



MARKETING STRATEGY OF THAI BIRD'S NEST IN CHINA



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MARKETING STRATEGY OF THAI BIRD'S NEST IN CHINA



RUIZHENG WANG

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THE MASTER'S PROJECT TITLED
MARKETING STRATEGY OF THAI BIRD'S NEST IN CHINA

BY
RUIZHENG WANG

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.....
(Assoc. Prof. Dr. Chatchai Ekpanyaskul, MD.)

Dean of Graduate School

.....
ORAL DEFENSE COMMITTEE

..... Major-advisor

(Asst. Prof. Dr.Kangwan Yodwisitsak)

..... Chair

(Asst. Prof. Dr.Jiroj Buranasiri)

..... Committee

(Assoc. Prof. Dr.Nak Gulid)

Title	MARKETING STRATEGY OF THAI BIRD'S NEST IN CHINA
Author	RUIZHENG WANG
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Thesis Advisor	Assistant Professor Dr. Kangwan Yodwisitsak

This study explored the impact of the 4I marketing theory—Interesting, Interests, Interaction, and Individuality—on consumer behavior regarding Thai bird's nest in the Chinese market. Using a structured questionnaire and a sample of respondents aged 18 and above, regression analyses were conducted to evaluate the relationship between these marketing factors and consumer usage frequency. The results highlighted that Interesting and Individuality were the most significant factors influencing usage frequency, providing practical insights for optimizing marketing strategies. Recommendations include leveraging creative and engaging content, personalized marketing approaches, and targeted promotional campaigns. This study also acknowledges its limitations, such as a narrow occupational category and an R-squared value indicating the need for further exploration of other influencing factors.

Keyword : Thai bird's nest, 4I marketing theory, consumer behavior, usage frequency

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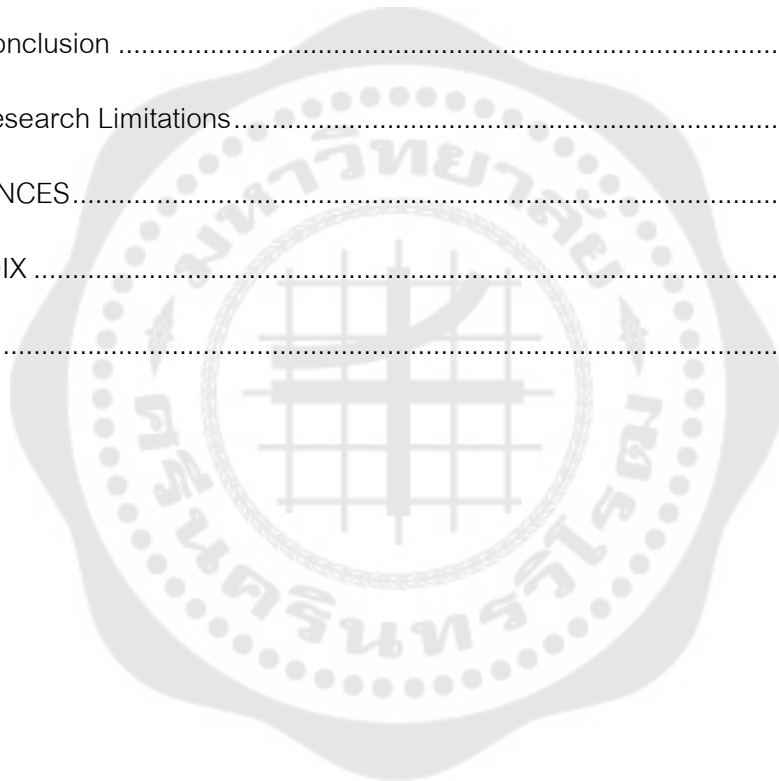
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CHAPTER 1

INTRODUCTION

1.1 Overview

The first chapter is the introduction of this paper, which mainly introduces the background, significance and purpose of the research. The main purpose is to clarify the overall framework of the paper and pave the way for the specific research in subsequent chapters.

1.2 Background

In recent years, with the rapid development of our country's economy, clinic people's health awareness has continuously increased (Zhang et al., 2018). During the pandemic, the health industry has risen rapidly, particularly with the rapid spread of Internet information and the booming short video live broadcast sales scenes. Various health-related products have proliferated on the Internet. The number of health and wellness-related videos has continuously increased, and the market for Thai bird's nest consumption has been steadily expanding. The consumption of Thai bird's nest has become a hot topic on various Internet platforms. For this reason, the marketing and brand communication methods of various Thai bird's nest entities have also changed from the original single marketing method to Internet integrated marketing. Constantly try and explore a variety of Internet marketing models, striving to stand out in the fierce competition, thereby increasing brand awareness and exposure (Liu et al., 2020).

In response to the rapid growth of China's economy, there has been a substantial transformation in consumer behavior, particularly with an increasing focus on health and wellness. The economic expansion has not only elevated the average income levels but also heightened consumer expectations and demands for quality health products. This shift is profoundly illustrated by the government's proactive steps, such as the implementation of the "Healthy China 2030" Planning Outline, which aims to enhance the national health policy framework and support the development of the health industry (Wang, 2021). This policy initiative reflects and reinforces the growing cultural

confidence among Chinese citizens, the rising prominence of Chinese brands, and a deepening commitment to health and wellness. Consequently, products like Thai bird's nest, renowned for their health benefits, have surged in popularity. The market for Thai bird's nest has seen consistent growth over the past few years, driven by these broader economic and cultural dynamics, underscoring a significant shift towards more health-conscious consumer behavior in China.

Thai bird's nest is acclaimed for its nutritional benefits, being rich in protein and low in fat, which has drawn considerable consumer interest. According to health and nutrition experts, it serves multiple functions, including beautifying the skin, strengthening the body, and enhancing immune functions. This broad spectrum of benefits positions it distinctively among both tonics and general health products. Furthermore, as Thailand's bird's nest industry has evolved, significant advancements in technology have led to heightened product quality. Major manufacturers in the region have implemented rigorous controls over production, transportation, and storage to maintain and enhance the nutritional integrity of their bird's nest products (Chen&Huang, 2019). These efforts ensure that consumers receive the highest quality supplements, thus sustaining and increasing the product's popularity and trust within the market.

According to the "2020 Youth Health Consumption Report" issued by CBNDData, Ping An, and the Jingjing Research Institute, as well as the "8 Changes in Chinese Life After the Epidemic" report published by Tmall in June 2020, awareness of Thai bird's nest products in China is remarkably high, at 98.8% (CBNDData, 2020). The Tmall platform alone features over 600 stores and more than 200 brands dedicated to bird's nest products, illustrating the extensive market penetration and consumer interest. The reports highlight that a substantial majority of young people—more than 90%—are now more health-conscious, with 33% actively incorporating healthy habits into their lifestyle much earlier than previous generations. This shift towards preemptive health maintenance is reshaping consumer demographics and necessitates that marketing strategies for Thai bird's nest adapt to these evolving consumer behaviors to stay relevant and effective in the rapidly changing market.

Marketing Thai bird's nest in China is crucial due to its role in raising consumer awareness, differentiating the product in a crowded market, and enhancing brand value among health-conscious consumers. Effective marketing communicates the unique health benefits of Thai bird's nest, such as improving skin health and boosting immunity, crucial for distinguishing it from other health supplements. Moreover, with the rise of digital consumption patterns, particularly among younger demographics, leveraging modern marketing channels like social media and e-commerce is vital (Zhao, 2022). Additionally, aligning marketing strategies with national health initiatives like "Healthy China 2030" can tap into governmental support and consumer interest in wellness, further elevating the product's relevance and appeal in the Chinese market. Thus, strategic marketing is essential not only for educating consumers but also for sustaining the product's prestige and market position amidst evolving consumer preferences and competitive dynamics.

To align with this shifting consumer behavior, it is essential to adopt a theoretical framework that guides strategic marketing efforts. The 4I marketing theory, proposed by Don Schultz in 2000, offers a comprehensive perspective for integrated marketing in the digital age. This theory focuses on four core elements: Interesting, Interests, Interaction, and Individuality, emphasizing that marketing should center on customer needs. By utilizing this framework, Thai bird's nest brands can design engaging, benefit-driven, interactive, and personalized marketing strategies that cater to the diverse demands of health-conscious consumers, ultimately enhancing usage frequency and sustaining market relevance.

This study explores how the 4I marketing theory can be effectively applied to the marketing strategies of Thai bird's nest in the Chinese market. Through this analysis, the study aims to provide a theoretical basis and actionable recommendations for optimizing marketing practices to meet evolving consumer needs, increase usage frequency, and strengthen brand positioning.

1.3 Objectives of the Study

RO1: To determine whether Interesting has a significant impact on the usage frequency of Thai bird's nests in the Chinese market.

RO2: To determine whether Interest have a significant impact on the usage frequency of Thai bird's nest in the Chinese market.

RO3: To determine whether Interaction has a significant impact on the usage frequency of Thai bird's nest in the Chinese market.

RO4: To determine whether Individuality has a significant impact on the usage frequency of Thai bird's nest in the Chinese market.

1.4 Significance of the Study

The traditional Thai bird's nest marketing method can no longer meet the needs of the public for health and wellness in the Internet era," states Liu and Wang in their 2021 study on contemporary marketing strategies in traditional industries. They argue that the pandemic has elevated consumer expectations and barriers to entry, thus restricting the development of brands that fail to innovate digitally. Therefore, studying the 4I marketing strategies—Interesting, Interest, Interaction, and Individuality—of bird's nest products and exploring new marketing methods are of great significance. These strategies are crucial not only for enhancing the market competitiveness of Thai bird's nest products but also for meeting the evolving needs of modern consumers, as Liu and Wang's research emphasizes the importance of adapting to digital trends and consumer behavior changes (Liu&Wang, 2021).

(1) Theoretical significance

The efficiency of traditional marketing strategies has been greatly reduced in the new market environment. In response to this situation, by studying the 4I marketing strategy of Thai bird's nest products, we can provide new ideas and practical cases for the theoretical framework of Thai bird's nest product marketing, thereby enriching and improving the marketing theory.

(2) Practical significance

Enterprises with a certain industry status also need to optimize and innovate their marketing strategies based on changes in the market and consumers, in order to seek greater market share and revenue amid changes. Studying the 4I marketing strategy of Thai bird's nest products can provide other companies in the industry with marketing innovation ideas and promote the transformation and upgrading of corporate marketing strategies. At the same time, an in-depth analysis of the implementation effects of 4I marketing strategies for Thai bird's nest products will help companies improve marketing efficiency and enhance their competitiveness in the Thai bird's nest industry.

1.5 Scope of the Study

This study commenced in May 2024 and aimed to enhance the understanding of marketing strategies for Thai Bird's Nest products, focusing on the applicability of the 4I marketing theory. The target audience for our research consists primarily of urban consumers aged between 18 and above, who are potential or current consumers of health supplements. These participants were chosen as they represent a significant portion of the health-conscious market segment likely to purchase Thai Bird's Nest.

The primary data collection method employed was a questionnaire survey, tailored specifically for this demographic. The questionnaire, comprising 26 detailed questions regarding consumer preferences, usage behavior, and responsiveness to marketing strategies (detailed in Appendix A), was distributed online using a random sampling technique. The survey was conducted over a three-month period, from May 2024 to July 2024.

In total, 400 questionnaires were distributed to our selected participants via digital platforms commonly used by the target demographic, such as health and wellness forums, social media groups, and through email newsletters of health supplement retailers. The analysis of the questionnaire results will be discussed comprehensively in each subsequent section of this chapter, offering insights into the effectiveness of current marketing strategies and proposing potential improvements for the marketing approaches of the Thai Bird's Nest Company.

1.6 Summary

In summary, this chapter laid the groundwork for understanding the dynamic market of Thai bird's nest in China, identifying the need for an in-depth analysis of consumer preferences and market trends to develop effective marketing strategies. It anticipates the exploration of innovative marketing techniques that align with consumer expectations and industry standards, thereby fostering growth and sustainability in the market for Thai bird's nest products.



CHAPTER 2

LITERATURE REVIEW

2.1 Overview

This chapter delves into the literature review and related theories essential for understanding the marketing dynamics and strategies of Thai bird's nest in China. It aims to explore various concepts, theoretical frameworks, and analytical methods that underpin the study's approach to examining the market. The chapter emphasizes the 4I marketing mix, which focuses on Interesting, Interest, Interaction, and Individuality enhancing the usage frequency of Thai bird's nest among consumers. This strategic emphasis sets a foundation for analyzing the Thai bird's nest market comprehensively, allowing us to assess how these elements influence consumer behavior and market trends effectively.

2.2 4 I Marketing Theory

4I marketing theory is a network integrated marketing theory proposed by Don Schultz in 2000 based on the development of Internet marketing. It includes four core elements: Interesting, Interests, Interaction, and Individuality. The core of this theory is to achieve sales and promotion goals by establishing relationships with customers. It emphasizes that marketing should be centered around customer needs and interests, and focusing on customers' personal needs, companies can design more interesting, useful and personalized products. or services, thereby increasing customer satisfaction and loyalty.

Interesting means that the product or service must be full of interest, attract customers' attention, make them feel interesting, novel, and challenging, thereby stimulating customer interest. Fun is mainly to meet the spiritual and emotional needs of customers, so that users feel pleasure and enjoyment when purchasing products and services. Thereby increasing customers' purchasing intention. In addition, fun can make the brand image more lively, interesting, dynamic and innovative, making the brand more easily accepted and remembered by customers, thus improving brand loyalty and

brand reputation. In terms of competitiveness, fun can make companies stand out among similar products or services, attract more customers, and increase market share. In terms of marketing effects, fun can make marketing activities more attractive and interactive, thereby improving marketing effects, such as click-through rates, conversion rates, return rates, etc.

Interests means that the product or service must be related to the customer's benefit, meet the customer's needs and expectations, and guide the customer to become interested in the product or service. When conducting benefit marketing, it is necessary to provide customers with valuable products or services and highlight differentiation. Benefit marketing generally includes two dimensions: emotional benefits and material benefits. Among them, emotional benefit marketing focuses on emphasizing to customers the brand image, cultural connotation and values represented by the product or service, so as to arouse customers' resonance and emotional investment. Through emotional interactions with customers, companies can build deep relationships, making customers more willing to purchase and recommend the company's products or services. Emotional benefit marketing usually pays more attention to customers' emotional identification with the brand and the company, and also requires the company to create and disseminate the brand image and cultural connotation. Material benefit marketing refers to the marketing strategy in which companies attract customers to purchase products or services by providing actual material benefits to customers. The core of this marketing method is to make customers feel the direct benefits of purchasing a certain product or service, thereby increasing their purchasing enthusiasm and satisfaction. Usually there are points redemption, discount promotions, gift promotions, purchase discounts, free points, birthday gifts, etc. These material benefit marketing methods can stimulate customers' purchasing desire and consumption behavior, improve customer loyalty and satisfaction, thereby increasing the company's sales and profits.

Interaction means that enterprises need to establish interaction and communication with customers, allowing customers to participate in the design,

development and improvement process of products or services, thereby establishing a relationship between customers and enterprises. Interactivity is a very important strategy and means in marketing. It can help companies establish communication and interaction with customers, thereby improving customer loyalty and satisfaction and achieving sales and promotion goals. Interactivity mainly includes the following aspects, such as social media marketing, interacting through social platforms, publishing product or service-related information, and interacting with customers to respond to comments. The second type is user participation marketing, which uses questionnaires to understand customer needs and participate in service improvement and optimization to increase customer loyalty. The third type is interactive advertising, such as designing advertisements in an interactive form, such as interacting with customers through voting, online lottery, etc., thereby increasing the attention and communication effect of the advertisement, and at the same time improving the relationship between customers and enterprises. More closely. Interaction can help companies establish closer connections and trust with customers to achieve sales and promotion goals.

Individuality in marketing means that companies need to provide personalized products or services based on customers' individual needs and interests, aiming to achieve emotional resonance and connection. Personalized marketing, a strategy tailored to meet specific customer needs, enhances customer satisfaction, improves loyalty, and promotes word-of-mouth communication, thereby boosting enterprise market competitiveness. This approach can be segmented into user group management, personalized recommendation services, customization services, and personalized communication. Personalized marketing leverages data on user attributes (such as gender, age, region), behaviors (including search records, browsing history, purchase history), preferences (like hobbies, consumption habits), demands (such as content and search recommendations), and experiences (user feedback and evaluations). By collecting, integrating, and analyzing user data and employing advanced data mining technologies and algorithms, companies can discern and cater to users' unique needs and interests. The core of personalized marketing lies in

personalized recommendations, which involve tailoring suggestions and services based on a customer's historical interactions and preferences, thereby increasing their usage frequency.

2.3 4 I Marketing Strategy

Don Schultz's 4I marketing theory emphasizes establishing relationships with customers and achieving customer loyalty and word-of-mouth by meeting customer needs and expectations. In subsequent research, this theory has been continuously improved and developed. In this paper, we will pay special attention to analyzing and applying the four aspects of Interesting, interests, Interaction and Individuality in the 4I marketing theory to the marketing strategy of Thai bird's nest products.

2.3.1 Interesting: Deepening Consumer Engagement through Interesting and Fun.

Creating interest and integrating fun into marketing strategies are about tapping into the psychological drivers that capture consumer attention. This is not merely about amusement but crafting experiences that resonate with the consumer's lifestyle and aspirations. For Thai bird's nest products, this could mean developing interactive storytelling that brings to life the journey of the product from nest to shelf, highlighting its natural origins and health benefits in a way that is both educational and entertaining (Smith, 2015).

By presenting Thai bird's nest in various creative formats, such as interactive recipes or wellness challenges on social media, companies can stimulate interest in the product's versatility and efficacy. This approach aligns with findings that indicate experiential marketing strategies not only enhance brand perception but also can lead to higher consumer engagement and intention to purchase (Williams&Soutar, 2009).

2.3.2 Interests: Driven Strategies for Emotional and Material Satisfaction

A benefit-driven approach in marketing is about emphasizing the tangible and intangible rewards that consumers can expect from a product. In terms of Thai bird's nest, the dual focus on material and emotional benefits allows for a

comprehensive value proposition. For instance, material benefits could be highlighted through loyalty programs that offer tangible rewards for repeat purchases, while emotional benefits could be communicated through branding that underscores the product's alignment with a healthy, aspirational lifestyle (Hollebeek & Chen, 2014).

This dual-benefit strategy is particularly effective when communicated through personalized marketing, which can lead to increased customer satisfaction and loyalty. By using data analytics, companies can tailor their marketing messages and offers to individual consumer profiles, thereby increasing the perceived value of the brand (Kumar, 2008).

2.3.3 Interaction: Interactive Marketing to Foster Participation and Co-Creation

Interactivity in marketing goes beyond two-way communication; it's about inviting consumers into the brand's world and involving them in the co-creation of products and services. For Thai bird's nest brands, this could mean involving customers in new flavor selections or packaging designs through social media polls and interactive campaigns (Vargo&Lusch, 2008).

Furthermore, leveraging user-generated content (UGC) platforms can enhance the perception of interactivity. Encouraging consumers to share their own Thai bird's nest recipes or wellness routines can foster a community around the brand and provide valuable consumer insights for future product development (Muniz&O'Guinn, 2001).

2.3.4 Individuality: Tailoring Experiences

The crux of individuality in the 4I marketing approach is personalization. By recognizing and responding to individual customer needs and preferences, companies can establish a stronger emotional connection with their customers. Thai bird's nest marketers can utilize CRM systems and AI algorithms to deliver highly personalized recommendations and content, thereby enhancing the consumer's shopping experience and fostering brand loyalty (Peppers&Rogers, 1997).

In deploying these personalized strategies, it's essential for brands to maintain a balance between personalization and privacy, ensuring that consumer data is used responsibly and transparently to build trust (Milne&Gordon, 1993).

Finally, it is crucial to recognize that the 4I marketing theory is not static. It requires ongoing adaptation to reflect changes in consumer behavior and technological advancements. For Thai bird's nest marketers, this means continuously testing and refining their strategies to ensure they remain relevant and engaging for their target audience (Kotler&Keller, 2016).

2.4 Marketing strategy status and suggestions

2.4.1 Interesting

In the Internet era, the time for audiences to obtain information through different media platforms is getting shorter and shorter. Thai bird's nest companies need to make marketing efforts to attract the interest and attention of potential customers. In order to achieve this goal, it is necessary to develop more interesting and attractive marketing content and adopt corresponding marketing methods to recommend the product to potential customers. Only by making marketing content more interesting can companies attract and retain the attention of potential customers and ultimately achieve sales goals.

The current interesting marketing of Thai bird's nest products is mainly reflected in the following several aspects:

Short video promotion

With the rapid development of emerging media platforms such as Douyin and Kuaishou, short videos have become one of the main ways for people to obtain information. Short videos have the characteristics of fast information transmission, concise content, and highlighted key points, which enable them to quickly convey information to the audience. They are also loved by customers of major Thai bird's nest brands. The latest release of the "4th China Internet Development Statistical Report" shows that the number of short video users in my country has exceeded 888 million in 2021, accounting for 87.8% of the total number of Internet users. People's reliance on

short videos for social networking and consumption has also become mainstream trend. The company has registered Douyin account, Kuaishou account, and video account, and simultaneously broadcasts corporate brand content, New Year greeting activities, product promotions, real scenes of swallow houses and other information in the form of short videos.

However, the content format of these platforms is too monotonous and repetitive, resulting in low user reading volume.

Use celebrities and internet celebrities to broadcast live to create a fan effect

With the help of short video platforms such as Tmall, Douyin and Kuaishou, Thai Bird's Nest adopted the marketing method of celebrity live broadcast during 2020-2021. Inviting KOLs and celebrities into the live broadcast room to interact with the audience to promote the product, but during the implementation, the product was simply promoted, resulting in the loss of users, and the overall product sales did not increase.

Storytelling and Brand Narrative

Storytelling is a timeless marketing technique that has found new life in the digital age. It allows brands to create compelling narratives that transcend mere product promotion (Woodside, Sood,&Miller, 2008). For Thai bird's nest products, stories that illustrate the journey from nest to table, emphasize the meticulous care in product preparation, or showcase the authentic origins of the bird's nests can captivate audiences and provide them with a sense of participation in a larger story.

These narratives can also extend to the brand's commitment to sustainability and ethical sourcing—a growing concern among consumers today (Becker-Olsen, Cudmore, & Hill, 2006). By communicating the company's efforts in protecting the environment and contributing to local communities, Thai bird's nest brands can enhance their appeal to consumers who value corporate responsibility.

Multi-channel Integration

In a multi-platform world, consistency across channels is essential for brand recognition and message retention. Thai bird's nest brands must ensure that their marketing efforts are not siloed within particular platforms but instead provide a seamless experience across all digital touchpoints (Verhoef, Kannan,&Inman, 2015). This integrated approach helps in constructing a cohesive brand image and ensures that consumers receive the same message, whether they encounter the brand on a social media site, a mobile app, or an e-commerce platform.

Consumer Feedback and Community Building

Lastly, consumer feedback mechanisms should not be underestimated. The digital space allows for real-time communication with customers, providing Thai bird's nest companies with immediate insights into consumer satisfaction and areas for improvement (Hennig-Thurau et al., 2004). Building communities around the brand can foster loyalty and encourage peer-to-peer recommendations, which are highly effective in driving new customer acquisition.

In summary, Thai bird's nest companies operating in the dynamic landscape of digital marketing must embrace a multifaceted approach. This strategy should combine the captivating appeal of short-form videos, the resonance of celebrity endorsements, the narrative depth of storytelling, the consistency of multi-channel presence, and the collaborative nature of community engagement. As they navigate the digital era's challenges, these brands will need to continuously innovate and adapt to remain relevant and attractive to the ever-evolving consumer.

2.4.2 Interests

The interests in marketing strategies build the connection between enterprises, customers and users, and are important factors that cannot be ignored in the marketing process. Compared with the fun, personalization and interactivity in marketing theory, benefits are more objective and specific. Based on benefits, you can attract users to pay attention to the brand and continuously improve their loyalty to the product. At the same time, expanding the user group can also promote customers'

attention to the product. The current interest marketing of Thai bird's nest products is mainly reflected in the following aspects:

Meet the material interest needs of different users

Thai Bird's Nest's online promotion strategy is too similar to that of its competitors and lacks differentiation. This makes it impossible for customers to get obvious practical benefits when participating in promotional activities and cannot generate greater attraction. The main method is to use cash discounts and full discount strategies, give away Thai bird's nest peripheral products, and get a Thai bird's nest tool set when placing an order. These are relatively common marketing strategies in the fast-moving food industry.

Emphasize the brand's real-name endorsement and try to close the relationship with users

It is very important to improve brand loyalty and market competitiveness by satisfying consumers' psychological needs. Enterprises need to establish in-depth brand relationships and pay attention to and satisfy consumers' emotional and cognitive needs to gain more sales opportunities and market share. When promoting Thai Bird's Nest, it emphasizes the endorsement of Malaysian Internet celebrities, and the Thai bird's nest is used to strengthen the Thai bird's nest.

Strategic Collaborations and Brand Associations

Partnerships and collaborations can serve as a bridge to introduce Thai bird's nest to new market segments. Strategic alliances with wellness centers, luxury spas, and premium hospitality services can position the product within a lifestyle context that aligns with the interests of target consumers. Such collaborations not only broaden the reach but also enhance the brand's image by association with other high-end services (Rust, Zeithaml, & Lemon, 2004).

These collaborations, coupled with experiential marketing events where consumers can sample and learn about Thai bird's nest in a luxury setting, can augment the perceived value of the product. It is these unique experiences that transform a brand from a simple name to a part of the consumer's identity (Schmitt, 1999).

2.4.3 Interaction

In the era of new media, the rapid development of social platforms makes users no longer audience who simply receive information, but creators and interactive participants who can participate in content production. Interactivity is one of the 4I marketing theories, which emphasizes the importance of user participation in marketing activities. Only by attracting users to participate in marketing Live in the era of new media, the rapid development of social platforms makes users no longer simply receive information audience, but can participate in the production of content creators and interactive participants. Interactivity is one of the 4I marketing theories, which emphasizes the importance of user participation in marketing activities. Only by attracting users to participate in marketing activities, can we better understand the needs of users, and also enable users to have a deeper understanding and recognition of the brand, and become the communicator of the brand. Thailand Bird's Nest in interactive marketing mainly implemented the following work

Build an interactive platform for the whole network

Thai Bird's Nest company has established its own official accounts using major social media platforms, including Weibo, wechat, TikTok, and Xiaohongshu, and has combined interactive communication with mobile e-commerce. However, because the content is not interesting, the user experience is not high, and the amount of interaction and page views have been in a downturn.

Organize interactive marketing activities

In the daily marketing activities, Thailand Bird's Nest attaches importance to the link with the interactive platform. For example, in March 2024, a user story solicitation for "quality life, nourishing journey" was issued on the public account. Users interact with the official account through short videos, pictures or text. After the solicitation order was issued, only less than 100 users on the social platform participated. The interactivity-based marketing campaign was also discounted.

2.4.4 Individuality

The imperative for tailored marketing strategies in the digital era has never been more pronounced, especially for niche markets like Thai bird's nest products. Companies are increasingly leveraging sophisticated marketing tactics that pivot on consumer personalization, distinct product positioning, and the nuanced use of diverse media platforms to captivate and maintain consumer interest.

Customization in Product Offerings

Customization in product offerings is paramount. Thai Bird's Nest companies can innovate by offering customized nutritional profiles for different customer segments. For instance, products could be enriched with vitamins targeted towards specific health concerns or lifestyles (Wind&Rangaswamy, 2001). This strategy caters to a growing market segment interested in personalized health and wellness products, exemplified by the burgeoning industry of personalized vitamins and nutritional supplements (Ansari&Mela, 2003).

Furthermore, the integration of subscription models that deliver tailored bird's nest products on a schedule that suits the consumer's lifestyle can be a game-changer. Such a model provides convenience and ensures regular customer engagement with the brand (Sheth & Parvatiyar, 2001).

Strategic Platform-Specific Content

Strategically crafted content for specific platforms like Douyin and Kuaishou is essential to reach and engage the youthful demographic dominant on these platforms. This involves creating content that aligns with the interactive and visually-driven nature of these platforms, like user-generated content campaigns or interactive challenges that encourage participation (Tafesse & Wien, 2018).

Innovative Technologies in Marketing

Incorporating cutting-edge technologies, like AR and VR, into marketing campaigns can significantly enhance the user experience. For instance, VR tours that illustrate the journey of the bird's nest from collection to the final product can create an

immersive experience for consumers, increasing product appreciation and boosting purchase intent (Javornik, 2016).

Feedback Loops and Consumer Dialogue

Engaging consumers in a two-way dialogue can lead to stronger relationships and brand loyalty. Social listening tools can be employed to monitor consumer sentiment, while platforms such as forums and social media can be used to encourage consumer feedback and foster community discussions (Hennig-Thurau et al., 2004).

Adaptive and Dynamic Content Strategies

Data analytics can drive adaptive content strategies that evolve in real-time based on consumer interactions. For instance, Thai Bird's Nest companies can use machine learning algorithms to tailor email marketing content dynamically, depending on the consumer's interaction with previous content, effectively ensuring each communication feels personal and relevant (Urban, Liberali, MacDonald, Bordley, & Hauser, 2013).

Content Personalization and User Engagement

In an environment where consumer attention is fragmented, personalization stands as a critical factor in engaging and retaining audiences. For Thai bird's nest brands, the key to personalization is data analytics, which provides insights into consumer behavior and preferences (Wind&Rangaswamy, 2001). Utilizing this data, brands can tailor content to individual consumer profiles, increasing relevance and fostering a stronger connection with their audience. Personalization techniques include customizing product recommendations and tailoring marketing messages to resonate with consumers' specific health and wellness goals.

Moreover, the gamification of marketing content is gaining traction as a means to drive engagement (Zichermann & Cunningham, 2011). By incorporating game-design elements into the marketing strategy, such as challenges and rewards, Thai bird's nest companies can transform passive content consumption into an interactive experience, thus increasing consumer involvement and product interest.

In conclusion, Thai Bird's Nest companies stand to benefit from embracing a multifaceted, technology-driven approach that focuses on personalization, innovative content creation, and ethical marketing practices. Such strategies can foster deeper consumer connections, drive brand loyalty, and ultimately lead to sustained business growth in the competitive wellness market.

2.5 The usage frequency of Thai bird's nest in the Chinese market

Thai bird's nest, a highly prized health product, has gained significant popularity in the Chinese market. To accurately assess its usage frequency, it is essential to consider consumer habits and usage behaviors. This literature review defines the categories of usage frequency—very frequent use, frequent use, occasional use, infrequent use, and never use—and summarizes the relevant research methods.

Very frequent use refers to the consumption of bird's nest on a daily or almost daily basis. This group typically includes consumers who have a deep understanding and strong trust in the product, often believing in its substantial health benefits. Zhang et al. (2020) found that high-frequency users are often middle-aged and elderly individuals or those with specific health needs, such as pregnant women or those recovering from illness. Methods to assess this category include conducting surveys among high-frequency users to understand their usage patterns, purposes, and satisfaction levels, as well as analyzing long-term consumption records to determine the frequency and quantity of purchases.

Frequent use refers to consuming bird's nest several times a week. This category includes consumers who incorporate bird's nest regularly into their diet but not as a daily necessity. According to Liu (2021), these users may consume bird's nest for its perceived health benefits, such as immune support or skincare.

Occasional use is defined as consuming bird's nest a few times a month or during special occasions. These consumers often view bird's nest as a luxury or a special treat. Studies by Chen (2020) suggest that occasional users might be influenced by cultural events, health trends, or promotional activities.

Infrequent use refers to consuming bird's nest rarely, perhaps only once or twice a year. This group might include consumers who are curious about bird's nest but do not see it as a regular part of their diet. Research by Wang (2019) indicates that infrequent users might be deterred by high prices or a lack of familiarity with the product. Methods to evaluate infrequent use include distributing questionnaires to understand the barriers to more frequent consumption and conducting market research to identify potential factors that could convert infrequent users to more regular consumers.

Never use pertains to individuals who have never consumed bird's nest. These non-users might lack awareness, have no perceived need, or hold negative perceptions about the product. Li et al. (2018) found that non-users are often younger individuals or those with dietary preferences that do not align with bird's nest consumption. Methods for assessing this category include surveying non-users to determine their awareness levels and reasons for not trying the product, as well as evaluating the effectiveness of educational campaigns aimed at raising awareness and altering perceptions about bird's nest.

By synthesizing the findings from various studies, this review provides a comprehensive overview of the factors influencing the usage frequency of Thai bird's nest in the Chinese market. Future research can leverage these insights to further refine consumer segmentation and develop targeted marketing strategies to enhance market penetration. Thai bird's nest is highly regarded in Chinese traditional medicine and the luxury health food market, known for its benefits such as boosting immunity, improving skin health, and aiding digestion. The concept of 'consumption frequency' refers to the regularity with which consumers purchase or consume a product over a specified period. This term, pivotal in marketing and consumer behavior studies, helps businesses gauge product usage rates and develop strategies to increase market penetration and consumer retention.

With China's economic growth and increased health consciousness, the demand for premium health products like Thai bird's nest has surged significantly.

According to Zhang (2021), the primary consumers of Thai bird's nest are the affluent middle and upper classes, predominantly aged between 30 and 60, who value health and longevity. These consumers typically consume Thai bird's nest regularly, influenced by its reputed health benefits. Marketing efforts often highlight these benefits, enhancing its appeal and encouraging more frequent consumption (Li&Wang, 2022).

Online marketing and e-commerce platforms have also played a crucial role in increasing the accessibility and popularity of Thai bird's nest, allowing vendors to reach a broader audience and influence consumption frequency. Digital marketing strategies effectively target potential buyers, leading to increased purchasing frequency, especially during festivals and special occasions when Thai bird's nest is gifted as a luxurious and auspicious item (Chen, 2020).

Despite its growing popularity, the Thai bird's nest industry faces challenges that could affect consumption frequency. Concerns over authenticity and quality control, along with high price variability, pose significant barriers to consistent market growth (Zhao, 2019). Moreover, environmental and ethical issues related to the harvesting of swiftlet nests have led to increased regulatory scrutiny and consumer caution, potentially affecting frequency and volume of consumption (Wu, 2021).

Looking ahead, the market is expected to expand due to continued health awareness and rising disposable incomes. However, demographic shifts and the emergence of competitive health products may impact consumption frequency. To sustain growth and ensure consumer trust, ongoing innovations in product processing, packaging, and branding are crucial, alongside stricter regulatory frameworks (Kong&Liu, 2023).

2.6 Gaps in the Literature

By integrating the research results of domestic and foreign scholars, the research ideas and methods of this article have been deeply inspired, making this research more scientific, systematic, rigorous and reliable.

Domestic and foreign STP marketing theoretical research emphasizes the importance of market segmentation and positioning, but there are problems of

oversimplification and lack of digital technology application. Both domestic and foreign tonic marketing focus on personalization. Domestic ones pay more attention to practical applications and local consumer needs, while foreign countries have formed a relatively complete 4I marketing research framework.

There are still two common problems in 4I marketing research:

(1) The number of documents is limited

In domestic and foreign research, the number of relevant documents is still insufficient. For example, in academic databases such as CNKI and Web of Science, search for the keywords "tonic", "4I marketing", "interesting", "interactive", "personalized", "benefit", etc., and the number of relevant documents is relatively small.

(2) Lack of comprehensive research

Most current research focuses on the application of one or several of these factors, and there is a lack of in-depth exploration of how to apply 4I marketing theory in the sales process. And most studies are based on case studies or empirical analysis, lacking in-depth empirical research and quantitative research.

2.7 Conceptual framework

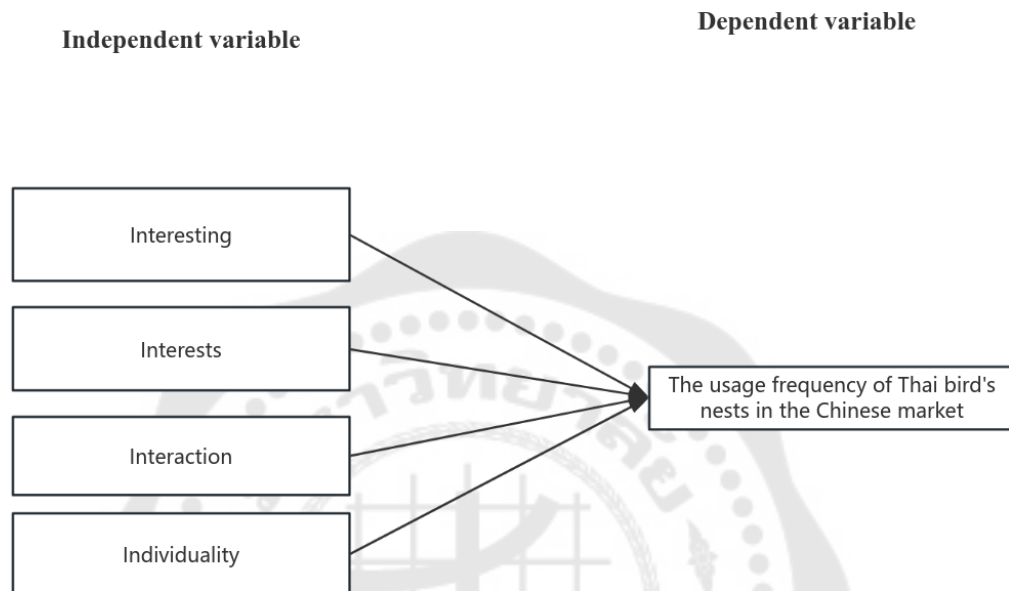


Figure 1 Research Hypothesis Model

2.8 Hypotheses

H1: Interesting has a significant impact on the popularity of the usage frequency of Thai bird's nests in the Chinese market.

H2: Interests has a significant impact on the popularity of the usage frequency of Thai bird's nests in the Chinese market.

H3: Interaction has a significant impact on the popularity of the usage frequency of Thai bird's nests in the Chinese market.

H4: Individuality has a significant impact on the popularity of the usage frequency of Thai bird's nests in the Chinese market.

2.9 Conclusion

This chapter has provided a thorough examination of the literature and related theories crucial to understanding the complexities of marketing Thai bird's nest in the

Chinese market. By exploring the 4I marketing theory, which includes Interesting, Interests, Interaction, and Individuality, we've uncovered the core elements essential for creating meaningful connections with consumers in the digital age. This theory, proposed by Don Schultz, emphasizes the importance of aligning marketing strategies with customer needs and expectations to foster loyalty and engagement.

In conclusion, this chapter has laid a solid foundation for understanding the marketing dynamics of Thai bird's nest in China, emphasizing the importance of innovative, integrated, and consumer-focused approaches. As we progress, the insights garnered from this review will inform the development of hypotheses and the conceptual framework for the empirical study, aiming to fill the identified research gaps and enhance the effectiveness of marketing strategies for Thai bird's nest products in the competitive Chinese market. The next chapters will build upon this groundwork, focusing on empirical research and the application of the 4I marketing theory to develop actionable strategies that can drive success in this niche yet burgeoning market segment.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Overview

This section delineates the methodology adopted to explore the influence of marketing strategies on the consumption patterns of Thai bird's nest among Chinese consumers. It serves as a comprehensive guide, detailing the research framework, target population, sampling techniques and criteria, methods of data collection, measurement tools, and the strategy for analyzing data. The methodology is meticulously chosen to guarantee the study's credibility and the applicability of its results, aiming to provide strategic insights into effective marketing practices for Thai bird's nest within the target market. By adopting a systematic approach, this chapter seeks to uncover the dynamics between marketing efforts and consumer responses, thereby offering valuable guidance for optimizing marketing strategies to better cater to the preferences and needs of Chinese consumers regarding Thai bird's nest products.

3.2 Study of Population and Unit of Analysis

This study utilizes a quantitative research design. Quantitative research involves the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. The aim is to develop and employ mathematical models, theories, and hypotheses pertaining to the phenomena. This approach allows for the collection of data that can be quantified and subjected to statistical analysis to identify significant patterns and relationships related to usage frequency. The survey participants were primarily individuals who have some knowledge of Thai bird's nest to ensure the accuracy and relevance of the data.

3.3 Research Population and Sample

The population for this study is specifically defined as Chinese consumers aged 18 and above who have previously purchased or expressed interest in Thai bird's nest products. Given the absence of precise data regarding the exact size of this

consumer segment, the Yamane (1967) formula was employed to estimate the required sample size. This formula is widely recognized for its practicality and accuracy in determining sample sizes when the population size is either unknown or challenging to define.

The Yamane (1967) formula is expressed as:

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

n = sample size

N = population size

e^2 = the error of 5% points

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

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

$$n \approx 400$$

Thus, the study determined a required sample size of 400 respondents to achieve a 95% confidence level with a margin of error of no more than 5%. This sample size ensures the representativeness of the survey results while maintaining statistical accuracy.

To collect primary data, online questionnaires were distributed to the target population through a combination of health-related forums, WeChat groups, and social media platforms. The online approach was chosen for its efficiency and cost-effectiveness, particularly in light of logistical constraints such as social distancing. The WeChat groups included participants who were either prior buyers or had shown interest in Thai bird's nest products, ensuring that the responses were relevant to the study.

By employing this sampling method, the study successfully collected responses from 400 participants across China, reflecting the preferences, behaviors, and perceptions of the broader target demographic. This sample provides valuable

insights into the impact of the 4I marketing theory on consumer usage frequency for Thai bird's nest products.

3.4 Sampling Techniques

To achieve a representative sample, random sampling will be employed. This method ensures that every individual within the target demographic has an equal chance of being selected, thereby enhancing the generalizability of the findings. Random sampling is particularly effective in capturing a wide range of consumer behaviors and attitudes towards Thai bird's nest products, thus providing a comprehensive understanding of the market dynamics.

3.5 Data Collection Methodology

Data were collected through an online survey distributed via specific social media platforms and health-related consumer forums, including forums such as Baidu Tieba's Health and Wellness section, and Douban's Nutrition and Diet Interest Group. The survey also targeted members of dedicated WeChat groups, which were composed of individuals who had either purchased or expressed interest in Thai bird's nest products. These WeChat groups included users who were part of communities focused on sharing experiences, reviews, and purchasing tips for health-related supplements, particularly Thai bird's nest products. This ensured the relevance of the responses to the study's target population.

The survey included closed-ended questions designed to gather information on demographic factors, usage frequency, and attitudes toward marketing strategies. The questions used a Likert scale (1 to 5) to measure respondents' attitudes and perceptions, allowing for a detailed analysis of the intensity of their feelings and opinions. To ensure that the data collected aligns with the target age group, the survey was distributed randomly across the specified forums and social platforms, targeting individuals aged 18 years and above.

Surveys were distributed until 400 valid responses were collected from this demographic, ensuring sufficient data for analysis while maintaining the reliability and representativeness of the sample.

3.6 Measurement Instrument

In the quest to unravel the complex consumer dynamics surrounding Thai bird's nest products, the deployment of a multifaceted research methodology is vital. This methodology is designed to dissect and understand consumer attitudes, preferences, and purchasing patterns with a level of granularity that allows for strategic marketing interventions.

Likert-Scale Questions in Consumer Research

The use of Likert-scale questions will facilitate the measurement of consumer attitudes in a quantifiable manner. These questions, which typically range from "strongly agree" to "strongly disagree," are adept at capturing the degree of consumer sentiment towards aspects such as product efficacy, brand reputation, and the appeal of health-oriented marketing strategies. For example, statements such as "I trust the health benefits claimed by Thai bird's nest brands" or "The marketing messages of Thai bird's nest resonate with my personal health goals" enable researchers to assign numerical values to subjective consumer opinions, thus allowing for quantitative analysis of trends and correlations (Likert, 1932; Alonso&Miskelly, 2015).

3.7 Analysis Methodology

The collected data will be analyzed using statistical software (e.g., SPSS). Descriptive statistics (mean, standard deviation, frequency, percentage) will be used to summarize the data and identify basic trends. Inferential statistics (t-tests, ANOVA, linear regression analysis method) will be employed to test hypotheses about the relationships between variables. These methods help to determine if the observed patterns in the sample data can be generalized to the broader population. The analysis will focus on understanding how the 4I marketing strategies impact consumer usage frequency and the mediating role of brand awareness.

3.8 Pilot-test

After the preliminary construction of the questionnaire focused on understanding consumer behavior towards Thai bird's nest products, the draft questionnaire underwent a thorough review process with experts in consumer behavior and health product marketing to ensure the relevance, comprehensiveness, and accuracy of the questions. This review aimed to confirm that the scope and content of the questions adequately covered the research objectives, and the structure of the questionnaire was appropriately designed to measure the intended constructs. Based on the feedback from these experts, adjustments were made to refine the measurement tools, leading to the retention of three questions in the demographic section and 23 questions in the "Usage Frequency Scale," after consolidating duplicate items and revising those deemed unsuitable.

Subsequently, pilot questionnaires were distributed to a sample of 30 participants to gather initial data. The responses received were subjected to item analysis to identify and eliminate poorly performing items, thereby refining the questionnaire for the formal study. This preparatory phase was crucial for ensuring the validity of the questionnaire as a tool for collecting meaningful data on consumer attitudes and behaviors related to Thai bird's nest consumption.

The reliability of the scales was assessed using Cronbach's Alpha to ensure internal consistency. The results of the pilot test are summarized in the following table:

	Cronbach's Alpha	Number of items
Interesting	0.994	5
Interests	0.960	4
Interaction	0.950	5
Individuality	0.917	4
Usage frequency	0.993	4

Each construct met the acceptable threshold of 0.7 for Cronbach's Alpha, indicating strong internal reliability (Nunnally & Bernstein, 1978). A Cronbach's Alpha value of 0.7 or above is generally considered acceptable in social science research, suggesting that the items within a construct are measuring the same underlying concept consistently. The pilot test confirmed that the questionnaire items were appropriate for measuring the intended variables, with all coefficients exceeding the standard requirement. This validation step ensured that the scales used for measuring usage frequency and related constructs would yield consistent and reliable data for the main study.

The pilot test findings provided confidence in proceeding with the formal distribution of the questionnaire to a larger sample, ensuring that the instrument would effectively capture consumer behavior and usage frequency regarding Thai bird's nest products.

3.9 Conclusion

In conclusion, the methodological rigor and comprehensive analysis approach adopted in this study are instrumental in uncovering valuable insights into the effectiveness of marketing strategies for Thai bird's nest products in the Chinese market. By identifying key factors that influence consumer usage frequency and understanding the impact of marketing communications, this research contributes to the development of more sophisticated marketing strategies tailored to the unique needs and preferences of the target market. The findings from this study not only offer strategic guidance for optimizing marketing efforts but also provide a valuable reference for future research in similar contexts, paving the way for innovative marketing practices that align with consumer expectations and market trends.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Overview

Chapter 4 focuses on the comprehensive data analysis and results derived from the survey conducted on consumer behavior regarding Thai bird's nest in the Chinese market. The chapter includes detailed demographic analysis, a descriptive statistical evaluation of the 4I marketing theory factors (Interesting, Interests, Interaction, and Individuality), and several reliability and validity tests to ensure the accuracy of the collected data. Furthermore, the chapter explores the correlation and regression analysis to understand the relationships between these factors and consumers' usage frequencies. Through t-tests and ANOVA, significant demographic variables such as gender, age, and occupation are examined to reveal their influence on usage frequency. The insights from these analyses provide valuable foundations for optimizing marketing strategies.

4.2 Demographic Characteristics Analysis

This section provides a detailed analysis of the demographic characteristics of the 400 consumers who participated in the survey, including gender, age, and occupation. These fundamental data help in understanding the overall composition of the respondent group and lay the foundation for subsequent analysis. Through this demographic analysis, we can further explore differences in consumer behavior regarding the usage frequency of Thai bird's nest across various demographic groups, providing data support for the development of more targeted marketing strategies.

4.2.1 Age Analysis

Table 1 Value of Mean and Standard Deviation for Age Distribution of Respondents

General Information of Interviewee	Frequency	Percentage
1. Age (Years old)		
18-24	9	2.3
25-34	186	46.5
35-44	84	21
>45	121	30.3
Total	400	100

According to the survey results, among the 400 respondents, the age group 25-34 years old accounts for the largest proportion, with 186 people (46.5%), followed by those aged 45 years and above, with 121 people (30.3%). The group aged 35-44 comprises 84 respondents (21%), while the age group 18-24 is the smallest, with only 9 respondents (2.3%).

4.2.2 Gender Analysis

Table 2 Value of Mean and Standard Deviation for Gender Distribution of Respondents

General Information of Interviewee	Frequency	Percentage
2. Gender		
Male	126	31.5
Female	274	68.5
Total	400	100

In this survey, a total of 400 consumers participated, including 126 males (31.5%) and 274 females (68.5%). The gender distribution shows a significantly higher proportion of female respondents, with women accounting for more than two-thirds of the sample.

4.2.3 Occupation Analysis

Table 3 Value of Mean and Standard Deviation for Occupation Distribution of Respondents

General Information of Interviewee	Frequency	Percentage
3. Occupation		
Student	7	1.8
Employed	186	46.5
Freelancer	194	48.5
Retired	5	1.3
Other	8	2.0
Total	400	100

In terms of occupation, freelancers make up the largest proportion of respondents, totaling 194 people (48.5%), followed by corporate employees, accounting for 186 people (46.5%). Students make up only 1.8% of the sample, while the remaining occupations (such as retirees and others) represent a relatively small portion.

4.3 Descriptive Statistical Analysis of the 4I Marketing Theory Factors

In this section, a detailed descriptive statistical analysis is conducted on the four factors of the 4I marketing theory, namely Interesting, Interests, Interaction, and Individuality. Each factor represents a different focus in the consumer behavior process, and this analysis helps to understand consumer responses to different marketing elements and their impact on usage frequency. The findings will provide a theoretical basis for optimizing the marketing strategies of Thai bird's nest.

4.3.1 Descriptive Statistical Analysis of the Interesting Factor

Table 4 Value of Mean and Standard Deviation for Interesting Factor in Terms of Marketing Strategy

4I Marketing Combination	Level of Rating		
	\bar{x}	S.D.	Result
Interesting			
1. Impressive experience after co-branding marketing.	4.47	0.538	High
2. Marketing activities or content attract users' attention.	4.49	0.539	High
3. Live streaming in multiple dimensions.	4.48	0.539	High
4. Marketing is interesting.	4.49	0.544	High
5. Interesting short video content.	4.48	0.539	High
Overall Value of Attention	4.48	0.507	High

The average score for the "Interesting" factor was 4.48, with a standard deviation of 0.507, indicating that consumers generally perceive the marketing activities of Thai bird's nest to be highly engaging. This high score reflects consumers' strong recognition of the brand's creativity and appeal. Specifically, components of the "Interesting" factor, such as co-branding, short video promotions, and multidimensional live streaming, received high evaluations.

Interesting marketing effectively captures consumer attention, which is a core component of influencing usage frequency in today's market. Particularly through short video platforms and live commerce, brands can quickly convey a large amount of product information to consumers while enhancing their engagement through entertaining content. For example, brands can invite influencers or celebrities to participate in live streams, demonstrating the production process of bird's nest products, explaining their benefits, and showcasing daily usage scenarios. This approach increases consumers' brand identification.

Moreover, the "Interesting" factor is not solely reflected in the entertainment value of content but also in the integration of interaction and participation. For instance,

the score for "multidimensional live streaming" was 4.48, highlighting the appeal of live streaming as an innovative marketing format. It allows consumers not only to view the products but also to engage in live interaction, thereby enhancing the brand's appeal. Brands should continue investing in such marketing efforts, leveraging innovative content and interactive activities to further boost their competitiveness in the market.

It is worth noting that the "Interesting" factor not only positively affects younger consumers but also effectively enhances the engagement of middle-aged consumers. Although older consumers are often less familiar with new social media, interactive live streaming allows them to intuitively understand the product and gain more trust. Therefore, future marketing strategies should continue to combine interesting and interactive approaches to cover consumer groups of different age ranges.

4.3.2 Descriptive Statistical Analysis of the Interests Factor

Table 5 Value of Mean and Standard Deviation for Interests Factor in Terms of Marketing Strategy

4I Marketing Combination Interests	Level of Rating		
	\bar{x}	S.D.	Result
1. Marketing activities focus on users' multiple needs.	4.25	0.562	High
2. Carry out activities such as lottery draws, welfare distribution, and promotions.	4.25	0.540	High
3. Activities satisfy users' spiritual interests.	4.25	0.543	High
4. Distribute coupons and souvenirs through marketing activities.	4.29	0.535	High
Overall Value of Attention			
	4.26	0.413	High

The average score for the "Interests" factor was 4.26, with a standard deviation of 0.413, indicating a high level of consumer recognition of the brand's promotional activities. Interest-based marketing strategies, which offer tangible benefits such as discounts, coupons, and other incentives, directly enhance consumers' desire to

purchase. In this study, consumer feedback on promotional activities was generally positive, with particularly high ratings in areas such as coupon distribution and promotional gifts.

Specifically, the score for "obtaining coupons and souvenirs through promotional activities" was 4.29, demonstrating consumers' high expectations for the additional benefits provided by the brand. Coupons and gifts not only directly stimulate usage frequency but also foster brand dependence and loyalty. In the future, brands can attract consumers, particularly those sensitive to price, by offering regular promotions and a point-based reward system.

Interest-based marketing is effective not only for price-sensitive consumers but also for high-end consumers, for whom intangible benefits are equally important. For example, the score for "promotions meeting spiritual needs" was 4.25, indicating that promotional activities should appeal to consumers not only with material rewards but also through emotional connections, such as brand stories and cultural backgrounds. This dual-material-and-spiritual incentive strategy can enhance the brand's image and strengthen consumer identification with the brand.

Moreover, the effectiveness of interest-based marketing lies in the diversity of promotional activities. Brands can design different types of promotions for different consumer groups. For example, for high-spending customers, offering premium packages or limited-edition products can enhance product uniqueness and exclusivity; for general consumers, offering discounts on product bundles can meet their need for tangible benefits. Through differentiated interest-based marketing strategies, brands can cover a broader range of consumer groups and increase overall market share.

4.3.3 Descriptive Statistical Analysis of the Interaction Factor

Table 6: Value of Mean and Standard Deviation for Interaction Factor in Terms of Marketing Strategy

4I Marketing Combination Interaction	Level of Rating		
	\bar{x}	S.D.	Result
1. I often buy Thai bird's nests after a recommendation from someone I interact with.	4.13	0.440	High
2. My interactions with sales staff influence my decisions on buying Thai bird's nests.	4.14	0.455	High
3. I prefer brands of Thai bird's nests that engage with customers through social media.	4.13	0.489	High
4. Positive experiences in purchasing Thai bird's nests encourage me to buy them frequently.	4.14	0.475	High
5. Interacting with other consumers of Thai bird's nests affects how often I purchase them.	4.14	0.479	High
Overall Value of Attention	4.13	0.414	High

The average score for the "Interaction" factor was 4.13, with a standard deviation of 0.414, indicating a high evaluation of the interactive experience with the Thai bird's nest brand. The core of the "Interaction" factor is the two-way communication between consumers and the brand, as well as between consumers themselves. In today's world, where social media is highly developed, interactive marketing has become a crucial means for building consumer loyalty.

The data shows that consumers are more inclined to purchase Thai bird's nest after interactions with sales personnel and other consumers. For instance, the score for "interaction with sales personnel influenced purchase decisions" was 4.14, suggesting that interactions in physical stores significantly impact usage behavior. Consumers often rely on the professional advice of sales personnel when making decisions, especially when choosing premium health products, where their recommendations carry greater

weight. Therefore, brands should invest in the training of their sales teams, improving their product knowledge and service skills to ensure that each consumer receives personalized purchasing advice and a high-quality service experience.

In terms of online interaction, consumers also have high expectations for brand engagement on social media. For example, the score for "deciding to purchase through interaction with others" was 4.13, indicating that consumers are significantly influenced by the opinions of friends, family, and social media. Brands can strengthen consumer interaction by building brand communities or utilizing key opinion leaders (KOLs), encouraging users to share their experiences and feedback, thus spreading positive word of mouth.

Additionally, the "Interaction" factor positively influences long-term brand loyalty. Through continuous interaction with consumers, brands can not only increase purchase frequency but also build closer emotional connections. Moving forward, Thai bird's nest brands can establish user communities or hold regular online events to strengthen the bond between the brand and its consumers, ultimately improving market performance.

4.3.4 Descriptive Statistical Analysis of the Individuality Factor

Table 7 Value of Mean and Standard Deviation for Individuality Factor in Terms of Marketing Strategy

4I Marketing Combination	Level of Rating		
	\bar{x}	S.D.	Result
Individuality			
1. The marketing content of Thai Bird's Nest is highly interactive (such as retweets, likes, comments, etc.).	4.23	0.513	High
2. Marketing content enhances the enthusiasm for secondary communication.	4.19	0.511	High
3. The marketing content of Thai Bird's Nest enhanced my enthusiasm for secondary communication	4.24	0.518	High
4. You can get replies during the interaction, and you can get feedback if you ask for help.	4.21	0.521	High
Overall Value of Attention	4.22	0.451	High

The average score for the "Individuality" factor was 4.22, with a standard deviation of 0.451, indicating high consumer recognition of the brand's personalized services and customized content. Individualized marketing has garnered significant attention in recent years, especially as consumers increasingly prioritize personal experiences and individualized needs. By offering personalized services, brands can effectively enhance consumer satisfaction and loyalty.

The study shows that consumers have a high demand for "personalized experiences provided by the brand," especially for customized products and exclusive services. For example, the score for "personalized marketing content sparked enthusiasm for sharing" was 4.24, indicating that personalized content can stimulate consumer engagement and encourage them to share their experiences on social platforms. This "self-propagation" effect not only enhances the brand's influence but also brings in more potential customers. Thus, Thai bird's nest brands can offer

personalized packaging or tailored services to meet the unique needs of different consumers.

In addition, the success of individualized marketing relies not only on product customization but also on personalized interactions with consumers. The study reveals that consumers have high expectations for "feedback and assistance in interactions," with a score of 4.21. This implies that brands must ensure consumers receive timely and effective responses during interactions when offering personalized services. For example, establishing a fast-feedback system or dedicated customer service channels can provide personalized after-sales support, strengthening consumer trust and loyalty to the brand.

Individualized marketing can not only increase consumer satisfaction but also, through precise data analysis and user profiling, provide each consumer with the most suitable product recommendations. For example, brands can analyze consumers' purchase history and preferences to push personalized product suggestions and exclusive discounts, thus increasing both usage frequency and repeat purchase rates.

4.3.5 Comprehensive Analysis

Based on the descriptive statistical analysis of the four factors of the 4I marketing theory, consumers expressed high overall recognition of the marketing activities for Thai bird's nest in the Chinese market, with average scores for all four factors exceeding 4.0. This suggests that the marketing strategies for Thai bird's nest have performed well in terms of attracting and influencing consumer usage behavior.

Table 8 Value of Mean and Standard Deviation for Comprehensive Analysis of 4I Marketing Theory Factors

4I Marketing Theory Factors	Level of Rating		
	\bar{x}	S.D.	Result
Interesting	4.48	0.507	High
Interests	4.26	0.413	High
Interaction	4.13	0.414	High
Individuality	4.22	0.451	High
Overall Value of Attention			
	4.30	0.456	High

First, the average score for the "Interesting" factor was 4.48, with a standard deviation of 0.507. This indicates that consumers highly appreciate the engaging nature of Thai bird's nest marketing activities, particularly in co-branding, short video content, and innovative multidimensional live streaming. The effectiveness of interesting marketing in capturing consumer attention is particularly important in today's digital and social media landscape. Through engaging content, Thai bird's nest not only enhanced brand exposure but also improved consumers' positive perceptions of the brand.

Second, the score for the "Interests" factor was 4.26, with a standard deviation of 0.413. The perceived benefits of promotional activities, such as discounts and rewards, significantly influenced consumers' usage frequencies. This marketing strategy effectively motivated consumers by meeting both their material and emotional needs. In the future, Thai bird's nest can optimize the design of promotional activities, tailoring marketing plans to the needs and preferences of consumers to make them even more appealing.

The score for the "Interaction" factor was 4.13, with a standard deviation of 0.414, indicating the importance consumers place on interaction with the brand. Through interaction with sales personnel, other consumers, and the brand itself, consumers felt more cared for and served, which enhanced their trust and loyalty to the

brand. Interaction plays a critical role in consumers' usage behavior, and Thai bird's nest should continue to diversify and increase the frequency of both online and offline interactions to further strengthen the relationship with consumers.

Finally, the score for the Individuality factor was 4.22, with a standard deviation of 0.451, indicating that consumers have high expectations and demand for personalized marketing. Personalized marketing strategies effectively enhance consumer engagement and stimulate their enthusiasm for sharing the brand with others. Through personalized product recommendations and customized services, Thai bird's nest has established a unique brand image in the minds of consumers, thereby increasing consumer loyalty.

In summary, all four factors of the 4I marketing theory have a significant impact on consumers' usage frequency, especially Interesting and Interests, which play key roles in attracting consumer attention and motivating usage behavior. Thai bird's nest should continue to deepen its strategies for Interesting, Interaction, and Individuality marketing to enhance overall brand value and consumer loyalty.

4.4 Reliability and Validity Tests

Reliability and validity tests are crucial steps in verifying whether the survey data related to usage frequency are credible and valid. In this study, multiple methods such as Cronbach's Alpha coefficient, KMO value, Bartlett's test of sphericity, and factor loadings were employed to assess the reliability and validity of the data.

4.4.1 Analysis of Cronbach's Alpha Coefficient

Cronbach's Alpha coefficient is a metric used to measure the internal consistency of a scale. Generally, an Alpha value above 0.7 indicates good reliability, while a value above 0.8 indicates very high reliability.

Table 9 Cronbach's Alpha Coefficient for Reliability of 4I Marketing Factors

	Cronbach's Alpha	Number of items
Interesting	0.967	5
Interests	0.943	4
Interaction	0.931	5
Individuality	0.946	4
Usage frequency	0.992	4

In this study, the Cronbach's Alpha coefficients for each factor of the 4 I marketing theory were as follows:

1. The Alpha coefficient for the "Interesting" factor was 0.967, indicating extremely high consistency among the questions related to the interesting aspect, thus showing very high reliability for this dimension.

2. The Alpha coefficient for the "Interests" factor was 0.943, indicating very high reliability and strong consistency for this dimension.

3. The Alpha coefficient for the "Interaction" factor was 0.931, demonstrating high internal consistency among the questions related to interaction.

4. The Alpha coefficient for the "Individuality" factor was 0.946, showing that the reliability of the individuality dimension was also very high.

Moreover, the overall Cronbach's Alpha coefficient for the 4I marketing theory was 0.906, suggesting that the questionnaire as a whole had high reliability, making it a well-designed and dependable measurement tool. Additionally, the Cronbach's Alpha for usage frequency was 0.992, indicating extremely high reliability and further confirming the accuracy of the study.

4.4.2 KMO and Bartlett's Test of Sphericity

To determine whether the data were suitable for factor analysis, the Kaiser-Meyer-Olkin (KMO) value and Bartlett's test of sphericity were used. The KMO value assesses the correlation between variables, with a value greater than 0.7 indicating

suitability for factor analysis. This threshold is based on the understanding that a KMO value above 0.7 signifies that a sufficient proportion of variance among the variables can be attributed to common factors, suggesting strong intercorrelations among the variables. Values below 0.7 may indicate that the variables do not share enough common variance, making factor analysis less appropriate. Bartlett's test of sphericity examines whether the correlations between variables are significant.

Table 10 KMO and Bartlett's Test of Sphericity for Factor Analysis

KMO		0.894
Bartlett's Test of Sphericity	Approximate Chi-Square	13523.130
	df	231
	P-value	0<0.001

In this study, the KMO value was 0.894, indicating that the data were highly suitable for factor analysis. Additionally, Bartlett's test of sphericity yielded a chi-square value of 13,523.130, with 231 degrees of freedom and a significance level of $0 < 0.001$ ($p\text{-value} < 0.05$), suggesting that the correlations between variables were significant. Therefore, the data were appropriate for factor analysis.

4.4.3 Analysis of Factor Loadings

Factor loadings reflect the explanatory power of each variable on its corresponding factor. A loading greater than 0.5 is generally considered ideal, as it indicates that the variable explains a significant portion of the variance in the factor. This threshold is based on the understanding that a loading of 0.5 or higher suggests that at least 25% of the variance in the variable is accounted for by the factor (since the square of 0.5 is 0.25). Values below 0.5 may indicate that the variable does not contribute meaningfully to the factor, making it less relevant for interpretation.

Table 11 Factor Loading Coefficients for Each Variable in the 4I Marketing Theory

Name	Factor Loading Coefficients				
	1	2	3	4	5
A1A1	0.878				
A1A2	0.918				
A1A3	0.895				
A1A4	0.920				
A1A5	0.875				
B1A1					0.885
B1A2					0.941
B1A3					0.934
B1A4					0.853
C1A1		0.854			
C1A2		0.766			
C1A3		0.854			
C1A4		0.864			
C1A5		0.853			
D1A1				0.889	
D1A2				0.842	
D1A3				0.922	
D1A4				0.886	
Y1A1			0.879		
Y1A2			0.882		
Y1A3			0.879		
Y1A4			0.879		

The results of the factor analysis in this study were as follows:

1. For the "Interesting" factor, the loadings for items A1A1 to A1A5 ranged from 0.875 to 0.920, indicating strong explanatory power for these items regarding the interesting dimension.
2. For the "Interests" factor, the loadings for items B1A1 to B1A4 ranged from 0.853 to 0.941, showing that the items related to interests had high explanatory capacity.
3. For the "Interaction" factor, the loadings for items C1A1 to C1A5 ranged from 0.766 to 0.864, suggesting moderate to strong explanatory power for the interaction-related questions.
4. For the "Individuality" factor, the loadings for items D1A1 to D1A4 ranged from 0.842 to 0.922, indicating strong explanatory power for the individuality dimension.
5. The loadings for the usage frequency items Y1A1 to Y1A4 ranged from 0.879 to 0.882, demonstrating strong representativeness for these questions in explaining usage frequency.

Based on the above analyses, the reliability and validity of the questionnaire were fully validated, confirming that the questionnaire design was reasonable and the data analysis was reliable.

4.5 Variable Correlation Analysis

In the study, analyzing the correlation between variables helps better understand the role of different factors within the 4I marketing theory in shaping consumers' usage frequency. This section uses Pearson correlation coefficients to analyze the relationships among the 4I marketing theory factors and their connection to consumer usage frequency.

4.5.1 Correlation Analysis Among the 4I Marketing Theory Variables

Table 12 Correlation Matrix for 4I Marketing Factors and Usage frequency

	Interesting	Interests	Interaction	Individuality	Usage frequency
Interesting	1 0<0.001				
Interests	.235** 0<0.001	1			
Interaction	.366** 0<0.001	.447** 0<0.001	1		
Individuality	.261** 0<0.001	.294** 0<0.001	.345** 0<0.001	1	
Usage frequency	.536** 0<0.001	.408** 0<0.001	.457** 0<0.001	.451** 0<0.001	1

The correlation data show that there is a certain level of positive correlation between the four factors of the 4I marketing theory (Interesting, Interests, Interaction, and Individuality). The correlation coefficients range from 0.235 to 0.366, indicating some mutual influence among the four marketing factors, though the strength of the correlations is relatively low.

In social science research, correlation coefficients are often interpreted using common thresholds: values below 0.3 are generally considered weak, values between 0.3 and 0.5 are considered moderate, and values above 0.5 indicate a strong correlation (Cohen, 1988). Therefore, the coefficients observed in this study suggest only a weak to moderate relationship among the factors. This indicates that while there is some interconnection among the 4I marketing theory components, the influence each factor has on the others may not be substantial enough to suggest a direct or strong impact.

These findings highlight the need for further investigation into the dynamics of these marketing factors, as the relatively low correlation suggests that they may operate independently to some extent, warranting a more nuanced understanding of their interactions and effects in marketing strategies.

1. The correlation between "Interesting" and the other three factors is low, but there is still some connection. For example, the correlation coefficient between "Interesting" and "Interests" is 0.235, suggesting that interesting marketing activities can moderately enhance consumers' perception of promotional benefits. Although this impact is not strong, the connection is reasonable given modern consumer behavior.

2. The correlation coefficient between "Interests" and "Interaction" is 0.447, indicating that promotional activities not only meet consumers' material needs but may also strengthen the brand's social influence by increasing interaction. Promotional activities, through social media sharing and discussions among consumers, can enhance the frequency of interaction between consumers and the brand.

3. The correlation coefficient between "Interaction" and "Individuality" is 0.345, indicating that interactive activities can further stimulate consumers' demand for personalized experiences. For instance, through social interaction, consumers are more likely to share personalized experiences and spread positive word of mouth about the brand.

Overall, while the factors of the 4I marketing theory are interrelated, their roles and positions in consumers' minds are relatively independent. Each factor influences consumer usage frequency through different pathways, but their combined effect helps enhance the brand's overall market performance.

4.5.2 Correlation Analysis Between 4I Marketing Theory Factors and Usage frequency

Next, we analyzed the correlation between each factor of the 4I marketing theory and consumer usage frequency. All correlation coefficients exceeded 0.408, indicating that each factor had a significant positive influence on consumers' usage frequencies:

"Interesting" had the highest correlation with usage frequency, with a coefficient of 0.536. This suggests that interesting marketing is highly effective in stimulating consumer desire to purchase. By capturing consumers' attention, brands can effectively increase consumer engagement and, in turn, drive usage behavior. Thai bird's nest, through multidimensional marketing strategies such as co-branding events and interactive live streams, has significantly enhanced consumer brand awareness and favorability.

The correlation coefficient between "Interests" and usage frequency was 0.408, showing the strong influence of promotional activities on consumer decision-making. Price promotions and benefits make consumers feel tangible rewards, thus increasing their willingness to purchase. Brands should fully leverage the positive effects of promotions when formulating marketing strategies.

The correlation coefficient between "Interaction" and usage frequency was 0.457, indicating that consumer interactions with the brand and with other consumers play an important role in driving purchase behavior. By enhancing communication between the brand and consumers, especially through interactions on social media, brands can build deeper relationships with consumers and foster brand loyalty.

The correlation coefficient between "Individuality" and usage frequency was 0.451, indicating that personalized marketing has a significant impact on increasing consumer usage frequency. Consumers tend to favor products or services tailored to their individual needs, and personalized marketing strategies enable them to have unique brand experiences, thereby stimulating their desire to purchase.

In summary, each factor of the 4I marketing theory had a significant impact on consumer usage frequency, especially "Interesting" and "Interaction," which enhanced consumers' brand engagement and loyalty through creativity and interactivity. "Interests" and "Individuality" contributed to brand attractiveness and purchasing motivation by fulfilling consumers' material and personalized needs. Together, these factors provide important strategic support for Thai bird's nest marketing in the Chinese market.

4.6 Regression Analysis

Regression analysis is an important statistical method used to examine the relationships between multiple independent variables and a dependent variable. In this study, regression analysis was conducted to evaluate the impact of the four factors of the 4I marketing theory (Interesting, Interests, Interaction, and Individuality) on consumers' usage frequency. This analysis helps identify which factors have the greatest influence on consumers' willingness to purchase Thai bird's nest, providing more precise guidance for the brand's marketing strategies.

4.6.1 Construction of the Regression Model

To fully explore the influence of each 4I marketing theory factor on consumer usage frequency, a multiple linear regression model was constructed. In this model, usage frequency was the dependent variable (Y), and the four factors of the 4I marketing theory were the independent variables: Interesting, Interests, Interaction, and Individuality. The mathematical expression of the model is as follows:

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

Where Y represents the dependent variable, i.e., consumer usage frequency. β_0 is the constant term (intercept), and $\beta_1, \beta_2, \beta_3, \beta_4$ are the regression coefficients for the independent variables Interesting, Interests, Interaction, and Individuality, reflecting the magnitude of their influence on usage frequency. X_1, X_2, X_3, X_4 represent the values of the four 4I marketing factors. ϵ is the error term, accounting for other factors not explained by the model. By analyzing the regression between the independent variables and the dependent variable, we can quantify the influence of each factor on consumers' purchase decisions.

This model allows for a systematic evaluation of the relative contributions of each marketing factor to consumer usage frequency. This is particularly important for optimizing the marketing strategies of Thai bird's nest in the Chinese market, helping the brand identify which strategies can lead to the greatest increase in sales.

4.6.2 Regression Analysis Results

Table 13 Regression Coefficients for Impact of 4I Marketing Factors on Usage frequency

	(b)	SE	t	P-value
Constant	1.229	0.205	5.983	0<0.001
Interesting	0.295	0.032	9.215	0<0.001
Interests	0.173	0.041	4.225	0<0.001
Interaction	0.150	0.043	3.489	0.001
Individuality	0.220	0.036	6.111	0<0.001
R=0.675 Adjusted R^2 =0.450 R^2 =0.455 SE=0.297				

The results of the regression analysis revealed the significant impact of each marketing factor on consumer usage frequency. The adjusted R-squared value of the regression equation was 0.450, indicating that the model explained approximately 45% of the variance in consumer usage frequency. This demonstrates that the four factors of the 4I marketing theory have a strong explanatory power for consumer usage frequency.

The following are the specific regression coefficients and statistical results for each independent variable:

The regression analysis showed that all independent variables had a statistically significant impact on consumer usage frequency (p-value < 0.05). Specifically:

The regression coefficient for Interesting was 0.295, with a t-value of 9.215 and a significance level of 0<0.001. This indicates that interesting marketing has the most significant influence on consumer usage frequency. By conducting engaging activities and advertisements that capture consumer attention, brands can significantly increase

usage frequency. This result aligns with the modern consumer preference for highly engaging and interactive marketing activities.

The regression coefficient for Interests was 0.173, with a t-value of 4.225 and a significance level of $0 < 0.001$. Promotional activities driven by perceived benefits, such as discounts and gifts, also played an important role in enhancing usage frequency. Consumers who perceive tangible benefits, such as discounts or free gifts, are more inclined to purchase the product. Therefore, brands should continue to focus on benefit-driven promotional activities in their marketing strategies to attract consumers and boost sales.

The regression coefficient for Interaction was 0.150, with a t-value of 3.489 and a significance level of 0.001. Although the regression coefficient for interactive marketing was relatively small, it still had a significant impact on consumer usage frequency. This indicates that interaction between the brand and consumers, as well as participation in social media, can strengthen consumers' identification with and loyalty to the brand, thereby facilitating purchase decisions.

The regression coefficient for Individuality was 0.220, with a t-value of 6.111 and a significance level of $0 < 0.001$. Personalized marketing strategies are increasingly important in modern consumer decision-making. Consumers expect brands to provide tailored services or products that meet their individual needs. Personalized promotional messages and customized interactions can significantly enhance consumers' identification with the brand and their usage frequency.

From the above analysis, it is clear that Interesting is the most important influencing factor, followed by Individuality and Interests, while Interaction also plays a notable role. When formulating marketing strategies, brands should focus on enhancing consumer attraction through interesting and personalized marketing techniques, while incorporating promotional activities and consumer interaction to maximize usage frequency.

4.7 Hypothesis Testing

In this study, we proposed four hypotheses to explore the impact of different factors of the 4I marketing theory on the frequency of Thai bird's nest usage in the Chinese market. By testing these four hypotheses, we aim to gain a deeper understanding of how various marketing strategies influence consumer behavior, which will further guide the brand's promotion strategies in the Chinese market.

H1: Interesting has a significant impact on the popularity of the usage frequency of Thai bird's nest in the Chinese market.

Analysis: The analysis for H1 shows that Interesting has a significant impact on the frequency of Thai bird's nest usage in the Chinese market. The regression analysis indicated a regression coefficient of 0.295, with a significance level of $0 < 0.001$, suggesting that interesting marketing activities have a strong attraction for consumers' usage behavior. In today's fast-paced information environment, consumers are more likely to pay attention to content that is engaging and entertaining. Thus, brands can effectively enhance consumer recognition and interest in the product through creative advertisements, activities, and interactive games.

Specifically, interesting marketing can capture consumers' attention and strengthen the emotional connection between the brand and the consumer. Particularly on social media platforms, lively and entertaining content is more likely to be shared by users, creating a viral effect that enhances the popularity and usage frequency of Thai bird's nest.

H2: Interests has a significant impact on the popularity of the usage frequency of Thai bird's nest in the Chinese market.

Analysis: The H2 hypothesis posits that Interests have a significant impact on the usage frequency of Thai bird's nest, and the regression analysis confirmed this hypothesis. The regression coefficient for Interests was 0.173, with a significance level of $0 < 0.001$. This indicates that when consumers perceive actual benefits from the product, they are more likely to use or purchase it frequently. Promotional activities, discounts, and gifts are effective strategies to boost consumers' usage frequency.

Additionally, in the Chinese market, price-sensitive consumers often decide whether to buy a product based on the scale and value of promotional activities. Therefore, brands can attract more consumers and increase their usage frequency by implementing flexible promotional policies, discount campaigns, or membership rewards programs.

H3: Interaction has a significant impact on the popularity of the usage frequency of Thai bird's nest in the Chinese market.

Analysis: H3 explores the impact of Interaction on the frequency of Thai bird's nest usage. The regression analysis showed that the coefficient for interaction was 0.150, with a significance level of 0.001. Although its influence is relatively weaker compared to Interesting and Interests, it still meets the significance threshold. When consumers interact with the brand or other consumers, it strengthens their trust and affinity for the product, thereby increasing usage frequency.

In particular, in today's digital marketing environment, consumers increasingly rely on interactions on social media platforms to obtain product information or feedback from other users. Brands can enhance consumer engagement and product usage frequency by building active interactive relationships with consumers, such as organizing online and offline community events or providing real-time customer service to address consumer concerns.

H4: Individuality has a significant impact on the popularity of the usage frequency of Thai bird's nest in the Chinese market.

Analysis: The H4 hypothesis tests the influence of Individuality on the usage frequency of Thai bird's nest. The regression analysis showed that the regression coefficient for Individuality was 0.220, with a significance level of $0 < 0.001$, indicating that personalized marketing has a significant effect on increasing consumer usage frequency. The core of personalized marketing is to provide consumers with customized and individualized products or services, thereby enhancing brand recognition and loyalty.

In practice, brands can leverage data analysis to provide personalized recommendations and services based on consumers' purchasing habits and

preferences. For example, pushing relevant product recommendations based on consumers' purchase history or offering customized discounts or coupons during promotional activities can significantly increase repeat purchases and product usage frequency.

Summary

The regression analysis and hypothesis testing of H1 to H4 demonstrate that all four factors of the 4I marketing theory significantly impact the usage frequency of Thai bird's nest in the Chinese market. Interesting and Individuality had the greatest impact, suggesting that brands can attract and retain consumer interest through creative and engaging marketing content as well as personalized product strategies. At the same time, Interests-driven promotions and effective consumer Interaction can also boost product usage frequency.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Overview

This chapter aims to summarize the main findings of this study and discuss the impact of the 4I marketing theory on Thai bird's nest in the Chinese market within the context of theoretical background and the current market environment. Additionally, by analyzing demographic variables such as gender, age, and occupation, we can gain a deeper understanding of the usage behavior and preferences of different consumer groups, providing practical guidance for marketing strategies in the Chinese market for Thai bird's nest.

5.2 Key Findings

In this study, all four factors of the 4I marketing theory—Interesting, Interests, Interaction, and Individuality—had a significant impact on consumer usage frequency for Thai bird's nest. The detailed analysis is as follows:

1. **Interesting:** Interesting is an important factor influencing consumer usage frequency, especially in today's era of fragmented information, where consumers are particularly sensitive to novel and engaging marketing content. The regression analysis showed that the impact of Interesting was significant, with consumers more likely to develop an interest in fun advertisements, creative videos, and interactive activities, leading to increased usage frequency. Thai bird's nest, as a health product, can attract more consumers by engaging in fun activities such as online live streams and short video promotions.

2. Interests: The Interests factor also plays an important role in influencing consumer decisions. The study found that consumers react positively to benefit-driven strategies such as pricing, promotions, and discounts. Thai bird's nest brands can increase purchase frequency and stimulate usage frequency by offering discount promotions and reward points. Interest-driven marketing strategies can not only increase product usage but also enhance brand loyalty among consumers.

3. Interaction: Interaction between consumers and brands significantly influences their purchase decisions, especially in today's era of highly developed social media. The study showed that consumer usage frequency increased significantly after interacting with the brand or other consumers. This interaction includes actions such as comments, likes, and shares on social media, which help strengthen consumer trust and a sense of belonging. By actively engaging with consumers, brands can deepen emotional connections, thereby boosting usage frequency.

4. Individuality: Individuality is an important trend in modern marketing. Personalized products and services can effectively increase consumer loyalty and satisfaction. This study showed that consumers are more likely to choose brands and products that meet their personalized needs. Therefore, Thai bird's nest can enhance consumer experience and brand stickiness by using data analysis to provide customized recommendations and personalized promotional offers to different consumers.

5.3 Theoretical and Practical Implications

In the marketing strategy of Thai bird's nest, adopting the 4I theory (Interesting, Interests, Interaction, and Individuality) as the core guiding philosophy can not only enhance brand influence but also better address the multi-layered consumption needs of the Chinese market. This section will further discuss the validation and application of the 4I theory and propose practical market strategy suggestions to ensure that Thai bird's nest products can better adapt to the competitive landscape in the Chinese market.

5.3.1 Interesting Dimension: Strategies and Practical Applications

Under the "Interesting" dimension of the 4I marketing theory, strategies should prioritize creating engaging, entertaining, and culturally resonant content to capture consumer attention and encourage frequent usage of Thai bird's nest products. This involves leveraging creative marketing tactics, digital platforms, and interactive content to enhance brand appeal.

1. Creative Campaigns with Cultural Relevance

Thai bird's nest brands should align marketing campaigns with Chinese cultural traditions and consumer values. For instance, launching limited-edition packaging during the Spring Festival or Mid-Autumn Festival that incorporates traditional Chinese symbols and messages of health and prosperity can strengthen emotional connections with consumers. Additionally, special offers or promotional bundles tailored to festive gifting can boost sales during these peak periods.

2. Short Video and Social Media Marketing

Platforms like Douyin and Xiaohongshu offer immense potential for engaging younger demographics through creative short videos. Thai bird's nest brands can collaborate with influencers and celebrities to produce entertaining content that showcases the product's versatility, such as recipe tutorials, health benefits, or humorous depictions of daily consumption. Incorporating user-generated content challenges, such as "Bird's Nest Recipe Creation" or "Healthy Lifestyle Tips," can further encourage consumer interaction and expand organic reach.

3. Interactive and Gamified Marketing Campaigns

Interactive marketing strategies, such as gamified activities, can enhance consumer participation. For example, brands could launch a WeChat mini-program featuring health-themed challenges, where users earn points redeemable for discounts or exclusive products. A "Daily Bird's Nest Routine" challenge or a virtual health-tracking game with rewards for consistent engagement could foster long-term consumer involvement.

4. Dynamic Live Streaming Experiences

Live streaming allows brands to create engaging, real-time interactions with consumers. Collaborating with popular live-streaming hosts or health experts, Thai bird's nest brands can showcase product preparation methods, emphasize nutritional benefits, and offer exclusive live-stream discounts. Such sessions could also include interactive Q&A segments to address consumer queries and build trust in the product.

5.Integration with Local Trends and Entertainment

To resonate with Chinese consumers, brands can incorporate trending topics and local entertainment elements into their campaigns. For instance, partnering with popular TV shows, web series, or influencers to feature Thai bird's nest in daily life scenarios can boost visibility. Organizing live events or sponsorships at health and wellness expos, with interactive booths and product demonstrations, can also reinforce brand presence.

5.3.2 Interests Dimension: Strategies and Practical Applications

Under the "Interests" dimension of the 4I marketing theory, strategies should focus on delivering tangible and perceived benefits to consumers. By addressing both material and emotional interests, Thai bird's nest brands can strengthen consumer motivation to purchase and enhance product usage frequency.

1.Highlighting Health and Functional Benefits

Consumers are increasingly prioritizing health and wellness. Thai bird's nest brands should emphasize the product's nutritional and functional value, such as its high protein content, collagen benefits, and immune-boosting properties. Scientific endorsements from nutrition experts or partnerships with health institutions can enhance credibility and consumer trust. Regularly publishing research-backed health guides or white papers can further reinforce these benefits.

2.Customized Product Lines for Targeted Needs

To address diverse consumer segments, brands should develop tailored product lines that cater to specific needs, such as products for pregnant

women, the elderly, or fitness enthusiasts. For instance, launching ready-to-eat bird's nest products with added nutrients for pregnant women or low-sugar variants for diabetic consumers can expand the brand's appeal. Additionally, offering travel-friendly or portion-controlled packaging for busy professionals can meet the lifestyle demands of younger, active consumers.

3. Attractive Price Promotions and Incentives

Effective promotions that offer immediate value can significantly influence purchasing behavior. Thai bird's nest brands should implement flexible promotional strategies, such as seasonal discounts, buy-one-get-one offers, and membership reward programs. For example, introducing a loyalty points system where frequent users can redeem discounts or exclusive products can foster repeat purchases. Regular flash sales on platforms like Tmall or JD.com can also attract price-sensitive consumers.

4. Creating Emotional and Social Value

Beyond material benefits, brands can appeal to consumers' emotional and social values. Collaborating with charitable organizations to promote sustainability or launch campaigns supporting maternal health can resonate with socially conscious consumers. For instance, a portion of sales proceeds could be donated to health initiatives, creating a sense of shared purpose and reinforcing brand loyalty.

5. Bundling and Gifting Options

Offering attractive product bundles or gift sets for special occasions, such as Chinese New Year or Mother's Day, can increase perceived value and encourage bulk purchases. Limited-edition gift sets with luxurious packaging for premium consumers can also serve as ideal gifts, enhancing the product's appeal as both a health supplement and a status symbol.

6. Exclusive Benefits for Subscribers and Members

Subscription models can lock in consumer loyalty by providing consistent benefits. Thai bird's nest brands can offer subscription boxes with curated products and exclusive discounts. For example, premium subscribers could receive early access to new products, personalized health tips, or exclusive events such as online seminars with nutritionists, adding both tangible and intangible value.

5.3.3 Interaction Dimension: Strategies and Practical Applications

The "Interaction" dimension of the 4I marketing theory emphasizes building strong, two-way relationships between the brand and consumers. For Thai bird's nest, fostering interactive communication can enhance consumer engagement, strengthen trust, and encourage frequent product usage.

1. Enhancing Online Interactions

Active engagement on social media platforms is essential to create meaningful interactions with consumers. Thai bird's nest brands should invest in a dedicated social media team or AI-powered customer service tools to ensure timely and personalized responses to comments, inquiries, and feedback.

For example, brands can host live Q&A sessions on Douyin or Xiaohongshu where nutrition experts discuss the health benefits of bird's nest and answer consumer questions. Providing prompt, personalized responses in user comment sections or direct messages can strengthen the consumer-brand relationship.

2. Building Brand Communities

Establishing dedicated online communities allows consumers to connect with the brand and with each other. Thai bird's nest brands can create WeChat groups, QQ communities, or exclusive forums where members can access health tips, share their experiences, and participate in brand-hosted activities.

For instance, a "Bird's Nest Enthusiasts Club" can offer members exclusive content such as recipes, wellness challenges, or early access to new products. Regular interactive posts, such as polls or surveys, can maintain community engagement and provide valuable consumer insights.

3. Leveraging Social Influence Through Referrals

Encouraging consumers to share their positive experiences can amplify the brand's reach. Thai bird's nest brands can design referral programs that reward existing customers for bringing in new ones.

For example, offering discounts or free gifts for successful referrals can incentivize sharing. Campaigns like "Share Your Bird's Nest Story" or "Recommend to a Friend" can create user-generated content (UGC) that builds trust among potential buyers and increases repeat purchases.

4. Interactive Marketing Campaigns

Creating campaigns that actively involve consumers can strengthen emotional connections with the brand. Thai bird's nest brands should design gamified marketing experiences or interactive challenges that encourage consumer participation.

For instance, the brand could host a "Healthy Lifestyle Challenge" where consumers track their daily bird's nest consumption and share their progress on social media for rewards. Mini-games in brand apps or WeChat mini-programs can also attract engagement while promoting product usage.

5. Incorporating User Feedback

Collecting and acting on consumer feedback demonstrates that the brand values its customers, fostering trust and loyalty. Thai bird's nest brands should establish clear feedback channels, such as online surveys or hotline services, and ensure visible improvements based on consumer suggestions.

For example, feedback on flavor preferences could lead to the introduction of new product variations, while addressing packaging concerns could enhance consumer satisfaction. Highlighting these improvements in marketing communications reinforces the brand's commitment to consumer needs.

6. Live Streaming and Direct Engagement

Live streaming offers a dynamic platform for direct interaction with consumers. Thai bird's nest brands should leverage this medium to showcase their products, answer questions in real-time, and offer exclusive promotions during live sessions.

Collaborations with popular live-streaming influencers in the health and wellness sector can boost credibility and attract large audiences. For instance, influencers can demonstrate the production process of bird's nest, share usage tips, and emphasize the product's health benefits during a live stream, creating a sense of immediacy and driving purchases.

7. Interactive Events and Experiential Marketing

Offline interactive events can complement online activities and provide consumers with hands-on experiences. Thai bird's nest brands can organize product tastings, health seminars, or cooking workshops at shopping malls, health food stores, or trade shows.

For example, hosting a "DIY Bird's Nest Recipe" workshop where participants can create their own bird's nest dishes can leave a lasting impression and build stronger brand associations. These events can be promoted online, creating a seamless online-to-offline (O2O) marketing loop.

5.3.4 Individuality Dimension: Strategies and Practical Applications

The "Individuality" dimension of the 4I marketing theory highlights the importance of personalized experiences in fostering consumer loyalty and driving product usage. For Thai bird's nest, leveraging individualized marketing strategies can help meet diverse consumer needs and establish a strong emotional connection with its audience.

1. Personalized Product Offerings

Tailoring products to consumer preferences is essential for creating a unique purchasing experience. Thai bird's nest brands should offer customized options, such as personalized packaging, flavor variations, or portion sizes.

For example, the brand could introduce a "Build Your Own Bird's Nest Package" feature on its e-commerce platform, allowing consumers to select their preferred flavors, packaging designs, and serving sizes. This strategy enhances the perceived value of the product and encourages repeat purchases.

2. Data-Driven Personalization

Utilizing consumer data can help Thai bird's nest brands deliver highly targeted and relevant marketing messages. By analyzing purchase histories and preferences, the brand can recommend products or promotions tailored to individual consumer profiles.

For instance, AI-driven recommendation systems on e-commerce platforms could suggest products based on previous purchases or offer discounts on frequently bought items. Personalized email campaigns can also provide exclusive deals or remind consumers to restock their bird's nest supply.

3. Customizable Packaging for Special Occasions

Offering customizable packaging for festive seasons or special events can enhance the emotional appeal of the product. Thai bird's nest brands can allow consumers to design gift boxes or add personalized messages for occasions like Chinese New Year, Mid-Autumn Festival, or birthdays.

For example, during the Spring Festival, the brand could launch a service where customers can include personalized notes or family names on the packaging, making the product more meaningful and gift-worthy.

4. Exclusive Membership Benefits

Establishing a membership program can create a sense of exclusivity and reward loyal consumers with personalized offers. Thai bird's nest brands can provide tiered membership benefits, such as birthday discounts, early access to new products, or custom health consultation services.

For instance, a premium membership tier could offer personalized nutrition plans or curated bird's nest packages based on individual health goals, increasing consumer satisfaction and retention.

5. Interactive Customization Options

Interactive customization enhances the consumer experience by involving them in the product creation process. Thai bird's nest brands can introduce digital tools that allow consumers to customize their purchases.

For example, a mobile app or WeChat mini-program could let users select ingredients, flavors, or packaging designs for their bird's nest products in real-time. This interactive approach not only increases engagement but also strengthens the emotional connection between the brand and its customers.

6.Responsive Feedback Mechanisms

Addressing individual consumer feedback promptly can significantly enhance trust and loyalty. Thai bird's nest brands should provide easy-to-access feedback channels and ensure visible action based on consumer suggestions.

For example, the brand could implement a "You Said, We Did" campaign that highlights improvements made in response to consumer feedback, such as introducing a new flavor or improving packaging durability.

7.Customized Marketing Campaigns

Thai bird's nest brands should design marketing campaigns that appeal to specific consumer segments based on their demographics, interests, or preferences.

For instance, targeting young professionals with campaigns emphasizing convenience and health benefits or creating campaigns for fitness enthusiasts that highlight bird's nest as a post-workout recovery supplement. Seasonal campaigns tailored to families or elderly consumers can also emphasize the nutritional value of bird's nest for long-term health.

8.Localized Cultural Customization

Integrating local cultural elements into products and marketing strategies can resonate deeply with consumers. Thai bird's nest brands can incorporate traditional Chinese motifs or collaborate with local artisans to create culturally unique designs.

For example, launching limited-edition packaging inspired by Chinese art or mythology during the Mid-Autumn Festival can appeal to culturally conscious consumers while reinforcing the product's premium image.

9.Personalized Follow-Ups and After-Sales Services

Providing personalized follow-ups and after-sales services ensures a seamless consumer experience. Thai bird's nest brands can use digital tools to send reminders for repurchases or offer tips on how to enjoy the product.

For instance, after a consumer's first purchase, the brand could send tailored email recommendations for complementary products or recipes featuring bird's nest, encouraging continued use.

5.4 Conclusion

Based on the regression analysis results in Table 13, the "Interesting" factor has the most significant impact on consumer usage frequency, with a regression coefficient of 0.295. This demonstrates that engaging marketing activities are pivotal in capturing consumer attention and stimulating purchase behaviors. For instance, brands like Perfect Diary and Genki Forest have successfully utilized AI and big data technologies to create highly engaging short videos and interactive campaigns, achieving rapid growth in the competitive Chinese market. Perfect Diary, through creative collaborations with influencers and unique storytelling on platforms like Douyin, has significantly expanded its customer base. Similarly, Genki Forest's gamified marketing campaigns on WeChat have created viral effects, effectively enhancing consumer engagement. Drawing on these examples, the Thai bird's nest brand can prioritize innovative content creation, such as short videos featuring local festive cultures or collaborations with influencers. Additionally, integrating gamified marketing and cross-industry partnerships can further increase consumer engagement and boost brand awareness.

The "Individuality" factor, with a regression coefficient of 0.220, also has a notable impact on consumer behavior by enhancing brand recognition and fostering loyalty. Brands like Starbucks and Xiaomi have set benchmarks in personalization. Starbucks, through its mobile app, provides personalized recommendations, loyalty rewards, and exclusive offers based on consumer preferences, while Xiaomi leverages big data to push customized product bundles and targeted discounts to its consumers.

Thai bird's nest can follow this approach by offering personalized product recommendations, exclusive discounts, and custom packaging options. For example, designing special packaging for festivals such as the Spring Festival or providing consumers with the ability to customize product flavors or sizes can cater to individual preferences, significantly increasing long-term consumer engagement.

While "Interests" and "Interaction" have relatively smaller regression coefficients of 0.173 and 0.150, they are still essential components of a comprehensive marketing strategy. "Interests" can be leveraged through targeted promotions, such as flash sales, reward programs, or bundled offers, which have proven effective in attracting price-sensitive consumers. For example, Tmall's Double 11 shopping festival is a prime case where interest-driven promotions create a significant spike in consumer purchases. "Interaction," on the other hand, strengthens the emotional connection between the brand and its audience. Interactive mechanisms like user-generated content campaigns or social sharing rewards can amplify consumer participation. For instance, L'Oréal's use of live-streaming and social media interaction during product launches has successfully fostered deeper consumer engagement and loyalty. Thai bird's nest could introduce referral bonuses or group-buying discounts to create a community-driven promotional effect, further boosting product visibility and purchase frequency.

In summary, the Thai bird's nest brand should prioritize "Interesting" as the core strategy to attract and retain consumer attention. "Individuality" should serve as the foundation for deepening emotional connections and fostering loyalty through tailored services and products. At the same time, "Interests"-driven promotions and "Interaction"-focused strategies should act as complementary tools to maintain consumer engagement and promote brand differentiation. Through the integration of these multidimensional marketing strategies, the brand can strengthen its competitive position in the Chinese market, achieve higher consumer usage frequency, and expand its market share.

5.5 Research Limitations

This study, while providing valuable insights into the impact of 4I marketing theory on the promotion of Thai bird's nest in the Chinese market, has several limitations that warrant discussion.

Firstly, based on the data in Table 3, the occupational categories of respondents are relatively limited, which restricts the diversity of perspectives captured in the study. The sample may not fully reflect the occupational diversity of the Chinese market, particularly the consumption preferences of professionals in emerging sectors such as technology and creative industries. This limitation suggests that future research could expand the occupational categories to ensure a more comprehensive understanding of consumer behavior across different professional groups.

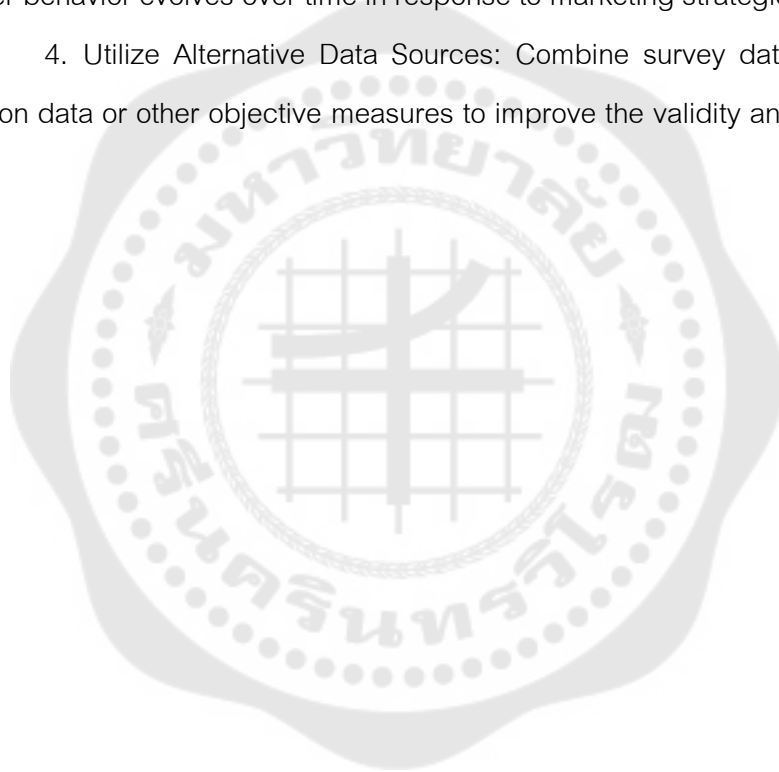
Secondly, the adjusted R-squared value of the regression analysis in Table 13 is 0.455, indicating that the model explains approximately 45.5% of the variance in consumer usage frequency. While this is statistically significant, it falls short of the ideal threshold of 0.5 or above, suggesting that additional factors beyond the 4I marketing theory influence consumer behavior. These unexplored factors may include macroeconomic conditions, technological advancements, or cultural variables. Future studies should consider integrating other frameworks or variables to uncover these additional influences.

Thirdly, the study's reliance on self-reported survey data introduces potential biases, such as social desirability or inaccurate recall, which could impact the accuracy of the results. These biases may particularly affect the measurement of actual purchasing behaviors and their alignment with self-reported preferences. Employing alternative data collection methods, such as transactional data or observational studies, could mitigate these limitations.

Lastly, the cross-sectional nature of the data limits the ability to establish causal relationships between the 4I marketing factors and consumer behavior. Longitudinal studies tracking consumer responses over time could provide more robust insights into how marketing strategies influence behavior in different contexts and timeframes.

Future Research Recommendations:

1. Expand Occupational Categories: Enrich the sample with more diverse professional groups to enhance the representativeness of the findings.
2. Incorporate Additional Factors: Build on the current model by including variables such as brand trust, macroeconomic trends, or technological influences to achieve a higher R-squared value.
3. Adopt Longitudinal Designs: Conduct longitudinal studies to explore how consumer behavior evolves over time in response to marketing strategies.
4. Utilize Alternative Data Sources: Combine survey data with real-world transaction data or other objective measures to improve the validity and reliability of the findings.



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APPENDIX

1: Questionnaire

Dear interviewee:

Hello! Thank you very much for reading and answering this questionnaire ! The main purpose of this research is to explore the marketing strategy of Thai bird's nest products based on the 4I theory. The survey targets are current users and intended users of Thai bird's nest products.

First of all, there are no right or wrong options in the questionnaire. Please fill in the questions according to your actual situation. In addition, this questionnaire is anonymous and is for academic research only. Please feel free to fill it out according to the actual situation. Thank you for your support and cooperation!

Part 1: Personal Information

1.Your age range:

A:18-24 years

B:25-34 years

C:35-44 years

D:45 years and above

2.Your gender:

A:Male

B:Female

C:Prefer not to say

3.Your occupation:

A:Student

B:Employed

C:Freelancer

D:Retired

E:Other (please specify) _____

Part 2:

The usage frequency of Thai bird's nest in the Chinese market

1.I frequently purchase Thai bird's nest for personal use.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

2.Thai bird's nest is a regular part of my dietary supplements.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

3.I believe that Thai bird's nest is more beneficial than other types of bird's nest available in the market.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

4.I prefer Thai bird's nest over other national brands due to its quality and health benefits.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

5.I recommend Thai bird's nest to friends and family due to its perceived health benefits.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

Interesting

6.Impressive experience after co-branding marketing

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

7.Marketing activities or content attract users' attention

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

8.Live streaming in multiple dimensions

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

9. Marketing is interesting

A: Strongly disagree

B: Disagree

C: Neutral

D: Agree

E: Strongly agree

10. Interesting short video content.

A: Strongly disagree

B: Disagree

C: Neutral

D: Agree

E: Strongly agree

Interests

11. Marketing activities focus on users' multiple needs

A: Strongly disagree

B: Disagree

C: Neutral

D: Agree

E: Strongly agree

12. Carry out activities such as lottery draws, welfare distribution, and promotions

A: Strongly disagree

B: Disagree

C: Neutral

D: Agree

E: Strongly agree

13.Activities satisfy users' spiritual interests

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

14.Distribute coupons and souvenirs through marketing activities.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

Interaction

15.I often buy Thai bird's nests after a recommendation from someone I interact with.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

16.My interactions with sales staff influence my decisions on buying Thai bird's nests.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

17.I prefer brands of Thai bird's nests that engage with customers through social media.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

18.Positive experiences in purchasing Thai bird's nests encourage me to buy them frequently.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

19.Interacting with other consumers of Thai bird's nests affects how often I purchase them.

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

Individuality

20.The marketing content of Thai Bird's Nest is highly interactive (such as retweets, likes, comments, etc.):

A:Strongly disagree

B:Disagree

C:Neutral

D:Agree

E:Strongly agree

21. Marketing content enhances the enthusiasm for secondary communication:

A: Strongly disagree

B: Disagree

C: Neutral

D: Agree

E: Strongly agree

22. The marketing content of Thai Bird's Nest enhanced my enthusiasm for secondary communication:

A: Strongly disagree

B: Disagree

C: Neutral

D: Agree

E: Strongly agree

23. You can get replies during the interaction, and you can get feedback if you ask for help:

A: Strongly disagree

B: Disagree

C: Neutral

D: Agree

E: Strongly agree

VITA

