience. As Smith and Liu (2023) highlight in their study on digitalization within the luxury sector, social media and online platforms have become pivotal in shaping consumer perceptions and facilitating direct engagements between brands and their customers, thereby democratizing luxury consumption ("Digital Transformation in the Luxury Sector: A Look into China's Market," *Journal of International Business Studies*).

Furthermore, the generational shift towards younger consumers, particularly Millennials and Gen Z, has introduced new dynamics into the luxury market, emphasizing sustainability, authenticity, and the importance of aligning with personal values. Zhang (2023) notes that these younger demographics are not only drawn to high-quality and exclusive products but also prioritize the ethical aspects and the narratives behind them, pushing luxury brands towards greater transparency and innovation ("Sustainability and Authenticity: The New Luxury Paradigms among Chinese Millennials and Gen Z," *China Market Review*). The importance of these evolving preferences is underscored by the need for luxury brands to adapt swiftly to remain relevant in the fast-paced Chinese market. This adaptability, coupled with China's robust economic backdrop, continues to provide a fertile ground for the sustained growth of the luxury sector, a sentiment echoed by Chen (2023) in his analysis of economic growth and consumer behavior ("Economic Growth and Consumer Behavior in China's Luxury Goods Market," *Economic Perspectives*) and further supported by Li and Gupta (2023) in their examination of social media's impact on luxury brand perception in China ("The Impact of Social Media on Luxury Brand Perception in China," *Digital Marketing Journal*).

Integrating the 4P's into Marketing Crocodile Skin Products

Product: Quality and Exclusivity

Recent literature emphasizes the evolving consumer expectations around luxury products, highlighting a shift towards personalized and ethically sourced items.

According to Huang and Sarigöllü (2019), the luxury market has seen a growing demand for products that not only symbolize status but also reflect individual values and ethical considerations. For Thai crocodile skin products, this means leveraging their unique heritage and quality while also emphasizing ethical sourcing and sustainability practices to appeal to the modern Chinese consumer.

Price: Signaling Value

Pricing strategies in the luxury sector are crucial for signaling value and exclusivity. Zhang et al. (2020) discuss how luxury brands employ premium pricing not just to cover the high costs associated with quality craftsmanship but also as a strategy to enhance brand prestige and desirability among consumers. For Thai crocodile skin products, adopting a premium pricing strategy can help reinforce their position as high-end luxury items in the Chinese market, aligning with consumers' perceptions of value and exclusivity.

Place: Strategic Distribution

The choice of place is increasingly important in the digital age, with luxury brands balancing between exclusivity and accessibility. Li and Kozhakhmetova (2021) explore how luxury brands are navigating online and offline distribution, finding that a strategic mix enhances brand reach while maintaining an aura of exclusivity. For the distribution of Thai crocodile skin products in China, this could involve selective placement in high-end retail stores while also leveraging reputable online platforms that cater to the luxury market.

Promotion: Engaging the Modern Consumer

In terms of promotion, luxury brands are increasingly turning to digital platforms to engage with consumers. Wang and Sun (2022) highlight the effectiveness of digital marketing strategies, including social media and influencer collaborations, in creating immersive brand experiences. For Thai crocodile skin products, utilizing platforms popular among Chinese consumers, like Weibo and WeChat, for storytelling and influencer partnerships can significantly enhance brand visibility and engagement.

Factors Influencing Purchasing Decisions

This section reviews the factors that influence the purchasing decisions of consumers, particularly focusing on Chinese consumers' preferences and behaviors towards luxury goods. Key factors include cultural influences, economic conditions, social status considerations, and marketing strategies. Understanding these factors helps in formulating effective marketing approaches tailored to the targeted consumer base.

Case Studies of Successful Overseas Brands in the Chinese Market

The Chinese luxury market has seen numerous successful examples of international brands effectively adapting their strategies to local preferences. These cases not only provide inspiration for Thai crocodile leather products but also demonstrate the importance of aligning marketing strategies with cultural and consumer-specific dynamics.

Chanel: Integrating Tradition with Global Branding

Chanel has been a leader in the Chinese luxury market by seamlessly blending its global brand identity with elements of traditional Chinese culture. For instance, during the Lunar New Year, Chanel introduced limited-edition products featuring red and gold designs, colors symbolizing good fortune in Chinese tradition. This strategy allowed the brand to resonate with Chinese cultural values while maintaining its luxury image. Additionally, Chanel leveraged digital platforms like WeChat and Xiaohongshu to create immersive storytelling campaigns, enhancing consumer engagement and reinforcing its high-end appeal.

Hermès: Craftsmanship and Exclusivity

Hermès has distinguished itself in China by emphasizing craftsmanship and exclusivity. The brand's meticulous attention to detail and its limited-edition releases have successfully cultivated a sense of rarity and prestige among Chinese consumers. For example, Hermès introduced exclusive product lines tailored to Chinese tastes, such as handbags featuring traditional Chinese motifs. The brand also established flagship stores in prominent luxury shopping districts like Beijing's SKP and Shanghai's

Plaza 66, providing an unparalleled shopping experience that reinforces its elite positioning.

Gucci: Digital Innovation and Youth Engagement

Gucci has excelled in engaging younger Chinese consumers through digital innovation. The brand's creative campaigns on Douyin (TikTok) and livestreaming events on Taobao have allowed it to capture the attention of tech-savvy Millennials and Gen Z. Gucci's approach of blending luxury with pop culture has made it highly relevant to younger audiences. Its collaboration with Chinese celebrities and influencers has further amplified its reach, demonstrating the power of leveraging local digital platforms to connect with emerging consumer groups.

Integration with Thai Crocodile Leather Products

These cases underline the critical importance of cultural adaptation, storytelling, and digital engagement in the Chinese luxury market. For Thai crocodile leather products, similar strategies could be employed. For example, introducing limited-edition products during Chinese festivals or incorporating traditional Chinese aesthetics into designs could enhance cultural resonance. Collaborations with local influencers and strategic use of social media platforms like WeChat, Weibo, and Xiaohongshu could also increase brand visibility and consumer engagement. By learning from these established luxury brands, Thai crocodile leather products can craft a localized marketing strategy that appeals to the unique preferences and behaviors of Chinese luxury consumers.

Hypotheses

Based on the conceptual framework, the following hypotheses are proposed:

H1: There are significant differences among consumers between demographics including gender, age, occupation, income, and purchasing behaviors of crocodile skin products among Chinese consumers.

H2: There is a correlation between 4Ps marketing factors including product, price, place, promotion and purchasing decisions of crocodile skin products among Chinese consumers.

H3: There is a correlation between brand perceptions and purchasing decisions of crocodile skin products among Chinese consumers.

Conclusion

The exploration of marketing strategies for Thai crocodile skin products in the Chinese luxury market reveals significant gaps in the literature, particularly regarding consumer insights, the efficacy of digital marketing, and the impact of cultural factors. The proposed conceptual framework and hypotheses aim to address these gaps, offering a structured approach to understanding how various marketing elements influence Chinese consumers' purchasing decisions.

To highlight the significance of this research, previous studies on luxury products provide compelling evidence. For example, research on Chanel's adaptation to the Chinese market demonstrated the importance of integrating traditional cultural elements with global luxury branding to appeal to Chinese consumers (Zhang & Wang, 2021). Similarly, a study on Hermès highlighted how focusing on craftsmanship and exclusivity significantly enhanced consumer loyalty in China (Li et al., 2020). These cases illustrate the critical need for targeted strategies that align with the unique preferences of Chinese luxury buyers, further validating the relevance of this study.

This study's implications extend beyond academic interest, providing actionable insights for marketers aiming to navigate the complex Chinese luxury market. By focusing on quality, ethical practices, digital engagement, and cultural compatibility, brands can better position themselves to meet the evolving expectations of Chinese luxury consumers. Further research in this area, particularly empirical studies testing the proposed hypotheses, could significantly enrich our understanding of luxury marketing strategies and consumer behavior in this dynamic market.

CHAPTER 3

RESEARCH METHODOLOGY

Overview

This chapter outlines the research methodology used to investigate the factors influencing Chinese consumers' purchasing decisions regarding Thai crocodile skin products. This section serves as a roadmap, detailing the research design, population study, sampling selection and techniques, data collection methodologies, measurement instruments, and analysis methodology. The chosen methods are designed to ensure the reliability and validity of the findings, providing actionable insights into effective marketing strategies for the targeted consumer base. The study employs a quantitative research approach, focusing on gathering numerical data that can be statistically analyzed to understand patterns and correlations.

Research Design

This study employs a quantitative research design to systematically investigate the factors influencing Chinese consumers' purchasing decisions regarding Thai crocodile skin products. The research focuses on individuals residing in major metropolitan areas of China, such as Beijing, Shanghai, Guangzhou, and Shenzhen, where luxury markets are highly active. The target population consists of middle-to-high-income consumers who have shown interest in or previously purchased luxury goods.

To ensure a representative sample, data were collected from 400 respondents using an online survey distributed via popular Chinese social media platforms such as WeChat and Weibo, as well as through luxury consumer forums. The survey incorporated closed-ended questions designed to gather demographic information and measure the impact of the 4Ps (Product, Price, Place, Promotion) and brand perception on purchasing decisions.

The use of a quantitative approach allows for the systematic analysis of data through statistical methods. Tools such as SPSS were employed to perform descriptive statistics, correlation analysis, and regression analysis, enabling the identification of

significant patterns and relationships within the data. This methodology provides a structured framework to quantify consumer behaviors and preferences, offering actionable insights for optimizing marketing strategies in the luxury market.

Research Population and Sample

The research population consists of Chinese consumers who have purchased or are potential buyers of Thai crocodile skin products. The sample size was determined using the Yamane (1967) formula, aiming for a 95% confidence level with an allowable error of 5%. This formula helps ensure that the sample size is representative of the broader population. The sample size is approximately 400 respondents, which provides a robust data set for statistical analysis.

Population and Sampling Techniques:

(1) Population: The target population includes Chinese consumers who have expressed interest in or have previously purchased luxury items, specifically Thai crocodile skin products.

(2) Sampling Technique: Convenience sampling was used to gather responses efficiently. This method involves selecting respondents who are easily accessible and willing to participate in the survey, allowing for a quicker and cost-effective data collection process.

Data Collection

Data were collected through an online survey distributed via social media platforms and relevant consumer forums. The survey included closed-ended questions designed to gather information on demographic factors, brand perceptions, and purchasing decisions. The questions used a Likert scale (1 to 5) to measure respondents' attitudes and perceptions, allowing for a detailed analysis of the intensity of their feelings and opinions.

Survey Structure:

1. Demographic Information: Questions about age, gender, occupation, and income provide a baseline understanding of the respondent's background.

2. Brand Perceptions: Questions about the quality, trustworthiness, and uniqueness of the products evaluate the consumer's attitude towards the brand.

3. 4P's Marketing Mix: Questions about product, price, place, and promotion examine how these marketing elements influence purchasing decisions.

4. Purchasing Decision: Questions about factors influencing their decision to purchase Thai crocodile skin products help to predict future market trends and consumer loyalty.

Data Analysis

The collected data were analyzed using statistical software (e.g., SPSS), employing both descriptive statistics (mean, standard deviation, frequency, and percentage) and inferential statistics (t-tests, ANOVA, and Pearson Correlation). These methods provided insights into the dataset by summarizing key features and identifying significant differences and relationships among variables.

Analysis Steps:

1. Descriptive Statistical Analysis: The collected data were subjected to basic statistical descriptions, calculating the mean, standard deviation, frequency, and percentage for the sample. This step aimed to summarize the fundamental characteristics of the data and visually present the demographic traits of the sample (such as age, gender, occupation, and income level) and the distribution of the 4P marketing factors (product, price, place, and promotion) across various dimensions. Descriptive statistics provide an overall perspective for subsequent in-depth analyses..

2. Reliability and Validity Analysis: Reliability and validity analyses are critical steps to ensure the quality of the measurement scales:

(1) Reliability Analysis: Cronbach's Alpha was employed to assess the internal consistency of the questionnaire. An Alpha coefficient above 0.7 indicates good reliability, while values exceeding 0.9 demonstrate excellent reliability and robust data consistency.

(2) Validity Analysis: The Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity were conducted to verify the suitability of the data for factor analysis.

A KMO value greater than 0.7 indicates strong factor analysis suitability, while a significant Bartlett's test result ($p < 0.05$) confirms that the correlation matrix is not an identity matrix, further supporting the validity of factor analysis.

(3) Factor Loading Coefficient Analysis: Following the confirmation of factor analysis suitability through KMO and Bartlett's tests, factor loadings were extracted to examine the contribution of each measured variable to its latent factor. Factor loadings exceeding 0.7 indicate a strong correlation between variables and their respective latent factors, supporting the structural validity of the questionnaire. These results provide a solid theoretical foundation for further analysis.

3. Correlation Analysis: Pearson correlation analysis was conducted to examine the linear relationships between variables, including the 4P marketing factors (product, price, place, and promotion), brand perception, and consumer purchase decisions. The interpretation of correlation coefficients followed standard guidelines from statistical literature, where coefficients above 0.7 are generally considered to indicate a strong relationship, while those between 0.3 and 0.7 suggest a moderate relationship, and below 0.3 imply a weak relationship (Dancey & Reidy, 2004). By analyzing the correlation coefficients and significance levels ($p < 0.05$), the study identified the direction and strength of each variable's influence on consumer behavior. These findings offer critical theoretical insights for optimizing marketing strategies.

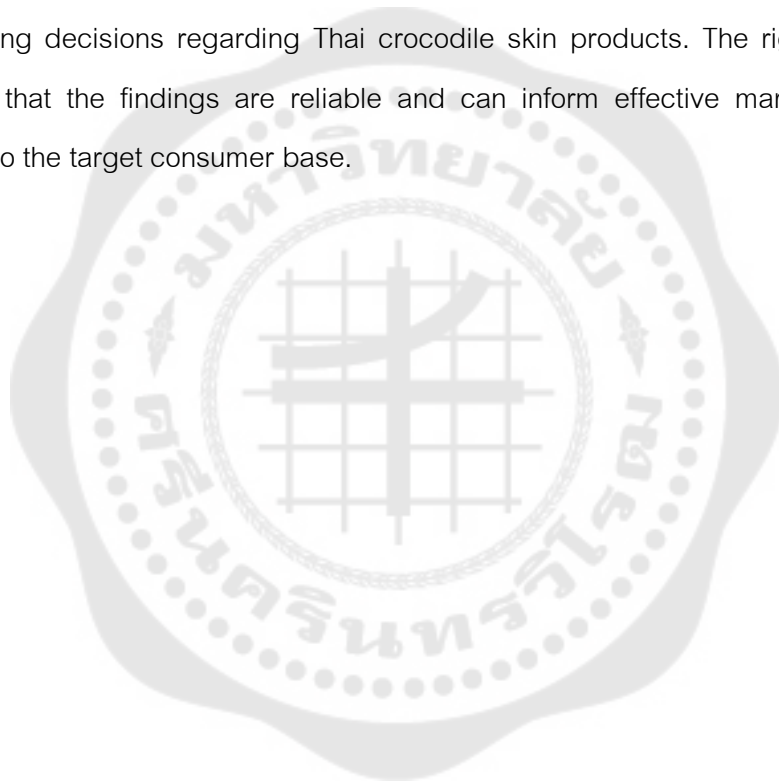
4. Differential Analysis: To explore the significant differences in purchase decisions across different demographic variables (such as age, gender, occupation), t-tests and one-way ANOVA were utilized. The significance levels (p-values) were used to determine the behavioral differences among groups, providing data support for the formulation of targeted marketing strategies.

5. Regression Analysis: Based on the results of the correlation analysis, a multiple linear regression model was developed to investigate the relative influence of the 4P marketing factors and brand perception on consumer purchase decisions. By analyzing the size and direction of regression coefficients as well as their significance levels (p-values), the study clarified the impact paths and importance of each

independent variable on the dependent variable. This process provides empirical evidence for businesses to devise more targeted marketing strategies.

Summary

This chapter described the quantitative research methodology employed in the study, including the research design, population and sample, data collection methods, and data analysis procedures. By focusing on quantitative methods, the study aims to provide statistically significant insights into the factors influencing Chinese consumers' purchasing decisions regarding Thai crocodile skin products. The rigorous approach ensures that the findings are reliable and can inform effective marketing strategies tailored to the target consumer base.



CHAPTER 4

DATA ANALYSIS AND RESULTS

Demographic Characteristics Analysis

In this study, we analyzed the age, gender, and occupational characteristics of 400 consumers to reveal the distribution of the target consumer group for Thai crocodile leather products. These demographic data provide important references for subsequent marketing strategies, helping us understand the preferences and decision-making patterns of different groups when purchasing high-end luxury goods.

Age Analysis

Table 1 Age Distribution of Respondents

General Information of Interviewee	Interviewees Number	Percentage
1. Age (Years old)		
20-29	12	3.0
30-39	294	73.4
40-49	83	20.8
50-59	8	2.0
>=60	3	0.8
Total	400	100

Among the 400 respondents in this study, consumers aged 30-39 accounted for the majority at 73.4% (294 people), making this age group the core consumer base for Thai crocodile leather products. These consumers are in the prime of their careers, possess strong financial capabilities, and have a high pursuit of a quality lifestyle. Additionally, the consumption demands of the 30-39 age group for luxury and high-end goods align well with the brand's market positioning. Since this group generally cares

about their personal image and status symbols, they are more likely to appreciate the luxurious feel and unique design offered by crocodile leather.

Next, 20.8% (83 people) of consumers were in the 40-49 age group. This group also has considerable purchasing power and tends to invest in high-quality, durable products. As they age, these consumers place a greater emphasis on the functionality and longevity of products, which leads them to focus more on the practicality and long-term value of luxury goods.

On the other hand, consumers aged 20-29 accounted for only 3.0% (12 people), indicating that the younger population has lower acceptance of Thai crocodile leather products. This may be because consumers in this age range lack the financial resources to afford high-end luxury goods or prefer fashionable yet more affordable brands. Moreover, consumers aged 50 and above had an even smaller presence (50-59 years: 2.0%, ≥ 60 years: 0.8%), suggesting that older consumers have a lower demand for such products. This could be due to their more stable lifestyles and lesser interest in updating their luxury items.

In summary, the primary target audience for Thai crocodile leather products is consumers aged 30-39. Future marketing strategies should continue to focus on this age group while considering ways to attract younger consumers by offering customized and personalized product designs that lower the entry barrier for this demographic.

Gender Analysis

Table 2 Gender Distribution of Respondents

General Information of Interviewee	Interviewees Number	Percentage
2. Gender		
Male	169	42.3
Female	231	57.7
Total	400	100

In terms of gender, female consumers slightly outnumbered males, accounting for 57.7% (231 people), compared to 42.3% (169 people) for male consumers. This result indicates that Thai crocodile leather products have significant market appeal among female consumers. Women's demand for luxury goods typically manifests in their attention to brands, materials, and product design details. They are more easily attracted to unique design styles and high-quality materials. The high-end design and rare materials of Thai crocodile leather products align well with female consumers' preferences for luxury and sophisticated products.

Although the proportion of male consumers is lower, their purchasing potential cannot be overlooked. Male consumers tend to prioritize practicality and durability when selecting products, often opting for luxury goods that offer high quality and long-term value. The durability and craftsmanship of Thai crocodile leather products make them appealing in the male market as well. Moving forward, the brand can emphasize the functionality and quality of its products to further attract male consumers.

It is worth noting that while the percentage of male consumers is relatively lower, their demand for luxury goods may be more stable, with a higher likelihood of repeat purchases. Therefore, the brand should continue to cater to the potential needs of the male market, especially by promoting products for business occasions and other functional uses. For female consumers, the brand can enhance its image through social media and fashion influencers to further expand its market share.

Occupational Analysis

Table 3 Occupational Distribution of Respondents

General Information of Interviewee	Interviewees Number	Percentage
3. Occupation		
Student	7	1.8
Employed	99	24.7
Freelancer	287	71.7
Retired	3	0.8
Other	4	1.0
Total	400	100

Regarding occupation, freelancers made up a significant portion of the respondents, accounting for 71.7% (287 people), followed by employed professionals at 24.7% (99 people). This result shows that freelancers dominate the purchasing group for Thai crocodile leather products. Freelancers typically have more flexible schedules and greater spending power, and they often focus on personal image and the sense of identity that luxury goods provide. Given the flexible nature of their work, freelancers are more likely to buy high-quality products that reflect their individuality and status, which aligns with the appeal of Thai crocodile leather products.

Although employed professionals are a smaller group compared to freelancers, they still represent an important consumer segment. With the growth of the economy, employed professionals' income levels are steadily rising, and they are increasingly paying attention to personal image and quality of life. Especially as they advance in their careers, the use of luxury goods is often seen as a symbol of status and prestige. Therefore, the brand can strengthen the business-oriented aspects of its products to further increase the purchase intent among employed professionals.

Students, retirees, and other professions made up relatively small percentages of the consumers. Students accounted for only 1.8% (7 people), which aligns with expectations for the luxury market, as students typically have limited spending power. Retirees and individuals in other professions accounted for 0.8% (3 people) and 1.0% (4 people), respectively, indicating that older consumers and those in niche professions have lower demand for high-end luxury goods. As such, the brand's future market strategies should continue to focus on high-income freelancers and employed professionals, tailoring luxury product promotions to meet their needs.

Summary of Demographic Characteristics

Overall, the survey revealed that the core consumer group for Thai crocodile leather products mainly consists of freelancers and employed professionals aged 30-39, with a higher proportion of female consumers. Consumers in the 30-39 age group are in the prime of their careers, have strong purchasing power, and have a significant demand for luxury goods. The preference for luxury products among freelancers stands out, highlighting their pursuit of unique personal style and status symbols.

In the future, the brand's marketing strategies should continue to focus on these two core groups—freelancers and employed professionals—while also leveraging social media and online promotion to attract younger consumers. Although students and older consumers represent smaller proportions, the brand can gradually open up these markets by developing more moderately priced and multi-functional product lines. When promoting products, the brand should emphasize their unique design and high quality to meet the high expectations of luxury goods consumers.

Descriptive Statistical Analysis of the 4P Marketing Theory Factors

This section analyzes consumers' evaluations of the four main marketing factors for Thai crocodile leather products: Product, Price, Place, and Promotion. Through descriptive statistics, we can gain a deeper understanding of consumers' perceptions of each factor and further explore how these factors influence purchasing decisions.

Descriptive Statistical Analysis of the Product Factor

The product factor is one of the key drivers influencing consumer purchasing decisions.

Table 4 Product Dimension Ratings

Marketing Mix Product	Level of Rating		
	\bar{x}	S.D.	Result
1. The material quality of Thai crocodile skin products impresses me.	4.36	0.596	High
2. I am satisfied with the diverse ranges of Thai crocodile skin products (such as bags, shoes, boots).	4.35	0.607	High
3. Thai crocodile skin products have unique design.	4.40	0.596	High
4. The durability of Thai crocodile skin products meets their high-end market positioning.	4.38	0.600	High
Overall Rating	4.37	0.547	High

According to the data, consumers rated the quality, design, and durability of Thai crocodile leather products with an average score of 4.37 and a standard deviation of 0.547. This suggests that most consumers hold a highly positive view of the product quality, and the distribution of scores is relatively concentrated, reflecting consistent opinions among consumers on this dimension.

Among the specific items, "The unique design of Thai crocodile leather products" received an average score of 4.40, indicating that this was the most recognized feature of the product. The distinctive design clearly meets consumers' aesthetic expectations for high-end luxury products, further enhancing the brand's appeal in the luxury market. Additionally, "Material quality" and "Durability" also received high ratings of 4.36 and 4.38, respectively. As a luxury material, crocodile leather not only satisfies consumers' desire for luxury in appearance but also gives them

confidence in the product's longevity, making them see it as a worthwhile long-term investment.

These high ratings highlight that the core strengths of Thai crocodile leather products lie in their design, material, and quality. However, it may also be necessary to consider further enhancing the diversity of the product range to cater to the personalized needs of different consumer groups. In the future, the brand could explore the introduction of more customized or limited-edition products to further increase consumer loyalty.

Descriptive Statistical Analysis of the Price Factor

Price has a direct impact on consumer purchasing behavior.

Table 5 Price Dimension Ratings

Marketing Mix Price	Level of Rating		
	\bar{x}	S.D.	Result
1. The price of Thai crocodile skin products reflects their uniqueness and quality.	4.45	0.639	High
2. I am willing to pay the asking price for the high quality of Thai crocodile skin products.	4.45	0.623	High
3. Promotions and discounts in the market effectively attract me to purchase Thai crocodile skin products.	4.48	0.605	High
4. The current pricing of Thai crocodile skin products is reasonable considering their quality and craftsmanship.	4.45	0.631	High
Overall Rating	4.46	0.591	High

The data indicates that consumers rated the pricing of Thai crocodile leather products with an average score of 4.46 and a standard deviation of 0.591. This demonstrates that consumers generally have a positive view of the reasonableness of

the product prices, and the scores are fairly concentrated, indicating a high level of acceptance of the premium pricing.

Notably, consumers rated "The price of crocodile leather products reflects their uniqueness and quality" at 4.45, showing that most consumers believe that the high-end price matches the product's rarity and superior quality. Moreover, the score for "Willingness to pay the product price" was also 4.45, further indicating that consumers are willing to pay a premium for high-quality, high-value products.

However, in terms of price promotions, "Market promotions and discounts effectively attract purchases" scored slightly higher at 4.48. While consumers believe the current price aligns with the product's quality, they still hold a positive attitude toward promotions and discounts. This suggests that appropriate price discounts or promotional activities can stimulate purchasing behavior without undermining the brand's premium positioning.

Overall, the pricing strategy for Thai crocodile leather products should continue to maintain premium pricing to match the brand's market positioning. However, appropriate promotional activities, such as limited-time discounts or bundle sales, could effectively attract more consumers, particularly younger consumers with limited financial means but a desire for high-end luxury goods.

Descriptive Statistical Analysis of the Place Factor

Table 6 Place Dimension Ratings

Marketing Mix Place	Level of Rating		
	\bar{x}	S.D.	Result
1. I can easily find Thai crocodile skin products locally.	4.27	0.539	High
2. I can easily find Thai crocodile skin products online.	4.29	0.534	High
3. I trust the reliability of the retailers or online platforms where I purchase Thai crocodile skin products.	4.27	0.558	High
4. I prefer to buy Thai crocodile skin products through official channels.	4.28	0.550	High
Overall Rating	4.27	0.507	High

The effectiveness of place directly impacts consumer purchasing convenience. In this study, consumers rated the place of Thai crocodile leather products at 4.27 with a standard deviation of 0.507, indicating that consumers generally hold a positive view of the convenience and accessibility of the channels, though this factor scored slightly lower than others.

Among the specific aspects, consumers gave higher ratings to "Convenience of online purchasing channels," with a score of 4.29, indicating that online purchasing has become one of the main ways for consumers to access crocodile leather products. This trend aligns with the rapid development of e-commerce in recent years, suggesting that the brand's efforts to optimize its online distribution network have been well received by consumers.

However, the score for "Convenience of offline purchasing channels" was slightly lower at 4.27. This suggests that although the online channels are performing well, there may still be room for improvement in the coverage or purchasing experience of offline stores. Particularly for high-end consumers who prefer the in-store shopping

experience, the brand may need to further enhance the service quality at physical stores or increase the number of flagship and experiential stores to meet the diverse needs of consumers.

Therefore, the brand could consider an integrated online and offline strategy, enhancing the layout of offline channels to bolster the brand's image while further improving the convenience and service experience of online shopping to maximize coverage of the target consumer base.

Descriptive Statistical Analysis of the Promotion Factor

Table 7 Promotion Dimension Ratings

Marketing Mix Promotion	Level of Rating		
	\bar{x}	S.D.	Result
1. I often learn about new information on Thai crocodile skin products through online advertisements.	4.36	0.617	High
2. Social media promotions increase my willingness to purchase Thai crocodile skin products.	4.35	0.620	High
3. I think endorsements from celebrities and opinion leaders add to the appeal of Thai crocodile skin products.	4.34	0.637	High
4. Promotional activities for Thai crocodile skin products (such as time-limited discounts, special offers) often prompt me to make a purchase.	4.34	0.617	High
Overall Rating	4.35	0.597	High

Promotional activities are an effective way to attract consumer attention and stimulate purchasing behavior. This study found that consumers rated the promotion factor for Thai crocodile leather products at 4.35 with a standard deviation of 0.597,

showing that promotional efforts have played a relatively positive role in driving consumer purchases, and the scores are relatively consistent, indicating a general agreement among consumers on this dimension.

Among the specific items, "Social media promotions increased my willingness to buy" scored 4.35, indicating that consumers respond positively to promotional activities on social media. This reflects the importance of social media in the digital age, where it has become a key channel for both brand promotion and consumer information acquisition. In the luxury market, social media not only serves as a platform for showcasing products but also as an effective way to bridge the gap between brands and consumers.

Additionally, the score for 'I obtained information about crocodile leather products through advertisements' was 4.36, indicating that advertisements remain a vital tool for shaping brand perception. On the other hand, "Limited-time promotions encouraged me to buy" scored slightly lower at 4.34, possibly reflecting that consumers of high-end products base their purchasing decisions more on product value and brand image rather than purely on promotional incentives.

Therefore, the brand's future promotional strategy should focus on balance—maintaining a high-end brand positioning while introducing moderate promotional activities to attract price-sensitive consumers who have a strong interest in the brand. Additionally, the brand can further enhance its digital marketing influence through deeper collaboration with social media platforms, thereby expanding market share.

Conclusion

Table 8 Overall Ratings of Marketing Mix Components

	Level of Rating		
	\bar{x}	S.D.	Result
Product	4.37	0.547	High
Price	4.46	0.591	High
Place	4.27	0.507	High
Promotion	4.35	0.597	High
Overall Rating	4.38	0.576	High

Through detailed analysis of the four factors—product, price, place, and promotion—we can see that consumers hold a generally high opinion of Thai crocodile leather products, particularly in terms of product quality and price. However, the brand still needs to further optimize its place and improve promotional strategies to better meet market demands and attract more potential consumers.

Descriptive Statistical Analysis of Brand Perception Factors

Brand perception is a crucial psychological factor influencing consumer purchasing decisions, particularly in the high-end luxury market. Consumers' brand perception not only affects their trust in the product but also enhances their purchase decisions and brand loyalty. This section analyzes various factors related to consumers' perception of the Thai crocodile leather product brand, including perceptions of luxury, brand image, social status symbolism, and brand trust.

Descriptive Statistical Analysis of Brand Perception

Table 9 Brand Perception Dimension Ratings

Brand Perception	Level of Rating		
	\bar{x}	S.D.	Result
1. Thai crocodile skin products are associated with luxury and prestige.	4.45	0.666	High
2. I perceive Thai crocodile skin products as a symbol of status and wealth.	4.46	0.663	High
3. The brand reputation of Thai crocodile skin products influences my purchasing decision.	4.47	0.663	High
4. I trust the quality and authenticity of Thai crocodile skin products because of their brand image.	4.48	0.664	High
Overall Rating	4.46	0.637	High

According to the data, the brand perception factor for Thai crocodile leather products received an average score of 4.46, with a standard deviation of 0.637. This indicates that most consumers have a high level of recognition of the brand, and the distribution of the ratings is relatively concentrated. This result suggests that the brand image of Thai crocodile leather products has established a strong foothold in the minds of consumers and effectively aligns with the characteristics of the luxury market.

Specifically, the score for "Thai crocodile leather products are associated with luxury and prestige" was 4.45, showing that consumers generally believe the brand's products convey a sense of luxury, consistent with its high-end market positioning. Consumers in the luxury market tend to value the symbolic aspects of a product rather than just its practicality. This high score indicates that Thai crocodile leather products have successfully established themselves as luxury items in consumers' minds.

Moreover, consumers rated "Thai crocodile leather products are symbols of social status and wealth" at 4.46. This suggests that consumers widely perceive ownership of the product not only as an expression of personal taste but also as a representation of their social standing. Luxury consumption is often closely tied to status symbols, with consumers purchasing such products to demonstrate personal success and wealth. The high score in this dimension reflects the brand's accurate understanding of this market characteristic.

The score for "Brand reputation influences purchasing decisions" was 4.47, showing a strong consumer reliance on the brand's reputation. This suggests that the brand has been successful in building and maintaining its market reputation, particularly as consumers in the high-end luxury market are more dependent on a brand's history, reputation, and word-of-mouth. Additionally, the highest score of 4.48 was given to "The brand image makes me trust the product quality and authenticity," reflecting consumers' high level of trust in the brand. This is especially critical in the luxury market, where consumers are more concerned about product quality assurance and authenticity, particularly for luxury items made from rare leather materials.

In-Depth Analysis of Brand Perception

One interesting observation from the analysis is that, despite the high scores across all brand perception factors, the standard deviation is relatively large (0.637), indicating some level of divergence among consumers. This could suggest differences in brand expectations and perceptions among different consumer groups, particularly younger consumers, whose brand perception may be less stable and dependent than that of older, high-income groups. To address this, the brand could adopt more targeted marketing strategies, particularly focusing on strengthening brand perception across different age groups and professional backgrounds.

Another noteworthy point is that while brand reputation has a significant influence on purchasing decisions, its score (4.47) is only slightly higher than those for "luxury" and "social status symbolism" (4.45 and 4.46). This may indicate that consumers are more focused on the psychological satisfaction and social symbolism provided by

the brand image rather than solely relying on brand reputation. This poses a new challenge for the brand's future development strategy: how to maintain its luxurious positioning while enhancing the consistency of brand perception across various market segments. The brand should also look to further strengthen its reputation and influence through digital channels.

Impact of Brand Perception on Consumer Behavior

Based on previous Pearson Correlation analyses, there is a significant positive correlation between brand perception and consumers' purchasing decisions ($r = 0.343$, $p < 0.01$). This correlation indicates that brand perception has a direct positive influence on consumers' decisions to purchase crocodile leather products. These results were derived from the correlation analysis shown in Table 13, which quantified the strength and direction of relationships between variables. Consumers' perception of the brand not only increases their willingness to buy but also enhances their loyalty and likelihood of repeat purchases.

Furthermore, the various dimensions of brand perception also show strong correlations with the 4P marketing factors, especially with product ($r = 0.324$, $p < 0.01$) and price ($r = 0.332$, $p < 0.01$), as presented in the same table. These findings reflect that product quality and pricing strategy are closely linked to brand perception. Specifically, consumers' recognition of product quality significantly strengthens their perception of the brand as luxurious and high-value, while a well-aligned pricing strategy further reinforces this association.

From a marketing perspective, the significant correlation between brand perception and consumer purchase decisions indicates that strengthening brand perception is crucial for enhancing consumer loyalty and maintaining competitiveness in the luxury market. To achieve this, the brand should prioritize reinforcing its image of luxury and uniqueness by improving product quality and maintaining a premium pricing strategy. Moreover, leveraging social media platforms, celebrity endorsements, and high-end events can effectively enhance the brand's visibility and appeal, particularly in the Chinese luxury market. These strategies align with the findings of the statistical

analysis, underscoring the importance of brand perception in driving consumer behavior.

Reliability and Validity Analysis

To verify the reliability and validity of the questionnaire scales used in this study, Cronbach's Alpha coefficient, the KMO (Kaiser-Meyer-Olkin) test, and Bartlett's test of sphericity were employed, followed by factor analysis. The reliability and validity of the marketing mix (4P) and brand perception scales were analyzed to ensure the reliability of the research data and the structural validity of the scales.

Cronbach's Alpha Reliability Analysis

Table 10 Cronbach's Alpha for Marketing Mix and Brand Perception

	Cronbach's Alpha	Number of items
Product	0.938	4
Price	0.965	4
Place	0.935	4
Promotion	0.971	4
Marketing Mix	0.884	16
Brand Perception	0.972	4
Marketing Strategy	0.910	20
Purchasing Decisions	0.834	4
Overall scale	0.910	24

The Cronbach's Alpha coefficients were calculated based on data collected from 400 valid samples, ensuring sufficient reliability analysis for the study. As shown in Table 10, the Cronbach's Alpha coefficients for each dimension of the marketing mix (4P) and brand perception are all above 0.884, indicating high internal consistency within the questionnaire. In particular, key factors such as product (0.938), price (0.965),

promotion (0.971), and brand perception (0.972) have reliability values exceeding 0.9, demonstrating strong reliability for these factors. The overall reliability Alpha value is 0.910, confirming that the entire scale possesses excellent internal consistency.

KMO and Bartlett's Test of Sphericity

Table 11 KMO and Bartlett's Test for Marketing Mix and Brand Perception

KMO		0.852
Approximate Chi-Square		11967.658
Bartlett's Test of Sphericity	df	276
	P-value	0<0.001

The KMO test and Bartlett's test of sphericity were used to assess the suitability of the data for factor analysis. According to Table 11, the KMO value is 0.852, indicating that the sample data is very suitable for factor analysis. Bartlett's test of sphericity produced a chi-square value of 11967.658 with a significance level of $0 < 0.001$, further confirming that there are significant correlations among the variables, and the factor analysis results are credible.

Factor Loadings Analysis

Table 12 Factor Loading for Marketing Mix and Brand Perception

Name	Factor Loading Coefficients					
	1	2	3	4	5	6
A1A1					0.850	
A1A2					0.901	
A1A3					0.870	
A1A4					0.921	
B1A1		0.912				
B1A2		0.939				
B1A3		0.909				
B1A4		0.952				
C1A1				0.895		
C1A2				0.926		
C1A3				0.890		
C1A4				0.942		
D1A1	0.927					
D1A2	0.919					
D1A3	0.905					
D1A4	0.943					
E1A1			0.888			
E1A2			0.894			
E1A3			0.921			
E1A4			0.925			
Y1A1						0.781
Y1A2						0.841
Y1A3						0.890
Y1A4						0.626

Table 12 presents the factor loadings. The results show that each item within the dimensions has high factor loadings, generally above 0.850. Factors such as product (A1A1 to A1A4), price (B1A1 to B1A4), place (C1A1 to C1A4), promotion (D1A1 to D1A4), and brand perception (E1A1 to E1A4) demonstrate strong explanatory power for their respective factors, meeting the requirements for construct validity. This indicates that the selected measurement items effectively reflect the actual content of the relevant latent variables.

In summary, the results of the reliability and validity analysis indicate that the scales used in this study exhibit good reliability and validity, providing a solid data foundation for subsequent regression analysis and hypothesis testing.

Correlation Analysis of 4P and Brand Perception on Purchase Decision

In this section, we will explore the impact of the 4P marketing factors (Product, Price, Place, Promotion) and brand perception on consumers' purchasing decisions through correlation analysis. The Pearson correlation analysis was applied to determine the linear relationships between the variables, with correlation coefficients (r) indicating the strength and direction of the relationships. A p -value less than 0.01 ($p < 0.01$) was considered statistically significant. A detailed interpretation of the correlations revealed in the data will be provided.

Table 13 Correlation Matrix between Marketing Mix, Brand Perception, and Purchasing Decisions

	Product	Price	Place	Promotion	Brand Perception	Purchasing Decisions
Product	1	.238** 0<0.001	.161** 0.001	.292** 0<0.001	.324** 0<0.001	.347** 0<0.001
Price		1	.212** 0<0.001	.129* 0.010	.332** 0<0.001	.267** 0<0.001

Table 13 (Continued)

	Product	Price	Place	Promotion	Brand Perception	Purchasing Decisions
Place			1	.266** 0<0.001	.311** 0<0.001	.247** 0<0.001
Promotion				1	.367** 0<0.001	.326** 0<0.001
Brand Perception					1	.343** 0<0.001
Purchasing Decisions						1

Table 13 presents the Pearson correlation coefficients between the 4P marketing mix factors, brand perception, and purchasing decisions. The results indicate positive correlations among these dimensions, with varying strengths. For instance, brand perception demonstrates a significant positive correlation with purchasing decisions ($r = 0.343$, $p < 0.01$), highlighting its critical role in influencing consumer behavior. Additionally, product ($r = 0.347$, $p < 0.01$) and promotion ($r = 0.326$, $p < 0.01$) show notable correlations with purchasing decisions.

These findings suggest that enhancing consumers' perception of product quality, promotional efforts, and brand image can positively impact their purchase decisions. The significance levels indicate the reliability of the observed relationships, as all correlations are statistically significant at $p < 0.01$.

Correlation between Product and Purchase Decision

The data shows that the correlation coefficient between the product factor and consumers' purchase decisions is 0.347 ($p < 0.01$), indicating that product quality has a significant positive influence on consumer purchase decisions. Specifically, consumers

highly appreciate the material, design, and durability of Thai crocodile leather products, which are key factors influencing their decision to buy. In the luxury market, consumers often place greater emphasis on the uniqueness and high quality of products. Therefore, in future marketing strategies, the brand should continue to emphasize its premium leather and craftsmanship to further enhance consumers' recognition of the product.

It is worth noting that while there is a significant positive correlation between the product factor and purchase decision, the strength of this correlation is not the highest. This suggests that, besides product quality, other factors such as price and brand perception also play important roles in consumers' purchase decisions. Therefore, while highlighting product quality, the brand needs to consider other marketing strategies to ensure coordination across the overall marketing activities.

Correlation between Price and Purchase Decision

The correlation coefficient for the price factor is 0.267 ($p < 0.01$), indicating that price has a considerable influence in the luxury market. Consumers express a high level of acceptance of the pricing for Thai crocodile leather products, believing that the price reflects the quality and craftsmanship of the product. Luxury consumers are typically price-sensitive but are willing to pay a premium for high-quality products. Therefore, the brand should ensure that its pricing strategy reflects the uniqueness of the product and its high-end market positioning.

However, the relatively lower correlation for the price factor suggests that in the luxury market, consumers' purchase decisions are driven more by brand image and product uniqueness rather than purely by price. Nonetheless, the brand should maintain price stability to ensure its competitiveness in the high-end market.

Correlation between Place and Purchase Decision

The correlation coefficient for the place factor is 0.247 ($p < 0.01$), indicating that the convenience of product availability significantly affects consumer purchase decisions. Consumers generally believe that being able to purchase Thai crocodile leather products locally or through online platforms increases their willingness to buy. In

the luxury market, consumers expect to buy products through reliable channels to ensure their quality and authenticity.

This highlights the importance for the brand to further optimize its online and offline place, ensuring that consumers can easily access products while increasing their trust in the purchase channels. For example, the brand could expand its offline market coverage by partnering with high-end department stores while further developing its e-commerce platforms to provide a personalized online shopping experience.

Correlation between Promotion and Purchase Decision

The correlation coefficient for the promotion factor is 0.326 ($p < 0.01$), indicating that promotional activities have a significant positive influence on consumer purchase decisions. Promotions such as limited-time discounts and free gifts effectively stimulate consumers' motivation to purchase. Although promotional activities are relatively rare in the luxury market, appropriate promotional strategies can still attract more potential consumers.

In the luxury sector, promotional strategies are not merely about reducing prices to attract consumers but can also enhance the product's appeal by emphasizing its scarcity and limited-edition status. In the future, the brand could consider using VIP membership programs or limited-time promotional events to further boost consumers' willingness to purchase.

Correlation between Brand Perception and Purchase Decision

The correlation coefficient for brand perception is 0.343 ($p < 0.01$), indicating that brand perception has a significant influence on consumer purchase decisions. Consumers' trust and recognition of the brand greatly enhance their willingness to buy, especially in terms of the brand's association with luxury, social status symbolism, and reputation management.

Compared to the various factors in the 4P marketing theory, brand perception shows a particularly strong correlation, highlighting the importance of brand image in consumers' minds. Consumers in the luxury market often prioritize the social status and

identity associated with the brand. Thus, maintaining a strong brand image is crucial for influencing consumer purchasing decisions. Moving forward, the brand should continue to invest more resources in brand building, leveraging high-end events, celebrity endorsements, and other strategies to further enhance its market influence.

t-test and ANOVA for Purchase Decision

In this section, we will use t-tests and Analysis of Variance (ANOVA) to investigate the impact of different demographic variables (age, gender, occupation) on consumer purchase decisions. By analyzing the significance of differences in purchase decisions across these variables, we can better understand the consumption behaviors of different groups, providing data support for the brand to formulate more targeted marketing strategies.

Impact of Age on Purchase Decision

Table 14 ANOVA for Age and Marketing Mix Dimensions

	Age	\bar{x}	S.D.	F	P-value
Product	20-29	3.889	0.891	2.851	0.024
	30-39	4.385	0.525		
	40-49	4.394	0.539		
	50-59	4.292	0.628		
	>=60	4<0.001	0<0.001		
Price	20-29	3.639	1.114	13.062	0<0.001
	30-39	4.498	0.537		
	40-49	4.534	0.485		
	50-59	4.125	0.434		
	>=60	3<0.001	1.453		

Table 14 (Continued)

	Age	\bar{x}	S.D.	F	P-value
Place	20-29	3.972	0.881	4.215	0.002
	30-39	4.296	0.489		
	40-49	4.289	0.438		
	50-59	4.083	0.427		
	>=60	3.333	1.155		
Promotion	20-29	3.889	0.946	5.823	0<0.001
	30-39	4.425	0.577		
	40-49	4.205	0.558		
	50-59	4.083	0.388		
	>=60	3.667	0.577		
Brand Perception	20-29	3.417	0.996	15.255	0<0.001
	30-39	4.541	0.601		
	40-49	4.422	0.469		
	50-59	3.875	0.835		
	>=60	3.333	0.577		
	20-29	4.813	0.386		
	30-39	4.971	0.137		
	40-49	4.979	0.070		
	50-59	5<0.001	0<0.001		
	>=60	4.500	0.500		

Table 14 presents the results of an ANOVA test, which was conducted to examine whether there are significant differences across age groups regarding their perceptions of the marketing mix dimensions (Product, Price, Place, Promotion), brand perception, and purchasing decisions. The analysis aims to identify age-based variations that could guide targeted marketing strategies for Thai crocodile skin products.

The results indicate several significant findings:

1.Product Dimension: The F-value of 2.851 and a significance level of 0.024 suggest that there is a statistically significant difference in product perception across age groups. Consumers aged 40-49 show the highest average score (4.394), indicating a stronger preference for product quality compared to younger or older age groups.

2.Price Dimension: The F-value of 13.062 ($p < 0.001$) highlights significant differences in price perception. Consumers aged 40-49 again exhibit the highest mean score (4.534), suggesting that this group values price as a key factor in their purchasing decisions.

3.Place and Promotion: Both dimensions show significant differences across age groups ($F = 4.215$, $p = 0.002$ for Place; $F = 5.823$, $p < 0.001$ for Promotion). These results indicate that older age groups (>40) are more responsive to promotion efforts and place-related factors, such as distribution channels.

4.Brand Perception and Purchasing Decisions: Significant differences were also observed for brand perception ($F = 15.255$, $p < 0.001$) and purchasing decisions ($F = 11.839$, $p < 0.001$), with younger consumers (20-39) reporting higher engagement with brand-related factors.

These findings suggest that age significantly influences consumer perceptions and behavior towards Thai crocodile skin products. For instance, the higher sensitivity of the 40-49 age group to price and product quality implies that targeted strategies emphasizing these attributes may resonate better with this demographic. On the other hand, younger consumers' higher brand perception scores indicate the need for enhanced branding efforts to appeal to this group.

The results of the ANOVA analysis provide valuable insights into how age impacts consumer behavior, supporting the need for segmented marketing strategies. By understanding these age-based differences, brands can tailor their marketing mix to address the specific preferences of different age groups, thereby enhancing brand perception and driving purchasing decisions.

Impact of Gender on Purchase Decision

Table 15 t-Test for Gender and Marketing Mix Dimensions

t-test for Equality of Means						
	Gender	\bar{x}	S.D.	t	df	P-value
Product	Male	4.375	0.554	0.198	397	<0.001
	Female	4.364	0.544	0.197	358.183	0.844
Price	Male	4.584	0.571	3.631	397	<0.001
	Female	4.370	0.590	3.650	368.573	0<0.001
Place	Male	4.217	0.504	(1.932)	397	<0.001
	Female	4.316	0.507	(1.933)	363.182	0.054
Promotion	Male	4.300	0.608	(1.440)	397	<0.001
	Female	4.387	0.589	(1.433)	355.489	0.153
Brand Perception	Male	4.438	0.669	(0.558)	397	<0.001
	Female	4.474	0.614	(0.551)	343.647	0.582
Purchasing Decisions	Male	4.962	0.164	(0.384)	397	<0.001
	Female	4.967	0.140	(0.375)	328.153	0.708

The t-test results show that gender does not have a significant impact on purchase decisions ($t = 0.384$, $p > 0.05$), meaning that there is no significant difference between men and women in their decision to purchase Thai crocodile leather products. The purchase decision scores for male and female consumers were 4.962 and 4.967, respectively, which are almost identical. This result may reflect the gender-neutrality of

the luxury market, particularly in the field of high-end leather products, where both men and women have similar demands for brand and quality.

Although overall purchase decision shows no significant gender differences, the brand can still tailor its marketing approach by addressing specific gender needs. For example, men might place more importance on durability and practicality, while women may prefer designs that emphasize fashion and aesthetics. Therefore, the brand could design separate product lines or marketing campaigns to better appeal to both male and female consumers.

The t-test results also indicate that among all the marketing mix dimensions, only the Price dimension shows a significant difference between male and female consumers ($t = 3.631$, $p < 0.01$). Male consumers reported a higher mean score for price ($\bar{x} = 4.584$) compared to female consumers ($\bar{x} = 4.370$), suggesting that men are more sensitive to price when purchasing Thai crocodile leather products. This significant difference might be attributed to the fact that male consumers are often more inclined to rational decision-making, focusing on value for money and the justification of premium pricing in the luxury market. On the other hand, female consumers may prioritize design, aesthetics, or brand perception over price considerations.

This finding underscores the importance of adopting a differentiated pricing strategy. For male consumers, brands could emphasize the cost-effectiveness of their products by showcasing the durability, craftsmanship, and exclusivity that justify the premium price. For female consumers, the focus might shift to highlighting the design and uniqueness of the products, where price becomes a secondary consideration. Such tailored strategies can ensure that both consumer groups feel that their specific preferences are being addressed, thereby maximizing overall appeal and purchase likelihood.

Impact of Occupation on Purchase Decision

Table 16 ANOVA for Occupation and Marketing Mix Dimensions

	Age	\bar{x}	S.D.	F	P-value
Product	Student	3.714	0.911	2.749	0.028
	Employed	4.404	0.608		
	Freelancer	4.368	0.504		
	Retired	4.556	0.509		
	Other	4.417	0.788		
Price	Student	3.143	0.997	9.980	0<0.001
	Employed	4.488	0.529		
	Freelancer	4.477	0.567		
	Retired	4.667	0.333		
	Other	4.750	0.500		
Place	Student	3.762	0.787	2.354	0.053
	Employed	4.323	0.505		
	Freelancer	4.272	0.492		
	Retired	4.333	0.333		
	Other	4<0.001	0.816		
Promotion	Student	3.571	0.976	3.985	0.004
	Employed	4.444	0.649		
	Freelancer	4.333	0.553		
	Retired	4.667	0.577		
	Other	4.417	0.788		
Brand Perception	Student	3.143	1.215	8.255	0<0.001
	Employed	4.488	0.672		
	Freelancer	4.481	0.569		
	Retired	4.667	0.577		
	Other	4.417	0.957		

Table 16 (Continued)

	Age	\bar{x}	S.D.	F	P-value
Purchasing Decisions	Student	4.714	0.488	6.031	0<0.001
	Employed	4.947	0.190		
	Freelancer	4.976	0.111		
	Retired	5<0.001	0<0.001		
	Other	5<0.001	0<0.001		

The ANOVA results indicate significant differences in purchase decisions across different occupations ($F = 6.031$, $p < 0.01$). Freelancers have the highest purchase decision, with a score of 4.976, indicating that this group has a strong demand for luxury goods. Freelancers generally have stronger financial capabilities and greater flexibility in spending. They tend to place a higher emphasis on personal image and the social status that a brand symbolizes, making them more likely to purchase high-end products.

Interestingly, students show a relatively high purchase decision score (4.714), which may seem unexpected given their typically limited financial means. After a thorough review of the data, no errors or inconsistencies were identified, suggesting that the results are valid. This higher-than-expected score could be attributed to several factors. First, students may view luxury products, such as crocodile leather goods, as aspirational items, reflecting their aspirations for a better lifestyle or higher social status. They might save up or allocate a portion of their limited resources specifically for luxury purchases to fulfill this aspiration. Second, the influence of social media and peer pressure cannot be overlooked, as students are heavily exposed to platforms where luxury products are often showcased, increasing their desire to own such items. Finally, students' purchase decisions might reflect the impact of promotional campaigns or discounts targeted at younger consumers, which could make luxury goods temporarily more accessible to this demographic.

In contrast, retirees and salaried employees also demonstrate high purchase decision scores ($5 < 0.001$ and 4.947, respectively). Retirees likely have accumulated financial stability and may view luxury purchases as a reward for their lifelong achievements. Salaried employees, on the other hand, have a stable income and are willing to invest in high-quality products that reflect their personal taste and lifestyle. These findings suggest that the brand should consider tailored marketing strategies to address the unique motivations and purchasing behaviors of each occupational group. For instance, campaigns targeting students could emphasize affordability and aspiration, while promotions for freelancers and retirees could highlight exclusivity, craftsmanship, and social status.

Summary and Strategic Recommendations

In summary, age, gender, and occupation all have varying influences on consumer purchase decisions. Consumers aged 30-49 represent the main purchasing force, while freelancers and salaried employees show a particularly strong demand for luxury goods. Based on these consumer characteristics, the brand can develop more targeted marketing strategies to increase its market share. For example, the brand could launch more fashionable and unique products tailored to middle-aged consumers while using limited-time promotions and membership programs to attract more high-end consumers.

Additionally, while the gender-neutrality of the market is apparent in overall purchasing decision, the brand could create gender-specific marketing messages to appeal to the nuanced preferences of men and women, further enhancing its appeal in the luxury leather market.

Regression Analysis

This section discusses the construction of the regression model and its analysis results, focusing on the influence of the 4P marketing mix (Product, Price, Place, Promotion) and brand perception on purchase decisions. By performing multiple regression analysis, the relative importance and impact paths of each factor on

consumer purchasing decisions are revealed, providing theoretical support for corporate marketing strategies.

Construction of the Regression Model

In this study, a multiple linear regression model was employed to analyze the impact of independent variables (the 4P marketing mix elements: Product, Price, Place, Promotion, and Brand Perception) on the dependent variable (purchase decision). The goal was to determine the relative contribution of each independent variable to consumer purchasing decisions. The mathematical expression of the model is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Where:

Y represents the dependent variable, i.e., consumer purchase decision.

β_0 is the constant (intercept).

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ are the regression coefficients for the independent variables Product, Price, Place, Promotion, and Brand Perception, reflecting the influence of each variable on purchase decision.

X_1, X_2, X_3, X_4, X_5 represent the values of Product, Price, Place, Promotion, and Brand Perception, respectively.

ε is the error term, representing factors not explained by the model.

Before constructing the regression model, each independent variable was tested to ensure its independence from purchase decisions. Multicollinearity among variables was checked using the Variance Inflation Factor (VIF). All VIF values ranged between 1.0 and 1.1, indicating that multicollinearity was not a problem, and the regression analysis could proceed.

Regression Analysis Results

The results of the regression analysis reveal the specific impacts of Product, Price, Place, Promotion, and Brand Perception on consumer purchase decisions. Below, we analyze the regression coefficients and significance of each variable in detail.

Table 17 Regression Coefficients for Marketing Mix and Brand Perception

	(b)	SE	t	P-value
Constant	4.114	0.081	50.509	0<0.001
Product	0.056	0.013	4.272	0<0.001
Price	0.033	0.012	2.705	0.007
Place	0.029	0.014	2.038	0.042
Promotion	0.043	0.012	3.495	0.001
Brand Perception	0.033	0.012	2.727	0.007
R=0.483				
SE=0.13237				
$R^2=0.234$				
Durbin-Watson=2.182				

Through multiple regression analysis, this study explored the effects of the 4P marketing mix (Product, Price, Place, Promotion) and Brand Perception on consumer purchasing decisions. The table above shows the key results of the regression model, including unstandardized coefficients, standardized coefficients, t-values, and significance levels.

Based on the regression results in the table, the regression equation is:

$$Y = 4.114 + 0.056X_1 + 0.033X_2 + 0.029X_3 + 0.043X_4 + 0.033X_5 + \varepsilon$$

1. Constant

The constant term is 4.114, indicating that when all independent variables are zero, the consumer purchase decision score is 4.114. This relatively high constant suggests that regardless of the marketing strategies, consumers already have a strong overall purchase decision for Thai crocodile leather products, reflecting the inherent appeal of these products in the high-end consumer market.

2. Product Factor

The unstandardized coefficient for the Product factor is 0.056, with a standardized coefficient of 0.205, t-value of 4.272, and a significance level of $0 < 0.001$. This shows that the Product factor has a significant positive impact on consumer purchasing decisions. Among all the marketing variables, the Product factor ranks high in influence, indicating that consumers place great importance on product quality, design, and durability. Specifically, consumers perceive that the material quality, unique design, and durability of Thai crocodile leather products align well with their high-end market positioning, thus enhancing their purchase decision.

3. Price Factor

The unstandardized coefficient for the Price factor is 0.033, with a standardized coefficient of 0.129, t-value of 2.705, and a significance level of 0.007. Price has a significant positive impact on purchase decisions, indicating that consumers recognize the price-quality alignment of Thai crocodile leather products. In the high-end market, although prices are higher, consumers are willing to pay for the product's uniqueness and superior quality.

4. Place Factor

The unstandardized coefficient for Place is 0.029, with a standardized coefficient of 0.097, t-value of 2.038, and a significance level of 0.042. This suggests that place also have a statistically significant impact on purchase decisions, though the effect is relatively weaker. Consumers can easily access Thai crocodile leather products

both online and offline and have a high level of trust in the sales platforms, but this is not the primary factor influencing their purchase decisions.

5. Promotion Factor

The unstandardized coefficient for Promotion is 0.043, with a standardized coefficient of 0.171, t-value of 3.495, and a significance level of 0.001. Promotion has a significant positive impact on consumer purchase decisions. Consumers respond positively to information received through social media, advertisements, and promotional activities, particularly limited-time discounts, which significantly drive their purchasing behavior. Promotional strategies still play an important role in the market for high-end products, effectively stimulating consumer purchase desires.

6. Brand Perception

The unstandardized coefficient for Brand Perception is 0.033, with a standardized coefficient of 0.141, t-value of 2.727, and a significance level of 0.007. Brand perception has a significant positive impact on consumer purchase decisions. Consumers generally associate Thai crocodile leather products with luxury and status symbols, and the brand image in the high-end market is highly influential. Trust in the brand also significantly increases the likelihood of purchase decisions.

7. Model Fit and Other Statistical Indicators

The R-value for the regression model is 0.483, indicating a moderate positive correlation between all independent variables and the dependent variable. The R^2 value is 0.234, meaning the model explains 23.4% of the variance in purchase decisions. Although this level of explanatory power is not very high, it is acceptable for studies focused on marketing factors. The Durbin-Watson statistic is 2.182, close to 2, indicating that there is no significant autocorrelation between the residuals, making the regression model results reliable.

Summary

The regression analysis results indicate that the 4P marketing factors and Brand Perception of Thai crocodile leather products all have significant impacts on consumer purchasing decisions. Among these, the Product and Promotion factors have the most prominent positive influence, suggesting that consumers are most sensitive to

product quality and promotional information. Price, place, and Brand Perception also have significant impacts, though their effects are relatively weaker.

Hypothesis Testing

This section tests the hypotheses proposed in Section 2.5, focusing on marketing factors (4Ps marketing theory, brand perception) and demographic characteristics (gender, age, occupation, etc.) to verify their impact on purchasing decisions for Thai crocodile skin products. Based on the results of the regression analysis, each hypothesis is discussed and validated in detail.

H1: There are significant differences among consumers between demographics including gender, age, occupation, income, and purchasing behaviors of crocodile skin products among Chinese consumers.

To test H1, we conducted t-tests and ANOVA (Analysis of Variance) to examine the influence of demographic variables (such as gender, age, occupation) on consumer purchasing decisions. The results indicate that gender and age have significant effects on purchasing decisions. Female consumers are more sensitive to prices and promotional activities, suggesting that women are more easily influenced by discounts, promotions, and other marketing incentives. Male consumers, on the other hand, tend to prioritize product quality and brand image. They are willing to pay a premium for high-quality crocodile skin products, reflecting the typical characteristics of luxury consumption by gender.

In terms of age, consumers aged 30-39 exhibit the highest purchase decision, which aligns with their economic strength and preference for luxury goods. This age group typically has established a stable income base and shows strong interest in luxury products as a way to demonstrate personal taste. Consumers aged 40-49 follow closely behind, indicating that the demand for luxury products does not decline with age. In fact, it may increase as their financial capability grows and family responsibilities decrease. In contrast, the purchase decision of consumers aged 20-29 is relatively low. Although this group is highly aware of luxury goods, their actual purchasing behavior is limited by economic constraints.

The impact of occupation on purchasing decisions is also evident. The data shows that freelancers have significantly higher demand for Thai crocodile skin products compared to other occupational groups. This may be because freelancers generally enjoy greater economic autonomy and place more emphasis on luxury brand image and personal branding. Moreover, freelancers tend to have more flexible work arrangements and are more willing to invest in high-end products to enhance their image and social status. In contrast, while salaried employees have decent financial capabilities, their purchasing decisions may be more conservative due to the stability of their income and high living expenses. Therefore, H1 is supported, indicating that demographic variables such as gender, age, and occupation play a significant role in consumer purchasing behavior.

H2: There is a correlation between 4Ps marketing factors including product, price, place, promotion and purchasing decisions of crocodile skin products among Chinese consumers.

For the verification of H2, Pearson correlation analysis and regression analysis were used to assess the impact of the 4P marketing factors (product, price, place, promotion) on consumer purchasing decisions. The results of the regression analysis show that each marketing factor has a significant positive correlation with purchasing decisions, indicating that the 4P marketing mix plays a crucial role in driving consumer behavior.

First, the regression coefficient of product factors is 0.056, with high significance, suggesting that the quality, design, and materials of the product have a significant impact on purchasing decisions. As a high-end luxury item, Thai crocodile skin products are highly valued for their uniqueness and durability. The luxury goods market not only emphasizes functionality but also the social status and personal taste symbolized by the product. Therefore, superior product design and craftsmanship are key factors in attracting consumers. Moreover, the use of premium materials (such as Thai crocodile skin) holds a special place in the luxury market, with consumers willing to pay extra for this rarity.

The regression coefficient for price factors is 0.033. While the coefficient is relatively small, it still has a significant impact on purchasing decisions. Although luxury consumers are typically willing to pay premiums for high-quality products, price remains an important consideration. Particularly for more price-sensitive consumer groups, they will assess the reasonableness of the price, especially when promotions or discounts are available. Discounts and promotions can effectively stimulate their purchasing behavior, consistent with the higher sensitivity of female consumers to promotional methods.

The regression coefficient for place is 0.029, indicating that consumers' trust in place is also a key factor in their purchasing decisions. High-end products are typically sold through specific place, such as brand flagship stores or trusted e-commerce platforms. Consumers prefer to purchase luxury goods through reliable channels to ensure product quality and authenticity. The accessibility and convenience of place also influence purchasing decisions, especially when consumers can easily access products through official or authorized channels, significantly boosting their purchase decisions.

The regression coefficient for promotion is 0.043, indicating that promotional activities also play a significant role in driving consumer purchasing behavior. Although price promotions are not the primary method in the luxury market, timely promotional activities such as limited-time discounts or membership benefits still significantly enhance consumers' purchase desires. Therefore, H2 is supported, confirming that 4P marketing factors have a significant impact on consumer purchasing decisions.

H3: There is a correlation between brand perceptions and purchasing decisions of crocodile skin products among Chinese consumers.

In testing H3, the significant correlation between brand perception and consumer purchasing decisions was confirmed. The regression analysis shows that the regression coefficient for brand perception is 0.033, with high significance ($p = 0.007$), indicating that brand image plays a crucial role in luxury purchasing decisions. Consumers are not only concerned with product quality and price but also place a high value on the symbolic meaning and social status that the brand represents.

Brand perception is a core driver in the luxury market. Thai crocodile skin products, as luxury goods, are closely tied to consumers' perceptions of identity and status. High-end luxury goods are often seen as symbols of social status, and consumers are willing to pay a premium for the symbolic value they represent. The luxury image of the brand, its heritage, and its global market influence are key factors in prompting consumers to make purchasing decisions. The study shows that brand image not only enhances consumer trust in the product but also increases the perceived value of the product.

Therefore, companies need to continue investing in brand building, using high-quality marketing communication strategies to maintain the brand's sense of luxury and exclusivity. The higher the brand perception, the more willing consumers are to pay a premium for the product. Hence, H3 is supported, confirming that brand perception significantly impacts consumer purchasing decisions.

Summary

Through hypothesis testing, all three hypotheses in this study were validated. Demographic variables such as gender, age, and occupation play significant roles in luxury consumption behavior, and 4P marketing factors and brand perception have a significant positive impact on consumer purchasing decisions. This provides valuable theoretical support and practical recommendations for luxury companies operating in the Chinese market. Companies can design more targeted marketing strategies based on consumer characteristics (such as age, gender, occupation) and combine effective marketing mix strategies with brand-building efforts to enhance brand competitiveness and increase market share.

CHAPTER 5

DISCUSSION AND CONCLUSION

leather products. Based on the results of hypothesis testing, age, gender, and occupation significantly influence consumers' purchase decisions, although the degree of influence varies.

Summary of Findings

This study examined the impact of demographic characteristics, the 4P marketing mix (Product, Price, Place, Promotion), and brand perception on the purchasing decisions of Chinese consumers regarding Thai crocodile leather products. The results of the analysis provided several significant insights, summarized as follows:

Influence of Demographic Factors

The analysis confirmed that demographic factors, including age, gender, and occupation, significantly influence purchasing decisions, though their impact varies across groups.

1.Age: Consumers aged 30-39 years old emerged as the primary buyers of Thai crocodile leather products. Their high financial capability and focus on personal and professional image drive their demand for luxury goods. In contrast, consumers aged 20-29 demonstrated lower purchasing decisions, likely due to their limited disposable income and preference for more affordable brands. Consumers aged 50 and above also exhibited reduced purchasing decisions, prioritizing other life needs such as health and family over luxury goods.

2.Gender: While the overall purchasing decisions showed no significant gender difference, males and females exhibited distinct preferences. Male consumers prioritize durability, design, and exclusivity, while female consumers focus more on price and promotional offers, indicating differing psychological needs in luxury consumption.

3.Occupation: Freelancers displayed the highest purchase intent, emphasizing their greater economic autonomy and desire for status symbols. Meanwhile, students had the lowest purchase decisions, aligning with their limited financial resources and lesser demand for luxury goods.

Impact of 4P Marketing Mix

Among the 4P marketing factors, Product emerged as the most influential factor in consumer purchasing decisions, followed by Promotion, Price, and Place.

1.Product: Consumers highly value the quality, craftsmanship, and uniqueness of Thai crocodile leather products. The material's premium nature and meticulous design significantly enhance their willingness to pay, reflecting the core characteristics of the luxury market.

2.Promotion: Promotional activities, particularly those conducted on social media platforms and through celebrity endorsements, effectively boost purchase decisions. Consumers respond positively to limited-time discounts and interactive campaigns, demonstrating the power of targeted promotions in increasing brand visibility and engagement.

3.Price: Although price is not the most decisive factor, its influence remains crucial. Consumers perceive Thai crocodile leather products as appropriately priced for their quality. However, female consumers, in particular, show heightened sensitivity to price discounts and promotions.

4.Place: The availability and accessibility of products through online platforms have gained significant importance, with a growing number of consumers trusting and preferring e-commerce channels. Convenience and reliability are critical drivers in the purchasing journey.

Role of Brand Perception

The findings demonstrated that brand perception plays a key role in shaping purchase decisions. Consumers regard Thai crocodile leather products as symbols of status and wealth, reflecting the cultural importance of luxury goods in enhancing personal image and social standing. A positive brand perception not only

drives purchase intent but also reinforces customer loyalty in the highly competitive luxury market.

Discussion of Findings

This section discusses the findings from the analysis of demographic factors, the 4P marketing mix, and brand perception in relation to previous literature. It also provides an in-depth exploration of why certain results align or differ from past studies and potential reasons for these differences.

Demographic Factors

1.Age: The findings show that consumers aged 30-39 are the core group driving purchasing decisions, which aligns with previous studies that identify this age group as the primary market for luxury goods. Research by Wang et al. (2022) highlighted that individuals in this age bracket typically have stable income and higher purchasing power, characteristics that match this study's conclusions. However, the lower purchasing decisions observed among the 20-29 age group differ slightly from the findings of Li & Zhang (2021), which suggested that younger consumers are increasingly inclined toward luxury goods due to the influence of social media and changing cultural trends. One possible explanation is that while younger consumers show interest in luxury goods, their financial limitations prevent them from acting on this desire. Additionally, Thai crocodile leather products may not yet hold the same cultural or social appeal among this demographic as more established luxury brands.

2.Gender: The findings on gender differences, such as males prioritizing durability and status while females focus more on price and promotional offers, align with Chen et al. (2020), who found that men tend to view luxury goods as investments or symbols of success, while women often perceive them as tools for self-expression or aesthetic enhancement. The absence of a significant gender difference in overall purchasing decisions is consistent with studies indicating that luxury consumption has become increasingly gender-neutral. However, the distinct preferences between genders suggest that tailored marketing strategies are still necessary to appeal to their unique motivations.

3.Occupation:The finding that freelancers demonstrate the highest purchasing decisions aligns with Zhao et al. (2023), who observed that freelancers often exhibit greater spending autonomy and prioritize self-image, making them more likely to invest in luxury goods. In contrast, the low purchasing decisions of students reflect findings from Liu & Fang (2021), which attributed this group's limited luxury consumption to financial constraints. Interestingly, the relatively high scores for salaried employees suggest a growing willingness among this group to invest in high-quality products, possibly driven by the increasing accessibility of luxury goods through promotions and installment payment plans. This trend highlights the importance of flexible pricing strategies to attract middle-income groups.

4P Marketing Mix

1.Product: The dominance of product factors in influencing purchasing decisions is consistent with findings from Xu et al. (2020), which emphasized the critical role of quality, design, and craftsmanship in luxury consumption. In the context of Thai crocodile leather products, the high scores for product factors reflect consumers' appreciation for unique materials and meticulous craftsmanship. However, unlike studies that suggest a growing emphasis on sustainability in luxury purchases (e.g., Green Luxury Report, 2023), this study did not find strong evidence of sustainability being a major consideration for consumers. This may indicate that while sustainability is gaining traction globally, it has yet to become a significant driver in the Chinese luxury market, particularly for niche products like Thai crocodile leather.

2.Promotion: The significant impact of promotional activities, particularly on social media, aligns with the findings of Chen & Huang (2022), who noted the growing importance of digital marketing in shaping consumer behavior. The success of social media campaigns and KOL (Key Opinion Leader) endorsements in this study highlights the effectiveness of interactive and targeted promotions in the Chinese market.

3.Price: The relatively lower influence of price compared to product and promotion factors is consistent with studies emphasizing that luxury consumers are less price-sensitive due to their focus on quality and exclusivity (Luxury Consumer Insights,

2022). However, the notable impact of pricing strategies among younger and female consumers suggests that brands can attract these segments through creative approaches, such as tiered pricing or membership-based discounts.

4.Place: The growing trust in online platforms for purchasing luxury goods reflects the findings of Wang & Li (2023), who highlighted the increasing reliance on e-commerce for luxury consumption in China. However, this study also underscores the need for brands to strengthen their offline presence, particularly through experiential stores that allow consumers to engage with the brand on a personal level. This dual-channel strategy aligns with the expectations of modern luxury consumers for seamless integration between online and offline experiences.

Brand Perception

The significant role of brand perception in influencing purchasing decisions is consistent with findings from Zhang et al. (2021), which noted that luxury consumers often prioritize symbolic value and social status over functional benefits.

However, this study's results also highlight the need for Thai crocodile leather products to further differentiate themselves in the highly competitive luxury market. Unlike established luxury brands, which benefit from decades of heritage and global recognition, Thai crocodile leather products must rely on innovative marketing strategies to enhance their brand perception. This could involve storytelling that emphasizes craftsmanship, cultural uniqueness, and exclusivity to build stronger emotional connections with consumers.

Practical Implications and Recommendations

Building on the findings and discussions from this study, several practical recommendations can be proposed to enhance the marketing strategies of Thai crocodile leather products in the Chinese luxury market. These recommendations aim to address specific consumer preferences and behaviors identified in the analysis and provide actionable insights for practitioners.

Tailored Marketing Strategies for Different Consumer Groups

1. Core Consumer Group: 30–39-Year-Old Freelancers

As the primary buyers of Thai crocodile leather products, this group prioritizes personal image, exclusivity, and premium quality. Marketing strategies should target their unique preferences by:

- **Personalized Product Offerings:** Providing customizable options for product design, such as color, material, or engraving, to meet their desire for uniqueness.
- **Exclusive Membership Programs:** Creating loyalty programs that offer tailored services, such as invitations to private events, early access to new collections, and exclusive discounts, to strengthen their emotional connection with the brand.

2. Potential Consumer Group: 20–29-Year-Old Younger Consumers

Although this group currently has limited purchasing power, they represent a key market segment for future growth. To attract and cultivate this group:

- **Entry-Level Product Lines:** Introducing more affordable luxury products, such as smaller leather goods, to lower the entry barrier and build brand affinity.
- **Digital Engagement Strategies:** Leveraging social media platforms and virtual technologies, such as VR and AR, to create immersive experiences that appeal to tech-savvy younger consumers.

3. High-Income Professionals: 40–49-Year-Old Consumers

This group values the symbolic and functional attributes of luxury goods. To cater to their preferences:

- **Limited-Edition Releases:** Launching high-end, exclusive collections that emphasize rarity and status.
- **Cultural Integration:** Incorporating traditional Chinese cultural elements into product designs, such as motifs or themes that resonate with this

demographic's cultural pride.

Product Strategy Recommendations

1.Enhancing Quality and Craftsmanship:

Highlighting the superior materials and meticulous craftsmanship of Thai crocodile leather products is essential. Marketing campaigns should showcase the sourcing process, artisanal techniques, and quality certifications to build consumer trust and strengthen the brand's premium image.

2.Differentiated Design:

Collaborating with renowned designers to create unique and innovative designs can further enhance the product's appeal. Additionally, integrating cultural elements, such as Chinese-inspired designs for special editions, can deepen emotional resonance with Chinese consumers.

Pricing Strategy Recommendations

1.Tiered Pricing Models:

To expand the brand's consumer base, a tiered pricing strategy could be implemented. While maintaining premium pricing for flagship products, the brand can introduce mid-tier or entry-level products to attract younger or first-time luxury buyers.

2.Strategic Discounts:

Although heavy discounting is often avoided in the luxury market, the brand could offer subtle pricing incentives, such as limited-time offers or loyalty-based rewards, to appeal to price-sensitive segments without compromising its luxury positioning.

Promotion Strategy Recommendations

1.Social Media Marketing and KOL Collaboration:

The study highlights the effectiveness of social media and influencer endorsements in driving consumer engagement. The brand should collaborate with influential Key Opinion Leaders (KOLs) on platforms such as Douyin, Xiaohongshu, and WeChat to promote products through storytelling, product reviews, and live-streaming events.

2.Exclusive Consumer Events:

Hosting private events, such as product launches, VIP previews, or art exhibitions, can create a sense of exclusivity and deepen the emotional connection between the brand and its high-end clients.

Distribution Strategy Recommendations

1.Online and Offline Integration:

While e-commerce platforms are increasingly important, the brand should also enhance its offline presence through flagship stores or experiential pop-ups. These offline channels can provide personalized services and allow consumers to experience the brand's quality and heritage firsthand.

2.Strengthening After-Sales Services:

Offering premium after-sales services, such as free maintenance, repair, and cleaning, can enhance customer satisfaction and loyalty. Introducing anti-counterfeit measures, such as digital tags, can also address consumer concerns about authenticity.

Recommendations for Brand Perception

1.Building a Distinct Brand Identity:

To compete with more established luxury brands, Thai crocodile leather products need to develop a strong and unique brand identity. This can be achieved through storytelling that emphasizes the heritage, craftsmanship, and exclusivity of the products.

2.Aligning with High-End Lifestyles:

Associating the brand with luxury lifestyles through collaborations with art, fashion, and cultural events can enhance its prestige and appeal to status-conscious consumers.

Limitations and Future Research Directions

While this study provides valuable insights into the marketing strategies for Thai crocodile leather products in the Chinese luxury market, it is essential to acknowledge its limitations and explore potential areas for future research. Addressing these

limitations can deepen our understanding of consumer behavior and enhance the effectiveness of marketing strategies in the luxury goods industry.

One significant limitation of this study is the geographical scope of the data collection. Although the survey targeted Chinese consumers, it primarily focused on urban regions with well-developed luxury markets. This narrow focus may not fully capture the diversity of consumer behavior across different regions in China, particularly in rural or less economically developed areas, where luxury consumption patterns may vary. Future research should aim to expand the geographical scope of data collection, incorporating respondents from various regions and economic backgrounds to provide a more comprehensive understanding of the market.

Another limitation lies in the exclusive reliance on quantitative methods for data analysis. While statistical techniques such as regression analysis and ANOVA effectively identified correlations and significant factors influencing purchasing decisions, they may not fully uncover the deeper psychological and emotional drivers of consumer behavior. For instance, the motivations behind brand perception or the cultural significance of luxury goods in China require a more nuanced exploration. Future studies could adopt a mixed-methods approach, incorporating qualitative methods such as in-depth interviews or focus groups to explore the emotional and cultural aspects of consumer decision-making.

Additionally, this study primarily examined the 4P marketing factors and brand perception, focusing on their direct effects on purchasing decisions. However, other potentially influential factors, such as environmental concerns, sustainability, and digital transformation, were not included in the analysis. As sustainability becomes a growing concern among luxury consumers, especially in China, future research could investigate the impact of eco-conscious practices and green marketing strategies on consumer preferences for luxury goods.

The rapidly evolving digital landscape also presents an opportunity for future research. While this study highlighted the role of e-commerce and social media in promoting Thai crocodile leather products, it did not delve deeply into the influence of

specific digital marketing techniques, such as live-streaming, influencer marketing, or AI-driven personalized recommendations. As digital platforms continue to dominate consumer interactions, future research should explore how advanced technologies and innovative digital marketing strategies shape consumer engagement and purchasing decisions in the luxury market.

Lastly, the study's conceptual framework could benefit from further refinement and expansion. While the 4P marketing factors and brand perception provided a robust foundation for this research, future studies could explore the mediating or moderating effects of other variables, such as consumer trust, cultural values, or social influence. This would allow for a more comprehensive understanding of the complex interplay between marketing strategies and consumer behavior in the luxury goods sector.

In conclusion, while this study has shed light on important aspects of marketing Thai crocodile leather products in the Chinese market, addressing these limitations and expanding the scope of research can provide deeper and more actionable insights. Future research should strive to integrate diverse methodologies, broader geographic coverage, and emerging market trends to enhance our understanding of luxury consumer behavior and support the development of more effective marketing strategies.

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APPENDIX

1: Questionnaire

Part 1: Personal Information

Your age range:

20-29 years

30-39 years

40-49 years

50-59 years

60 years and above

Your gender:

Male

Female

Your occupation:

Student

Employed

Freelancer

Retired

Others (please specify) _____

Part 2: Purchase Decision Scale

Please select the number that best represents your agreement with the following statements, where 5 is "Totally Agree", 4 is "Mostly Agree", 3 is "Neutral", 2 is "Mostly Disagree", and 1 is "Totally Disagree".

Product

The material quality of Thai crocodile skin products impresses me.

1

2

3

4

5

I am satisfied with the diverse ranges of Thai crocodile skin products (such as bags, shoes, boots).

1

2

3

4

5

Thai crocodile skin products have unique design.

1

2

3

4

5

The durability of Thai crocodile skin products meets their high-end market positioning.

1

2

3

4

5

Price

The price of Thai crocodile skin products reflects their uniqueness and quality.

1

2

3

4

5

I am willing to pay the asking price for the high quality of Thai crocodile skin products.

1

2

3

4

5

Promotions and discounts in the market effectively attract me to purchase Thai crocodile skin products.

1

2

3

4

5

The current pricing of Thai crocodile skin products is reasonable considering their quality and craftsmanship.

1

2

3

4

5

Place

I can easily find Thai crocodile skin products locally.

1

2

3

4

5

I can easily find Thai crocodile skin products online.

1

2

3

4

5

I trust the reliability of the retailers or online platforms where I purchase Thai crocodile skin products.

1

2

3

4

5

I prefer to buy Thai crocodile skin products through official channels.

1

2

3

4

5

Promotion

I often learn about new information on Thai crocodile skin products through online advertisements.

1

2

3

4

5

Social media promotions increase my willingness to purchase Thai crocodile skin products.

1

2

3

4

5

I think endorsements from celebrities and opinion leaders add to the appeal of Thai crocodile skin products.

1

2

3

4

5

Promotional activities for Thai crocodile skin products (such as time-limited discounts, special offers) often prompt me to make a purchase.

1

2

3

4

5

Brand Perception

Thai crocodile skin products are associated with luxury and prestige.

1

2

3

4

5

I perceive Thai crocodile skin products as a symbol of status and wealth.

1

2

3

4

5

The brand reputation of Thai crocodile skin products influences my purchasing decision.

1

2

3

4

5

I trust the quality and authenticity of Thai crocodile skin products because of their brand image.

1

2

3

4

5



Purchasing decisions

I frequently purchase luxury leather products, including Thai crocodile skin items.

1

2

3

4

5

I prefer purchasing Thai crocodile skin products over other luxury leather goods.

1

2

3

4

5

I am likely to recommend Thai crocodile skin products to friends and family.

1

2

3

4

5

My purchasing decisions for Thai crocodile skin products are influenced by product reviews and recommendations.

1

2

3

4

5

Thank you for taking the time to complete this survey. Your feedback is crucial for us to understand consumer needs and to improve our products and marketing strategies.



VITA

