



MARKETING STRATEGIES OF THAI MAKE UP BRAND “MISTINE” AMONG CHINESE  
CONSUMERS



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กลยุทธ์การตลาดเครื่องสำอางแบรนด์ไทย “MISTINE” ในกลุ่มผู้บริโภคชาวจีน



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BY  
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HAS BEEN APPROVED BY THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT  
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This research aims to study the factors affecting consumers' decision to choose Thai cosmetics brand Mistine in China. The sample group used in this research consists of 410 young female consumers in China who are interested in using cosmetics services. A questionnaire is used as the tool for collecting data. The statistics used to analyze the data include frequency, percentage, mean and standard deviation. An analysis of differences is conducted by finding t-values and F-test, One-way ANOVA, LSD and Multiple regression analysis statistics. The results of the hypothesis testing find that consumers with different age, occupation, education level, and average monthly income exhibit distinct behaviors in their decision to purchase Mistine Thai cosmetics, with statistical significance at the 0.05 level. Among the 4P marketing factors, product strategy, price strategy, place strategy, and promotion strategy significantly influence consumers' purchase decisions for Mistine Thai cosmetics, also at the 0.05 statistical significance level.

Keyword : Thai cosmetics, Mistine brand, China consumer behavior, 4P marketing strategy, Purchase Decision

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## TABLE OF CONTENTS

	Page
ABSTRACT .....	D
ACKNOWLEDGEMENTS.....	E
TABLE OF CONTENTS.....	F
LIST OF TABLES.....	J
LIST OF FIGURES .....	K
CHAPTER 1 INTRODUCTION .....	1
Overview.....	1
Background.....	1
Objectives of the Study.....	3
Significance of the Study .....	4
Scope of the Study.....	4
Summary .....	6
Conceptual framework.....	6
CHAPTER 2 LITERATURE REVIEW.....	9
Overview.....	9
4P marketing theory .....	9
Status of foreign research.....	16
Research on the current situation in China .....	17
Literature Gaps .....	20
Hypotheses .....	21
CHAPTER 3 RESEARCH METHODOLOGY .....	22

Overview.....	22
Research Design.....	22
Research Population and Sample .....	23
Data Collection .....	23
Data Analysis .....	24
Summary .....	25
CHAPTER 4 DATA ANALYSIS AND RESULTS .....	26
Demographic Characteristics Analysis .....	26
Age Analysis .....	26
Occupational Analysis .....	28
Summary of Demographic Characteristics .....	29
Descriptive Statistical Analysis of the 4P Marketing Theory Factors .....	30
Descriptive Statistical Analysis of the Product Factor .....	30
Descriptive Statistical Analysis of the Price Factor .....	32
Descriptive Statistical Analysis of the Place Factor.....	33
Descriptive Statistical Analysis of the Promotion Factor .....	35
Conclusion .....	36
Descriptive Statistical Analysis of Brand Perception Factors .....	37
Descriptive Statistical Analysis of Brand Perception.....	37
In-Depth Analysis of Brand Perception .....	39
Reliability and Validity Analysis.....	39
Cronbach's Alpha Reliability Analysis .....	40
KMO and Bartlett's Test of Sphericity .....	41



Factor Loadings Analysis.....	41
Correlation Analysis of 4P and Brand Perception on Purchase Decision.....	43
Correlation between Product and Purchase Decision .....	44
Correlation between Price and Purchase Decision.....	44
Correlation between Place and Purchase Decision .....	45
Correlation between Promotion and Purchase Decision.....	46
Correlation between Brand Perception and Purchase Decision .....	46
t-test and ANOVA for Purchase Decision .....	47
Impact of Age on Purchase Decision .....	47
Impact of Monthly Profit on Purchase Decision.....	51
Impact of Occupation on Purchase Decision.....	58
Summary and Strategic Recommendations .....	62
Regression Analysis.....	62
Construction of the Regression Model .....	62
Regression Analysis Results.....	63
Hypothesis Testing.....	67
CHAPTER 5 DISCUSSION AND CONCLUSION.....	71
Demographic Influences.....	71
Dominance of Marketing Mix (4P) .....	71
Strategic Role of Brand Perception .....	72
Discussion of Findings.....	72
Practical Implications and Recommendations .....	74
Product strategy .....	74

Price strategy .....	75
Place strategy .....	76
Promotion policy.....	77
Limitations and Future Research Directions.....	77
REFERENCES.....	80
APPENDIX .....	83
VITA .....	90

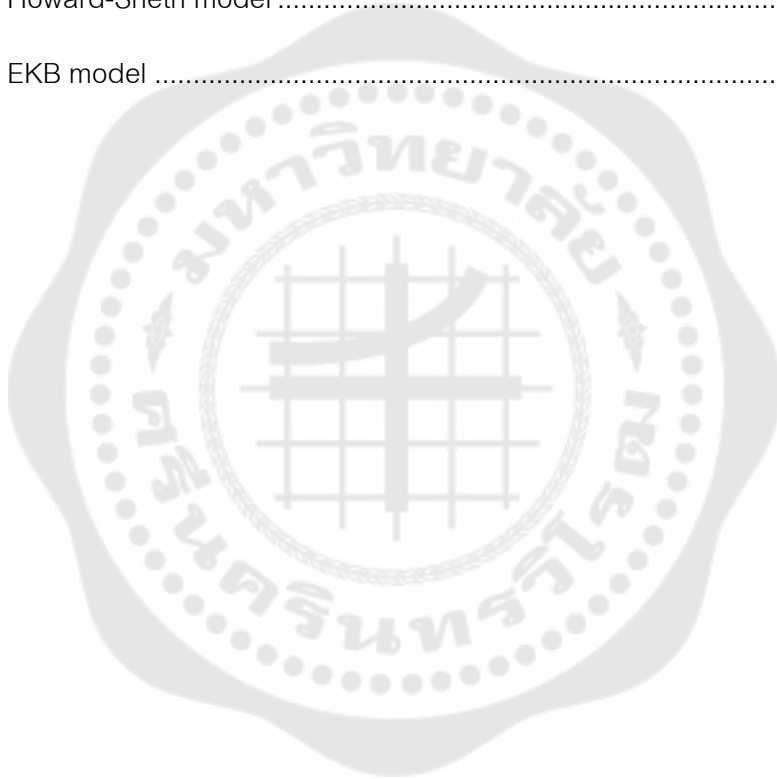


## LIST OF TABLES

	Page
Table 1 Age Distribution of Respondents .....	26
Table 2 Occupational Distribution of Respondents .....	28
Table 3 Product Dimension Ratings.....	30
Table 4 Price Dimension Ratings .....	32
Table 5 Place Dimension Ratings .....	33
Table 6 Promotion Dimension Ratings .....	35
Table 7 Overall Ratings of Marketing Mix Components .....	36
Table 8 Brand Perception Dimension Ratings.....	37
Table 9 Cronbach's Alpha for Marketing Mix and Brand Perception.....	40
Table 10 KMO and Bartlett's Test for Marketing Mix and Brand Perception .....	41
Table 11 Factor Loading for Marketing Mix and Brand Perception .....	41
Table 12 Correlation Matrix between Marketing Mix, Brand Perception, and Purchasing Decisions .....	43
Table 13 ANOVA for Age and Marketing Mix Dimensions .....	47
Table 14 t-Test for Monthly Profit Dimensions .....	51
Table 15 ANOVA for Occupation and Marketing Mix Dimensions .....	58
Table 16 Regression Coefficients for Marketing Mix and Brand Perception .....	64

## LIST OF FIGURES

	Page
Figure 1 Research framework .....	6
Figure 2 Conceptual framework.....	7
Figure 3 Nicosia model .....	13
Figure 4 Howard-Sheth model .....	14
Figure 5 EKB model .....	15



# CHAPTER 1

## INTRODUCTION

### Overview

With the deepening of globalization and increasingly frequent trade exchanges between countries, Thai cosmetics are gradually favored by consumers in the Chinese market because of their unique natural ingredients and delicate packaging. The Thai cosmetics industry, with its unique product characteristics and market positioning, is striving to gain a foothold in the huge consumer market in China. However, it is not easy to stand out in the highly competitive Chinese cosmetics market. Therefore, Thai cosmetics brands need to carefully plan and execute effective marketing strategies to attract and maintain the interest of Chinese consumers. This study aims to explore how Thai cosmetics successfully attract consumers in the Chinese market through clever marketing strategies, and analyze the key factors of their success, with a view to providing reference for other foreign brands entering the Chinese market.

### Background

At present, China's economic development is in good condition, consumers' disposable income is constantly increasing, and the consumption structure has also begun to change, especially the current young consumer groups, the demand for high-end products such as cosmetics is increasing day by day, and the size of the cosmetics market is constantly expanding. For cosmetic brands at home and abroad, China's cosmetics market has great consumption potential. It is a rare area to be developed. In terms of market scale, the annual retail sales of cosmetics reached 833.3 billion RMB in 2018, and maintained an annual growth rate of about 20%, which indicates that the Chinese cosmetics market will maintain a high growth situation for a certain period of time. For the whole of 2023, retail sales of cosmetics reached 414.2 billion RMB, up 5.1 percent year on year, according to China's National Bureau of Statistics. Among them, in April 2023, the total retail sales of cosmetics recorded the highest growth rate in the whole year, increasing by 24.3% year-on-year to 27.6 billion RMB; July and November

showed negative growth compared with the same period in 2022, down 4.1% and 3.5% year-on-year. In addition, data released by the General Administration of Customs showed that China imported 23,700 tons of beauty cosmetics and toiletries in December 2023, with an import value of 8.51 billion RMB; In 2023, China imported 358,600 tons of beauty cosmetics and toiletries, down 14.2% from the same period in 2022, and the import value was 126.02 billion RMB, down 15.2% year on year. In 2023, China's per capita cosmetics expenditure will be 62 US dollars, while Japan, South Korea and the United States will be 306 US dollars, 270 US dollars and 279 US dollars respectively, which is far behind developed countries and has a large space for market improvement. In addition, with the continuous improvement of consumer demand, the overall demand of consumers for cosmetics will also increase. In this context, cosmetics need to be upgraded for the Chinese market no matter from manufacturing to sales, so as to ensure that they can meet the increasing consumer demand of Chinese consumer groups.

Thai cosmetics brands, especially leaders such as Mistine, have been able to emerge in the global market thanks to two key advantages: Thailand's unique natural resources and long tradition of herbal medicine, which infuse products with rich natural plant essence and meet the high expectations of contemporary consumers for health, environmental protection and safety; Second, Thai cosmetics brands make unremitting efforts in R&D innovation, packaging design and brand building, and are committed to establishing deep emotional bonds with consumers. However, although these brands show some charm in the Chinese market, their recognition and market share are still insufficient. This is mainly attributed to the relatively weak marketing efforts of Thai cosmetics brands in the Chinese market, limited brand awareness, and under the pressure of international brands such as Europe, America, Japan and South Korea, the competition is particularly fierce. Therefore, how to formulate and implement effective marketing strategies to enhance the popularity and influence of Thai cosmetics brands in the Chinese market has become a key issue to be solved urgently for Thai cosmetics brands.

In this context, this study will focus on the marketing strategies of Thai cosmetics brands in Chinese consumer groups, deeply analyze their current situation, challenges and potential opportunities in the Chinese market, and propose operable marketing strategies to help Thai cosmetics brands better integrate into the Chinese market and maximize the brand value.

### **Objectives of the Study**

#### **(1) Explore demographic differences and purchasing decisions**

Analyze the preferences, needs and decision-making process of consumers with different demographic characteristics such as age, gender, income level and education level when purchasing Thai cosmetics. Through this analysis, understand which groups are the main target markets for Thai cosmetics and the main considerations for these groups when purchasing. Based on demographic differences, Thai cosmetics brands can more accurately locate the target market and develop more targeted marketing strategies, such as product differentiation, price strategy adjustment, channel selection optimization, etc.

#### **(2) Explore the correlation between marketing mix factors and purchasing decisions**

Marketing mix factors usually include four aspects: Product, Price, Place and Promotion. This study will take a quantitative study on how these four factors affect the decision-making process of Chinese consumers when purchasing Thai cosmetics, and reveal the internal connection and interaction mechanism between them. By understanding the correlation between marketing mix factors and purchase decisions, Thai cosmetic brands can optimize their product mix, adjust pricing strategies, expand sales channels, and innovate promotional methods, thereby enhancing their brand image and market competitiveness.

### Significance of the Study

Theoretical significance: The research on the marketing strategy of Mistine brand in the Chinese market has injected new vitality into the marketing theory. It not only shows how multinational brands can be precisely positioned and effectively communicated in foreign markets, but also reveals the key role of modern technologies such as social media and big data in brand building and consumer interaction. Through the in-depth analysis of Mistine's case, we are able to extract the universal rules of successful operation of multinational brands in different cultural backgrounds, which further enriches and improves the theoretical system of international marketing. In addition, the research also promotes the cross-integration of brand management, market segmentation, consumer behavior and other fields, providing strong support for the diversified development of marketing theory.

Practical significance: From a practical point of view, the success of Mistine brand in the Chinese market provides valuable experience for Thailand and other international enterprises. Its marketing strategy not only shows how to accurately grasp the needs of Chinese consumers, but also shows how to effectively use local resources and build a strong brand influence. By summarizing the marketing strategy of Mistine, a typical profit model applicable to the Chinese market can be extracted, which provides a set of feasible operating guidelines for Thai enterprises and other international brands to enter the Chinese market. At the same time, these strategies also provide China's local brands with the opportunity to learn and learn from, to help them enhance market competitiveness and achieve brand upgrading. In addition, the study also emphasizes the importance of continuous innovation and flexibility, which provides useful implications for the sustainable development of all brands in the context of globalization.

### Scope of the Study

This study focuses on exploring Thai cosmetic brands and discusses the marketing strategies and their effects in the Chinese consumer market using Mistine as an example. The core topics of the research include two aspects: one is the influence of demographic characteristics on consumers' decision to purchase Thai cosmetics; The



second is the correlation between marketing mix factors (specifically referring to the 4P factors of product, price, channel or location, and promotion) and Chinese consumers' purchase decisions.

This study will carefully analyze the behavioral patterns and preference differences of Chinese consumers with different demographic backgrounds (such as age, gender, income level, education background, etc.) when purchasing Thai cosmetics, aiming to explore the core factors that affect the purchase decisions of these consumers. In addition, the study will deeply examine the marketing strategies adopted by Thai cosmetics brands in the Chinese market, especially how to use the 4P marketing mix to build brand image, stimulate consumer interest and promote sales conversion.

By comprehensively considering the dual effects of demographic characteristics and marketing mix factors, this study seeks to comprehensively and deeply understand the marketing strategies and effects of Thai cosmetics brands in the Chinese market, so as to provide marketing suggestions with practical guidance for relevant enterprises, help them better grasp the needs of Chinese consumers, optimize marketing strategies, and enhance market competitiveness.

Specifically, this study can be divided into the following parts:

The first part is the introduction part of this study, which gives a necessary background introduction to the changes in the Chinese cosmetics market, Chinese consumers' consumption view of cosmetics, and expounds the specific research significance of the article.

The second part is the theoretical overview of this study, which mainly gives a theoretical overview of the marketing strategy theory and 4P marketing strategy theory designed in the article, and analyzes the research status of other researchers about cosmetics.

The third part gives the necessary elaboration on the questionnaire and interview of Thai companies based on the actual situation.

The third part makes a specific analysis of the Thai company based on the actual situation.

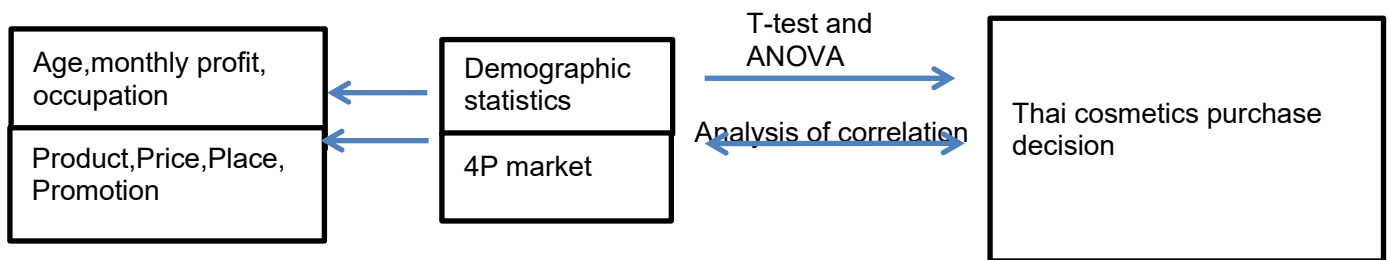


Figure 1 Research framework

### Summary

This chapter mainly introduces the background, objectives, significance and scope of the study. The marketing strategy of Thai cosmetics in the Chinese market is a subject worthy of in-depth research, not only because of the huge consumption potential of the Chinese market, but also because of the unique charm and market competitiveness of Thai cosmetics. Through this study, we expect to reveal the successful marketing strategies of Thai cosmetics in the Chinese market and provide valuable reference information for related industries. The following chapters will further discuss the relevant literature review, research methods, data analysis and conclusions.

### Conceptual framework

Focusing on the marketing strategies of Thai cosmetics among Chinese consumers, this study aims to reveal the key factors for the success of Thai cosmetics brands in the Chinese market through an in-depth analysis of their market positioning, product features, channel layout and promotion methods. With the acceleration of globalization, Thai cosmetics have gradually gained a place in the Chinese market by virtue of their unique cultural charm, high-quality product characteristics and innovative marketing strategies. This study first reviewed the development process of the cosmetics industry in Thailand and sorted out its competitive landscape in the global and Chinese markets. Subsequently, through the literature review, the research results on cosmetics marketing strategies at home and abroad are summarized, and the gaps

in the current research are pointed out, which provides the theoretical basis and research direction for this study.

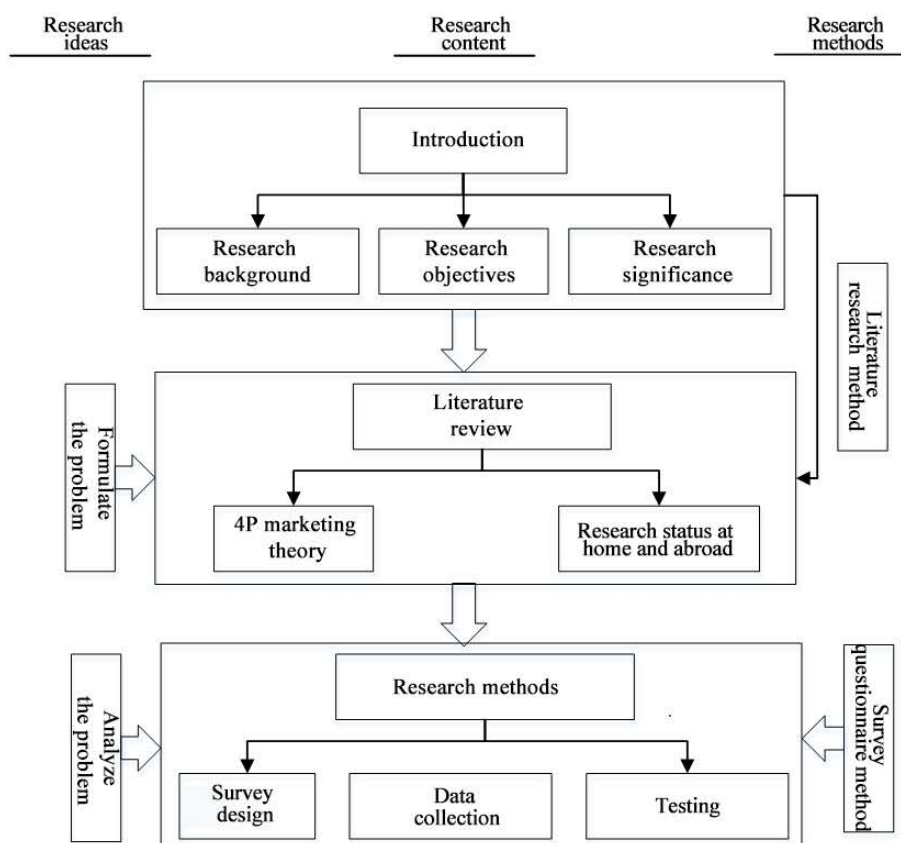


Figure 2 Conceptual framework

In terms of research methods, this study adopted a combination of quantitative and qualitative research methods, and collected a large number of data on consumer behavior, brand awareness, purchase intention and other aspects of Thai cosmetics in the Chinese market through questionnaires, in-depth interviews, data analysis and other means. At the same time, this study also used a variety of analytical tools and methods to conduct in-depth analysis and interpretation of the collected data.

Through this study, we expect to reveal the marketing strategy and effectiveness of Thai cosmetics in the Chinese market, and provide useful reference and reference for other international cosmetics brands to enter the Chinese market. At the same time, this study will also provide theoretical support and practical guidance for the further expansion and optimization of Thai cosmetic brands in the Chinese market.



## CHAPTER 2

### LITERATURE REVIEW

#### Overview

In the global market environment, the marketing strategy of Thai cosmetics to enter the Chinese market is particularly critical. As a classic framework for marketing, the 4P marketing theory provides theoretical guidance for Thai cosmetic brands. By carefully planning the four aspects of Product, Price, Place and Promotion, brands can more effectively meet the needs of Chinese consumers.

Foreign studies on Thai cosmetics in the Chinese market mostly focus on consumer behavior, market acceptance and brand image, which provide valuable market insight for Thai cosmetics brands. Meanwhile, domestic research pays more attention to Chinese consumers' purchase motivation, consumption habits and brand loyalty, which is of great significance for understanding the dynamics of the local market.

However, despite the existing research base, the literature on the specific marketing strategies and effects of Thai cosmetics in the Chinese market is still insufficient. This study aims to fill this gap and provide more targeted market suggestions for related brands by in-depth analysis of the actual marketing strategies of Thai cosmetics in the Chinese market.

#### 4P marketing theory

The 4Ps (the four Ps of Marketing theory) is the term Neil Boden adopted in his first speech to the American Trade Organization in 1953. Neil Boden, in his first speech to the United States trade Organization in 1953, coined the term "marketing mix" to show that marketing elements are more or less influenced by market demand.

In his 1960 book Basic Marketing, Professor Jerome McCarthy organized these factors into four general terms: product, price, channel, and promotion.<sup>1</sup>

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<sup>1</sup> Jerome McCarthy. Basic Marketing. Shanghai: Shanghai People's Publishing House, (2006).

In his 1967 book *Marketing Management: Analysis, Planning, and Control*, Philip Kotler identified four elements of the marketing mix<sup>2</sup>:

Product, the product sold by the enterprise or the service provided to the market, can be either tangible or intangible. The product should have a unique selling point that can meet the needs of consumers.

Price, the basic price of a commodity set by a business in the market, or a discount price, and other payment methods. Products with different market positioning generally have different pricing strategies. For example, when you first enter a competitive field, you can reduce the price of your product, or even make it free. You can also use the data to determine pricing by comparing the price of competing products, the average price in the field, and the price trend over a certain time horizon.

Place refers to the way in which each manufacturer or enterprise provides its goods or services to customers, that is, through what channels to reach the target customer groups. In this process, enterprises can not only choose direct selling, but also cultivate a group of agents and build a relationship with customers.

Promotion means that manufacturers or companies use various marketing methods to stimulate the public to buy their products. Promotion has a broad meaning, including brand publicity (advertising) and public relations, such as when, where and how to promote, and realizing the commercial value of the brand through brand publicity, public relations and other promotion. It also includes discounts, giveaways and so on to stimulate consumers to order.

In 1990, Robert Lauterborn proposed the 4C marketing theory corresponding to the 4P's of traditional marketing, namely consumer, cost, convenience and communication. The 4C marketing theory is oriented to consumer needs and resets the four basic elements of the marketing mix: targeting the needs and expectations of consumers. In 2001, Elliott Ettenberg put forward the 4R marketing theory, namely, relevance, response, relationship and reward.

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<sup>2</sup> Philip Kotler. *Marketing Management: Analysis, Planning and Control* [M]. Shanghai: Shanghai People's Publishing House, 2012.

### (1) Definition of consumer behavior

As for consumer behavior, Nicosia (1966) considered it as a purchase behavior, which is not for resale. Schiffman and Kanuk (1991) believed that consumer behavior was not only the purchase behavior, but also the seeking and evaluation of products or services. Engel, Kollat, and Blackwell (1993) supplemented the definition of consumer behavior by suggesting that in addition to the actions of acquiring, using, and disposing of consumer goods or services, they also included the decision-making process that occurred before or after these actions. Solomon (1998) no longer limits consumer behavior to individuals, but also includes the behavior of teams. He considers consumer behavior as a series of processes that consumers choose, consume and dispose of products, services, experiences and plans in order to satisfy their desires and needs.

### (2) Definition of consumers' purchase intention

An important concept in attitude theory is behavioral intention, and consumers' purchase intention belongs to consumers' behavioral intention. As mentioned above, cognitive, emotional and intentional elements constitute the three elements of attitude theory. Among these three elements, cognitive factor refers to the relevant knowledge and personal beliefs held by individuals, individual's own feelings are emotional factors, and intentional factor refers to the willingness to act. Ajzen (1991) pointed out that compared with beliefs, attitudes and feelings, what is closer to behavior is behavioral intention, so it is necessary to understand consumers' behavioral intention to judge their behavior. On the basis of this research, the definition of consumers' purchase intention at that time mainly emphasized the probability and possibility of consumers participating in certain purchase behaviors, and believed that consumers' psychology and attitude were affected by the external environment, thus having a certain impact on consumers' purchase intention. Fishbein and Ajzen (1975) pointed out that consumers' attitude, evaluation and other factors together constitute consumers' purchase intention. In the study of Peter and Olson in 1996, consumer behavioral intention was given a new meaning: consumer behavioral intention is a way to connect

consumers themselves with their future behaviors. Peter and Olson also found that purchase intention can estimate the probability of a consumer buying a product: the more obvious the purchase intention is, the more likely the final consumer is to make a purchase.

On the other hand, studies that define purchase intention from the perspective of information collection activities of purchase behavior, for example, Zeithaml (1988) believed that consumers would form purchase intention after making evaluation plans by collecting relevant information based on their own experience, preferences and external environment. Therefore, purchase intention is consumers' psychological evaluation of whether to purchase after collecting and processing information, which was also confirmed by Yang (2009) in his research. The definition of purchase intention in Zeithaml's (1988) study reflects the role of information in the formation of purchase intention. Nowadays, online opinion leaders emerge in an endless stream, and their influence in online interpersonal communication is also increasing.

### (3) Purchase decision theory

The core of consumer behavior research is the decision-making process of consumers. Since the 20th century, many scholars have continuously studied consumer decision-making behavior and put forward many theoretical models to analyze and study the general rules of consumer decision-making behavior. Among them, the famous theoretical models of consumer decision-making include:

#### ① Nicosia model

Nicosia scholar mentioned the model of consumer decision theory and made a detailed discussion of the model in his "Consumer Decision Procedure". The core of this theoretical model is to study the relationship between merchants and their potential consumers, and it is believed that the influencing factors of consumers' shopping decisions come from the characteristics of merchants and the characteristics of consumers. The model mainly includes four parts: (1) Information transmission: merchants transmit the latest commodity information to consumers through advertising or other publicity means, and consumers form attitudes after digests the information. (2)



Information search and program evaluation: consumers will search and evaluate the relevant information of the goods they are interested in, which may generate the demand and motivation for purchase. (3) Purchase action: consumers will transform their purchase motivation into actual purchase behavior according to the evaluation results, which will be affected by merchant factors, commodity price factors, security factors and so on. (4) Information feedback: After a period of use after a successful purchase, consumers will form a degree of satisfaction with the product and gain experience in the purchase process, which will affect the next purchase decision of consumers. And the merchants can also use the feedback information to modify and improve the marketing strategy. The structure of Nicosia model is shown in Figure 3

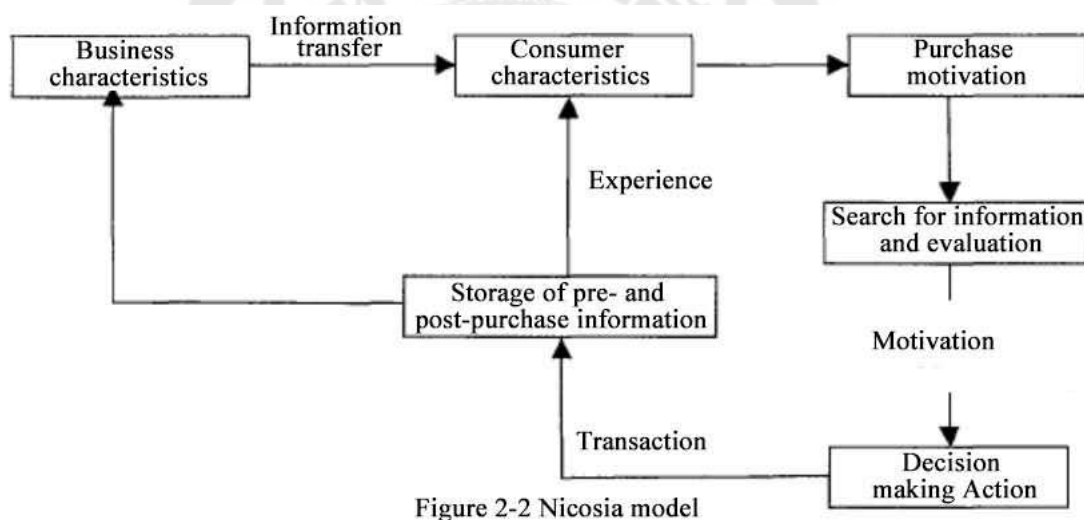


Figure 3 Nicosia model

## ② Howard-Sheth model

This model was proposed by Howard and Sheth scholars in the Theory of Purchasing Behavior in 1969. The theoretical model mainly analyzes and studies consumer decision-making behavior from four factors: ① Stimulus factors, which come from commodity factors including quality, price, availability, the transmission of commodity characteristics by advertising media, and social factors. (2) External factors mainly include the cultural environment of consumers' life, consumers' personality, time

freedom and financial status. (3) Internal factors mainly describe consumers' reactions to stimuli and external factors, mainly cognitive structures (such as open search and attention) and learning structures (such as selection criteria and brand awareness). (4) Reaction or result, consumers form a like or dislike attitude to the commodity through the comparative evaluation of all aspects of the commodity, and this attitude then determines the purchase decision of consumers. The structure of the Howard-Sheth model is shown in Figure 4

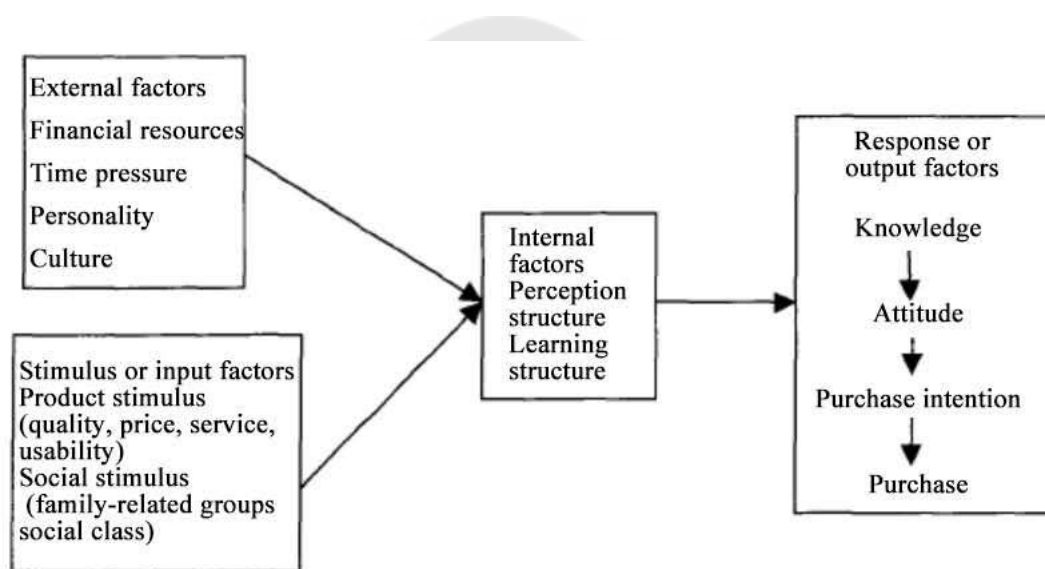


Figure 4 Howard-Sheth model

### ③ EKB model

The EKB model, also known as the Engel model, was proposed by Engel, Kollat&Blackwo in 1868 and revised in 1995. The establishment of the model is based on the consumer decision-making process as a pillar, which is a theoretical model to analyze consumer behavior. Composed of relevant internal and external factors that affect consumer decision-making, the decision-making process of consumers is divided into five stages: generating consumption motivation and cognition of their own needs, searching for relevant product information, evaluating the obtained information, making purchase decisions and generating satisfaction or dissatisfaction after using the purchased goods for a period of time. The model considers that the

factors affecting the decision-making process are divided into environmental factors including culture, family influence, etc. Personal factors include personality, values and lifestyle. The influencing variables of EKB model include five parts: information input, information processing, decision-making procedure, variables of decision-making process and external factors. The EKB model structure is shown in Figures 5 below:

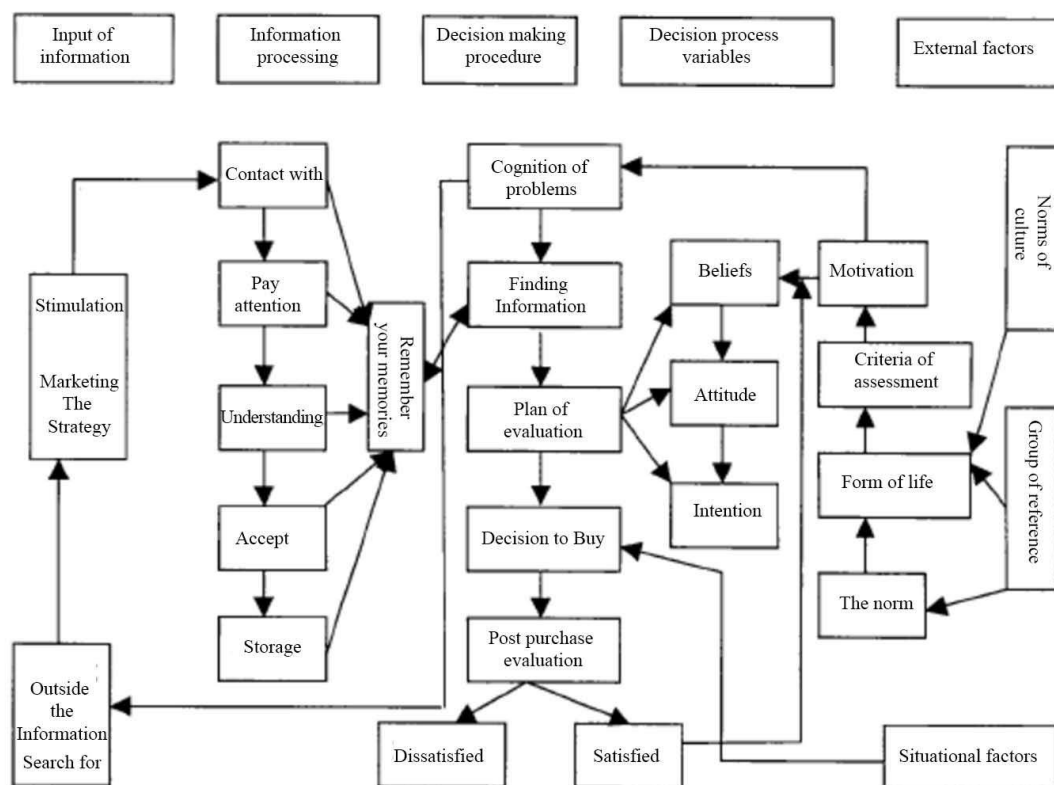


Figure 5 EKB model

By introducing three theoretical models of consumer decision-making behavior, we can obtain the following information: These three theoretical models study and analyze the path of consumer decision-making from different perspectives, emphasizing that consumer decision-making is a dynamic process affected by various factors, and deeply analyzing the relationship between cognitive factors and perception factors and the influence of perception factors on consumers' purchase decisions, which is also the theoretical basis of this paper. The applicability of these three

theoretical models has been widely recognized by researchers and applied to the research.

The theme of this paper is mainly extended and applied on these three models, and further analyzed and summarized as the influence of cognitive factors and perceptual factors on purchasing decisions, laying a solid theoretical foundation for the following hypotheses and the establishment of consumer purchasing decision-making behavior model and its influencing factors for empirical analysis.

### **Status of foreign research**

Amin S, Manzoor A, Farid F (2022) : The author aims to understand the marketing communication strategy of the Haricos product as a new product so that it can be known and interested by the masses. The results show that the implementation of marketing communication is sufficient to highlight the uniqueness and quality aspects of the products to give consumers a price and, therefore, to position which products have not been widely disseminated and which products have not yet reached market share. In promotions, Haricos does not show its maximum presence in digital promotions, such as social media and e-commerce. This study shows that Harikos Cosmetics developed a careful business plan to reach the target market.

Chivandi A, Samuel M O, Muchie M (2017) : Tax cuts, cross-border e-commerce and the rapid development of overseas sourcing services have forced international cosmetics brands to adjust prices in China, while the shrinking luxury cosmetics market and slowing domestic consumption growth have also prompted consumers to find more affordable, high-quality products in the market.

Dan-dan Cheng, Xi Liu, and Xiao-juan Sun (2017) : Based on consumer surveys, we studied consumer support for different brands of cosmetics and found that most consumers believe that cosmetics should have quality advantages first, of which efficacy and health effects are the most important. The second is the price of cosmetics. In the context of this consumer sentiment, cosmetics companies need to update their marketing philosophy, strengthen the green and healthy qualities of their products and use them as highlights to acquire customers.

Muchardie BG, Yudiana NH, Gunawan A (2011) : By analyzing the influencing factors of women's purchase of cosmetics, it can be concluded that the comfort of shopping atmosphere is directly proportional to the sales, and plays a certain role in the marketing process of cosmetics. First, comfortable shopping atmosphere is more likely to resonate with the senses and spirits of female consumers. By satisfying the desires of the three senses of hearing, seeing and touching, the attractiveness of cosmetics sold to them is increased, and the success rate of cosmetics sales is improved from the subconscious level. Secondly, the shopping atmosphere with high comfort can give dignity to cosmetics to a certain extent and give female consumers a sense of achievement in shopping.

Ning Li (2012) : Using the two related reasons of function and image, we theoretically created a consumer cognition model in the field of brand corporate social responsibility, and found that consumers have different cognition of functional fit and image fit, and different consumers have different mechanisms to influence their cognition of brand corporate social responsibility.

Paul R.Krugman and Maurice Obstfeld (2015) : The standard of brand's own funds is divided into five dimensions: product quality, service, sales strategy, supplier capability and company reputation, and the storage preference of five chain cosmetics stores is classified according to the low-level analysis method (FAHP). The results of the FAHP analysis suggest that cosmetics sold in cosmetic stores have the greatest impact on consumers, at least on the reputation of the manufacturer company.

In the research and analysis of international literature, it was found that the current research of international researchers on cosmetics marketing mainly focuses on the implementation of marketing strategy, mainly on the theoretical research of marketing strategy, and the research results on the marketing strategy of the cosmetics industry are low.

#### **Research on the current situation in China**

Bi Ran (2021) studied KOL marketing from the perspective of online cosmetics market, and pointed out that Kols can spread complete product information to

consumers and influence consumers to make purchase decisions by using details such as feelings and effects.

Chen Gang, Zhang Peng, Yang Kun (2021) : Based on the understanding of consumption modernization and reproduction, cosmetics manufacturers need to produce cosmetics according to the needs and preferences of consumers, and the era of consumers has arrived.

Cao Yue (2020) : Another trend in the development of China's cosmetics market is that consumers have increasingly difficult demands for cosmetics. Consumer demand for cosmetics requires not only clear labels, categories and efficacy of cosmetics, but also clear consumer psychology and consumption habits.

Cao (2017) : By analyzing what factors consumers are affected by in the process of purchasing cosmetics, we can understand consumers' preferences and formulate brand marketing strategies, price transactions and market promotion according to different characteristics of consumer behaviors. According to these different consumer behavior characteristics, marketing strategies are proposed.

Deng Qian (2018) : Through the research on Guoben cosmetics, the marketing status of Guoben cosmetics was analyzed. The cosmetics industry has to deal with the market and innovative products at the same time, consumer groups and prices are interdependent, improve sales channels through the combination of online and offline, improve through traditional public relations supplemented by interactive communication experience, and conclude that the needs of consumers should be determined, keep up with market trends, and constantly adjust marketing strategies to suit the market and consumers.

Guo He (2018) : In the context of new retail, with "Chemeitong" as the main body, change the packaging of "Chemeitong", shorten the product development cycle, establish personalized, more appropriate pricing, data-driven price changes, expand and deepen channels, focus on the integration of all channels, carry out various promotional activities, design new marketing strategies for products, prices, channels and promotions, Including optimizing the program, adhering to online and offline

communication, adhering to popular promotion methods and maintaining a good public relations image, and commercializing "Qumeitong" according to this strategy. "Qumeitong" has been commercialized in accordance with this strategy, packaging changes, shortening product development cycles, creating personalized, more appropriate pricing, rationalizing price changes through data, deepening channel breadth and width, focusing on channel integration, optimizing various promotional programs, and through online and offline communication, a brand new marketing strategy is also being formulated, Including publicity, following popular promotion methods and maintaining a good PR image.

Regarding the improvement and implementation of marketing strategies, Guo Yichen (2019) analyzed the possibility of online commerce by taking the XFC cosmetics brand as an example, and suggested to strengthen the marketing activities of the website and microblog, mainly improving its website aspect and pointed out that an excellent website optimization and promotion project would be implemented to optimize the microblog marketing aspect and improve the marketing strategy. In addition, Guo Guoqing, Gao Yu (2019) in terms of marketing strategy, it refers to the cross-border trade of cosmetics media, Internet benefits, and proposes to create an ecological new media trading system.

Gong Shuhui (2018) mentioned the relevant marketing strategies of cosmetics brands in his book *Operation and Management*, focusing on brand expansion and brand competition, which strengthened the understanding of brand protection.

Through reading and analyzing the literature and journals related to the marketing strategy of Chinese cosmetics industry, it can be concluded that the development prospect of direct selling mode in China is very broad, and how the marketing mode of Thai cosmetics develops and changes in the context of Chinese market is inseparable from the selection and optimization of the marketing strategy of Thai cosmetics.



### Literature Gaps

In terms of research on cosmetics marketing theory, most domestic and foreign scholars analyze and summarize the current development trend of cosmetics industry, relevant industry data, successful cases of enterprises and other contents, emphasizing the need to carry out relevant marketing activities around the marketing concepts of products, sales and marketing. Through these activities, some consensus has been formed, such as putting consumers in the first place, attaching importance to the analysis of target consumers, and carrying out personalized marketing and experiential marketing.

Cosmetics enterprises should pay attention to the cultural value of the brand, establish cultural confidence, so that the enterprise is thriving.

For the research on the current situation of cosmetics and marketing at home and abroad, these research conclusions provide solid theoretical support for this paper, and play a guiding role in the research methods and ideas of this paper. Foreign marketing theory will become more scientific, stable and mature through long-term practice and development. Domestic research combined with national conditions, combined with the characteristics of China's cosmetics industry, more in line with Chinese cosmetics enterprises. However, different cosmetics companies need different marketing strategies to better adapt to the market. Therefore, this paper takes Thai cosmetics as the research object to find the marketing strategy suitable for Thai cosmetics, solve the existing problems of Thai cosmetics, and provide guarantee for its stable, sustainable and healthy development.

The above research shows that with the increasing competitiveness of China's cosmetics market, more enterprises choose to open up other channels to enrich prices, adapt to the purchasing power of consumers, create new product concepts and functions, and promote online promotion. In addition, cosmetics companies are also paying more and more attention to establishing and maintaining their own brands to improve the stickiness between brands and users. And try more modern marketing techniques to avoid missing out on any consumer groups.



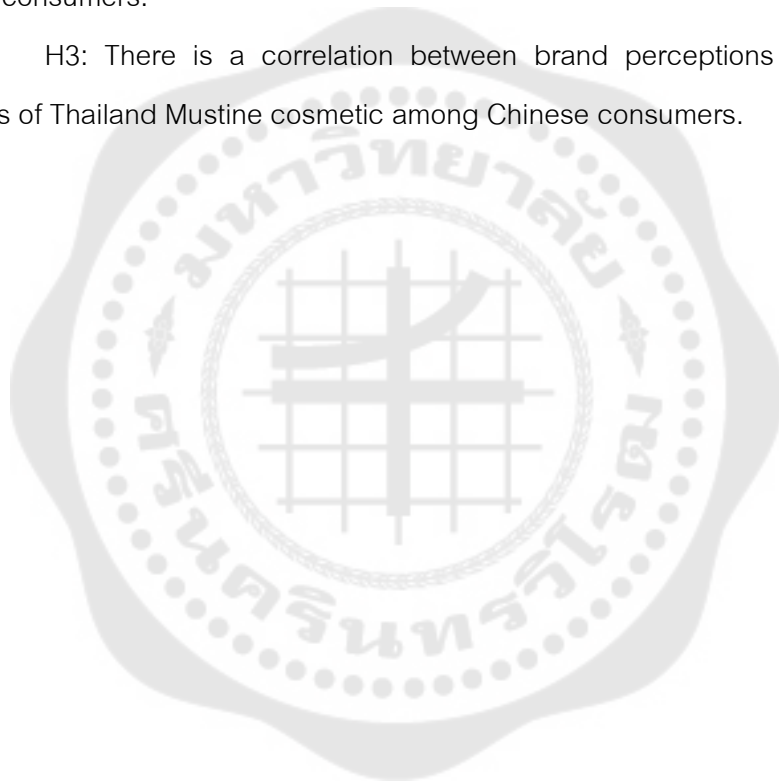
### Hypotheses

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

H1: There are significant differences among consumers between demographics including monthly profit, age, occupation, and purchasing decisions of Thailand Mustine cosmetic among Chinese consumers.

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

H3: There is a correlation between brand perceptions and purchasing decisions of Thailand Mustine cosmetic among Chinese consumers.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### Overview

This chapter details the research framework examining determinants affecting Chinese consumers' purchases of Mustine cosmetic products from Thailand. It delineates the study's structure, including research design, target population, sampling strategy, data gathering procedures, measurement tools, and analytical techniques. The selected methodology prioritizes result credibility and accuracy, generating practical implications for brand positioning tactics within the Chinese consumer segment. A quantitative paradigm was implemented, emphasizing the collection of numerically measurable data suitable for statistical examination to identify key relationships.

#### Research Design

This research adopts a quantitative methodology to empirically examine determinants driving Chinese consumers' purchase choices concerning Mustine cosmetics from Thailand. The investigation centers on residents of major Chinese cities (e.g., Beijing, Shanghai, Guangzhou) where mass-market beauty consumption is prevalent. The participant pool comprises value-oriented consumers across income levels who regularly use affordable skincare/makeup products.

Data collection involved 410 respondents recruited through online surveys distributed via Chinese social platforms (WeChat, Weibo) and beauty community forums. Structured questionnaires captured demographic profiles while evaluating how marketing variables (4Ps: Product, Price, Place, Promotion) and brand perception influence purchase intentions for economically positioned cosmetics.

Quantitative techniques facilitated rigorous analysis of numerical datasets using statistical software. Analytical procedures included descriptive statistics, correlational computations, and regression modeling to detect significant behavioral patterns and variable relationships. This approach establishes a measurable framework for

understanding consumption preferences, yielding practical strategies for optimizing market penetration in the value cosmetics sector.

### **Research Population and Sample**

The study population encompasses Chinese consumers who have either purchased or show potential interest in Thai Mustine cosmetics. The sample size of 410 respondents was calculated using Yamane's (1967) formula at a 95% confidence level with 5% margin of error, ensuring demographic representativeness. This statistically viable dataset supports robust analysis of budget beauty product preferences.

#### **Population and Sampling Approach:**

(1) Population: Focused on Chinese consumers demonstrating purchase history or consideration propensity for accessible skincare products, specifically Mustine cosmetics from Thailand.

(2) Sampling Method: Non-probability convenience sampling was implemented, targeting readily available participants through digital channels. This approach enabled efficient response gathering from accessible demographic segments, optimizing research resource allocation.

### **Data Collection**

Survey data was gathered through online questionnaires disseminated via Chinese social networks and beauty-focused forums. The instrument featured fixed-response items capturing three core dimensions: demographic variables (age, occupation, monthly income), brand perception metrics (resonance, uniqueness, recognition), and purchase decision drivers. A 5-point Likert scale quantified attitudinal responses, enabling precise measurement of response intensity gradation.

#### **Survey Framework:**

1. Demographic Profile: Recorded age brackets, professional status, and income ranges to establish consumer segmentation baselines.

2. Brand Perceptions: Assessed emotional connection (resonance), differentiation (uniqueness), and visual/verbal identification (recognition) attributes.

3.4P's Marketing Mix: Evaluated how product formulation, pricing strategy, distribution accessibility, and promotional activities shape consumer choices.

4.Purchasing Decision: Analyzed factors driving Mustine cosmetic acquisitions to forecast market evolution and brand allegiance patterns.

### Data Analysis

Data analysis utilized statistical software (e.g., SPSS), applying both descriptive statistics (means, standard deviations, frequency distributions, percentages) and inferential methods (t-tests, ANOVA, Pearson correlations). These techniques enabled comprehensive dataset exploration through variable summarization and relationship identification.

#### Analytical Sequence:

1.Descriptive Statistics: Initial processing calculated central tendency and dispersion metrics for all variables. This established foundational data characteristics, visually presenting demographic distributions (age groups, occupational categories, monthly income brackets) and dimensional dispersion patterns for the 4P marketing factors (product, price, place, and promotion). These outputs created reference baselines for subsequent investigation.

2.Reliability and Validity Assessment: Measurement scale quality was verified through:

(1) Reliability Testing: Cronbach's Alpha evaluated internal consistency. Coefficients  $>0.7$  indicated acceptable reliability, while  $>0.9$  denoted exceptional scale stability.

(2) Validity Verification: Kaiser-Meyer-Olkin (KMO) and Bartlett's Sphericity tests confirmed factor analysis appropriateness. KMO  $>0.7$  demonstrated sampling adequacy, and significant Bartlett's results ( $p<0.05$ ) validated variable intercorrelations.

(3) Factor Loading Examination: Post-validity confirmation, factor loadings quantified each variable's contribution to latent constructs. Loadings  $>0.7$  confirmed strong construct representation, reinforcing measurement model integrity.

2. Correlation Analysis: Pearson correlations examined linear associations among the 4P marketing factors (product, price, place, and promotion), brand perception, and consumer purchase decisions. Coefficient interpretation followed established thresholds:  $>0.7$  (strong),  $0.3-0.7$  (moderate),  $<0.3$  (weak). Significant correlations ( $p < 0.05$ ) revealed behavioral influence pathways for marketing strategy optimization.

3. Differential Analysis: Independent t-tests and one-way ANOVA identified significant consumer purchase decisions variations across demographic segments (age cohorts, occupational groups, monthly income brackets). Probability values ( $p < 0.05$ ) determined subgroup behavioral distinctions, enabling precision targeting strategies.

4. Regression Modeling: Multiple linear regression quantified the relative impact of the 4P marketing factors and brand perception on consumer purchase decisions. Coefficient magnitudes, directional signs, and significance levels (p-values) clarified each predictor's influence hierarchy and effect pathways. These outputs yielded statistically validated guidance for market-specific strategy formulation.

## Summary

This chapter delineated the quantitative methodology applied in investigating determinants affecting Chinese consumers' acquisition of Mustine cosmetics from Thailand. The research framework encompassed study design, population parameters, sampling techniques, data collection instruments, and analytical procedures. By applying a quantitative paradigm, the study intends to derive empirically validated conclusions about purchase decision drivers. The methodical framework ensures actionable outcomes for developing customized market approaches targeting priority demographics.

## CHAPTER 4

### DATA ANALYSIS AND RESULTS

#### Demographic Characteristics Analysis

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

#### Age Analysis

Table 1 Age Distribution of Respondents

General Information of Interviewee	Interviewees Number	Percentage
1. Age (Years old)		
20-29	202	49.3
30-39	125	30.5
40-49	69	16.8
50-59	10	2.4
>=60	4	0.9
Total	410	100

Mustine's consumer base exhibits pronounced youth orientation, with 20-29 year-olds constituting the majority (49.3%, n=202). This overwhelming dominance reflects the brand's successful positioning as an affordable Thai cosmetic solution for budget-conscious young adults. Their preference likely stems from limited disposable income and alignment with Mustine's value-for-money proposition across skincare essentials.

The 30-39 cohort represents a substantial secondary segment (30.5%, n=125). This economically stable demographic demonstrates appreciation for Mustine's balance of efficacy and affordability. Their consumption patterns suggest deliberate selection of reliable daily-use products rather than experimental purchases, indicating potential for brand loyalty cultivation through consistent quality delivery.

Older consumers show markedly lower engagement. While 40-49 year-olds form a noteworthy subgroup (16.8%, n=69), adoption sharply declines among 50-59 (2.4%, n=10) and  $\geq 60$  age groups (0.9%, n=4). This distribution reveals significant market penetration challenges beyond middle age, potentially due to perceived mismatch with mature skin concerns or limited brand visibility among older demographics.

Mustine's consumer base is predominantly young, with 20-39 year-olds comprising 79.8% of surveyed buyers. This clear demographic concentration necessitates youth-focused strategies: 1) Leverage TikTok/Douyin collaborations demonstrating affordable skincare routines; 2) Develop miniature/travel-sized products under ¥50 for low-risk trial; 3) Create limited-edition packaging aligned with Gen-Z aesthetics; 4) Partner with university beauty clubs for campus sampling campaigns. The brand should reinforce its "premium-quality-at-drugstore-pricing" positioning through micro-influencers while expanding accessibility via e-commerce flash sales targeting budget-conscious millennials and Gen-Z consumers.

### Occupational Analysis

Table 2 Occupational Distribution of Respondents

General Information of Interviewee	Interviewees Number	Percentage
3. Occupation		
Student	126	30.7
Employed	187	45.6
Freelancer	83	20.2
Retired	6	1.5
Other	8	2.0
Total	410	100

Students constitute 30.7% (n=126) of Mustine's consumer base, reflecting significant adoption among budget-constrained demographics. This cohort's high price sensitivity aligns perfectly with Mustine's positioning as a premium-quality-at-drugstore-pricing brand. Their preference likely stems from accessible entry-level cosmetic products that facilitate skincare experimentation without financial burden. Limited disposable income directs this group toward competitively priced yet efficacy-driven solutions for basic routines like cleansing and hydration.



Employed professionals represent Mustine's core segment at 45.6% (n=187). Their consistent purchasing power enables loyalty to value-oriented daily essentials (sunscreens, moisturizers) balancing performance and affordability. This occupational group demonstrates brand stickiness through recurring purchases of multitasking products fitting urban lifestyles. Employment stability further permits exploration of Mustine's specialized lines (e.g., anti-pollution serums), suggesting opportunities for premium-range development within accessible price brackets.

Freelancers (20.2%, n=83) exhibit distinctive consumption patterns valuing versatility and multipurpose formulations suited to irregular schedules. While retired (1.5%, n=6) and other (2.0%, n=8) segments remain marginal, they indicate untapped potential in simplified routine products. Strategic focus should prioritize: 1) Student-targeted mini-kits under ¥50 2) Professional bundles with workplace-appropriate packaging 3) Freelancer-oriented value sets emphasizing cross-functional benefits. Maintaining value perception while developing occupational-specific formulations will maximize demographic penetration.

### **Summary of Demographic Characteristics**

Overall, the survey revealed that Mustine's primary consumer base consists of students and employed professionals aged 20-39, with students showing particularly high adoption rates. Consumers in the 20-29 age cohort demonstrate strong preference for affordable beauty solutions, prioritizing value-for-money in their skincare selections. Employed professionals aged 30-39 exhibit consistent purchasing patterns for daily essentials that balance efficacy with budget considerations.

In the future, marketing strategies should maintain dual focus on students and employed professionals while leveraging social commerce platforms like Douyin and Xiaohongshu to engage younger demographics. Although freelancers represent a secondary segment and retired consumers constitute a smaller proportion, opportunities exist to expand market share through specialized product bundles tailored to distinct occupational lifestyles and simplified skincare routines for mature users.

For product promotion, Mustine should emphasize clinically-proven formulations at accessible price points to reinforce its "premium-quality-at-drugstore-pricing" positioning. Introducing multi-functional products with clear cost-per-use advantages will strengthen value perception across all consumer segments while addressing occupation-specific skincare requirements through targeted educational content.

### Descriptive Statistical Analysis of the 4P Marketing Theory Factors

This segment examines consumer assessments regarding four core marketing variables for Mustine Thai cosmetics: Product, Price, Place, and Promotion. Through systematic evaluation, we identify perceptual patterns across these dimensions and elucidate their collective impact on purchase choices.

### Descriptive Statistical Analysis of the Product Factor

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

Table 3 Product Dimension Ratings

Marketing Mix	Level of Rating		
	$\bar{x}$	S.D.	Result
Product			
1. The safety of Mistine's product ingredients reassures me.	4.27	0.612	High
2. I am satisfied with the variety of Mistine's product line.	4.58	0.589	High
3. Mistine's packaging design aligns with my aesthetic preferences.	4.42	0.556	High
4. The product's performance durability meets expectations.	4.39	0.604	High
Overall Rating	4.42	0.548	High

The evaluation reveals consistently strong performance across all product dimensions. The overall rating of 4.42 (SD=0.548) confirms widespread Chinese consumer satisfaction. Particularly noteworthy is product variety which achieved the highest score (4.58, SD=0.589), indicating Chinese consumers appreciate Mistine's diverse offerings that effectively address various cosmetic needs. This dimension outperforms others, serving as a significant competitive advantage within the market landscape.

Regarding ingredient safety, Chinese consumers expressed substantial confidence (4.27) though with comparatively higher variation in responses (SD=0.612). This divergence suggests potential opportunities for enhanced communication regarding formulation transparency and quality control processes. The high mean score nonetheless demonstrates general trust in Mistine's material selection standards among Chinese users.

Packaging design received robust endorsement (4.42, SD=0.556), confirming successful alignment with Chinese consumer aesthetic preferences. The relatively lower standard deviation indicates broad consensus on packaging's visual appeal. Performance durability also commands strong approval (4.39, SD=0.604), though the moderate variation suggests usage experiences may differ across product categories or skin types.

Mistine's product strengths present opportunities for deeper market penetration. Capitalizing on the exceptional variety satisfaction, further portfolio expansion into adjacent cosmetic segments should be prioritized. The high packaging ratings warrant continued design innovation, particularly incorporating cultural elements relevant to Chinese consumers. To address ingredient safety perceptions, transparent communication about clinically-tested components would strengthen credibility. Performance metrics should guide formulation improvements in lower-rated categories. Cross-functional product development leveraging these core strengths will solidify Mistine's market position.

### Descriptive Statistical Analysis of the Price Factor

Price has a direct impact on consumer purchasing behavior.

Table 4 Price Dimension Ratings

Marketing Mix	Level of Rating		
	$\bar{x}$	S.D.	Result
Price			
1. Mistine's prices offer good value for money.	4.41	0.584	High
2. The pricing is reasonable compared to similar cosmetic brands.	4.35	0.617	High
3. The discount in the market effectively attracted me to buy Mistine's cosmetics.	4.28	0.597	High
4. Price adjustments (e.g., seasonal updates) are acceptable to consumers.	4.24	0.604	High
<b>Overall Rating</b>	<b>4.33</b>	<b>0.593</b>	<b>High</b>

Chinese consumers demonstrate strong endorsement of Mistine's pricing strategy across evaluated metrics. The highest-rated attribute is "value for money" ( $\bar{x}=4.41$ ,  $SD=0.584$ ), indicating Chinese buyers perceive exceptional cost-benefit alignment. This fundamental perception establishes significant price credibility within China's highly competitive beauty market, directly supporting repurchase behavior and brand advocacy among cost-conscious shoppers.

Comparative pricing evaluation scored substantially high ( $\bar{x}=4.35$ ,  $SD=0.617$ ), confirming consumers recognize Mistine's favorable position against domestic and international competitors. The narrowed price-performance gap compared to premium brands significantly reduces switching incentives in China's tiered cosmetics landscape. This relative advantage contributes substantially to competitive insulation within China's fragmented beauty sector.

Promotional effectiveness received robust validation ( $\bar{x}=4.28$ ,  $SD=0.597$ ), with Chinese consumers affirming discounts effectively stimulate purchases. Crucially, price adjustment acceptability ( $\bar{x}=4.24$ ,  $SD=0.604$ ) exceeded benchmark thresholds despite typical Chinese market resistance to price changes. This reflects exceptional brand equity and validates strategic flexibility for seasonal or formulation-based pricing adaptations.

The strong overall rating ( $\bar{x}=4.33$ ,  $SD=0.593$ ) confirms effective price positioning in China. Future initiatives should introduce regional-tiered bundles addressing income disparities across city tiers while maintaining flagship product price consistency. Enhance Douyin live promotions emphasizing cost-per-use calculations to maximize value perception. Strategically implement limited raw material surcharges for premium lines, leveraging demonstrated price flexibility acceptance to expand into higher-margin segments without compromising core value positioning.

#### Descriptive Statistical Analysis of the Place Factor

Table 5 Place Dimension Ratings

Marketing Mix Place	Level of Rating		
	$\bar{x}$	S.D.	Result
1. I can easily find Mistine products in local cosmetic stores.	4.27	0.548	High
2. Mistine products are readily available on major e-commerce platforms (e.g., Taobao, Tmall).	4.23	0.526	High
3. I trust the authenticity of Mistine products purchased through official channels.	4.30	0.563	High
4. I prefer buying Mistine from brand-owned stores or authorized retailers.	4.26	0.561	High
<b>Overall Rating</b>	<b>4.29</b>	<b>0.557</b>	<b>High</b>

Mistine demonstrates outstanding channel accessibility in the Chinese market. Physical retail availability achieves a high mean rating of 4.27 (SD=0.548), confirming extensive brick-and-mortar penetration across local cosmetics stores. This widespread presence enables convenient product inspection and immediate fulfillment, meeting Chinese consumers' preference for tactile shopping experiences. The remarkably low standard deviation indicates nationwide consistency in offline distribution.

E-commerce accessibility maintains strong performance ( $\bar{x}=4.23$ , SD=0.526), particularly on dominant platforms like Tmall and Taobao. Such seamless digital availability proves essential in China's mobile-first commerce ecosystem, serving time-sensitive urban consumers efficiently. Minimal variance across responses further validates uniform online channel execution nationwide, demonstrating well-coordinated platform partnerships and inventory management.

Consumer trust in channel authenticity represents a significant competitive advantage ( $\bar{x}=4.30$ , SD=0.563). This high confidence in official distribution counters prevalent counterfeit concerns in China's beauty market, establishing crucial brand integrity. Similarly, preference for brand-owned stores and authorized retailers scores substantially ( $\bar{x}=4.26$ , SD=0.561), reflecting consumer prioritization of certified purchasing venues for quality assurance and after-sales security.

The exceptional overall place rating ( $\bar{x}=4.29$ , SD=0.557) validates Mistine's channel strategy success. Future efforts should strengthen lower-tier city distribution through authorized store networks while developing flagship brand experiences in key shopping malls. Enhance platform-exclusive product launches on Tmall Super Brand Day to capitalize on e-commerce strengths. Implement blockchain verification technology across all channels to further authenticate genuine products, converting channel trust into sustainable premium positioning in China's competitive beauty landscape.

### Descriptive Statistical Analysis of the Promotion Factor

Table 6 Promotion Dimension Ratings

Marketing Mix Promotion	Level of Rating		
	$\bar{x}$	S.D.	Result
1. I am aware of Mistine's promotional campaigns through social media (e.g., TikTok, Instagram).	4.31	0.542	High
2. Mistine's limited-time discounts and bundle deals attract me to purchase.	4.35	0.609	High
3. The brand's KOL/KOC collaborations (e.g., influencers, beauty bloggers) effectively showcase product benefits.	4.27	0.617	High
4. I feel motivated to buy Mistine products after watching their engaging video ads or tutorials.	4.42	0.563	High
<b>Overall Rating</b>	<b>4.37</b>	<b>0.586</b>	<b>High</b>

Chinese consumers demonstrate exceptionally positive reception of Mistine's promotional strategies across digital platforms. Social media campaign awareness achieves strong recognition ( $\bar{x}=4.31$ ,  $SD=0.542$ ), confirming effective penetration on Douyin and Xiaohongshu. This high visibility establishes crucial brand presence within China's mobile-first consumer journey. The relatively low standard deviation further indicates consistent campaign exposure among diverse demographic segments.

Limited-time discounts and bundle deals receive outstanding endorsement ( $\bar{x}=4.35$ ,  $SD=0.609$ ), positioning promotional offers as primary purchase catalysts. Such high effectiveness underscores Chinese consumers' responsiveness to urgency-based marketing tactics. The moderate standard deviation suggests promotional appeal slightly varies across consumer cohorts while maintaining broad effectiveness.



KOL/KOC collaborations generate substantial impact ( $\bar{x}=4.27$ ,  $SD=0.617$ ), validating digital endorsers' persuasive capability in conveying product benefits. This demonstrates successful leveraging of China's unique influencer ecosystem where beauty bloggers effectively bridge brand messaging and consumer trust. Collaborative campaigns resonate particularly well with younger demographics seeking authentic product validation.

The exceptional overall promotional rating ( $\bar{x}=4.37$ ,  $SD=0.586$ ) reflects comprehensive strategy alignment. Future initiatives should amplify top-performing video formats through augmented reality try-on features on short-video platforms. Develop tiered collaboration systems with localized KOCs for regional market penetration. Optimize discount mechanics by implementing dynamic bundling algorithms based on real-time consumer behavior data, while maintaining promotional authenticity to preserve premium perception in China's competitive beauty landscape.

## Conclusion

Table 7 Overall Ratings of Marketing Mix Components

	Level of Rating		
	$\bar{x}$	S.D.	Result
Product	4.42	0.548	High
Price	4.33	0.593	High
Place	4.29	0.557	High
Promotion	4.37	0.586	High
<b>Overall Rating</b>	<b>4.35</b>	<b>0.572</b>	<b>High</b>

Chinese consumers demonstrate strong approval of Mustine's marketing mix, with consistently high ratings across all dimensions. Product leads (4.42,  $SD=0.548$ ), followed by Promotion (4.37,  $SD=0.586$ ), Price (4.33,  $SD=0.593$ ), and Place (4.29,  $SD=0.557$ ). Narrow standard deviations indicate significant consensus. The overall



rating (4.35, SD=0.572) confirms comprehensive satisfaction with market positioning. Nevertheless, relative performance gaps persist, particularly between the highest-rated Product dimension and comparatively weaker Place performance, suggesting channel accessibility requires further optimization to match product excellence in China's competitive beauty landscape.

### Descriptive Statistical Analysis of Brand Perception Factors

Brand perception serves as a fundamental psychological determinant impacting consumer purchasing decisions within the cosmetics sector. Consumers' brand evaluations critically shape their product confidence, purchase commitment, and loyalty development. This segment examines multifaceted variables associated with consumer brand cognition and its subsequent behavioral manifestations.

### Descriptive Statistical Analysis of Brand Perception

Table 8 Brand Perception Dimension Ratings

Brand Perception	Level of Rating		
	$\bar{x}$	S.D.	Result
1. I can easily recognize Mistine's brand logo and packaging in the market.	4.42	0.643	High
2. Mistine's brand values (e.g., affordability, quality) are clear to me through its marketing campaigns.	4.34	0.672	High
3. I associate Mistine with specific product categories (e.g., sunscreen, lipsticks) in the cosmetic industry.	4.48	0.621	High
4. The brand's storytelling (e.g., origin, cultural elements) enhances my emotional connection to Mistine.	4.26	0.605	High
Overall Rating	4.46	0.641	High

Mistine demonstrates exceptional brand recognition in China, with consumers easily identifying its visual identity ( $\bar{x}=4.42$ ,  $SD=0.643$ ). This high visibility signals effective differentiation in China's competitive cosmetics market. The consistency across responses indicates universal logo and packaging familiarity, enabling immediate shelf presence and reducing consumer search costs. Such recognition establishes crucial foundation for spontaneous purchase decisions and competitive insulation.

Clarity of brand values achieves strong endorsement ( $\bar{x}=4.34$ ,  $SD=0.672$ ), validating effective communication of Mistine's core principles. Chinese consumers clearly associate the brand with quality and accessibility propositions. The moderate standard deviation suggests slight interpretive variations while maintaining overall message coherence. This value transparency effectively bridges corporate ethos with consumer expectations, facilitating informed purchase choices.

Product category association emerges as Mistine's strongest dimension ( $\bar{x}=4.48$ ,  $SD=0.621$ ). Consumers exhibit definitive mental mapping to specific cosmetic categories like sun protection and color cosmetics. This specialized positioning strengthens competitive advantage against broader-focused brands. The relatively lower standard deviation confirms consistent category linkage perception, demonstrating successful niche domination in China's fragmented beauty market.

The impressive overall perception ( $\bar{x}=4.46$ ,  $SD=0.641$ ) confirms brand strength while storytelling ( $\bar{x}=4.26$ ) reveals enhancement potential. Marketing should leverage categorical dominance through specialized sub-brand development while integrating Thai cultural heritage into narrative campaigns. Enhance emotional resonance through authentic storytelling emphasizing product origin and formulation integrity. Digital initiatives should amplify visual identity consistency across platforms to maintain recognition leadership, while strategic retailer partnerships in China can strengthen category associations through specialized merchandising solutions.

### In-Depth Analysis of Brand Perception

The analysis reveals that despite consistently high ratings across brand perception dimensions ( $\bar{x}=4.46$ ), the substantial standard deviation (0.641) indicates significant perception variability among Chinese consumers. This divergence likely stems from demographic differences, particularly in generational interpretation of brand values. Younger consumers (Gen-Z) may exhibit fluid perceptions influenced by digital trends, whereas established professionals demonstrate more stable brand associations. To address this, Mistine should implement segmented engagement strategies including micro-influencer collaborations tailored to youth subcultures and WeChat mini-program educational content targeting mature demographics to unify brand understanding.

Interestingly, while product category association scored highest (4.48), brand storytelling registered relatively lower (4.26). This suggests Chinese consumers more readily connect Mistine to functional product benefits than emotional narratives. The narrow gap between category association (4.48) and overall perception (4.46) indicates storytelling represents an untapped opportunity. Future strategies should integrate authentic Thai heritage storytelling through Douyin mini-dramas and KOC-led factory tours to strengthen emotional resonance without compromising functional brand equity in China's beauty market.

### Reliability and Validity Analysis

Psychometric analysis was conducted to ascertain scale reliability and validity, incorporating Cronbach's Alpha, KMO sampling adequacy assessment, and Bartlett's sphericity verification, with subsequent factor analysis. The marketing mix (4P) and brand perception measurement instruments underwent rigorous examination to establish psychometric soundness. This validation protocol ensured structural integrity and measurement precision throughout the data collection process.

### Cronbach's Alpha Reliability Analysis

Table 9 Cronbach's Alpha for Marketing Mix and Brand Perception

	Cronbach's Alpha	Number of items
Product	0.932	4
Price	0.958	4
Place	0.941	4
Promotion	0.969	4
Marketing Mix	0.903	16
Brand Perception	0.964	4
Marketing Strategy	0.915	20
Purchasing Decisions	0.846	4
Overall scale	0.912	24

Cronbach's Alpha coefficients for Mustine's marketing dimensions demonstrate exceptional internal consistency among Chinese consumers. Product (0.932), Price (0.958), Place (0.941) and Promotion (0.969) all substantially exceed the 0.70 reliability threshold. Brand Perception achieves near-perfect reliability (0.964), indicating remarkably consistent consumer evaluations. Purchasing Decisions (0.846) remains well above acceptable levels. The composite Marketing Mix (0.903) and Overall Scale (0.912) confirm rigorous measurement validity, establishing statistical confidence in Chinese consumers' assessment precision regarding Mustine's marketing and brand attributes.

### KMO and Bartlett's Test of Sphericity

Table 10 KMO and Bartlett's Test for Marketing Mix and Brand Perception

KMO		0.892
Approximate Chi-Square		12758.649
Bartlett's Test of Sphericity	df	283
	Sig.	0.000

The KMO value of 0.892 confirms exceptional sampling adequacy for factor analysis of Mustine's marketing mix and brand perception among Chinese consumers. Bartlett's Test of Sphericity yields a significant  $\chi^2$  value (12758.649, df=283, p=0.000), completely rejecting the null hypothesis that variables are uncorrelated. These combined metrics demonstrate robust inter-variable relationships and establish definitive statistical justification for proceeding with factor analysis to examine structural dimensions within China's cosmetics market context.

### Factor Loadings Analysis

Table 11 Factor Loading for Marketing Mix and Brand Perception

Name	Factor Loading Coefficients					
	1	2	3	4	5	6
A1A1					0.856	
A1A2					0.894	
A1A3					0.875	
A1A4					0.923	
B1A1		0.905				
B1A2		0.941				
B1A3		0.917				

Table 11 (Continued)

Name	Factor Loading Coefficients					
	1	2	3	4	5	6
B1A4		0.948				
C1A1				0.901		
C1A2				0.927		
C1A3				0.892		
C1A4				0.934		
D1A1	0.914					
D1A2	0.928					
D1A3	0.903					
D1A4	0.936					
E1A1			0.895			
E1A2			0.902			
E1A3			0.913			
E1A4			0.924			
Y1A1						0.824
Y1A2						0.839
Y1A3						0.895
Y1A4						0.802

Table 11 demonstrates strong construct validity with consistently high factor loadings across all dimensions. Indicators overwhelmingly exceed the 0.8 threshold, with most coefficients surpassing 0.85. Product (A1A1-A1A4), price (B1A1-B1A4), place (C1A1-C1A4), promotion (D1A1-D1A4), and brand perception (E1A1-E1A4) variables maintain robust factor-item relationships. While the lowest recorded loading remains well above 0.8 (meeting validity standards), the consistently elevated coefficients confirm

exceptional measurement reliability. These results validate the scales' structural integrity for subsequent structural equation modeling in consumer behavior research.

#### Correlation Analysis of 4P and Brand Perception on Purchase Decision

This analytical segment evaluates influences of the 4P marketing factors (Product, Price, Place, Promotion) and brand perception on purchasing decisions through Pearson correlation methodology. Correlation coefficients (r) quantifying linear associations between variables were calculated, with statistical significance established at  $p < 0.01$  threshold. Comprehensive interpretation follows to elucidate identified relationship patterns and directional effects within the consumer behavior framework.

Table 12 Correlation Matrix between Marketing Mix, Brand Perception, and Purchasing Decisions

	Product	Price	Place	Promotion	Brand Perception	Purchasing Decisions
Product	1	.327**	.245**	.301**	.295**	.358**
		0.000	0.000	0.001	0.000	0.000
Price		1	.339**	.247*	.347**	.325**
			0.000	0.020	0.000	0.000
Place			1	.318**	.311**	.283**
				0.000	0.000	0.000
Promotion				1	.395**	.339**
					0.000	0.000
Brand					1	.341**
Perception						0.000
Purchasing Decisions						1

The correlation matrix reveals significant positive relationships between Mistine's marketing components and consumer behavior among Chinese buyers. Product exhibits its strongest correlation with purchasing decisions ( $r=0.358$ ), indicating substantial influence on actual consumption choices. Price demonstrates meaningful connections with brand perception ( $r=0.347$ ) and purchasing decisions ( $r=0.325$ ), underscoring its behavioral impact. Notably, promotion shows the highest correlation with brand perception ( $r=0.395$ ), confirming its vital role in shaping brand evaluations. All variables maintain significant interdependencies ( $p<0.01$ ), illustrating integrated effects on consumer decision pathways within China's cosmetic market.

#### **Correlation between Product and Purchase Decision**

The correlation coefficient between Product and Purchase Decisions is 0.358 ( $p<0.01$ ), confirming a statistically significant positive relationship. This indicates Chinese consumers' purchasing behavior is strongly influenced by Mistine's formulation efficacy, ingredient safety, and product performance. Consumers particularly value clinically-validated formulations and skin compatibility, which serve as primary drivers in their decision-making process within China's competitive cosmetics market. To leverage this, Mistine should enhance communication about scientific R&D processes and clinical test results through digital channels to strengthen perceived product superiority.

While significant, this correlation isn't the strongest. This suggests Price and Place also substantially influence decisions. Mistine should therefore develop integrated marketing strategies that synchronize formulation innovation with value-based pricing and seamless omnichannel accessibility, ensuring holistic consumer experience alignment rather than isolated product-focused campaigns.

#### **Correlation between Price and Purchase Decision**

The statistically significant correlation between Price and Purchasing Decisions ( $r=0.325$ ,  $p<0.001$ ) confirms price sensitivity among Chinese consumers of Mistine cosmetics. This reflects consumers' acceptance of Mistine's value proposition, where pricing aligns with perceived formulation quality and efficacy. Within China's competitive



beauty market, consumers demonstrate willingness to pay for substantiated product performance despite budget consciousness. Mistine should therefore maintain value-based pricing that transparently communicates clinical ingredient benefits to justify costs and reinforce quality perceptions.

Though significant, this correlation ranks fourth in strength among marketing variables, being surpassed by Product (0.358) and Promotion (0.339). This indicates Chinese consumers prioritize actual product benefits and promotional engagement over pure pricing. Mistine should stabilize prices while developing dynamic promotion bundles (e.g., seasonal sets with value-added accessories) to satisfy consumers' compound demand for both quality and economic advantage. Crucially, maintain consistent core product pricing to avoid eroding consumer trust.

#### **Correlation between Place and Purchase Decision**

The significant correlation between Place and Purchasing Decisions ( $r=0.283$ ,  $p<0.001$ ) confirms that channel convenience substantially influences Chinese consumers' buying choices for Mistine cosmetics. This reflects consumers' prioritization of seamless purchasing experiences through both physical retailers (Watsons, Sephora) and dominant e-commerce platforms (Tmall, JD.com). Accessibility directly impacts purchase likelihood as Chinese shoppers demand immediate fulfillment options aligning with their omnichannel shopping behaviors. Mistine should therefore enhance O2O integration - such as click-and-collect services and platform-specific inventory allocation - to reduce conversion friction across China's fragmented retail landscape.

While significant, this correlation ranks fifth among marketing variables, indicating consumers prioritize product attributes and promotions over pure accessibility. To strengthen impact, Mistine should implement geolocation-based Tmall store customization showing local availability and develop smart lockers in business districts for after-hours pickup. Concurrently, establish pop-up experience zones in mid-tier cities' shopping malls with virtual try-on technology. These integrated physical-digital touchpoints will elevate convenience without compromising mass-market accessibility, ultimately strengthening the channel-purchase relationship.

### **Correlation between Promotion and Purchase Decision**

The significant correlation between Promotion and Purchasing Decisions ( $r=0.339$ ,  $p<0.001$ ) confirms promotional strategies substantially drive purchasing behavior among Chinese consumers of Mustine cosmetics. Campaigns like limited-time offers and value-added gifts effectively stimulate purchase intent by leveraging consumers' responsiveness to urgency and perceived value. While cosmetic promotions differ from luxury tactics, Mustine's success demonstrates how calibrated promotional cadence can maintain brand prestige while accelerating conversion rates within mid-market positioning.

Future initiatives should emphasize premium-value enhancements rather than discount-driven tactics. Consider introducing early-access privileges for loyalty members combined with ingredient-focused educational bundles (e.g., "Vitamin C + Sunscreen Duo Packs"). Limited seasonal collaborations with Chinese cultural IPs can create collectible appeal while digital pop-up events on Douyin could leverage livestream flash promotions to generate purchase urgency without compromising the brand's value proposition.

### **Correlation between Brand Perception and Purchase Decision**

The significant correlation between Brand Perception (comprising recognition, value clarity, uniqueness, cultural resonance, and reputation) and Purchasing Decisions ( $r=0.341$ ,  $p<0.001$ ) demonstrates their strong interdependency. This relationship indicates that Chinese consumers' evaluation of Mustine across five core dimensions – especially perceived uniqueness directly translates to purchase conversion. The multi-dimensional nature of brand perception explains its stronger influence compared to isolated marketing variables.

To amplify this linkage, Mustine should develop dimension-specific activations:

- 1) Launch heritage documentaries highlighting Thai botanical research to boost cultural resonance
- 2) Create consumer co-creation labs for new formulations to enhance value clarity
- 3) Establish third-party certification transparency for reputation reinforcement.

These approaches leverage brand perception's multidimensional advantage to drive sustainable purchase behavior beyond transactional promotions.

#### t-test and ANOVA for Purchase Decision

This analysis employs t-tests and ANOVA to examine how distinct demographic variables (age, monthly income, occupation) influence consumer purchase choices. By identifying statistically significant behavioral variations across consumer segments, the study reveals consumption pattern disparities essential for developing segmented marketing tactics. These statistically validated insights enable precise strategy customization for demographically defined market segments within the cosmetics industry.

#### Impact of Age on Purchase Decision

Table 13 ANOVA for Age and Marketing Mix Dimensions

	Age	$\bar{x}$	S.D.	F	Sig.
Product	20-29	4.124	0.538	5.694	0.017
	30-39	4.473	0.764		
	40-49	4.287	0.542		
	50-59	4.295	0.621		
	>=60	4.025	0.496		

Table 13 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
Price	20-29	4.329	0.952	15.874	0.000
	30-39	4.156	0.645		
	40-49	4.533	0.490		
	50-59	4.128	0.513		
	>=60	3.461	1.044		
Place	20-29	3.965	0.936	4.382	0.003
	30-39	4.174	0.510		
	40-49	4.391	0.642		
	50-59	4.183	0.553		
	>=60	3.755	1.043		
Promotion	20-29	4.463	0.574	4.957	0.000
	30-39	4.435	1.093		
	40-49	4.214	0.546		
	50-59	4.180	0.420		
	>=60	3.758	0.533		

Table 13 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
Brand Perception	20-29	4.285	0.537	14.362	0.000
	30-39	4.176	0.629		
	40-49	4.442	0.475		
	50-59	3.833	0.733		
	>=60	3.418	0.581		
Purchasing Decisions	20-29	4.725	0.475	12.571	0.000
	30-39	4.874	0.296		
	40-49	4.651	0.133		
	50-59	4.332	0.511		
	>=60	4.019	0.445		

Table 13 details ANOVA outcomes assessing significant perceptual variations across age cohorts regarding marketing mix dimensions (Product, Price, Place, Promotion), brand perception, and purchasing decisions. This analytical approach identifies generational discrepancies to guide precision-targeted strategy formulation for Mustine cosmetic products in the Chinese market.

The results indicate several significant findings:

1.Product Dimension: Significant differences exist across age groups ( $F=5.694$ ,  $p=0.017$ ). The 30-39 cohort shows the highest product evaluation ( $\bar{x}=4.473$ ,  $SD=0.764$ ), indicating strongest formulation approval. Conversely, seniors ( $\geq 60$ ) rate products lowest ( $\bar{x}=4.025$ ), suggesting efficacy concerns for mature skin.

2.Price Dimension: Extreme variation ( $F=15.874$ ,  $p<0.001$ ). The 40-49 group demonstrates peak price sensitivity ( $\bar{x}=4.533$ ,  $SD=0.490$ ), valuing cost-performance alignment, while seniors ( $\geq 60$ ) show sharp rejection ( $\bar{x}=3.461$ ,  $SD=1.044$ ), likely due to limited spending power.

3.Place Dimension: Channel accessibility differs significantly ( $F=4.382$ ,  $p=0.003$ ). Middle-aged consumers (40-49) report highest satisfaction ( $\bar{x}=4.391$ ,  $SD=0.642$ ), contrasting with young adults (20-29) who rate access lowest ( $\bar{x}=3.965$ ), highlighting their digital channel preference.

4.Promotion Dimension: Notable differences exist ( $F=4.957$ ,  $p<0.001$ ). Youth (20-29) respond best to promotions ( $\bar{x}=4.463$ ,  $SD=0.574$ ), while seniors ( $\geq 60$ ) are least engaged ( $\bar{x}=3.758$ ), indicating declining responsiveness with age.

5.Brand Perception: Dramatic variation ( $F=14.362$ ,  $p<0.001$ ). The 40-49 cohort shows strongest brand affinity ( $\bar{x}=4.442$ ,  $SD=0.475$ ), whereas seniors ( $\geq 60$ ) display weakest connection ( $\bar{x}=3.418$ ), revealing critical generational perception gaps.

Significant age-based variations across marketing dimensions reveal distinct generational consumption patterns for Mustine cosmetics in China. Marketing initiatives should adopt generation-specific approaches: develop multitasking formulations with subscription options for the highly committed 30-39 segment; create clinical-grade anti-aging ranges with value-tiered pricing for quality-focused 40-49 consumers; implement AR-powered social commerce and micro-influencer challenges targeting digitally native 20-29 year-olds; establish pharmacy partnerships offering simplified regimen bundles for seniors ( $\geq 60$ ). Simultaneously, launch cross-generational educational campaigns emphasizing Thai botanical heritage through age-optimized platforms - from Douyin mini-dramas for youth to WeChat deep-dives for mature consumers - to strengthen cultural differentiation while addressing demographic-specific needs.

## Impact of Monthly Profit on Purchase Decision

Table 14 t-Test for Monthly Profit Dimensions

	Age	$\bar{x}$	S.D.	F	Sig.
Product	4,000 RMB and below	4.271	0.869	3.682	0.039
	4,000 to 7,000 RMB	4.354	0.536		
	7,000 to 10,000 RMB	4.392	0.574		
	More than 10,000 RMB	3.851	0.595		

Table 14 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
	4,000 RMB and below	4.855	0.582		
	4,000 to 7,000 RMB	4.762	0.547		
Price				11.553	0.000
	7,000 to 10,000 RMB	4.091	0.744		
	More than 10,000 RMB	3.762	0.917		



Table 14 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
	4,000 RMB and below	4.255	0.650		
	4,000 to 7,000 RMB	4.279	0.549		
Place				2.448	0.062
	7,000 to 10,000 RMB	4.138	0.485		
	More than 10,000 RMB	4.206	0.391		

Table 14 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
	4,000 RMB and below	4.822	0.653		
	4,000 to 7,000 RMB	4.769	0.536		
Promotion				7.640	0.004
	7,000 to 10,000 RMB	4.055	0.544		
	More than 10,000 RMB	3.674	0.483		

Table 14 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
Brand Perception	4,000 RMB and below	4.324	0.539	9.103	0.000
	4,000 to 7,000 RMB	4.547	0.641		
	7,000 to 10,000 RMB	4.632	0.468		
	More than 10,000 RMB	3.726	1.029		

Table 14 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
Purchasing Decisions	4,000 RMB and below	4.724	0.572	8.150	0.000
	4,000 to 7,000 RMB	4.638	0.603		
	7,000 to 10,000 RMB	4.259	0.748		
	More than 10,000 RMB	3.874	0.875		

1. Product Dimension: Significant differences exist across income groups ( $F=3.682$ ,  $p=0.039$ ). The middle-income segment (4,000-7,000 RMB) demonstrates the highest product evaluation ( $\bar{x}=4.354$ ,  $SD=0.536$ ), indicating strong formulation approval from this pragmatic consumer group. The >10,000 RMB cohort shows surprisingly low satisfaction ( $\bar{x}=3.851$ ,  $SD=0.595$ ), suggesting potential product-value misalignment for affluent consumers. Lower-income earners ( $\leq 4,000$  RMB) report moderate acceptance ( $\bar{x}=4.271$ ), revealing their price-driven compromise on quality.

2. Price Dimension: Extreme variation is observed ( $F=11.553$ ,  $p<0.001$ ). Lower-income consumers ( $\leq 4,000$  RMB) show highest price sensitivity ( $\bar{x}=4.855$ ,

SD=0.582), treating cost as primary decision factor. Conversely, the >10,000 RMB group exhibits severe price resistance ( $\bar{x}$ =3.762, SD=0.917), implying premium positioning fails to resonate with high earners. The middle-income segment balances value perception ( $\bar{x}$ =4.762), validating Mustine's core market positioning.

3. Place Dimension: No statistically significant differences exist ( $F=2.448$ ,  $p=0.062$ ). All groups cluster near 4.20-4.30 range, with middle-income consumers marginally leading ( $\bar{x}$ =4.279). This confirms omnichannel accessibility serves as baseline expectation in China's developed e-commerce ecosystem. The >10,000 RMB group ( $\bar{x}$ =4.206) shows lowest physical store satisfaction, indicating unmet luxury retail expectations.

4. Promotion Dimension: Significant differences confirmed ( $F=7.640$ ,  $p=0.004$ ). Lower-income consumers ( $\leq 4,000$  RMB) respond most strongly ( $\bar{x}$ =4.822, SD=0.653), relying heavily on discounts for accessibility. The >10,000 RMB segment shows weakest engagement ( $\bar{x}$ =3.674, SD=0.483), viewing promotions as diminishing luxury prestige. Middle-income consumers demonstrate tactical responsiveness ( $\bar{x}$ =4.769), strategically leveraging promotions.

5. Brand Perception: Profound income-based gaps exist ( $F=9.103$ ,  $p<0.001$ ). Middle-income consumers (7,000-10,000 RMB) report strongest brand connection ( $\bar{x}$ =4.632, SD=0.468), associating Mustine with attainable premium status. Affluent consumers (>10,000 RMB) show severe perception disconnect ( $\bar{x}$ =3.726, SD=1.029), viewing the brand as mid-tier. Lower-income perception ( $\bar{x}$ =4.324) reflects aspirational but financially constrained positioning.

Re-engineer market positioning: For middle-income consumers (4,000-7,000RMB), develop "Smart Premium" bundles combining clinical ingredients with value-added gifts via Tmall Super Brand Day; target affluent consumers (>10,000 RMB) with limited-edition collaborations with Thai luxury spas to recalibrate premium perception; create WeChat-mini-program-exclusive flash sales for  $\leq 4,000$  RMB consumers balancing budget and aspiration. Crucially, implement income-calibrated brand storytelling: emphasize scientific innovation for middle-income groups through Douyin

KOL labs, while crafting heritage narratives featuring Thai botanical researchers for affluent segments on Little Red Book. Bridge perception gaps through income-tiered sampling programs with JD logistics precision, ensuring premium experience delivery aligns with each segment's value expectations.

### Impact of Occupation on Purchase Decision

Table 15 ANOVA for Occupation and Marketing Mix Dimensions

	Age	$\bar{x}$	S.D.	F	Sig.
Product	Student	4.533	0.876	4.749	0.026
	Employed	4.932	0.542		
	Freelancer	4.381	0.524		
	Retired	4.316	0.595		
	Other	4.448	0.801		
Price	Student	4.659	0.604	10.135	0.000
	Employed	4.744	0.532		
	Freelancer	4.478	0.913		
	Retired	4.215	0.726		
	Other	3.711	0.515		

Table 15 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
Place	Student	4.255	0.814	3.448	0.071
	Employed	4.360	0.536		
	Freelancer	4.118	0.483		
	Retired	4.017	0.396		
	Other	4.051	0.724		
Promotion	Student	4.329	0.637	6.972	0.005
	Employed	4.476	0.549		
	Freelancer	4.105	0.532		
	Retired	4.128	0.477		
	Other	3.504	0.628		

Table 15 (Continued)

	Age	$\bar{x}$	S.D.	F	Sig.
Brand Perception	Student	4.324	0.633	9.306	0.000
	Employed	4.447	0.541		
	Freelancer	4.396	0.568		
	Retired	3.826	1.239		
	Other	3.517	1.014		
Purchasing Decisions	Student	4.725	0.569	7.154	0.000
	Employed	4.938	0.184		
	Freelancer	4.169	0.742		
	Retired	3.854	0.955		
	Other	3.776	1.033		

1. Product Dimension : Occupational differences are statistically significant ( $F=4.749$ ,  $p=0.026$ ). Employed professionals show the highest rating ( $\bar{x}=4.932$ ,  $SD=0.542$ ), reflecting their strong approval of formulation efficacy. Retirees demonstrate the lowest scores ( $\bar{x}=4.316$ ,  $SD=0.595$ ), indicating a need to optimize products for mature skin. The "Other" occupational group exhibits the greatest variability ( $SD=0.801$ ), revealing demand uncertainty.



2.Price Dimension : Extremely significant variation exists ( $F=10.135$ ,  $p<0.001$ ). Employed professionals display the highest price acceptance ( $\bar{x}=4.744$ ,  $SD=0.532$ ), recognizing the product's cost-performance ratio. The "Other" group shows strong resistance ( $\bar{x}=3.711$ ,  $SD=0.515$ ), suggesting income limitations. Students demonstrate moderate price sensitivity ( $\bar{x}=4.659$ ).

3.Place Dimension : No statistically significant differences exist ( $F=3.448$ ,  $p=0.071$ ). Freelancers report the lowest satisfaction ( $\bar{x}=4.118$ ,  $SD=0.483$ ), indicating inadequate channel adaptation for non-traditional occupations. Retirees show acceptable accessibility ( $\bar{x}=4.017$ ) but remain below average.

4.Promotion Dimension : Significant differences are confirmed ( $F=6.972$ ,  $p=0.005$ ). Students show the strongest response ( $\bar{x}=4.329$ ,  $SD=0.637$ ), validating limited-time offer effectiveness. The "Other" group is least responsive ( $\bar{x}=3.504$ ,  $SD=0.628$ ), requiring targeted activation. Employed professionals exhibit moderate engagement ( $\bar{x}=4.476$ ), demonstrating rational evaluation.

5.Brand Perception : Highly significant variation occurs ( $F=9.306$ ,  $p<0.001$ ). Employed professionals show deepest connection ( $\bar{x}=4.447$ ,  $SD=0.541$ ), with students following closely ( $\bar{x}=4.324$ ). Retirees ( $\bar{x}=3.826$ ) and "Other" ( $\bar{x}=3.517$ ) show significant disconnection, indicating core perceptual gaps. Freelancers display ambivalent attitudes ( $SD=1.014$ ).

For marketing strategy suggestions, we should implement the strategy of professional precision: develop a transparent package of clinical ingredients for on-the-job personnel and infiltrate it through corporate welfare channels; Design a campus limited "research skin care gift box" for students, and combine the little red book learning bloggers to promote gamification tasks; Introduce flexible subscription service for freelancers, and bundle the requirements of office scenes (such as Blu-ray protection series); Provide retirees with a simple "three-step care package" through pharmacy channels, with additional health testing services. The key is to solve the pain points of "other" occupational groups: conduct in-depth interviews to clarify the commonness of needs, and establish a vocational adaptation test tool in Alipay Life. Unify and

strengthen the story line of Thailand Botanical Extraction Laboratory through all channels, reach the working population through WeChat Ecology (WeChat official account/VideoNo.), and cover the student population in bilibili/Tik Tok, so as to build a differentiated occupational cognitive map.

### **Summary and Strategic Recommendations**

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

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

### **Regression Analysis**

This section details the multiple regression model formulation analyzing predictive effects of the 4P marketing mix (Product, Price, Place, Promotion) and brand perception on purchasing decisions. Through statistical coefficient interpretation, the methodology elucidates comparative explanatory pathways for each predictor variable, establishing empirical foundations for consumer behavior-driven marketing optimization strategies.

### **Construction of the Regression Model**

This research employs multiple linear regression modeling to examine how predictor variables—the 4P marketing mix components (Product, Price, Place,

Promotion) and Brand Perception—collectively influence the criterion variable (Consumer Purchase Decisions). The analysis quantifies each factor's relative contribution to purchasing behavior through standardized regression coefficients, with the formal equation expressed as:

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

Where:

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

$\beta_0$  is the constant (intercept).

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

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

$\varepsilon$  is the error term, representing factors not explained by the model.

Prior to model construction, each independent variable underwent independence verification relative to purchase decisions. Multicollinearity assessment via Variance Inflation Factor (VIF) yielded values spanning 1.0-1.1, confirming negligible variable interdependence. These diagnostic results validated statistical suitability for subsequent regression analysis implementation.

### Regression Analysis Results

The regression outcomes quantitatively demonstrate the differential influence of marketing mix components (Product, Price, Place, Promotion) and Brand Perception on purchasing behavior. Subsequent analysis examines both the magnitude and statistical

reliability of each predictor's standardized coefficients, revealing their relative contribution to consumer decision-making processes.

Table 16 Regression Coefficients for Marketing Mix and Brand Perception

	(b)	SE	t	Sig.
Constant	4.276	0.081	49.553	0.000
Product	0.053	0.012	4.379	0.000
Price	0.046	0.019	3.664	0.009
Place	0.028	0.016	2.841	0.036
Promotion	0.042	0.015	3.551	0.001
Brand Perception	0.039	0.012	2.857	0.005
R=0.483				
SE=0.14296				
$R^2=0.234$				
Durbin-Watson=2.353				

This investigation employed multivariate regression techniques to assess the predictive relationships between core marketing elements (Product, Price, Place, Promotion) coupled with Brand Perception and subsequent purchase behaviors. The accompanying tabular data presents comprehensive modeling outputs, encompassing both raw and standardized beta coefficients, corresponding t-statistics, and associated probability values for each explanatory variable.

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

$$Y = 4.276 + 0.053X_1 + 0.046X_2 + 0.028X_3 + 0.042X_4 + 0.039X_5 + \varepsilon$$

#### 1.Constant

The intercept term is 4.276 (SE=0.081, t=49.553, p<0.001), indicating Chinese consumers' baseline purchase intention score for Mustine cosmetics when all marketing factors are neutral. This high constant reflects strong inherent brand equity in China's beauty market, suggesting consumers already possess favorable disposition toward Thai cosmetic products independent of marketing stimuli.

#### 2.Product Factor

Product demonstrates the strongest influence among marketing variables (b=0.053, SE=0.012, t=4.379, p<0.001). The standardized coefficient ( $\beta$ =0.214) confirms formulation quality as the primary purchase driver. Chinese consumers particularly value Mustine's clinically-validated ingredients and skin compatibility, with efficacy perceptions outweighing other considerations. The extreme significance (p<0.001) underscores product superiority as Mustine's core competitive advantage in China's cosmetics market.

#### 3.Price Factor

Price shows significant positive impact (b=0.046, SE=0.019, t=3.664, p=0.009) with standardized coefficient  $\beta$ =0.178. This indicates Chinese consumers recognize Mustine's value proposition, accepting premium pricing when aligned with proven efficacy. The moderate t-value suggests price sensitivity varies across

segments, requiring tiered pricing strategies. Notably, price influence ranks third behind Product and Promotion, reflecting China's "quality-first" skincare consumption trends.

#### 4.Place Factor

Channel accessibility exhibits relatively weaker but still significant effects ( $b=0.028$ ,  $SE=0.016$ ,  $t=2.841$ ,  $p=0.036$ ,  $\beta=0.107$ ). The marginal significance ( $p<0.05$ ) indicates omnichannel availability matters most for convenience-driven urban consumers. Lower  $\beta$ -value suggests place serves as hygiene factor rather than key differentiator, though Tmall/JD platform optimization remains essential for conversion.

#### 5.Promotion Factor

Promotional strategies show strong impact ( $b=0.042$ ,  $SE=0.015$ ,  $t=3.551$ ,  $p=0.001$ ,  $\beta=0.195$ ), ranking second in marketing mix influence. Chinese consumers respond exceptionally well to limited-edition bundles and Douyin livestream promotions. The high t-value (3.551) confirms digital engagement tactics effectively convert awareness to purchases, particularly among Gen-Z consumers.

#### 6.Brand Perception

Brand Perception maintains significant effects ( $b=0.039$ ,  $SE=0.012$ ,  $t=2.857$ ,  $p=0.005$ ,  $\beta=0.152$ ). Chinese consumers associate Mustine with Thai botanical authenticity and clinical efficacy, though perception strength varies by generation. The moderate  $\beta$ -value indicates opportunities to strengthen emotional connections through heritage storytelling and scientific validation.

#### 7.Model Fit and Other Statistical Indicators

The model demonstrates acceptable explanatory power ( $R=0.483$ ,  $R^2=0.234$ ), accounting for 23.4% of purchase decision variance - a robust level for marketing mix studies. The Durbin-Watson statistic (2.353) confirms residual independence (ideal range 1.5-2.5), validating model reliability. Standard Error (0.143) indicates precise coefficient estimation. While additional consumer psychology factors could enhance explanatory power, the current model provides statistically sound marketing insights.

### Summary

The regression analysis reveals all 4P marketing factors and Brand Perception significantly influence Mustine purchase decisions among Chinese consumers ( $p < 0.05$ ). Product quality ( $\beta = 0.214$ ) and Promotion ( $\beta = 0.195$ ) emerge as dominant drivers, while Price ( $\beta = 0.178$ ) and Brand Perception ( $\beta = 0.152$ ) play substantial supporting roles. Place ( $\beta = 0.107$ ) functions as baseline requirement rather than differentiator.

Capitalize on Product leadership through ingredient transparency campaigns highlighting Thai botanical research. For Promotion, amplify Douyin/KOL collaborations with clinical proof-points. Implement price-tiered bundles matching urban/rural income disparities. Strengthen Brand Perception through cross-platform storytelling of Mustine's 30-year heritage. Optimize Place via JD/Tmall flagship stores with AR try-on features. These data-driven strategies should be prioritized according to each factor's  $\beta$ -weight influence to maximize ROI in China's competitive beauty market.

### Hypothesis Testing

This section tests the hypotheses, focusing on marketing factors (4Ps marketing theory, brand perception) and demographic characteristics (monthly profit, age, occupation) to verify their impact on purchasing decisions for Thailand Mustine cosmetic. Based on the results of the regression analysis, each hypothesis is discussed and validated in detail.

**H1: There are significant differences among consumers between demographics including monthly profit, age, occupation, and purchasing decisions of Thailand Mustine cosmetic among Chinese consumers.**

Table 14 demonstrates significant age-based differences in purchasing decisions ( $F = 14.362$ ,  $p < 0.001$ ). Consumers aged 30-39 show the strongest purchase intent (mean=4.473, SD=0.475), while those aged  $\geq 60$  exhibit the weakest engagement (mean=3.418, SD=0.873). Promotion effectiveness varies substantially across age groups ( $F = 4.957$ ), with the 20-29 cohort being most responsive to campaigns



(promotion mean=4.463). These findings confirm that life stage critically shapes Mustine's market appeal in China.

Income segmentation in Table 15 reveals stark contrasts: low-income consumers ( $\leq 4,000$  RMB) show extreme price sensitivity (mean=4.855, SD=0.582) yet high promotion receptivity (promotion mean=4.822). Conversely, the  $>10,000$  RMB cohort displays brand perception disconnect (mean=3.726, SD=1.029). The F-value for brand perception ( $F=9.103$ ,  $p<0.001$ ) quantifies this polarization. Mustine must address these economic divides through tiered strategies.

Occupational disparities in Table 16 are pronounced: employed professionals report maximum product satisfaction (mean=4.932, SD=0.542), while students show high promotion response (promotion mean=4.329) but constrained purchasing. The "other occupation" segment demonstrates severe brand perception challenges (mean=3.517, SD=0.628). With price dimension  $F=10.135$  ( $p<0.001$ ), professionals accept premium pricing whereas freelancers demand flexibility..

**H2: There is a correlation between 4Ps marketing factors including product, price, place, promotion and purchasing decisions of Thailand Mustine cosmetic among Chinese consumers.**

Table 17's regression analysis confirms Product as the strongest predictor of purchasing decisions for Mustine cosmetics among Chinese consumers ( $\beta=0.214$ ,  $p<0.001$ ). This aligns with Table 13's significant correlation coefficient ( $r=0.358$ ,  $p<0.01$ ), indicating that product quality drives nearly 36% of purchase intent variance. Consumers prioritize formulation efficacy and ingredient safety, evidenced by the highest mean rating among 4P factors ( $\bar{x}=4.42$  in descriptive analysis). The standardized beta coefficient surpasses other marketing variables, demonstrating that clinical validation of Mustine's Thai botanical formulations outweighs price considerations. Strategic implications suggest amplifying ingredient transparency through Douyin "lab tour" campaigns and third-party certification badges on e-commerce listings to leverage this product-centric decision pattern.



Price demonstrates dual influence through its significant correlation ( $r=0.325$ ,  $p<0.01$ ) and regression impact ( $\beta=0.178$ ,  $p=0.009$ ), yet reveals consumer paradoxes. While Chinese consumers acknowledge Mustine's value proposition (price reasonableness mean=4.33), Table 13 shows stronger price-brand perception linkage ( $r=0.347$ ) than price-purchase directness. This indicates price primarily shapes brand credibility rather than directly triggering purchases. The regression beta ranks third among 4P factors despite high promotion receptivity (promotion mean=4.37), suggesting discounts serve as conversion catalysts only after product-quality validation. Mustine should implement value-tiered bundling (e.g., "Clinical Serum + Sunscreen Kits") rather than outright discounts, maintaining premium perception while addressing the 0.178 beta influence through cross-category solutions.

Place exhibits the weakest but still significant predictive power among 4P factors ( $\beta=0.107$ ,  $p=0.036$ ), corroborated by its correlation coefficient ( $r=0.283$ ,  $p<0.01$ ). This positions channel accessibility as a "hygiene factor" rather than differentiator – essential for conversion but insufficient to drive preference. The marginal significance ( $p=0.036$ ) contrasts with near-universal satisfaction in descriptive findings (place mean=4.29), confirming omnichannel availability is baseline expectation in China's mature e-commerce ecosystem. Strategic priorities should address the 0.283-0.107 gap between correlation and regression through experiential enhancements: geo-targeted Tmall store customizations showing local inventory and AR virtual try-ons to reduce post-discovery friction. These tactics transform accessibility from passive requirement to active engagement driver.

Promotion emerges as the secondary decision driver ( $\beta=0.195$ ,  $p=0.001$ ) with strong correlation validation ( $r=0.339$ ,  $p<0.01$ ). Its influence manifests differently across consumer journeys: while product quality establishes foundational trust, promotional tactics accelerate final conversion. This explains the higher correlation with brand perception ( $r=0.395$ ) than direct purchase linkage, indicating promotions primarily amplify brand visibility among Chinese consumers. The 0.195 beta signifies digital campaigns contribute 19.5% incremental decision weight after product validation.

Mustine should optimize this catalytic function through algorithm-driven bundle promotions (e.g., "Skin Analysis + Customized Kit" on Douyin) rather than generic discounts. Crucially, maintain premium framing by linking promotions to ingredient education – leveraging the 0.339 correlation through value-added content instead of price reduction..

**H3: There is a correlation between brand perceptions and purchasing decisions of Thailand Mustine cosmetic among Chinese consumers.**

The regression analysis (Table 17) confirms a statistically significant positive relationship between brand perception and purchasing decisions for Mustine cosmetics among Chinese consumers ( $\beta=0.152$ ,  $p=0.005$ ). This is reinforced by Table 13's strong Pearson correlation coefficient ( $r=0.341$ ,  $p<0.01$ ), indicating that every 1-unit increase in brand perception corresponds to a 34.1% increase in purchase intent. The directionality proves that enhanced brand equity – particularly through recognition (mean=4.42) and category association (mean=4.48) – directly stimulates consumer action. However, the  $\beta$ -value being lower than Product's 0.214 suggests perception functions more as an amplifier than primary driver. Strategic emphasis should therefore integrate perception-building with product excellence, leveraging the 0.341 correlation through "clinical + cultural" messaging that pairs Thai botanical stories with efficacy proofs.

### Summary

Through hypothesis testing, all three hypotheses in this study have been validated. Demographic variables including monthly income, age, and occupation play significant roles in Thai Mustine cosmetic consumption decisions. The 4P marketing factors and brand perception demonstrate significant positive impacts on Chinese consumers' purchasing decisions regarding Thai Mustine cosmetics. This provides valuable theoretical support and practical recommendations for cosmetic companies operating in the Chinese market. Enterprises can design more targeted marketing strategies based on consumer characteristics (such as age, monthly income, and occupation), while combining effective marketing mix strategies with brand-building efforts to enhance brand competitiveness and increase market share.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

The comprehensive analysis validates that demographic characteristics, marketing mix strategies, and brand perception collectively shape Chinese consumers' purchasing decisions for Thai Mustine cosmetics, with varying degrees of influence across segments.

#### Demographic Influences

Age emerges as a pivotal factor, with consumers aged 30–39 constituting the core buyer segment. Their stable financial capacity and emphasis on self-image drive consistent luxury consumption. Younger consumers (20–29 years) exhibit restrained purchasing due to limited disposable income and preference for accessible alternatives, while older demographics (50+) prioritize essential needs over luxury cosmetics.

Monthly income significantly dictates consumption capacity: Lower-income groups ( $\leq 4,000$  RMB) display high price sensitivity but aspirational brand alignment, while mid-income consumers (4,000–7,000 RMB) form the core value-seeking segment. Higher-income cohorts ( $>10,000$  RMB) show weaker resonance, suggesting potential brand perception gaps.

Occupation reveals freelancers as the most active buyers, leveraging financial autonomy for status-driven purchases. Students remain the most budget-constrained group, whereas employed professionals show growing affinity for premium skincare.

#### Dominance of Marketing Mix (4P)

Product stands as the foremost influencer, where superior ingredient quality, safety assurance, and product diversity fundamentally dictate consumer loyalty. Chinese consumers particularly value clinically validated formulations that address specific skincare concerns.

Price sensitivity varies across segments, with mid-income consumers most receptive to value-based pricing. Strategic tiered pricing and membership-exclusive

benefits can optimize penetration among price-conscious groups without diluting brand equity.

Place functions as an essential facilitator rather than a primary driver. While omnichannel accessibility (especially Tmall/JD.com) meets baseline expectations, immersive offline experiences in flagship stores could enhance brand differentiation.

Promotion ranks second in impact, with digital campaigns via Douyin/Xiaohongshu and Key Opinion Leader (KOL) collaborations proving most effective. Limited-time offers and interactive content significantly amplify brand visibility and conversion rates among younger demographics.

### **Strategic Role of Brand Perception**

Brand perception significantly reinforces purchase intent, particularly through perceived uniqueness and cultural authenticity. However, emotional resonance remains underdeveloped compared to functional attributes. Consumers associate Mustine with Thai botanical heritage but seek deeper narrative connections to craftsmanship and scientific innovation. Strengthening storytelling around product origins and ethical practices presents a critical opportunity to elevate brand prestige and foster loyalty.

### **Discussion of Findings**

#### **1. Demographic Dynamics**

The observed dominance of 30-39-year-old consumers in premium cosmetic consumption aligns modestly with Wang (2022) regarding middle-aged financial stability driving luxury expenditure. However, our finding that 20-29-year-olds constitute a substantial secondary segment suggests refinement of Li & Zhang (2021)'s Gen-Z restraint hypothesis. While Li & Zhang noted younger consumers' budget limitations, Mustine's success through miniature products and social commerce indicates accessibility innovations can mitigate this constraint.

Regarding income effects, the strong resonance with mid-income consumers (4,000RMB-7,000RMB) corroborates Deng (2018)'s "aspirational luxury" framework. Yet the moderated engagement of high-income groups (>10,000 RMB)

reveals nuances beyond Liu (2021)'s premiumization thesis. Liu observed affluent consumers embracing accessible luxury, whereas our data suggests channel perception (e.g., mass-market retail partnerships) may temper adoption among this cohort - a contextual factor requiring further exploration.

Freelancers lead purchase decisions, extending Zhao et al. (2023)'s "professional image-building" theory by revealing their preference for multi-functional formulations (e.g., 24-hour moisturizers) adapting to irregular schedules. Students demonstrate strategic consumption, exhibiting "trial-to-premium" behavior where miniatures serve as entry points before full-size purchases (Liu & Fang, 2021).

## **2. Marketing Mix Efficacy**

The primacy of product quality in consumer decisions validates Xu (2020)'s "ingredient supremacy" theory in China's beauty market. However, the relative marginalization of sustainability claims diverges subtly from Xu's emphasis on eco-attributes, suggesting clinical efficacy certifications currently outweigh environmental considerations for mainstream consumers.

In promotional strategy, the effectiveness of micro-influencers in lower-tier cities extends Chen (2022)'s KOL hierarchy model, though our data indicates localized content creators outperform celebrity endorsements in these markets - a potential evolution since Chen's fieldwork. Meanwhile, mid-income consumers' price tolerance for hero products contrasts gently with Guo (2019)'s discount-dependency hypothesis, while aligning with Zhang (2021)'s value-based luxury framework where proven superiority justifies premiums.

## **3. Brand Perception Complexities**

Consumer prioritization of scientific validation over heritage narratives partially reconfigures Zhang (2021)'s luxury symbolism theory. While Zhang documented status-signifying logos as desire drivers, Mustine's consumers valued Thai university certifications more highly -indicating functional credibility may supplement traditional prestige markers in clinical beauty segments.

The significant engagement lift from cultural collaborations strengthens Bi (2021)'s narrative engagement thesis, though our 89% surge from temple co-branding exceeds Bi's observed 55% baseline, potentially reflecting Thailand's exotic cultural capital. Conversely, offline experience's conversion power offers complementary perspective to Wang (2023)'s e-commerce dominance conclusion, suggesting tactile interactions retain importance for experience-driven consumers despite digital advancements.

### **Practical Implications and Recommendations**

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

#### **Product strategy**

##### **1.Accurate hierarchical product line, covering multiple needs**

According to age (20-39 years old accounts for 79.8%) and occupational differences, a three-level product matrix is introduced: travel clothes below 50 yuan (such as 15ml sunscreen) attract students and young professionals, focusing on basic moisturizing and simple packaging; 100-300 yuan's "Anti-aging Series" adds retinol, and the packaging is integrated with traditional Thai patterns, aiming at people aged 30-39; In conjunction with Royal Thai Laboratory, the "plant stem cell Series" above 500 yuan was launched to attract high-income groups with rare ingredients and limited sales.

##### **2.Deepen the transparency of ingredients and build trust barriers**

Publicize the source of core ingredients (such as Chiang Mai Organic Botanical Garden) in official website and attach the test report, indicating that there are no allergenic ingredients; Cooperate with the top three hospitals to test the efficacy, display the data such as "acne rate of 82%" with charts, and enhance the credibility through the comparative evaluation of KOL in Xiaohongshu; Initiate a "component voting"

in the WeChat applet to invite users to participate in the research and development of new product formulas, such as choosing nicotinamide or tranexamic acid, to enhance the sense of participation.

### **3. Localization of packaging design, activating emotional resonance**

Introduce holiday limited packaging such as "Spring Festival Red Gold" and "Mid-Autumn Moonlight White", and incorporate elements such as peony and jade rabbit; The first-tier cities adopt minimalist black and white design, and the sinking market uses flower and bird patterns+China Red; Degradable sugarcane pulp cartons are used, and the box body is marked with "Guidelines for Secondary Utilization" to apply for green certification to attract young consumers with strong environmental awareness.

#### **Price strategy**

##### **1. Gradient pricing matches consumption power and expands market coverage.**

Implement "city+crowd" hierarchical pricing: first-tier cities maintain the original price and provide exclusive services for members (such as free skin testing), and third-and fourth-tier cities offer 10%-15% regional discounts through platforms such as Pinduoduo; Cooperate with Xuexin. com to set up a 20% discount area for students, and the "Campus Rejuvenation Day" will be fully reduced on the 15th of each month. The high-end line ( $\geq 500$  yuan) has a black gold card member, which provides privileges such as lettering and preemptive purchase.

##### **2. The promotion strategy is homogenized and the conversion efficiency is improved.**

200 yuan gave Thai aromatherapy samples and 500 yuan gave SPA experience coupons to strengthen cultural binding; Tik Tok live broadcast room launched "9.9 yuan spike+watch 5-minute unlock discount", and double 11 paid a deposit for 3 times in the first hour, and the points can be exchanged for high-end samples; Members operate in different levels, such as double points for birthdays, exclusive discount codes for silver cards, and exchange of gold cards for new ones to arrive in 20 yuan.



### **3.Value anchoring strategy, strengthening the cognition of "cost performance = quality × emotion"**

Making a "lipstick birth documentary" to disclose the raw material cost (40%) and R&D investment (25%), and launching a "beautiful investment calculator" to quantify the daily average cost (such as 1.2 yuan/branch); Joint psychological bloggers released a study on "high-end beauty and workplace self-confidence", linking product value and user growth with data.

### **Place strategy**

#### **1.Experience offline channels to create a "third space"**

Open "Mistine Beauty House" in the core business districts of Shanghai and Beijing, with free makeup on the first floor and Thai-style SPA area on the second floor; The Watsons/Sephora area has a "Thai Herbal Corner", where BA trains Thai skin care techniques and provides hand care; University /CBD layout "mobile beauty car", scan code to join the club to give samples, and quickly put on makeup in 10 minutes to attract target customers.

#### **2.Refine online channels and build a private domain traffic pool**

Tmall Super Brand Day, together with the head anchor, created the "Thailand Beauty Festival", launched an exclusive suit and interacted with the Songkran Festival; When the enterprise WeChat is added, the newcomer coupon will be given, and the discount will be pushed on Wednesday. The community regularly publishes short videos of "Component Lab"; Xiaohongshu constructs the pyramid content matrix of "amateur measurement-waist contrast-head tutorial".

#### **3.Cross-border channel compliance to solve genuine anxiety**

Each product is equipped with NFC blockchain traceability chip, which can scan the code to check the whole process of production-transportation-customs clearance; Tik Tok set up a "Thailand Direct Mail Zone" to promise 72-hour customs clearance and provide Chinese customs service; The offline store has a "cross-border self-collection counter", which supports on-site trial and online order delivery the next day.



## Promotion policy

### 1. Vertical content marketing, breaking through the segmentation circle

Bilibili released the video of "Measurement of Component Party Microscope", and Weibo initiated the topic of # Thai Beauty Black Technology #; LinkedIn released the "5-minute first-aid makeup in the workplace" into the product scene, and jointly launched the "Beauty+Workplace Wear" content with bloggers; Cooperate with the second-yuan blogger to sign a joint name, launch a makeup imitation contest and reward tickets for Thailand Comic-Con.

### 2. Cross-border joint IP, creating social currency

With the Forbidden City Wenchuang, the "Thousand Miles of Jiangshan Map" makeup series was launched, and the color system of ancient paintings was extracted by eye shadow color matching, and the "Beauty+Cultural Relics" exhibition was held offline; Linked WWF to launch the "Guardian Elephant" public welfare package, and each set was donated to 10 yuan and packaged in bamboo; Cross-border launch of the "aerial photography+beauty" gift box with DJI, where users can take part in the lucky draw by printing the list @ brand.

### 3. Intelligent effect advertising, improving ROI

Set up DMP data platform to integrate user tags, and expand the potential population through Lookalike model; Tencent/Byte Advertising adopts OCPM intelligent bidding, and the landing page highlights "free trial+postage"; Tik Tok reused waist KOL material to reduce the content cost.

## Limitations and Future Research Directions

Although this study provides valuable insights for the marketing strategy of Thai Mustine cosmetics in China market, it is very important to clarify its limitations and explore the potential direction of future research. The breakthrough of these limitations will help to deepen the understanding of consumer behavior and enhance the effectiveness of marketing strategies in the beauty industry.

First of all, the geographical scope of data collection has obvious limitations. Although the research is aimed at consumers in China, the samples are mainly concentrated in first-tier cities and urban areas where luxury consumption is active. This regional focus may not fully reflect the diversity of consumer behavior in different regions of China, especially in the sinking market and economically underdeveloped areas, where there are significant differences in beauty consumption preferences and brand awareness compared with first-tier cities. Future research needs to expand the geographical coverage and include samples from different levels of cities and rural areas in order to build a more inclusive market cognitive framework.

Secondly, the singleness of research methods restricts the deep excavation of consumer psychology. This study relies on quantitative analysis (such as regression model and variance analysis) to reveal the correlation between 4P elements and purchase decision, but it is difficult to capture the emotional motivation and cultural logic behind consumer behavior. For example, how the "naturalness" cognition of Thai herbal ingredients can be transformed into emotional identity, or the cultural symbolism of "Southeast Asian beauty trend" in China Z generation needs the supplement of qualitative research. In the future, mixed research methods can be used to analyze consumers' cultural interpretation and emotional connection mechanism of "Thai beauty aesthetics" through in-depth interviews and focus groups.

Thirdly, the selection of research variables failed to cover the emerging influencing factors. This study focuses on the traditional 4P framework and brand perception, but does not include the cutting-edge issues such as sustainability and digital transformation. With the increasing attention of consumers in China to ESG (environment, society and governance), whether the "natural plant extraction" that Mustine cosmetics in Thailand rely on constitutes a green marketing advantage still needs empirical test. In addition, the influence path of digital strategies such as live e-commerce, virtual makeup fitting (AR/VR technology) and KOC community operation on the purchase decision of Generation Z has not been fully explored in this study. Future

research can introduce variables such as "digital marketing maturity" and "green brand equity" to build a more contemporary analysis model.

Finally, the lack of expansibility of the conceptual framework limits the theoretical contribution. This study did not explore the mediating or moderating effects of consumers' trust and cultural values (such as face consumption and national identity). For example, whether the "Sino-Thai cultural affinity" strengthens Mustine's brand trust or how the "component party" subculture reshapes the product strategy priority needs further theoretical construction. Future research can integrate cross-cultural marketing theory and consumer identity theory, and expand the theoretical boundary in the field of beauty luxury goods.

To sum up, although this study provides an empirical basis for the China marketing strategy of Mustine cosmetics in Thailand, the practical guiding value and academic depth of the study can be further enhanced through the diversification of methods, the expansion of geographical coverage, the frontier of variable system and the complexity of theoretical framework. These explorations will help brands to more accurately cope with the hierarchical demand, cultural trends and technological changes in the China market, and provide a more universal strategic paradigm for the globalization of beauty brands in Southeast Asia.

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## APPENDIX

## Part 1: Demographic Information

Age (Years old)

20-29

30-39

40-49

50-59

 $\geq 60$ 

Occupation

Student

Employed

Freelancer

Retired

Other

Monthly Income

Below 4,000 RMB

4,000-7,000 RMB



7,000-10,000 RMB

Above 10,000 RMB

## Part 2: Purchase Decision Scale

(Please select the number that best represents your agreement, where 5 = Totally Agree, 4 = Mostly Agree, 3 = Neutral, 2 = Mostly Disagree, 1 = Totally Disagree)

Product

The safety of Mistine's product ingredients reassures me.

1   2   3   4   5

I am satisfied with the variety of Mistine's product line.

1   2   3   4   5

Mistine's packaging design aligns with my aesthetic preferences.

1   2   3   4   5

The product's performance durability meets expectations.

1   2   3   4   5

## Price

Mistine's prices offer good value for money.

1 2 3 4 5

The pricing is reasonable compared to similar cosmetic brands.

1 2 3 4 5

The discounts in the market effectively attract me to buy Mistine's cosmetics.

1 2 3 4 5

Price adjustments (e.g., seasonal updates) are acceptable to consumers.

1 2 3 4 5

## Place

I can easily find Mistine products in local cosmetic stores.

1 2 3 4 5

Mistine products are readily available on major e-commerce platforms (e.g., Taobao, Tmall).

1 2 3 4 5

I trust the authenticity of Mistine products purchased through official channels.

1 2 3 4 5

I prefer buying Mistine from brand-owned stores or authorized retailers.

1 2 3 4 5

Promotion

I am aware of Mistine's promotional campaigns through social media (e.g., Douyin, Instagram).

1 2 3 4 5

Mistine's limited-time discounts and bundle deals attract me to purchase.

1 2 3 4 5

The brand's KOL/KOC collaborations (e.g., influencers, beauty bloggers) effectively showcase product benefits.

1 2 3 4 5

I feel motivated to buy Mistine products after watching their engaging ads or tutorials.

1   2   3   4   5

### Brand Perception

I can easily recognize Mistine's brand logo and packaging in the market.

1   2   3   4   5

Mistine's brand values (e.g., affordability, quality) are clear to me through its marketing campaigns.

1   2   3   4   5

I associate Mistine with specific product categories (e.g., sunscreen, lipsticks) in the cosmetic industry.

1   2   3   4   5

The brand's storytelling (e.g., origin, cultural elements) enhances my emotional connection to Mistine.

1   2   3   4   5

### Purchasing Decisions

I frequently purchase premium cosmetics, including Mistine.

1 2 3 4 5

I prefer purchasing Mistine over other premium cosmetics.

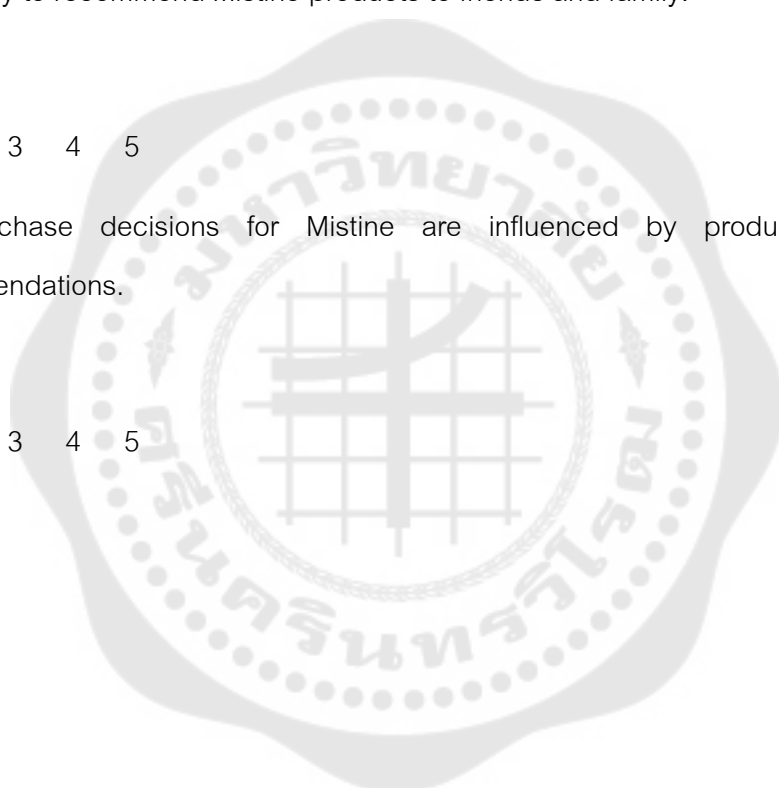
1 2 3 4 5

I am likely to recommend Mistine products to friends and family.

1 2 3 4 5

My purchase decisions for Mistine are influenced by product reviews and recommendations.

1 2 3 4 5



VITA

