



THE CORRELATION BETWEEN 4P MARKETING MIX, DEMOGRAPHIC FACTORS AND
CHINESE CONSUMERS' PURCHASE INTENTIONS FOR THAI BEER



ZHONG XIAOTING

Graduate School Srinakharinwirot University

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คณะบริหารธุรกิจเพื่อสังคม มหาวิทยาลัยศรีนครินทรวิโรฒ
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ลิขสิทธิ์ของมหาวิทยาลัยศรีนครินทรวิโรฒ

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ZHONG XIAOTING

An Master's Project Submitted in Partial Fulfillment of the Requirements
for the Degree of MASTER OF BUSINESS ADMINISTRATION

(Business Administration)

Faculty of Business Administration for Society, Srinakharinwirot University

2024

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THE MASTER'S PROJECT TITLED
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BY
ZHONG XIAOTING

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(Assoc. Prof. Dr. Chatchai Ekpanyaskul, MD.)
Dean of Graduate School

ORAL DEFENSE COMMITTEE

..... Major-advisor
(Assoc. Prof. Dr. Wasan Sakulkijkarn)

..... Chair
(Asst. Prof. Dr. Jiroj Buranasiri)

..... Committee
(Asst. Prof. Dr. Kangwan Yodwisitsak)

Title	THE CORRELATION BETWEEN 4P MARKETING MIX, DEMOGRAPHIC FACTORS AND CHINESE CONSUMERS' PURCHASE INTENTIONS FOR THAI BEER
Author	ZHONG XIAOTING
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Thesis Advisor	Associate Professor Dr. Wasan Sakulkijkarn

The rapid growth of the Chinese imported beer market has presented new opportunities for international brands such as Thai beer. This study investigates the correlation between the 4P marketing mix (Product, Price, Place, and Promotion), demographic factors (gender, age, income, education, and occupation), and Chinese consumers' purchase intentions for Thai beer. A quantitative research approach was adopted, and data were collected from 400 valid survey respondents through an online questionnaire. Descriptive statistics, independent sample T-tests, one-way ANOVA, and Pearson correlation analysis were employed to analyse the data. The findings revealed that demographic variables such as age, education, and occupation significantly influence purchase intention, while gender and income had less impact. Among the 4P variables, Place was found to have the strongest correlation with purchase intention, followed by Promotion, Price, and Product. Notably, consumers showed a strong preference for convenient purchase channels, online availability, and social media promotions. The results provide practical implications for Thai beer companies seeking to penetrate or expand their presence in the Chinese market. Strategies such as expanding retail and online distribution, engaging in influencer-based social media promotions, and enhancing product differentiation through packaging and flavor innovation are recommended. This study also contributes to cross-cultural consumer behaviour literature by highlighting how localised marketing tactics can align with consumer expectations in a competitive import market.

Keyword : 4P Marketing Mix, demographic factors, purchase intention, Thai beer, Chinese consumers

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CHAPTER 1

INTRODUCTION

Background

In 2023, the valuation of the worldwide beer market stood at USD 821.39 billion. Projections indicate that this market will experience a growth trajectory, rising from an estimated USD 851.15 billion in 2024 to reach USD 1,167.47 billion by the year 2032. Over the forecast timeframe, the compound annual growth rate (CAGR) of the global beer market is anticipated to be 4.03%(Beer Market Size, Share, Growth and Trend Analysis [2032].).

Among all alcoholic beverages, beer holds a prominent position as one of the most widely consumed drinks on a global scale. Its popularity is particularly pronounced among millennials and Generation Z, largely owing to the diverse array of recipes, distinct varieties, and a rich spectrum of flavors it offers. In recent years, the demand for beer has witnessed a remarkable and exponential surge across various regions worldwide. This escalating demand has not only been a driving force but has also exerted a constructive influence on the beer industry as a whole, bolstering its business prospects. Moreover, in developing economies, the advent of novel brewing technologies has played a pivotal role in reshaping consumer consumption patterns. These innovative brewing methods have introduced new dimensions to the beer - drinking experience, appealing to the evolving preferences of consumers. Additionally, there is a discernible trend where consumers are increasingly seeking out innovative alcoholic beverages that boast unique and differentiated flavors. This growing consumer inclination towards novel and flavorful alcoholic options has served as a significant catalyst, propelling the growth trajectory of the global beer market.

Over the past decade, beer consumption in China has seen notable shifts. The expanding middle class, rising disposable incomes, and greater exposure to foreign products have driven a surge in demand for imported beer among Chinese consumers. Initially, this trend was concentrated in large cities and coastal regions, but it has since

spread to areas with slower economic growth. As a result, China has become the world's third-largest beer importer, trailing only the US and France.

In 2009, China ranked 27th among beer importers. By 2018, it had risen to third place globally. By 2023, the trading value of China's beer imports had reached \$578,174,291.(UN Comtrade). This expansion in beer - related trends reflects the broader dynamics of global demand. In conventional beer - consuming nations like Germany, Belgium, and the United States, there has been a noticeable decline in beer consumption. Conversely, in emerging market economies such as China, Russia, and Brazil, beer consumption has witnessed an upward trajectory.(Swinnen, 2017).

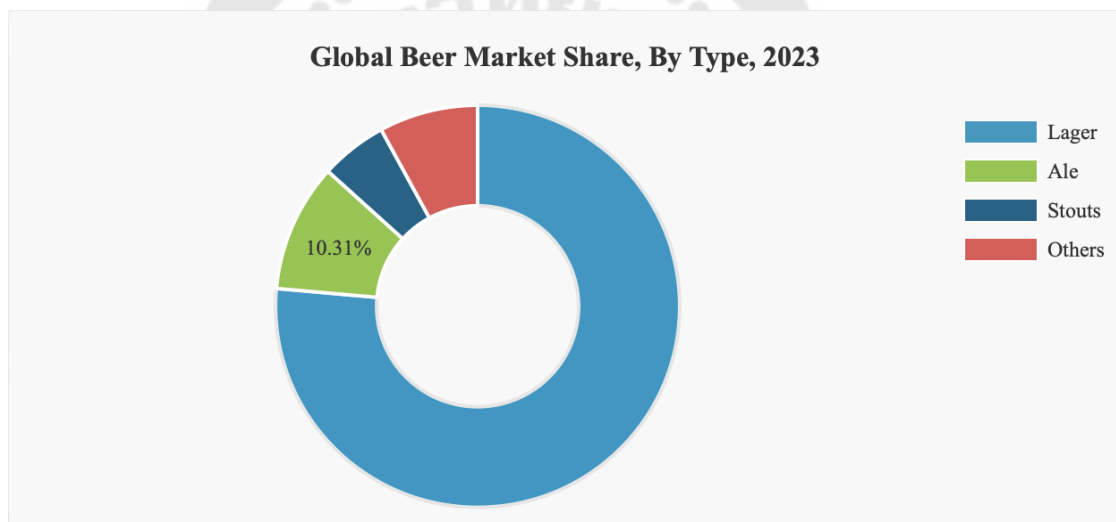


Figure 1 Global Beer Market Share

Source: <https://www.fortunebusinessinsights.com/zh/beer-market-102489>

China has maintained its position as the world's largest beer producer and consumer for many years. Since 2023, China's beer market has developed and grown in competition, with ups and downs in multi-party games, and staged a moving drama of beer development. Craft beer is prominent, thousand-yuan beer is dazzling, and sports marketing, music marketing, experience marketing and other tricks are full of tricks. From the brand to the market, from the price to the promotion, it can be described as

wonderful and exciting. At present, in the context of the slowdown of the global economic recovery and the stable progress of China's economy, the beer market of developed countries such as Europe and the United States is close to saturation, and the Chinese market of more than 1.4 billion yuan is full of vitality and great potential and is praised as the "last" cake market in the world by the international beer industry(Development Trend of China's Beer Market in 2024). Therefore, foreign brewers are eyeing the Chinese beer market, dreaming of helping them enter the world's largest beer market with more than 1.4 billion imports through China's sales network and relatively low product costs.

China's connection with beer extends back to 7,000 BC. Throughout the following centuries, beer manufacturing in China witnessed periodic rises and falls, and the nation's inaugural modern brewery was set up at the outset of the 20th century. Much like other Asian countries, the growth of China's beer sector is deeply intertwined with its historical and cultural shifts. Progressively, the Chinese people are coming to accept beer as their go - to alcoholic beverage.(Pilcher, 2016). This changed throughout the century as changes in demand and sweeping economic reforms led to a significant expansion of the industry in the 80s of the 20th centuries. As the number of domestic producers increased, China's total beer consumption rose from the second half of the country in 1979 to second only to Germany in 1995. In 2006, China became the world's largest beer consumer(Colen & Swinnen, 2016).

On the one hand, it is impossible to overstate the escalating significance of China as a pivotal market for agricultural and food exports. Within the array of rapidly expanding industries, China's appetite for imported beer, wine, and spirits stands out as the most conspicuous. Therefore, for Thailand beer, entering the Chinese market and seizing alcohol consumers is an important opportunity to generate huge economic income.

On the other hand, China's beer products have a high degree of homogeneity, and foreign-funded enterprises have a competitive advantage in providing differentiated and high-quality beer products. As China's incomes increase, exporters are increasingly

able to capitalize on this momentum. Research by Nogueira and Jazcii (2018) shows that the Chinese's preference for imported beer is expanding relative to domestic beer as exposure increases. In the recently released "2024 Wine Insight Report", the sales volume of the beer category performed strongly, with sales increasing by 31.3% year-on-year; Sales of mid-to-high-end wine products increased significantly. "China's liquor market has entered the stage of 'good or not' quality competition." Industry insiders said that high-end and high quality has become an important trend in the development of the alcohol market(Mei Qiao Zhu, 2024).

Overall, when considering the significant increase in the volume of imported beer in China, the following questions arise: Have Chinese consumers' preferences for imported beers undergone a general shift, or have consumer preferences changed depending on the consumer's background (e.g., consumers of different ages, incomes, occupations have different preferences for beer)? Therefore, in the face of the huge potential of the beer market in China, Thailand's beer companies need to create products that can compete locally and internationally in this dynamic market environment. Despite the fact that extensive and in - depth research has been conducted on Chinese wine consumption and imports, scant attention has been directed towards the recent surge in beer imports in the country. (Muhammad et al., 2021). Currently, there exists a dearth of research focused on the "Factors that impact Chinese consumers' purchase intention towards Thai beer". This study endeavors to ascertain how the 4P marketing mix (Product, Price, Place, Promotion) influences Chinese consumers' propensity to purchase Thai beer. Through an in - depth investigation of these factors and an evaluation of the correlation between the marketing mix elements and consumer purchase intention, we aim to enrich the existing theoretical framework and offer practical insights to facilitate the growth of the beer industry in Thailand.

Objectives of the Study

This study attempts to illustrate the influence of some specific variables on consumer purchase intention using a Thai beer brand as an example. The findings of this study will empower beer marketers to identify the most influential factors on customers' purchase intention. This enables them to select appropriate and highly effective marketing strategies to capture consumers' attention in a rapidly expanding and fiercely competitive market. Stakeholders, including managers, employees, and investors, will also derive substantial benefits from the study results. By gaining access to accurate information and a comprehensive understanding of the factors affecting consumer purchase intention, they will be in a better position to make informed decisions, which is expected to yield positive outcomes. Moreover, this study will assist them in verifying the effectiveness of their existing marketing strategies.

In addition, this research serves as a foundation for future scholars to delve deeper into this field and offers a valuable reference for students and marketing professionals. Consequently, the following research objectives are proposed:

- 1.To examine the correlation between demographic factors (age, gender, education, income, occupation) and Chinese consumers' purchase intentions for Thai beer.
- 2.To analyse the correlation between product and Chinese consumers' purchase intentions for Thai beer.
- 3.To analyse the correlation between price and Chinese consumers' purchase intentions for Thai beer.
- 4.To analyse the correlation between place and Chinese consumers' purchase intentions for Thai beer.
- 5.To analyse the correlation between promotion and Chinese consumers' purchase intentions for Thai beer.

Questions of the Study

Beer is a popular beverage, and its market competition is increasingly fierce. In recent years, Thai brands of beer have gradually entered the Chinese market and have continuously adjusted their marketing strategies to attract Chinese consumers. Against this backdrop, this research selects Thai - branded beer as the focal point of investigation to examine how the 4P marketing mix (Product, Price, Place, Promotion) and demographic factors influence Chinese consumers' purchase intention. As such, this study endeavors to address the following research questions:

How does the 4P marketing mix (product, price, place, promotion) influence Chinese consumers' purchase intention of Thai brand beer?

How do demographic factors (age, gender, income level, education) influence Chinese consumers' purchase intention of Thai brand beer?

Research Design

1. Population in this research

The population used in this study was a Chinese drinker aged 18 years and older.

2. Research Method

The primary aim of this study is to elucidate and ascertain the influence of the 4P marketing mix (Product, Price, Place, Promotion) and demographic factors on Chinese consumers' purchase intentions for Thai beer. To this end, we will adopt a quantitative research approach. Given that this study seeks to identify significant relationships and necessitates the description, interpretation, and validation of research findings, descriptive research proves to be more conducive to defining the attitudes or behaviors exhibited by individuals.

We have opted to utilize numerical data to address the research question, and thus, we have concentrated on quantitative data collection methods. Quantitative research is instrumental in uncovering the relationships between variables that are measured numerically through the application of statistical techniques. This approach will enable us to gain a deeper understanding of how the 4P marketing mix and

demographic factors interact to shape Chinese consumers' purchase intentions for Thai beer.

The quantitative research methods used in this study were selected and focused on the collection of numerical data. Given that this particular research approach has the capacity to unveil causal linkages between dependent and independent variables, it can also be effectively employed to discern patterns and extrapolate the research outcomes to a broader population.

3.Survey Method and Questionnaire Design

To conduct a more in - depth analysis of the research questions addressed in this study, we opted for the approach of issuing questionnaires to gather primary data. Consequently, we designed and disseminated online surveys for distribution and subsequent data collection. The rationale behind selecting this survey method lies in its ability to accommodate extensive sample sizes, its ease of dissemination, and its cost - effectiveness. Moreover, the administration of the questionnaire is facilitated by the collection process via various online questionnaire - gathering software.

The questionnaire is structured into five primary sections. The initial segment comprises inquiries regarding the demographic characteristics of the respondents. In the subsequent part, a five - point Likert scale is employed (where 1 signifies strongly disagree, 2 indicates disagree, 3 represents neutral, 4 denotes agree, and 5 stands for strongly agree). This section incorporates pivotal questions associated with the 4P marketing mix and consumers' purchasing choices.

4.Research Variables

The variables used in this study consist of two variables, the independent variable and the dependent variable:

Independent Variables

1.Demographic

1.1 Gender

1.1.1 Female

1.1.2 Male

1.2 Age

1.2.1 18-27

1.2.2 28-37

1.2.3 38-47

1.2.4 48-57

1.2.5 Above 57

1.3 Education

1.3.1 High school and below

1.3.2 Bachelor

1.3.3 Master degree

1.3.4 Above Master degree

1.4 Income

1.4.1 1,500 yuan and below

1.4.2 1,501-3,000 yuan

1.4.3 3,001-4,500 yuan

1.4.4 4,501-6,000 yuan

1.4.5 6,001-7,500 yuan

1.4.6 Above 7,500 yuan

1.5 Occupation

1.5.1 Student

1.5.2 Government Officer

1.5.3 Private Company Employee

1.5.4 Business Owner

1.5.5 Freelancer

1.5.6 Other (if any)

2. Marketing Mix Factors(4P)

2.1 Product

2.2 Price

2.3 Place

2.4 Promotion

Dependent Variable

Chinese consumers' purchase intention for Thai beer.

Definition of terms

1. Marketing Mix

The marketing mix is occasionally termed the 4Ps, encompassing four fundamental elements: product, pricing strategy, place (distribution), and promotion. It serves as a strategic tool that assists organizations in channeling their marketing endeavors effectively.

a Product - A product is defined as any item intended for sale or use by a customer. A product can refer to a good or service as it can be intangible or tangible (Goi, 2009).

b Price - The price is the amount of money required to purchase a product and represents how much a consumer is willing to pay for that product. Pricing strategies include penetration pricing, premium pricing, which is commonly used for luxury goods, and skimming pricing.

c Place - A place is a location where products can be found and obtained. Place includes distribution channels, which also play a role in creating value for consumers.

d Promotion - Promotion refers to the communication between a business and the public. It can also be thought of as a series of activities that encourage purchases and can be measured in terms of profit, share, and volume.

2. Beer

Alcoholic beverages made from malt and flavoured with hops (Hornby, 1989)

3. Purchase

Value exchange, whether it is the equivalent currency. It is a transaction between a buyer and a seller (Gerald, 1997).

4. Purchase Intention

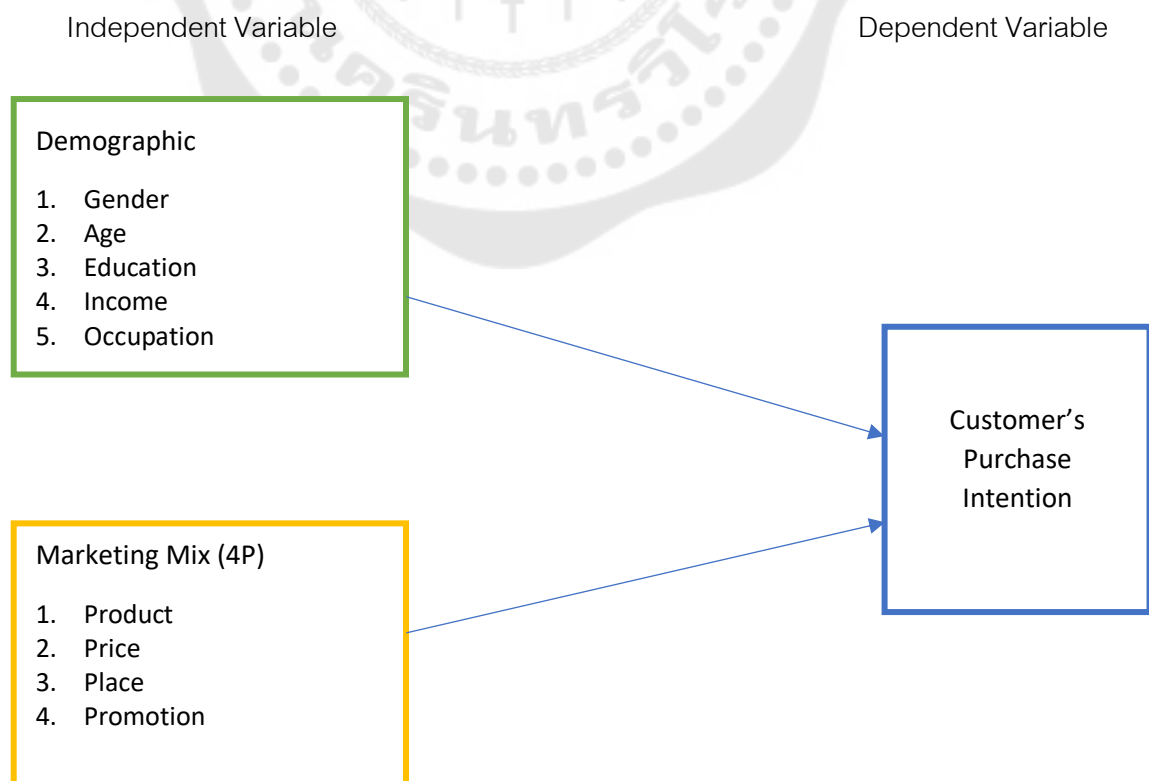
Purchase intention indicates the possibility that consumers plan or are willing to purchase a certain product or service in the future (Tenzin Choedon & Lee, Young-Chan, 2020). In this study, it refers to the possibility that Chinese consumers are willing to purchase Thai beer.

5. Demographic

Including age, gender, marital status, education, occupation, and income. Demographics or personal characteristics are most often used as the basis for market segmentation and can also influence the extent to which a person uses a particular category of product or service (Kotler et al., 2021).

Conceptual Framework

This study established the independent and dependent variables shown in the conceptual framework to explore the influence of the 4P marketing mix and demographic factors on Chinese consumers' purchase intention towards Thai beer.



Research Hypothesis

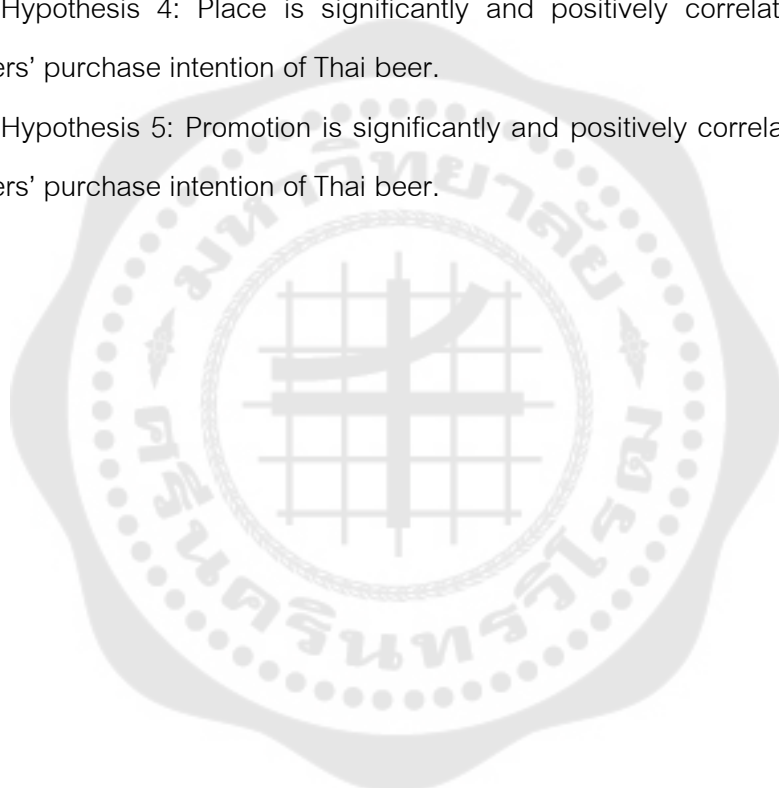
Hypothesis 1: Chinese consumers with different demographic factors have different purchase intentions for Thai beer.

Hypothesis 2: Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 3: Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 4: Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 5: Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.



CHAPTER 2

REVIEW OF THE LITERATURE

In this chapter, an examination is conducted on the concepts and theories pertinent to sales promotion. A concise discussion is also presented on the background and demographic - related aspects of the 4P marketing mix, along with a review of prior studies centered on this domain. The primary objective of this chapter is to synthesize the findings and references from previous research endeavors and to elucidate the purpose of the present study, which is to address the existing research gap. Specifically, this study seeks to delve into the influence of the 4P marketing mix and demographic factors on Chinese consumers' purchase intention for Thai beer. The relevant literature and studies associated with this research are outlined below:

1. Thailand's Beer Industry and Chinese Beer Market
2. Demographic Factors
3. The 4P Marketing Mix
4. Purchase Intention
5. Related Research
6. Conclusion

1. Thailand's Beer Industry and Chinese Beer Market

With the acceleration of globalization and the increasing purchasing power of Chinese consumers, the competition of international beer brands in the Chinese market is becoming increasingly fierce. As a typical Southeast Asian beer brand, Thai beer has attracted wide attention from academia and industry in recent years. The influence of marketing strategy on consumers' purchase intention has become a research hotspot in recent years, and scholars generally believe that the 4P marketing mix (product, price, channel, promotion) is the key factor influencing consumers' purchase decisions (Kotler & Armstrong, 2018; McCarthy, 1960; Borden, 1964). At the same time, demographic factors, as an important variable in consumer behaviour research, are also thought to

have a significant impact on purchase intention (Hawkins & Mothersbaugh, 2010; Solomon, 2017; Schiffman & Wisenblit, 2019).

1.1 Thailand's Beer Industry

The beer industry in Thailand had its inception in 1934, initiated by Boonrawd Brewery. This brewery was established by Boonrawd Srethabutra, who was conferred the noble title of Phraya Bhirom Bhakdi by His Majesty King Prajadhipok Rama VII in the year 1933.(Vorrakittivanich, 2007). When we direct our attention to the Thai beer market, it is evident that there are presently four dominant participants:

1. Singha Corporation (Boonrawd Brewery): The producers of Singha, Singha Light, Leo, and Thai beer
2. Thai Beverage Public Company Limited: The producers of Chang, Chang Draft, Change Light, and Archa
3. San Miguel: The producers of Blue Ice, San Miguel Pales Pilsner, San Miguel Light, and Red Horse
4. Thai Asia Pacific Brewery Company Limited: The producers of Heineken, Tiger and Cheers

Historically, Thailand has been regarded as the principal whisky market, with local liquor holding a dominant position. In terms of alcohol content percentage (expressed as a weight ratio), beer is priced higher than local whisky. However, the advent of economy - grade beer and the surge in local whisky prices during the 1997 economic crisis fueled the expansion of the beer market.

In Thailand, consumers' drinking patterns are characterized by a preference for multiple brands and categories. There has been a shift from low - end whisky to low - end beer, driven by factors such as price, taste, and the ease of consumption. Since 1997, a significant number of Thai drinkers have transitioned from the standard segment to the mainstream segment. To date, the mainstream segment has captured over 84% of the total market value, while the standard segment accounts for 10% and another 6% respectively(Vorrakittivanich, 2007).

1.2 China Beer Market

Over the course of history, price competition, rather than quality, has been the prevailing force in China's domestic beer industry. This competitive landscape has resulted in a relatively limited number of domestic beer producers. Only those enterprises that can achieve economies of scale are capable of maintaining the revenue necessary to sustain their operations. In turn, low prices discouraged foreign imports and led foreign companies to seek joint ventures, mergers, and acquisitions to enter the Chinese market in the 90s of the 20th century, with limited success. Marketing strategies and advertising campaigns abroad have failed to gain traction. However, Mersol and Luo (2018) show that the trend began to shift after China's formal accession to the WTO. Given the significant level of product homogeneity within China's beer market, foreign enterprises possess a competitive edge in offering differentiated and premium - quality beer products. With the steady rise in income levels across China, exporters are progressively better positioned to harness this favorable trend and capitalize on the growing market opportunities (Muhammad et al., 2021). As Chinese consumers have been exposed to a wider array of beer options, their inclination towards imported beer has grown in comparison to domestic beer. Although there have been notable advancements in domestic beer production, including the proliferation of independent craft beer ventures in China and foreign - domestic mergers and acquisitions, the volume of beer imports surged by nearly 1,800% between 2009 and 2018, as illustrated in Figure 2. This growth occurred prior to the onset of the 2019 trade war and the 2020 COVID - 19 pandemic. Projections indicate that the upward trend in beer imports is set to persist (Wine in China, 2024).

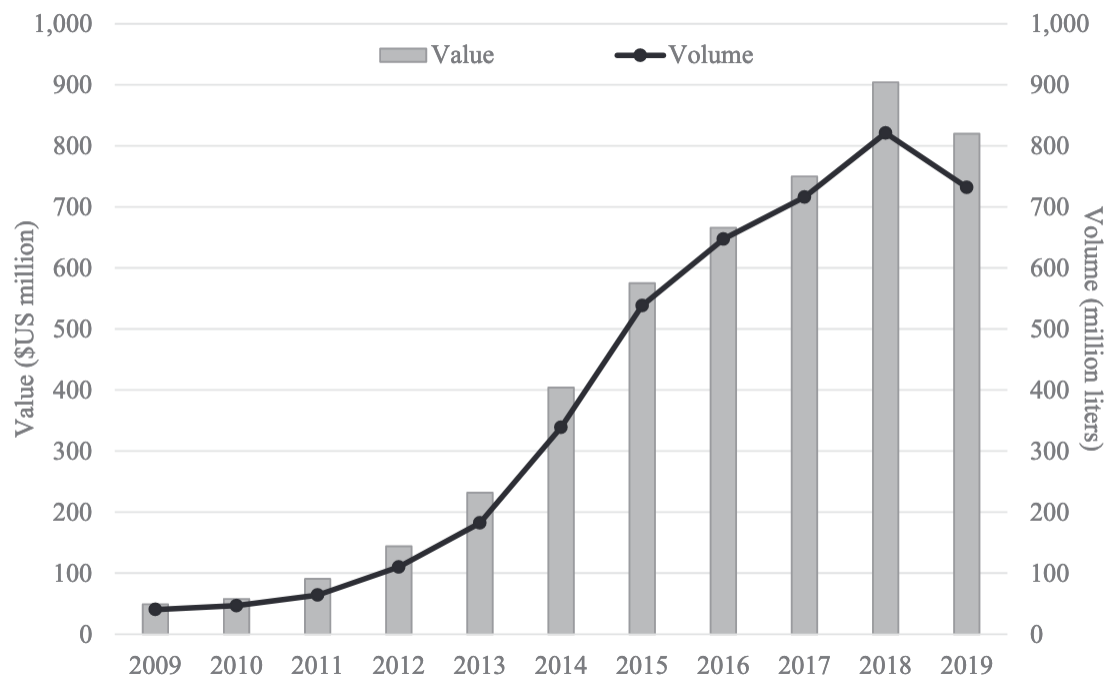


Figure 2 Chinese beer imports

Source: Global Trade Atlas

Figure 2 shows the market share of China's beer import and export from 2009 to 2019. Belgium, Germany, Netherlands and Mexico are the main suppliers to China. While the market share of these countries has changed over time, the value of each exporter increased significantly in 2018 due to the overall import growth. Between 2009 and 2018, the total volume of imports increased year by year, increasing almost 20 times (40.5 million liters to 821.1 million liters). Analogously, the value of beer imports witnessed a substantial rise, escalating from US\$49.1 million to US\$904.4 million over the same timeframe. Nevertheless, in 2019, both the overall volume and the monetary value of imports experienced a decline. European beer holds a dominant position in the Chinese beer import market. Since 2009, Germany has consistently been a major supplier, maintaining an average market share of 40%. However, Germany's market

share in the Chinese imported beer sector has gradually diminished, plummeting from 60% in 2012 to less than 20% in 2019. In contrast, Belgium's market share in the Chinese imported beer market has shown an upward trajectory, increasing from approximately 5% in 2009 to nearly 13% in 2019.

Year	Volume (mill. liters)	Value (\$US mill.)	Belgium	Germany	Netherlands Import share (%)	Other EU	Mexico	ROW
2009	40.5	\$49.1	5.2	35.9	2.8	12.1	21.6	22.3
2010	46.7	57.9	7.5	42.4	4.5	10.3	11.7	23.7
2011	64.1	90.6	7.2	54.2	7.9	6.2	5.0	19.4
2012	110.0	144.2	6.1	59.6	8.1	6.8	4.5	14.8
2013	182.3	231.7	7.2	59.1	4.7	10.0	4.4	14.6
2014	338.9	404.1	7.4	48.2	18.8	12.9	2.7	10.0
2015	538.4	575.1	6.5	34.9	24.1	21.0	4.9	8.6
2016	647.3	666.2	8.0	36.5	15.3	22.9	6.8	10.4
2017	716.1	750.0	9.3	27.9	8.8	24.1	14.8	15.2
2018	821.1	904.4	8.2	21.1	5.1	18.0	27.8	19.7
2019	732.1	820.0	12.9	19.5	4.6	18.1	19.5	25.4
Average	385.2	426.7	7.8	39.9	9.5	14.8	11.2	16.7

Figure 3 Chinese beer imports and import share by source

Source: Global Trade Atlas

2. Demography

Demographic elements encompass a range of variables that serve to delineate the attributes of a given population. According to Hawkins & Mothersbaugh (2010), demographic factors are defined as quantifiable demographic attributes. Solomon (2017) underscores the significance of demographic factors within the realm of consumer behavior research. This paper posits that the core components of demographic factors consist of age, gender, educational background, income bracket, occupation, as well as other characteristic variables that can be employed to characterize and differentiate consumer segments.

Hauser and Duncan (1959) offered a classic definition of demography, framing it as "the investigation into the magnitude of the population, its spatial dispersion, and its inherent composition, along with the alterations occurring within it and the elements

contributing to those alterations." In essence, demography constitutes a statistical examination of the population. It delves into the analysis of a population's scale, configuration, and its dynamics in both spatial and temporal dimensions. It uses methods from history, economics, anthropology, sociology, and other fields. Wede and Kamakura (1999) propose that the four most common demographic variables in domestic and international segmentation include age, gender, income, and education to meet the segmentation criteria of recognizability, content, accessibility, and actionability.

It is an established notion that the preferences for goods and services among individuals undergo transformations as they progress through various life - cycle stages and age. When juxtaposed with their older counterparts, younger individuals are less constrained by a fixed pattern and exhibit a greater receptiveness to novel concepts and products, particularly those that incorporate cutting - edge technology.

Income level is another potent determinant of product selection. Consumers with relatively high incomes possess a higher propensity to purchase costly, status - elevating commodities.

Moreover, higher education serves as a gateway for individuals to encounter diverse cultural viewpoints. This exposure renders them less inclined to adhere strictly to local behavioral norms and propels them towards becoming more globally - oriented consumers (Ashofteh & Dehghanan, 2017) . In conclusion, the influence of gender disparities stands out as one of the most robust findings within the existing academic literature. There are notable distinctions between men and women across numerous facets of consumer behavior. These differences manifest in areas such as shopping habits, the manner in which they process information, their decision - making judgments, their reactions to advertisements, as well as the types of products they are inclined to purchase (Cleveland et al., 2003).

Demography pertains to the systematic examination of a population's scale, configuration, and its dynamics across both spatial and temporal dimensions. It draws upon methodologies from a range of disciplines, including history, economics, anthropology, and sociology. As stated by the National Geographic Society (2020),

demography holds significant utility for governments and private enterprises. It serves as a valuable tool for analyzing and forecasting social, cultural, and economic trends that are intricately linked to population - related factors. For governmental bodies, this knowledge can inform policy - making and resource allocation, while for private businesses, it can aid in market analysis and strategic planning.

3. Marketing Mix

The evolution of the 4P marketing mix concept has been marked by a process of incremental refinement. McCarthy (1960) initially put forward a foundational framework for the 4P marketing mix, which encompassed Product, Price, Place, and Promotion.

Following this, Borden (1964) took the concept further by expanding and refining it. Later, Kotler & Keller (2016) continued the refinement process, enhancing the 4P theory to better align with the demands of the contemporary market landscape.

This paper contends that the core essence of the 4P marketing mix lies in the strategic combination of marketing variables that enterprises have the ability to control. The objective of this combination is to effectively meet the needs of the target market. It comprises four key dimensions: product, which pertains to the goods or services offered; price, representing the monetary value assigned to the product; channel, involving the distribution pathways through which the product reaches the consumer; and promotion, which encompasses the various communication strategies employed to create awareness and drive sales.

According to the United States Marketing Association, to quote (Kotler & Keller, 2006), marketing can be characterized as an integral organizational function and a series of interconnected processes. Its primary aim is to generate, disseminate, and convey value to customers. Additionally, it involves the meticulous management of customer relationships, with the ultimate goal of achieving mutual benefits for both the organization and its clientele.

In essence, marketing is not merely about selling products or services; rather, it is a holistic approach that encompasses understanding customer needs, crafting offerings that meet those needs, effectively communicating the value proposition, and ensuring a seamless delivery experience. By doing so, organizations can foster long-term customer loyalty and enhance their competitive position in the market. (Kotler & Keller, 2006). Evans and Berman (1997) put forward an alternative, more straightforward definition, suggesting that marketing encompasses the activities of forecasting customer demand, efficiently managing that demand, and ultimately fulfilling it. Alternatively, if we were to encapsulate marketing in a single, concise statement, it could be described as the establishment of a mutually beneficial exchange relationship between an organization and its customers. This relationship is built on the premise that both parties derive value from the transaction, with the organization meeting customer needs and, in return, achieving its business objectives (Becker-Olsen et al., 2006). Evans and Berman (1997) characterize the marketing mix as a distinct amalgamation of marketing components that organizations employ to attain their objectives and cater to the target market. This concept involves making strategic choices regarding four principal variables: product, distribution, promotion, and price.

In essence, the marketing mix represents a well-regulated collection of tactical marketing instruments, namely products, pricing strategies, distribution channels, and promotional activities. Companies skillfully blend these elements to elicit the desired reaction from their target market. By carefully crafting the product offerings, setting appropriate prices, selecting effective distribution channels, and implementing impactful promotional campaigns, firms aim to align their marketing efforts with the preferences and requirements of their target consumers, thereby enhancing their market position and achieving business success (Ketema, n.d.).

Kotler (2013) et al. claim (Pappas, 2016) that marketing involves processes to create, communicate & deliver value, building strong customer ties for organizational and stakeholder gains. From its emergence, marketing has been regarded as "the procedure of strategizing and implementing the conception, pricing, promotion, and

delivery of concepts, products, and services to establish and fulfill personal as well as organizational objectives", mainly focusing on fulfilling consumer demands and enhancing corporate earnings. It has evolved into a widely - adopted business philosophy beyond the realm of contemporary management science (A. Ali & Muhammad, 2021).

The 4P marketing mix is a classic framework in marketing, including Product, Price, Place and Promotion. In the beer industry, all four elements play an important role. The first process is to select the markets that the organization wants to penetrate, and the second is the 4P development process that combines various aspects of the marketing mix (such as price, location, product, and promotion) to meet the needs of customers (Nuseir & Madanat, 2015). Kotler (2000) notes that the marketing mix constitutes a collection of marketing instruments a firm employs to attain its marketing objectives within a target market. Hawkins, Best, and Coney (2001) characterize the marketing mix as the array of products, pricing strategies, communication approaches, distribution channels, and supplementary services presented to a target market. It is precisely the integration of these components that has the capability to satisfy customer requirements and convey customer - perceived value. McCarthy (1996) categorizes marketing instruments into four broad groupings (Anderson & Taylor, 1995), the 4Ps of marketing: product, price, channel, and promotion

3.1 Product

A range of tangible and intangible attributes that a seller provides to a buyer to meet a need. Kotler (2000) defines a product as anything that can be provided to meet a need or need. Product represents the product's function, packaging, logo or brand name, and the after-sales service provided. Kotler (2000) asserts that the concept of "product" encompasses what a business or non - profit entity presents to its prospective customers or consumers. Within this framework, an "offer" comprises not only physical items (like commodities, apparatus, etc.) but also non - physical elements, such as concepts and services. To ensure the success of these products, research and

development efforts are imperative, enabling the products to align with customers' expectations and fulfil their needs.

Armstrong and Kotler (2006) define a product as a product that introduces good or service on the market for consumption or use by a customer to meet their needs. However, Hirankitti, Mechinda, and Manjing (2009) present an alternative perspective on the definition of a product. They posit that the notion of a service as a product rests on two dimensions. The first dimension involves a comprehensive service that showcases the core advantages, while the second dimension pertains to a perceptible and upgraded supplementary service. This latter service is associated with the delivery of pivotal services. Products serve as a pivotal element within the marketing mix. Each product is differentiated from others based on its distinct attributes. Borden (1984) highlighted several such attributes, including the quality that holds the utmost significance for each customer, the design that captivates customers' attention, the features that facilitate customers' acquisition of new products, and the brand name that fosters customer loyalty.

In the beer industry, the product includes not only the beer itself but also the packaging, brand image, etc. Budweiser, for example, has created a strong brand personality through its unique recipe and brewing process. Their product strategy encompasses a diverse range of packaging formats, including containers like bottles, cans, and kegs, tailored to fulfill the requirements of consumers across various scenarios. Moreover, Budweiser has introduced multiple sub - brands, such as Budweiser Light and Budweiser Pure, with the aim of catering to the demands of distinct consumer segments.

3.2 Price

Price serves as an official ratio, indicating the monetary value of goods or services needed to acquire a specific quantity of such goods or services. Pricing refers to the procedure of assigning prices to purchase and sales orders, either through manual or automated means. This assignment is based on various factors, including fixed sums, quantity - based discounts, promotional or sales campaigns, quotations

from particular suppliers, prevailing market prices at the time of order entry, shipping or invoice dates, multiple orders or line items, and numerous other considerations. Historically, price has played a pivotal role as the primary factor influencing a buyer's decision. Consequently, marketers are obligated to ascertain the optimal price for their products (Kotler & Keller, 2006). Zikmund (2000) states that the amount of money paid in exchange for something or the quantity of certain goods or services is its price. In other words, the price is the price at which the product is exchanged.

A price is a fee charged for a service or product provided to a customer. Price exerts a substantial influence on customers' psychological perceptions and plays a crucial role in determining their decision regarding whether to make a repeat purchase of the product (Wibowo et al., 2020). The determination of a product's price hinges on several factors, encompassing the customer's financial capacity to make purchases, the expenses incurred in producing the product, and the costs associated with delivering the product. Price stands as the primary element influencing customer satisfaction and fostering product loyalty, as customers meticulously assess whether they are deriving maximum value from the product (Peter & Donnelly, 2007).

Economists hold the view that prices are subject to rapid fluctuations. Consequently, formulating pricing strategies and making pricing decisions entail establishing suitable prices and closely observing competitive market dynamics. It is a widely - held belief among economists that, for the same product, a lower price will typically result in greater sales volume compared to a higher price. Nevertheless, Hawkins (2001) also highlights that price can occasionally be regarded as an indicator of quality. In such cases, products with lower prices may be perceived as being of inferior quality.

Price is the amount of money a consumer pays for a product or service. In the beer industry, pricing strategy is often closely related to brand positioning and target market. In the case of Tsingtao Beer, they have adopted a multi-level price strategy. In the Chinese market, Tsingtao Beer has products in multiple price segments, from economy to high-end. Their main products are positioned in the mid-market and are

moderately priced to appeal to mass consumers. At the same time, they have also launched high-end products such as Qingdao Chunsheng, adopting a higher price strategy to meet high-end consumer demand.

3.3 Place

The concept of location has to do with the availability of a product to a customer (THE IMPACT OF MARKETING MIX (4P's) ON CONSUMER PURCHASE INTENTION OF COSMETICS PRODUCT, 2019.). However, the notion of "place" extends beyond the definitions provided by scholars such as Armstrong, Kotler, and Hirankitti. Hirankitti (2009) asserts that the concept of location encompasses not only the physical sites but also distribution channels. Distribution facilities and their geographical positions are the key elements in balancing product demand and supply, as well as addressing the obstacles that impede the delivery of products to the target market.

It can also be understood that there may be a variety of alternative distribution "channels":

1. Direct sales – e.g. through mail order, the internet, and telephone sales
2. Distributor - Usually sells directly on behalf of the producer
3. Distributor (also known as wholesaler) - A person who sells to a retailer
4. Retailer (also known as dealer or dealer) - A person who sells to an end customer
5. Typical for advertising of consumer goods

Place pertains to the process of distributing a product from the producer to the ultimate consumer. Within the beer industry, the implementation of an efficient channel strategy is of paramount importance for ensuring product accessibility. Heineken, for example, has adopted a multi-channel strategy in the Chinese market. Not only do they sell their products through traditional retail channels such as supermarkets and convenience stores, but they are also vigorously developing e-commerce channels. Heineken has established official flagship outlets on prominent e-commerce platforms

like Tmall and JD.com, with the objective of catering to the demands of online - based consumers. In addition, Heineken has established partnerships with bars, restaurants and other establishments around the country to expand the coverage of its products.

3.4 Promotion

Promotion constitutes a form of marketing communication aimed at persuading customers to purchase a product. This process is essentially an interaction with customers through diverse advertising approaches. At its core, promotional activities strive to bridge the communication divide between an organization and its customers.

Promotions encompass the dissemination of details regarding a product, a range of products, a brand, or an enterprise. Typically, promotions can be categorized into two segments:

Online Promotion: This involves advertising in media channels (such as television, radio, newspapers, and the Internet), where the advertiser engages an advertising agency to place the advertisement.

Offline Promotions: These cover all other promotional endeavors. Most of these promotional strategies are implemented in a subtle manner, so that consumers may not even be conscious of the promotional effort. For instance, sponsorships, product placements, endorsements, merchandising activities, direct mail campaigns, personal selling initiatives, public relations efforts, and participation in trade shows.

Promotions include a variety of communication activities undertaken by companies to disseminate product information and stimulate demand. In the beer industry, promotional strategies are often closely related to the shaping of brand image. Snow Beer, for example, has a diverse and creative promotional strategy. Snow Beer often sponsors major sporting events, such as the China Football Super League, to increase brand awareness. They also run interactive marketing campaigns through social media platforms such as Weibo, Douyin, etc., to enhance their connection with young consumers. In addition, Snow Beer often launches limited-edition packaging and promotions during the holiday season to stimulate consumer demand.

4. Purchase Intention

Purchase intent is an important concept in consumer behavior research. In the framework of the theory of planned behavior, Ajzen (1991) characterizes purchase intent as an individual's subjective, probability - based assessment regarding the execution of a specific purchasing action. Fishbein and Ajzen (1975) posit that purchase intent represents a distinct type of behavioral intent. Barauskaite et al. (2024) delve deeper into examining how affective elements impact purchase intention, particularly within the context of cultural goods consumption. This study contends that the core essence of purchase intention lies in the probability or inclination of consumers to acquire a particular product or service within a defined future timeframe. Moreover, it emphasizes the necessity of taking into account the influence of personal background factors.

Purchase intent is the transactional behavior of the purchaser after evaluating a product or service (Ahmad & Juhari, 2023). Morwitz (2014) defines purchase intent as an evaluation of the efficacy of a marketing approach in predicting sales volume and market share. Lu, Chang, & Chang (2014) pointed out in the study that the type of goods evaluated also affects consumers' purchase intentions. When it comes to purchase intent, the consumer's purpose is often predictable. However, when it comes to behaviour, the customer's purpose is almost always predictable. There are also views that purchase intent is a behavioral intent that can be used to identify and correlate a consumer's true purchase behavior. Athar et al. (2021) consider it to be a measure of behavioral intent, noting that it is an important choice at the individual level, such as choices made before, during, and after a consumer's purchase decision, which is related to people's attention to their purchasing power intention.

Purchase intent serves as a specific form of decision - making process that delves into the underlying reasons prompting consumers to opt for a particular brand when making a purchase (Khan et al., 2012). Purchase intent refers to the situation in which consumers tend to buy a certain product under certain conditions (Yusof et al., 2015). Blackwell et al. (2001) conceptualize purchase intent as "an entity that we perceive we will acquire". Consequently, purchase intent can serve as a metric to gauge

consumers' inclination towards purchasing products. The correlation between these two aspects is such that the more robust the purchase intention, the higher the consumer's desire to obtain the product (Bae et al., 2023). Consumers' purchase intentions are subject to alteration based on factors such as price fluctuations or variations in product quality. Moreover, during the purchasing process, consumers are swayed by both internal and external motivations (Gogoi, 2013). There are three types of purchase intent, namely non-intent, partial, and full intent. Unplanned or unintentional purchases are considered impulse purchases and involve making an instant decision to purchase a product category or brand in a store.

J.E. Lee, M. L. Goh, MNBM Noor (2019) argues that in partial planned purchases, Prior to purchasing a product, consumers typically first determine the product category and the basic attributes they are interested in. Subsequently, they make decisions regarding the brand and specific type within the store. In contrast, a fully - premeditated purchase implies that consumers have already made up their minds about the products and brands they intend to buy even before stepping into the store.

It is crucial to highlight that these three categories of purchasing behaviors can be impacted by the degree of consumer awareness and the robustness of the brand image. Furthermore, Kotler (2003) posits that purchase intentions can also be shaped by personal sentiments and impulsive circumstances. While personal sentiments encompass individual preferences, an impulsive circumstance denotes a situation where the initial intention to purchase undergoes a change.

In the beer industry, consumer purchase intent is influenced by a variety of factors. Yang et al. (2020) found that beer taste, brand image, and price are the three main factors influencing Chinese consumers' purchase intentions. Their investigation reveals that Chinese consumers exhibit a greater inclination towards purchasing local beer brands compared to international ones. Li and Chen (2019) concentrated on exploring the influence of social media marketing on the purchase intentions of beer consumers. Their findings indicate that interactive marketing initiatives carried out via social media channels substantially enhanced brand recognition and purchase intent

among younger consumer groups. Additionally, Wang et al. (2021) conducted a study to examine the effect of health consciousness on beer purchase intention. They found that with increased health awareness, the purchase intent of low-alcohol and non-alcoholic beers increased, especially among younger consumer groups.

5.Related Research

5.1 Research on the impact of the 4P Marketing Mix on Purchase Intention

The initial category of academic inquiry centers on the influence exerted by the 4P marketing mix framework on consumers' purchase intentions. This domain of research can be categorized into two distinct perspectives. The first perspective posits that the individual components within the 4P marketing framework exhibit differential levels of direct impact on purchase intent. For instance, Yoo et al. (2000) demonstrated that pricing strategies and distribution intensity exert a positive influence on brand equity, which subsequently mediates the relationship between marketing efforts and purchase intent. Singh (2016) found that product quality and promotional activities had the greatest impact on beer consumers' purchase intentions. Another perspective emphasizes the interaction between the elements of the 4P marketing mix. Huang & Sarigöllü (2012) point out that the interaction between product quality and price has a more significant impact on purchase intention than when these two factors are considered alone. Similarly, Godey et al. (2016) found that in the luxury market, the synergistic effect of product and promotion strategies has the most significant impact on consumer purchase intention.

A fundamental agreement emerging from these studies is that the 4P marketing framework exerts a profound influence on consumers' purchase intentions, though the magnitude and mechanisms of this impact vary across product categories and market contexts.

The 4P marketing framework (Product, Price, Place, Promotion) constitutes a foundational model in marketing theory, serving as a cornerstone for analyzing consumer behavior patterns and purchase decision processes. Empirical evidence consistently demonstrates that this strategic marketing toolkit exerts considerable

influence on consumers' propensity to engage in purchasing behaviors, with multiple research streams confirming its explanatory power across diverse product categories and market contexts.

Product & Purchase Intention:

Product characteristics, such as quality, design, branding, and innovation, directly affect consumer purchase intent. Research has shown that high-quality products and strong brand recognition often enhance consumer purchase intent (Kotler & Keller, 2006). For example, research by Sweidan and Netham (2022) found that consumer purchase intent increases significantly when the product is more unique or the packaging design is more aesthetically pleasing.

Research conducted by Gao et al. (2018) indicates that the sensory attributes and quality consistency of beer emerge as the primary determinants shaping consumer purchasing propensities. Their empirical findings demonstrate that consumers exhibit a heightened inclination towards acquiring beer offerings characterized by distinctive flavor profiles and reliable quality standards.

Price & Purchase Intention:

Pricing strategies emerge as critical determinants of consumer purchase intentions, with empirical evidence suggesting that strategic price positioning serves a dual function: attracting cost-conscious consumers while simultaneously shaping perceptions of brand value hierarchy. Ketema's (2017) investigation reveals that in-store promotional installations constitute the most efficacious catalysts for stimulating purchasing behaviors, with consumers demonstrating marked preference for tangible marketing assets (e.g., illuminated display units, branded refrigeration systems, and exterior signage configurations) when evaluating beer product selections. These findings underscore the interplay between tactile retail elements and implicit decision-making processes within alcoholic beverage consumption contexts (Ketema, n.d.). As a result, improving point-of-sale materials can improve purchase intent. Price discount emerges as the secondary factor most strongly associated with purchase intent, concurrently functioning as the second principal predictor in forecasting consumer

purchasing behavior. Empirical analyses consistently position discount mechanisms as critical determinants in purchase decision models, underscoring their dual role in stimulating immediate transactional responses while reinforcing perceived value propositions. Therefore, price discounts are the second-best tool for inducing purchases.

Research by Liu and Zhang (2017) shows that in the Chinese beer market, mid-priced products are the most popular. They found that too high a price can dampen purchase intent, while a price too low can be seen as a sign of poor quality.

Place & Purchase Intention:

The choice of sales channel and distribution strategy also influences purchase intent. Convenient purchase locations and diverse distribution channels can increase consumers' purchase intent. Liu and Xu (2021) pointed out that on e-commerce platforms, the availability of products and the quality of logistics services have a positive impact on consumers' purchase intentions.

The study by Chen et al. (2019) highlights the importance of channel convenience on beer purchase intent. They found that convenient purchase channels, such as nearby retail stores or convenient online purchase options, significantly increased consumer intent.

Promotions & Purchase Intentions:

Promotions and advertising campaigns are important tools to inspire consumer consideration. Research has shown that effective advertising strategies and promotions can increase brand awareness and consumer consideration (Alhedhaif et al., 2016). Kim and Ko (2019) found that interactive promotions on social media can enhance brand loyalty and purchase intent among younger consumers.

Wu and Li (2020) have shown that innovative promotions can effectively increase the purchase intent of beer brands. In particular, they point out that experiential marketing campaigns related to consumers' lifestyles are particularly effective in driving purchase intent.

Although there have been a number of studies exploring the impact of the 4P marketing mix on purchase intent, most of them have focused on fast-moving consumer goods and durable goods, and less research has been done on beer products. Moreover, there may be significant differences in marketing strategies for different product categories, so more needs to be done.

5.2 A study on the influence of Demographic factors on Purchase Intention

Demographic factors also play an important role in the study of beer consumption behavior. The second type of research focuses on the impact of demographic factors on purchase intention, which is further subdivided into three representative perspectives.

The first view is that demographic factors directly affect consumers' purchase intentions. For example, Thaichon et al. (2017) found that age and income level significantly influence consumers' purchase intent for beer. Similarly, Bruwer et al. (2011) showed that gender and education have a significant impact on wine consumers' purchasing behaviour.

The second view emphasizes the role of demographic factors as moderators. Wang et al. (2008) demonstrated that demographic variables, specifically age cohorts and gender categories, significantly moderate the relationship between perceived brand equity and purchase intention formation. In a parallel investigation, Homburg and Giering (2001) identified income stratification as a critical contextual factor that moderates the transmission mechanism linking customer satisfaction evaluations to subsequent purchase decision processes.

The third view focuses on the interaction of demographic factors with other variables. Anic et al. (2015) found that the interaction between demographic factors (e.g., age and income) and consumer personality traits significantly influenced purchasing decisions. Mittal & Kamakura (2001) show how the interaction between demographics and consumer satisfaction affects repeat purchase behaviour.

In terms of age, Zhang et al. (2018) found that younger consumers (18-35 years old) have a higher purchase intention for new beer products (such as craft beer), while middle-aged and older consumers tend to prefer traditional brands.

In terms of gender, Li et al. (2019) showed that male consumers had a higher purchase intention for high-alcohol beers, while female consumers were more inclined to buy low-alcohol or fruity beers.

In terms of income level, Wang and Liu (2020) found that the high-income group has a higher purchase intention for imported beer and high-end domestic beer, while the middle- and low-income group is more inclined to buy conventional products from mainstream brands.

In terms of educational attainment, Chen et al. (2021) showed that consumers with higher education level paid more attention to information about the raw materials and production process of beer, and these factors had a greater impact on their purchase intention.

These studies show that demographic factors play multiple roles in consumer behavior research, not only directly influencing purchase intention, but also indirectly influencing consumers' decision-making process through moderation or interaction.

6. Conclusion

The aforementioned scholarly investigations have substantially advanced the academic discourse surrounding the influence of 4P marketing elements, cross-cultural marketing dynamics, and socio-demographic variables on consumer purchase intentions. These studies collectively enhance our comprehension of the multifaceted determinants underlying purchasing behaviors, thereby contributing to a more nuanced understanding of consumer decision-making processes in contemporary marketing contexts. However, existing studies have not fully noted the combined role of these factors in specific product categories (e.g., Thai beer) and specific markets (e.g., China). Specifically, the shortcomings of existing research are reflected in:

1. There are limitations to the research perspective. The prevailing scholarly discourse primarily examines isolated factors rather than integrating multivariate influences, as evidenced by the predominant focus on individual or limited sets of variables. This siloed research paradigm neglects the synergistic interplay among the 4P marketing framework, socio-demographic determinants, and purchase intention formation. Such fragmented investigation limits our capacity to elucidate the multidimensional dynamics governing consumer decision-making processes, thereby perpetuating gaps in the holistic understanding of behavioral complexity within marketing systems.

2. From the standpoint of theoretical discourse, current scholarly investigations tend to prioritize broad conceptual frameworks while comparatively neglecting empirical contextual analyses of brand-specific market dynamics. For example, the research of Huang & Sarigöllü (2012) and Godey et al. (2016), while providing valuable insights, fails to adequately consider the uniqueness of a particular beer brand in a particular market. Craig & Douglas (2006) discuss the impact of cultural osmosis but fail to address the actual situation of multinational beer brands like Thai beer in the Chinese market. While Levitt's (1983) globalized market framework offers a universal perspective, it potentially overlooks the necessity for localized adaptation in beer product strategies. The absence of context-specific empirical investigations limits the formulation of actionable marketing guidelines tailored to unique brand-market dynamics.

In conclusion, despite the extensive scholarly scrutiny of individual relationships between the 4P marketing framework, socio-demographic determinants, and consumer purchase intentions, the synergistic interactions among these variables remain underexplored within brand-specific market contexts. This research gap becomes particularly pronounced in rapidly evolving competitive environments like China's beer sector, where the strategic application of 4P elements by international brands requires nuanced adaptation to heterogeneous consumer demographics. The question of how foreign enterprises can harmonize standardized marketing paradigms with localized

demographic considerations in this dynamic market warrants rigorous academic exploration.

The present research seeks to bridge critical knowledge gaps through an examination of Thai beer's marketing strategies in China's competitive landscape. Firstly, it conducts a rigorous theoretical exploration of 4P marketing framework implementation within transnational operational contexts, specifically investigating adaptive mechanisms for foreign alcohol brands in the Chinese market ecosystem. Secondly, the study analyzes the mediational role of demographic variables in shaping beer consumption patterns, thereby establishing empirical foundations for segment-specific strategic formulations. Thirdly, through a holistic integration of marketing mix elements and socio-demographic determinants, this research constructs a comprehensive explanatory model of purchase intention formation, offering a more robust theoretical architecture for understanding consumer behavior dynamics in cross-cultural settings.

This investigation contributes to advancing theoretical paradigms in alcoholic beverage marketing while concurrently offering actionable strategic recommendations for Thai and international beer brands navigating China's competitive market ecosystem. By gaining a deeper understanding of Chinese consumers' purchasing behaviour and preferences, this study will provide a basis for Thai beer brands to develop more targeted marketing strategies to improve their competitiveness in the Chinese market.

CHAPTER 3

METHODOLOGY

The investigation employed an empirical quantitative methodology to systematically assess the influence of 4P marketing constructs and socio-demographic variables on Chinese consumers' purchase intentions regarding Thai beer products within the Thai market context. A structured methodological framework was implemented through the following procedural structure:

1. Population determination and sampling
2. Measurement tools used in this study
3. Data collection methods
4. Data processing and data analysis
5. Statistics used in data analysis

Population determination and sampling

Population

The target demographic for this investigation comprised alcohol-consuming Chinese nationals residing in Thailand who had reached the legal drinking age threshold of 18 years or older.

Sample

The respondent cohort comprised alcohol-consuming Chinese nationals (≥ 18 years) residing in Thailand. Utilizing Yamane's (1967) statistical sampling formula with a 95% confidence interval and 5% margin of error, the researchers calculated a target sample size of 385 participants. To ensure methodological rigor and account for potential data attrition, an additional 15 responses were retained as strategic redundancy, resulting in a final survey deployment of 400 consumers across mainland China.

Sampling group

The research cohort comprised Chinese alcohol consumers aged 18 years or older demonstrating beer purchase preferences. Sample size determination followed Yamane's (1967) statistical methodology, calculated from total population parameters to ensure methodological rigor and representativeness.

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

Where,

n = the sample size

N = the size of the population

e^2 = the error of 5% points

Note: the sample size has an error of 5% and a confidence level of 95%.

According to the formula, the sample size of this study $n \approx 400$

The researcher intends to gather primary empirical data through administration of a structured survey instrument, targeting a representative sample of approximately 400 participants for methodological rigor.

Sampling group collection

Survey administration followed an anonymous self-report protocol utilizing non-probability convenience sampling. The digital instrument was developed using Google Forms' structured template framework and disseminated through strategic hyperlink distribution across major social media platforms. Ethical guidelines emphasizing truthful disclosure accompanied each survey invitation, with periodic reminders issued to optimize response validity while maintaining participant confidentiality throughout the data acquisition process.

A sample of 400 Chinese consumers who want to buy Thailand beer was selected. Post-survey data purification will employ rigorous screening protocols to

exclude incomplete, inconsistent, or erroneous responses through structured validation criteria. Only datasets meeting methodological rigor standards, including logical coherence and response completeness, will be retained for subsequent statistical analysis to ensure empirical validity and research reliability.

The measurement tool used in this research

The researchers employed survey instruments and questionnaires as primary data collection tools, with questionnaire design informed by the study's research objectives. Instrument development was grounded in an extensive literature review, identifying key determinants of consumer purchase behavior including theoretical frameworks and empirical findings. Specific constructs integrated into the measurement tool encompassed the 4P marketing mix variables, socio-demographic indicators, and purchase intent metrics, forming a comprehensive assessment framework for analyzing Chinese consumers' behavioral patterns in the alcoholic beverage market. This questionnaire consists of three parts.

Part 1 Demographic factors of respondents

As a questionnaire about user personal information, it consists of five items:

1. Gender
 - 1.1 Male
 - 1.2 Female
2. Age
 - 2.1 18-27
 - 2.2 28-37
 - 2.3 38-47
 - 2.4 48-57
 - 2.5 Above 57
3. Education
 - 3.1 High school and below
 - 3.2 Bachelor
 - 3.3 Master degree

3.4 Above Master degree

4. Income

4.1 1,500 yuan and below

4.2 1,501-3,000 yuan

4.3 3,001-4,500 yuan

4.4 4,501-6,000 yuan

4.5 6,001-7,500 yuan

4.6 Above 7,500 yuan

5. Occupation

5.1 Student

5.2 Government Officer

5.3 Private Company Employee

5.4 Business Owner

5.5 Freelancer

5.6 Other (if any)

Part 2 questionnaires on the possible impact of the 4P marketing mix on Chinese consumers' intentions to purchase Thai beer.

Part 2 – 4P Marketing Mix: The survey instrument was constructed to examine 4P marketing mix determinants influencing consumer purchase behavior, employing a Likert-type measurement framework. This ordinal assessment tool utilized a five-point rating continuum with anchored scoring criteria, structured according to established marketing theories and empirical purchase intention models. The interval-based response format systematically quantified respondent perceptions across strategic marketing dimensions through graduated evaluative categories:

Level 5 = Very Agree.

Level 4 = Agree.

Level 3 = Neutral.

Level 2 = Disagree.

Level 1 = Very Disagree.

Evaluation Criteria by using the following assessment criteria (Siriwan Sereerat,2007) by using Interval Scale

Class Interval = (Upper-Class Limit-Lower Class Limit)/ (Class Limit Class Number)

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

The researcher used the mean value to interpret the results, the average rating level for each step is as follows:

An average score of 4.21 – 5.00 means that the relation level between the 4P Marketing Mix and consumer Purchase Intention is the highest.

An average score of 3.41 – 4.20 means that the relation level between the 4P Marketing Mix and consumer Purchase Intention is high.

An average score of 2.61 – 3.40 means that the relation level between the 4P Marketing Mix and consumer Purchase Intention is moderate.

An average score of 1.81 – 2.60 means that the relation level between the 4P Marketing Mix and consumer Purchase Intention is low.

An average score of 1.00 – 1.80 means that the relation level between the 4P Marketing Mix and consumer Purchase Intention is the lowest.

Table 1 Rating of participants' responses to the research question

Factor level can affect your purchase intention to buy Thai beer.	Rating
Very disagree	1
Disagree	2
Neutral	3
Agree	4
Very agree	5

The questionnaire development protocol incorporated a multi-stage validation process. Initially, the draft instrument underwent expert appraisal by academic supervisors to assess methodological alignment with research objectives and theoretical frameworks. Subsequent revisions addressed structural, semantic, and contextual validity concerns through iterative consultations. Following refinement, the instrument was pre-tested with a convenience sample of 30 proximate respondents representing the target demographic to evaluate psychometric properties. Reliability assessment employed Cronbach's alpha (2015) coefficient analysis, an ordinal-level internal consistency estimator, to quantify measurement stability across constructs. This interval statistic yields values ranging from 0 to 1, with thresholds ≥ 0.70 indicating acceptable reliability in exploratory research contexts. Post-analysis, all latent variables demonstrated satisfactory coefficient values, confirming the instrument's measurement integrity and theoretical alignment for full-scale deployment. Specific alpha coefficients obtained for each structural component are as follows.

Method of Data Collection

1.The primary benefit of conducting a preliminary investigation prior to full-scale data collection lies in its capacity to refine methodological frameworks by approximating resource allocation requirements and operational timelines. Additionally, this pre-testing phase facilitates the identification of latent instrument deficiencies, enabling systematic refinement of measurement items to enhance construct validity and respondent comprehension.

2.The structured questionnaire, distributed via digital platforms, incorporated two primary components: fundamental demographic indicators (encompassing gender, cohort, income, educational attainment, and occupational status) and psychometric evaluation scales quantifying purchasing propensity. This dual-modality design facilitates nuanced exploratory analysis of consumer behavioral patterns while ensuring methodological rigor in variable measurement.

Processing and Analysis

Processing

1. Review (edit) the researcher's data, check the completeness of answers and questionnaires and exclude incomplete questionnaires.

2. Coding: Take out the correct questionnaire, and then write the code according to the pre-set code.

3. Data processing The coded data were saved and processed through a computer statistical program (SPSS) for descriptive analysis and descriptive data inference to test hypotheses.

Analysis

1. Descriptive Statistics

Part 1 addresses demographic data, including gender, age, income, occupation, and education level. Percentage distributions and means are utilized to analyse this questionnaire data.

Part 2 comprises a questionnaire investigating how the 4P marketing mix influences consumer purchase intention. Means and standard deviations are employed to analyse the questionnaire data.

2. Inferential Statistics

Statistical analyses were conducted using IBM SPSS Statistics (Version 28) to evaluate the research hypotheses through rigorous quantitative methodologies. The analytical framework comprises two sequential investigations:

Part 1 utilizes independent-samples t-tests and one-way ANOVA procedures to evaluate the statistically significant differential impact of key demographic variables (gender, age cohort, income stratum, educational background, and occupational status) on consumer purchasing propensity.

Part 2 employs Pearson's bivariate correlation analysis to examine the magnitude and direction of associations between the 4P marketing mix constructs (Product attributes, Pricing strategies, Distribution channels, Promotional tactics) and consumers' behavioral intention to purchase, operationalized through a 7-point Likert scale.

All inferential tests adhere to a 95% confidence interval ($\alpha = 0.05$) to determine statistical significance, with partial eta-squared (η^2) and correlation coefficient (r) values reported as effect size indicators.

Statistics used in data analysis

Basic statistics for data analysis using statistics and the ready-made program SPSS are as follows:

1.Descriptive Statistics

1.1 Percentage calculated through the formula

$$P = \frac{f \times 100}{n}$$

Where:

P =Percentage value

F = Frequency to be converted to a percentage

N = Total number of frequencies

Prior to formal hypothesis testing, an exploratory descriptive analysis was performed on all measured variables, involving computation of central tendency indices (arithmetic means), dispersion parameters (standard deviations), asymmetry coefficients (skewness). This preliminary methodological step provides critical insights into the empirical distribution patterns and structural characteristics of the dataset, establishing a foundational understanding for subsequent inferential analyses.

1.2 Mean Formula

$$\bar{x} = \frac{\sum x}{n}$$

Where:

\bar{x} = Mean

$\sum x$ = Sum of the values

n = Number of samples

1.3 Standard Deviation using the formula

$$S = \sqrt{\frac{n \sum x^2 - (\sum x)^2}{n(n-1)}}$$

Where:

S = Standard deviation of the sample score

X = Each score in the sample

n = Size of the sample

$\sum x^2$ = Sum of each squared of points

$(\sum x)^2$ = Sum of all points squared.

2. Inferential Statistics

Prior to initiating hypothesis testing protocols, methodological rigor necessitates verification of measurement reliability through systematic psychometric evaluation. Specifically, Cronbach's α coefficient was employed to assess the internal consistency reliability of the assessment instrument, with $\alpha > 0.70$ serving as the accepted statistical criterion for satisfactory scale homogeneity. The quantitative evaluation of response pattern stability follows the standardized computational formula:

$$\alpha = \frac{k \overline{covariance} / \overline{variance}}{1 + (k-1) \overline{covariance} / \overline{variance}}$$

Where:

α = Coefficient of confidence

k = Number of questions

$\overline{covariance}$ = Mean of covariance between question

$\overline{variance}$ = Mean of the question's variance

3. Statistics used in hypothesis testing

3.1 hypothesis testing: To test the difference between the means of two samples, by using the independent t-test. Independent t-test

3.1.1 In the case of the variances of the two groups are equal $S_1^2 = S_2^2$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}}$$

Where:

t = Statistical values used in consideration of t-distribution

\bar{X}_1 = Mean of sample 1

\bar{X}_2 = Mean of sample 2

S_1^2 = The variance value of the sample group 1

S_2^2 = The variance value of the sample group 1

n_1 = Scale of sample 1

n_2 = Scale of sample 2

3.1.2 In the case of the variances of the two groups are not equal $S_1^2 \neq S_2^2$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\left(\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2} \right)}}$$

So that:

$$df = \frac{\left(\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2} \right)}{\frac{\left(\frac{S_1^2}{n_1} \right)^2}{n_1 - 1} + \frac{\left(\frac{S_2^2}{n_2} \right)^2}{n_2 - 1}}$$

Where:

t = Statistical values used in consideration of t-distribution

\bar{X}_1 = Mean of sample 1

\bar{X}_2 = Mean of sample 2

S_1^2 = The variance value of the sample group 1

S_2^2 = The variance value of the sample group 1

n_1 = scale of sample 1

n_2 = scale of sample 2

df = Degree of Freedom

3.2 The hypothesis tests the difference between the mean of samples with more than 2 groups by using One-Way ANOVA (One Way Analysis of Variance) with a confidence interval of 95 per cent by following the formula.

3.2.1 Use the value of the F-test if the variance of each group is equal, the formula is as follows:

$$F = \frac{MS_B}{MS_W}$$

Where:

F = Statistical values used in consideration F Distribution

MSB = Mean Square between groups

MSw = Mean Square within groups

In statistical analyses employing analysis of variance (ANOVA), the degrees of freedom (df) for intergroup comparisons are calculated as $df_{\text{between}} = k - 1$, where k represents the number of experimental groups, while intragroup variability is assessed using $df_{\text{within}} = n - k$, with n denoting the total sample size. To elucidate significant differences between specific group means, post-hoc pairwise comparisons were conducted utilizing the Least Significant Difference (LSD) test, which facilitates

rigorous evaluation of population mean discrepancies while controlling Type I error rates through its reliance on pooled error variance estimates.

$$LSD = \frac{t_{\alpha}}{n},_{n-k} \sqrt{MSE \left(\frac{1}{n_i} + \frac{1}{n_j} \right)}$$

So that:

$$n_i \neq n_j$$

$$r = n - k$$

Where:

LSD = Least significant difference for population group of i and j

MSE = Mean Square Error

k = Number of samples used for testing

n = Total number of sample data

α = coefficient of confidence

3.3 Correlation analysis is a statistical technique used to measure and describe the strength and direction of the relationship between two or more variables. In the context of hypothesis testing, correlation analysis helps to explore how strongly independent variables are associated with the dependent variable, providing insights into whether certain variables have a positive or negative influence on the outcome.

In a correlation analysis, the goal is to calculate the correlation coefficient (Pearson's r) between pairs of variables, which ranges from -1 to 1. A value of 1 indicates a perfect positive correlation, -1 indicates a perfect negative correlation, and 0 indicates no correlation.

Where:

Y = dependent variable.

X = independent variable.

$$r = \frac{\sum (X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum (X_i - \bar{X})^2 \sum (Y_i - \bar{Y})^2}}$$

Where:

r = correlation coefficient.

X_i = independent variable

Y_i = dependent variable

\bar{X} = the means of the independent variable

\bar{Y} = the means of the dependent variable

A positive correlation ($r > 0$) signifies that as the independent variable increases, the dependent variable exhibits an upward trend in its values. Conversely, a negative correlation ($r < 0$) indicates that incremental increases in the independent variable correspond to downward shifts in the dependent variable's measurements. When the correlation coefficient approaches zero ($r \approx 0$), this denotes statistical independence between the variables under investigation.

Following coefficient calculation, formal significance testing is conducted through hypothesis evaluation:

Null Hypothesis (H_0) asserts no meaningful association exists between variables ($\rho = 0$)

Alternative Hypothesis (H_1) proposes a non-zero relationship exists ($\rho \neq 0$)

The statistical inference process involves computing a probability value (p-value) that quantifies the likelihood of observing the obtained correlation coefficient under the null assumption. Should this p-value fall below the predetermined alpha threshold (typically $\alpha = 0.05$), the null hypothesis is rejected, thereby confirming the existence of a statistically significant linear association. This rigorous evaluation framework distinguishes genuine variable relationships from random measurement artifacts, ensuring robustness of research conclusions.

CHAPTER 4

FINDINGS

This study aimed to examine the relationship between the 4P marketing mix and demographic factors on Chinese consumers' purchase intention towards Thai beer.

The definition of the analysis used in this study is as follows:

n	means	Number of Samples
\bar{X}	means	Mean of Samples
S.D.	means	Standard Deviation
M.S.	means	Mean of Squares
S.S.	means	Sum of Squares
t	means	T-distribution
F	means	F-Distribution
df	means	Degree of Freedom
MD	means	Mean Difference
R ² adj	means	Coefficient of determination
S.E.	means	Standard error
B	Means	Unstandardized
r	Means	Pearson Correlation
P-value	Means	Sig (2-tailed)
*	Means	Significance Level at 0.05

Brief of the study

Study Objective

1. To examine the correlation between demographic factors (age, gender, education, income, occupation) and Chinese consumers' purchase intentions for Thai beer.

2. To analyse the correlation between product and Chinese consumers' purchase intentions for Thai beer.

3. To analyse the correlation between price and Chinese consumers' purchase intentions for Thai beer.

4. To analyse the correlation between place and Chinese consumers' purchase intentions for Thai beer.

5. To analyse the correlation between promotion and Chinese consumers' purchase intentions for Thai beer.

Significance of this study

This study attempts to illustrate the influence of some specific variables on consumer purchase intention using a Thai beer brand as an example. The findings of this research will provide beer marketing professionals with critical insights into the relative influence of 4P marketing mix elements and demographic variables on Chinese consumers' purchase decisions regarding Thai beer products. By identifying the most impactful determinants of consumer behavior, practitioners can optimize their strategic resource allocation to implement evidence-based marketing tactics that enhance competitive differentiation in saturated market environments. Furthermore, organizational stakeholders including administrative personnel, operational staff, and financial investors stand to benefit from these empirical findings, as they inform strategic priority-setting and resource deployment decisions. This study offers a diagnostic framework to evaluate the efficacy of existing marketing strategies, enabling continuous improvement through alignment with empirically validated consumer preference drivers.

Hypotheses of this study

Hypothesis 1: Chinese consumers with different demographic factors have different purchase intentions for Thai beer.

Hypothesis 2: Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 3: Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 4: Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 5: Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Presentation of results

Within the framework of this study's empirical exposition and analytical explication, the investigator methodologically partitioned the quantitative findings into three sequential components to facilitate structured evaluation:

Component 1 Results of Descriptive Data Analysis

Part 1 Demographic Factor consists of 5 aspects as below: age, gender, educational level, occupation, and income.

Part 2 4P Marketing Mix Factor consists of 4 aspects as below: product, price, place, promotion.

Part 3: Purchase Intention.

Component 2: Results of Reliability and Validity

Part 1: Reliability Analysis

Part 2: Validity Analysis

Component 3: Results of inferential data analysis to test the hypothesis

Hypothesis 1: Chinese consumers with different demographic factors have different purchase intentions for Thai beer.

Hypothesis 2: Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 3: Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 4: Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 5: Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Result of data analysis

Component 1 Results of Descriptive Data Analysis

Part 1 Result of demographic information of interviewees attend in this study

Table 2 Quantity and percentage of interviewees

<i>General Information of Interviewee</i>		Interviewees Number	Percentage
1. Gender			
	Female	216	54.00
	Male	184	46.00
	Total	400	100
2. Age (Years old)			
	18-25	75	18.75
	26-35	93	23.25
	36-45	105	26.25
	46-55	77	19.25
	Above 55	50	12.50
	Total	400	100

Table 2 (Continued)

<i>General Information of Interviewee</i>		Interviewees Number	Percentage
3. Education Level			
	High school and below	50	12.50
	College	134	33.50
	Undergraduate	128	32.00
	Postgraduate	66	16.50
	Ph.D. or above	22	5.50
	Total	400	100
4. Income per month			
	1500 and below	45	11.25
	1501-3000	102	25.50
	3001-4500	77	19.25
	4501-6000	82	20.50
	6001-7500	53	13.25
	Above 7500	41	10.25
	Total	400	100

Table 2 (Continued)

<i>General Information of Interviewee</i>	<i>Interviewees Number</i>	<i>Percentage</i>
5. Occupation		
Student	58	14.50
Civil servants/staff of public institutions	46	11.50
Employees of the enterprise	216	54.00
Freelancer	57	14.25
Business owners/self-employed	23	5.75
Total	400	100

As detailed in Table 1, the study's participant pool comprises 400 Chinese consumers who reported prior purchases of Thai beer; their corresponding frequency distributions and proportional representations are elaborated below:

Gender Distribution: A predominant proportion of respondents identified as female (54%, n=216), with males representing 46% (n=184) of the sample cohort.

Age Composition: The largest demographic subgroup comprised individuals aged 36-45 years (26.25%, n=105), succeeded by those in the 26-35 age bracket (23.25%, n=93). Subsequent age categories included 46–55 year-olds (19.25%, n=77) and 18-25 year-olds (18.75%, n=75). Notably, only 12.5% (n=50) of participants exceeded 55 years following data recategorization.

Educational Attainment: In terms of academic qualifications, 33.5% (n=134) held college diplomas, while 32% (n=128) possessed undergraduate degrees. Postgraduate qualifications were reported by 16.5% (n=66), and 12.5% (n=50) had

completed high school or equivalent. Doctoral degrees or higher constituted 5.5% (n=22) of the educational profile.

Monthly Income Brackets: The most common income range fell between ¥1,501-¥3,000 (25.5%, n=102), closely followed by ¥4,501-¥6,000 earners (20.5%, n=82). Earnings of ¥3,001-¥4,500 represented 19.25% (n=77), while 13.25% (n=53) earned ¥6,001-¥7,500. Lower income tiers included 11.25% (n=45) below ¥1,500, with 10.25% (n=41) exceeding ¥7,500 after stratification adjustments.

Occupational Profile: Private sector employees formed the largest occupational group (54%, n=216), followed by students (14.5%, n=58) and freelancers (14.25%, n=57). Civil service/public institution staff constituted 11.5% (n=46), while entrepreneurs/self-employed individuals represented 5.75% (n=23) of the workforce distribution.

Part 2 Result of 4P Marketing Mix attend in this study consists of 4 aspects, including Product, Price, Place and Promotion, using the method of calculating the value of Mean and Standard Deviation as follows:

Table 3 Value of Mean and Standard Deviation for 4P Marketing Mix Factor

4P Marketing Mix Factor	Level of Rating		
	Mean	S.D.	Result
Product	3.2976	.92839	High
Price	3.2983	.93873	High
Place	3.3803	.92643	High
Promotion	3.3121	.91555	High
Overall	3.3221	.67955	High

From Table 2, demonstrating the result of value of Mean and Standard Deviation for 4P Marketing Mix Factor, indicate high level at all aspects. In terms of Place scores highest value of Mean of 3.3803, followed by Promotion with value of 3.3121, Price with value of 3.2983, and Product with value of 3.2976.

Table 4 Value of Mean and Standard Deviation for 4P Marketing Mix Factor in terms of Product

4P Marketing Mix Factor	Level of Rating		
	Mean	S.D.	Result
I think the taste of Thai beer is satisfying.	3.28	1.118	High
The packaging design of Thai Beer looks appealing.	3.27	1.134	High
I believe that the quality of SINGHA beer is better than that of other beer brands.	3.27	1.162	High
It is important to me that Thai beer offers various capacity options (e.g. 330ml, 500ml).	3.32	1.144	High
The ingredients and brewing process of Thai beer make me perceive it as a high-quality product.	3.34	1.169	High
I think the taste of Thai beer suits the preferences of Chinese consumers.	3.29	1.150	High
Overall	3.2976	.92839	High

From Table 3 demonstrates the result of the value of the Mean and Standard Deviation for the 4P Marketing Mix Factor in terms of Product, indicating a high level in all aspects, with the overall value of a mean of 3.2976. In terms of The ingredients and brewing process of Thai beer make me perceive it as a high-quality product scores the highest value of the mean of 3.34, followed by the It is important to me that Thai beer offers various capacity options (e.g. 330ml, 500ml), with the value of 3.32, followed by the I think the taste of Thai beer suits the preferences of Chinese consumers, with the value of 3.29, followed by the I think the taste of Thai beer is satisfying, with the value of 3.28, followed by the packaging design of Thai Beer looks appealing, with the value of

3.27, followed by the I believe that the quality of SINGHA beer is better than that of other beer brands, with the value of 3.27.

Table 5 Value of Mean and Standard Deviation for 4P Marketing Mix Factor in terms of Price

4P Marketing Mix Factor	Level of Rating		
	Mean	S.D.	Result
I think the pricing of Thai beer is reasonable.	3.29	1.138	High
Compared to other imported beers, Thai beer is competitively priced.	3.27	1.128	High
I am willing to pay a slightly higher price for the quality of Thai Beer.	3.33	1.158	High
If Thai beer offers cost-effective family packs or larger packages, I would be more willing to purchase them.	3.31	1.129	High
Compared to other imported beers, the price of Thai beer makes me feel that it offers good value for money.	3.30	1.179	High
Overall	3.2983	.93873	High

From Table 4 demonstrating the result of the value of the Mean and Standard Deviation for the 4P Marketing Mix Factor in terms of Price, indicating a high level in all aspects, with the overall value of a mean of 3.2983. I am willing to pay a slightly higher price for the quality of Thai Beer scores the highest value of the mean of 3.33, followed by If Thai beer offers cost-effective family packs or larger packages, I would be more willing to purchase them, with the value of 3.31, followed by Compared to other imported beers, the price of Thai beer makes me feel that it offers good value for money, with the value of 3.30, followed by I think the pricing of Thai beer is

reasonable, with the value of 3.29. Compared to other imported beers, Thai beer is competitively priced, with the value of 3.27.

Table 6 Value of Mean and Standard Deviation for 4P Marketing Mix Factor in terms of Place

4P Marketing Mix Factor	Level of Rating		
	Mean	S.D.	Result
I would like to find Thai beer at the stores or supermarkets I frequent.	3.31	1.138	High
If Thai beer is available on online platforms (e.g., Tmall, JD.com), I would be more likely to purchase it.	3.39	1.097	High
It is important to me to be able to see or taste Thai beer in a bar or restaurant.	3.38	1.171	High
The more diverse the sales channels of Thai beer, the more likely I am to buy it.	3.39	1.163	High
If Thai beer is available at night markets or street food stalls, I would be more willing to try it.	3.43	1.145	High
Being able to buy Thai beer at duty-free shops or airport stores will increase my likelihood of purchasing it.	3.38	1.123	High
Overall	3.3803	.92643	High

From Table 5 demonstrates the result of the value of the Mean and Standard Deviation for the 4P Marketing Mix Factor in terms of Place, indicating a high level in all aspects, with the overall value of a mean of 3.3803. In terms of If Thai beer is available at night markets or street food stalls, I would be more willing to try it scores the highest value of the mean of 3.43, followed by the If Thai beer is available on online platforms (e.g., Tmall, JD.com), I would be more likely to purchase it, with the value of 3.39,

followed by The more diverse the sales channels of Thai beer, the more likely I am to buy it, with the value of 3.39, followed by It is important to me to be able to see or taste Thai beer in a bar or restaurant, with the value of 3.38, followed by Being able to buy Thai beer at duty-free shops or airport stores will increase my likelihood of purchasing it, with the value of 3.38, followed by the I would like to find Thai beer at the stores or supermarkets I frequent, with the value of 3.31.

Table 7 Value of Mean and Standard Deviation for 4P Marketing Mix Factor in terms of Promotion

4P Marketing Mix Factor	Level of Rating		
	Mean	S.D.	Result
If I often see advertisements for Thai beer in various media, I would be more interested in trying it.	3.33	1.116	High
Attractive promotions (e.g., buy one get one free, discounts) would increase my likelihood of purchasing Thai beer.	3.32	1.121	High
Events sponsored by Thai beer (e.g., music festivals, sports events) would catch my attention.	3.27	1.143	High
Engaging in social media marketing content would increase my interest in Thai beer.	3.35	1.158	High
If Thai beer collaborates with my favorite influencers/KOLs for promotion, I would be more willing to try it.	3.29	1.123	High
If Thai beer offers a free gift (e.g., a glass or bottle opener) at purchase, I would be more inclined to buy it.	3.32	1.155	High
Overall	3.3121	.91555	High

From Table 6 demonstrates the result of the value of the Mean and Standard Deviation for the 4P Marketing Mix Factor in terms of Promotion, indicating a high level in all aspects, with the overall value of a mean of 3.3121. In terms of Engaging in social media marketing content would increase my interest in Thai beer it scores the highest value of the mean of 3.35, followed by the If I often see advertisements for Thai beer in various media, I would be more interested in trying it, with the value of 3.33, followed by Attractive promotions (e.g., buy one get one free, discounts) would increase my likelihood of purchasing Thai beer, with the value of 3.32, followed by If Thai beer offers a free gift (e.g., a glass or bottle opener) at purchase, I would be more inclined to buy it, with the value of 3.32, followed by If Thai beer collaborates with my favorite influencers/KOLs for promotion, I would be more willing to try it, with the value of 3.29, followed by Events sponsored by Thai beer (e.g., music festivals, sports events) would catch my attention, with the value of 3.27.

Part 3 Result of Purchase Intention attends in this study, using the method of calculating the value of Mean and Standard Deviation as follows:

Table 8 Value of Mean and Standard Deviation for Purchase Intention

Purchase Intention Factor	Level of Rating		
	Mean	S.D.	Result
I am interested in trying or buying Thai beer.	3.29	1.232	High
The next time I buy a beer, I will consider choosing Thai Beer.	3.27	1.169	High
If I have the chance, I would recommend a friend or family member to try Thai beer.	3.34	1.206	High
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	3.26	1.160	High
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	3.25	1.204	High
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	3.27	1.182	High
Overall	3.2818	.98459	High

From Table 7 demonstrates the result of the value of the Mean and Standard Deviation for the Purchase Intention, indicating a high level in all aspects, with the overall value of a mean of 3.2818. In terms of If I have the chance, I would recommend a friend or family member to try Thai beer. it scores the highest value of the mean of 3.34, followed by I am interested in trying or buying Thai beer, with the value of 3.29, followed by The next time I buy a beer, I will consider choosing Thai Beer, with the value of 3.27, followed by If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it, with the value of 3.27, followed by If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it, with the value of 3.25, followed by If I have the chance, I would recommend a friend or family member to try Thai beer, with the value of 3.24.

Component 2: Results of Reliability and Validity

Part 1 Reliability Analysis This study includes four aspects, the 4P marketing mix and purchase intent, measured using Cronbach's α coefficient as follows:

Table 9 Cronbach's α coefficient for 4P Marketing Mix

Item	CITC	Cronbach's	
		Alpha if Item Deleted	α
4P Marketing Mix	.971	.768	
Product	.565	.828	
Price	.572	.827	.917
Place	.585	.824	
Promotion	.576	.826	

Based on the reliability statistics presented in Table 8, the overall Cronbach's alpha coefficient for the 4P Marketing Mix and its respective sub-components is 0.917, which signifies a high level of internal consistency among the measurement items ($\alpha > 0.7$). Furthermore:

1. Corrected Item-Total Correlation (CITC): Each item demonstrates a CITC value exceeding 0.5, indicating a substantial correlation between individual items and the total scale score.

2. Cronbach's α if Item Deleted: The exclusion of any single item would lead to a decrease in the total Cronbach's alpha coefficient, thereby reinforcing the necessity of retaining all items within the measurement scale.

Overall, these findings from the reliability assessment confirm the internal consistency and dependable structure of the questionnaire employed in this research.

Table 10 Cronbach's α coefficient for Purchase Intention

Name	CITC	Cronbach's Alpha if Item Deleted	α
I am interested in trying or buying Thai beer.	.749	.889	
The next time I buy a beer, I will consider choosing Thai Beer.	.730	.892	
If I have the chance, I would recommend a friend or family member to try Thai beer.	.716	.894	
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	.735	.891	.907
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	.743	.890	
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	.780	.884	

From Table 9, upon examination, it is evident that the reliability coefficient for purchase intention yields a value of 0.907. When considering the "alpha coefficient of item deleted," the reliability coefficients subsequent to item removal are all inferior to 0.907. Regarding the "Corrected Item-Total Correlation (CITC)" values, all analysed items exhibit CITC values exceeding 0.4, suggesting a strong correlation among these items. This further underscores the high level of reliability. Specifically, the CITC values for all analysed items surpass the threshold of 0.4, indicating a robust correlation and confirming the satisfactory reliability level. In summary, the reliability coefficient of the research data stands at 0.907, marking an excellent quality of data reliability.

Table 11 Reliability statistics

Reliability statistics			
Dimension	α	Items	
4P Marketing Mix	.917	23	
Purchase Intention	.907	6	

Table 12 Overall reliability analysis

Simplified format for reliability		
Cronbach α	Sample Size	Items
.932	400	29

From Table 11 it can be known that the standardized reliability coefficient equals 0.932, indicating that the overall reliability of the questionnaire is excellent.

Part 2 Validity Analysis, validated using KMO and Bartlett tests, with the following results:

Table 13 KMO and Bartlett-Test

KMO and Bartlett-Test	
KMO Sampling suitability quantity	.938
Approximately chi-squared	6612.802
Bartlett, sphericity test	406.000
Freedom	
Sig	<.001

From Table 12 it can be seen that KMO and Bartlett-Tests were used for validity verification. The outcome of the Kaiser-Meyer-Olkin (KMO) test yielded a coefficient of 0.939, suggesting a high level of sampling adequacy. Furthermore, the chi-square value obtained from Bartlett's Test of Sphericity was 6612.802, with a significance level of $p < 0.01$. These results collectively indicate that the overall validity of the questionnaire was excellent, confirming the suitability of the data for factorial analysis.

Component 3: Results of inferential analysis

To examine the proposed hypotheses, data were analyzed using Pearson correlation analysis, independent sample T-tests, and one-way ANOVA (F-tests). These statistical methods were employed to investigate and assess the relationships among the 4P Marketing Mix, demographic variables, and Chinese consumers' purchase intentions toward Thai beer. The analysis focused on three key components:

demographic characteristics, elements of the 4P Marketing Mix, and consumer purchase intention.

Independent variables include demographic variables and the 4P marketing mix factor.

Dependent variable is Chinese consumers' purchase intention of Thai beer.

The hypothesis is as follows:

Hypothesis 1: Chinese consumers with different demographic factors have different purchase intentions for Thai beer.

Hypothesis 2: Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 3: Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 4: Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 5: Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

The hypothesis 1 Chinese consumers with different demographic factors have different purchase intentions for Thai beer.

The hypothesis 1.1 Chinese consumers with different gender have different purchase intentions for Thai beer.

H0 Chinese consumers with different gender have no different purchase intentions for Thai beer.

H1 Chinese consumers with different gender have different purchase intentions for Thai beer.

To examine whether purchase intentions for Thai beer differ between male and female Chinese consumers, an independent sample T-test was conducted at a 95% confidence level. The null hypothesis (H_0) is retained if the p-value exceeds 0.05, indicating no significant difference between genders. Conversely, if the p-value is less

than 0.05, the alternative hypothesis (H_1) is accepted, suggesting a statistically significant difference in purchase intentions based on gender.

Table 14 Demonstrates the result of the analysis of Chinese consumers with different genders have different purchase intentions for Thai beer

T-test for Equality of Means						
Chinese consumers' purchase intention for Thai beer	Gender	\bar{x}	S.D.	t	df	P-value (2-tailed)
I am interested in trying or buying Thai beer.	Female	3.29	1.224	-.127	399	.899
	Male	3.30	1.245			
The next time I buy a beer, I will consider choosing Thai Beer.	Female	3.34	1.166	1.271	399	.201
	Male	3.19	1.171			
If I have the chance, I would recommend a friend or family member to try Thai beer.	Female	3.32	1.195	-.398	399	.691
	Male	3.37	1.223			
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	Female	3.29	1.146	.423	399	.672
	Male	3.24	1.178			
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	Female	3.28	1.165	.503	399	.615
	Male	3.22	1.251			
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	Female	3.30	1.187	.539	399	.590
	Male	3.23	1.177			

As presented in Table 13, all p-values exceed the 0.05 threshold, leading to the acceptance of all null hypotheses (H_0) and the rejection of the alternative hypotheses (H_1). This result indicates that there is no statistically significant difference in purchase intentions for Thai beer between Chinese consumers of different genders.

The hypothesis 1.2 Chinese consumers of different ages have different purchase intentions for Thai beer.

H_0 Chinese consumers of different ages have no different purchase intentions for Thai beer.

H_1 Chinese consumers of different ages have different purchase intentions for Thai beer.

To analyze differences among more than two sample groups, the researcher employed a one-way ANOVA with a 95% confidence level. Prior to conducting the ANOVA, the assumption of homogeneity of variances was assessed. If the assumption was violated, the Brown-Forsythe test was applied as an alternative. The null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) accepted when the significance level (p-value) was less than 0.05. Furthermore, in cases where H_0 was rejected and there was evidence of at least one significant mean difference among groups, post hoc multiple comparison tests—such as the Least Significant Difference (LSD) or Dunnett's T3 test—were conducted to identify specific group pairs exhibiting statistically significant differences at the 0.05 level.

Table 15 Demonstrates the result of Levene's Test for Equality of Variances of Chinese consumers of different ages have different purchase intentions for Thai beer

Chinese consumers' purchase intention for Thai beer	Levene Statistic	df1	df2	Sig.
I am interested in trying or buying Thai beer.	2.344	4	396	.054
The next time I buy a beer, I will consider choosing Thai Beer.	1.692	4	396	.151
If I have the chance, I would recommend a friend or family member to try Thai beer.	1.288	4	396	.274
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	1.939	4	396	.103
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	1.524	4	396	.194
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	2.188	4	396	.070

From the table 14 shows that all of the results of the p-value are higher than 0.05, thus continue to use One Way ANOVA to test.

Table 16 Demonstrates the result of the analysis of Chinese consumers of different ages have different purchase intentions for Thai beer by using One-Way Analysis of Variance

Chinese consumers' purchase intention for Thai beer	Source of Variation	Sum of Squares	df	Mean Square	F	P-value
I am interested in trying or buying Thai beer.	Between groups	29.237	4	7.309	5.007	<.001*
	With in groups	578.039	396	1.460		
	In total	607.277	400			
The next time I buy a beer, I will consider choosing Thai Beer.	Between groups	30.548	4	7.637	5.857	<.001*
	With in groups	516.365	396	1.304		
	In total	546.913	400			
If I have the chance, I would recommend a friend or family member to try Thai beer.	Between groups	29.095	4	7.274	5.208	<.001*
	With in groups	553.099	396	1.397		
	In total	582.195	400			
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	Between groups	28.413	4	7.103	5.520	<.001*
	With in groups	509.567	396	1.287		
	In total	537.980	400			
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	Between groups	30.512	4	7.628	5.497	<.001*
	With in groups	549.543	396	1.388		
	In total	580.055	400			
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	Between groups	35.179	4	8.795	6.656	<.001*
	With in groups	523.270	396	1.321		
	In total	558.449	400			

* The significant level at 0.05

From the table 15 shows the result that the p-value for Chinese consumers' purchase intention for Thai beer all less than 0.05, which means there is a significant difference in the age factor that does exist in purchase intentions for Thai beer.

The hypothesis 1.3 Chinese consumers with different sample groups of education levels have different purchase intentions for Thai beer.

H0 Chinese consumers with different sample groups of education levels have no different purchase intentions for Thai beer.

H1 Chinese consumers with different sample groups of education levels have different purchase intentions for Thai beer.

The researcher applied one-way ANOVA to perform statistical analysis across groups with more than two samples, using a 95% confidence level. Prior to the ANOVA, the assumption of homogeneity of variances was tested through Levene's Test. If the variances were found to be unequal, the Brown-Forsythe test was employed as an alternative. The null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) accepted when the p-value was less than 0.05, indicating statistically significant differences among group means. In cases where H_0 was rejected and at least one pairwise mean difference was identified, post hoc multiple comparisons were conducted using either the Least Significant Difference (LSD) test or Dunnett's T3 test to determine which specific group differences were statistically significant at the 0.05 level.

Table 17 Demonstrates the result of Levene's Test for Equality of Variances of Chinese consumers with different sample groups of education levels have different purchase intentions for Thai beer

Chinese consumers' purchase intention for Thai beer	Levene Statistic	df1	df2	P-value
I am interested in trying or buying Thai beer.	3.343	4	396	.010
The next time I buy a beer, I will consider choosing Thai Beer.	1.216	4	396	.303
If I have the chance, I would recommend a friend or family member to try Thai beer.	1.528	4	396	.193
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	2.187	4	396	.070
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	.809	4	396	.520
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	.386	4	396	.818

From the table 16 shows that I am interested in trying or buying Thai beer's p-value is less than 0.05, so continue testing with the Brown-Forsythe statistic. The rest of the p-values are above 0.05, so the test continues with one-way ANOVA.

Table 18 Demonstrates the result of the analysis of Chinese consumers with different sample groups of education levels have different purchase intentions for Thai beer by using One-Way Analysis of Variance

Chinese consumers' purchase intention for Thai beer	Source of Variation	Sum of Squares	df	Mean Square	F	P-value
The next time I buy a beer, I will consider choosing Thai Beer.	Between groups	11.795	4	2.949	2.182	.070
	With in groups	535.117	396	1.351		
	In total	546.913	400			
If I have the chance, I would recommend a friend or family member to try Thai beer.	Between groups	16.128	4	4.032	2.821	.025*
	With in groups	566.067	396	1.429		
	In total	582.195	400			
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	Between groups	10.676	4	2.669	2.004	.093
	With in groups	527.304	396	1.332		
	In total	537.980	400			
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	Between groups	22.784	4	5.696	4.048	.003*
	With in groups	557.271	396	1.407		
	In total	580.055	400			
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	Between groups	20.316	4	5.079	3.738	.005*
	With in groups	538.133	396	1.359		
	In total	558.449	400			

* The significant level at 0.05

From the table 17 shows the result that If I have the chance, I would recommend a friend or family member to try Thai beer, If Thai beer provides a unique drinking experience (e.g., special flavours or pairings), I would be more willing to try it. Three p-values are less than 0.05, which means the education factor have different purchase intentions for Thai beer.

Table 19 Demonstrate the result of analysis of Chinese consumers with different sample groups of education levels have different purchase intentions for Thai beer by using the Brown-Forsythe statistics method

Brown-Forsythe	Statistic	df1	df2	P-value
I am interested in trying or buying Thai beer.	3.923	4	283.775	.004*

* The significant level at 0.05

From the table 18 shows the result that the p-value is less than 0.05, which means the education factor has different purchase intentions for Thai beer.

The hypothesis 1.4 Chinese consumers with different sample groups of incomes have different purchase intentions for Thai beer.

H₀ Chinese consumers with different sample groups of incomes have no different purchase intentions for Thai beer.

H₁ Chinese consumers with different sample groups of incomes have different purchase intentions for Thai beer.

The researcher employed one-way ANOVA to analyze data involving more than two independent sample groups, using a 95% confidence interval. Prior to conducting the ANOVA, the assumption of equal variances was tested to assess the homogeneity of variance. If this assumption was violated, the Brown-Forsythe test was applied as an alternative. The null hypothesis (H₀) was rejected and the alternative hypothesis (H₁) accepted when the significance level (p-value) was less than 0.05.

Furthermore, if H_0 was rejected and at least one significant difference between group means was identified, post hoc multiple comparison procedures were conducted using either the Least Significant Difference (LSD) test or Dunnett's T3 test to determine which specific group pairs exhibited statistically significant differences at the 0.05 level.

Table 20 Demonstrates the result of Levene's Test for Equality of Variances of Chinese consumers with different sample groups of incomes have different purchase intentions for Thai beer

Chinese consumers' purchase intention for Thai beer	Levene Statistic	df1	df2	P-value
I am interested in trying or buying Thai beer.	2.126	5	395	.062
The next time I buy a beer, I will consider choosing Thai Beer.	1.641	5	395	.148
If I have the chance, I would recommend a friend or family member to try Thai beer.	1.172	5	395	.322
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	.900	5	395	.481
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	.398	5	395	.850
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	2.072	5	395	.068

From the table 19 shows that all of the results of the p-value are higher than 0.05, thus continue to use One Way ANOVA to test.

Table 21 Demonstrates the result of the analysis of Chinese consumers with different sample groups of incomes have different purchase intentions for Thai beer by using One-Way Analysis of Variance

Chinese consumers' purchase intention for Thai beer	Source of Variation	Sum of Squares	df	Mean Square	F	P-value
I am interested in trying or buying Thai beer.	Between groups	4.116	5	.823	.539	.747
	With in groups	603.161	395	1.527		
	In total	607.277	400			
The next time I buy a beer, I will consider choosing Thai Beer.	Between groups	4.181	5	.836	.609	.693
	With in groups	542.732	395	1.374		
	In total	546.913	400			
If I have the chance, I would recommend a friend or family member to try Thai beer.	Between groups	11.321	5	2.264	1.567	.168
	With in groups	570.874	395	1.445		
	In total	582.195	400			
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	Between groups	6.435	5	1.287	.956	.444
	With in groups	531.545	395	1.346		
	In total	537.980	400			
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	Between groups	8.077	5	1.615	1.116	.351
	With in groups	571.978	395	1.448		
	In total	580.055	400			
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	Between groups	3.980	5	.796	.567	.725
	With in groups	554.468	395	1.404		
	In total	558.449	400			

From the table 20 shows the result that all of the p-values are higher than 0.05, which means Chinese consumers with different sample groups of incomes have no different purchase intentions for Thai beer.

The hypothesis 1.5 Chinese consumers with different occupations have different purchase intentions for Thai beer.

H0 Chinese consumers with different occupations have no different purchase intentions for Thai beer.

H1 Chinese consumers with different occupations have different purchase intentions for Thai beer.

The researcher applied the one-way ANOVA technique to perform statistical analysis on groups consisting of more than two samples, using a 95% confidence level. Prior to the analysis, the assumption of homogeneity of variances was tested. If the variances were found to be unequal, the Brown-Forsythe test was used as an alternative method. The null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) accepted when the significance level (p-value) was below 0.05. Furthermore, if H_0 was rejected and at least one pair of group means showed a significant difference, post hoc multiple comparison tests—such as the Least Significant Difference (LSD) test or Dunnett's T3 test—were conducted to identify which specific pairs of group means differed significantly at the 0.05 level.

Table 22 Demonstrates the result of Levene's Test for Equality of Variances of Chinese consumers with different sample groups of occupation have different purchase intentions for Thai beer

Chinese consumers' purchase intention for Thai beer	Levene Statistic	df1	df2	P-value
I am interested in trying or buying Thai beer.	3.298	4	396	.011
The next time I buy a beer, I will consider choosing Thai Beer.	.720	4	396	.579
If I have the chance, I would recommend a friend or family member to try Thai beer.	1.273	4	396	.280
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	1.688	4	396	.152
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	.296	4	396	.880
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	2.040	4	396	.088

From the table 21 shows that I am interested in trying or buying Thai beer's p-value is less than 0.05, so continue testing with the Brown-Forsythe statistic. The rest of the p-values are above 0.05, so the test continues with one-way ANOVA.

Table 23 Demonstrates the result of the analysis of Chinese consumers with different sample groups of occupation have different purchase intentions for Thai beer by using One-Way Analysis of Variance

Chinese consumers' purchase intention for Thai beer	Source of Variation	Sum of Squares	df	Mean Square	F	P-value
The next time I buy a beer, I will consider choosing Thai Beer.	Between groups	2.701	4	.675	.491	.742
	With in groups	544.211	396	1.374		
	In total	546.913	400			
If I have the chance, I would recommend a friend or family member to try Thai beer.	Between groups	2.792	4	.698	.477	.753
	With in groups	579.403	396	1.463		
	In total	582.195	400			
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	Between groups	2.083	4	.521	.385	.820
	With in groups	535.897	396	1.353		
	In total	537.980	400			
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	Between groups	8.160	4	2.040	1.413	.229
	With in groups	571.895	396	1.444		
	In total	580.055	400			
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	Between groups	3.876	4	.969	.692	.598
	With in groups	554.573	396	1.400		
	In total	558.449	400			

From the table 22 shows the result that all of the p-values are higher than 0.05, which means Chinese consumers with different occupations have no different purchase intentions for Thai beer.

Table 24 Demonstrate the result of the analysis of Chinese consumers with different sample groups of occupation have different purchase intentions for Thai beer by using the Brown-Forsythe statistics method

Brown-Forsythe	Statistic	df1	df2	P-value
I am interested in trying or buying Thai beer.	.709	4	172.216	.587

From the table 23 shows the result that the p-value is higher than 0.05, which means Chinese consumers with different occupations have no different purchase intentions for Thai beer.

The hypothesis 2 Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

H0 Product is not significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

H1 Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

To test Hypothesis 2, the researcher employed Pearson correlation analysis to explore the linear relationship between the independent variable (4P–Product) and the dependent variable (Purchase Intention). This analysis aimed to assess whether the product dimension of the 4P Marketing Mix is significantly and positively associated with Chinese consumers' intention to purchase Thai beer. The null hypothesis (H_0) is rejected if the p-value is less than 0.05, suggesting a statistically significant correlation between the variables. A positive Pearson correlation coefficient

(r) indicates a direct positive relationship between the product factor and purchase intention.

Table 25 Demonstrates the result of the analysis of Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer by using Pearson Correlation Analysis

	Purchase Intention	Product
Purchase Intention	Pearson Correlation	1
	P-value (2-tailed)	.446**
Product	Pearson Correlation	.446**
	P-value (2-tailed)	<.001

***. Correlation was significant at 0.001 level (two-tailed).

**. Correlation was significant at 0.01 level (two-tailed).

*. Correlation was significant at 0.05 level (two-tailed).

From the table 24 shows the result that $r = 0.446$ indicates a moderately strong positive correlation between Purchase Intention and Product. A $p\text{-value} = < 0.001$ means that the correlation between purchase intention and product is significant.

The hypothesis 3 Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

H0 Price is not significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

H1 Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

To test Hypothesis 3, the researcher utilized Pearson correlation analysis to examine the linear relationship between the independent variable (4P–Price) and the dependent variable (Purchase Intention). The objective was to determine whether the price dimension of the 4P Marketing Mix is significantly and positively associated with

Chinese consumers' intention to purchase Thai beer. The null hypothesis (H_0) is rejected if the p-value is less than 0.05, indicating a statistically significant correlation between price and purchase intention. A positive Pearson correlation coefficient (r) signifies a direct positive relationship between the price factor and purchase intention.

Table 26 Demonstrates the result of the analysis of Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer by using Pearson Correlation Analysis

	Purchase Intention	Price
Purchase Intention	Pearson Correlation	1
	P-value (2-tailed)	.377**
Price	Pearson Correlation	1
	P-value (2-tailed)	<.001

***. Correlation was significant at 0.001 level (two-tailed).

**. Correlation was significant at 0.01 level (two-tailed).

*. Correlation was significant at 0.05 level (two-tailed).

From the table 25 shows the result that $r = 0.377$ indicates a moderately strong positive correlation between Purchase Intention and Price. A p-value = < 0.001 means that the correlation between purchase intention and price is significant.

The hypothesis 4 Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

H_0 Place is not significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

H_1 Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

To test Hypothesis 4, the researcher employed Pearson correlation analysis to investigate the linear relationship between the independent variable (4P–

Place) and the dependent variable (Purchase Intention). The purpose of the analysis was to assess whether the place element of the 4P Marketing Mix is significantly and positively correlated with Chinese consumers' purchase intention for Thai beer. The null hypothesis (H_0) is rejected if the p-value is less than 0.05, indicating a statistically significant correlation between place and purchase intention. A positive Pearson correlation coefficient (r) denotes a positive association between the place factor and purchase intention.

Table 27 Demonstrates the result of the analysis of Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer by using Pearson Correlation Analysis

		Purchase Intention	Place
Purchase Intention	Pearson Correlation	1	.433**
	P-value (2-tailed)		<.001
Place	Pearson Correlation	.433**	1
	P-value (2-tailed)	<.001	

***. Correlation was significant at 0.001 level (two-tailed).

**. Correlation was significant at 0.01 level (two-tailed).

*. Correlation was significant at 0.05 level (two-tailed).

From the table 6 shows the result that $r = 0.433$ indicates a moderately strong positive correlation between Purchase Intention and Place. A p-value = < 0.001 means that the correlation between purchase intention and place is significant.

The hypothesis 5 Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

H_0 Promotion is not significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

H1 Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

The researcher used Pearson correlation analysis to test Hypothesis 5 by examining the linear relationship between the independent variables (4P-Promotion) and the dependent variable (Purchase Intention). The analysis aimed to determine whether the product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer. The null hypothesis (H0) will be rejected if the p-value is less than 0.05, indicating a significant correlation between the 4P Marketing Mix and purchase intention. A positive Pearson correlation coefficient (r) will indicate a positive relationship between 4P Marketing Mix and purchase intention.

Table 28 Demonstrates the result of the analysis of Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer by using Pearson Correlation Analysis

		Purchase Intention	Promotion
Purchase Intention	Pearson Correlation	1	.425**
	P-value (2-tailed)		<.001
Promotion	Pearson Correlation	.425**	1
	P-value (2-tailed)	<.001	

***. Correlation was significant at 0.001 level (two-tailed).

**. Correlation was significant at 0.01 level (two-tailed).

*. Correlation was significant at 0.05 level (two-tailed).

From the table 27 shows the result that $r = 0.425$ indicates a moderately strong positive correlation between Purchase Intention and Promotion. A p-value = < 0.001 means that the correlation between purchase intention and promotion is significant.

Table 29 Summary of hypothesis testing results of Chinese consumers with different demographic factors have different purchase intentions for Thai beer

Hypothesis 1: Chinese consumers' purchase intention of Thai beer due to demographic factor.	Demographic Factor				
	Gender	Age	Education	Income	Occupation
I am interested in trying or buying Thai beer.	X	✓	✓	X	X
The next time I buy a beer, I will consider choosing Thai Beer.	X	✓	X	X	X
If I have the chance, I would recommend a friend or family member to try Thai beer.	X	✓	✓	X	X
Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it.	X	✓	X	X	X
If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it.	X	✓	✓	X	X
If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it.	X	✓	✓	X	X
Statistics	T-test	One-way ANOVA			

Remark: ✓ Means the result consistent with the hypothesis

X Means the result is not consistent with the hypothesis

Table 30 Summary of hypothesis testing results of Chinese consumers' purchase intention of Thai beer due to 4P Marketing Mix factors

Hypothesis 2-5: 4P Marketing Mix (Product, Price, Place, Promotion) is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.	4P Marketing Mix Factor			
	Product	Price	Place	Promotion
Purchase Intention	✓	✓	✓	✓

Remark: ✓ Means the result consistent with the hypothesis

X Means the result is not consistent with the hypothesis

CHAPTER 5

CONCLUSION AND RECOMMENDATION

The study result of the correlation between 4P Marketing Mix and Chinese consumers' purchase intention for Thai beer is concluded by the researcher as below:

Conclusion of the result

Component 1 Results of Descriptive Data Analysis

Part 1 Result of demographic information of interviewees attend in this study

Gender: Majority of interviewees are female, with number of 216 persons and account for 54%, while male interviewees have number of 184 persons and account for 46%.

Age: Majority of interviewees ranging from 36 to 45 years old, with number of 105 persons and account for 26.25%, following by age ranging from 26 to 35 years old with number of 93 persons and account for 23.25%, following by age ranging from 46 to 55 years old with number of 77 persons and account for 19.25%, following by age ranging from 18 to 25 years old with number 75 persons and account for 18.75%; age more than 55 years old with number of 50 persons and account for 12.5% only after regrouping data.

Education Level: Majority of interviewees with college have 134 persons and account for 33.5%; interviewees with undergraduate have 128 persons and account for 32%; while interviewees with postgraduate have 66 persons and account for 16.5%; interviewees with high school and below have 50 persons and account for 12.5%; interviewees with PhD or above have 22 persons and account for 5.5%.

Income per month: Majority of interviewees earn a monthly income ranging from 1501 to 3000 yuan, with number of 102 persons and account for 25.5%; following by monthly income ranging from 4501 to 6000 yuan, with number of 82 persons and account for 20.5%; monthly income ranging from 3001 to 4500 yuan have 77 persons and account for 19.25%; monthly income ranging from 6001 to 7500 yuan

have 53 persons and account for 13.25%; the interviewees earn monthly income below 1500 yuan have 45 persons and account for 11.25%; the interviews earn monthly income above 7500 have 41 persons and account for 10.25% after regrouping.

Occupation: Majority of interviewees work as private company employees have 216 persons and account for 54%; students have 58 persons and account for 14.5%; freelancers have 57 persons and account for 14.25%; Civil servants/staff of public institutions have 46 persons and account for 22.5%; business owners/ self-employed have 23 persons and account for 5.75%. Part 2 Result of 4P Marketing Mix Factor attend in this study, consists of 4 aspects including Price Discount, Coupons, Samples and Buy-one-Get-one-Free. using the method of calculating the value of Mean and Standard Deviation as follows:

The result of the value of Mean and Standard Deviation for the 4P Marketing Mix Factor indicates a high level in all aspects. In terms of Place, the scores have the highest value of Mean of 3.3803, followed by Promotion with a value of 3.3121, Price with the value of 3.2983, and P Product with the value of 3.2976.

The result of the value of the Mean and Standard Deviation for 4P Marketing Mix of Product indicates a high level in all aspects, with an overall value of a mean of 3.2976. In terms of The ingredients and brewing process of Thai beer make me perceive it as a high-quality product scores the highest value of the mean of 3.34, followed by the It is important to me that Thai beer offers various capacity options (e.g. 330ml, 500ml), with the value of 3.32, followed by the I think the taste of Thai beer suits the preferences of Chinese consumers, with the value of 3.29, followed by the I think the taste of Thai beer is satisfying, with the value of 3.28, followed by the packaging design of Thai Beer looks appealing, with the value of 3.27, followed by the I believe that the quality of SINGHA beer is better than that of other beer brands, with the value of 3.27.

The result of value of Mean and Standard Deviation for 4P Marketing Mix Factor in terms of Price indicate high level at all aspects. In terms of I am willing to pay a slightly higher price for the quality of Thai Beer scores the highest value of the mean of 3.33, followed by If Thai beer offers cost-effective family packs or larger packages, I

would be more willing to purchase them, with the value of 3.31, followed by Compared to other imported beers, the price of Thai beer makes me feel that it offers good value for money, with the value of 3.30, followed by I think the pricing of Thai beer is reasonable, with the value of 3.29. Compared to other imported beers, Thai beer is competitively priced, with the value of 3.27.

The result of value of Mean and Standard Deviation for 4P Marketing Mix Factor in terms of Place indicate high level at all aspects. In terms of If Thai beer is available at night markets or street food stalls, I would be more willing to try it scores the highest value of the mean of 3.43, followed by the If Thai beer is available on online platforms (e.g., Tmall, JD.com), I would be more likely to purchase it, with the value of 3.39, followed by The more diverse the sales channels of Thai beer, the more likely I am to buy it, with the value of 3.39, followed by It is important to me to be able to see or taste Thai beer in a bar or restaurant, with the value of 3.38, followed by Being able to buy Thai beer at duty-free shops or airport stores will increase my likelihood of purchasing it, with the value of 3.38, followed by the I would like to find Thai beer at the stores or supermarkets I frequent, with the value of 3.31.

The result of the value of Mean and Standard Deviation for 4P Marketing Mix Factor in terms of Promotion indicates high level at all aspects. In terms of Engaging in social media marketing content would increase my interest in Thai beer it scores the highest value of the mean of 3.35, followed by the If I often see advertisements for Thai beer in various media, I would be more interested in trying it, with the value of 3.33, followed by Attractive promotions (e.g., buy one get one free, discounts) would increase my likelihood of purchasing Thai beer, with the value of 3.32, followed by If Thai beer offers a free gift (e.g., a glass or bottle opener) at purchase, I would be more inclined to buy it, with the value of 3.32, followed by If Thai beer collaborates with my favorite influencers/KOLs for promotion, I would be more willing to try it, with the value of 3.29, followed by Events sponsored by Thai beer (e.g., music festivals, sports events) would catch my attention, with the value of 3.27.

Place received the highest overall score (3.3803), followed closely by Promotion (3.3121), while Price (3.2983) and Product (3.2976) had slightly lower scores but still indicated a high level of perception. Each of the individual aspects of the 4P Marketing Mix, such as Thai beer being available at night markets or street food stalls, engaging in social media marketing content, more diverse sales channels and online platforms, also show high levels of consumer perception with significant values in the Mean.

Part 3 Result of Purchase Intention Factor attend in this study. using the method of calculating the value of Mean and Standard Deviation as follows:

The result of the value of the Mean and Standard Deviation for the Purchase Intention Factor indicates a high level in all aspects. In terms of If I have the chance, I would recommend a friend or family member to try Thai beer. it scores the highest value of the mean of 3.34, followed by I am interested in trying or buying Thai beer, with the value of 3.29, followed by The next time I buy a beer, I will consider choosing Thai Beer, with the value of 3.27, followed by If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it, with the value of 3.27, followed by If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it, with the value of 3.25, followed by If I have the chance, I would recommend a friend or family member to try Thai beer, with the value of 3.24.

Component 2 Results of inferential data analysis to test the hypothesis

Hypothesis 1.1: The analysis of gender differences in Chinese consumers' purchase intentions for Thai beer was tested using an independent T-test. The results revealed that all the p-values for the items (interest in trying or buying Thai beer, consideration of choosing Thai beer, recommendation to others, willingness to try despite price, influence of brand story, and unique drinking experience) were greater than 0.05, indicating no significant gender-based differences in purchase intentions. Specifically, the p-values for "I am interested in trying or buying Thai beer" ($p = 0.899$), "The next time I buy a beer, I will consider choosing Thai Beer" ($p = 0.201$), "If I have the

chance, I would recommend a friend or family member to try Thai beer" ($p = 0.691$), "Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it" ($p = 0.672$), "If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it" ($p = 0.615$), and "If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it" ($p = 0.590$) all exceeded the significance level of 0.05. This suggests that gender does not significantly affect Chinese consumers' purchase intentions for Thai beer.

Hypothesis 1.2: The analysis of age differences in Chinese consumers' purchase intentions for Thai beer was tested using One-Way ANOVA. The p-values for all items were less than 0.05, indicating a significant difference in purchase intention across different age groups. Specifically, the p-value for "I am interested in trying or buying Thai beer" ($p < 0.001$), "The next time I buy a beer, I will consider choosing Thai Beer" ($p < 0.001$), "If I have the chance, I would recommend a friend or family member to try Thai beer" ($p < 0.001$), "Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it" ($p < 0.001$), "If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it" ($p < 0.001$), and "If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it" ($p < 0.001$) were all less than 0.05, indicating that age does significantly affect the purchase intention for Thai beer among Chinese consumers.

Hypothesis 1.3: The analysis of education level differences in Chinese consumers' purchase intentions for Thai beer was tested using One-Way ANOVA. The results showed that the p-values for the items "I am interested in trying or buying Thai beer" ($p = 0.004$), "If I have the chance, I would recommend a friend or family member to try Thai beer" ($p = 0.025$), "Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it" ($p = 0.093$), "If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it" ($p = 0.003$), and "If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it" ($p = 0.005$) were all less than 0.05. This indicates that education level significantly impacts purchase intention for Thai beer, especially for

items like recommending Thai beer to others and being attracted to the brand story or unique drinking experience.

Hypothesis 1.4: The analysis of income differences in Chinese consumers' purchase intentions for Thai beer was tested using One-Way ANOVA. The p-values for all items ("I am interested in trying or buying Thai beer," $p = 0.747$; "The next time I buy a beer, I will consider choosing Thai Beer," $p = 0.693$; "If I have the chance, I would recommend a friend or family member to try Thai beer," $p = 0.168$; "Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it," $p = 0.444$; "If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it," $p = 0.351$; and "If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it," $p = 0.725$) were all greater than 0.05, indicating no significant differences in purchase intention based on income levels. This suggests that income does not play a significant role in influencing Chinese consumers' purchase intentions for Thai beer.

Hypothesis 1.5: The analysis of occupation differences in Chinese consumers' purchase intentions for Thai beer was tested using One-Way ANOVA. The p-values for all items ("I am interested in trying or buying Thai beer," $p = 0.742$; "The next time I buy a beer, I will consider choosing Thai Beer," $p = 0.753$; "If I have the chance, I would recommend a friend or family member to try Thai beer," $p = 0.820$; "Even though the price of Thai beer is slightly higher than what I usually buy, I am willing to try it," $p = 0.757$; "If the brand story or cultural background of Thai beer attracts me, I would be more willing to try it," $p = 0.229$; and "If Thai beer provides a unique drinking experience (e.g., special flavors or pairings), I would be more willing to try it," $p = 0.598$) were all greater than 0.05, indicating no significant differences in purchase intention across different occupations. This suggests that occupation does not have a significant effect on Chinese consumers' purchase intentions for Thai beer.

The results of this study show that significant differences in purchase intention were found for age and education level, while gender, income, and occupation did not significantly influence purchasing intentions for Thai beer. Specifically, age

significantly affected consumers' willingness to try or buy Thai beer, especially in terms of recommending the product and being willing to try it despite price differences. Education level also played a role in how consumers perceived and were influenced by the brand story or unique drinking experience of Thai beer. However, gender, income, and occupation did not show significant effects on purchase intentions for Thai beer.

Hypothesis 2: The result of the analysis of Product as part of the 4P Marketing Mix and its correlation with Chinese consumers' purchase intention of Thai beer was tested using Pearson correlation analysis. The correlation coefficient (r) for Product and Purchase Intention is 0.446, indicating a moderately strong positive correlation between the two variables. The p -value is < 0.001 , which is less than 0.05, indicating that the correlation is statistically significant. Therefore, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1), confirming that Product significantly and positively influences Chinese consumers' purchase intention of Thai beer. This result aligns with the assumptions made and highlights the importance of product attributes in driving purchase intention.

Hypothesis 3: The result of the analysis of Price as part of the 4P Marketing Mix and its correlation with Chinese consumers' purchase intention of Thai beer was tested using Pearson correlation analysis. The correlation coefficient (r) for Price and Purchase Intention is 0.377, indicating a moderately strong positive correlation. The p -value is < 0.001 , which is below the 0.05 threshold, suggesting a statistically significant correlation. Therefore, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1), confirming that Price significantly influences purchase intention. This finding supports the hypothesis and suggests that price sensitivity plays a crucial role in shaping consumers' purchase intention for Thai beer.

Hypothesis 4: The result of the analysis of Place as part of the 4P Marketing Mix and its correlation with Chinese consumers' purchase intention of Thai beer was tested using Pearson correlation analysis. The correlation coefficient (r) for Place and Purchase Intention is 0.433, indicating a moderately strong positive correlation. The p -value is < 0.001 , which is less than 0.05, suggesting a statistically significant correlation.

Therefore, we reject the null hypothesis (H0) and accept the alternative hypothesis (H1), confirming that Place significantly and positively influences Chinese consumers' purchase intention of Thai beer. This result emphasizes the importance of distribution channels and accessibility in affecting purchase intention.

Hypothesis 5: The result of the analysis of Promotion as part of the 4P Marketing Mix and its correlation with Chinese consumers' purchase intention of Thai beer was tested using Pearson correlation analysis. The correlation coefficient (r) for Promotion and Purchase Intention is 0.425, indicating a moderately strong positive correlation. The p -value is < 0.001 , which is less than 0.05, suggesting a statistically significant correlation. Therefore, we reject the null hypothesis (H0) and accept the alternative hypothesis (H1), confirming that Promotion significantly influences purchase intention. This finding supports the hypothesis and demonstrates the impact of promotional strategies in encouraging consumers to purchase Thai beer.

The 4P Marketing Mix (Product, Price, Place, and Promotion) shows significant positive correlations with Chinese consumers' purchase intention of Thai beer. The Pearson correlation coefficients for this 4P Marketing Mix range from 0.377 to 0.446, indicating moderately strong positive correlations. For all 4P Marketing Mix, the p -values are less than 0.001, indicating that the correlations are statistically significant. As the p -values are all less than 0.05, we can reject the null hypotheses (H0) and accept the alternative hypotheses (H1), confirming that these 4P Marketing Mix significantly correlate with purchase intention.

The analysis reveals that all the elements of the 4P Marketing Mix (Product, Price, Place, Promotion) significantly influence Chinese consumers' purchase intention of Thai beer, with p -values less than 0.05 for all factors. Among them, Product showed the highest correlation coefficient ($r = 0.446$), followed by Place ($r = 0.433$), Promotion ($r = 0.425$), and Price ($r = 0.377$). These results confirm that the 4P elements play a crucial role in shaping consumer purchase intentions, with the Product having the strongest influence, followed by the other three factors in a slightly lesser but still significant capacity.

Discussion of this study

From the study on the correlation between 4P Marketing Mix and Chinese consumers' purchase intention for Thai beer raised the discussion as below:

Hypothesis 1: Chinese consumers with different demographic factors have different purchase intentions for Thai beer.

Hypothesis 1.1: Chinese consumers of different genders have significant differences in their purchase intentions for Thai beer.

The results indicate no significant gender-based differences in purchase intentions for Thai beer (all $p > 0.05$), suggesting that male and female consumers exhibit similar purchasing patterns. This may be due to the growing diversification of beer consumption habits in China, where beer is no longer perceived as a predominantly male-oriented beverage. With the increasing popularity of flavored and craft beers, gender-related preferences in beer consumption have become less pronounced (Li & Chen, 2021).

This finding aligns with previous research suggesting that gender differences in alcohol consumption are narrowing, particularly in urban areas where lifestyle and social influences shape purchasing behavior more than traditional gender norms (Wang & Xu, 2020). However, it contrasts with studies in categories such as spirits and wine, where gender-specific preferences still significantly impact consumption patterns (Zhao et al., 2022). These results indicate that gender segmentation may not be a critical factor in marketing Thai beer to Chinese consumers, and marketers should instead focus on factors such as taste preferences, brand storytelling, and experiential marketing to appeal to a broader audience.

Hypothesis 1.2: Chinese consumers of different ages have significant differences in their purchase intentions for Thai beer.

The results indicate a significant difference in purchase intentions for Thai beer across different age groups (all $p < 0.05$), suggesting that younger consumers are more likely to be interested in trying or purchasing Thai beer. This trend may be attributed to the influence of globalization, exposure to international brands, and a preference for novelty among younger demographics. Additionally, younger consumers

tend to be more receptive to marketing strategies that emphasize lifestyle and social experiences, which aligns well with the positioning of Thai beer in the market (Chen & Zhang, 2021).

These findings are consistent with previous research indicating that younger consumers are more adventurous in trying new alcoholic beverages and are influenced by trends in social media and peer recommendations (Liu et al., 2020). However, they differ from studies on more established beer brands, where older consumers demonstrate stronger brand loyalty and repeat purchase behavior (Sun & Li, 2022). The results suggest that marketers should focus on digital engagement, influencer collaborations, and experiential marketing campaigns to attract younger consumers, while also exploring strategies to increase awareness and acceptance among older demographics.

Hypothesis 1.3: Chinese consumers with different education levels have significant differences in their purchase intentions for Thai beer.

The results indicate significant differences in purchase intentions based on education level (some $p < 0.05$), particularly in areas related to brand story appreciation and willingness to try Thai beer. Consumers with higher education levels appear more receptive to Thai beer's cultural background and unique drinking experience, suggesting that knowledge and awareness play a role in shaping purchasing behavior. Higher-educated consumers may place greater emphasis on product quality, authenticity, and the cultural significance of a brand when making purchasing decisions (Xu & Wang, 2020).

This finding is consistent with previous research showing that education influences consumer perception and openness to international products (Zheng & Lin, 2021). However, it contrasts with studies on mass-market beer brands, where purchase decisions are often driven by price and accessibility rather than educational background (Chen et al., 2022). The results suggest that Thai beer brands should consider using storytelling and educational marketing strategies, such as content

marketing and expert endorsements, to enhance appeal among highly educated consumers while maintaining accessibility for broader market segments.

Hypothesis 1.4: Chinese consumers with different incomes have significant differences in their purchase intentions for Thai beer.

The results indicate no significant income-based differences in purchase intentions for Thai beer (all $p > 0.05$), suggesting that consumers across different income levels exhibit similar purchasing patterns. This could be due to the relatively moderate pricing of Thai beer, making it an accessible product across income groups. Unlike premium wines or craft beers, which often target high-income consumers, mainstream beer products tend to be more price-inclusive and influenced by factors such as taste preference and brand perception rather than income level (Zhao & Ma, 2021).

This finding is consistent with prior research indicating that for mid-priced alcoholic beverages, income plays a limited role in purchase behavior (Wang & Zhang, 2020). However, it differs from studies in luxury alcohol segments, where income level significantly affects brand preference and purchasing frequency (Lee et al., 2022). The results suggest that income segmentation may be less relevant for marketing strategies in the Thai beer category, and instead, marketers should focus on aspects such as brand differentiation, promotional campaigns, and distribution channels to reach a broad consumer base.

Hypothesis 1.5: Chinese consumers with different occupations have significant differences in their purchase intentions for Thai beer.

The results indicate no significant occupation-based differences in purchase intentions for Thai beer (all $p > 0.05$), suggesting that consumers across various professions exhibit similar purchasing behaviors. This may be due to the fact that beer is a widely consumed and socially integrated beverage, making it less influenced by occupational status. Unlike luxury spirits or premium wines, which may have stronger associations with professional status or lifestyle, beer consumption is

generally driven by personal preference and social occasions rather than job-related factors (Sun & Liu, 2021).

This finding aligns with previous research suggesting that for widely available consumer goods like beer, occupation has minimal impact on purchase decisions (Zheng & Huang, 2020). However, it contrasts with studies in high-involvement product categories, such as business-class wines or exclusive club memberships, where professional status significantly influences purchasing patterns (Chen et al., 2022). The results suggest that Thai beer brands should focus on marketing strategies that emphasize broad accessibility and lifestyle appeal rather than occupation-based segmentation.

The results of this study indicate that age and education level have a significant influence on Chinese consumers' purchase intentions for Thai beer, whereas gender, income, and occupation do not. Specifically, younger consumers exhibit a higher interest in trying and recommending Thai beer, likely due to their openness to new experiences and exposure to international brands. Higher-educated consumers show a stronger appreciation for brand storytelling and cultural background, which influences their willingness to purchase.

On the other hand, gender, income, and occupation were found to have no significant impact on purchase intentions. This suggests that marketing strategies should not focus on these demographic factors but instead prioritize targeting younger and more educated consumers. Effective promotional strategies could include leveraging digital marketing, influencer endorsements, and brand storytelling to enhance appeal. Additionally, campaigns emphasizing unique drinking experiences and cultural narratives may further attract these target groups.

Hypothesis 2: Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

The Pearson correlation analysis reveals a moderately strong positive correlation between product attributes and purchase intention ($r = 0.357\text{--}0.389$, $p < 0.001$), supporting the hypothesis that product-related factors significantly influence Chinese consumers' willingness to purchase Thai beer. This finding aligns with previous

research suggesting that intrinsic product attributes, such as quality, flavor, and unique features, play a crucial role in consumer decision-making (Kotler & Keller, 2016; Wang et al., 2021).

To further examine these relationships, a detailed correlation analysis was conducted:

1. The correlation coefficient between product attributes and general interest in trying or buying Thai beer is $r = 0.357$, $p < 0.001$, indicating a significant positive correlation. This suggests that product characteristics influence consumers' initial attraction to Thai beer, making it a key factor in stimulating trial purchases. According to product involvement theory, high-quality or unique product attributes enhance perceived value, increasing consumers' motivation to try new offerings.

2. The correlation between product attributes and consumers' likelihood of considering Thai beer in their next purchase is $r = 0.348$, $p < 0.001$. This demonstrates that well-differentiated product features encourage repeat consideration and inclusion in consumers' choice sets. Prior research indicates that distinctive attributes, such as unique flavors or ingredients, can enhance a product's competitive positioning in a crowded market.

3. The correlation between product attributes and recommending Thai beer to others is $r = 0.373$, $p < 0.001$, confirming that a well-perceived product not only drives personal consumption but also fosters positive word-of-mouth marketing. This aligns with social influence theory, which posits that consumers tend to share products they find valuable with peers, reinforcing the brand's market presence through interpersonal recommendations (Berger & Schwartz, 2011).

4. The correlation between product attributes and consumers' willingness to try Thai beer even if it is slightly more expensive than their usual choice is $r = 0.378$, $p < 0.001$. This suggests that strong product differentiation can justify a premium price, as consumers perceive higher quality and uniqueness as worth the additional cost. Studies in consumer value perception have shown that perceived product superiority can reduce price sensitivity and increase willingness to pay.

5. The correlation between product attributes and willingness to try Thai beer if its brand story or cultural background is appealing is $r = 0.366$, $p < 0.001$. This highlights the importance of brand storytelling in consumer engagement. Research suggests that consumers are more likely to connect with brands that have compelling narratives, particularly those linked to cultural authenticity and heritage (Vrontis et al., 2021).

6. The correlation between product attributes and willingness to try Thai beer if it offers a unique drinking experience (e.g., special flavors or pairings) is $r = 0.389$, $p < 0.001$, the highest among all purchase intention indicators. This indicates that providing a novel and memorable consumption experience is one of the strongest drivers of trial behavior. Experiential marketing theories suggest that consumers are more likely to engage with brands that offer differentiated sensory experiences, reinforcing brand loyalty and purchase motivation (Song et al., 2020).

Additionally, further correlations among different purchase intention behaviors were observed: Consumers who express interest in trying Thai beer are significantly more likely to recommend it to others ($r = 0.610$, $p < 0.001$) and consider it in their next purchase ($r = 0.580$, $p < 0.001$), supporting the notion that trial interest translates into behavioral commitment. The highest internal correlation exists between willingness to try Thai beer due to its cultural background and its unique drinking experience ($r = 0.669$, $p < 0.001$), suggesting that these two factors jointly enhance product appeal.

Overall, the results confirm that product attributes are a critical determinant of purchase intention, reinforcing their role in influencing consumer decision-making. The significant correlations suggest that marketers should emphasize unique product characteristics, brand storytelling, and experiential aspects to attract and retain Chinese consumers in the Thai beer market.

Hypothesis 3: Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

The Pearson correlation analysis reveals a moderately strong positive correlation between Price and purchase intention of Thai beer ($r = 0.377$, $p < 0.001$), supporting the hypothesis that Price significantly influences Chinese consumers' purchase decisions. This result aligns with prior research indicating that pricing strategies play a crucial role in shaping consumers' perceived value and purchase intention (Kotler & Keller, 2016). Price sensitivity affects consumers' willingness to buy, and higher perceived value can lead to increased purchase intention, even at relatively higher prices.

To further examine these relationships, a detailed correlation analysis was conducted:

1. The correlation between Price and interest in trying or purchasing Thai beer is $r = 0.310$, $p < 0.001$, indicating a significant positive relationship. This suggests that competitive pricing or perceived price fairness can increase consumer curiosity and willingness to try Thai beer. This finding is consistent with price-perceived value theory, which posits that consumers are more likely to try new products when they believe the price reflects a fair value proposition.

2. The correlation between Price and considering Thai beer in the next purchase is $r = 0.267$, $p < 0.001$, confirming a significant positive relationship. This suggests that affordable pricing can encourage repeat consideration. Prior studies suggest that consumers often compare prices across alternatives, and a competitive price can position Thai beer as a viable option in the decision-making process (B. J. Ali & Anwar, 2021).

3. The correlation between Price and recommending Thai beer to others is $r = 0.334$, $p < 0.001$, signifying that when consumers perceive Thai beer to be fairly priced, they are more likely to share positive word-of-mouth recommendations. Consumers engage in recommendation behavior when they perceive personal benefits, such as acquiring a high-value product at a reasonable cost (Bian & Forsythe, 2012).

4. The correlation between Price and willingness to try Thai beer despite its slightly higher price is $r = 0.315$, $p < 0.001$, indicating that even if Thai beer is priced above consumers' usual choices, a perceived quality-price balance can still drive purchase intention. This finding supports the price-quality heuristic, which suggests that consumers often associate higher prices with superior quality, increasing their willingness to pay a premium (B. J. Ali & Anwar, 2021).

5. The correlation between Price and willingness to try Thai beer due to an attractive brand story or cultural background is $r = 0.315$, $p < 0.001$, highlighting that pricing strategies should be complemented by strong branding efforts. This aligns with branding literature, Holt's (2014) research suggests that when cultural narratives enhance perceived authenticity, consumers are more accepting of premium pricing.

6. The correlation between Price and willingness to try Thai beer due to a unique drinking experience is $r = 0.324$, $p < 0.001$, demonstrating that consumers are more likely to accept a higher price if the product offers distinctive flavors or an exclusive drinking experience. This aligns with experiential marketing theory, which posits that consumers are willing to pay more for products that deliver novel sensory experiences (Sirajuddin et al., 2023).

Additionally, further correlations among different purchase intention indicators were observed: Consumers who are interested in trying Thai beer are more likely to recommend it to others. This may reflect a positive trial effect, where initial interest translates into word-of-mouth advocacy. Similarly, consumers who consider purchasing Thai beer in the future are also more likely to try it despite a slightly higher price, suggesting that pricing strategies should emphasize long-term value rather than just affordability.

Overall, the results confirm that Price plays a significant role in shaping purchase intention for Thai beer among Chinese consumers. The strong correlations suggest that pricing strategies should not only focus on affordability but also emphasize perceived value, quality, and branding to drive consumer interest and word-of-mouth

influence. These findings provide valuable insights for marketers seeking to optimize pricing strategies for Thai beer brands in the Chinese market.

Hypothesis 4: Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

The Pearson correlation analysis indicates a moderately strong positive relationship between Place and Chinese consumers' purchase intention for Thai beer ($r = 0.433$, $p < 0.001$). This result supports the hypothesis that convenient availability and accessibility significantly influence purchase intentions. This finding aligns with previous studies emphasizing the importance of effective distribution channels in enhancing consumer purchase behavior (Kotler & Keller, 2016). A well-structured placement strategy, including extensive retail presence and optimized online distribution, increases the likelihood of purchase by reducing barriers to access (Grewal et al., 2018).

To further examine this relationship, a detailed correlation analysis was conducted:

1. The correlation between Place and consumers' general interest in trying or purchasing Thai beer is $r = 0.392$, $p < 0.001$, confirming a significant positive association. This suggests that Thai beer brands with wider availability and accessibility are more likely to attract potential consumers who are interested in trying the product. This finding aligns with conclusions of existing studies, which suggest that the ease of obtaining a product increases consumer engagement and trial behavior.

2. The correlation between Place and consumers' consideration of Thai beer in their next beer purchase is $r = 0.322$, $p < 0.001$, indicating a significant but slightly weaker positive relationship. This suggests that while product availability plays a role in influencing purchase decisions, other factors such as pricing, branding, and previous experience may also contribute to the final selection.

3. The correlation between Place and recommending Thai beer to friends or family is $r = 0.357$, $p < 0.001$, indicating a meaningful positive association. This result suggests that consumers who find Thai beer easily accessible are more likely to introduce it to others. This finding is consistent with social diffusion theory, which

posits that word-of-mouth recommendations are influenced by the ease of access and visibility of a product in the market (Goldenberg et al., 2001).

4. The correlation between Place and willingness to try Thai beer despite a slightly higher price is $r = 0.351$, $p < 0.001$, confirming a significant positive correlation. This suggests that convenient access to Thai beer can enhance consumers' willingness to experiment with the product, even when it is priced higher than their usual choices. This is in line with perceived value theory, which suggests that ease of access can contribute to a higher perceived value and greater purchase likelihood (Song et al., 2020).

5. The correlation between Place and consumers' willingness to try Thai beer due to an appealing brand story or cultural background is $r = 0.360$, $p < 0.001$. This indicates that when Thai beer is more widely available, consumers are more receptive to its cultural branding elements, reinforcing the role of strategic distribution in brand perception.

6. The correlation between Place and consumers' willingness to try Thai beer if it offers a unique drinking experience (e.g., special flavors or pairings) is $r = 0.360$, $p < 0.001$, suggesting that effective product placement enhances the perceived novelty and appeal of the beer, encouraging trial behavior.

Additionally, further correlations among purchase behaviors were observed: Consumers who are interested in trying Thai beer are significantly more likely to consider purchasing it in their next purchase ($r = 0.580$, $p < 0.001$), to recommend it to others ($r = 0.610$, $p < 0.001$), and to be influenced by brand storytelling ($r = 0.615$, $p < 0.001$). These findings underscore the interconnected role of Place in fostering brand awareness, trial behavior, and recommendation tendencies.

Overall, the results confirm that effective distribution strategies significantly impact purchase intention, reinforcing the importance of ensuring Thai beer's availability across multiple retail channels. The strong correlations suggest that expanding distribution, both online and offline, can enhance consumer interest,

willingness to try, and word-of-mouth influence, ultimately driving higher sales and brand engagement in the Chinese market.

Hypothesis 5: Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

The Pearson correlation analysis reveals a moderate positive correlation between promotion and purchase intention ($r = 0.294$ to $r = 0.411$, $p < 0.001$), supporting the hypothesis that promotional activities significantly influence Chinese consumers' willingness to purchase Thai beer. This result is consistent with prior research indicating that promotional incentives can reduce perceived risk and enhance purchase motivation (Chandon et al., 2000; Shi et al., 2022). Various forms of promotion, such as discounts, limited-time offers, and bundled deals, not only provide financial incentives but also increase brand visibility, stimulating consumer interest and engagement (Grewal et al., 2011).

To further examine these relationships, a detailed correlation analysis was conducted:

1. The correlation coefficient between promotion and willingness to recommend Thai beer to others is $r = 0.411$, $p < 0.001$, indicating a moderate positive correlation. This suggests that effective promotions encourage word-of-mouth recommendations, amplifying their impact beyond direct buyers. This finding aligns with social exchange theory, which suggests that consumers are more likely to share and endorse a product when they perceive a personal benefit, such as a good deal or exclusive offer (Shi et al., 2005).

2. The correlation between promotion and general interest in trying or purchasing Thai beer is $r = 0.353$, $p < 0.001$, confirming a significant positive relationship. This suggests that promotional campaigns, particularly those that highlight unique product features or offer incentives for first-time buyers, can effectively attract new consumers. Prior studies indicate that trial-based promotions are particularly effective in increasing initial product adoption in competitive markets (A. Ali & Muhammad, 2021b).

3. The correlation between promotion and consideration of purchasing Thai beer in the future is $r = 0.347$, $p < 0.001$, supporting the notion that well-executed promotions not only drive immediate sales but also encourage repeat purchases. This aligns with the concept of promotional reinforcement, where positive experiences derived from promotional benefits enhance long-term brand preference (Grewal et al., 2011).

Additionally, further correlations among different purchase intention indicators were observed: Consumers who are interested in trying Thai beer are significantly more likely to recommend it to others ($r = 0.610$, $p < 0.001$) and consider purchasing it in the future ($r = 0.580$, $p < 0.001$). This suggests that promotional activities that successfully generate initial interest can trigger a ripple effect, fostering long-term brand engagement and advocacy. Furthermore, consumers who are attracted to Thai beer's brand story or cultural background ($r = 0.294$, $p < 0.001$) tend to respond positively to promotional strategies that emphasize cultural elements, indicating the potential effectiveness of culturally themed marketing campaigns.

Overall, the results confirm that promotional strategies play a crucial role in shaping consumer purchase intention for Thai beer. The findings suggest that targeted promotions not only stimulate immediate interest but also drive long-term consumer engagement and advocacy. These insights provide valuable guidance for Thai beer brands aiming to enhance their market presence in China through strategically designed promotional campaigns.

In summary, all elements of the 4P Marketing Mix—Product, Price, Place, and Promotion—show a significant positive correlation with Chinese consumers' purchase intention for Thai beer. The Product factor showed the highest correlation ($r = 0.446$), followed by Place ($r = 0.433$), Promotion ($r = 0.425$), and Price ($r = 0.377$). These results confirm that the 4P components play a vital role in shaping consumer purchase intentions. While Product emerged as the most influential factor, marketers should recognize the importance of pricing, distribution, and promotional strategies in maximizing purchase intention. This study contributes valuable insights for brands

looking to expand their reach and influence consumer purchasing behavior in the competitive Chinese market for imported beverages like Thai beer.

Implications and limitations of this study

This study provides important insights into the impact of the 4P Marketing Mix (Product, Price, Place, and Promotion) on Chinese consumers' purchase intention toward Thai beer. The findings not only confirm the significant role of each marketing mix element but also align with previous research, further enriching the understanding of consumer behavior in the beer industry.

Practical Implications

1. Product Optimization for Market Appeal

Among the four marketing mix elements, Product demonstrated the strongest positive correlation with purchase intention ($r = 0.446$). This suggests that product quality, functionality, packaging, and perceived value are crucial in influencing consumer decisions. The results align with Wenqing (2024), who argued that product characteristics play a pivotal role in shaping consumer purchase intention. Similarly, Sirajuddin et al. (2023) highlighted that product quality remains a critical factor in consumer decision-making.

To enhance purchase intention, companies should focus on continuous product improvement, ensuring high-quality beer with distinctive flavors and premium packaging. The uniqueness of Thai beer should be effectively communicated through advertising campaigns, reinforcing its distinct attributes to attract consumers. Since product development is a dynamic process, ongoing improvements can enhance product performance and better satisfy consumer needs (Kotler & Keller, 2016).

2. Expanding Distribution Networks for Accessibility

Place exhibited a moderately strong correlation with purchase intention ($r = 0.433$), highlighting the importance of accessibility and distribution channels. The findings suggest that increasing the availability of Thai beer in convenient locations can enhance consumer purchasing frequency. This aligns with Sirajuddin et al. (2023), who found that location plays a crucial role in improving consumer preference.

Previous research also supports this conclusion, indicating that product distribution channels and convenience significantly influence consumer purchase decisions (Gikonyo, 2020; Masri, 2017). The accessibility of Thai beer in China should be enhanced by expanding its presence in major retail chains, convenience stores, and e-commerce platforms. The importance of location is further emphasized in studies on grocery shopping behavior, where accessibility and convenience directly impact consumer decision-making (Ing et al., 2020).

For Thai beer brands, ensuring product availability in both urban and rural areas can drive higher purchase intention. Strategic partnerships with key retailers and digital platforms can improve market penetration and attract a broader consumer base.

3. Enhancing Promotional Strategies to Boost Sales

Promotion was positively correlated with purchase intention ($r = 0.425$), indicating that advertising, discounts, and special offers significantly influence consumer decision-making. This finding aligns with Sirajuddin et al. (2023), who concluded that promotional activities have a strong impact on purchase behavior.

Consumers perceive products and brands based on the promotional information presented to them. Effective marketing campaigns, such as limited-time offers, bundle promotions, and experiential marketing (e.g., beer-tasting events), can create urgency and encourage trial purchases. Research suggests that well-targeted promotional strategies increase product visibility and stimulate consumer interest, leading to higher sales (Chandon et al., 2000).

Furthermore, sales promotions and advertising play a key role in shaping consumer perceptions. Promotional activities, when executed strategically, can enhance brand recall and build long-term consumer loyalty (Kotler & Keller, 2016).

4. Pricing Strategies for Competitive Advantage

Although Price had the weakest correlation with purchase intention ($r = 0.377$), its influence remains significant. While prior studies suggest that pricing is one of the most influential factors in consumer decision-making (Ali & Anwar, 2021), our

findings indicate that product quality, accessibility, and promotions have a slightly stronger impact on purchase intention.

Some researchers argue that consumers are highly price-sensitive and often switch brands based on price evaluations (Gikonyo, 2020). However, the results of this study suggest that while price remains an important factor, other marketing mix elements play a more dominant role in shaping purchase decisions. This discrepancy may be attributed to the growing importance of perceived value over absolute price levels in consumer behavior.

To address price sensitivity, companies should implement value-based pricing strategies, discounts, and loyalty programs to enhance price attractiveness without compromising perceived product quality. Special promotions and bundled offers can also be effective in reinforcing the value proposition of Thai beer.

Theoretical Implications

1. Validation of the 4P Marketing Mix Framework:

This study reinforces the theoretical significance of the 4P Marketing Mix by demonstrating how each element influences consumer purchase intention in the context of the beer industry. The results confirm that product attributes, distribution strategies, promotional efforts, and pricing strategies collectively shape consumer behavior, aligning with existing marketing theories (Kotler & Keller, 2016).

2. Insights into Consumer Behavior in Cross-Cultural Contexts:

The study contributes to cross-cultural marketing literature by examining Chinese consumers' purchase intention toward a foreign beer brand. The findings indicate that factors such as product uniqueness, accessibility, and promotions play a more significant role than price, challenging the traditional view that price is the dominant driver of consumer choice.

3. Demographic Differences and Market Segmentation:

The research also highlights the importance of demographic factors in consumer decision-making. Findings suggest that age and education levels significantly impact purchase intention, aligning with Ahmad & Juhari (2023), who found that younger consumers and individuals with higher education levels are more open to global

products. This suggests that marketers should segment their target audience based on demographic variables to tailor their marketing strategies effectively.

Nonetheless, the study has several limitations.

1. Sample Bias

The study's sample consists of Chinese consumers who have previously purchased Thai beer, which may limit the generalizability of the results to the broader Chinese population. Consumers who have not tried Thai beer may have different purchase intentions or perceptions, and their inclusion could provide a more comprehensive understanding of the overall market.

2. Geographical and Cultural Limitations

This study focuses on Chinese consumers, and as such, the findings may not be applicable to other geographical regions or cultural contexts. Different cultural attitudes, values, and consumption habits in other regions might lead to differing responses to the 4P Marketing Mix. Further studies across different regions would be beneficial to enhance the generalizability of the findings.

3. Limited Consideration of External Factors

The study primarily focused on the 4P Marketing Mix and its direct correlation with purchase intention, but external factors such as cultural influences, brand image, or social media marketing were not considered. These factors could play a significant role in shaping consumers' attitudes and purchase decisions, and their inclusion in future research could provide a more holistic view of the market.

Suggestions

Product Strategy

The survey results indicate that product-related factors such as "the ingredients and brewing process" (mean = 3.34) and "availability of different capacity options" (mean = 3.32) received relatively high ratings. However, other aspects like packaging design and perceived quality compared to other brands scored slightly lower (around 3.27). This suggests that while consumers generally hold a positive perception of Thai beer products, there remains room for differentiation. Therefore, Thai beer

brands should consider developing product variations tailored to Chinese taste preferences, such as lighter, less bitter flavors, and integrating culturally resonant elements into packaging. Launching seasonal or limited-edition packaging that aligns with major Chinese festivals (e.g., Lunar New Year or Mid-Autumn Festival) may also enhance product attractiveness and emotional connection with local consumers.

Price Strategy

In the pricing dimension, responses such as “willingness to pay slightly more for quality” (mean = 3.33) and “perceived value for money” (mean = 3.30) suggest that consumers are receptive to a mid-to-premium pricing strategy, provided the quality justifies the cost. This demonstrates a preference for value-driven consumption rather than mere affordability. Thai beer brands should avoid competing purely on low pricing. Instead, they should emphasize the premium value and uniqueness of the product, perhaps by bundling products into value-added sets (e.g., multi-pack family bundles or promotional boxes with gifts). Highlighting product origin, craft brewing methods, and health-conscious ingredients can further justify the pricing and strengthen brand positioning.

Place Strategy

Among the four elements of the marketing mix, “Place” achieved the highest average score (mean = 3.38), particularly for items like “availability at night markets or food stalls” (mean = 3.43) and “online platform accessibility” (mean = 3.39). These findings highlight the importance of diverse and convenient distribution channels in driving purchase intention. Thai beer companies should strengthen their presence in informal and experiential venues such as night markets, BBQ restaurants, and food streets, where consumers are more open to casual alcohol consumption. Additionally, expanding presence across major Chinese e-commerce platforms (e.g., Tmall, JD.com, Douyin Mall) and partnering with convenience stores and duty-free retailers will ensure better product availability. These measures will help bridge the gap between consumer interest and purchasing opportunity.

Promotion Strategy

Within the promotion dimension, the statement “engaging in social media marketing content” scored the highest (mean = 3.35), followed by media advertising and sales promotions. This indicates that consumers, especially younger segments, are influenced by interactive, relatable content and digital campaigns. Thai beer marketers should intensify their efforts in influencer-based promotions and lifestyle storytelling on platforms like Xiaohongshu, WeChat, Weibo, and Douyin. Collaborations with food bloggers, nightlife influencers, or music/K-pop fans could align brand messaging with target audience interests. Furthermore, using short-term campaigns such as limited-time discounts, festival promotions, or giveaways (e.g., branded glassware, bottle openers) can stimulate trial purchases and build emotional resonance.

Future Research

This study was limited to analyzing the correlation between the 4P marketing mix elements, demographic variables, and purchase intention. Future research may consider introducing additional psychological and cultural variables, such as brand awareness, perceived authenticity, or the national image of Thailand, to offer a more comprehensive view of consumer behaviour. Moreover, the current study employed a quantitative design; future research could incorporate qualitative or mixed-method approaches to gain deeper insights into consumer motivations and lifestyle patterns. Region-specific studies, especially contrasting northern and southern Chinese markets, may also reveal more nuanced marketing strategies, particularly considering the differing prevalence of nightlife culture and alcohol consumption habits across regions.

Conclusion

This study aimed to examine the relationship between the 4P Marketing Mix and Chinese consumers' purchase intention of Thai beer. By employing statistical methods such as Pearson correlation analysis and One-Way ANOVA, the study successfully tested several hypotheses, providing key insights into the role of Product, Price, Place, and Promotion in influencing consumer purchase intention.

The findings reveal that all four components of the 4P Marketing Mix — Product, Price, Place, and Promotion — have a significant positive correlation with Chinese consumers' purchase intentions. Among them, Product ($r = 0.446$) demonstrated the strongest correlation with purchase intention, followed by Place ($r = 0.433$), Promotion ($r = 0.425$), and Price ($r = 0.377$). These results indicate that Chinese consumers are particularly influenced by the product itself, along with factors such as availability, promotional offers, and pricing strategy.

In contrast, demographic factors such as gender, income, and occupation were found to have no significant impact on purchase intentions. However, age and education level did show significant effects, particularly in terms of consumers' willingness to recommend Thai beer to others and their receptiveness to brand storytelling and unique drinking experiences.

The study's contributions lie in its exploration of the factors that influence purchase intentions in a cross-cultural context, shedding light on the preferences of Chinese consumers regarding Thai beer. The research also highlights the importance of strategically leveraging the 4P Marketing Mix to influence consumer decision-making, with a strong emphasis on the product and its unique attributes.

While the study provides valuable insights, it is not without limitations, including sample bias, geographical and cultural constraints, self-reported data, and the exclusion of other influential factors. These limitations suggest the need for further research that could expand the scope of the study, explore other external factors, and test the findings in different cultural contexts.

In conclusion, this research emphasizes the importance of tailored marketing strategies in the beer industry and offers practical implications for marketers seeking to enhance their appeal to Chinese consumers. By understanding the relative influence of each component of the 4P Marketing Mix, businesses can more effectively design their marketing strategies to maximize purchase intentions and brand loyalty.

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