



MARKETING STRATEGIES OF DRIED FRUITS AMONG CHINESE CONSUMER



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MARKETING STRATEGIES OF DRIED FRUITS AMONG CHINESE CONSUMER



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MARKETING STRATEGIES OF DRIED FRUITS AMONG CHINESE CONSUMER

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This study examines the factors influencing Chinese consumers' purchase intentions for Thai dried fruits, focusing on demographic characteristics and marketing mix elements (product, price, place, and promotion). Using a questionnaire-based survey of 400 respondents, the research identified key drivers, including product quality, price flexibility, and promotional strategies. The findings suggested that high-income consumers prioritize quality and branding, while price-sensitive groups responded to discounts and smaller packaging. Limitations such as the absence of product classification analysis and region-specific data were identified, leading to recommendations for targeted marketing strategies and future research. This study provides actionable insights for Thai dried fruit brands seeking to optimize their market presence in China.

Keyword : Thai dried fruits, purchase intention, 4P marketing mix, Chinese consumer behavior

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CHAPTER 1

INTRODUCTION

Background

Today, as globalization deepens, international trade relations become increasingly close. Among them, the economic and trade exchanges between Thailand and China are particularly significant. With the continuous development of China's economy and the improvement of people's living standards, more and more Chinese tourists choose to travel to Thailand. According to statistics, China-Thailand trade volume will reach US\$135 billion in 2022, a year-on-year increase of 3%. Among them, China's exports to Thailand were US\$78.48 billion, and imports from Thailand were US\$46.52 billion. (General Administration of Customs of China, 2023)

Thailand is located in the tropics, with a suitable climate and fertile land, providing unique conditions for the growth of dried fruits. Thailand has a wide variety of dried fruits with high quality, such as dried durian, dried mango, dried mangosteen, etc., which are deeply loved by consumers around the world. In recent years, with the continuous advancement of Thailand's agricultural technology and the optimization of its fruit planting structure, its fruit yield and quality have been significantly improved, laying a solid foundation for export to international markets such as China.

As the most populous country in the world, China has huge fruit consumption market potential. With the improvement of national living standards and dietary structure, consumer demand for dried fruits continues to grow. At the same time, Chinese consumers' requirements for fruit quality and taste are also constantly increasing, which provides a broad space for Thai high-quality dried fruits to enter the Chinese market.

Thailand and China have a long history of cooperation in fruit trade. In recent years, with the signing and entry into force of the Thailand-China Free Trade Agreement, fruit trade barriers between the two countries have gradually been reduced, providing more convenience for Thai dried fruits to enter the Chinese market. However, in the Chinese market, Thai dried fruits face fierce competition from other countries and

regions. How to formulate effective marketing strategies to enhance the competitiveness of Thai dried fruits in the Chinese market has become an urgent problem to be solved.

By understanding these backgrounds, we can better grasp market dynamics and formulate marketing strategies more suitable for the Chinese market, thereby promoting the sales of Thai dried fruits in the Chinese market and enhancing economic and trade cooperation and cultural exchanges between the two countries. This not only has important practical significance for Thai fruit exporters, but also provides Chinese consumers with more high-quality fruit choices and promotes the improvement of consumer welfare.

Research Objectives

1. To study the purchase intentions and factors influencing Chinese consumers' decisions to purchase Thai dried fruits through the lens of the marketing mix.

2. To analyze how each element of the 4 P framework (product, price, place, and promotion) contributes to shaping the purchase intentions of Chinese consumers.

By conducting this research, we aim to provide a deeper understanding of Chinese consumers' purchasing behavior, enabling Thai dried fruit brands to formulate effective marketing strategies tailored to the Chinese market.

Research Significance

Theoretical Significance

This research will help enrich and improve the international marketing theoretical system, especially in the field of tropical dried fruits. Through in-depth analysis of the market positioning, product strategy, price strategy, channel strategy and promotion strategy of Thai dried fruits in the Chinese market, this study not only provides valuable insights and benchmarks for companies in other countries and regions to enter the Chinese market, but also provides a reference for understanding How factors such as cultural differences, consumer behavior and market competition affect marketing strategies provide a new perspective and further expand and deepen the theoretical framework of international marketing.

Practical Significance

(1) Promote Sino-Thailand trade cooperation: The successful marketing of Thai dried fruits can not only increase Thailand's exports to China, but also promote friendly relations between the two countries in political, economic and cultural fields, thereby strengthening Sino-Thailand trade cooperation.

(2) Optimize the structure of the Chinese fruit market: Thai dried fruits provide Chinese consumers with more choices with their unique taste and excellent quality, which will help promote the diversification and competitive vitality of the Chinese fruit market.

(3) Promote the upgrading of Thailand's fruit industry: The research and practice of marketing strategies for the Chinese market can promote the upgrading and improvement of Thailand's fruit industry in planting, processing, quality control, etc., and improve the overall competitiveness of the industry.

(4) Increase employment opportunities and farmers' income: The prosperity and development of Thailand's fruit industry will directly drive employment in related industry chains and provide more employment opportunities and income sources for local farmers.

(5) Promote healthy eating habits of consumers: Thai dried fruits, with their rich nutritional value and unique flavor, help promote healthy eating habits of Chinese consumers and improve the overall health of the nation.

Research Scope

Population Sample Used in This Research

The scope of this study focuses on Chinese consumers who have experience purchasing Thai dried fruits. The geographical scope primarily includes major urban areas such as Beijing, Shanghai, Guangzhou, and Chengdu, where consumers exhibit higher purchasing power and a greater propensity for imported goods. These regions were selected due to their representativeness of China's broader consumption trends and their role as hubs for imported food markets.

The population used in this study is the Chinese consumer population who have purchased Thai dried fruits. According to the National Bureau of Statistics of China, as of 2022, China's permanent population was approximately 1.412 billion.

Using Yamane's (1967) formula, the sample size was determined based on a 95% confidence level with an estimated error of no more than 5%. The formula is as follows:

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

n = sample size

N = population size

e^2 = the error of 5% points

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

$$n = \frac{1412000000}{1 + 1412000000 * 0.05^2}$$

$$n \approx 400$$

As a result, 400 valid responses were obtained through an online questionnaire distributed via Wenjuanxing, a widely-used online survey platform in China. This platform was chosen due to its user-friendly interface, extensive reach among diverse demographics, and cost-effectiveness, which ensured a high response rate while maintaining data reliability and time efficiency.

Research Variables

The variables used in this study include both independent and dependent variables to examine the factors influencing Chinese consumers' purchase intention for Thai dried fruits.

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

5.Education Level

- a. Below Bachelor`s degree
- b. Bachelor`s degree
- c. Master`s degree
- d. Doctoral degree or above

(2)Marketing Mix Factors (4P)

Product: Quality, packaging, and taste of Thai dried fruits.

Price: Affordability and promotional pricing.

Place: Availability in physical stores and e-commerce platforms.

Promotion: Marketing activities such as advertisements and discounts.

Dependent Variable

The dependent variable in this study is Chinese Consumers' Purchase Intention for Thai Dried Fruits, which is measured by their likelihood to purchase, recommend, and show preference for these products under different marketing conditions.

Definition of Terms

In this study on the marketing strategies of Thai dried fruits for Chinese consumers, the definitions of the following key terms are crucial to understanding the entire study:

(1) Thai dried fruits: refers to various tropical dried fruits grown in Thailand and exported to China, such as durian, mangosteen, mango, etc. These dried fruits enjoy a high reputation in the Chinese market for their unique flavor and nutritional value.

(2) Marketing Mix:

Product: Thai fruit companies design and develop to meet the needs and expectations of Chinese consumers, including fruit variety selection, quality assurance and packaging innovation.

Price: Pricing approach to attract Chinese consumers, taking into account costs, competitors' pricing strategies and the purchasing power of the target market.

Place: The selection of distribution channels for Thai dried fruits, including direct sales or indirect sales, as well as strategic adjustments for different distribution networks.

Promotion: Increase market awareness and purchase intention of Thai dried fruits through advertising, promotional activities, public relations and direct sales.

(3) Chinese consumers: Chinese individuals who live in China or have the financial ability to purchase Thai dried fruits. This group is highly diverse in terms of age, gender, occupation, income level, etc., and has different consumption habits and needs.

(4) Consumer Behavior: Covers the behavioral patterns and decision-making processes of Chinese consumers in selecting, purchasing, using and evaluating

Thai dried fruits. Understanding consumer behavior helps companies adjust their market strategies to better meet consumer needs.

(5) Target Market: specifically refers to the consumer group targeted by Thai fruit companies in the Chinese market. Precisely targeting your target market is critical to developing effective marketing strategies that match consumer needs and preferences.

(6) Cultural Adaptation: The process by which Thai fruit companies incorporate Chinese cultural elements into their marketing strategies, including adjustments to product design, promotional information, and sales strategies to enhance the attractiveness and relevance of their products in the Chinese market.

With clear definitions of these terms, researchers and marketers can be provided with a clear framework to better understand market dynamics, formulate strategic plans, and effectively achieve marketing goals.

Conceptual Framework

The conceptual framework of this study is based on the four main elements of the marketing mix (product, price, place, promotion) and the demographic characteristics of Chinese consumers to explore how these variables influence consumers' purchase intention for Thai dried fruits.

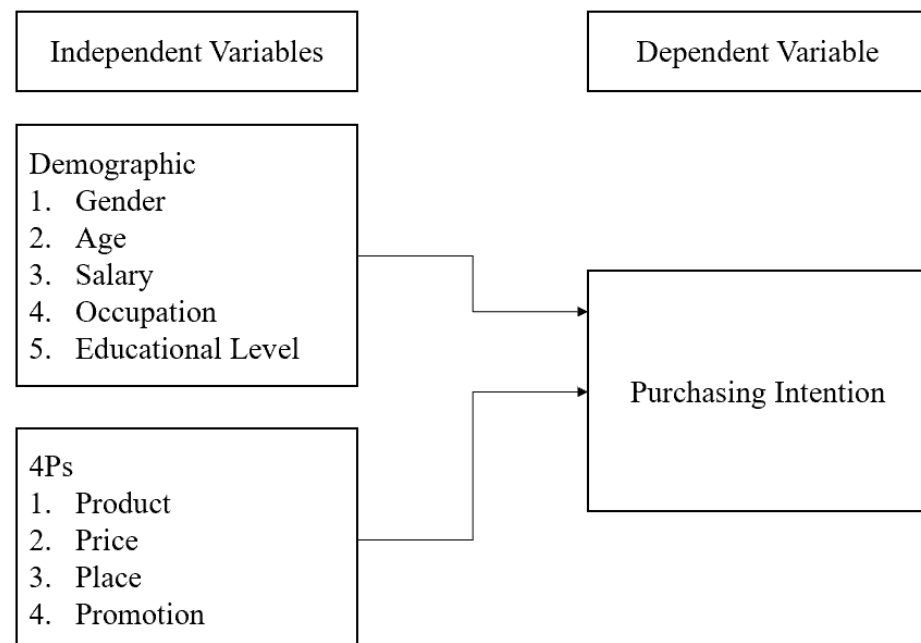


FIGURE 1 Conceptual Framework

In this figure, the independent variables include consumer demographics (such as age, gender, income, etc.), product, price, place, and promotions. The dependent variable is consumer purchase intention.

Hypothesis 1: Demographic

The demographic characteristics of Chinese consumers, such as age, gender, income, occupation, and education level, have significantly different their purchase intention regarding Thai dried fruits.

Hypothesis 2: Market Max(4ps)

H2: Product factors influence Chinese consumers' purchase intention on Thai dried fruits.

H3: Price factors influence Chinese consumers' purchase intention on Thai dried fruits.

H4: Place factors influence Chinese consumers' purchase intention on Thai dried fruits.

H5: Promotion factors influence Chinese consumers' purchase intention on Thai dried fruits.

This study aims to test the above hypotheses through empirical research to determine how demographic characteristics and aspects of the marketing mix influence Chinese consumers' decisions to purchase Thai dried fruits. This research will help clarify the key factors of marketing strategies and provide scientific basis for the successful promotion of Thai dried fruits in the Chinese market.



CHAPTER 2

REVIEW OF THE LITERATURE

This chapter comprehensively analyzes previous research results on marketing, and aims to deeply explore the purchase intentions and influencing factors of Chinese consumers purchasing Thai dried fruits through the 4P model to fill the gaps in existing research. Relevant literature and research mainly include the following aspects:

1. Demographic Factors in Marketing
2. Marketing Mix Theory: 4P Theory
3. Consumer Purchase Intention
4. Motives and Factors Influencing Consumer Purchasing Behavior
5. Dried Fruit Consumption in China
6. Situation of Thai Dried Fruits in Thailand and China
7. Related Research

Demographic Factors in Marketing

Understanding demographic factors is essential for developing effective marketing strategies. Demographics include statistical characteristics of populations, such as age, gender, income, occupation, and educational attainment, which significantly influence consumer behavior and preferences (Kotler & Keller, 2016; Solomon et al., 2019).

Age

Age is a crucial demographic factor affecting product preferences and purchasing behavior. Younger consumers tend to be more adventurous and willing to try new products, including exotic dried fruits. This demographic is often influenced by trends and peer recommendations. Marketers can target younger audiences through social media campaigns and influencer partnerships to highlight the uniqueness and benefits of Thai dried fruits (Lantos, 2015).

Gender

Gender differences have been widely studied in relation to health-conscious behavior and food consumption. Women are often more health-oriented, making them a key demographic for dried fruit marketing. For instance, women are more inclined toward health-conscious food choices, supporting the idea of targeting female consumers with campaigns highlighting health benefits and recipes (Wardle et al., 2004).

Income

Income plays a pivotal role in shaping purchasing decisions, particularly for premium food products. High-income groups are often more willing to invest in premium or exotic products. This emphasizes the significance of income segmentation in pricing strategies, aligning with the finding that higher-income consumers are less price-sensitive (Kotler & Keller, 2016).

Occupation

The physical and mental demands of different professions influence food preferences, including the demand for convenient, nutritious options like dried fruits. The importance of convenient and nutritious snacks for individuals with busy lifestyles underscores dried fruits' appeal to professionals (Bawa & Anilakumar, 2013).

Education

Higher education levels often correlate with greater health awareness and informed food choices. Educated consumers are more likely to appreciate the nutritional value of dried fruits. Education enhances awareness about dietary health, directly supporting strategies targeting educated consumers with health-focused messages (Petrovici & Ritson, 2006).

Geographic Location

Geographic location influences the accessibility of products. Urban consumers may have easier access to a wider variety of retail channels, including specialty stores and online platforms, while rural consumers might rely more on local markets. Understanding these geographic dynamics helps in optimizing distribution strategies to ensure that products reach all target segments effectively. Urban and rural

dynamics significantly affect product accessibility and purchasing behavior. Geographic factors affect food availability and accessibility, offering insights into optimizing distribution strategies for diverse consumer bases (Gorton et al., 2010).

Marketing Mix Theory: 4P Theory

Marketing mix theory, first proposed by Borden in 1964 and later developed into the famous 4P model by McCarthy, is the cornerstone of product and service marketing strategies. The model includes four elements: product, price, place, and promotion, which are key factors in successfully marketing Thai dried fruits to the Chinese market.

Theoretical Introduction: Products

The product is the first and most essential element in the marketing mix. A product can be defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler & Armstrong, 2014). In the context of Thai dried fruits, the product includes tangible items such as dried mangoes, durian, longan, and other exotic fruits.

Product Quality: The quality of a product significantly influences customer satisfaction and loyalty. Product quality has two main dimensions: level and consistency. For Thai dried fruits, ensuring high quality involves maintaining the natural taste, nutritional value, and freshness of the fruits during the drying process. Companies should aim to achieve a level of quality that meets or exceeds consumer expectations while maintaining consistency in every batch produced.

Product Differentiation: Differentiation is crucial in a competitive market. Thai dried fruits can be differentiated based on unique flavor profiles, health benefits, organic certification, and sustainable farming practices. Highlighting these differentiating factors can make Thai dried fruits stand out in the Chinese market.

Product Variety: Offering a variety of dried fruits can cater to different consumer preferences. Including popular options like mangoes and lesser-known varieties like mangosteen or rambutan can appeal to a broader audience. Additionally,

packaging sizes and formats (e.g., snack packs, gift boxes) should be varied to meet different consumption occasions.

Theoretical Introduction: Price

Price is defined as “the amount charged for a product or service, or the total value that a consumer exchanges for owning or using the product or service.” Simply put, price is the amount a buyer must pay to purchase a product or service (Kotler & Armstrong, 2014). Before developing a pricing strategy, the company's pricing objectives should be considered. Generally speaking, there are three main objectives: profit-oriented, sales-oriented, and status quo-oriented.

1. Profit-oriented goals: These include target return and profit maximization. Target return aims to set a satisfactory profit, while profit maximization aims to set prices to achieve the maximum profit possible.

2. Sales-oriented goals: Some managers believe that sales growth will lead to high profits. Therefore, they tend to set prices at minimum profit levels to increase market share.

3. Status quo-oriented goals: When the company's profits and market levels meet expectations, status quo goals are usually adopted, keeping prices stable.

Determining the correct price for a product is no easy task. Important factors to consider when setting prices include customer perceptions and needs, costs and expenses, and competitors' strategies and prices.

Theoretical introduction: Place

Place, as a component of the marketing mix, refers to the channels and processes involved in making a product available to consumers. Effective distribution strategies are crucial for ensuring that Thai dried fruits are accessible to the target market in China. The selection of appropriate distribution channels can significantly impact the availability, visibility, and convenience of the product for consumers. For Thai dried fruits, a combination of direct and indirect channels can be utilized to maximize market reach (Kotler & Keller, 2016).

Direct distribution channels involve selling products directly to consumers, bypassing intermediaries. This approach can be implemented through online platforms, company-owned stores, and farmer's markets. Online platforms, in particular, offer a significant advantage in the Chinese market due to the high penetration of e-commerce and the growing preference for online shopping among consumers. Studies have shown that e-commerce platforms such as Alibaba and JD.com contribute significantly to consumer purchasing behavior in China, especially for imported products (Chaffey, 2015). Establishing a strong presence on these platforms can help build brand recognition and loyalty.

Indirect distribution channels involve using intermediaries such as wholesalers, retailers, and distributors to reach a broader audience. This method can enhance market coverage and ensure that Thai dried fruits are available in various retail outlets, including supermarkets, specialty fruit stores, and wet markets. Collaborating with reputable distributors and retailers can also help maintain product quality and ensure that dried fruits reach consumers in optimal condition.

Effective logistics and supply chain management are essential for ensuring the freshness and quality of Thai dried fruits during transportation and storage. Cold chain logistics, which involves temperature-controlled environments, can help preserve the taste, nutritional value, and texture of dried fruits. Efficient inventory management practices, such as maintaining optimal stock levels and minimizing lead times, can further enhance the reliability and responsiveness of the supply chain.

Theoretical Introduction: Promotion

Promotion encompasses all the activities undertaken to communicate and persuade consumers to purchase a product. For Thai dried fruits to succeed in the competitive Chinese market, a well-rounded promotional strategy that combines various elements of the promotional mix is essential. Advertising, sales promotion, public relations, personal selling, and direct marketing are all tools that can be leveraged to create awareness, generate interest, and drive sales (Belch & Belch, 2020).

Advertising plays a pivotal role in promoting Thai dried fruits. Utilizing various media channels such as television, radio, print, and digital platforms can help reach a wide audience. Social media platforms like WeChat and Weibo can be used to share engaging content, run promotional campaigns, and interact with consumers in real-time. Research suggests that collaborations with influencers significantly enhance consumer trust and product appeal in digital advertising campaigns (Solomon et al., 2019).

Sales promotions, such as discounts, coupons, and special offers, can incentivize consumers to try Thai dried fruits. These promotions can be strategically timed to coincide with peak buying periods, such as Chinese New Year or the Mid-Autumn Festival, when consumers are more likely to purchase premium products for gifting and celebrations. Providing samples in stores or during events can also encourage trial and conversion.

Public relations efforts are crucial for building a positive brand image and establishing trust with consumers. Media coverage, sponsorships, community involvement, and participation in trade shows can enhance the visibility and reputation of Thai dried fruits. Press releases and feature stories that highlight the unique qualities and health benefits of Thai dried fruits can generate positive publicity and consumer interest.

Personal selling involves direct interaction with consumers through sales representatives, trade shows, and in-store demonstrations. This approach allows for personalized communication and immediate feedback, helping to address consumer queries and concerns effectively. Building a knowledgeable and enthusiastic sales team can enhance the overall customer experience and drive sales.

Direct marketing, including email marketing, SMS campaigns, and targeted online advertising, can help reach consumers with personalized messages and offers. Data-driven marketing strategies that leverage consumer insights and preferences can increase the relevance and impact of promotional efforts. Additionally, integrated marketing communications (IMC) ensure that all promotional activities are consistent

and aligned, delivering a unified message across different channels and reinforcing the brand's value proposition.

By combining these promotional strategies, Thai fruit companies can effectively engage with Chinese consumers, build brand awareness, and drive sales, ultimately ensuring the successful market penetration of Thai dried fruits.

Consumer Purchase Intention

Consumer behavior is a discipline that integrates knowledge from multiple fields such as psychology, sociology, economics, and marketing. It aims to study the behavior patterns and decision-making processes of consumers in selecting, purchasing, using, and evaluating products or services. Philip Kotler defines marketing as “the social and managerial process of achieving desired results by creating and exchanging products and value with others” (Kotler, 2003). This definition not only emphasizes the exchange nature of marketing, but also highlights the importance of understanding consumer behavior.

Factors Influencing Consumer Purchase Intentions

Consumer purchasing behavior is influenced by many factors, including:

1. **Personal Factors:** Age, gender, income, and occupation directly affect consumers' purchasing power and product preferences. For example, younger people may be more inclined to pursue fashion and trends, while older people may focus on value and practicality.

2. **Social Factors:** The influence of family, friends, and social networks often drives consumer purchasing decisions. Recommendations from friends or reviews on social media can significantly influence consumer choices.

3. **Psychological Factors:** Consumers' purchasing decisions are affected by their purchase intention, perception, learning, and attitude. These psychological factors help explain why consumers make different purchasing decisions when faced with the same information.

Consumer Decision-Making Process

The consumer decision-making process includes several key stages:

1. Problem Identification: Consumers recognize that a certain need or problem of their needs to be solved by purchasing a product or service.

2. Information Search: Collect relevant information to find potential solutions.

3. Solution Evaluation: Evaluate the pros and cons of various optional solutions, including considering factors such as price, brand, function, etc.

4. Buying Decision: Make a final purchase choice after weighing all the information.

5. Post-Purchase Evaluation: Consumer's reaction to the purchase results, which may lead to brand loyalty or feedback sharing.

Developing Effective Marketing Strategies

Enterprises need to consider the above consumer behavior characteristics when formulating marketing strategies:

1. Advertising and Publicity: In the problem identification stage, targeted advertising is used to arouse consumers' awareness of needs.

2. Provide Information: During the information search stage, ensure that consumers can easily obtain comprehensive product information.

3. Promotion Strategy: During the plan evaluation stage, use discounts and promotions to increase the attractiveness of the product.

4. Optimize the Purchasing Experience: During the purchasing decision-making stage, simplify the purchasing process, provide good customer service, and enhance consumer experience.

5. Strengthen Customer Relationship Management: In the post-purchase intention stage, improve customer satisfaction and loyalty through effective customer relationship management and after-sales service.

Motives and Factors Influencing Consumer Purchasing Behavior

Understanding the motives and factors that drive consumer purchasing behavior is essential for developing effective marketing strategies. This section explores

these elements in the context of Thai dried fruit consumption in China, building upon the foundational concepts introduced in the 4P framework.

Personal Factors:

Age: Younger consumers tend to be more adventurous and willing to try new products, including exotic dried fruits. This demographic is often influenced by trends and peer recommendations. Marketers can target younger audiences through social media campaigns and influencer partnerships to highlight the uniqueness and benefits of Thai dried fruits.

Gender: Studies indicate that female consumers are generally more health-conscious and may be more inclined to purchase dried fruits as part of a balanced diet. Marketing campaigns focusing on health benefits, recipes, and lifestyle integration can resonate well with female consumers.

Income: Higher income levels are associated with increased purchasing power and a willingness to spend on premium products, including imported dried fruits. Thai dried fruits can be positioned as high-quality, luxurious options that offer superior taste and health benefits. Premium packaging and strategic placement in upscale retail outlets can attract affluent consumers.

Social Factors:

Family Influence: Family preferences and dietary habits can significantly influence individual purchasing decisions. In China, family-oriented marketing can be very effective. Advertisements showcasing Thai dried fruits as a healthy and delicious option for family meals can appeal to consumers looking to provide the best for their loved ones.

Social Networks: Recommendations and reviews on social media platforms play a crucial role in shaping consumer perceptions and purchasing decisions. Engaging with consumers through interactive social media campaigns, influencer endorsements, and user-generated content can create a buzz around Thai dried fruits and encourage word-of-mouth promotion.

Psychological Factors:

Purchase Intention: Health benefits, taste, and quality are primary motivators for dried fruit consumption. Consumers seek products that align with their health goals and taste preferences. Marketing strategies should emphasize the superior nutritional value and unique flavors of Thai dried fruits to cater to health-conscious consumers.

Perception: Brand perception and trust in the product's quality and safety are critical. Effective branding and positive word-of-mouth can enhance consumer confidence. Clear labeling, certifications, and transparent information about sourcing and quality control can build trust and encourage trial purchases.

Cultural Factors:

Tradition vs. Modernity: Balancing traditional dietary preferences with modern health trends is key. Thai dried fruits can be marketed both for their exotic appeal and their alignment with traditional health practices. Highlighting stories of traditional uses and modern applications can appeal to a wide range of consumers.

Festivals and Seasonal Trends: Leveraging cultural festivals and seasonal buying trends can boost sales. For example, promoting Thai dried fruits during the Chinese New Year as premium gifts can be highly effective. Special packaging and limited-time offers can create urgency and enhance the appeal of Thai dried fruits during festive seasons.

By understanding and integrating these motives and factors, marketers can tailor their strategies to better meet the needs and preferences of Chinese consumers, thereby enhancing the effectiveness of their marketing campaigns for Thai dried fruits.

Dried Fruit Consumption in China

With the rapid development of China's economy and the significant improvement of people's living standards, China's fruit consumption market is not only expanding in scale but also showing a diversified trend in consumer preferences. In

particular, fresh tropical dried fruits have become a popular product on the market due to their unique taste and rich nutritional value (Kotler & Keller, 2016).

Drivers of Consumption Growth:

1. Increase in Income Level: China's economic growth has brought about a general increase in residents' income, allowing more consumers to have the financial ability to purchase higher-priced, higher-quality dried fruits. With the expansion of the middle class, the pursuit of improving the quality of life has gradually increased, including the demand for healthy food, which has directly promoted the growth in the consumption of dried fruits, especially imported tropical dried fruits (Chaffey, 2015).

2. Increased Health Awareness: Modern Chinese consumers are increasingly paying attention to health. This trend is particularly obvious in food consumption, especially fruit consumption. As a natural source of vitamins and minerals, dried fruits are widely regarded as an important part of a healthy diet. In addition, with the popularization of nutritional science and the widespread dissemination of health information, consumers are increasingly inclined to choose fruit products that claim to have specific health benefits, such as berries with strong antioxidant capabilities or citrus dried fruits rich in vitamin C (Solomon et al., 2019).

3. Acceleration of Urbanization: With the acceleration of urbanization, more and more people are migrating to live in cities. Urban residents generally have higher health awareness and have easier access to diversified fruit products. Urban supermarkets and e-commerce platforms provide consumers with a variety of dried fruits from around the world, meeting their needs for fruit diversity and high quality (Belch & Belch, 2020).

Characteristics and Trends of Fruit Consumption:

The main characteristics of China's fruit market include variety diversity and modernization of consumption patterns. Due to the diversity of geography and climate, China produces many types of dried fruits locally. Coupled with the increase in the types of imported dried fruits, consumers have a wider range of choices. At the same time, with the development of retail technology, such as online shopping and fast logistics,

consumers are increasingly inclined to purchase dried fruits through e-commerce platforms, which not only facilitates consumers but also promotes the growth of fruit sales (Kotler et al., 2021).

From the perspective of consumption trends, although the fruit consumption of urban consumers is significantly higher than that of rural areas, with the improvement of income levels and infrastructure in rural areas, it is expected that fruit consumption in rural areas will gradually increase. In addition, with the promotion of healthy eating trends, organic and pesticide residue-free fruit products are becoming more and more popular among consumers (Chaffey, 2015).

Market Development Potential:

Looking to the future, with the continuous optimization of domestic and foreign supply chains and the improvement of cold chain logistics technology, the Chinese fruit market is expected to continue to maintain a growth trend. In addition, the government's support policies for agriculture and the promotion of healthy lifestyles will further promote fruit consumption. The development of international trade, especially free trade agreements with Southeast Asian countries, will bring more high-quality tropical fruit choices to Chinese consumers, and the market share of imported dried fruits is expected to continue to expand (Kotler & Keller, 2016).

Situation of Thai Dried Fruits in Thailand and China

The market for Thai dried fruits in both Thailand and China presents unique opportunities and challenges. This section explores the current state of Thai fruit production, export strategies, and market dynamics in these two regions, with an emphasis on understanding how these factors interplay to shape the market landscape.

Production in Thailand:

1. Climate and Geography: Thailand's tropical climate and fertile soil provide ideal conditions for growing a variety of high-quality dried fruits such as durian, mangosteen, mango, rambutan, and longan. The country's diverse geography allows for a wide range of dried fruits to be cultivated throughout the year, ensuring a steady supply to meet both domestic and international demand.

2.Agricultural Practices: Advances in agricultural technology and improved farming practices have significantly increased the yield and quality of Thai dried fruits. The adoption of modern irrigation systems, integrated pest management, and organic farming techniques has led to higher productivity and sustainability. These practices not only enhance the quality of the produce but also appeal to environmentally conscious consumers.

3.Government Support: The Thai government has implemented various policies to support fruit farmers, including subsidies, training programs, and research initiatives. Government agencies such as the Department of Agriculture and the Department of Trade Negotiations work collaboratively to enhance the competitiveness of Thai dried fruits in the global market. These efforts include providing financial assistance for technology upgrades and facilitating access to new markets through diplomatic channels.

Export Strategies:

1.Trade Agreements: Free trade agreements between Thailand and China, such as the ASEAN-China Free Trade Area (ACFTA), have reduced tariffs and trade barriers, facilitating the export of Thai dried fruits to China. These agreements have created a more favorable environment for Thai fruit exporters by making their products more competitive in terms of price and accessibility.

2.Quality Standards: Thai dried fruits exported to China must meet stringent quality and safety standards. Compliance with these standards ensures that the dried fruits are fresh, free from contaminants, and meet consumer expectations. The Thai government and private sector have invested in certification programs, quality control measures, and state-of-the-art packaging technologies to maintain high standards.

3.Branding and Marketing: Thai fruit exporters have focused on building strong brand identities and marketing campaigns to differentiate their products in the competitive Chinese market. Branding efforts emphasize the exotic nature, premium quality, and health benefits of Thai dried fruits. Campaigns often highlight the unique

flavors and nutritional value of the dried fruits, positioning them as superior choices for health-conscious consumers.

Market Dynamics in China:

1.Consumer Demand: The demand for fresh and exotic dried fruits in China has been steadily increasing due to rising incomes, changing dietary preferences, and growing health consciousness among consumers. Thai dried fruits, with their unique flavors and high nutritional value, are well-positioned to meet this demand. The increasing popularity of healthy eating trends and superfoods has further driven the demand for dried fruits like durian and mangosteen, which are known for their health benefits.

2.Distribution Channels: Thai dried fruits are distributed through various channels in China, including supermarkets, specialty fruit stores, wet markets, and e-commerce platforms. The rise of online shopping has made it easier for Chinese consumers to access a wide range of Thai dried fruits, driving sales growth. E-commerce giants like Alibaba and JD.com have created dedicated sections for imported dried fruits, making it convenient for consumers to purchase high-quality Thai dried fruits with just a few clicks.

3.Competition: While Thai dried fruits enjoy a strong reputation, they face competition from both domestic and other international fruit suppliers. Effective marketing strategies, competitive pricing, and maintaining high quality are essential to retaining and expanding market share in China. Thai exporters need to continuously innovate in terms of product offerings and marketing tactics to stay ahead of competitors from countries like Vietnam, the Philippines, and Malaysia.

Challenges and Opportunities:

1.Logistics and Supply Chain: Ensuring the freshness of Thai dried fruits during transportation and storage is a major challenge. Investments in cold chain logistics and efficient supply chain management are crucial to maintaining fruit quality and reducing waste. Collaboration with logistics companies to enhance the cold chain infrastructure can significantly improve the delivery and shelf-life of Thai dried fruits.

2.Consumer Education: Educating Chinese consumers about the benefits and proper handling of Thai dried fruits can enhance their market acceptance. Promotional campaigns and in-store demonstrations can help consumers appreciate the unique qualities of these dried fruits. Providing recipes, nutritional information, and usage tips can also encourage more frequent and diverse consumption of Thai dried fruits.

3.Sustainable Practices: Emphasizing sustainable and environmentally friendly farming practices can appeal to eco-conscious consumers in China. Thai fruit producers can highlight their commitment to sustainability through certifications and eco-labeling. Promoting organic farming practices, reducing pesticide use, and implementing water-saving technologies can also resonate well with environmentally aware consumers.

4.Market Expansion: Beyond the major metropolitan areas, there is significant potential to expand the market for Thai dried fruits into second and third-tier cities in China. These regions are experiencing rapid economic growth and increasing disposable incomes, making them attractive markets for premium imported dried fruits. Tailored marketing strategies that address the unique preferences and consumption patterns of these regions can help tap into this growing market segment.

Related Research

As the trade volume between China and Thailand continues to grow, the development of fruit import and export from China and Thailand has become a focus of academic attention. This section will discuss the various factors that affect fruit market strategies based on the research of relevant scholars, and use this to analyze how to effectively promote Thai dried fruits in the Chinese market.

The impact of logistics and transportation on the fruit market

Chackrit Duangphastra, Salisa Pamornsath and Nalinnuch Sawangsophakul (2001) conducted a study on Thailand's transportation industry and pointed out that although Thailand's logistics system is still in its infancy, it has great potential for development. This is crucial for the export of Thai dried fruits, especially in ensuring the

freshness of the dried fruits during transportation and reducing transportation costs. Optimizing logistics can not only improve the efficiency of Thai dried fruits reaching the Chinese market, but also reduce losses, thereby maintaining an advantage in the highly competitive fruit market.

Factors affecting Thailand's fruit export volume

Chantana Jarmjareansuk (2001) used econometric methods to analyze the factors affecting the export volume of six types of dried fruits from Thailand, including vegetarian bananas, durians, papayas, mangosteens, rambutans and citrus. The study found that changes in fruit prices will cause changes in consumer demand, while changes in market competitiveness will directly affect market share. This provides a basis for formulating pricing and market strategies for Thai dried fruits, pointing out that reasonable prices and improving product quality are the keys to expanding international market share.

Comparative advantages of Thailand's durian export market

Praparat Sriphech (2003) studied the factors affecting the export of Thai durian in the Asian market through revealed comparative advantage analysis. The results show that China is one of the main export markets for Thai durian, indicating that Thailand has a stronger comparative advantage than Vietnam in producing durian. However, Thailand's advantages are gradually diminishing, requiring Thai fruit exporters to take measures to improve production efficiency and reduce costs.

Impact of Thailand Free Trade Agreement

Suthiphand Chirathivat (2005) describes Thailand's FTA initiatives and strategies. Research shows that FTAs have significantly boosted Thailand's trade growth and boosted GDP. This means new economic opportunities and greater market openings for Thai fruit exporters, especially in trade with China.

Detailed analysis of Thailand's fruit exports to China

Saichon Sukhaotai (2007) studied the factors affecting Thai mangosteen exports to China and found that the China-Thailand Free Trade Agreement increased the complexity of export procedures, but also provided opportunities for Thai mangosteen export growth. Uthaiwan Pulsarp (2007)'s research further confirmed the

steady growth of Thailand's fresh longan exports to China, showing Thai competitiveness in specific fruit markets.

Through these studies, we can not only understand the current situation and potential of Thai dried fruits in the Chinese market, but also gain insight into what factors will affect future market strategies. An effective market strategy needs to take into account multiple factors such as price strategy, quality control, logistics optimization, and taking advantage of free trade agreements to promote the success and sustainable development of Thai dried fruits in the Chinese market.



CHAPTER 3

METHODOLOGY

Research Design

A research design is a framework or plan used to guide data collection and analysis (Churchill & Iacobucci, 2005; Kinnear, Taylor, Johnson, & Armstrong, 1993). In order to complete the analysis within the stipulated time, the research process must rely on an appropriate research design. This study adopts a quantitative research approach, which is well-suited for exploring the relationships between the marketing mix factors (4P theory) and consumer purchase intentions.

The primary research instrument is a structured questionnaire, designed based on insights from prior literature and tailored to the research objectives. This questionnaire is divided into three sections:

Demographics: Questions on gender, age, income, occupation, and education level to capture key consumer profiles.

4P Marketing Mix: Questions on product, price, place, and promotion factors affecting purchase decisions.

Purchase Intention: Questions measuring the likelihood of buying Thai dried fruits under various circumstances.

Distribution: The questionnaire was distributed online through platforms such as WeChat, Weibo, and Xiaohongshu, which are widely used by the target demographic. Additionally, screening questions ensured that participants had prior exposure to Thai dried fruits, enhancing the study's relevance.

Sampling Strategy: This research used non-probability sampling, particularly purposive sampling, to target consumers with experience in purchasing dried fruits. The sample size is 400 respondents, sufficient to ensure statistical validity and representativeness.

This design ensures that the data collected aligns closely with the research objectives and enables a robust analysis of the factors influencing purchase intentions.

Research Population

The target population of this study consists of Chinese consumers who are potential buyers of Thai dried fruits. Given this broad demographic profile, the researchers conducted a nationwide survey using a sample size of 400 participants, determined by applying the Yamane (1967) formula. The formula accommodates research on an unknown population, with a confidence level set at 95% and an estimation error of no more than 5%.

Considering the need for diverse representation, the survey included participants from various demographic backgrounds across China. The sampling process utilized an online questionnaire to ensure cost-efficiency and time-effectiveness, meeting social distancing requirements during data collection. The entire resident population of China, approximately 1.412 billion as of 2022, serves as the theoretical population for this study.

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

n = sample size

N = population size

e^2 = the error of 5% points

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

$$n = \frac{1412000000}{1 + 1412000000 * 0.05^2}$$

$$n \approx 400$$

In this case, we collected questionnaires from approximately 400 participants through questionnaires.

Sampling Group Collection

The researcher aims to collect primary data via a questionnaire with approximately 400 respondents. Sampling will be done using the convenience sampling method by selecting a sample group of Chinese consumers who have purchased Thai

dried fruits. The questionnaire will be distributed through various online platforms and social media channels to reach the target group effectively.

Research Tools

The main instrument used in the study was a questionnaire. Based on the literature review, purchase intentional factors that influence Chinese consumers to buy Thai dried fruits and other theories, a questionnaire was developed according to the research purpose. The questionnaire was designed with additional questions to capture a more comprehensive understanding of consumer behavior and align with the study's objectives. It is divided into many sections including demographics, 4P marketing mix, and purchase intent.

To ensure the questionnaire reached a broad and diverse audience, it was distributed through online platforms such as WeChat and survey websites. These platforms were chosen due to their popularity and accessibility among the target demographic, ensuring effective data collection.

The Likert scale was selected as it is effective in measuring the intensity of attitudes and preferences, allowing detailed analysis of how each factor in the 4P marketing mix impacts purchasing intention. This design aligns with the study's objective of quantifying and interpreting consumer behavior systematically.

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 18-27
- 2.2 28-37
- 2.3 38-47
- 2.4 48-57
- 2.5 Above 58

3. Income, 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

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

- 5.1 Below Bachelor's degree
- 5.2 Bachelor's degree
- 5.3 Master's degree
- 5.4 Doctoral degree or Above

Part2 4P marketing mix

This is a questionnaire survey on the factors in the 4P marketing mix that may affect consumers' intention to purchase Thai dried fruits. The questionnaire type is Likert scale and the data type is rating scale measurement. The scale is divided into five levels, and the scoring standards are as follows:

- Level 5 indicates complete agreement.
- Level 4 indicates consent.
- Level 3 means neutral.
- Level 2 indicates disagreement.
- Level 1 means completely disagree.

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

The average score of 4.21 – 5.00 indicates that the 4P marketing mix has the highest correlation with consumer purchasing decisions.

The average score of 3.41 – 4.20 indicates that the 4P marketing mix has a high correlation with consumer purchasing decisions.

The average score of 2.61 – 3.40 indicates that the 4P marketing mix has moderate relevance to consumer purchasing decisions.

The average score of 1.81 – 2.60 indicates that the 4P marketing mix has low relevance to consumer purchasing decisions.

An average score of 1.00 – 1.80 indicates that the 4P marketing mix has the lowest relevance to consumer purchasing decisions.

2.1 Product

The appearance and freshness of Thai dried fruits influence my purchase intention.

The flavor and sweetness of Thai dried fruits are important to me when choosing which brand to buy.

The reputation of Thai dried fruits for being high quality affects my buying choice.

2.2 Price

Seasonal discounts on Thai dried fruits are an important factor in my purchase intention.

I am more likely to buy Thai dried fruits if there are various price ranges available.

I will not buy Thai dried fruits if they are significantly more expensive than similar local dried fruits.

2.3 Place

The availability of Thai dried fruits in local supermarkets influences my decision to buy them.

The ease of accessing Thai dried fruits at nearby stores is important when I purchase dried fruits.

I prefer buying Thai dried fruits if they are available on trusted e-commerce platforms.

2.4: Promotion

Advertisements highlighting the health benefits of Thai dried fruits influence my decision to purchase them.

Sales promotions, such as discounts during festivals, significantly affect my decision to buy Thai dried fruits.

Recommendations from nutritionists and food bloggers motivate me to purchase Thai dried fruits.

Part3 Purchasing intention

This is a survey about purchasing intentions. The questionnaire type is Likert scale and the data type is rating scale measurement. The scale is divided into five levels, and the scoring standards are as follows:

Level 5 means complete agreement.

Level 4 agrees.

Level 3 represents neutrality.

Level 2 disagrees.

Level 1 means total disagreement.

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

The average score of 4.21 – 5.00 indicates that the 4P marketing mix has the highest correlation with consumer purchasing decisions.

The average score of 3.41 – 4.20 indicates that the 4P marketing mix has a high correlation with consumer purchasing decisions.

The average score of 2.61 – 3.40 indicates that the 4P marketing mix has moderate relevance to consumer purchasing decisions.

The average score of 1.81 – 2.60 indicates that the 4P marketing mix has low relevance to consumer purchasing decisions.

An average score of 1.00 – 1.80 indicates that the 4P marketing mix has the lowest relevance to consumer purchasing decisions.

3.1: Purchase Intention

When I need fresh fruit, I will definitely consider buying Thai dried fruits.

I will recommend Thai dried fruits to friends and family who are looking for exotic and high-quality dried fruits.

Effective promotions, like seasonal discounts or bundle offers, will motivate me to choose Thai dried fruits over other brands.

Data Collection

This study uses quantitative research methods to process and analyze data through mathematical and statistical means, aiming to reveal regular connections between variables and calculate various values. Considering that the goal of this study is to analyze Chinese consumers' purchasing behavior of Thai dried fruits and its influencing factors, the design of a quantitative study is particularly suitable because it can conduct statistical analysis of large amounts of data.

As the main data collection method, questionnaires can comprehensively collect relevant opinions from respondents and gather information systematically. Compared with other research tools such as focus groups or in-depth interviews, questionnaires can cover a wider sample, thereby improving the representativeness and accuracy of the data. Because focus groups and interviews often rely on smaller sample sizes, this can lead to bias in the data.

In order to ensure the accuracy of the target group of the questionnaire and the relevance of the questionnaire content, the questionnaire for this study will be distributed on China's major social media platforms, fruit consumer forums and related WeChat groups. The questionnaire design was based on the literature review and research questions, aiming to collect Chinese consumers' opinions and purchasing behavior on Thai dried fruits from multiple perspectives.

The questionnaire will cover the following aspects:

Basic information of the respondent: including age, gender, occupation and place of residence, etc., to understand the basic situation of the respondent.

Consumer purchase intentions: Explore respondents' purchase frequency, preferred dried fruit types, and purchase locations for Thai dried fruits.

Factors affecting purchasing decisions: including price, brand, promotions, product quality, packaging, and other relevant factors, and how these affect their choice of Thai dried fruits.

This study will use statistical software for data analysis, calculating descriptive statistics (such as mean, standard deviation, etc.) and inferential statistical tests (such as t-test, analysis of variance, etc.). These analyzes help determine which characteristics of Thai dried fruits are most relevant to Chinese consumers' purchasing decisions, thereby supporting market strategies. Through comprehensive analysis of the collected data, this study aims to provide strategic suggestions on how to effectively improve the sales and consumer satisfaction of Thai dried fruits in the Chinese market.

Data Analysis

This study adopted a quantitative analysis method, relying on SPSS and STATA for data processing and hypothesis testing. The analysis includes descriptive statistics, reliability tests, and regression models, ensuring a comprehensive understanding of the data.

1. Descriptive Analysis:

- o Demographics: Percentages (%) were calculated for gender, age, income, occupation, and education level, providing a clear profile of the respondent group.

- o 4P Factors: Means (μ), standard deviations (SD), and frequency (f) were computed for each factor to evaluate their relative influence.

2. Hypothesis Testing:

- o Hypothesis 1: Demographic characteristics significantly affect purchase intentions.

- o ANOVA and t-tests were used to analyze whether differences in gender, age, income, occupation, and education significantly influence purchase decisions.

- o Hypothesis 2: Product factors positively influence purchase intentions.

- o Regression analysis was performed to evaluate the relationship between product attributes (e.g., quality, flavor, and reputation) and purchase intentions.

- o Hypothesis 3: Price factors significantly impact purchase decisions.

- o Price sensitivity and promotional pricing were analyzed through regression models to understand their role in consumer decision-making.

- o Hypothesis 4: Place factors positively affect purchase intentions.

- o Availability and accessibility were examined using ANOVA to test their significance in purchase decisions.

- o Hypothesis 5: Promotion factors positively influence purchase intentions.

- o The impact of advertising, sales campaigns, and influencer recommendations was evaluated using regression analysis.

3. Reliability Testing:

- o Cronbach's Alpha: Ensured the internal consistency of the questionnaire items. A score above 0.7 was deemed acceptable.

- o KMO and Bartlett's Test: Verified the adequacy of the sample for factor analysis.

4. Regression Analysis:

5. The study used a multiple regression model to evaluate the combined impact of the 4P factors on purchase intention. This model identified the most significant predictors and provided insights for targeted marketing strategies.

6. Addressing Limitations:

7. The analysis acknowledges potential limitations, such as the inability to generalize findings beyond the sample group. Future studies may incorporate additional

variables, such as cultural adaptation and consumer trust, to enhance the model's explanatory power.



CHAPTER 4

FINDINGS

Demographic Characteristics Analysis

In this study, we conducted a comprehensive analysis of the demographic characteristics of the respondents, including their gender, age, income, occupation, and education level, based on a survey of 400 Chinese consumers. This section not only reveals the basic characteristics of the consumers but also provides a foundation for the subsequent analysis of their behavior in purchasing Thai dried fruits. By analyzing these characteristics, we can further understand the differences in product selection among different groups, thus providing a basis for formulating effective marketing strategies.

Gender Analysis

TABLE 1 Gender Distribution of Interviewees

General Information of Interviewee	Interviewees Number	Percentage
1.Gender		
Male	189	47.3
Female	211	52.8
Total	400	100

The research data shows that female respondents accounted for 52.8%, while males made up 47.3%. Females slightly outnumbered males in the sample, which aligns with the dominant role of women in daily consumer behavior in the Chinese market. Numerous studies have shown that female consumers are more inclined to purchase snack foods, particularly those that are healthy and beneficial to the body.

Based on this gender distribution, companies should focus on meeting the needs of female consumers in future market promotions. Women tend to pay more attention to the health ingredients, low calorie content, and natural attributes of products.

Thai dried fruits, being natural, healthy, and rich in vitamins, can meet the needs of female consumers well. Therefore, companies should highlight the health benefits of dried fruits in their marketing and emphasize their positioning as a healthy snack to further attract the attention of female consumers.

Age Analysis

TABLE 2 Age Distribution of Interviewees

General Information of Interviewee	Interviewees Number	Percentage
2. Age (Years old)		
18-27	27	6.75
28-37	229	57.25
38-47	106	26.5
48-57	27	6.75
>56	11	2.75
Total	400	100

In terms of age distribution, the 28-37 age group had the highest proportion of respondents at 57.3%, followed by the 38-47 age group (26.5%). Both the 18-27 and 48-57 age groups accounted for 6.8%, while respondents aged 56 and above made up the smallest proportion at only 2.8%. These data suggest that the main consumer group for Thai dried fruits is concentrated among middle-aged and young adults between 26-45 years old. Consumers in this age group generally have higher purchasing power and place greater emphasis on health and quality of life.

This group has a strong demand for natural and healthy snacks, making Thai dried fruits a good fit for their preferences. Additionally, consumers aged 26-45 are often active on various social media platforms, so companies can enhance their marketing efforts by utilizing online channels, particularly social media advertising and Key Opinion

Leader (KOL) endorsements, to increase the product's influence among consumers in this age range.

Income Analysis

TABLE 3 Salary Distribution of Interviewees

General Information of Interviewee	Interviewees Number	Percentage
3. Salary		
Below 5,000CNY	164	41.0
5,001-10,000 CNY	144	36.0
10,001-15,000 CNY	58	14.5
15,001-20,000 CNY	21	5.25
Above 20,001 CNY	13	3.25
Total	400	100

The survey revealed that 41% of respondents had a monthly income below 5,000 yuan, 36% had an income between 5,001 and 10,000 yuan, 14.5% earned between 10,001 and 15,000 yuan, and only 8.6% had an income exceeding 15,001 yuan. These figures show that the majority of Thai dried fruit consumers are in the low- to middle-income groups. These consumers tend to be more price-sensitive and generally prefer cost-effective products.

Based on this, companies can boost the purchasing desire of the low- to middle-income groups by offering regular promotional activities, discounts, and other incentives. At the same time, for higher-income consumers, companies can introduce premium product lines that emphasize the imported quality and nutritional value of the dried fruits, catering to the high-income group's pursuit of healthy and high-quality snacks.

Occupation Analysis

TABLE 4 Occupation Distribution of Interviewees

General Information of Interviewee	Interviewees Number	Percentage
4. Occupation		
Student	152	38.0
Civil servant	52	13.0
Enterprise employees	181	45.25
Business Owner	7	1.75
Other	8	2.0
Total	400	100

In terms of occupation distribution, corporate employees accounted for the highest proportion at 45.3%, followed by students at 38%. Civil servants made up 13%, while self-employed individuals and other professions had smaller proportions. Corporate employees and students are the primary consumer groups, indicating that the market for Thai dried fruits is dominated by groups burdened with work or study, who typically need convenient and healthy snacks to supplement their daily energy needs.

Companies can design marketing strategies that cater to the needs of different occupational groups. For instance, students may be more price-conscious and attracted by promotional offers, so companies could target them through campus events or social media campaigns. Corporate employees, on the other hand, might prioritize convenience and health, so companies could enhance the image of dried fruits by promoting their portability and health attributes, making them suitable for a busy lifestyle.

Education Level Analysis

TABLE 5 Education Level of Interviewees

General Information of Interviewee	Interviewees Number	Percentage
5. Education Level		
Below high school	19	4.75
Bachelor`s degree	349	87.25
Master`s degree	31	7.75
Doctoral degree	1	0.25
Total	400	100

In terms of education level, 95.25% of respondents had a bachelor's degree or higher, and 8% held a master's degree or higher. This indicates that the respondents generally had a high level of education, with strong brand awareness and a preference for healthy products. Such consumers tend to pay more attention to the nutritional content, production processes, and health benefits of the snacks they purchase.

When targeting highly educated consumers, companies can attract this group by disseminating scientific health knowledge and emphasizing the natural and health benefits of dried fruits. Additionally, by partnering with well-known nutritionists and health experts, brands can enhance the authority and credibility of their products, thereby increasing the brand loyalty and purchase intention of highly educated consumers.

Summary of Demographic Characteristics

Overall, the respondents in this study were primarily concentrated in the 26-45 age range, with relatively high educational attainment and moderate income levels. Based on these characteristics, the following marketing strategy recommendations can be made:

1. Companies should emphasize the positioning of their products as healthy and natural, particularly when targeting middle-aged and young consumers.
2. Promotional activities can attract price-sensitive, low- to middle-income consumers.
3. For highly educated consumers, companies should highlight the health benefits of their products and the credibility of their brand, using expert endorsements to enhance product recognition among this group.

This analysis provides an important foundation for future marketing strategies and product promotions. Moving forward, companies can adjust their market positioning and marketing methods according to these demographic characteristics to better meet consumer needs.

Descriptive Statistical Analysis of Marketing Mix Factors

This section analyzes the descriptive statistics of the four major elements of the marketing mix for Thai dried fruits (product, price, place, and promotion).

TABLE 6 Descriptive Statistics of Marketing Mix Variables

Marketing Mix	Level of Rating		
	\bar{x}	S.D.	Result
Product	4.20	0.546	High
Price	4.29	0.541	High
Place	4.23	0.494	High
Promotion	4.27	0.530	High
Overall Value of Marketing Mix	4.23	0.531	High

Based on the data presented in Table 6, the overall rating for the marketing mix factors related to Thai dried fruits is 4.23, with a standard deviation of 0.531, indicating a high level of consumer attention across all elements.

Price received the highest rating of 4.29, suggesting that consumers place significant importance on the pricing of Thai dried fruits. This indicates that competitive pricing strategies could be essential for attracting and retaining customers.

Promotion scored 4.27, reflecting the effectiveness of marketing communication and promotional activities in influencing consumer choices. This suggests that companies should focus on enhancing promotional strategies to engage potential buyers better.

Place received a rating of 4.23, showing that the distribution channels and availability of Thai dried fruits are important to consumers. Optimizing distribution strategies to ensure product accessibility could further enhance sales.

Product scored slightly lower at 4.20. While still indicating high consumer attention, this suggests that product features, quality, and presentation are important but may require additional focus to align with consumer expectations.

Descriptive Statistical Analysis of Product Factors

TABLE 7 Product Factors Descriptive Statistics

Marketing Mix	Level of Rating		
	\bar{x}	S.D.	Result
Product			
1.The appearance and freshness of Thai dried fruits influence my purchase intention.	4.19	0.599	High
2.The flavor and sweetness of Thai dried fruits are important to me when choosing which brand to buy.	4.19	0.610	High
3.The reputation of Thai dried fruits for being high quality affects my buying choice.	4.24	0.596	High
Overall Value of Product	4.20	0.546	High

Product factors play a significant role in consumer purchasing decisions. Overall data show that the average score for product factors is 4.20, indicating that most consumers place high importance on the characteristics of Thai dried fruits.

Appearance and Freshness (4.19): This score suggests that consumers consider the visual appeal and freshness of the product as vital factors in their purchasing decisions. High-quality appearance can create a positive first impression.

Flavor and Sweetness (4.19): Similar to the appearance, this rating reflects that the taste and sweetness are crucial for consumers when selecting a brand, highlighting the importance of product quality in attracting repeat purchases.

Brand Reputation (4.24): This question received the highest score, indicating that consumers highly value the reputation of Thai dried fruits for quality. A strong brand image fosters trust and influences buying choices significantly.

The data indicate that the visual design and packaging of Thai dried fruits are important factors influencing purchasing decisions. Packaging should not only attract consumers' attention but also be functional, such as easy to store and carry. This is especially important for consumers who lead busy lives. In addition, the taste of dried fruits is another key point of interest for consumers. Brands can further enhance their market competitiveness by continuously improving product quality and offering more products that suit local consumer preferences.

Descriptive Statistical Analysis of Price Factors

TABLE 8 Price Factors Descriptive Statistics

Marketing Mix	Level of Rating		
	\bar{x}	S.D.	Result
Price			
1. Seasonal discounts on Thai dried fruits are an important factor in my purchase intention.	4.27	0.593	High
2. I am more likely to buy Thai dried fruits if there are various price ranges available.	4.29	0.579	High
3. I will not buy Thai dried fruits if they are significantly more expensive than similar local dried fruits.	4.31	0.571	High
Overall Value of Price	4.29	0.541	High

Price factors also play a crucial role in consumer purchasing decisions. The data show that the average score for price factors is 4.29, indicating that most consumers are highly concerned about the reasonableness of pricing and the strength of promotional offers when purchasing dried fruits.

The score of 4.27 for seasonal discounts reflects that consumers value promotional pricing, suggesting that discounts can significantly enhance their purchase intention.

The rating of 4.29 for having various price ranges indicates that consumers appreciate flexibility in pricing, which can help them find options that fit their budget.

The highest score of 4.31 for the perception of price compared to similar products shows that consumers are sensitive to price differences, implying that they are unlikely to pay a premium for Thai dried fruits if local alternatives are significantly cheaper.

In today's highly competitive market environment, companies should adopt flexible pricing strategies. For example, for price-sensitive consumers, companies can offer seasonal discounts, limited-time promotions, and other sales incentives. For consumers who are willing to pay higher prices, companies can highlight the premium quality and imported nature of the dried fruits to attract higher-income groups. By using this dual strategy, companies can cover a broader consumer base and boost product sales.

Descriptive Statistical Analysis of Place Factors

TABLE 9 Place Factors Descriptive Statistics

Place	Marketing Mix	Level of Rating		
		\bar{x}	S.D.	Result
1.The availability of Thai dried fruits in local supermarkets influences my decision to buy them.		4.22	0.527	High
2.The ease of accessing Thai dried fruits at nearby stores is important when I purchase dried fruits.		4.24	0.521	High
3.I prefer buying Thai dried fruits if they are available on trusted e-commerce platforms.		4.22	0.559	High
Overall Value of Place		4.23	0.494	High

The average score for place (distribution) factors is 4.23, indicating that consumers place considerable importance on the availability of purchasing channels for dried fruits. Specifically, the availability in local supermarkets scored 4.22, highlighting its influence on purchasing decisions. The ease of access at nearby stores received a rating of 4.24, suggesting that convenience is a significant factor when consumers choose where to buy. Additionally, the preference for purchasing from trusted e-commerce platforms also scored 4.22, reflecting the growing importance of online shopping options.

With the widespread use of online shopping, an increasing number of consumers prefer to buy dried fruits through e-commerce platforms. Therefore, companies must ensure the availability of their products on major e-commerce platforms and improve the quality and efficiency of their delivery services. Additionally, companies should also focus on offline channels, such as supermarkets and convenience stores, to provide a good shopping experience for consumers who prefer not to shop online. A combined online and offline sales strategy will help expand the market coverage.

Descriptive Statistical Analysis of Promotion Factors

TABLE 10 Promotion Factors Descriptive Statistics

Marketing Mix	Level of Rating		
	\bar{x}	S.D.	Result
Promotion			
1. Advertisements highlighting the health benefits of Thai dried fruits influence my decision to purchase them.	4.28	0.559	High
2. Sales promotions, such as discounts during festivals, significantly affect my decision to buy Thai dried fruits.	4.27	0.559	High
3. Recommendations from nutritionists and food bloggers motivate me to purchase Thai dried fruits.	4.27	0.571	High
Overall Value of Promotion	4.27	0.530	High

Promotion factors have a significant impact on consumers' purchasing intentions, with an average score of 4.27. The data indicate that advertisements emphasizing health benefits received a high rating of 4.28, underscoring the importance of health-conscious messaging in influencing consumer decisions. Sales promotions, which scored 4.27, show that consumers are responsive to discounts and special offers, particularly during festive seasons. Additionally, recommendations from nutritionists and food bloggers, also rated at 4.27, highlight the influence of trusted voices in the food industry on consumer choices.

Based on these findings, companies should conduct large-scale promotional campaigns during major holidays and shopping festivals. Additionally, through digital advertising, social media, and KOL (Key Opinion Leader) recommendations, companies can enhance the visibility and influence of their products. Promotional activities should focus on providing consumers with perceived added value, such as limited-time discounts or member-exclusive offers, to further boost brand loyalty and encourage repeat purchases.

Comprehensive Analysis of Marketing Mix Factors

Through the analysis of product, price, place, and promotion factors, it can be seen that consumers are highly sensitive to price and promotions, while the design and convenience of purchasing channels also play an important role in their purchasing decisions. Thai dried fruits, as a healthy imported food, have a certain level of market appeal. However, to enhance its market competitiveness, companies need to invest more in pricing strategies, promotional methods, and distribution channels.

1. Companies should maintain flexibility in pricing, using promotions and discounts to attract price-sensitive consumers, while also offering premium products for higher-income groups.

2. Promotional activities should combine online and offline resources, leveraging social media advertising and KOL endorsements to maximize the impact of promotions.

3. Ensuring wide coverage on online platforms and providing high-quality service in physical stores can meet the shopping needs of different consumer groups.

These measures can further enhance brand market penetration and drive consumer purchasing decisions.

Reliability and Validity Testing

This section examines the reliability and validity of the scales used in the questionnaire to ensure data reliability and validity. These tests will verify whether each item in the scale can stably and accurately measure the target variables, thus providing a solid data foundation for subsequent analysis.

Cronbach's Alpha Analysis

TABLE 11 Cronbach's Alpha for Marketing Mix Dimensions

	Cronbach's Alpha	Number of items
Product	0.894	3
Price	0.924	3
Place	0.912	3
Promotion	0.937	3
Marketing Mix	0.833	12
Purchase Intention	0.904	3
Overall scale	0.855	15

Reliability analysis was primarily conducted through Cronbach's Alpha to measure the internal consistency of the scales. Generally, an alpha coefficient above 0.7 indicates good reliability, and a coefficient above 0.8 indicates very high reliability. According to the results of this study, the alpha coefficients for the various dimensions of the marketing mix are all above 0.8: product factors 0.894, price factors 0.924, place factors 0.912, and promotion factors 0.937. The overall alpha coefficient for the entire scale is 0.855, indicating a high level of internal consistency among the items.

These results show that the questionnaire was well-designed, with a high correlation between the items, effectively reflecting consumers' concerns about different marketing mix factors. Therefore, the scales used in this study have strong reliability, making them suitable for further statistical analysis.

KMO and Bartlett's Test of Sphericity

TABLE 12 KMO and Bartlett's Test Results

KMO		0.818
	Approximate Chi-Square	4686.929
Bartlett's Test of Sphericity	df	105
	P-value	0<0.001

To assess whether the data were suitable for factor analysis, the KMO (Kaiser-Meyer-Olkin) measure and Bartlett's test of sphericity were used. The KMO value is used to measure the adequacy of the correlations between variables, with a KMO value above 0.7 indicating that the data is appropriate for factor analysis. In this study, the KMO value was 0.818, suggesting that the data was well-suited for factor analysis.

Bartlett's test of sphericity yielded a chi-square statistic of 4686.929, with 105 degrees of freedom, and a significance level of $0 < 0.001$, which is less than 0.05, indicating significant correlations between variables. Therefore, the data is appropriate for factor analysis, providing a basis for further structural analysis.

Factor Loadings Analysis

TABLE 13 Factor Loading Coefficients

Name	Factor Loading Coefficients				
	1	2	3	4	5
A1A1				0.889	
A1A2				0.896	
A1A3				0.870	
B1A1		0.906			
B1A2		0.922			
B1A3		0.897			
C1A1			0.897		
C1A2			0.920		
C1A3			0.882		
D1A1	0.917				
D1A2	0.917				
D1A3	0.898				
Y1A1					0.860
Y1A2					0.886
Y1A3					0.835

Factor loadings measure the extent to which each item explains the corresponding factor. Generally, items with factor loadings greater than 0.5 are considered to have good explanatory power for the factor. In this study, the factor loadings for all items exceeded 0.8, indicating strong explanatory power within their respective dimensions. For example, the factor loadings for the three items under product factors were 0.889, 0.896, and 0.870, while the factor loadings for the price factors were 0.906, 0.922, and 0.897.

These results demonstrate that the items in the questionnaire were set up as expected and effectively reflect the relevant marketing mix factors, providing a solid data foundation for subsequent structural equation modeling analysis.

Correlation Analysis of Variables

This section conducts a correlation analysis to explore the relationships between the four elements of the marketing mix (product, price, place, and promotion) and their relationship with consumer purchase intention.

TABLE 14 Correlation Matrix for Marketing Mix and Purchase Intention

	Product	Price	Place	Promotion	Purchase Intention
Product	1	.174** 0<0.001	.173** 0.001	.154** 0.002	.420** 0<0.001
Price	.174** 0<0.001	1	.174** 0<0.001	.294** 0<0.001	.344** 0<0.001
Place	.173** 0.001	.174** 0<0.001	1	.330** 0<0.001	.317** 0<0.001
Promotion	.154** 0.002	.294** 0<0.001	.330** 0<0.001	1	.338** 0<0.001
Purchase Intention	.420** 0<0.001	.344** 0<0.001	.317** 0<0.001	.338** 0<0.001	1

* indicates a correlation significant at the 0.05 level (2-tailed).

** indicates a correlation significant at the 0.01 level (2-tailed).

The significance levels denote the probability that the observed correlation occurred by chance. A significance level of 0.05 implies a 95% confidence level, while 0.01 implies a 99% confidence level, indicating stronger confidence in the relationship between variables.

The Pearson correlation coefficient is used in this analysis, with values ranging from -1 to 1, indicating the degree of linear correlation between variables. Positive correlations indicate that two variables move in the same direction, while negative correlations indicate they move in opposite directions, and values near 0 indicate no significant correlation between them.

Correlation Between Marketing Mix Variables

First, we analyze the relationships between the four marketing mix variables: product, price, place, and promotion. According to the Pearson correlation coefficients, the correlations between the marketing mix variables range from 0.15 to 0.33, indicating significant but weak correlations, meaning these variables are relatively independent but still interrelated in influencing consumer purchasing behavior.

1. Product and Price Correlation: The correlation coefficient is 0.174 with a significance level of $0 < 0.001$, indicating a weak positive relationship between product characteristics and price. Although the correlation is not strong, consumers may base their price assessments on the quality of the product in actual marketing.

2. Product and Place Correlation: The correlation coefficient is 0.173 with a significance level of 0.001, showing a weak positive relationship between product design and consumers' choice of purchasing channels. Especially for imported foods such as Thai dried fruits, consumers may opt for more convenient channels, like online shopping, to acquire the product.

3. Product and Promotion Correlation: The correlation coefficient is 0.154 with a significance level of 0.002, which is a weak correlation, but promotions (such as advertisements and discounts) can enhance consumers' awareness and choices of the product.

4. Price and Place Correlation: The correlation coefficient is 0.174 with a significance level of $0 < 0.001$, indicating that pricing strategy may be linked to channel selection. Some channels may offer special pricing strategies (such as online discounts or member-exclusive prices) that influence consumer decisions.

5. Price and Promotion Correlation: The correlation coefficient is 0.294 with a significance level of $0 < 0.001$, showing a relatively strong correlation between price and promotion. Discounts and other promotional activities often attract consumers through price adjustments, making price-sensitive consumers more easily influenced.

6. Place and Promotion Correlation: The correlation coefficient is 0.330 with a significance level of $0 < 0.001$, indicating a moderate correlation between promotion activities and sales channels. Especially online promotional campaigns, such as large-scale discount events on e-commerce platforms, can draw more consumer attention and trigger purchase intention.

Correlation Between Marketing Mix Factors and Purchase Intention

Next, we analyze the relationship between the four elements of the marketing mix and consumer purchase intention. The results show that all elements of the marketing mix are significantly and positively correlated with consumer purchase intention, but the strength of these correlations varies.

1. Product and Purchase Intention Correlation: The correlation coefficient is 0.420 with a significance level of $0 < 0.001$, indicating a moderate positive relationship between product factors and consumer purchase intention. The design, packaging, and quality of the product significantly influence consumers' purchasing decisions. Especially for Thai dried fruits, which are marketed for their quality and taste, consumers pay more attention to their appearance and brand reputation.

2. The influence of product factors on purchase intention can be interpreted as follows: high-quality product design and a strong brand image can increase consumer trust and encourage them to make purchasing decisions. To further enhance the product's impact on purchase intention, companies should focus on improving product packaging design and quality to meet consumers' demand for healthy foods.

3. Price and Purchase Intention Correlation: The correlation coefficient is 0.344 with a significance level of $0 < 0.001$, indicating a moderate positive relationship between price factors and purchase intention. A reasonable pricing strategy and a

variety of pricing options can effectively increase consumer purchasing interest. Price sensitivity is a key factor affecting consumer purchasing behavior, especially when consumers feel that the price is well-matched with the product's value, they are more likely to make a purchase.

4. For imported foods like Thai dried fruits, consumers consider not only the cost of the product but also its nutritional value and health benefits when evaluating the price. Companies can improve purchase intention by offering flexible pricing options, such as member-exclusive discounts or promotional price cuts.

5. Place and Purchase Intention Correlation: The correlation coefficient is 0.317 with a significance level of $0 < 0.001$, indicating a moderate positive relationship between place factors and purchase intention. Consumers tend to choose shopping channels that provide a convenient shopping experience. Especially with the booming development of e-commerce, the online shopping experience significantly influences consumer purchase intention.

6. The accessibility and convenience of shopping channels are key factors affecting consumers' purchasing decisions. Companies should ensure wide availability on major e-commerce platforms and physical stores, particularly focusing on providing efficient logistics services to enhance the overall shopping experience.

7. Promotion and Purchase Intention Correlation: The correlation coefficient is 0.338 with a significance level of $0 < 0.001$, showing a moderate positive correlation between promotion activities and purchase intention. Promotional methods such as advertising, discounts, and influencer recommendations can effectively stimulate consumer purchase interest, especially in today's information-driven society where consumers are more easily influenced by promotional content.

8. By carefully designing promotional activities, companies can increase brand exposure and attract price-sensitive consumers. In the context of the Chinese market, companies can boost brand awareness and purchasing interest by leveraging social media advertising and distributing discount coupons on e-commerce platforms.

T-Test and ANOVA for Purchase Intention

This section uses T-tests and one-way ANOVA (Analysis of Variance) to analyze the relationship between demographic characteristics and purchase intention. Through these analyses, we can better understand the effects of gender, age, income, occupation, and education level on consumers' intention to purchase Thai dried fruits.

The Impact of Gender on Purchase Intention

The results of the T-test show that gender is not a key factor affecting consumers' purchase intention.

TABLE 15 T-Test for Gender and Purchase Intention

Consumer purchase intention	t-test for Equality of Means					
	Gender	\bar{x}	S.D.	t	df	P-value
Product	Male	4.235	0.531	1.112	398	<0.001
	Female	4.174	0.559	1.115	396	0.604
Price	Male	4.286	0.512	(0.121)	398	<0.001
	Female	4.292	0.568	(0.121)	397	0.981
Place	Male	4.228	0.448	0.064	398	<0.001
	Female	4.224	0.534	0.065	396	0.313
Promotion	Male	4.282	0.502	0.375	398	<0.001
	Female	4.262	0.556	0.377	397	0.967
Purchase Intention	Male	4.929	0.230	0.598	398	<0.001
	Female	4.915	0.260	0.602	397	0.926

Although males rated the product and price slightly higher than females, the difference was not statistically significant ($p > 0.05$). This suggests that both male and female consumers focus on similar factors, such as product quality, promotional activities, and price, when purchasing Thai dried fruits.

Despite the lack of a significant impact of gender on purchase intention, companies can still conduct personalized marketing based on different consumer preferences between men and women. For example, male consumers may focus more on convenience and value for money, while female consumers may place greater emphasis on the health attributes of the product.

The Impact of Age on Purchase Intention

TABLE 16 ANOVA for Age and Purchase Intention

	Age	\bar{x}	S.D.	F	P-value
Product	18-27	3.370	1.027	24.966	0<0.001
	28-37	4.230	0.403		
	38-47	4.248	0.467		
	48-57	4.370	0.501		
	>=58	4.818	0.345		
Price	18-27	4.457	1.001	1.343	0.253
	28-37	4.307	0.472		
	38-47	4.208	0.545		
	48-57	4.272	0.444		
	>=58	4.333	0.471		
Place	18-27	4.617	0.968	5.204	0<0.001
	28-37	4.224	0.447		
	38-47	4.148	0.382		
	48-57	4.173	0.509		
	>=58	4.182	0.229		

TABLE 16 (continue)

	Age	\bar{x}	S.D.	F	P-value
Promotion	18-27	4.630	0.839	4.769	0.001
	28-37	4.288	0.495		
	38-47	4.208	0.509		
	48-57	4.074	0.325		
	>=58	4.152	0.545		
Purchase Intention	18-27	4.790	0.394	2.158	0.073
	28-37	4.936	0.216		
	38-47	4.921	0.254		
	48-57	4.926	0.267		
	>=58	4.939	0.201		

ANOVA results indicate that age has a significant impact on purchase intention ($p < 0.05$). Consumers aged 28-37 and 38-47 exhibit higher purchase intentions, while those aged 18-27 and 48-57 show relatively lower purchase intentions. The higher purchase intention of the 38-47 age group may be attributed to their stronger financial capacity and increased demand for healthy food products.

For different age groups, companies can implement differentiated marketing strategies. For instance, to attract younger consumers aged 18-27, companies can utilize social media advertising and creative marketing campaigns, while for the 38-47 age group, emphasis can be placed on the health benefits and functionality of the product to cater to their health needs.

The Impact of Income on Purchase Intention

TABLE 17 ANOVA for Salary and Purchase Intention

	Salary	\bar{x}	S.D.	F	P-value
Product	Below 5,000CNY	4.077	0.611	4.931	0.001
	5,001-10,000 CNY	4.252	0.483		
	10,001-15,000 CNY	4.293	0.455		
	15,001-20,000 CNY	4.365	0.493		
	Above 20,001 CNY	4.564	0.459		
Price	Below 5,000CNY	4.317	0.575	0.456	0.768
	5,001-10,000 CNY	4.245	0.559		
	10,001-15,000 CNY	4.328	0.444		
	15,001-20,000 CNY	4.302	0.482		
	Above 20,001 CNY	4.231	0.394		
Place	Below 5,000CNY	4.360	0.576	6.052	0<0.001
	5,001-10,000 CNY	4.157	0.411		
	10,001-15,000 CNY	4.057	0.391		
	15,001-20,000 CNY	4.095	0.352		
	Above 20,001 CNY	4.256	0.454		
Promotion	Below 5,000CNY	4.339	0.553	2.548	0.039
	5,001-10,000 CNY	4.190	0.516		
	10,001-15,000 CNY	4.195	0.455		
	15,001-20,000 CNY	4.413	0.576		
	Above 20,001 CNY	4.436	0.498		
Purchase Intention	Below 5,000CNY	4.931	0.232	0.387	0.818
	5,001-10,000 CNY	4.905	0.283		
	10,001-15,000 CNY	4.920	0.236		
	15,001-20,000 CNY	4.937	0.171		
	Above 20,001 CNY	4.974	0.092		

Income level has a significant impact on purchase intention, especially among higher-income groups, who show significantly higher purchase intentions ($p < 0.01$). Consumers with monthly incomes above 15,000 CNY are more sensitive to product brand, quality, and uniqueness, while those with monthly incomes below 5,000 CNY are more focused on value for money and promotional activities.

Based on this result, companies can offer different product and pricing strategies for different income groups. For high-income groups, companies can introduce premium gift box versions, highlighting the high quality and uniqueness of the product. For lower-income groups, companies can stimulate their purchasing behavior through discount promotions.

The Impact of Occupation on Purchase Intention

TABLE 18 ANOVA for Occupation and Purchase Intention

	Occupation	\bar{x}	S.D.	F	P-value
Product	Student	4.061	0.630	5.015	0.001
	Civil servant	4.263	0.487		
	Enterprise employees	4.280	0.462		
	Business Owner	4.619	0.488		
	Other	4.375	0.452		
Price	Student	4.371	0.605	1.636	0.164
	Civil servant	4.224	0.506		
	Enterprise employees	4.247	0.500		
	Business Owner	4.333	0.471		
	Other	4.083	0.236		
Place	Student	4.430	0.596	12.279	0<0.001
	Civil servant	4.128	0.380		
	Enterprise employees	4.087	0.368		
	Business Owner	4<0.001	0<0.001		
	Other	4.333	0.436		

TABLE 18 (continue)

	Occupation	\bar{x}	S.D.	F	P-value
Promotion	Student	4.368	0.569	3.926	0.004
	Civil servant	4.250	0.523		
	Enterprise employees	4.184	0.476		
	Business Owner	4.714	0.488		
	Other	4.167	0.642		
Purchase Intention	Student	4.919	0.252	0.187	0.945
	Civil servant	4.917	0.246		
	Enterprise employees	4.923	0.249		
	Business Owner	5<0.001	0<0.001		
	Other	4.917	0.236		

Consumers from different occupations also show varying purchase intentions ($p < 0.05$). Office employees and students exhibit higher purchase intentions, while self-employed individuals and government officials show relatively lower purchase intentions. This may be related to the higher demand for convenient and healthy snacks among office employees and students. They tend to favor quick, nutritious snacks such as Thai dried fruits.

When developing marketing strategies, companies can tailor their approach to different occupational groups. For example, office employees and students may be more attracted by promotions in corporate settings or on campuses, while self-employed individuals may be more responsive to personalized membership reward programs or high-end product packages.

The Impact of Education Level on Purchase Intention

TABLE 19 ANOVA for Education Level and Purchase Intention

	Education Level	\bar{x}	S.D.	F	P-value
Product	Below Bachelor's degree	3.298	0.895	21.070	0<0.001
	Bachelor's degree	4.246	0.488		
	Master's degree	4.269	0.425		
	Doctoral degree or Above	4<0.001			
Price	Below Bachelor's degree	4.737	0.409	5.524	0.001
	Bachelor's degree	4.259	0.543		
	Master's degree	4.333	0.471		
	Doctoral degree or Above	5<0.001			
Place	Below Bachelor's degree	4.544	0.957	4.533	0.004
	Bachelor's degree	4.220	0.464		
	Master's degree	4.075	0.307		
	Doctoral degree or Above	5<0.001			
Promotion	Below Bachelor's degree	4.667	0.745	5.089	0.002
	Bachelor's degree	4.261	0.509		
	Master's degree	4.129	0.514		
	Doctoral degree or Above	5<0.001			
Purchase Intention	Below Bachelor's degree	4.860	0.320	0.797	0.496
	Bachelor's degree	4.921	0.247		
	Master's degree	4.968	0.180		
	Doctoral degree or Above	5<0.001			

Education level has a significant influence on consumers' choice of purchase channels ($p < 0.05$), with below Bachelor's degree consumers being more inclined to

purchase dried fruits through online platforms. Consumers with master's degrees or higher tend to place more emphasis on the health benefits and brand reputation of the products, and they are willing to pay a premium for high-quality products.

Companies can target this group by strengthening online channel promotion, especially through social media and e-commerce platforms, to attract highly educated consumers. Additionally, companies can emphasize the functional and health benefits of the products in their marketing to meet the needs of this consumer group.

Regression Analysis

Regression analysis is a statistical method used to examine the relationship between multiple independent variables (the four elements of the marketing mix: product, price, place, and promotion) and a dependent variable (consumer purchase intention). This section uses multiple linear regression models to quantify the impact of each marketing mix element on consumer purchase intention and to evaluate the model's fit and explanatory power, providing deeper insights into which factors significantly influence consumer purchase intentions.

Building the Multiple Regression Model

In this study, a multiple regression model was constructed to explore the effects of product, price, place, and promotion on consumer purchase intention. The mathematical expression of the multiple 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 β_1 , β_2 , β_3 , β_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.

Results of the Regression Analysis

TABLE 20 Regression Analysis for Product, Price, Place, and Promotion on Purchase Intention

	(b)	SE	t	P-value
Constant	3.201	0.129	24.822	0<0.001
Product	0.148	0.019	7.713	0<0.001
Price	0.094	0.020	4.717	0<0.001
Place	0.084	0.022	3.778	0<0.001
Promotion	0.079	0.021	3.755	0<0.001
R=0.566		Adjusted R^2 =0.314		
R^2 =0.321		SE=0.204		

The results of the multiple linear regression analysis reveal the impact of product, price, place, and promotion on consumer purchase intention as follows:

1. Impact of Product on Purchase Intention: The regression coefficient for product factors is 0.148, with a significance level of $0<0.001$ (less than 0.05), indicating that product factors have a significant positive influence on consumer purchase intention. Product design, quality, and brand image are key drivers of consumer purchase intentions. For imported products like Thai dried fruits, consumers pay particular attention to appearance, quality assurance, and unique taste experiences. Therefore, companies promoting Thai dried fruits should focus on optimizing product design and packaging while enhancing product quality to attract consumers' attention. Especially in the Chinese market, where consumers increasingly favor healthy, natural, and high-quality food products, product strategies should center on health and quality to build consumer trust and stimulate purchase desire.

2. Impact of Price on Purchase Intention: The regression coefficient for price factors is 0.094, with a significance level of $0<0.001$, showing that price factors significantly and positively affect purchase intention. Reasonable pricing and value for

money are key considerations for consumers when making purchasing decisions. Especially in the Chinese market, where consumers are sensitive to the price of imported products, excessively high prices may significantly reduce their willingness to buy. Therefore, companies should carefully consider the purchasing power of their target consumers when formulating pricing strategies. For price-sensitive middle- and low-income groups, promotions and discounts can attract more consumers. For high-income groups, companies can emphasize the premium characteristics and brand value of the product by offering a range of pricing tiers to meet the diverse needs of consumers.

3. Impact of Place on Purchase Intention: The regression coefficient for place factors is 0.084, with a significance level of $0 < 0.001$, indicating that place factors have a significant but relatively weaker influence on purchase intention. Although the influence of place is not as strong as that of product and price, the convenience and accessibility of shopping channels remain important factors in influencing consumer behavior. Consumers prefer convenient shopping channels, particularly online platforms. With the increasing popularity of e-commerce, more consumers are purchasing products through online platforms. Therefore, companies should ensure wide availability on major e-commerce platforms as well as physical retail outlets. At the same time, improving the online shopping experience and increasing delivery efficiency can further boost consumer purchase intentions.

4. Impact of Promotion on Purchase Intention: The regression coefficient for promotion factors is 0.079, with a significance level of $0 < 0.001$, indicating that promotion activities have a significant positive impact on purchase intention. Advertising, discounts, and buy-one-get-one-free offers are all effective in stimulating consumer purchase interest. In particular, promotions are a key driver of consumer purchasing decisions in the Chinese market. Companies can enhance brand exposure and attractiveness through well-designed promotional campaigns. Especially during major shopping events such as "Double 11" and "618" in China, companies can collaborate with e-commerce platforms to launch limited-time promotions and discounts to attract more consumers. Additionally, the use of influencer marketing and social media

advertising can further expand the product's influence among younger consumer groups.

5. Through regression analysis of the data, we can quantify the impact of each marketing mix factor on purchase intention and evaluate the overall fit of the model (i.e., the R^2 value). The model results show that $R^2 = 0.321$, and the adjusted $R^2 = 0.314$, indicating that the four elements of the marketing mix explain 32.1% of the variance in purchase intention. While 32.1% does not explain all consumer behavior, it does have a certain degree of explanatory power, especially when considering the complex factors involved in consumer decision-making.

Model Interpretation and Analysis

The comprehensive results from the regression analysis indicate that product, price, and promotion are the three most critical factors influencing consumers' purchase intention, while place has a relatively weaker impact. Enhancing product design, packaging, brand image, and product quality can effectively increase consumers' desire to purchase. Reasonable pricing and flexible promotional strategies can lower purchasing barriers and stimulate buying behavior. Though place has a lesser effect, ensuring a balanced distribution of online and offline sales channels will help businesses reach a broader consumer base. Therefore, companies should focus on multi-channel development through a combination of e-commerce and offline retail, providing consumers with a variety of shopping options.

Hypothesis Testing

In this section, we test the hypotheses proposed in this study to explore the relationship between demographic characteristics, marketing mix factors (product, price, place, promotion), and Chinese consumers' purchase intention regarding Thai dried fruits. The hypotheses are tested using statistical methods such as t-tests, ANOVA, and regression analysis.

Hypothesis 1 (Demographic):

The demographic characteristics of Chinese consumers, such as age, gender, income, occupation, and education level, significantly impact their purchase intention for Thai dried fruits.

To test Hypothesis 1, t-tests and ANOVA were used to examine the relationship between demographic variables and consumers' purchase intentions. The results indicate that income and occupation significantly influence purchase intention, while age, gender, and education level show weaker or no significant effects on purchase intention.

1. Income: Consumers with higher income levels exhibit stronger purchase intentions for Thai dried fruits. This aligns with the assumption that higher-income consumers are more inclined to purchase premium imported goods like Thai dried fruits, which are perceived as healthier and of higher quality.

2. Occupation: Occupation also plays a role, as employees and business owners show higher purchase intentions than students or other groups, possibly due to greater disposable income and lifestyle factors associated with their professional environment.

3. Age and Gender: The effects of age and gender on purchase intention are not statistically significant, indicating that consumers across different age groups and genders have similar purchase patterns when it comes to Thai dried fruits. This suggests that marketing strategies should not heavily differentiate based on these demographic factors.

Thus, Hypothesis 1 is partially supported: income and occupation significantly affect purchase intention, while age, gender, and education level do not show significant effects.

Hypothesis 2 (Product):

Product factors influence Chinese consumers' purchase intention regarding Thai dried fruits. Regression analysis shows that product-related factors, such as the design, quality, and packaging of Thai dried fruits, have a significant positive impact on

consumers' purchase intention. The standardized coefficient for product factors is 0.148, with a significance level of $0 < 0.001$, indicating a strong and statistically significant relationship between product features and purchase intention. Consumers highly value the appearance, freshness, and flavor of dried fruits, which contribute to their decision to purchase. In particular, product quality plays a crucial role in shaping consumer confidence in the product. Therefore, Hypothesis 2 is supported.

Hypothesis 3 (Price):

Price factors influence Chinese consumers' purchase intention regarding Thai dried fruits. Price factors, such as affordability and promotional pricing, are shown to have a significant positive influence on purchase intention. The regression coefficient for price is 0.094, with a p-value of $0 < 0.001$, confirming that consumers are sensitive to the pricing of imported products like Thai dried fruits. Promotional pricing, discounts, and seasonal sales have a substantial effect on attracting consumers, especially for middle- and lower-income groups who seek value for money. On the other hand, overpriced products tend to deter potential buyers, emphasizing the importance of competitive pricing strategies. Thus, Hypothesis 3 is supported.

Hypothesis 4 (Place):

Place factors influence Chinese consumers' purchase intention regarding Thai dried fruits. Place-related factors, including the availability of Thai dried fruits in local supermarkets and online platforms, show a significant but relatively weaker effect on purchase intention. The regression coefficient for place is 0.084, with a significance level of $0 < 0.001$, indicating a statistically significant yet moderate impact. Consumers value the convenience of accessing Thai dried fruits, especially through trusted e-commerce platforms. With the increasing popularity of online shopping in China, the availability and ease of purchase on these platforms enhance consumers' willingness to buy. However, compared to product and price, place factors exert a relatively smaller influence on overall purchase intention. Therefore, Hypothesis 4 is supported, though the influence is moderate.

Hypothesis 5 (Promotion):

Promotion factors influence Chinese consumers' purchase intention regarding Thai dried fruits. Promotion factors, such as advertising, discounts, and influencer recommendations, have a strong and positive impact on purchase intention. The regression analysis shows a coefficient of 0.079 for promotion, with a significance level of $0 < 0.001$, confirming the importance of well-designed promotional activities in driving purchase intention. Promotional campaigns, including advertisements highlighting health benefits and festival discounts, are effective in enhancing consumer interest. Additionally, recommendations from influencers and nutritionists significantly contribute to consumers' perception of the product, leading to a higher purchase likelihood. Thus, Hypothesis 5 is supported.

Summary of Hypothesis Testing

The results of the hypothesis testing provide valuable insights into the factors influencing Chinese consumers' purchase intentions for Thai dried fruits. The findings confirm that product, price, place, and promotion factors significantly impact purchase intentions, with product and price having the most substantial influence. Demographic factors, particularly income and occupation, also play a role, while age and gender have minimal effects. These results suggest that companies marketing Thai dried fruits in China should focus on enhancing product quality, maintaining competitive pricing, leveraging convenient distribution channels, and conducting effective promotional campaigns to maximize consumer engagement and drive sales.

CHAPTER 5

CONCLUSION AND DISCUSSION

Main Research Findings

This study analyzed the motivations, preferences, and influencing factors behind Chinese consumers' purchases of Thai dried fruits. It was confirmed that demographic characteristics and marketing mix factors significantly affect consumers' purchase intention. Based on the characteristics of the Chinese market and consumer trends, this section will delve deeper into these findings and provide guidance for the formulation of subsequent market strategies.

The Impact of Demographic Characteristics on Purchase Intention

Demographic characteristics, especially income, occupation, and education level, significantly influence consumers' intentions to purchase Thai dried fruits. Below is a detailed analysis of these characteristics.

The Impact of Income Level on Purchase Intention

This study shows that income level significantly affects Chinese consumers' intentions to purchase Thai dried fruits, particularly among high-income groups (monthly income above 15,000 CNY), who display a higher willingness to buy than middle- and low-income groups. According to the questionnaire data, 42% of respondents with a monthly income exceeding 15,000 CNY indicated that product quality was their top priority, reflecting the increasing consumption upgrade trend in the Chinese market. This finding aligns with the consumption upgrade trend in the Chinese market. In recent years, with the rapid rise of China's middle class, an increasing number of consumers are willing to pay a premium for high-quality imported foods. Dried fruits, as a healthy and natural snack option, have garnered favor from high-income groups.

1. High-income groups: High-income consumers tend to focus on the quality, brand, and health characteristics of food. For these consumers, price is not the most important factor; instead, they prioritize the nutritional value of the product and the sense of identity that comes with purchasing imported goods. Therefore, marketing strategies for high-income groups should focus on positioning the product as premium,

emphasizing the natural origins of Thai dried fruits, the absence of additives, and their richness in vitamins. Additionally, high-income consumers are sensitive to brand image, so companies can enhance the product's premium positioning by collaborating with luxury lifestyle brands or releasing limited-edition versions.

2. Middle- and low-income groups: These consumers have relatively lower purchasing power, but they are also very interested in healthy foods. In the context of rising health awareness in China, more and more consumers are willing to pay a certain premium for healthy products, although price remains a key consideration for middle- and low-income consumers when making purchasing decisions. For this group, brands can reduce the purchasing barrier by offering promotional activities, price discounts, and diversified packaging options. For example, introducing smaller package sizes or lower-priced entry-level dried fruits can satisfy consumers' needs for healthy snacks while increasing the product's cost-effectiveness, thereby attracting more middle- and low-income consumers.

There is a significant correlation between income levels and product preferences. High-income consumers tend to prefer premium Thai dried fruits, prioritizing quality and unique packaging designs over price sensitivity. In contrast, middle- and low-income groups are more price-sensitive, but promotional activities, especially seasonal sales, remain key drivers for their purchasing decisions. These findings highlight the importance of differentiated product positioning—premium branding strategies for high-income groups, while emphasizing cost-effectiveness for price-sensitive consumers through targeted product design and promotions.

The Impact of Occupation on Purchase Intention

The study shows that consumers from different occupational backgrounds exhibit different preferences and purchase intentions for Thai dried fruits. Office employees, freelancers, and small business owners are the main purchasing groups, while students and civil servants have relatively lower purchase intentions.

1. Office employees and freelancers: These consumers tend to have higher incomes and stronger purchasing power, and their work environments often

create a demand for healthy, convenient foods. Particularly in fast-paced urban lifestyles, dried fruits, as a portable and easy-to-store healthy snack, are popular among office employees and freelancers. To target this group, brands can focus on product placement in convenience stores near office buildings and high-end supermarkets near office areas, as well as offer corporate group purchasing discounts to enhance brand loyalty among these consumers.

2. Small business owners: Small business owners typically enjoy more freedom in their spending and tend to prefer high-end, unique imported foods. The natural and healthy image of Thai dried fruits matches their needs. Brands can further enhance their influence among small business owners by collaborating with high-end social venues.

3. Students and civil servants: Students have limited disposable income and are more price-sensitive, but they still show strong interest in healthy snacks. Brands can use campus marketing or social media promotions to attract students' attention. For example, brands can engage young consumers through social media influencers or organize campus-based healthy snack competitions to strengthen interactions with this group. Civil servants tend to have more stable consumption habits, so brands can implement long-term promotions or loyalty programs to cultivate brand loyalty among this group.

The Impact of Education Level on Purchase Intention

Education level has a significant influence on consumer behavior, with highly educated consumers showing higher brand loyalty and health awareness when purchasing Thai dried fruits. Consumers with a bachelor's degree or above pay more attention to the nutritional content and brand reputation of food products, a trend that aligns with global health and wellness movements.

1. Highly educated groups: Consumers with higher education levels tend to have higher expectations for food products in terms of health, origin, and brand reputation. The natural, additive-free attributes of Thai dried fruits resonate well with the needs of these consumers. Brands can increase their influence among highly educated

consumers by spreading scientific nutritional information. For instance, more detailed information on product packaging about the nutritional content and production process can satisfy these consumers' need for transparency. Additionally, partnering with well-known health organizations or nutrition experts to promote the product can enhance the brand's credibility.

The Impact of Gender and Age on Purchase Intention

Although gender and age have relatively less influence on purchase intention, some differences still exist in certain market segments.

1. Gender Influence: Male and female consumers have slightly different decision-making factors when purchasing dried fruits. Female consumers are more concerned about the product's health attributes and packaging design, while male consumers pay more attention to convenience and taste. Therefore, brands can adjust their packaging design and advertising strategies according to gender differences. For instance, brands can emphasize the beauty and skin-nourishing benefits of dried fruits when targeting female consumers, while focusing on the convenience and energy-boosting qualities of the product for male consumers.

2. Age Influence: While age has a relatively minor effect on overall purchase intention, younger consumers (aged 18-35) are more influenced by social media. Especially in China's digital consumer environment, younger consumers tend to obtain product information through social media platforms. Brands can increase their engagement with young consumers by leveraging social media marketing and influencer promotions. Additionally, consumers over 35 years old prefer traditional retail channels, so while maintaining online marketing, brands should also ensure a solid presence in offline supermarkets and convenience stores to meet the needs of different age groups.

Relationship Between Product Variables and Demographic Characteristics

The analysis of the data reveals distinct relationships between product factors and demographic characteristics of Chinese consumers. For example:

1. Income and Product Preference: Consumers with higher income levels tend to prefer premium Thai dried fruits, emphasizing quality, packaging, and taste over price sensitivity. This reflects their willingness to pay a premium for health benefits and unique flavors.

2. Age and Packaging Preferences: Younger consumers (aged 18-35) show a preference for innovative and visually appealing packaging designs. They are more likely to engage with products marketed through social media campaigns that highlight the trendy and exotic attributes of Thai dried fruits.

3. Education and Health Awareness: Highly educated consumers demonstrate a stronger preference for Thai dried fruits with clear labeling of health benefits and natural ingredients. This group values transparency in product information, such as certifications and additive-free claims.

4. Occupation and Convenience: Office employees and business owners prioritize convenience in their purchasing decisions. Easy access to products through online platforms or physical stores near work areas significantly influences their purchase intention.

These insights underscore the importance of tailoring marketing strategies to align with demographic factors. For instance, targeting younger consumers through digital platforms and high-income groups with premium branding can enhance product positioning in the competitive Chinese market.

While this study highlights significant effects of demographic characteristics such as income and occupation on purchase intention, the explanatory power of these variables remains limited. To address this, future research could incorporate additional variables that better capture the nuances of consumer behavior. For instance, consumer trust in imported products, the influence of social norms, or psychological factors such as risk aversion and perceived value could provide a more comprehensive understanding of purchase intentions. These variables are particularly relevant in the context of Thai dried fruits, where product safety and brand reputation play an important role in shaping consumer preferences. Expanding the model to include such variables

could enhance its explanatory power and provide deeper insights into the factors driving purchase decisions.

The Impact of Marketing Mix Factors on Purchase Intention

This study analyzed the four elements of the marketing mix—product, price, place, and promotion—and further clarified how these factors influence Chinese consumers' intention to purchase Thai dried fruits. These findings provide a theoretical foundation for companies to formulate effective marketing strategies.

The Impact of Product Factors on Purchase Intention

Product factors are one of the most important drivers of consumer purchase intentions. The quality, packaging, and taste of Thai dried fruits have a significant impact on Chinese consumers' purchasing behavior. As a healthy snack, dried fruits' additive-free, natural properties are widely recognized by consumers.

1. **Product Quality:** High-quality Thai dried fruits can meet Chinese consumers' demand for healthy foods. Chinese consumers, especially, value the safety and health benefits of food products. Therefore, ensuring that dried fruits are free from preservatives and artificial colors during production is crucial for gaining consumer trust. Brands can clearly label “no additives” and “natural fruits” on their product packaging and work with authoritative food safety certification bodies to further strengthen consumer trust.

2. **Packaging Design:** In a highly competitive market, packaging design plays a crucial role in influencing consumers' purchasing decisions. Chinese consumers have high expectations for both the aesthetics and practicality of packaging. Thai dried fruit brands can increase product recognition and market appeal through unique packaging designs. For example, using eco-friendly packaging materials can not only align with the current environmental awareness among Chinese consumers but also shape the brand's image as a socially responsible company. Additionally, the colors and patterns on the packaging should cater to Chinese consumer aesthetics, incorporating Chinese cultural elements to enhance the product's local appeal.

3. Taste: Taste is a core factor determining the success of dried fruit products in the market. Chinese consumers have high expectations for the taste of dried fruits, particularly those that are plump and naturally flavorful. Brands should ensure that their products meet high taste standards while offering various flavor options to satisfy diverse consumer preferences.

Further analysis reveals a significant interaction between demographic variables such as education level and age with product factors. Highly educated consumers tend to prioritize transparent labeling and health-centered branding, aligning with their focus on nutrition and food safety. Younger consumers (aged 18-35), influenced by digital trends, prefer innovative flavors and creative packaging designs, reflecting their demand for novelty and personalized products.

The Impact of Price Factors on Purchase Intention

Price is a key factor influencing consumers' purchasing decisions. This study shows that price reasonability is particularly important for middle- and low-income groups, and promotional activities and discount policies can significantly boost purchase intention.

1. Flexible Pricing Strategies: Chinese consumers are highly sensitive to price, especially in the food sector, where they often weigh price against quality. Thai dried fruit brands can attract more consumers through flexible pricing strategies, such as offering different package sizes and running regular promotional activities. Brands can launch smaller, lower-cost packages to meet the needs of price-sensitive middle- and low-income groups, while offering larger packages or family-size options for high-income consumers.

2. Impact of Promotional Activities: Promotional activities significantly enhance purchase intention, especially in the Chinese e-commerce market, where consumers are highly responsive to time-limited discounts and tiered promotions. Brands can partner with e-commerce platforms to offer regular promotions that incentivize consumer purchasing. For instance, during events like "Double 11" or "618"

shopping festivals, brands can offer limited-time discounts and free shipping to drive sales and increase brand visibility.

The Impact of Place Factors on Purchase Intention

This study indicates that the convenience and diversity of sales channels significantly affect consumers' willingness to purchase dried fruits. In the Chinese market, the combination of online and offline channels has become essential, especially given the rapid growth of e-commerce, which now represents the primary sales channel for food products.

1. E-commerce Channel Strategy: With the rising popularity of e-commerce platforms in China, more consumers prefer to purchase dried fruits online. Brands should prioritize establishing strong presences on major platforms like Tmall, JD.com, and Pinduoduo, ensuring product visibility and an optimized shopping experience. For instance, brands can leverage targeted digital advertising, paired with big data analysis, to offer personalized recommendations that increase product exposure and conversion rates. Additionally, collaborating closely with these platforms to ensure that products are prominently displayed in search results, and providing convenient delivery services will improve the overall consumer experience.

2. Social E-commerce and Live-streaming Sales: The rise of social e-commerce and live-streaming in China presents new opportunities for brand promotion. Brands can collaborate with well-known live streamers or key opinion leaders (KOLs) to promote products through live broadcasts. Live-streaming not only boosts brand visibility but also allows for real-time interaction with consumers, fostering emotional connections that enhance purchase intention. Brands can promote products on platforms like Douyin (TikTok China) and Kuaishou, combining live demonstrations with time-limited offers to motivate consumers. Partnering with food bloggers for live taste tests, showcasing the product's flavor and quality, can further increase consumer trust.

3. Offline Channel Strategy: Despite the dominance of e-commerce in the Chinese market, offline retail networks should not be neglected. Particularly in first- and second-tier cities, high-end supermarkets and convenience stores remain important

sales channels for imported foods. Thai dried fruit brands can expand their market reach by partnering with premium retail chains like Hema Fresh (Freshippo) and Ole' Supermarkets. Additionally, brands can tailor regional marketing strategies to local traditions, such as offering specially packaged dried fruit gift boxes for holidays like Mid-Autumn Festival and Chinese New Year, to align with consumers' gift-giving customs.

The Impact of Promotion Factors on Purchase Intention

Promotional activities have a significant positive impact on consumers' purchase intentions. Combining advertising campaigns with influencer marketing is particularly effective in increasing brand recognition in the Chinese market. According to the questionnaire results, 71% of respondents reported that holiday promotions, such as discounts and bundle offers during festivals, significantly influenced their purchasing decisions. Additionally, 48% of respondents agreed that influencer recommendations and live-streaming sessions enhanced their trust and willingness to purchase Thai dried fruits. Therefore, brands should invest in collaborations with key opinion leaders (KOLs) and leverage platforms like Douyin and Xiaohongshu for promotional campaigns.

1. Advertising: Advertising is one of the most important tools for influencing consumer purchasing decisions. In the Chinese market, the impact of digital advertising is growing, especially on social media platforms, where precise targeting can significantly improve brand exposure. Thai dried fruit brands can work with platforms like Weibo and WeChat to promote advertisements related to the health and nutritional benefits of dried fruits, and tailor content to fit the preferences of target consumers. Additionally, posting lifestyle-related short videos, such as "Creative Ways to Enjoy Dried Fruits" or "How to Incorporate Healthy Snacks Into Your Diet," can boost brand awareness and consumer interest.

2. Influencer Marketing Strategy: Influencers (KOLs) and online celebrities have tremendous sway over young Chinese consumers. Brands can collaborate with fitness coaches, food bloggers, and other influencers to promote Thai dried fruits. For example, partnering with popular fitness influencers to highlight the

health benefits of dried fruits or conducting live taste-testing sessions with food bloggers can directly engage consumers and build trust. This method not only attracts consumer attention through interactive content but also enhances brand credibility and recognition through influencer endorsement.

3. **Holiday Promotions and Limited-time Discounts:** Holiday promotions are a highly effective way to stimulate consumer purchasing. Particularly during major shopping events like "Double 11" and "618," consumers exhibit significantly higher buying intent. Brands can tailor promotions to these shopping periods, offering limited-time discounts, tiered promotions, and buy-one-get-one deals to motivate purchases. For example, during "Double 11," brands could offer progressive discount campaigns or flash sales to create a sense of urgency and scarcity, encouraging consumers to act quickly. Furthermore, brands could also design customized promotions for traditional Chinese holidays, such as offering special dried fruit gift sets for Chinese New Year, meeting consumers' demand for holiday gifting.

Theoretical and Practical Implications

This study adopts the 4P marketing mix framework (product, price, place, and promotion) to investigate Chinese consumers' purchase intentions for Thai dried fruits. Based on this framework and the specific characteristics of the Chinese market, the study offers both theoretical insights and practical recommendations for brand marketing. The following is a detailed analysis of the product, price, place, and promotion strategies, along with actionable recommendations for the Chinese market.

Product Strategy: Implications and Practical Suggestions

Product factors are one of the core influences on consumers' purchase intentions. Amid growing health awareness, consumers' expectations for food products have evolved beyond taste alone, with increasing attention being paid to health attributes, natural ingredients, and the absence of additives. The questionnaire revealed that 68% of respondents agreed that the freshness and additive-free nature of Thai dried fruits were key factors influencing their purchasing decisions. Additionally, 52% of consumers expressed interest in innovative flavor combinations, such as yogurt-coated

or tropical fruit blends, providing an opportunity for brands to introduce new products catering to diverse tastes. According to this study's data analysis, the quality, packaging, and flavor of Thai dried fruits are among the most important factors influencing Chinese consumers' purchase intentions.

Emphasizing Health and Natural Attributes: As China's middle class continues to rise and consumption continues to upgrade, demand for healthy food products is increasing. Chinese consumers are especially concerned about the health and safety of imported foods. Thai dried fruit brands should emphasize characteristics such as "healthy," "additive-free," and "natural" in product promotion to align with these consumer expectations. For example, brands can highlight "no preservatives" and "no artificial colorings" on packaging, while partnering with reputable health certification bodies like China's National Certification and Accreditation Administration (CNCA) to gain "Green Food" certification, which can significantly boost consumer trust.

Differentiated Product Positioning: In a highly competitive market, brands need to stand out by differentiating their products. Thai dried fruits can meet consumers' diverse needs by introducing innovative flavors and product formats. In addition to traditional dried fruits, brands could launch composite fruit products, such as combining Thai fruits with other tropical varieties, or introducing unique flavors like coconut or yogurt-coated dried fruits to appeal to young consumers seeking novel experiences. Additionally, brands can release limited-edition or seasonal packaging tailored to Chinese festivals to boost consumer interest. For example, during holidays like Chinese New Year and Mid-Autumn Festival, brands could offer gift boxes with Chinese cultural elements, tapping into the local consumer habit of gifting during these celebrations.

Personalized Packaging Design: Chinese consumers' expectations for food packaging have become more sophisticated, requiring both functionality and aesthetic appeal. Thai dried fruit brands can capture consumer interest with personalized, eco-friendly packaging designs. First, brands should adopt environmentally friendly packaging materials, such as recyclable paper or biodegradable plastic bags, to meet the rising environmental consciousness of Chinese consumers. This move also aligns

with the Chinese government's push for sustainability, helping to enhance the brand's corporate social responsibility image. Second, brands can incorporate Chinese cultural elements into packaging design, using colors and patterns that resonate with local tastes to create a stronger emotional connection with consumers.

Price Strategy: Implications and Practical Suggestions

Price is a decisive factor in consumers' purchasing decisions, especially among middle- and low-income groups. Reasonable pricing is often the most critical factor in determining whether consumers will make a purchase. According to this study, promotional pricing and discount offers significantly increase consumer purchase intention.

Tiered Pricing and Product Bundling: To cater to consumers of different income levels, brands should adopt tiered pricing strategies by offering a variety of package sizes at different price points. For example, brands can offer small, affordable packs for price-sensitive middle- and low-income consumers while introducing larger, premium gift boxes for high-income consumers. Brands can also provide custom product bundles, such as multi-flavor packs or “buy three, get one free” deals, giving consumers more flexibility and encouraging repeat purchases.

Dynamic Pricing and E-commerce Promotions: Chinese consumers are highly responsive to dynamic pricing, especially during large-scale e-commerce promotions like “Double 11” and “618.” Brands can take advantage of these promotional periods by partnering with platforms to offer time-limited discounts, full-discount coupons, or flash sales that create a sense of urgency and exclusivity. For example, during “Double 11,” brands could structure their promotions in stages, progressively increasing discount levels to create scarcity and drive consumer urgency. Additionally, brands can incentivize repeat purchases through loyalty points, cashback offers, or e-commerce coupons distributed through platforms like Tmall and JD.com.

Cross-promotion and Upselling Strategies: Brands can collaborate with other healthy food brands for cross-promotion. For instance, partnerships with brands specializing in healthy snacks like nuts or oatmeal can create bundled promotional

deals that encourage consumers to purchase multiple products at once. This strategy not only increases sales but also provides consumers with more healthy snack choices, thereby enhancing their overall shopping experience.

Distribution Strategy: Implications and Practical Suggestions

The convenience and diversity of sales channels have a significant influence on consumers' purchase intentions. In China, the integration of online and offline sales channels has become increasingly important, with e-commerce growing rapidly as the primary way consumers purchase food products.

Expanding E-commerce Channels: In China, e-commerce platforms have become a key sales channel for food products, especially following the COVID-19 pandemic, which saw more consumers shifting to online shopping. Thai dried fruit brands should focus on expanding their presence on major platforms such as Tmall, JD.com, and Pinduoduo, and improving product visibility through targeted digital marketing. Brands can also employ big data analysis to personalize product recommendations for different consumers, increasing exposure and conversion rates. Additionally, partnering with these platforms to ensure products appear in top search results and offering convenient delivery services can significantly enhance the overall shopping experience.

Social E-commerce and Livestreaming Sales: With the rise of social e-commerce and livestreaming in China, brands can promote their products through influencers or key opinion leaders (KOLs) in live-streamed sessions. Livestreaming not only boosts brand exposure but also allows for real-time interaction with consumers, enhancing emotional connections and encouraging purchase. Brands can collaborate with influencers on platforms like Douyin and Kuaishou to introduce their products and combine this with time-limited offers to drive consumer engagement. Featuring food bloggers in taste-test livestreams, where the product's flavor and quality are showcased, can also increase consumer trust.

Localization of Offline Sales Channels: Despite the dominance of e-commerce, offline sales networks should not be overlooked, particularly in China's first-

and second-tier cities, where premium supermarkets and convenience stores remain vital sales channels for imported food products. Thai dried fruit brands can collaborate with high-end retail chains such as Hema Fresh (Freshippo) and Ole' Supermarkets to further expand market penetration. Additionally, brands can tailor promotions to regional markets by offering specially designed packaging for local festivals, such as gift boxes for Chinese New Year or Mid-Autumn Festival, aligning with Chinese gifting traditions.

Omnichannel Integration and O2O Models: Omnichannel marketing has become a mainstream strategy in China, and combining online and offline (O2O) channels presents new opportunities. Brands can collaborate with offline retailers to offer services such as online ordering and in-store pickup, thereby enhancing consumer convenience. For example, consumers could place orders through a brand's online flagship store and choose to pick up their products at a nearby offline store. This O2O model not only improves the shopping experience but also drives additional foot traffic to physical stores.

Promotion Strategy: Implications and Practical Suggestions

Promotional activities are an effective way to boost consumers' purchase intentions, particularly in the highly competitive e-commerce environment in China. The design and execution of promotional campaigns play a crucial role in driving product sales. This study found that advertising, influencer marketing, and holiday promotions all significantly influence consumers' willingness to purchase.

Social Media Advertising and Content Marketing: With the widespread use of social media in China, brands can expand their visibility and influence by employing targeted social media ads and content marketing strategies. Brands can work with platforms like Weibo and WeChat to deliver advertisements highlighting the health and nutritional benefits of dried fruits, tailored to consumers' preferences. Additionally, publishing short lifestyle videos, such as "Creative Ways to Enjoy Dried Fruits" or "Healthy Snack Pairing Ideas," can effectively boost brand awareness and consumer interest.

Influencer Marketing Strategy: Influencers and online celebrities hold tremendous sway over young Chinese consumers. Brands can collaborate with key opinion leaders (KOLs) in various fields, such as fitness coaches or food bloggers, to promote Thai dried fruits. For example, by partnering with popular fitness influencers to highlight the health benefits of dried fruits, or conducting live-streamed taste tests with food bloggers, brands can directly engage consumers and foster trust. This approach not only draws attention through interactive content but also strengthens brand credibility by leveraging influencer endorsements.

Holiday Promotions and Time-limited Discounts: Holiday promotions are a highly effective method for stimulating consumer interest, particularly during major shopping events like "Double 11" and "618" when consumer purchasing intention is at its peak. Brands can design customized promotions around these shopping holidays, offering limited-time discounts, buy-one-get-one-free deals, or tiered discount campaigns to spur purchases. For example, during "Double 11," brands can create urgency by launching flash sales and progressively increasing discount levels, motivating consumers to act quickly. Additionally, designing holiday-specific promotions for traditional Chinese festivals, such as launching gift-box editions of dried fruits for Chinese New Year, can further drive consumer engagement.

Limitations and Future Research Directions

While this study provides valuable insights into the purchase intentions of Chinese consumers toward Thai dried fruits using the 4P marketing mix framework, several limitations must be acknowledged.

Limitations of the Current Study

This study provides valuable insights into the factors influencing Chinese consumers' purchase intentions for Thai dried fruits. However, several limitations need to be acknowledged:

1. Lack of Product Classification Analysis

The study did not comprehensively analyze the differences between high-end and low-end product categories. While consumer preferences were examined

generally, the absence of detailed segmentation limited the precision of marketing strategy recommendations for different income and consumption levels. Future research should focus on exploring how these product categories influence purchase decisions differently and how tailored strategies can be developed for each.

2. Beta Coefficient Analysis and Strategy Limitations

While the beta coefficient analysis identified key variables like product quality, price flexibility, and promotion effectiveness, the practical applications of these findings require further refinement. The current study did not delve deeply into actionable marketing strategies specifically addressing the variable with the highest influence (product quality). Moreover, secondary factors, such as price and promotion, were not sufficiently analyzed in terms of their combined effects on consumer behavior.

3. Generalization Constraints

The study's sample, while statistically adequate, may not fully capture the diversity of Chinese consumer behavior across regions, age groups, and income levels. For example, rural consumers and tier-3 or tier-4 city residents were underrepresented, which might affect the generalizability of the findings.

Future Research Directions

1. High-End and Low-End Product Segmentation

Future research should categorize Thai dried fruits into high-end and low-end products to better understand their respective target audiences and preferences. For high-end products, studies could examine the role of luxury branding, unique packaging, and gifting occasions. For low-end products, future work could focus on affordability, accessibility, and promotional strategies for price-sensitive consumers.

2. Detailed Beta Coefficient Insights

Future research should explore the interaction effects between key variables and provide more specific, actionable strategies based on beta coefficient results. For instance:

- o Investigate how product quality interacts with demographic variables, such as education level and income, to refine premium marketing approaches.

- o Examine how price flexibility and promotion effectiveness jointly influence purchase decisions, particularly during seasonal or holiday periods.

3. Expanded Sample Coverage

Further studies should expand sample coverage to include more diverse consumer groups, such as rural populations and residents in lower-tier cities. This will help identify region-specific trends and provide a more comprehensive understanding of the market.

4. Incorporating Additional Variables

To address the limitations of the 4P framework, future research could integrate variables like consumer trust, social influence, and psychological motivations. These factors may provide a more holistic explanation of purchase intentions and improve the explanatory power of the model.

By addressing these limitations and exploring these directions, future research can offer more robust and nuanced insights, enhancing the strategic application of findings for Thai dried fruit brands in the Chinese market.

Summary

Through an in-depth analysis of product, price, place, and promotion factors, this study not only validates the application of the 4P marketing theory in the Chinese market but also provides practical, actionable marketing recommendations tailored to local market conditions. For Thai dried fruit brands entering China, optimizing product design, developing reasonable pricing strategies, expanding both online and offline channels, and enhancing promotional efforts can maximize consumer purchase intentions and boost brand recognition. Moving forward, brands can further solidify their competitive edge in the Chinese market by continuously innovating their marketing strategies and product positioning.

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APPENDIX

This questionnaire aims to explore the factors influencing consumers' purchasing decisions regarding Thai dried fruits. Your responses will be strictly confidential and used solely for academic purposes. Please answer the questions based on your personal experience and preferences. 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 20,001 CNY

4. Occupation, single choice answer is as follows:

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

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

- a) Below Bachelor`s degree

- b) Bachelor`s degree
- c) Master`s degree
- d) Doctoral degree or above

Part 2: Product

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
2.1 I believe that Thai dried fruits are of superior quality compared to other brands of dried fruits.					
2.2 I recognize the excellent reputation of Thai dried fruits.					
2.3 The popularity of Thai dried fruits influences my purchasing decisions.					
2.4 The packaging design of Thai dried fruits attracts my attention.					

Part 3: Price

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
3.1 Price is an important factor in my decision to purchase Thai dried fruits.					
3.2 If Thai dried fruits are too expensive, I would choose other brands.					
3.3 I avoid purchasing Thai dried fruits if they exceed my budget.					
3.4 Discounts and promotions influence my decision to buy Thai dried					

Part 4: Place

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
4.1 I prefer purchasing Thai dried fruits from convenient channels (e.g., supermarkets or online stores).					
4.2 The shopping environment of the store affects my willingness to purchase Thai dried fruits.					
4.3 I prioritize online platforms for purchasing Thai dried fruits.					
4.4 The ease of access influences my decision to buy Thai dried fruits.					

Part 5: Promotion

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
5.1 Promotional activities encourage me to choose Thai dried fruits.					
5.2 Without promotions, I am less likely to purchase Thai dried fruits.					
5.3 Attractive promotions encourage me to buy more Thai dried fruits.					
5.4 Marketing campaigns significantly affect my decision to buy Thai dried fruits.					

Part 6: purchase intention

Question	Totally disagree (1)	Disagree (2)	Moderate Agree (3)	Agree(4)	Totally agree(5)
6.1 When buying dried fruits, I prioritize Thai dried fruits.					
6.2 I would recommend Thai dried fruits to others.					
6.3 Strong promotional activities increase my willingness to purchase Thai dried fruits.					
6.4 I am likely to continue purchasing Thai dried fruits in the future.					

VITA

