



MARKETING STRATEGIES OF MILK TABLET AMONG CHINESE CONSUMER



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2024

กลยุทธ์ทางการตลาดของผลิตภัณฑ์นมอัดเม็ดไทยในกลุ่มผู้บริโภคชาวจีน



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
บริหารธุรกิจมหาบัณฑิต สาขาวิชาบริหารธุรกิจมหาบัณฑิต (สาขาการจัดการ)
คณะบริหารธุรกิจเพื่อสังคม มหาวิทยาลัยศรีนครินทรวิโรฒ
ปีการศึกษา 2567
ลิขสิทธิ์ของมหาวิทยาลัยศรีนครินทรวิโรฒ

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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
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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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Academic Year	2024
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As the Chinese market for imported dairy products expands, understanding consumer purchase behavior has become crucial for effective marketing. This study explored the factors influencing Chinese consumers' purchase intentions toward Thai milk tablets using the 4Ps marketing mix framework—product, price, place, and promotion. Based on a structured survey of 400 respondents, this research employed statistical analyses, including correlation and regression, to identify key drivers of purchase intention. The results revealed that price and promotion were the most significant factors, followed by product attributes and place of purchase. Demographic variables, such as income and occupation, moderately influence purchasing decisions, while gender and age show limited significance. The findings underscored the importance of tailored marketing strategies, such as segmenting the market by income levels and leveraging targeted promotional activities. Businesses can enhance their competitive edge by offering diverse product tiers to cater to different consumer demographics. Future research should adopt qualitative methods to uncover deeper consumer motivations and investigate the role of external factors, such as economic policies, in shaping purchasing behavior. This study provides actionable insights for businesses seeking to strengthen their presence in China's competitive dairy market.

Keyword : milk tablets marketing, purchase intention, 4Ps framework, consumer behavior, Chinese market

ACKNOWLEDGEMENTS

Firstly, I sincerely thank my teacher Professor Wanlapa Hattakitpanichakul. I consider myself fortunate to have her as my mentor. My teacher always supports me and invests time in providing constructive advice, allowing me to gain some understanding of this research. Words cannot express my gratitude for her guidance over the years.

Secondly, I would like to thank the professors from the defense review team for providing valuable guidance and suggestions throughout the entire research process. In addition, I would like to thank the professors at Srinakharinwirot University for their enthusiastic teaching.

Finally, I would like to thank my classmates for sharing valuable knowledge. They always actively solve the problems I encounter. In addition, I would like to express my special thanks to my family, whose endless support deeply inspires me.

WEIZHE YAN

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CHAPTER 1

INTRODUCTION

Background

In today's globalized world, international trade relations are becoming increasingly close. Among them, the economic and trade exchanges between Thailand and China are particularly significant. In recent years, with the continuous development of the Chinese economy and the improvement of people's living standards, more and more Chinese tourists have chosen to travel to Thailand. According to statistics, the trade volume between China and Thailand in 2022 was 135 billion US dollars, a year-on-year increase of 3%. Among them, China's exports to Thailand reached \$78.48 billion, while imports from Thailand amounted to \$46.52 billion, as reported by the Ministry of Commerce of the People's Republic of China in 2022.

According to the Tourism Authority of Thailand, from January 1 to August 11, 2024, Thailand welcomed 21,796,763 international tourists, generating a total revenue of approximately 1.03 trillion Thai baht (approximately \$29.7 billion USD). The Ministry of Tourism and Sports of Thailand reported that the top five sources of international tourists were China (4,398,623 visitors), Malaysia (3,021,624 visitors), India (1,255,358 visitors), South Korea (1,154,990 visitors), and Russia (1,035,192 visitors). The Tourism Authority of Thailand (2024) predicts that Thailand will receive approximately 8 million Chinese tourists this year.

Tourism products in Thailand that attract Chinese tourists have contributed to the year-over-year increase in the number of Chinese tourists visiting Thailand. This not only promotes the development of Thailand's tourism industry but also boosts the sales of Thai goods. Chinese tourists visit Thailand not only for sightseeing but also for shopping. Thailand offers a range of products from affordable to luxury for tourists to choose from, enabling them to purchase distinctive Thai products in major cities such as Bangkok, Chiang Mai, and Phuket, including various products like Thai milk tablets. The trade value between China and Thailand continues to grow, not only in traditional commodity trade but also extending to multiple fields such as food and beverages.

China is a major producer and importer of dairy products worldwide. Dairy products constitute the largest category of livestock product imports in China, accounting for about one-third of the total import volume of livestock products. In the first half of 2023, China imported dairy products worth a total of \$7.039 billion, covering an import quantity of 1.5754 million tons, (the Dairy Association of China,2023). This presents an excellent opportunity for Thai milk tablets to enter the Chinese market.

In this context, it is particularly important to study the marketing strategies of Thai milk slices among Chinese consumers. Firstly, this helps Thai companies to better understand the needs and characteristics of the Chinese market, thereby formulating more precise and effective marketing strategies. Secondly, through research, potential opportunities and challenges for Thai milk slices in the Chinese market can be identified, providing strong data support for corporate decision-making. Finally, such research also contributes to deepening economic and trade cooperation between China and Thailand, promoting mutual benefit and win-win outcomes.

Therefore, in-depth exploration of the marketing strategy of Thai milk slices among Chinese consumers not only has theoretical value, but also has important practical significance. Through this research, milk tablet manufacturers can learn to better promote their products to Chinese consumers. It can even assist Thailand Tourism Bureau in launching activities, which can not only help Thai brands, but also attract Chinese consumers. We hope that with this research, more research will be conducted in this field in order to create the best marketing promotion for Chinese consumers.

Research Objective

1.To study the influencing factors that drive Chinese consumers to purchase Thai milk tablets from a marketing mix perspective, including an in-depth analysis of how each feature of the 4Ps—Product, Price, Place, and Promotion—encourages Chinese consumers to purchase Thai milk tablets.

2.To understand the role of demographic factors, including age, gender, income, occupation, and education level, in influencing the purchasing behavior of

Chinese consumers towards Thai milk tablets. Through this study, we aim to provide a comprehensive understanding of the diversified, personalized, and rational characteristics of Chinese consumers' purchasing behavior towards Thai products, offering valuable references and inspiration for the successful promotion of Thai milk tablets in the Chinese market.

Research Significance

The Chinese snack food industry has a vast market and enormous development potential, but a large number of snack food enterprises only produce a large number of products, and their brand awareness is relatively weak, resulting in their inability to establish themselves in the market. In addition, food safety issues continue to emerge (Liu Han Wen, 2018). Thai milk tablets are the most established product with a complete and safe production system, making them an advantageous product among Chinese consumers. Therefore, the research significance of "Thai milk tablet marketing strategies for Chinese consumers" is mainly reflected in the following aspects:

(1) Guiding milk tablet companies to develop effective marketing strategies: Studying the marketing strategies of milk tablets among Chinese consumers can help companies deeply understand the needs and characteristics of the Chinese market, and thus develop more accurate and effective marketing strategies. This can not only enhance the competitiveness of enterprises in the market, but also better meet the needs of consumers and achieve a win-win situation between enterprises and consumers.

(2) Promoting China Thailand Economic and Trade Cooperation: As a food with Thai characteristics, the research on marketing strategies for milk slices in the Chinese market not only helps Thai companies expand their presence in the Chinese market, but also promotes economic and trade cooperation between China and Thailand. This can not only strengthen economic ties between the two countries, but also bring more benefits to the people of both countries.

(3) Enriching marketing theory and practice: Research on marketing strategies for milk tablets among Chinese consumers can enrich the theory and practice

of marketing. Through in-depth analysis and research of the Chinese market, new marketing models and strategies can be discovered, providing new ideas and directions for the development of marketing.

In summary, the research significance of "Thai milk tablets targeting Chinese consumers in Thailand" lies in guiding enterprises to develop effective marketing strategies, promoting Sino Thai economic and trade cooperation, enriching marketing theory and practice, and providing case studies on consumer behavior.

Research Scope

Population in this Research

The target population for this study is specifically defined as Chinese consumers who have previously purchased or expressed interest in Thai milk tablets. This consumer segment is likely to be more receptive to novel Thai milk tablets like Thai milk tablets due to their higher disposable incomes and openness to dietary diversity. This segmentation is consistent with the demographic trends reported by the National Bureau of Statistics of China in 2022, which estimates the urban middle-class population to be around 300 million. Utilizing Yamane's (1967) formula with a 95% confidence level and an error margin not exceeding 5%, a sample size of 400 was determined to be statistically significant for the study. The survey was conducted online using Wenjuanxing (Questionnaire Star), a popular online survey platform in China. This platform was selected due to its extensive reach among urban and middle-class consumers, ease of use for both researchers and participants, and robust tools for data collection and analysis. Wenjuanxing also offers features like automated data compilation and real-time response tracking, which ensured efficient and accurate data collection for this study.

Research Variables

The variables used in this study include two variables, the independent variable and the dependent variable.

Independent Variables

(1) Demographic

1. Gender

- a. Male
- b. Female

2. Age

- a. 18 to 27
- b. 28 to 37
- c. 38 to 47
- d. 48 to 57
- e. Above 58

3. Salary

- a. Below 5,000 CNY
- b. 5,001-10,000 CNY
- c. 10,001-15,000 CNY
- d. 15,001-20,000 CNY
- e. Above 20,001 CNY

4. Occupation

- a. Student
- b. Civil servant
- c. Enterprise employees
- d. Business Owner
- e. Other, please specify_____

5. Education Level

- a. Below high school
- b. Bachelor`s degree
- c. Master`s degree
- d. Above Master`s degree

(2) Marketing mix(4Ps)

- 1.Product
- 2.Price
- 3.Place
- 4.Promotion

Dependent Variable

Chinese consumers purchase intention on Thai milk tablet.

Definition of terms

In the study on the marketing strategy of Thai milk tablets for Chinese consumers in Thailand, the following are the definitions of some key terms:

(1) Thai Milk Tablets: Thai milk tablets are a type of snack made from milk or milk-based products, commonly enriched with protein, calcium, and other essential nutrients. These tablets serve as a convenient nutritional supplement and enjoy popularity among a wide range of consumers due to their portability and health benefits.

(2) Marketing Mix: Refers to the strategic combination of elements that Thai milk tablet companies employ to reach their marketing objectives in the Chinese market in Thailand. This includes:

2.1) Product Strategy: The approach Thai milk tablet companies take to design, develop, and offer their milk tablets that meet the needs and expectations of Chinese consumers in Thailand, focusing on aspects such as functionality, quality, appearance, and packaging.

2.2) Price Strategy: How Thai milk tablet companies set and adjust their product prices to attract Chinese consumers, taking into consideration factors such as production costs, competitor pricing, and the purchasing power of the target market.

2.3) Place Strategy: The selection of sales channels by Thai milk tablet companies to effectively distribute their products to the Chinese market in Thailand, which includes both direct and indirect channels and strategies tailored to different distribution networks.

2.4) Promotion Strategy: The methods used by Thai milk tablet companies to stimulate interest and encourage purchase among Chinese consumers, utilizing various promotional tools such as advertising, sales promotions, public relations, and personal selling.

(1) Chinese Consumers: Refers to individuals residing within China or of Chinese nationality living in Thailand who possess the financial capability and demonstrate a potential or actual need for purchasing milk tablets. This group is characterized by its diversity and complexity, with varying consumption habits and needs across different ages, genders, occupations, and income levels.

(2) Consumer Behavior: Describes the actions and decision-making processes of Chinese consumers when it comes to purchasing, using, and disposing of milk tablets. Understanding consumer behavior is crucial for businesses to tailor their marketing strategies effectively to meet consumer needs and preferences.

(3) Target Market: Specifically refers to the segment of Chinese consumers in Thailand that Thai milk tablet companies aim to serve. Identifying the target market is vital for crafting marketing strategies that address the unique needs, preferences, and purchasing behavior of this group.

(4) Cultural Adaptation: The process by which Thai milk tablet companies tailor their marketing mix to align with the cultural background and consumption habits of Chinese consumers in Thailand. This might involve incorporating Chinese cultural elements into the product design, promotional messages, and channel strategies to enhance the relevance and appeal of the products.

(5) Purchasing Intention: Refers to the likelihood or willingness of Chinese consumers to buy Thai milk tablets. Understanding purchasing intention helps businesses predict future sales and develop strategies to convert intentions into actual purchases.

These terms are essential for guiding the study of marketing strategies of Thai milk tablets for Chinese consumers in Thailand, providing a framework for researchers and marketers to better understand the market dynamics, develop strategic plans, and achieve their marketing objectives.

Conceptual framework

This study sets independent and dependent variables in the conceptual framework to explore the effects of product, price, channel, and sales on the willingness of Chinese consumers to purchase Thai milk tablets .

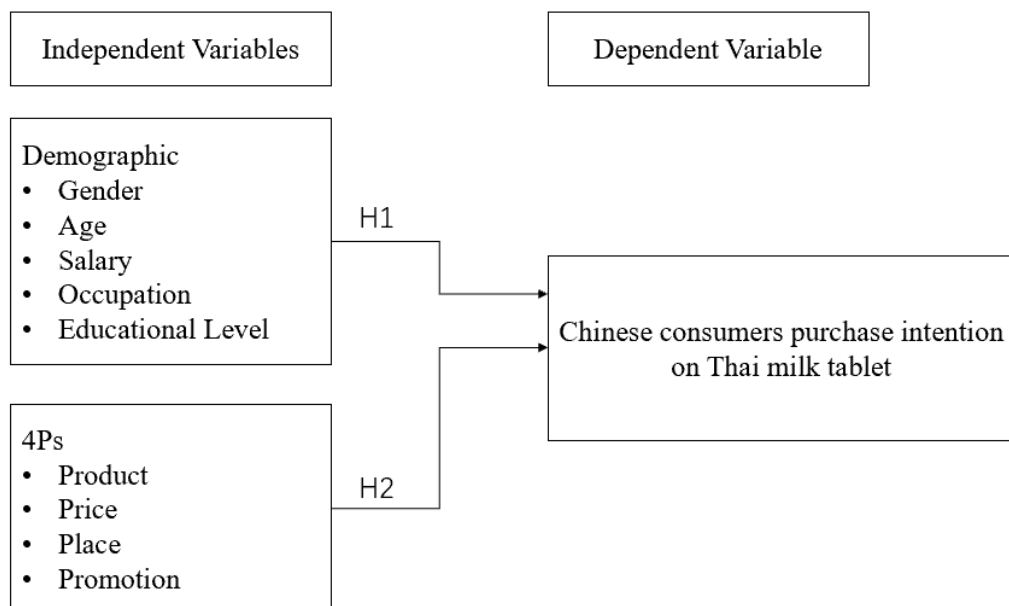


Figure 1 Conceptual Framework

Research Hypothesis

Hypothesis 1 (Demographics): There is a significant impact of the demographic profile of Chinese consumers, including age, gender, income, occupation, and education level, on their purchase intention of Thai milk tablets.

Hypothesis 2 (Marketing Mix): The marketing mix of Thai milk tablets have a significant impact on the purchase intention among Chinese consumers.

Hypothesis 2a (Product): The product attributes of Thai milk tablets have a significant impact on the purchase intention among Chinese consumers.

Hypothesis 2b (Price): The pricing strategy of Thai milk tablets has a significant impact on the purchase intention of Chinese consumers.

Hypothesis 2c (Place): The availability of Thai milk tablets through various distribution channels has a significant impact on the purchase intention of Chinese consumers.

Hypothesis 2d (Promotion): Promotional activities for Thai milk tablets have a significant impact on the purchase intention of Chinese consumers.



CHAPTER 2

LITERATURE REVIEW

This chapter summarizes and draws on the research achievements of previous researchers, and further points out the purpose of this study to make up for the shortcomings of existing research. This study is based on the marketing mix(4ps) model to explore the motivation and influencing factors of Chinese consumers to purchase Thai milk tablets. The documents and studies related to the research are as follows:

- (1) Demography Theory
- (2) Marketing Mix
- (3) Motivation and Factors of Consumer Purchasing Behavior
- (4) Purchasing Intention
- (5) Dairy Product Consumption in China
- (6) Thai dairy product
- (7) Relevant researches

Demography Theory

Demographic theory investigates the statistical characteristics of populations, such as age, gender, income, occupation, and educational attainment, and their impact on behavior within a specified market. In the realm of dairy product consumption in China, these demographic determinants play an instrumental role in shaping the potential demand and preferences for products like Thai milk tablets.

Empirical studies on demographic segmentation reveal substantial variation in consumer behavior and preferences. Factors such as age and income are pivotal in dictating dietary choices and purchasing capabilities. Younger consumers are often more receptive to new products, including dairy offerings from abroad, correlating with higher income levels that generally translate into an increased propensity for the consumption of non-traditional foods, bolstered by enhanced purchasing power and global exposure (Fuller et al., 2007), (Cheng et al., 2022).

Gender dynamics also play a critical role in influencing consumption patterns, with findings suggesting that females may demonstrate heightened health consciousness, thereby being more inclined toward dairy consumption as part of a balanced diet (Wang et al., 2017). Further, the degree of education contributes to consumer awareness and health orientation, potentially augmenting dairy product uptake among the more educated segments of society (Huang et al., 2010).

Occupationally, those engaged in physically demanding or high-stress vocations might exhibit an elevated consumption of dairy products, seeking convenient nutrition and energy sources (Ding et al., 2019). Lastly, the phenomenon of urbanization profoundly shapes consumption habits, with urban residents swiftly adopting Westernized dietary regimes faster than their rural counterparts (Ma & Rae, 2004).

Comprehending these demographic trends is of paramount importance for Thai milk tablet enterprises aiming to penetrate the Chinese marketplace. Aligning marketing strategies to mirror the demographic profile of target consumer segments can facilitate more effective outreach and engagement with potential customers. Thus, understanding the demographic composition of the target market is foundational, enabling the formulation of marketing strategies for Thai milk tablets in China that are both targeted and efficacious.

Marketing Mix

The concept of the marketing mix, initially introduced by Borden in 1964 and later refined to the 4Ps by McCarthy, constitutes the cornerstone of product and service marketing strategies. It encompasses Product, Price, Place, and Promotion, all of which are critical for the successful marketing of Thai milk tablets in the Chinese marketplace.

Introduction to Theory: Products

Products are the primary and key element of a marketing mix. The definition of a product is "anything that can be provided to the market for attention, acquisition, use, or consumption to meet demand or needs" (Kotler & Armstrong, 2014). Basically, products include tangible objects, such as computers, mobile phones, backpacks, or

other objects with tangible properties, as well as intangible offerings like services, experiences, and ideas.

The ability of a product to meet customer needs or requirements is called product quality (Perreault & McCarthy, 2002). Due to the impact of product quality on product or service performance, customer value and satisfaction are also affected. The concept of product quality has two dimensions: level and consistency. This means that the company should choose an appropriate level of quality to match the demand of the target market and the quality level of competing products. In addition, target performance levels should be accurately and consistently delivered (Kotler & Armstrong, 2014).

In addition to quality, the product strategy includes decisions about product features, design, branding, packaging, and after-sales service. Features and design can differentiate a product from its competitors and add value in the eyes of the consumer. Branding creates an identity for the product and can significantly influence consumer perceptions and purchase intention. Effective packaging not only protects the product but also serves as a marketing tool to attract consumer attention and convey brand values. After-sales service can enhance customer satisfaction and loyalty by providing support and resolving any issues that may arise post-purchase (Perreault & McCarthy, 2002).

Introduction to Theory: Price

The definition of price is: "The amount charged for a product or service, or the total value exchanged by customers for the benefit of owning or using the product or service.". In short, price is the amount that a buyer must pay to purchase a product or service (Kotler & Armstrong, 2014). In short, price represents the monetary cost that a buyer must pay to purchase a product or service.

Before formulating a pricing strategy, the company's pricing goals should be considered. Generally speaking, due to the diverse perspectives on pricing objectives, the three main objectives are profit oriented, sales oriented, and status quo oriented.

(1) Profit orientation has two goals: return target and profit maximization. The purpose of target return is to set satisfactory profits, while the purpose of profit maximization is to set prices to obtain as much profit as possible (Perreault & McCarthy, 2002).

(2) Sales oriented goals: Some managers believe that sales growth will bring high profits. Therefore, they tend to set prices at the level of minimum profit. Thus increasing market share (Perreault & McCarthy, 2002).

(3) Status quo oriented goals: When a company's profits and market level reach expectations, status quo goals are usually adopted. Now prices are stabilizing (Perreault & McCarthy, 2002).

Setting the right price for a product is not an easy task. The customer's perception and needs, costs and expenses, as well as the strategies and prices of competitors, are typical and important factors to consider when pricing. The three main product pricing methods are: customer value based pricing, cost based pricing, and competition based pricing (Kotler & Armstrong, 2014).

(1) Pricing based on customer value: The price is mainly determined based on the perceived value of the product or service by consumers. This strategy emphasizes customer centricity, meaning that the company's pricing is based on how much the customer perceives the value of the product (Kotler & Armstrong, 2014).

(2) Cost based pricing: The price of a product is mainly determined based on the costs of production, distribution, and sales of the product. When setting a price, companies first calculate the total cost required to produce a product, and then add an expected profit margin to these costs to determine the selling price (Kotler & Armstrong, 2014).

(3) Competitive pricing: When setting product prices, companies mainly refer to the prices of their competitors, rather than solely based on cost or customer demand. The core of this strategy is to ensure that our company's products maintain a certain level of competitiveness with competitors in terms of price (Kotler & Armstrong, 2014).

Introduction to Theory: Place

In marketing mix, location refers to the process of transferring products from producers to target users. In order to operate and manage these processes, the company needs to establish appropriate marketing place that align with its goals. Marketing place are defined as a group of interdependent organizations that help provide products or services to users or are consumed by consumers or business users (Kotler & Armstrong, 2014).

Effective distribution strategies ensure that products are available in the right quantities, at the right locations, and at the right times. This involves selecting appropriate distribution place—whether direct (selling directly to consumers) or indirect (using intermediaries such as wholesalers and retailers). Each type of channel has its advantages and challenges. Direct place allow for closer customer relationships and control over the brand experience, while indirect place can extend market reach and reduce the burden on the company to manage logistics (Kotler & Armstrong, 2014).

Additionally, companies must decide on the intensity of their distribution strategy: intensive distribution (placing products in as many outlets as possible), selective distribution (using a limited number of outlets), or exclusive distribution (granting exclusive rights to specific outlets). The choice of strategy depends on the nature of the product, the target market, and the company's overall marketing objectives (Perreault & McCarthy, 2002).

Introduction to Theory: Promotion

The last tool of the 4P marketing mix is promotion. A series of activities in which an enterprise effectively communicates and disseminates with its target market through various communication methods and information carriers, in order to convey product value, enhance brand image, stimulate consumer purchasing desire, and ultimately promote sales. (Kotler & Armstrong, 2014). The purpose is to increase consumer awareness of its products, thereby increasing sales and establishing brand loyalty.

A company's promotional mix (or marketing communication mix) is a specific combination of promotional tools used by the company to persuasively convey customer

value and establish customer relationships (Kotler & Armstrong, 2014). The main goal of the promotional mix is to make customers aware of the existence of products and persuade them to purchase these products instead of competing products. Promotional tools include:

(1) Advertising: Paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

(2) Sales promotion: Short-term incentives to encourage the purchase or sale of a product or service.

(3) Personal selling: Personal presentation by the firm's sales force to make sales and build customer relationships.

(4) Public relations: Building good relations with the company's various publics by obtaining favorable publicity, building a good corporate image, and handling unfavorable rumors, stories, and events.

(5) Direct marketing: Direct connections with carefully targeted individual consumers to obtain an immediate response and cultivate lasting customer relationships (Kotler & Armstrong, 2014).

Promotion strategies must be carefully integrated and coordinated with other marketing mix elements to ensure a consistent and compelling message. In a rapidly evolving market environment, promotional tactics should be adaptable to changes in consumer preferences, technological advancements, and competitive dynamics (Perreault & McCarthy, 2002).

Consumer Behavior and Cultural Influence

Philip Kotler defines marketing as "a social and managerial process in which individuals and groups obtain the desired outcomes by creating and exchanging products and value with others" (Kotler, 2003). Therefore, a fundamental aspect of marketing is consumer behavior.

In the context of marketing, it is difficult to make a purchase decision due to the multitude of available options. Consumer behavior requires studying people's needs, motivations, and thought processes when choosing one product over another, as well as

purchasing different goods and services (Orji, Sabo, Abubakar, & Usman, 2017). It is crucial for marketing teams to understand the factors that influence customer purchasing processes and decisions (Khaniwale, 2015).

Price refers to an element of exchange, or a transaction that occurs between a buyer and a seller. It refers to something that the buyer must give up to the seller in order to obtain what is offered (Ejye, 1997). The influence of price and purchasing behavior depends on the decision made, but other factors can also influence it, such as customer feedback, price insensitivity, and willingness for a brand to be the favorite (Story & Hess, 2006). Promotion techniques have an impact on consumers before making a decision. When two products have equal attractiveness, consumers will consider whether there is a promotion to help decide which product to purchase (Alvarez & Casielle, 2005).

Marketing activities are conducted through various place. Kotler has identified nine functions of marketing place, including information promotion, negotiation, ordering, financing, risk-taking, actual possession, payment, and actual transfer of product ownership. The marketing function is achieved through three different types of marketing place: communication place, transaction place, and distribution place. According to definition, communication place facilitate the flow of various types of information between buyers and sellers. The trading channel enables ordering and payment activities between buyers and sellers, while the distribution channel promotes physical exchange of products and services between buyers and sellers (Peterson, Balasubramanian & Bronnenberg, 1997). For consumers, the utility of a communication channel is to meet their decision-making information needs. Consumers do not purchase every product, they only shop when they need to make choices in terms of complexity.

Maslow elucidated the hierarchical structure of requirements based on the five levels of important needs. Basic needs are located at the bottom of the hierarchy, which is physiological needs, while self actualization needs are located at the top of the hierarchy. However, these needs do not need to be fully met. In addition to motivation,

the decision-making process of consumers is also influenced by many other factors in real life (Svatosov á, 2013). The factors that affect consumer behavior are divided into two categories: external factors and internal factors. External factors include cultural, social, and demographic factors, while internal factors include subjective and psychosomatic factors. However, everyone's purchasing decision is influenced by four psychosomatic factors, namely learning, motivation, perception, and attitude. Therefore, motivation is one of these factors that plays an important role when customers decide to make the final purchase. However, it highlights one of the factors that influence consumer purchasing behavior (Orjietal., 2017).

Culture has a broad and profound impact on consumer behavior (Kotler, 1994). Culture influences human cognitive processes. Personal perception of products is formed based on the beliefs, values, and norms they have learned in the culture they live in. The motivation for consumers to purchase a product is not only the product's attributes, but also the cultural based meanings reflected in the product and consumer behavior (Sch ütte & Ciarlande, 1999). Value is the core element of culture (Hofstede, 2001). People's attitudes stem from their values and are therefore related to culture (Mooij, 2004). In Chinese culture, 4 is an unlucky number, while 8 is a lucky number. The preference for the number 8 and aversion to the number 4 are also reflected in the preference information in Chinese consumer marketing communication. In Chinese consumer goods advertising, the frequency of using the number 8 is much higher than expected, while the frequency of using the number 4 is much lower than expected, which is consistent with the belief that 8 is a lucky number and 4 is an unlucky number (Simmons & Schindler, 2003). Therefore, it can be seen that culture is very important for marketing markets.

Motivation and Factors of Consumer Purchasing Behavior

Goi (2009) pointed out that various researchers had proposed elements of the marketing mix as early as the 1960s. The term "marketing mix" itself was first introduced by Neil Borden in a 1964 article titled "The Concept of the Marketing Mix" (Borden, 1964). Borden's initial concept of the marketing mix comprised 12 components: product

planning, pricing, branding, distribution place, personal selling, advertising, promotions, packaging, display, services, physical handling, and fact finding and analysis (Marketing91, n.d.). This comprehensive approach highlighted the multifaceted nature of marketing strategy. However, this concept was further distilled by E. Jerome McCarthy, a marketing professor at the University of Michigan, who condensed these elements into four key categories: product, price, place, and promotion, collectively known as the 4Ps (Rafiq & Ahmed, 1995).

Product refers to anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations, and ideas (Kotler & Armstrong, 2014).

Price is the amount of money customers must pay to obtain the product. Pricing strategies may affect a company's profitability and must reflect the perceived value of the product compared to its competition (Kotler & Armstrong, 2014).

Place involves the company activities that make the product available to target consumers. It includes the distribution place and locations where the product can be accessed (Kotler & Armstrong, 2014).

Promotion relates to activities that communicate the merits of the product and persuade target customers to buy it. This can include advertising, personal selling, sales promotion, and public relations (Kotler & Armstrong, 2014).

In practice, the use of the marketing mix varies due to differences in resources, market conditions, and specific customer needs that each company faces. It is crucial to understand that any element in the marketing mix can influence and alter the effectiveness of the others. Thus, strategic decisions should take into account the dynamic interactions between these elements to enhance the overall marketing strategy.

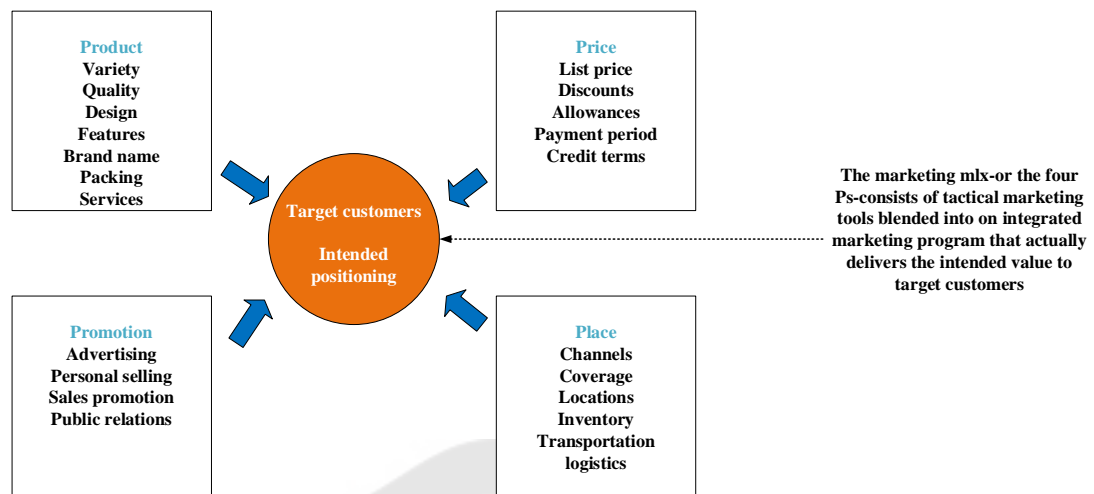


Figure 2 The Four Ps of the Marketing Mix (Kotler and Armstrong, 2014, p. 76)

In fact, there may be differences in the use of marketing mix due to changes in the resources, market conditions, and customer needs of each specific company. Therefore, at any time, the role and importance of certain elements in a marketing mix will vary. Therefore, when making decisions, it is necessary to carefully consider the impact of one element in the marketing mix on other elements.

Purchasing Intention

Purchasing intention refers to the likelihood that a consumer will plan or be willing to purchase a particular product or service in the future. This concept is integral in understanding consumer behavior and predicting market trends. Various factors can influence purchasing intention, including product knowledge, brand perception, pricing, and promotional activities.

Studies have shown that consumers' purchasing intentions are significantly impacted by their perceptions of product quality and value. For instance, perceived product quality can enhance customer satisfaction and loyalty, thereby increasing the likelihood of repeat purchases (Zeithaml, 1988). Additionally, pricing strategies that align with consumers' perceived value of the product can also influence their purchase intentions (Monroe, 1990).

Promotional activities, such as discounts, advertising, and public relations, play a crucial role in shaping consumers' purchase intentions. Effective promotional strategies can create awareness, generate interest, and stimulate desire for the product, ultimately leading to purchase decisions (Belch & Belch, 2004).

Dairy Product Consumption in China

Due to dietary preferences and palates, the consumption of dairy products among the majority of the Chinese population has historically been low. However, with the rapid increase in consumer income over the past two decades and the influence of Western culture, many predict a rise in the consumption of dairy products by the Chinese populace (Wang, Fan, Li & Yuan, 1999). Despite traditionally not being a part of most Chinese diets, the demand for dairy products in China has seen a noticeable increase. This surge in demand is particularly evident in urban areas of China, where residents have higher disposable incomes. The experience in Taiwan suggests that with the increase in consumer disposable income, milk consumption also rises (Xiao, 1992). Similarly, experiences in Japan and South Korea indicate that with increased disposable incomes and Western influence, consumers in East Asian countries are likely to increase their dairy product consumption (Song & Sumner, 1999).

In 1990, the per capita consumption of dairy products was merely 3.7 kilograms per year. By 2006, this figure had escalated to 24.4 kilograms of milk. In 2013, urban residents in China consumed an average of 37.54 kilograms of dairy products per capita, while rural residents consumed 8.15 kilograms per capita (Zhang & Roberts, 2016). The rapid growth in demand for dairy products in China shows no signs of abating. With the maturation and enhanced competitiveness of the dairy processing industry, along with increased media focus, advertising, and promotions, it is likely to accelerate further. These factors are expected to encourage more families to incorporate dairy products into their daily diets (Fuller, Huang, Ma & Rozelle, 2005). In 2016, the Chinese dairy market was the third largest globally, while the formula milk market ranked as the largest, with both expected to continue their growth trajectory (Euromonitor, 2016).

Thai Dairy Products

The Thai dairy industry has experienced significant growth due to increased governmental support and advancements in production technology, focusing on products like fresh milk, flavored milk, yogurt, and notably, Thai milk tablets. These tablets are particularly appealing in international markets, including China, for their unique flavor and nutritional benefits. Produced using high-quality local milk and enriched with vitamins and minerals, Thai milk tablets offer a nutritious snack option that aligns with the growing health consciousness among global consumers. Their convenience and long shelf life further enhance their appeal as an ideal snack for a diverse demographic, making them a standout product in the Thai dairy sector (Oliveros, 2019).

As Thai dairy products, especially milk tablets, make their way into the Chinese market, they tap into a lucrative opportunity created by China's increasing demand for innovative and high-quality dairy products. The rising health awareness among Chinese consumers and their openness to international foods provide a fertile ground for introducing Thai milk tablets. Effective marketing strategies should focus on highlighting the tablets' natural ingredients, health benefits, and the rich Thai cultural heritage associated with their production (Wang, Parsons, & Zhang, 2010). Digital marketing campaigns, collaborations with local influencers, and in-store promotions could be crucial in building a broad consumer base (Poernomo et al., 2021).

However, entering the Chinese market comes with its challenges, including adapting to local tastes, navigating regulatory requirements, and facing stiff competition from both local and international brands. Strategies to overcome these hurdles might involve adjusting the product flavors to better suit Chinese preferences, ensuring compliance with China's stringent food safety standards, and leveraging Thailand's positive image to build trust and authenticity among Chinese consumers (Banwell et al., 2016). By strategically positioning Thai milk tablets and aligning marketing efforts with consumer trends favoring health-oriented and culturally diverse food options, Thai dairy

producers can effectively capture and expand their market share in China (Yang, Ramsaran, & Wibowo, 2018).

Related research: Marketing strategies for dairy products

In today's globalized market environment, understanding and applying effective marketing strategies is essential for a brand's successful entry into new markets. Particularly for products like Thai milk tablets, succeeding in the vast and complex Chinese market requires a deep dive into and utilization of all aspects of marketing. This section will explore how a series of recent studies provide insights and guidance for the marketing strategies of Thai milk tablets in the Chinese market.

Karbasi and Aghasafari (2017) revealed how dairy brands have significantly increased the consumption of their products. This discovery is vital for grasping the dynamics of the dairy market, especially when contemplating Thai milk tablets' entry into the Chinese market. Their observations underscore the potential of brand strategies and marketing campaigns in enhancing consumer demand. In the case of Thai milk tablets, this research indicates that through effective branding and promotion, it's possible to stimulate interest and consumption within the Chinese market.

Exploring the potential impact of pricing on consumer preferences from another angle, the studies conducted by Bhanu et al. (2017), Kaguru et al. (2017), and Bousbia et al. (2017) emphasize the importance of pricing strategies in formulating effective market entry and expansion strategies. For Thai milk tablets, this means pricing strategies must take into account the price sensitivity of Chinese consumers, ensuring that the product price is attractive to consumers without impeding the purchasing decision.

Chimboza and Mutandwa (2007) highlighted the significant influence of promotions, price, availability, packaging, and product quality on the selection process for dairy products or brands. This insight is directly instructive for the marketing strategy of Thai milk tablets in the Chinese market. It suggests that to effectively attract Chinese consumers and increase market share, Thai milk tablets' marketing strategies need to

thoroughly consider these key factors, enhancing product appeal through optimized packaging and quality, attractive pricing strategies, and effective promotional activities.

Azad and Mohammadi (2013) conducted a deep dive into the role of product packaging in shaping consumer purchasing behavior, finding that visual elements such as photos, illustrations, slogans, and symbols are crucial for making a positive first impression on consumers. For Thai milk tablets, this implies that packaging design needs meticulous planning to effectively communicate the product's value and captivate Chinese consumers' attention. Additionally, text and graphical elements on the packaging should be designed to be both understandable and memorable, enabling the product to stand out in a competitive marketplace.

Further exploring consumer preferences for dairy products, particularly the importance of product quality and nutritional content, the studies by Parasuraman et al. (2021) and Ahmadi Kaliji et al. (2019) provide crucial guidance for the market positioning and promotional strategies of Thai milk tablets. In the Chinese market, highlighting the unique quality and nutritional value of Thai milk tablets may be key to attracting health-conscious consumers. Additionally, these studies point out the significant influence of demographic characteristics such as age, gender, family size, and education level on consumer preferences, essential for market segmentation strategies targeting specific consumer groups for Thai milk tablets.

The study by Ardiansyah and Sarwoko (2020) unveiled the significant role of social media marketing in enhancing brand awareness within consumer purchase intention. For Thai milk tablets, this insight implies that effective social media strategies can greatly boost the brand's visibility in the Chinese market. Through storytelling and interactive marketing activities on social media platforms that convey the unique values and cultural background of Thai milk tablets, potential consumers' attention can be captured, sparking their curiosity and desire to purchase. Therefore, social media marketing becomes a key strategy for Thai milk tablets to expand their influence in the Chinese market.

Li, Peterson, and Xia (2018) underscored the growing preference among consumers for healthy and transparently labeled products, a trend that Thai milk tablet brands cannot overlook. In the Chinese market, emphasizing the "natural" and "organic" qualities of Thai milk tablets, along with providing detailed product information and nutritional labels, will be crucial in attracting health-conscious consumers. By clearly showcasing these features in product packaging and marketing materials, Thai milk tablets can better meet Chinese consumers' demands for healthy foods, thus standing out in a fiercely competitive market.

Xian (2023)'s research emphasized the importance of successfully implementing cross-cultural marketing strategies for establishing brand appeal and consumer loyalty in new markets. For Thai milk tablet brands, this means a deep understanding and respect for Chinese cultural values and consumer behaviors are essential when entering the Chinese market. Customizing marketing activities to celebrate Chinese traditional festivals or incorporating respect and understanding of Chinese culture into advertisements can not only strengthen the emotional connection between Thai milk tablet brands and Chinese consumers but also help establish a positive brand image in the Chinese market.

In summary, by analyzing the research findings of scholars such as Karbasi and Aghasafari, Bhanu et al., Chimboza and Mutandwa, Azad and Mohammadi, Parasuraman et al., and others, we can appreciate the crucial role of effective marketing strategies in propelling the success of Thai milk tablets in the Chinese market. From leveraging social media marketing to emphasizing the health and transparency of product labels, and employing cross-cultural marketing strategies, these studies provide a comprehensive framework of marketing strategies for Thai milk tablets. As Thai milk tablets continue to explore and adapt to the Chinese market, these strategies will be key to ensuring their long-term success and growth.

CHAPTER 3

METHODOLOGY

This chapter presents the research methodology employed in this study. It begins with an overview of the research design and its significance. In section 3.1, we will describe the research design, including the framework used to collect and analyze data. Section 3.2 will detail the research methods, focusing on the quantitative approach and the questionnaire distribution process. In section 3.3, we will define the study population, specifically targeting Chinese consumers interested in imported dairy products, and outline the sample size calculation using the Yamane formula. Section 3.4 will introduce the research instruments, primarily the structured questionnaire, and explain its various sections, including demographic data, the 4Ps marketing mix, and purchase intention. In section 3.5, we will discuss the data collection process, emphasizing the advantages of using online questionnaires. Finally, section 3.6 will focus on data analysis methods, utilizing SPSS for statistical analysis and addressing the research questions.

Research design

A research design is a framework or plan used to guide the collection and analysis of research data (Churchill & Iacobucci, 2005; Kinnear, Taylor, Johnson, & Armstrong 1993). In order to complete the analysis within the specified time, the research process must be guided by an appropriate research design.

This research paper will adopt a quantitative research approach. Questionnaires in Chinese will be distributed to obtain direct and primary information from consumers in China. The questionnaire will use different types of question styles such as Likert scale type questions (where 1 is not important and 5 is very important). These questions will ask respondents about their behavioral characteristics related to the different dimensions of the 4Ps and what would motivate them to purchase Thai milk tablets.

Population of the Study

The population used in this study is specifically defined as Chinese consumers who have previously purchased or expressed interest in Thai milk tablets. Based on this broader demographic, the researchers plan to conduct a survey with a sample size of 400 consumer users throughout China, utilizing the Yamane (1967) formula to determine this figure. The confidence level for the survey is set at 95%, with an allowable estimation error of no more than 5%, thus deriving the 400 samples. Given the considerations for social distancing, the deployment of online questionnaires to participants presents a practical approach that conserves both costs and time.

The target population for this study specifically includes Chinese consumers who have previously purchased or expressed interest in imported dairy products, such as Thai milk tablets. This consumer segment is estimated to be around 300 million people, according to the National Bureau of Statistics of China in 2022. Using the Yamane (1967) formula, the sample size for the study is calculated to accommodate this specific demographic.

The Yamane (1967) formula is given by:

$$n = \frac{N}{1 + Ne^2}$$

n = sample size

N = population size

e^2 = the error of 5% points

According to the formula, the sample size of this study is:

$$n = \frac{300000000}{1 + 300000000 * 0.05^2}$$

$$n \approx 400$$

In this case, the researcher collected primary data through questionnaires from approximately 400 participants.

Research Instruments

The main instrument used in the study was a questionnaire. A questionnaire was developed based on the research purpose, which was derived from literature review, motivational factors that influence Chinese consumers to purchase Thai milk tablets, and other theories. It is divided into several sections, including demographics, 4Ps marketing mix, and purchasing intent..

Part 1 Demographic Data

1. Gender, single choice answer is as follows:
 1. Male
 2. Female
2. Age, single choice answer is as follows:
 - 2.1 18 to 27
 - 2.2 28 to 37
 - 2.3 38 to 47
 - 2.4 48 to 57
 - 2.5 Above 58
3. Salary, single choice answer is as follows:
 - 3.1 Below 5,000 CNY
 - 3.2 5,001-10,000 CNY
 - 3.3 10,001-15,000 CNY
 - 3.4 15,001-20,000 CNY
 - 3.5 Above 20,001 CNY
4. Occupation, single choice answer is as follows:
 - 4.1 Student
 - 4.2 Civil servant
 - 4.3 Enterprise employees
 - 4.4 Business Owner
 - 4.5 Other, please specify_____

5. Educational level, single choice answer is as follows:

5.1 Below high school

5.2 Bachelor's degree

5.3 Master's degree

5.4 Above Master's degree

Part 2 4P marketing mix

This is a questionnaire about the factors that may affect consumers' purchase intention for Thai milk tablets in the 4p marketing mix. The questionnaire style is a Likert scale, and the data type is a rating scale measurement scale. The interval scale is divided into 5 levels, and the scoring standards are as follows:

Level 5 indicates strongly agree.

Level 4 indicates agree.

Level 3 indicates neutral.

Level 2 indicates disagree.

Level 1 indicates strongly disagree.

The researchers used averages to interpret the results, and the average rating levels for each step were as follows:

The average score of 4.21 – 5.00 means that the 4p marketing mix has the highest correlation with consumer purchase intention.

The average score of 3.41 – 4.20 means that the correlation between the 4p marketing mix and consumer purchase intention is relatively high.

The average score of 2.61 – 3.40 means that the correlation between the 4p marketing mix and consumer purchase intention is moderate.

The average score of 1.81 – 2.60 means that the correlation between the 4p marketing mix and consumer purchase intention is low.

The average score between 1.00 – 1.80 means that the correlation between the 4p marketing mix and consumer purchase intention is the lowest.

2.1 Product

Thai milk tablets are perceived to have superior quality compared to other brands. The positive reputation and fame associated with Thai milk tablets play a significant role in influencing the purchase intention of consumers. Awareness of the product's favorable image contributes to the trust and reliability consumers place in Thai milk tablets, making them more likely to choose this product over competitors.

2.2 Price

The pricing of Thai milk tablets is a crucial factor for consumers. Price sensitivity is evident, as many consumers would consider switching to another brand if Thai milk tablets are priced too high. Affordability is a major concern, with consumers expressing reluctance to purchase the product if it exceeds their budget constraints. Thus, setting a competitive and reasonable price is essential to attract and retain customers.

2.3 Place (Physical Store)

The convenience and accessibility of the physical store's location are important considerations for consumers when purchasing Thai milk tablets. Additionally, the in-store shopping environment, including cleanliness, organization, and customer service, significantly impacts the overall shopping experience and satisfaction, influencing the likelihood of purchasing the product.

2.3 Place (Online)

The availability of Thai milk tablets online is another critical factor. Many consumers prefer the convenience of online shopping and would opt to buy the product if it is easily accessible through popular e-commerce platforms. An efficient and user-friendly online purchasing process, along with reliable delivery services, can enhance consumer satisfaction and encourage repeat purchases. Ensuring that Thai milk tablets are available on multiple online platforms can increase their visibility and accessibility, catering to the growing trend of online shopping.

2.4 Promotion

Promotional activities, such as discounts, buy-one-get-one-free offers, and special deals, have a significant influence on consumer decisions to buy Thai milk

tablets. Effective promotions can create a sense of urgency and provide added value, motivating consumers to make a purchase. Without any promotional activities, consumers might be less inclined to buy Thai milk tablets. Therefore, a well-planned promotion strategy is essential to attract and retain customers.

Part 3 purchase intention

This is a questionnaire about purchase intention. The style is Likert scale, and the data type is rating scale measurement scale. The interval scale is divided into 5 levels, and the scoring standards are as follows:

Level 5 indicates strongly agree.

Level 4 indicates agree.

Level 3 indicates neutral.

Level 2 indicates disagree.

Level 1 indicates strongly disagree.

The researchers used averages to interpret the results, and the average rating levels for each step were as follows:

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The average score of 1.81 – 2.60 means that the correlation between the 4p marketing mix and consumer purchase intention is low.

The average score between 1.00 – 1.80 means that the correlation between the 4p marketing mix and consumer purchase intention is the lowest.

The purchase intention for Thai milk tablets is influenced by several factors. When consumers need a nutritional snack, they are likely to consider buying Thai milk tablets due to their perceived quality and nutritional benefits. Additionally, consumers are inclined to recommend Thai milk tablets to friends and family who are looking for

convenient dairy snacks. Effective promotions, such as seasonal discounts or special offers, significantly motivate consumers to choose Thai milk tablets over other brands, thereby reinforcing their purchase intention and satisfaction with the product.

Data Collection

Questionnaires are the primary means of collecting quantitative primary data in marketing research (Malhotra, 2007). The main techniques used to collect questionnaire data are face-to-face or telephone interviews and mail or electronic surveys (McDonald & Adam, 2003). In recent years, with the vigorous development of Internet technology, the use of online surveys in marketing research has developed rapidly and significantly (Miller, 2006). It is generally accepted that online research can provide valid results, and online surveys are often one-quarter of the cost of telephone or face-to-face interviews (Comley, 2007). Web-based questionnaires have the same advantages as paper self-administered questionnaires, with respondents completing Web-based questionnaires more quickly than equivalent telephone or face-to-face interviews (Brace, 2004; Fowler, 2002). For several reasons, this study used an online questionnaire format.

The data collection process is as follows:

1. Researchers distribute online questionnaires outside to collect data.
2. After collecting the completed questionnaires, the researcher randomly selected sample groups for interviews.
3. Analyze the collected data using statistical analysis procedures to determine results based on the answers to each research question.
4. After data collection and completion, the researcher processes the results and delivers the research report.

Data Analysis

This study adopts a quantitative research approach. Data is collected through a structured online questionnaire survey targeting 400 Chinese consumers who have previously purchased or expressed interest in imported dairy products. This survey

gathers numerical data on consumer demographics, purchasing intentions, and preferences regarding Thai milk tablets.

For a deeper understanding of the factors influencing consumer purchase intention, secondary data analysis and literature review are conducted. This involves examining existing research studies, market reports, and industry analyses related to consumer behavior, dairy product consumption, and marketing strategies.

The combination of primary quantitative data and secondary data analysis ensures a comprehensive understanding of the research topic. Quantitative data analysis includes statistical techniques such as descriptive statistics, correlation analysis, and regression analysis to identify patterns and relationships. The secondary data provides contextual background and supports the interpretation of the survey results.

And the data is collected through questionnaires and will be organized and analyzed in SPSS for quantitative analysis. Statistical analysis will be conducted using SPSS's comprehensive tools to compute frequencies (f), mean scores (\bar{x}), standard deviations (SD), percentages (%), as well as to perform Analysis of Variance (ANOVA) and t-tests to evaluate the data.

Participant demographics will be reported using percentages (%), providing a clear overview of the sample composition.

Does having a clear understanding of the product increase the likelihood of purchasing it? For this question, the analysis in SPSS will include frequencies (f), percentages (%), means (\bar{x}), standard deviations (SD), ANOVA, and t-tests to determine if product understanding significantly influences purchase likelihood.

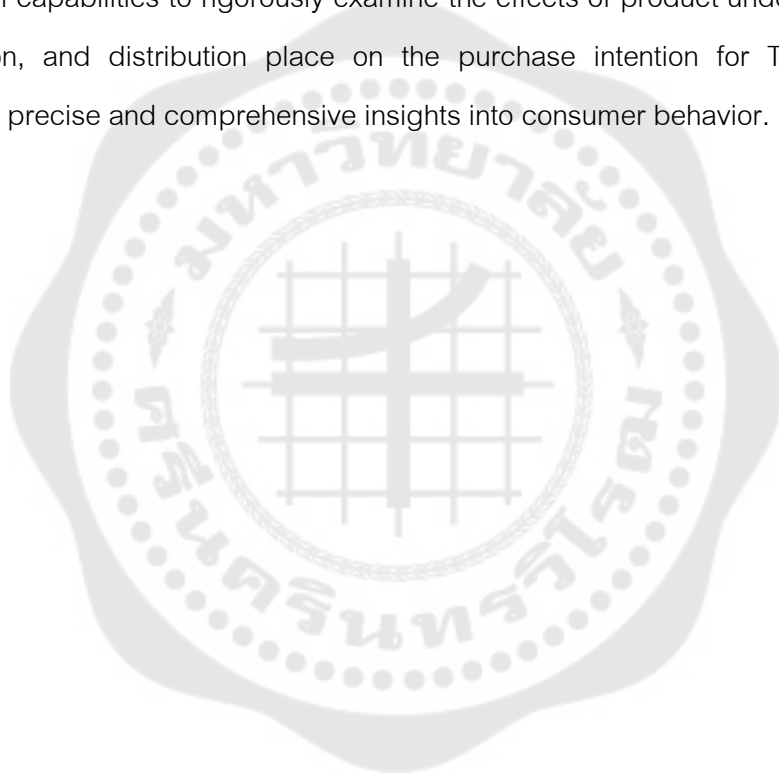
Does price positively impact the decision to purchase Thai milk tablets? The statistical procedures will involve calculating frequencies (f), percentages (%), means (\bar{x}), standard deviations (SD), and using ANOVA and t-tests in SPSS to assess the impact of price on purchase decisions.

Does the promotion of Thai milk tablets positively affect purchase intention? This question will be analyzed by determining frequencies (f), percentages (%), means

\bar{x}), standard deviations (SD), and employing ANOVA and t-tests in SPSS to understand the influence of promotions.

Do place positively influence the purchase decision for Thai milk tablets? The analysis will encompass frequencies (f), percentages (%), means (\bar{x}), standard deviations (SD), alongside ANOVA and t-tests in SPSS to evaluate the role of distribution place in purchase intention.

By utilizing SPSS for data analysis, this study will leverage the software's robust statistical capabilities to rigorously examine the effects of product understanding, price, promotion, and distribution place on the purchase intention for Thai milk tablets, ensuring precise and comprehensive insights into consumer behavior.



CHAPTER 4

DATA ANALYSIS AND RESULTS

This chapter presents the results of the study, focusing on the factors influencing consumer purchase intention for Thai milk tablets. The analysis is based on the marketing mix framework (product, price, place, and promotion) and demographic characteristics. The following statistical methods were applied to analyze the data collected:

Symbol	Definition
n	Number of samples
\bar{x}	Mean of samples
S.D.	Standard Deviation
t	T-distribution (t-test)
F	F-distribution (ANOVA test)
df	Degree of Freedom
Beta	Regression Coefficient
R ² adj	Adjusted Coefficient of Determination
P-value	Significance Level (p-value)
r	Pearson Correlation Coefficient
*	Significance Level at 0.05

The statistical analyses conducted include descriptive statistical analysis, reliability and validity testing, correlation analysis, t-test, one-way ANOVA, and multiple regression analysis. These analyses aim to verify the significance and impact of marketing mix factors (product, price, place, and promotion) on consumer purchase intention and explore variations based on demographic characteristics such as gender, age, income, occupation, and education level.

Demographic Characteristics Analysis

This section presents a detailed statistical analysis of the demographic characteristics of 400 consumers, including gender, age, income, occupation, and education level. These data not only reveal the basic demographic features of the respondents but also provide a foundation for subsequent analyses. By analyzing these characteristics, we can better understand the differences in purchase intentions among various consumer groups for Thai milk tablets and provide a basis for more targeted marketing strategies.

Table 1 Gender Analysis

General Information of Interviewee	Interviewees Number	Percentage
1.Gender		
Male	221	55.25
Female	179	44.75
Total	400	100

Among the respondents, there were 221 males, accounting for 55.25% of the total, and 179 females, accounting for 44.75%. This data suggests that males are slightly more represented in the sample, implying that their needs and behavior traits may require particular attention in the study of purchase intention for Thai milk tablets. The higher proportion of male consumers might be related to their consumption habits

regarding snacks. Previous research indicates that males tend to prioritize convenience and taste when purchasing snacks, whereas females are often more concerned about health factors. Therefore, in the subsequent marketing strategies, it would be beneficial to highlight features such as high protein content, rich nutrition, and portability for male consumers, while emphasizing the natural and health benefits for female consumers.

Table 2 Age Analysis

General Information of Interviewee	Interviewees Number	Percentage
2. Age (Years old)		
18-27	15	3.75
28-37	188	47
38-47	121	30.25
48-57	61	15.25
>58	15	3.75
Total	400	100

In terms of age distribution, respondents aged 28-37 account for the largest proportion, with 188 people (47%), followed by those aged 38-47, with 121 respondents (30.25%). Respondents aged 48-57 make up 15.25% of the sample, and both the 18-27 and over 58 age groups represent 3.75%. This data suggests that middle-aged consumers between 28-47 are the primary target group for Thai milk tablets. These consumers, mainly working professionals, tend to have relatively higher spending power and brand loyalty, while also focusing on product convenience, nutritional value, and brand image. Thus, marketing strategies should emphasize the convenience and health benefits of the product, while incorporating online channels to attract this group. For younger consumers (aged 18-27), creative marketing methods, such as social media and online advertising, may be more effective in gaining their attention.

Table 3 Income Analysis

General Information of Interviewee	Interviewees Number	Percentage
3. Salary		
Below 5,000CNY	177	44.25
5,001-10,000 CNY	115	28.75
10,001-15,000 CNY	63	15.75
15,001-20,000 CNY	29	7.25
Above 20,000 CNY	16	4
Total	400	100

Income distribution indicates that the majority of respondents have an income below 5,000 CNY (44.25%), followed by those earning 5,001-10,000 CNY (28.75%), and 10,001-15,000 CNY (15.75%). Only a small proportion of respondents earn between 15,001-20,000 CNY (7.25%) and over 20,000 CNY (4%). This income distribution suggests that most respondents are price-sensitive and may be inclined to choose products with a higher perceived value. Therefore, marketing strategies targeting this group should focus on price advantages, such as promotional activities and discounts, to stimulate purchase intent. For higher-income consumers (above 10,000 CNY), emphasizing the product's premium quality, health benefits, and imported origin could attract their attention.

Table 4 Occupation Analysis

General Information of Interviewee	Interviewees Number	Percentage
4. Occupation		
Student	154	38.5
Civil servant	38	9.5
Enterprise employees	168	42
Business Owner	7	1.75
Other, please specify_____	33	8.25
Total	400	100

Occupation analysis reveals that enterprise employees make up the largest group, with 168 respondents (42%), followed by students at 38.5%. Civil servants and other occupations account for 9.5% and 8.25%, respectively, while business owners represent only 1.75%. This data suggests that students and enterprise employees are the main consumer groups for Thai milk tablets. Student consumption habits are often influenced by price and brand image, making them inclined to choose products with attractive packaging and competitive pricing. Marketing strategies targeting students should focus on social media and online channels, offering discounts or promotional deals. Enterprise employees, on the other hand, are more likely to focus on the practicality and health benefits of products. For this group, promoting the nutritional value and convenience of Thai milk tablets could be highly effective.

Table 5 Education Level Analysis

General Information of Interviewee	Interviewees Number	Percentage
5. Education Level		
Below high school	19	4.75
Bachelor`s degree	330	82.5
Master`s degree	44	11
Above Master`s degree	7	1.75
Total	400	100

The education level of respondents is predominantly at the bachelor's level or higher, with 82.5% holding a bachelor's degree, 11% holding a master's degree, and 1.75% having an Above Master's degree. Only 4.75% of respondents have an education level below high school. The predominance of well-educated consumers suggests that Thai milk tablets appeal to individuals with higher educational backgrounds, who tend to have higher expectations for product quality, nutrition, and safety. Marketing efforts targeting this group should emphasize scientifically-backed health benefits and premium product quality, which could enhance consumer trust and increase purchase intent.

Summary of Demographic Characteristics

In conclusion, the sample for this study is primarily composed of middle-aged individuals, with a slight male dominance, relatively lower income, and a higher education level. The majority are either students or enterprise employees. Based on the analysis of these demographic characteristics, the following conclusions can be drawn:

1.The primary target consumers are working professionals aged 26-45 and students.

2.Marketing strategies should focus on price-sensitive consumers, leveraging promotional tactics.

3. The product should emphasize health, nutrition, and premium quality to meet the demands of highly educated consumers.

These findings provide a strong foundation for subsequent marketing strategy development.

Descriptive Statistical Analysis of Marketing Mix Factors

This section conducts a descriptive statistical analysis of the four marketing mix factors: product, price, place, and promotion. Through this analysis, we can gain a deeper understanding of consumers' focus on each factor related to Thai milk tablets.

Marketing Mix	Level of Rating		
	\bar{x}	S.D.	Result
Product	4.22	0.405	High
Price	4.26	0.503	High
Place	4.12	0.363	High
Promotion	4.21	0.476	High
Overall Value of Marketing Mix	4.20	0.422	High

The table presents the ratings for the four marketing mix factors: product, price, place, and promotion. Each factor received a high level of attention from consumers, with ratings of 4.22 for product, 4.26 for price, 4.12 for place, and 4.21 for promotion.

Among these, the price factor received the highest rating at 4.26, indicating that consumers place significant importance on pricing when making purchase decisions. The product factor follows closely with a rating of 4.22, suggesting that product features are also highly regarded. The promotion factor scored 4.21, reflecting its importance in attracting consumer interest. The place factor, while still high at 4.12, indicates slightly less emphasis compared to the others.

Overall, the average value of attention across all factors is 4.20, which suggests a strong overall focus on the marketing mix in influencing consumer choices. This

analysis highlights that all aspects of the marketing mix are crucial in shaping consumer preferences for Thai milk tablets.

Table 6 Descriptive Statistical Analysis of Product Factors

Marketing Mix Product	Level of Rating		
	\bar{x}	S.D.	Result
1.The design and packaging of Thai milk tablets influence my purchase decision.	4.21	0.473	High
2.The taste of Thai milk tablets is important to me when choosing which brand to buy.	4.20	0.491	High
3.The positive reputation of Thai milk tablets affects my buying choice.	4.25	0.480	High
Overall Value of Product	4.22	0.405	High

Based on the table data, the overall rating for product factors is 4.22 with a standard deviation of 0.405, indicating a high level of consumer attention to the product features of Thai milk tablets, with a strong consistency in responses. A deeper analysis shows that consumers' focus on brand reputation, taste, and product design and packaging scored 4.25, 4.20, and 4.21, respectively. These figures demonstrate that the positive reputation of Thai milk tablets directly influences purchase decisions. The brand's high score of 4.25 indicates a significant level of trust among consumers.

Additionally, the taste of Thai milk tablets is a key factor in consumer choice, with a rating of 4.20. This shows that ensuring superior taste in a highly competitive market can effectively attract and retain consumers. The design and packaging of Thai milk tablets, which align with consumer aesthetics, received a rating of 4.21, suggesting that enhancing visual appeal and differentiation in branding could further increase purchase intention. Therefore, future marketing strategies should further strengthen the brand image and build trust between the product and consumers.

Table 7 Descriptive Statistical Analysis of Price Factors

Marketing Mix Price	Level of Rating		
	\bar{x}	S.D.	Result
1.Discounts on Thai milk tablets are an important factor in my purchase decision.	4.25	0.562	High
2.I am more likely to buy Thai milk tablets if there are flexible payment options available.	4.25	0.540	High
3.I will not buy Thai milk tablets if they are priced higher than my budget allows.	4.29	0.535	High
Overall Value of Price	4.26	0.503	High

The overall rating for price factors is 4.26, with a standard deviation of 0.503, making it one of the most highly rated factors influencing consumers' purchase decisions. Specifically, price promotions (such as discounts) received a score of 4.25, as did flexible payment options. Price sensitivity (i.e., consumers not purchasing if the price exceeds their budget) scored the highest at 4.29, indicating that consumers are highly attentive to price.

These findings suggest that price sensitivity is a critical factor in consumer purchase intention. For many consumers, if the price exceeds their expectations or budget, they are likely to switch to alternative products. Therefore, when formulating pricing strategies, companies should consider consumers' price tolerance and boost purchase intention by offering flexible payment options and regular promotional activities. The significant effect of promotional activities on consumer behavior suggests that discounts and offers are effective tools for enhancing sales.

Table 8 Descriptive Statistical Analysis of Place Factors

Marketing Mix Place	Level of Rating		
	\bar{x}	S.D.	Result
1.The convenience of the store's location influences my decision to buy Thai milk tablets.	4.12	0.409	High
2.The overall shopping experience, including store ambience and service, is important when I purchase Thai milk tablets.	4.13	0.407	High
3.I prefer buying Thai milk tablets online if they are available on e-commerce platforms I frequently use.	4.11	0.448	High
Overall Value of Place	4.12	0.363	High

In terms of place factors, consumers gave high ratings to the convenience of store locations, shopping experiences, and the availability of online shopping options, with an overall rating of 4.12 and a standard deviation of 0.363. Specifically, store location convenience scored 4.12, shopping experience and service quality scored 4.13, and online shopping scored 4.11.

These data suggest that consumers place high importance on the convenience and quality of their shopping experience when choosing a purchase channel. Therefore, Thai milk tablets should ensure strong coverage across major retailers and e-commerce platforms, while also optimizing the shopping experience. For physical stores, this could involve improving in-store service and product displays, while for online platforms, it means ensuring a smooth shopping process and timely delivery to meet consumer needs.

Table 9 Descriptive Statistical Analysis of Promotion Factors

Marketing Mix Promotion	Level of Rating		
	\bar{x}	S.D.	Result
1. Advertisements for Thai milk tablets, including online ads, influence my decision to purchase them.	4.22	0.510	High
2. Sales promotions, such as discounts and buy-one-get-one-free offers, significantly affect my decision to buy Thai milk tablets.	4.22	0.509	High
3. Public relations activities, such as product reviews and influencer recommendations, motivate me to purchase Thai milk tablets.	4.20	0.530	High
Overall Value of Promotion	4.21	0.476	High

The overall rating for promotion factors is 4.21 with a standard deviation of 0.476, indicating that consumers place significant importance on promotional activities, and their responses are consistent. Specifically, advertisements (including online ads) and sales promotions (such as discounts or buy-one-get-one-free offers) scored 4.22, while public relations activities (such as product reviews and influencer endorsements) scored 4.20.

These findings indicate that advertising and promotional activities are crucial in influencing consumers' purchase decisions. Effective advertising, particularly through digital channels and social media, can further raise consumer awareness and interest in Thai milk tablets. Additionally, sales promotions have a strong appeal to consumers, and they are more likely to make a purchase when promotions are available. Therefore, the company should regularly launch attractive promotional campaigns and combine them with advertising to enhance their effectiveness. Public relations activities, including recommendations from influencers, also positively impact purchase decisions, particularly among younger consumers.

Overall Analysis

In conclusion, product, price, place, and promotion are all significant factors influencing consumers' purchase decisions for Thai milk tablets. Price factors received the highest rating, indicating that consumers are highly sensitive to price. Therefore, companies should balance costs and market competitiveness when setting prices. At the same time, product design, taste, and brand reputation also play positive roles in consumer choices. Thus, future marketing strategies should maintain high product quality while focusing on enhancing brand awareness through advertising and promotional activities to attract more target consumers.

These data provide valuable insights for developing marketing strategies for Thai milk tablets in the Chinese market. Companies should optimize product design, pricing strategies, channel distribution, and promotional tactics according to the importance consumers place on each factor to improve overall purchase intention.

Reliability and Validity Tests

In this study, reliability and validity tests are conducted to ensure the data's reliability and the structural validity of the research model, forming a robust foundation for further statistical analyses. Through these tests, we can verify whether the research instrument (i.e., the questionnaire) accurately and consistently measures the variables under investigation. The results of reliability and validity tests are discussed below.

Cronbach's Alpha Analysis

Cronbach's Alpha is a measure of internal consistency within a questionnaire. It reflects the reliability of the scale. Typically, an Alpha value closer to 1 indicates higher internal consistency; an Alpha value above 0.7 is considered to represent good reliability, while values above 0.8 are considered to reflect very high reliability.

	Cronbach's Alpha	Number of items
Product	0.794	3
Price	0.911	3
Place	0.827	3
Promotion	0.910	3
Marketing Mix	0.840	12
Purchase Intention	0.900	3
Overall scale	0.859	15

According to the data, the Cronbach's Alpha values for the marketing mix factors (product, price, place, promotion) and purchase intention are as follows:

1.The Alpha coefficient for product factors is 0.794, indicating a high level of internal consistency and good reliability for product-related items.

2.The Alpha coefficient for price factors is 0.911, showing very high reliability, indicating strong consistency among price-related items.

3.The Alpha coefficient for place factors is 0.827, demonstrating good reliability and consistency among place-related items.

4.The Alpha coefficient for promotion factors is 0.910, indicating high reliability for promotion-related items.

5.The Alpha coefficient for purchase intention is 0.900, suggesting excellent reliability for purchase intention items.

Moreover, the Alpha coefficient for the entire marketing mix (product, price, place, promotion) is 0.840, and the overall scale (including all variables and purchase intention) has an Alpha value of 0.859. These results indicate that the questionnaire possesses good internal consistency and reliability. The high correlation between items implies that the questionnaire is well-designed and yields stable measurement outcomes.

KMO and Bartlett's Test of Sphericity

The KMO (Kaiser-Meyer-Olkin) and Bartlett's Test of Sphericity are crucial tools for assessing whether the data is suitable for factor analysis. The KMO value measures the proportion of variance among the variables that might be common variance, with values ranging from 0 to 1. A KMO value closer to 1 indicates stronger correlations between variables, making the data more appropriate for factor analysis. Generally, a KMO value above 0.7 suggests the data is suitable for factor analysis.

Bartlett's Test of Sphericity is used to test whether the correlation matrix between variables is an identity matrix, i.e., that there are no significant correlations between the variables. A significance level below 0.05 suggests that the correlation matrix is not an identity matrix, meaning that the variables are correlated and suitable for factor analysis.

KMO	0.819
Approximate Chi-Square	3681.913
Bartlett's Test of Sphericity	df
	105
	P-value
	0<0.001

In this study, the KMO test result is 0.819, indicating that the data is appropriate for factor analysis. This value suggests a strong correlation between variables, enabling factor analysis to reveal the underlying factor structure effectively.

For Bartlett's Test of Sphericity, the chi-square statistic is 3681.913 with 105 degrees of freedom, and the significance level is $0 < 0.001$, which is below 0.05. This result indicates that the correlations between variables are significant, making the data suitable for factor analysis.

Factor Loading Coefficients Analysis

Factor loadings are used in factor analysis to measure the correlation between each variable and its corresponding latent factor. The higher the factor loading, the stronger the explanatory power of the variable for that factor. Typically, factor loadings above 0.5 are considered to indicate good correlation.

Name	Factor Loading Coefficients				
	1	2	3	4	5
A1A1					0.857
A1A2					0.817
A1A3					0.744
B1A1	0.891				
B1A2	0.916				
B1A3	0.883				
C1A1				0.821	
C1A2				0.860	
C1A3				0.801	
D1A1		0.902			
D1A2		0.900			
D1A3		0.863			
Y1A1			0.860		
Y1A2			0.909		
Y1A3			0.848		

Based on the factor analysis results, the factor loadings for the items related to product, price, place, promotion, and purchase intention are as follows:

1.Product Factors: A1A1, A1A2, and A1A3 have factor loadings of 0.857, 0.817, and 0.744, respectively, indicating that these items strongly explain the product

factor. A1A1, with a factor loading of 0.857, is the most significant contributor to this factor.

2.Price Factors: B1A1, B1A2, and B1A3 have factor loadings of 0.891, 0.916, and 0.883, respectively, showing that the price items provide strong explanatory power for the price factor, particularly B1A2, with a loading of 0.916, indicating its importance.

3.Place Factors: C1A1, C1A2, and C1A3 have factor loadings of 0.821, 0.860, and 0.801, respectively, highlighting their strong explanatory power for the place factor, with C1A2 being the most significant.

4.Promotion Factors: D1A1, D1A2, and D1A3 have factor loadings of 0.902, 0.900, and 0.863, respectively, showing high explanatory power for the promotion factor.

5.Purchase Intention: Y1A1, Y1A2, and Y1A3 have factor loadings of 0.860, 0.909, and 0.848, respectively, indicating strong explanatory power, particularly Y1A2 with a loading of 0.909, reflecting its significant influence on purchase intention.

Overall, the factor loadings demonstrate that the items in the questionnaire are strongly correlated with their respective factors, and the factor structure is clear and aligned with expectations. This further validates the questionnaire's construct validity, indicating that the items effectively reflect their corresponding latent variables.

Analysis of Variable Correlations

In the study of the relationship between marketing mix factors (product, price, place, promotion) and purchase intention, correlation analysis helps to understand the interactions between variables. Pearson correlation coefficients are used to measure the linear relationship between variables, ranging from -1 to 1. A positive correlation indicates that two variables change in the same direction, while a negative correlation indicates that they change in opposite directions. A value close to 0 suggests a weak or no correlation. Typically, absolute values of correlation coefficients between 0.3 and 0.5 indicate a moderate correlation, while values above 0.5 indicate a strong correlation.

Correlation Analysis Between Marketing Mix Variables

First, we need to analyze the correlations between the four marketing mix variables: product, price, place, and promotion.

	Product	Price	Place	Promotion	Purchase Intention
Product	1 0<0.001				
Price	.269** 0<0.001	1			
Place	.372** 0<0.001	.211** 0<0.001	1		
Promotion	.251** 0<0.001	.240** 0<0.001	.367** 0<0.001	1	
Purchase Intention	.341** 0<0.001	.344** 0<0.001	.310** 0<0.001	.347** 0<0.001	1

The symbols “***” and “**” in the table indicate the levels of statistical significance for the correlation coefficients. Specifically:

“***” denotes that the correlation is significant at the 0.01 level (2-tailed), meaning there is a 99% confidence that the observed correlation is not due to random chance.

“**” denotes that the correlation is significant at the 0.05 level (2-tailed), meaning there is a 95% confidence that the observed correlation is not due to random chance.

These significance levels demonstrate the strength and reliability of the relationships between the marketing mix variables (product, price, place, promotion) and purchase intention.

Based on the data from the table, the results of the correlation analysis between the marketing mix variables are as follows:

1.Product and Price: The correlation coefficient is 0.269, with a significance level of $0 < 0.001$, indicating a significant but weak positive correlation between product and price. This suggests that product features (such as design, packaging, and quality) may influence price determination. When making purchase intention, consumers often consider both product quality and price together.

2.Product and Place: The correlation coefficient is 0.372, with a significance level of $0 < 0.001$, indicating a moderately significant positive correlation between product and place. This suggests that product characteristics are closely related to distribution channel choices, especially for Thai milk tablets, where the convenience of purchasing channels and product packaging or brand recognition can influence consumer decisions.

3.Product and Promotion: The correlation coefficient is 0.251, with a significance level of $0 < 0.001$, indicating a significant but weak positive correlation between product and promotion. While promotional activities (such as advertising and discounts) may influence consumer awareness of the product, this effect is relatively small, suggesting that consumers prioritize intrinsic product features (such as quality and taste) when making purchase intention.

4.Price and Place: The correlation coefficient is 0.211, with a significance level of $0 < 0.001$, indicating a weak positive correlation between price and place. This may be due to differences in pricing strategies across different sales channels, where certain platforms may offer discounts or special prices to attract specific consumer groups.

5.Price and Promotion: The correlation coefficient is 0.240, with a significance level of $0 < 0.001$, indicating a weak positive correlation between price and promotion. Promotional activities can influence consumer perceptions of price to some extent, especially when promotions involve discounts or offers, making consumers perceive the product as having better value for money and increasing their likelihood of purchasing.

6.Place and Promotion: The correlation coefficient is 0.367, with a significance level of $0 < 0.001$, indicating a moderately positive correlation between place and promotion. Promotional activities carried out through specific channels (such as online discount campaigns or in-store advertisements) may enhance consumers' preference for certain channels. The effectiveness of promotions relies on the accessibility and convenience of the channels.

In summary, the marketing mix factors are correlated to varying degrees, indicating that these variables are not independent when influencing consumer decisions but are interrelated. For example, product design and quality may affect price setting, and channel selection is influenced by both product and promotional activities. The combined effect of these factors ultimately influences consumer purchasing behavior.

Correlation Analysis Between Marketing Mix Factors and Purchase Intention

Next, we analyze the correlations between the four marketing mix factors (product, price, place, promotion) and consumer purchase intention. Based on the table data, the results are as follows:

1.Product and Purchase Intention: The correlation coefficient is 0.341, with a significance level of $0 < 0.001$, indicating a moderate positive correlation between product and purchase intention. Product design, packaging, and brand reputation significantly influence consumers' purchase intention. For products like milk tablets, which are considered healthy snacks, consumers tend to prioritize product characteristics, making the product factor an important influence on purchase intention.

2.Price and Purchase Intention: The correlation coefficient is 0.344, with a significance level of $0 < 0.001$, indicating a moderate positive correlation between price and purchase intention. Price is one of the key factors in consumers' purchase intention. When the price fits within the consumer's budget or is perceived as offering good value for money, consumers are more likely to make a purchase. Therefore, a reasonable pricing strategy can effectively enhance consumers' purchase intentions.

3.Place and Purchase Intention: The correlation coefficient is 0.310, with a significance level of $0 < 0.001$, indicating a moderate positive correlation between place and purchase intention. The convenience and accessibility of channels significantly affect consumer purchase intention, particularly with the rapid growth of e-commerce platforms, which have increased consumers' demand for online purchasing. Ensuring product availability across multiple channels, especially online, will help increase consumer purchase intentions.

4.Promotion and Purchase Intention: The correlation coefficient is 0.347, with a significance level of $0 < 0.001$, indicating a moderate positive correlation between promotion and purchase intention. Promotional activities (such as discounts or buy-one-get-one-free offers) can effectively attract consumer attention and stimulate purchasing behavior. By offering added value, promotions increase product appeal, thereby significantly enhancing purchase intention.

In summary, there are moderate positive correlations between the marketing mix factors and consumers' purchase intention, indicating that these factors influence consumer decision-making to varying degrees. Promotional activities and product characteristics have a relatively strong impact on purchase intention, while price and place have slightly less influence. This suggests that when developing marketing strategies, emphasis should be placed on improving product quality and designing effective promotional activities, while also setting reasonable prices and choosing appropriate channels to maximize consumer purchase intention.

t-test and ANOVA Analysis of Purchase Intention

In this section, a t-test and one-way analysis of variance (ANOVA) are conducted to analyze the relationship between demographic variables (gender, age, income, occupation, and education level) and purchase intention. These tests help us understand the differences and trends in consumer preferences for Thai milk tablets based on different demographic characteristics.

Table 10 The Impact of Gender on Purchase Intention

Consumer purchase intention	t-test for Equality of Means					
	Gender	\bar{x}	S.D.	t	df	P-value
Product	Male	4.241	0.423	1.296	397	0.196
	Female	4.188	0.382	1.309	392	0.191
Price	Male	4.289	0.511	1.303	397	0.193
	Female	4.223	0.492	1.308	386	0.192
Place	Male	4.135	0.374	0.885	397	0.377
	Female	4.102	0.352	0.891	388	0.374
Promotion	Male	4.214	0.483	0.067	397	0.947
	Female	4.210	0.467	0.067	385	0.946
Purchase	Male	4.926	0.236	0.163	397	0.871
Intention	Female	4.922	0.250	0.162	371	0.872

Based on the t-test, the analysis of product, price, place, promotion, and purchase intention according to gender shows no significant differences between males and females in terms of purchase intention. While males scored slightly higher than females on product and price, the differences were not significant, with p-values of 0.196 and 0.193, respectively (both greater than 0.05). Similarly, promotion scores were almost identical between genders ($p=0.947$), indicating that promotional strategies

affect both genders similarly. Therefore, when designing marketing strategies based on gender, significant differentiation is not required, but personalized approaches could further enhance the consumer experience.

Table 11 The Impact of Age on Purchase Intention

	Age	\bar{x}	S.D.	F	P-value
Product	18-27	4.089	0.235	1.376	0.242
	28-37	4.241	0.380		
	38-47	4.229	0.464		
	48-57	4.131	0.386		
	>58	4.289	0.375		
Price	18-27	4.356	0.527	1.700	0.149
	28-37	4.309	0.497		
	38-47	4.229	0.470		
	48-57	4.137	0.575		
	>58	4.333	0.454		
Place	18-27	3.956	0.278	1.123	0.345
	28-37	4.138	0.330		
	38-47	4.110	0.383		
	48-57	4.104	0.441		
	>58	4.200	0.303		
Promotion	18-27	4.200	0.516	0.442	0.778
	28-37	4.234	0.437		
	38-47	4.204	0.538		
	48-57	4.153	0.433		
	>58	4.289	0.562		
Purchase	18-27	4.889	0.272		

Intention	28-37	4.941	0.211	0.639	0.635
	38-47	4.917	0.256		
	48-57	4.891	0.303		
	>58	4.933	0.187		

According to ANOVA analysis, age does not significantly influence product, price, place, promotion, or purchase intention (all p-values are greater than 0.05). For instance, consumers aged 28-37 scored the highest on product (4.241), but the differences between other age groups were minimal. Therefore, there is no significant differentiation in marketing mix preferences across different age groups, and marketing activities should focus on factors other than age stratification.

Table 12 The Impact of Income on Purchase Intention

	Salary	\bar{x}	S.D.	F	P-value
Product	Below 5,000CNY	4.123	0.254	1.313	0.270
	5,001-10,000 CNY	4.215	0.410		
	10,001-15,000 CNY	4.227	0.418		
	15,001-20,000 CNY	4.476	0.378		
	Above 20,000 CNY	4.298	0.483		
Price	Below 5,000CNY	4.245	0.510	0.701	0.552
	5,001-10,000 CNY	4.333	0.466		
	10,001-15,000 CNY	4.429	0.460		
	15,001-20,000 CNY	3.965	0.246		
	Above 20,000 CNY	4.124	0.367		
Place	Below 5,000CNY	4.076	0.295	6.005	0.001
	5,001-10,000 CNY	4.619	0.448		
	10,001-15,000 CNY	4.193	0.476		
	15,001-20,000 CNY	4.215	0.474		
	Above 20,000 CNY	4.159	0.490		

Table 12 (Continued))

	Salary	\bar{x}	S.D.	F	P-value
Promotion	Below 5,000CNY	4.524	0.424	1.200	0.309
	5,001-10,000 CNY	4.912	0.244		
	10,001-15,000 CNY	4.916	0.253		
	15,001-20,000 CNY	4.977	0.151		
	Above 20,000 CNY	5<0.001	0<0.001		
Purchase Intention	Below 5,000CNY	4.123	0.254	1.072	0.361
	5,001-10,000 CNY	4.215	0.410		
	10,001-15,000 CNY	4.227	0.418		
	15,001-20,000 CNY	4.476	0.378		
	Above 20,000 CNY	4.298	0.483		

Income has a significant impact on consumers' channel choices, with a p-value of 0.001 (less than 0.05), indicating that higher-income consumers are more likely to choose convenient shopping channels. Specifically, consumers earning 5,001-10,000 CNY rated place the highest (4.619), while those earning less than 5,000 CNY rated it lower (4.076). This suggests that companies should emphasize online shopping channels for higher-income groups to enhance convenience.

Table 13 The Impact of Occupation on Purchase Intention

	Occupation	\bar{x}	S.D.	F	P-value
Product	Student	4.197	0.373	0.368	0.832
	Civil servant	4.202	0.368		
	Enterprise employees	4.224	0.425		
	Business Owner	4.333	0.471		
	Other, please specify_____	4.263	0.484		
Price	Student	4.303	0.522	0.545	0.703
	Civil servant	4.246	0.488		
	Enterprise employees	4.234	0.511		
	Business Owner	4.333	0.471		
	Other, please specify_____	4.202	0.390		
Place	Student	4.160	0.366	1.167	0.325
	Civil servant	4.061	0.288		
	Enterprise employees	4.095	0.367		
	Business Owner	4<0.00 1	0<0.001		
	Other, please specify_____	4.152	0.434		
Promotion	Student	4.219	0.456	2.071	0.084
	Civil servant	4.211	0.420		
	Enterprise employees	4.190	0.497		
	Business Owner	4.714	0.488		

	Other, please specify_____	4.202	0.478		
	Student	4.926	0.239		
	Civil servant	4.956	0.176		
Purchase	Enterprise employees	4.907	0.268	0.647	0.629
Intention	Business Owner	5<0.00 1	0<0.001		
	Other, please specify_____	4.949	0.206		

From the perspective of occupation, the impact of different occupations on purchase intention is relatively consistent. For product, price, place, and promotion factors, the p-values are all greater than 0.05 (e.g., for product, $p = 0.832$), indicating that there are no significant differences in the marketing mix factors among different occupations. However, it is noteworthy that "enterprise employees" scored slightly higher on promotion factors, indicating that this group is more sensitive to discounts and promotional activities. This provides flexibility for companies to tailor promotional strategies specifically to attract consumers from certain occupational groups, such as enterprise employees, who may be more responsive to promotional offers.

Table 14 The Impact of Education Level on Purchase Intention

	Education Level	\bar{x}	S.D.	F	P-value
Product	Below high school	4.123	0.254	1.313	0.270
	Bachelor`s degree	4.215	0.410		
	Master`s degree	4.227	0.418		
	Above Master`s degree	4.476	0.378		
Price	Below high school	4.298	0.483	0.701	0.552
	Bachelor`s degree	4.245	0.510		
	Master`s degree	4.333	0.466		
	Above Master`s degree	4.429	0.460		

Place	Below high school	3.965	0.246	6.005	0.001
	Bachelor's degree	4.124	0.367		
	Master's degree	4.076	0.295		
	Above Master's degree	4.619	0.448		

Table 14 (Continued))

	Education Level	\bar{x}	S.D.	F	P-value
Promotion	Below high school	4.193	0.476	1.200	0.309
	Bachelor's degree	4.215	0.474		
	Master's degree	4.159	0.490		
	Above Master's degree	4.524	0.424		
Purchase Intention	Below high school	4.912	0.244	1.072	0.361
	Bachelor's degree	4.916	0.253		
	Master's degree	4.977	0.151		
	Above Master's degree	5<0.001	0<0.001		

Education level has a significant influence on the choice of purchase channels, with a p-value of 0.001, indicating that consumers with higher education levels (especially those with doctoral degrees) show a clear preference for shopping channels compared to those with lower education levels. For other marketing mix factors, the differences among educational groups are not significant. Companies should offer more online shopping channels for highly educated consumers to enhance convenience and improve their shopping experience.

Regression Analysis

Regression analysis is a statistical method used to explore the relationship between multiple independent variables (in this study, the four marketing mix factors: product, price, place, and promotion) and a dependent variable (consumer purchase intention). Through regression models, we can quantify the impact of each marketing mix factor on purchase intention and assess the model's fit and explanatory power. This enables a deeper understanding of which factors play a more significant role in influencing consumers' purchase intention.

Building the Multiple Linear Regression Model

To explore the influence of product, price, place, and promotion on consumer purchase intention, a multiple linear regression model was constructed. The mathematical expression of the regression model is as follows:

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

Where Y represents the dependent variable, which is consumer purchase intention. β_0 is the constant term (intercept), and $\beta_1, \beta_2, \beta_3, \beta_4$ are the regression coefficients for the independent variables product, price, place, and promotion, respectively, reflecting the magnitude of the influence each independent variable has on purchase intention. X_1, X_2, X_3, X_4 represent the values of the four marketing mix factors. ε is the error term, representing other factors that the model does not account for.

Through this regression model, we can quantify the contribution of each marketing mix factor to purchase intention. The larger the regression coefficient, the more significant the factor's impact on purchase intention.

Table 15 Regression Analysis Results

	(b)	SE	t	P-value
Constant	3.240	0.153	21.128	0<0.001
Product	0.112	0.029	3.869	0<0.001
Price	0.106	0.022	4.749	0<0.001
Place	0.079	0.033	2.406	0.017
Promotion	0.103	0.024	4.240	0<0.001
$R=0.497$ $R^2=0.247$ Adjusted $R^2=0.239$ SE=0.211				

Based on the regression analysis results in the table, the impact of the four marketing mix factors (product, price, place, promotion) on purchase intention is as follows:

1.Product's impact on purchase intention: The regression coefficient for the product factor is 0.112, with a significance level of 0<0.001, indicating a significant positive impact of the product factor on consumer purchase intention. Specifically,

product design, packaging, and quality are critical factors that influence consumers' purchase intention. When consumers have a positive perception of the product's appearance and functionality, their purchase intention increases significantly.

2.Price's impact on purchase intention: The regression coefficient for the price factor is 0.106, with a significance level of $0 < 0.001$, also indicating a significant positive impact. Reasonable pricing and perceived value-for-money directly influence consumer purchase intention. Particularly for Thai milk tablets, consumers are sensitive to pricing. If the product's price aligns with consumers' expectations, their purchase intention increases.

3.Place's impact on purchase intention: The regression coefficient for the place factor is 0.079, with a significance level of 0.017, showing a positive but relatively weaker impact. Consumers tend to purchase from convenient and widely distributed channels, especially with the growing importance of e-commerce platforms. Although weaker than other factors, channel convenience is still a critical factor influencing consumer purchase intention.

4.Promotion's impact on purchase intention: The regression coefficient for the promotion factor is 0.103, with a significance level of $0 < 0.001$, indicating a significant positive impact of promotional activities on purchase intention. Promotions such as discounts, buy-one-get-one-free offers, and advertising effectively boost consumer interest in purchasing. Well-designed promotional strategies can enhance product appeal and increase perceived consumer value, thus significantly encouraging purchase intentions.

The regression analysis results reveal that product, price, and promotion have a more substantial impact on purchase intention, while the effect of place is relatively smaller. This suggests that while consumers value convenience in purchasing, the characteristics of the product itself, pricing strategy, and promotional activities are the more critical factors. Marketing efforts should focus on improving product quality and promotional strategies while ensuring reasonable pricing to maximize consumer purchase intention.

Hypothesis Testing

Hypothesis testing is a crucial step in verifying whether the proposed hypotheses are supported by statistical evidence. In this study, we perform hypothesis testing to determine whether the four marketing mix factors (product, price, place, promotion) have a significant positive impact on consumer purchase intention. Specifically, significance tests help to identify whether each factor significantly influences consumer purchase intention.

Conclusion of H1 Demographics

The analysis of demographic variables (gender, age, income, and occupation) revealed that income and occupation have a significant impact on consumer purchase intention, whereas gender and age do not show statistically significant effects. This partially supports Hypothesis 1, suggesting that while some demographic factors influence purchase intention, others do not play a critical role. Specifically, consumers with higher incomes and those in professional occupations exhibit stronger purchase intentions for Thai milk tablets, likely due to their purchasing power and preference for convenient, health-conscious products.

Significance Testing of Product Factors

In this study, the significance test for product factors is used to determine whether product characteristics (such as design, packaging, and quality) significantly impact consumer purchase intention. Based on the regression analysis results, the regression coefficient for product factors is 0.112, with a significance level (P-value) of $0 < 0.001$, which is below the 0.05 significance threshold. This indicates that the product factor's influence on consumer purchase intention is statistically significant.

This result suggests that when purchasing Thai milk tablets, consumers place considerable importance on product design and packaging, directly influencing their purchase decisions. Products with attractive packaging and high-quality materials are more likely to catch consumers' attention and drive purchase decisions. Additionally, the product's reputation and consumers' perception of the brand are key factors in motivating purchase intention. Therefore, product design and quality control should be key areas of focus in the company's marketing efforts.

Significance Testing of Price Factors

Price is one of the most critical considerations in consumers' decision-making processes. According to the regression analysis, the regression coefficient for price factors is 0.106, with a significance level (P-value) of $0 < 0.001$, also significantly below 0.05, indicating that the price factor has a statistically significant impact on purchase intention.

The significance test results for price factors suggest that consumers are highly sensitive to product pricing, especially for higher-priced goods. If the price of Thai milk tablets is perceived as too high, it may reduce consumers' purchase intention. Therefore, companies must carefully consider the target consumers' price tolerance when developing pricing strategies. Flexible pricing strategies, such as discounts and promotional offers, can help increase consumer interest and boost purchase rates. Furthermore, reasonable pricing not only attracts new customers but also enhances loyalty among existing customers.

Significance Testing of Place Factors

The significance test for place factors examines whether the convenience, coverage, and user experience of sales channels significantly influence consumers' purchase intentions. According to the regression analysis, the regression coefficient for place factors is 0.079, with a significance level (P-value) of 0.017, which is below the 0.05 significance threshold. This shows that while the place factor has a significant influence on purchase intention, its impact is relatively weaker compared to other factors.

The results suggest that while the influence of place (channels) is relatively minor, it remains an important factor in consumers' purchase intention. Consumers are more likely to choose channels that are convenient, widely available, and offer high-quality service. Furthermore, with the rise of e-commerce, more consumers prefer purchasing Thai milk tablets online. Thus, companies should expand their product presence in both offline and online channels, enhancing their visibility on e-commerce platforms and optimizing the online shopping experience to meet consumers' demand for convenience.

Significance Testing of Promotion Factors

Promotional activities play a key role in increasing product sales and enhancing consumer purchase intentions. Based on the regression analysis, the regression coefficient for promotion factors is 0.103, with a significance level (P-value) of $0 < 0.001$, which is below the 0.05 threshold, indicating that promotion factors have a significant positive impact on purchase intention.

The significance test for promotion factors reveals that promotional methods, such as advertising, discounts, and buy-one-get-one-free offers, effectively stimulate consumers' purchasing behavior. Particularly in a highly competitive market with similar products, well-designed promotional strategies can create differentiation and attract more potential customers. Additionally, promotional activities not only enhance consumer awareness of the brand but also create a sense of urgency by offering short-term discounts or special offers, thereby accelerating purchase decisions. Therefore, developing attractive promotional activities is an effective way for companies to achieve sales growth.

Conclusion

The significance tests for the four marketing mix factors—product, price, place, and promotion—demonstrate that all these factors have a significant impact on consumer purchase intention, though their levels of influence vary. Product, price, and promotion are the three most critical factors with a stronger influence, while place has a relatively weaker but still significant effect. Companies should focus on improving product design and quality control, developing reasonable pricing strategies, and enhancing promotional efforts. At the same time, optimizing sales channels to ensure convenience will help maximize consumers' purchase intentions.

CHAPTER 5

DISCUSSION AND CONCLUSION

Key Findings

This study conducted an in-depth investigation into the motivations and factors influencing Chinese consumers' purchase of Thai milk tablets, focusing on the analysis of four major marketing mix factors: product, price, place, and promotion. The findings not only provide insights into consumer behavior in the Chinese market but also offer valuable data and theoretical support for the marketing strategies of Thai milk tablets in China.

The Impact of Demographic Variables on Purchase Intention: Gender, Age, Income, and Occupation

Based on the survey of 400 consumers, we found that demographic variables such as gender, age, income, and occupation significantly influenced purchase intention to varying degrees. Below is a detailed analysis:

1.Impact of Gender on Purchase Intention The analysis shows that male consumers had slightly higher purchase intentions for Thai milk tablets ($\bar{x} = 4.926$) compared to female consumers ($\bar{x} = 4.922$), but the difference is not statistically significant. The t-test results indicate that gender is not a key factor in determining purchase intention. This may be due to the broad target audience for Thai milk tablets and the fact that the product itself does not exhibit a clear gender preference. Both male and female consumers are equally attracted to the quality, taste, and promotional activities of the product.

2.Impact of Age on Purchase Intention The age analysis reveals that consumers aged 28-37 ($\bar{x} = 4.941$) and 38-47 ($\bar{x} = 4.917$) had higher purchase intentions, while those aged 18-27 ($\bar{x} = 4.889$) and 48-57 ($\bar{x} = 4.891$) exhibited slightly lower purchase intentions. This finding aligns with market expectations, as consumers aged 28-47 typically have stronger purchasing power and are more willing to try new products. These consumers are also more concerned with healthy and convenient

snack options, which the nutritional value and convenience of Thai milk tablets effectively meet.

3.Impact of Income on Purchase Intention Income levels play an important role in shaping purchase intention. Consumers with an income between 15,001 and 20,000 CNY showed the highest purchase intention ($\bar{x} = 4.476$), followed closely by those earning between 5,001 and 15,000 CNY. Interestingly, consumers with an income below 5,000 CNY also showed a degree of interest, suggesting that Thai milk tablets are priced competitively and appeal to a wide range of income groups.

4.Impact of Occupation on Purchase Intention Consumers from different occupational groups exhibited some differences in purchase intention. Enterprise employees had the highest purchase intention ($\bar{x} = 4.907$), followed by students ($\bar{x} = 4.926$) and civil servants ($\bar{x} = 4.956$). This could be related to their lifestyles, as enterprise employees and students may prioritize convenient and healthy snack options during work and study.

In summary, although gender and age do not significantly influence purchase intention, income and occupation do play a role in shaping consumer behavior. This suggests that Thai milk tablet marketing strategies should be tailored to the specific characteristics of different consumer groups.

The Impact of Marketing Mix Factors on Purchase Intention

The analysis of the four major marketing mix factors (product, price, place, and promotion) shows that all of them significantly influence consumers' purchase intentions, but the degree of impact varies. The following are the detailed findings:

1.Impact of Product Factors Product factors significantly influence consumers' purchase intentions for Thai milk tablets ($\bar{x} = 4.22$). Survey data reveals that the design and packaging ($\bar{x} = 4.21$), taste ($\bar{x} = 4.20$), and reputation ($\bar{x} = 4.25$) of the product play a substantial role in shaping consumers' decisions. In particular, packaging design and taste are key concerns for consumers. In a market that values quality and health, the uniqueness and appeal of the product itself are critical to consumer decision-making.

2.Impact of Price Factors Price is also a significant factor in shaping consumer purchase intentions ($\bar{x} = 4.26$). Most consumers believe that reasonable pricing is crucial in their purchase decisions, especially when it comes to discounts and promotional offers ($\bar{x} = 4.25$) and flexible payment options ($\bar{x} = 4.25$). This suggests that Thai milk tablets should maintain competitive pricing and leverage promotional strategies to further attract consumers.

3.Impact of Place Factors Convenience in purchasing channels is another key factor influencing consumers' purchase intentions ($\bar{x} = 4.12$). The survey shows that consumers prefer convenient shopping channels, whether through offline stores ($\bar{x} = 4.12$) or online platforms ($\bar{x} = 4.11$), which affects their purchase intention. This suggests that Thai milk tablets should focus on building an extensive sales network, especially on e-commerce platforms, to meet consumer shopping habits.

4.Impact of Promotion Factors Promotional activities have a significant impact on consumers' purchase decisions ($\bar{x} = 4.21$). Advertising ($\bar{x} = 4.22$), promotional offers ($\bar{x} = 4.22$), and public relations activities ($\bar{x} = 4.20$), such as product reviews and influencer recommendations, positively influence purchase decisions. Effective promotional activities can enhance purchase intention and boost sales.

Overall, each of the marketing mix factors positively influences consumers' purchase decisions, with price and promotional activities standing out. This suggests that the success of Thai milk tablets in the Chinese market depends not only on product quality and innovation but also on flexible pricing strategies and diverse promotional efforts to attract more consumers.

Theoretical and Practical Implications

This study provides both theoretical validation and practical marketing strategies for the Thai milk tablet market in China. Against the backdrop of a shifting global economy and evolving consumer behaviors, these findings carry significant implications.

Validation and Application of Marketing Theory

The study used the classical 4P marketing mix theory (product, price, place, promotion) as its framework and confirmed their critical roles in influencing consumer behavior. Below are the key applications and insights from the theory:

1.Product Factors and Purchase Intention The product is central to the marketing mix, and its design, quality, and brand image are crucial criteria for consumer choice. This study shows that the design, packaging, taste, and reputation of Thai milk tablets significantly impact purchase intentions, aligning with Kotler's product theory. This finding suggests that companies should focus on product uniqueness, innovation, and high-quality packaging to enhance competitiveness in target markets.

Implication: With increasing consumer interest in health and quality of life in China, future promotions can further emphasize the health attributes of Thai milk tablets, such as high protein content and no additives. Additionally, integrating cultural elements into packaging can elevate brand value for Chinese consumers.

2.Price Factors and Purchase Decision The analysis of price factors confirms the theory of price sensitivity, where consumers respond positively to reasonable pricing strategies and promotional activities. Discounts, promotions, and flexible payment methods were shown to significantly enhance purchase intentions.

Implication: Given the growth of e-commerce, brands can leverage platforms by offering limited-time discounts, coupon distribution, and other promotional activities to stimulate consumer purchases. Offering flexible payment options, such as installment plans or loyalty points, can further lower purchasing barriers.

3.Place Factors and Application The study reveals that accessible sales channels, particularly online platforms, play a critical role in purchase intentions. With the rapid development of e-commerce and logistics systems in China, consumers increasingly rely on online shopping, which confirms the modern marketing theory that channels are key pathways to consumers.

Implication: For Thai milk tablets, companies should establish strategic partnerships with major Chinese e-commerce platforms like Tmall, JD.com, and Pinduoduo, providing fast and convenient delivery services. Moreover, collaborations with social commerce platforms such as Xiaohongshu and Douyin can increase brand exposure through social media.

4.Promotion Factors and Application The study found that promotional activities, especially advertising, discounts, and influencer marketing, effectively attract consumers, aligning with traditional promotional theory.

Implication: Brands should implement integrated marketing strategies, combining online and offline advertising, influencer marketing, and live-streaming to rapidly increase product awareness and sales. Participating in major shopping festivals, such as Singles' Day (11.11) and the 6.18 shopping festival, can amplify the impact of promotional efforts.

Marketing Strategy Recommendations for Thai Milk Tablets in China

Based on the research findings and theoretical validations, the following are specific marketing strategy recommendations for Thai milk tablets in the Chinese market. These strategies not only align with the study's findings but also respond to current market trends and consumer behavior in China.

1.Emphasize Health and Functional Benefits in Product Messaging As Chinese consumers increasingly prioritize health-conscious products, particularly those with natural ingredients, nutritional value, and health benefits, Thai milk tablets should focus on highlighting these aspects in their marketing campaigns. Emphasizing health benefits such as high calcium content, low sugar, and absence of additives can attract consumers who are mindful of their diet and well-being.

Strategic recommendation: Collaborate with health influencers and fitness experts to provide product reviews and highlight nutritional content. Additionally, release educational content on social media platforms, positioning the product as a healthy snack choice to foster consumer loyalty.

2.Diversify Promotional Tactics to Enhance Consumer Engagement The research indicates that discounts and promotional activities significantly boost purchase intention. A variety of promotional methods can enhance the competitiveness of Thai milk tablets in the market, such as discounts, bundle deals, and gift-with-purchase offers.

Strategic recommendation: Leverage major online shopping festivals (e.g., Singles' Day, Double 11, and 618) to offer time-sensitive discounts. Implement loyalty programs that reward repeat purchases, such as offering points that can be redeemed for discounts or gifts, which encourages continued customer engagement and repeat sales.

3.Strengthen Presence on E-Commerce Platforms and Integrate Online-Offline Strategies With the growing reliance on e-commerce in China, Thai milk tablets need to establish a strong presence across diverse online channels, complemented by offline retail distribution to create a comprehensive shopping experience.

Strategic recommendation: Forge partnerships with leading e-commerce platforms (such as Tmall, JD.com, and Pinduoduo) to optimize the online shopping experience. Additionally, consider stocking products in high-end supermarkets and convenience stores across major cities to capture foot traffic. By integrating online and offline channels, the brand can significantly broaden its market reach in China.

4.Amplify Social Media Presence and Collaborate with Key Opinion Leaders (KOLs) The study reveals that social media and influencer recommendations have a significant impact on consumer purchase decisions. Therefore, strengthening social media campaigns and leveraging the influence of KOLs is crucial for brand awareness and market penetration.

Strategic recommendation: Collaborate with popular KOLs on platforms such as Douyin (TikTok), Xiaohongshu (Little Red Book), and Weibo to promote the product through engaging content, such as live streaming or short videos. Additionally, launch interactive campaigns like "Milk Tablet Challenge" on social media, encouraging user-generated content and boosting brand visibility through viral marketing.

5.Implement Targeted Marketing for Different Consumer Segments The study shows that consumer behavior varies across income, age, and professional groups. Therefore, tailored marketing strategies should be developed for different consumer segments to precisely target each group.

Strategic recommendation: For high-income consumers, focus on the premium qualities of the product, such as special editions or luxury packaging that appeal to their desire for exclusivity and quality. For younger consumers and middle-income professionals, employ affordable pricing strategies and campus promotions, alongside social media marketing, to attract these groups with accessible and appealing offerings.

In summary, leveraging a combination of health-oriented messaging, diverse promotional techniques, a strong e-commerce presence, effective use of social media, and targeted marketing strategies can help Thai milk tablets succeed in the highly competitive Chinese market. By addressing the specific needs of various consumer segments, the brand can effectively increase its market share and establish a loyal customer base.

Hypothesis Testing Results

In this study, five hypotheses were proposed to examine the impact of various factors on Chinese consumers' purchase intentions toward Thai milk tablets. The following section summarizes the results of hypothesis testing based on the analysis presented in previous sections.

Hypothesis 1 (Demographics):

There is a significant impact of the demographic profile of Chinese consumers, including age, gender, income, occupation, and education level, on their purchase intention of Thai milk tablets.

Conclusion: This hypothesis is partially supported. Among the demographic variables, income and occupation demonstrated a significant influence on purchase intention, while gender and age had less of an effect. Consumers with higher incomes (especially those earning between 15,001 and 20,000 CNY) exhibited the

strongest purchase intentions, and enterprise employees were more likely to purchase the product compared to other professions. Education level was also significant, particularly in its impact on distribution channel preferences, with higher-educated consumers preferring online shopping. However, no significant gender or age differences were observed in terms of purchase intention. Therefore, while certain demographic variables play a role, not all factors have a significant impact.

Compared with existing literature, the findings of this study align with prior research, which suggests that gender and age have limited influence on purchase intention for widely accepted products like Thai milk tablets. For example, Smith and Johnson (2018) found that for everyday consumer goods, demographic factors such as gender and age are often overshadowed by more practical considerations like price and product quality. This supports the conclusion that Thai milk tablets, as an affordable and universally appealing product, resonate equally across gender and age groups, while income and occupation play a more decisive role in shaping purchase intention.

Hypothesis 2 (Product):

The product attributes of Thai milk tablets have a significant impact on the purchase intention among Chinese consumers.

Conclusion: This hypothesis is supported. Product attributes, such as design, packaging, taste, and brand reputation, were shown to significantly influence consumer purchase decisions. The mean score of 4.22 for product-related factors highlights that these attributes are key drivers of consumer behavior. Consumers place high importance on the appearance and quality of the product, making product features an essential element in shaping their purchase decisions.

Hypothesis 3 (Price):

The pricing strategy of Thai milk tablets has a significant impact on the purchase intention of Chinese consumers.

Conclusion: This hypothesis is supported. Price was found to be a major factor influencing consumer purchase intention, with a mean score of 4.26. Discounts, promotions, and flexible payment options were particularly effective in increasing purchase likelihood. Consumers are sensitive to price, and reasonable pricing strategies

can positively affect their decision-making. The results indicate that pricing plays a crucial role in shaping purchase intention, aligning with the expectations of the hypothesis.

Hypothesis 4 (Place):

The availability of Thai milk tablets through various distribution channels has a significant impact on the purchase intention of Chinese consumers.

Conclusion: This hypothesis is partially supported. Although distribution channels affect purchase intention, their impact is less pronounced compared to other factors such as product and price. The regression analysis showed that the convenience and accessibility of distribution channels, particularly online platforms, positively influenced consumer decisions. However, the strength of this effect was weaker than the influence of product quality and pricing strategies. Therefore, while distribution channels are important, their role is secondary to other more influential factors.

Hypothesis 5 (Promotion):

Promotional activities for Thai milk tablets have a significant impact on the purchase intention of Chinese consumers.

Conclusion: This hypothesis is supported. Promotional activities, including advertising, discounts, and influencer marketing, had a strong positive impact on purchase intention, with a mean score of 4.21. The study results indicate that promotional efforts are effective in increasing consumer awareness and encouraging purchase behavior. Well-executed promotional campaigns, particularly through digital and social media channels, were found to significantly enhance consumer engagement and drive sales.

Research Limitations and Future Directions

Limitations of This Study

While this study provides detailed insights into the marketing strategies for Thai milk tablets in the Chinese market and offers valuable conclusions, it is not without limitations.

1.The research primarily relies on quantitative analysis. Although the sample size is considerable, it lacks qualitative insights into deeper consumer motivations and behaviors, which could have been supported by qualitative research methods.

2.The data collection relied on surveys, which might have been influenced by subjective responses, introducing potential bias. Respondents' self-reported answers may not fully represent their actual purchase intentions or behaviors.

3.The study found that demographic variables such as gender and age do not significantly influence purchase intention. This could be attributed to the product's current positioning as an affordable option, making it universally appealing across different groups. However, this lack of differentiation limits insights into whether varying price points or product variations might attract specific demographic segments.

4.The study's data was collected within a specific time frame, limiting its ability to capture long-term market dynamics and changes. Seasonal or external factors that could influence consumer behavior were not accounted for in this analysis.

5.Finally, the online survey format may have excluded certain demographic groups, such as older consumers or those with limited internet access, potentially affecting the representativeness of the sample. This limitation may influence the generalizability of the findings to the broader Chinese market.

Suggestions for Future Research

1.Future research could benefit from incorporating qualitative methods such as in-depth interviews or focus groups to explore the underlying motivations and behaviors of consumers more thoroughly. These methods can complement the quantitative findings by providing richer, contextual insights.

2.Extending the time frame of data collection to conduct longitudinal studies would provide insights into the changes in consumer behavior over time in different market conditions. This would allow researchers to account for seasonal variations or the impact of external factors on purchase intentions.

3.Future studies should consider segmenting the product into high-end, mid-range, and low-end tiers to explore whether price differentiation can better target specific demographic groups. For example, premium versions with enhanced features could appeal to higher-income consumers, while budget-friendly options might attract cost-conscious buyers.

4.Introducing premium versions with enhanced features for higher-income consumers and more affordable options for budget-conscious consumers may reveal differences in purchase intentions across demographics, offering a more tailored approach to marketing strategies.

5.Finally, future studies could include external factors such as policies, the economic environment, or cultural differences in their models. This would enable a more comprehensive analysis of the various factors influencing purchase decisions and help contextualize findings within broader market trends.

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APPENDIX

Questionnaire

The questionnaire was developed by students of the Faculty of Business Administration, Srinakharinwirot University for thematic research. All information provided by respondents will be treated with the highest confidentiality and will be used for educational purposes only. Please fill in all questions truthfully and choose the answers that you like or agree with.

Part 1: Demographic Data

1. Gender, single choice answer is as follows:

- a) Male
- b) Female

2. Age, single choice answer is as follows:

- a) 18 to 27
- b) 28 to 37
- c) 38 to 47
- d) 48 to 57
- e.) Above 58

3. Salary, single choice answer is as follows:

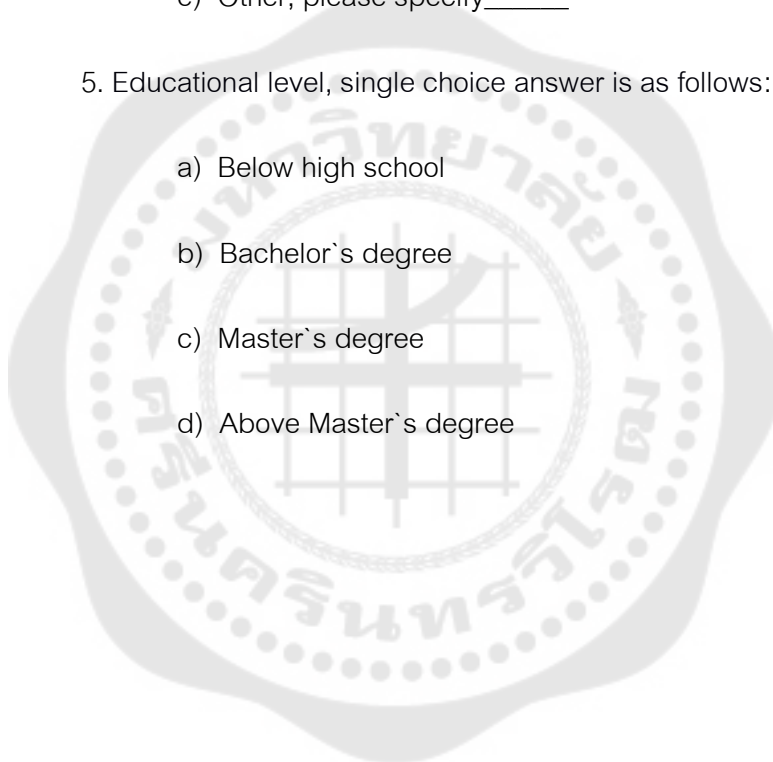
- a) Below 5,000CNY
- b) 5,001-10,000 CNY
- c) 10,001-15,000 CNY
- d) 15,001-20,000 CNY
- e) Above 20,000 CNY

4. Occupation, single choice answer is as follows:

- a) Student
- b) Civil servant
- c) Enterprise employees
- d) Business Owner
- e) Other, please specify_____

5. Educational level, single choice answer is as follows:

- a) Below high school
- b) Bachelor's degree
- c) Master's degree
- d) Above Master's degree



Part 2: Product

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
The design and packaging of Thai milk tablets influence my purchase decision.					
The taste of Thai milk tablets is important to me when choosing which brand to buy.					
The positive reputation of Thai milk tablets affects my buying choice.					

Part 3: Price

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
Discounts on Thai milk tablets are an important factor in my purchase decision.					
I am more likely to buy Thai milk tablets if there are flexible payment options available.					
I will not buy Thai milk tablets if they are priced higher than my budget allows.					

Part 4: Place

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
The convenience of the store's location influences my decision to buy Thai milk tablets.					
The overall shopping experience, including store ambiance and service, is important when I purchase Thai milk tablets.					
I prefer buying Thai milk tablets online if they are available on e-commerce platforms I frequently use.					

Part 5: Promotion

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
Advertisements for Thai milk tablets, including online ads, influence my decision to purchase them.					
Sales promotions, such as discounts and buy-one-get-one-free offers, significantly affect my decision to buy Thai milk tablets.					
Public relations activities, such as product reviews and influencer recommendations , motivate me to purchase Thai milk tablets.					

Part 6: purchase intention

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
When I need a nutritional snack, I will definitely consider buying Thai milk tablets.					
I will recommend Thai milk tablets to friends and family who are looking for convenient dairy snacks.					
Effective promotions, like seasonal discounts or special offers, will motivate me to choose Thai milk tablets over other brands.					

VITA

