MARKETING STRATEGIES OF THAI JEWELRY PRODUCTS AMONG CHINESE

CONSUMER

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The Chinese luxury jewelry market has experienced significant growth, with sales revenue projected to reach 110 billion RMB in 2023. This study examines the relationship 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 jewelry products. A quantitative research approach was used, with data collected from 400 valid respondents through online surveys distributed across first- and second-tier cities in China. Descriptive statistics, independent sample T-tests, one-way ANOVA, and multiple regression analysis were applied to analyze the data. The results show that demographic factors such as age and income significantly influence purchase intentions, while gender differences have a minimal impact. Among the 4P variables, Promotion was found to have the strongest correlation with purchase intention ($\beta = 0.34$), followed by Product ($\beta = 0.29$), Price ($\beta = 0.18$), and Place ($\beta = 0.11$). The analysis of the consumer decision-making process supports the classic five-stage model, with brand reputation playing a crucial role in information gathering, quality certification playing a key role in trust-building, and promotional incentives being important in the final decision-making. The findings offer practical implications for Thai jewelry companies aiming to enter or expand in the Chinese market. This study contributes to cross-cultural marketing theory by establishing a hierarchical structure of the marketing mix's influence and identifying demographic patterns unique to luxury jewelry consumption in China.

Keyword : 4P Marketing Mix, Demographic Factors, Purchase Intention, Thai jewelry, Chinese consumers, Consumer Decision Process

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CHAPTER 1

INTRODUCTION

Background

The sale of Thai jewellery products in China's market has nowadays great prospects and is much-adored. The Chinese luxury products market has seen rapid development in recent years, and the jewellery goods industry, as a highlighted category of luxury goods, cannot be overlooked. Referring to the numbers, the sales revenue of the Chinese luxury jewellery market is predicted to be 110 billion RMB in 2023 (CuriosityChina, 2023). This growth is primarily because of the acknowledgement and perceived value of jewellery and social status by the middle-to-high-income groups. The awareness among young consumers has also contributed to this growth (Deloitte, 2023).

The intrinsic connection between Thai jewellery's popularity in the Chinese market and the strong trade connection between these two countries cannot be ignored. Thai gem and jewellery exports not only witnessed a significant increase from January to November in 2023, but the total export value was 13.664 billion USD, accounting for 5.22% of Thailand's total exports (Gem and Jewelry Information Center, 2023). Although the average export declined, the actual value of the jewellery sector, which does not include gold in the raw form, has increased by 9.09% year-on-year (Gem and Jewelry Information Center, 2023). These numbers reflect the consistent demand for Thai jewellery in the global market, where China is a major trade player.

Meanwhile, the Chinese tourist's trips to Thailand are recuperating in number as well. The removal of international travel restrictions around 2023 saw many Chinese tourists come back to visit Thailand, thus accelerating the recovery of the country's tourism industry (Bain & Company, 2023). Hence, these tourists not only just tend to increase local jewellery sales in Thailand but also deepen Chinese buyers' awareness and loyalty to Thai jewellery brands and items.

The characteristics of Chinese customers' jewellery purchasing in Thailand are not the same either. Attention to quality of goods is not the only things that matter to them; they also appreciate the cultural value and uniqueness of the brand. Thai jewellery enchants ordinary Chinese people in the mid-to-up market due to its great workmanship and one-of-a-kind style of design (CuriosityChina, 2023).

Furthermore, the policies by the Chinese government encouraging residents to consume in the domestic industry have also helped the driving force of the jewellery industry. In 2023, China's consumer confidence index reached 94.9, which shows rather good market potential and buying power of consumers (Deloitte, 2023). Government stimulus measures and the continuously upgrading consumption patterns give rise to a boom in Thai jewellery sales in the Chinese domestic market.

Generally, Thai jewellery products prove to be very influential and fashionable in the Chinese market. This is not only evident in trade data but also in observing the tastes and trends of the Chinese market. Meanwhile, tighter trade ties between the two countries will be followed by the increasing demand for high-quality jewellery by Chinese consumers, which in turn will lead to a further bright future for Thai jewellery in the Chinese market.

Research Significance

This study holds significant theoretical and practical implications for understanding and enhancing the marketing strategies of Thai jewellery in the Chinese market. Theoretically, it delves into the multifaceted factors shaping China's jewellery market, including cultural values, economic conditions, and social status, thereby constructing a more systematic and adaptive framework through an in-depth examination of the 4P marketing strategy (Product, Price, Place, Promotion). Additionally, by integrating the classic purchasing decision-making model—comprising need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour—the research provides a nuanced analysis of Chinese consumer motivations and behavioural patterns at each stage of the purchasing process. Practically, the findings offer valuable insights for Thai jewellery companies,

enabling them to tailor their marketing efforts to effectively target appropriate market segments and address the specific needs and preferences of Chinese consumers. This comprehensive understanding of consumer behaviour and decision-making processes not only enhances the academic discourse on cross-cultural marketing but also equips businesses with the strategic tools necessary to increase competitiveness and market presence in China's dynamic luxury goods sector.

Research Objectives and Questions

Research Objectives

First, this study examines how demographic characteristics of Chinese consumers, such as gender, age, income, and educational level, influence their purchasing behavior regarding Thai jewellery products.

Second, this study analyzes the 4P marketing mix—product features, pricing strategies, distribution channels, and promotional techniques—of Thai jewelry in the Chinese market to understand its positioning and marketing approach.

Lastly, the study applies the classic purchasing decision process model to explore the stages that Chinese consumers go through when purchasing Thai jewelry and the key factors influencing each stage.

Research Questions

Q1: To identify which demographic characteristics of Chinese consumers (including gender, age, family income, level of education, job description, etc.) have the most significant impact on their purchasing decisions for Thai jewelry products.

Q2: To examine how the 4P marketing strategies of Thai jewellery in the Chinese market affect Chinese consumers' purchasing behaviour.

Q3: To analyze the decision-making process of Chinese consumers when purchasing Thai jewelry products and determine which factors play key roles at different stages.

Conceptual Framework

The following conceptual framework represents the relationships between the key variables in this study, illustrating how Demographic Characteristics and Marketing Mix Factors (4Ps) influence the Purchase Decision of Chinese consumers for Thai jewellery products. As depicted in Figure 1-1, five demographic variables (Gender, Age, Education, Income, Occupation) and four elements of the marketing mix (Product, Price, Place, Promotion) are proposed to affect Purchase Decision.
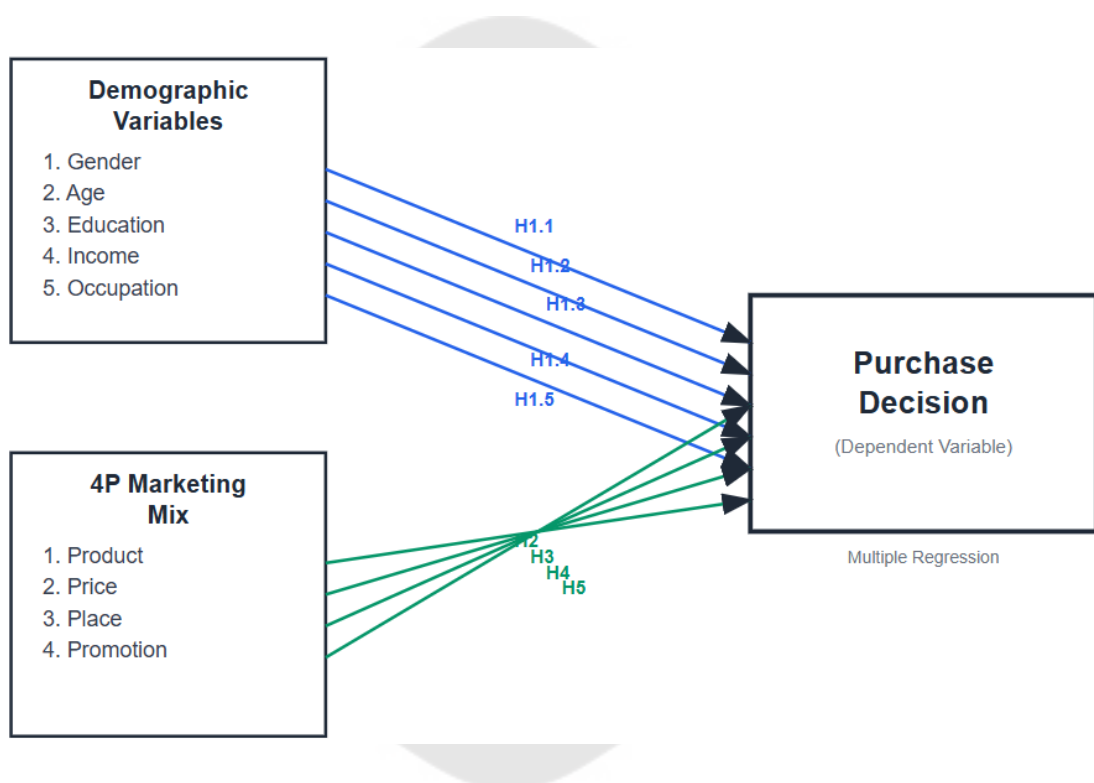
Figure 1 Conceptual Framework for Thai Jewelry Marketing
Strategies Among Chinese Consumers

Research Hypotheses

H1.1: Gender significantly influences Chinese consumers' purchasing decisions for Thai jewellery products.

H1.2: Age significantly influences Chinese consumers' purchasing decisions for Thai jewellery products.

H1.3: Education level significantly influences Chinese consumers' purchasing decisions for Thai jewellery products.

H1.4: Income level significantly influences Chinese consumers' purchasing decisions for Thai jewellery products.

H1.5: Occupation significantly influences Chinese consumers' purchasing decisions for Thai jewellery products.

H2: Product strategies (such as design and quality) significantly influence purchasing decisions for Thai jewellery products. The unique design and high quality of Thai jewellery attract consumers more effectively.

H3: Pricing strategies significantly influence Chinese consumers' purchasing decisions for Thai jewellery products. Moderate pricing strategies can effectively increase Chinese consumers' willingness to purchase Thai jewellery products.

H4: Place (distribution) strategies significantly influence Chinese consumers' purchasing decisions for Thai jewellery products. Convenient distribution channels and accessible purchasing locations enhance consumers' purchase intentions.

H5: Promotional strategies significantly influence Chinese consumers' purchasing decisions for Thai jewellery products. Effective promotional activities and marketing communications increase consumers' willingness to purchase Thai jewellery products.

CHAPTER 2
LITERATURE REVIEW

This chapter covers Thai jewellery marketing strategies and Chinese consumer behaviour and reviews the relevant theoretical frameworks. The paper identifies major demographic theories, marketing concepts (4Ps), and consumers' decision-making processes, which are the core of the research study.

Demographic Theory

Demographic theory enables one to describe consumers' behavior based on demographic variables such as gender, age, education level, income, and occupation. These are very important characteristics in marketing and can help businesses to know their consumer groups and how to meet their needs.

It would be naive in the extreme not to take into account gender as an important influencer in consumers' buying habits. According to Almendral (2023), 89.6% of the consumers in the luxury jewellery market are women, and most of these consumers are single women with a monthly income of less than 43,000 RMB. As seen in the above graph, women are the main consumers in the jewellery industry; therefore, their buying behaviour, taste, and preference are of great significance in coming up with marketing strategies. The differences can also be seen in the choice of female consumers of different ages: younger women tend to choose jewellery that has an individual style and design, while older women pay more attention to the investment value and timelessness of jewellery (Almendral, 2023).

Age is also another factor that significantly impacts consumer purchasing decisions. According to the study by Driveresearch (2024), it was discovered that customers of different ages have diverse preferences and needs. Fashion-conscious younger consumers are mainly attracted to stylish and exquisitely designed pieces, whereas the older generation values classic design and more investment-oriented pieces. This difference requires companies to adopt differentiated strategies in product

design and promotion according to the preferences of different age groups (Driveresearch, 2024).

Consumers' purchasing power will be driven by their income level, restricting or facilitating their decision-making process. High-income groups will go for the high-end, expensive brand jewellery, while middle- and low-income groups will need to make sure their products offer the optimal benefit per unit of cost. Instoremag (2023) suggested that 39% of buyers were ready to spend money on high-end jewellery, reflecting that the popularity of products is often connected with the price. High-income customers are highly concerned about the brand reputation and its unique selling features, while cost-conscious consumers are willing to pay for products which can offer good value for money (Instoremag, 2023).

The education level is a consideration when it comes to influencing a consumer's purchasing behaviour. Generally, highly educated consumers pay more attention to product quality and brand cultural value, so they tend to be rational and discerning when they buy jewellery. Almendral (2023) discovered that 44.1% of luxury jewellery consumers have a university degree, which implies that they are more demanding and particular when choosing jewellery products. These consumers put more emphasis on the design concept, craftsmanship, and cultural background of the brand and are more rational and discerning while choosing their jewellery (Almendral, 2023).

Occupation is also one of the powerful determinants of what consumers decide to buy. Consumers with different occupations are bound to have different reasons and motivations for jewellery purchases due to varying work environments and social interactions. The survey by IJAEM (2023) found that consumers in stable and high-income jobs find it convenient to purchase pricey high-end jewellery to show their good taste and social status. For instance, corporate executives and professionals may prefer such types of jewellery that reflect their social status, job nature, and identity, while freelancers and artists may opt for uniquely designed and personalised jewellery (IJAEM, 2023).

In summary, this section primarily examines five demographic variables that influence Chinese consumers' purchasing behavior for Thai jewelry products: gender, age, income level, education level, and occupation. These variables are crucial not only in defining consumers' purchasing behavior and preferences but also in building a strong foundation for the development of targeted marketing strategies. An in-depth understanding of these demographic characteristics can enable Thai jewelry companies to better segment the market, understand the needs of different consumer groups, and therefore enhance their competitiveness in the Chinese market.

Marketing 4P Theory

The 4P theory, also known as the marketing mix, is a well-established marketing framework that analyzes four key variables: product, price, place, and promotion. These elements form part of the necessary factors that companies should consider in developing suitable marketing strategies. Below, I've restructured this section into four distinct subsections with theoretical foundations for each element.

Product Theory

Product represents the tangible or intangible offering that satisfies consumer needs. According to Czinkota et al. (2021), a product encompasses physical attributes, service components, symbolic meanings, and experiential elements that create value for consumers. Their conceptualization emphasizes that successful products must align with consumer preferences while delivering meaningful differentiation. Applied to Thai jewelry, this theoretical framework suggests that unique design elements, craftsmanship quality, and cultural authenticity serve as primary product variables influencing Chinese consumer perceptions (Czinkota, Kotabe, Vrontis, & Shams, 2021).

Jewellery products are sold based on quality and appearance, and these two factors are very vital in the industry. One of the most unique and easily identifiable styles of jewellery in the world today is that of Thailand. For instance, ResearchGate (2023) points out that the jewellery collections at Louis Vuitton lure customers through the quality of design, indicating the part played by creativity in the pursuit of market

leadership. Likewise, there is a need for Thai jewellery brands to continually come up with new styles and quality of their products to suit quality-conscious Chinese consumers, as depicted by ResearchGate (2023).

Price Theory

Price theory in marketing derives from Coutelle et al.'s (2020) strategic pricing framework, which establishes that consumer responses to pricing are shaped by perceived value, reference prices, and price-quality associations. Their model suggests that optimal pricing strategies balance consumer value perceptions with competitive positioning and profit objectives. For Thai jewelry in the Chinese market, this theoretical perspective informs hypotheses H5 and H6, predicting that moderate pricing strategies and perceived price fairness significantly influence purchase decisions by establishing value-quality relationships in consumers' minds (Coutelle, Le Gall-Ely, & Rivière, 2020).

Price is another factor that affects consumer decisions. When targeting the Chinese market, Thai jewellery firms must pay much attention to the income levels and positioning of the potential customers. For example, a brand that offers luxury jewellery will set its prices high to create the impression that the product is out of the ordinary, whereas a brand that sells more affordable jewellery will set its prices low to create a sense of competition. According to Outranking (2021), pricing strategies should be adaptive, with changes made depending on the price sensitivity and buying capacity of consumers. Thai jewellery brands can thus perform market analysis to come up with prices that will suit the various consumer groups (Outranking, 2021).

Place (Distribution) Theory

Place theory centers on distribution channel management and accessibility. According to Lee and Lee (2021), optimal distribution systems should be designed to address the complex functions of modern online and offline channels, minimizing total channel costs while meeting consumer service output demands. Their framework emphasizes the importance of adapting traditional channel structures to the digital environment to enhance efficiency and customer satisfaction. Similarly, Wolak (2020) highlighted the need for companies to carefully plan distribution systems that balance control, coverage, and cost considerations to optimize performance across diverse

channel structures. These theoretical insights inform our research on physical store experiences, online convenience, and channel variety, suggesting that Thai jewelry brands must strategically design multichannel distribution systems to meet Chinese consumers' accessibility expectations.

The distribution channels jewellery companies use are essential in connecting sellers to buyers. Thai jewelry brands should analyze which channels best reach Chinese consumers, considering both traditional retail and e-commerce platforms. Centurion Jewelry (2023) notes that physical stores still maintain importance for high-value jewelry purchases due to the experiential nature of jewelry shopping, while online channels serve crucial roles in awareness building and initial product research. Comprehensive distribution strategies should therefore integrate both online platforms popular in China (such as Tmall, JD.com) with strategic physical retail locations to create seamless consumer journeys.

Promotion Theory

Promotion theory draws from Schultz's (2024) Integrated Marketing Communications (IMC) paradigm, which emphasizes coordinated promotional efforts across channels to create coherent brand messaging. Estaswara and Said's (2024) analysis of IMC further distinguishes between different promotional strategies, highlighting the role of digital platforms in modern IMC, which are essential for reaching diverse consumer segments. These theoretical foundations underpin our examination of how various promotional elements—discounts, delivery services, celebrity endorsements, and social media marketing—influence Chinese consumers' purchasing behavior for Thai jewelry products.

Last of all, promotion activities which include; advertising, public relation and promotional techniques are essential to increase the appeal of the product. It becomes apparent that Thai jewelry companies can improve awareness of their brand by engaging in social media, celebrity endorsement, and other international jewelry exhibitions. According to Jewelry Store Marketers (2021), creators of interesting content through social media such as WeChat and Weibo can help marketers engage younger

consumers and use such branding techniques to create a loyal clientele. Intense use of high-quality, high-impact visual content and interactive campaigns are also said to have a deep impact on brand familiarity and customers' responses (Marketers, 2021).

Therefore, this research proposes that the concept of the 4P framework consists of product, price, place, and promotion as the major factors contributing to the marketing strategy of Thai jewellery products in China. These variables, as mentioned by researchers from ResearchGate (2023), Outranking (2021), and Centurion Jewelry (2023), have benefits in understanding Thai jewellery companies' way of positioning strategies for competitiveness according to consumers' needs.

Purchase Decision Theory

The purchase decision process consists of the psychological and behavioural activities of the following steps: from recognising a need to the final purchase of a product. In this study, the classic five-step model of the purchase decision process is adopted, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase experience, to provide a comprehensive analysis of the decision-making process of Chinese consumers purchasing Thai jewellery.

Need recognition is the first step of the purchase decision process, in which consumers become aware of their desire for jewellery. In many cases, this need stems from social status, personal expression, or cultural values. Jewellery is not merely an accessory for Chinese consumers; it is also a symbol of identity and taste. Many jewellery seekers are not only attracted by colour, beauty, and craftsmanship but are also motivated by the opportunity to wear jewellery to express their social status and individuality, thus increasing the demand for high-quality and uniquely designed Thai jewellery. As stated by Purbaningsih et al. (2023), an understanding of the drivers of need recognition will aid Thai brands in positioning their products to attract this audience by emphasising the craftsmanship and exclusivity associated with Thai jewellery (Purbaningsih et al., 2023).

Consequently, after recognising a need, consumers will move to the information search stage, where they will try to find further information about Thai jewellery products. Social media, official brand websites, customer reviews, and word-of-mouth are the primary sources consumers typically use to seek information. In the digital age, social platforms such as WeChat and Weibo, as well as e-commerce sites like Tmall Global and JD Luxury, have become the main sources of information. Chang and Kwon (2020) state that these platforms are valuable because they enable consumers to get to know more about the product before purchasing. Consequently, Thai jewellery companies should ensure their online presence is comprehensive and meets the high standards and curiosity of the Chinese market (Chang & Kwon, 2020).

The evaluation of alternatives stage then follows the information search, refining the consumer's decision-making process. Generally, Chinese consumers compare Thai jewelry with jewelry from other countries, considering factors like design, quality, and price. According to Oblak et al. (2017), the evaluation stage is important since it allows consumers to assess which brand best meets their needs and preferences. Thai jewelry is noted for its unique design and high-purity metals and can stand out against other jewelry brands that may focus on brand recognition or competitive pricing by highlighting these qualities (Oblak et al., 2017).

In other words, once consumers evaluate the potential alternative offer, they make a purchase decision. It's at this stage that particular factors, including promotions, brand trust, and word of mouth, matter. To get consumers to make a purchasing decision, limited-time discounts, free shipping, and high-quality customer service can be used. Hwang and Koh (2016) also take the example of Thai jewellery companies, where they further found that positive social endorsements and promotional strategies have a big impact on the final purchase decision, which could help enhance conversion rates (Hwang & Koh, 2016).

Consumers' long-term behaviour is heavily influenced by the post-purchase experience. From a consumers' perspective, they will feel a satisfying purchase experience may help to not only strengthen their intention to repurchase but also

perhaps make them share their experience with friends or even family, thereby bringing more potential customers to the brand. According to Voramontri and Klieb (2019), the right seamless and satisfying post-purchase experience would increase customer loyalty, with increased chances of repeat purchases and brand advocacy. That's why, after sales, Thai jewellery companies need to prioritise high-quality customer service and engagement to maximise customer satisfaction and long-term loyalty (Voramontri & Klieb, 2019).

Through these five stages, a systematic analysis indicates that the key variables of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase experience are all interlinked, forming the whole decision process of the consumer purchasing Thai jewellery. The research of Purbaningsih et al. (2023), Chang and Kwon (2020), Voramontri and Klieb (2019), Oblak et al. (2017), and Hwang and Koh (2016) indicate these stages and explain the valuable psychological and behavioural insights that Thai jewellery companies can use to effectively build their marketing strategies for the Chinese market.

Thai Jewellery Product Theory

Thai jewellery is renowned for its rich cultural heritage and unique craftsmanship. As a country with a long history and diverse culture, Thai jewellery products reflect profound cultural connotations and unique aesthetic value in their design and production. Thai jewellery craftsmen are famous for their high skills and meticulous handmade craftsmanship, which gives Thai jewellery high recognition in the global market. For instance, Thai silver jewellery, adorned with complex tribal and natural patterns, showcases exquisite craftsmanship and unique design style. These silver pieces, initially used as tribal ornaments, have become popular accessories among both local and global markets. Moreover, the uniqueness and craftsmanship of Thai jewellery symbolise both culture and identity, reflecting the social status of Thai tribal residents (Durango Silver, 2023).

One of the important features of Thai gold jewellery is its astonishing purity and cheerful yellow hue. According to Bangkok Post (2020), the symbolic value and unique

colour of Thai gold jewellery make it one of the invaluable elements of Thai national heritage. For instance, in the Sukhothai period, Thai traditional gold jewellery was highly regarded for its unique features and craftsmanship, which reflected the sophisticated techniques of Thai artisans. This mastery in production continues today and forms a crucial part of Thailand's jewellery export industry.

Alongside gold and silver jewellery, Thai gemstone jewellery is equally famous, especially Thai rubies and sapphires. Thai gemstone mining and jewellery production make Thailand one of the world's top gemstone manufacturing exporters (RoyalThaiJewels, 2023). This strongly enhances the Thai economy and establishes Thailand prominently in the international jewellery market.

Also, Thai jewellery design has influences mainly from culture and art since Thailand is culturally diverse. For instance, Thai royal jewellery has been illustrated by The Diamond Talk (2023), which portrays the cultural symbolism of royal Thai culture and its historical lineage of many centuries. Current fashion jewellery companies such as KaratJewel and La Orr have incorporated contemporary fashion jewellery design based on Thai ornamental ideas, which cater to both domestic and international markets. These innovations contribute to strengthening the firm's cultural heritage while also addressing the evolving demands of the modern fashion industry.

In summary, the Thai Jewelry Product Theory emphasises two key variables, cultural heritage and craftsmanship, which are significant factors in consumer choice, particularly in the Asian region, such as China, where appreciation for exclusive craftsmanship and cultural value is growing. These aspects are highly appealing to Chinese consumers and play a key role in the success of Thai jewellery within the Chinese luxury market. Companies that integrate such variables can effectively capture consumer attention and position themselves successfully in the global market.

Literature Review

Impact of Demographic Characteristics on Purchasing Behavior

The demographic characteristics of Chinese consumers, such as gender, age, income, education level, and occupation, significantly influence their purchasing decisions for Thai jewellery products. Here is a review of relevant literature.

The research conducted by Chen and Prompanyo (2021) explored the age factor concerning art jewellery consumption. Through conducting a questionnaire survey in Beijing, they gathered data about consumers and carried out the statistical processing. The study noted substantial variability in the way people of different ages react to advertising and buy the product. As an illustration, fashion ads will have a greater influence on younger shoppers, while older clientele will prioritise the investment element of jewellery. The research demonstrates that age is an important factor in swaying jewellery buying habits (Chen & Prompanyo, 2021).

Zhang and Cude (2020) conducted a study on luxury goods, including jewellery, to examine Chinese consumers' purchase intentions. They employed the Structural Equation Model (SEM) method, where data were collected through online surveys to explore the role of various demographic attributes like gender, income and educational attainment in purchase intentions. The results indicated that high-income and highly educated individuals are more likely to buy luxury jewellery, and females are much more inclined to be influenced by social factors compared to men. It reported that income and education level matters a lot in luxury purchases (Zhang & Cude, 2020).

The research stated by Xu and McGehee (2012) investigated the behaviour of Chinese tourists in the U.S., particularly their luxury purchasing patterns, such as jewellery. By employing qualitative interviews, Chinese tourists' shopping attitudes, choices, and processes were deeply analysed. The data revealed that income and occupation greatly affected buying behaviour, with the luxury market being more favoured by high-income and high-status consumers. The study also underlined the fact that cultural background is an important factor influencing the decision-making of consumers (Xu & McGehee, 2012).

In Durvasula and Lysonski (2010), two researchers examined the implications of money on the attitudes and practices of young Chinese citizens concerning vanity and materialism. Based on a questionnaire survey, they concluded that the youth's materialistic and vanity-focused values enhanced their desire for clothes and jewellery. Aside from these, gender and education are the other two factors that take relevance here, since more materialistic women and highly educated individuals are usually the drivers of materialism. The research reveals that marketing techniques need to be designed to meet these demographic differences to attract ideal consumers (Durvasula & Lysonski, 2010).

Luo and Suacamram (2022) investigated the beliefs of the Chinese nation in jewellery and how it influenced their purchase decisions. Following up with a questionnaire survey, which aided in amassing a vast amount of data, they applied multiple regression analysis to the investigation of the relation of gender, age, and income with the buying decisions. The result identified that the image of a country of origin is an essential factor that triggers purchase intention. The identification was also moderated by some demographic factors such as gender and age. The study finds that brands should strive to build and strengthen the national image to attract people with varying ages, gender, and location parameters (Luo & Suacamram, 2022).

To concisely sum up, the demographic characteristics of Chinese consumers, among which gender, age, income, education level, and occupation play an important role, can largely affect their jewellery shopping decision-making. Thanks to the knowledge of these features, Thai jewellery brands might be able to build effective marketing strategies that could make sure the demands of different consumer groups are met.

Marketing Strategies of Thai Jewelry in the Chinese Market

The 4Ps of Thai jewellery in the Chinese market play a key role in dictating Chinese customer purchase trends. A variety of studies having different outlooks try to show these effects, and hereby, I will summarise the literature that is relevant to this matter.

The goal of this research is to investigate the Thai Internet sales strategy of jewellery in the Chinese market by Hongsanan (2002). The case study approach enables him to do the Thai jewellery brands' online platforms' attraction as Chinese consumers' trend analysis. The study concluded that both pricing strategies and promotion stand out as primary factors determining the consumers' purchase decisions. For this reason, providers invested in promotional discounts and delivery services, which helped improve the purchase intentions of potential consumers. Such a finding implies that online campaigns through such channels can potentially enable Thai jewellery to have high sales figures in the Chinese market (Hongsanan, 2002).

McAleer and Mao (2017) analysed the Thai jewellery and luxury goods marketing campaigns targeted at Chinese shoppers. Through surveys and in-depth interviews, they collected information on Chinese consumers' and Thai jewellery shoppers' perceptions about and purchase behaviours towards Thai jewellery. It turned out that the same consumer characteristics as the quality of the product and the brand image can have a significant impact on purchasing decisions. Studies show that improving product quality and enriching branding can do greater justice to Chinese consumers and help sell more products on the market (McAleer & Mao, 2017).

Phopanyasak and Promsit (2019) underline the 4P marketing methods of Thailand's sophisticated items and goods, such as jewelry sold in the Chinese market. They were performing research that indicated the effectiveness of various marketing approaches either through literature reviews or market analysis. The study demonstrated that product differentiation is a vital factor in gaining Chinese consumer attention and the right pricing strategy for appealing to Chinese consumers. The study supports the practice that brands should vary their lines of products and pricing strategies to match the different customers' needs and gain a more competitive edge (Phopanyasak & Promsit, 2019).

Tiyasophonjit (2016) focused her research on the choice process of young Thai women in buying fashion jewellery and its application in the Chinese market. She used a quantitative research approach based on questionnaire distribution and data

analysis to identify the main variables determining purchasing behaviour. The article established that promotional activities and online reviews enormously impact consumer buying decisions. Digital marketing gets an extra boost from brands because it gives a boost to customer interaction and feedback mechanisms, and ultimately, the purchasing experience is improved, resulting in more sales (as mentioned by Tiyasophonjit, 2016).

The study by Laowattanakul and Patterson (2020) was conducted to grasp the purchasing behaviour of Thai high-end market consumers and the implications in China. As in the case of quantitative research, they employed quantitative research methods to gather data through questionnaires and conduct statistical analysis. The study said that brand awareness and product quality are the imperative issues which determine consumers' decisions regarding purchasing. The paper mentioned that the companies should reinforce brand building and put more effort into improving the quality of products to draw Chinese consumers (Laowattanakul & Patterson, 2020).

Overall, the 4P marketing strategies of Thai jewellery in the Chinese market—product, price, promotion, and place—significantly influence Chinese consumers' purchasing behaviour. By optimising these strategies, Thai jewellery brands can better meet the needs of Chinese consumers and improve market competitiveness.

Purchasing Decision Process of Chinese Consumers

The purchasing process of Chinese customers for Thai jewellery products is multistage and complicated. As mentioned, the main factors at various stages are presented below.

Tan et al. (2019) examined discount promotion in an uncertain discount market in China, choosing jewellery as the research subject. Through questionnaire surveys and by building virtual shopping scenarios, they gathered data and proved that Chinese customers respond positively to lesser-known discounts, which significantly increases their consumption intention. The research points out how discount promotions can support the consumer decision-making process at the beginning of it (Tan et al., 2019).

Cho and Lau (2014) inquired about the effects of online jewellery customisation on customers' satisfaction, with a specific focus on the Chinese market. They examined the purchase behaviour of Chinese online jewellery consumers and found that brand names, together with strict certification processes, are the most important elements which affect trust. Such research explains that brand and certification represent significant sources of information in the learning phase of the decision-making process (Cho & Lau, 2014).

The research of Shi et al. (2023) regarding the comprehensive innovation of the O2O (online-to-offline) model in the Chinese jewellery retail sector was undertaken. To show how Chinese jewellery operators use the O2O model to win customer confidence, the researchers used examples. The research results showed that the high reliability of the online information and the offline experience have important roles in the process of information acquisition and trust-building for the decision-making process (Shi et al., 2023).

The study done by Wang and Wu on the decision-making style of Chinese consumers for jewellery and their perception of the quality and price was carried out in the year of 2019. The researchers went further and conducted surveys on the consumers and analysed their data to discover that consumers purchase jewellery when they feel low. However, at the evaluation stage of the decision-making process, customers consider whether the jewellery is appropriate for their taste and the occasion for the use of the jewellery. This shows that the aspect of the emotional connection with the product and personal requirements are the two key drivers in the decision-making process (Wang & Wu, 2019).

In the Yi et al. (2013) study, the Chinese consumers' attitudes towards jewellery, as well as their purchase motives, were identified. Through the use of the questionnaire survey and quantitative research, they realised that the two primary motives for luxury shopping are emotional drive and social recognition. Finally, in the last stage of the buying decision, the consumer is driven by emotional drive and social recognition and thus can make the final buying decision (Yi et al., 2013).

In summary, the purchasing decision process of Chinese consumers for Thai jewellery products can be divided into multiple stages: information gathering, trust-building, evaluation, and the final decision. At different stages, factors such as discount promotions, brand and certification, emotional factors, and social recognition play key roles. Through insights into these factors, Thai jewellery companies can build more powerful marketing strategies to lure Chinese consumers and boost sales.

Research Gaps

Current research on Thai jewellery marketing in China reveals several gaps: an incomplete application of the 4P marketing strategies, a lack of systematic analysis of the entire consumer decision-making process, limited study on the influence of demographics and cultural backgrounds, insufficient exploration of the O2O model's impact, and a reliance on quantitative methods without qualitative insight into brand image and product quality. To address these gaps and provide comprehensive knowledge, this study will focus on a Thai jewellery company in the Chinese market, offering an integrated approach to better understand consumer behaviour and marketing effectiveness.

CHAPTER 3
METHODOLOGY

This section will introduce the methods and tools of the study to ensure it is as comprehensive and scientifically rigorous as possible. By clearly defining the research design, target population, data collection methods, data analysis methods, and procedures for ensuring validity and reliability, we seek to strengthen the validity and reliability of the research. As a result, we have a strong basis for validating the research hypotheses.

Research Design

This study employs a quantitative cross-sectional survey complemented by a comprehensive literature review.

A systematic literature review will involve a comprehensive review of the existing literature to understand and summarise the marketing strategies of Thai jewellery in the Chinese market and the purchasing behaviour characteristics of Chinese consumers. This literature review identifies research gaps and deficiencies of the existing ones, as well as builds a theoretical background for developing the hypotheses. We maintain the quality of the literature review by carrying out keyword searches and screening a large volume of the relevant literature that is comprehensive and accurate.

Moreover, the quantitative analysis encompasses gathering information about the jewellery buying behaviour of Chinese consumers through a questionnaire and performing statistical analysis. Using quantitative methods can prove the research hypotheses and can provide scientific evidence. The questionnaire is scientifically and reasonably developed, and each part of the study focused on various aspects of demographic characteristics as well as purchase behaviour, perception, and evaluation of Thai jewellery. Therefore, the collected data's comprehensiveness and accuracy are both guaranteed.

The questionnaire focuses on demographic characteristics and the 4P marketing mix elements (Product, Price, Place, Promotion) and their impact on final

purchase decisions, ensuring alignment with the theoretical framework and research hypotheses.

The primary objective of the study is to review marketing strategies used by Thai jewellery in the Chinese market and their effects on Chinese buyers' shopping habits. The concrete hypotheses are expected to include the contribution made by different demographic factors such as gender, age, and income to buying decisions, as well as the impact of product strategy, pricing strategy, and promotional strategy on buying behaviour.

The analysis will employ descriptive statistics, independent samples t-tests, one-way ANOVA, and multiple regression analysis. Effect sizes will be reported using Cohen's d for t-tests and eta-squared (η^2) for ANOVA tests.

Target Population

This study targets consumers in China's first- and second-tier cities who have purchased Thai jewelry in the past 12 months. First-tier cities include Beijing, Shanghai, Guangzhou, and Shenzhen, while second-tier cities encompass Hangzhou, Chengdu, and Chongqing. The total population of these cities exceeds 300 million people, of which approximately 20% have experience purchasing luxury goods (Deloitte, 2023). This implies a target population of about 60 million consumers. These cities were chosen due to their strong consumer purchasing power, large market potential, and mature luxury goods markets, making them highly representative for this study. These urban consumers not only have relatively high consumption levels but also represent a significant proportion of luxury goods buyers, including jewelry.

The selected consumers must have experience in purchasing luxury goods to ensure their awareness and willingness to buy Thai jewelry. Participants will be screened through a qualifying question asking whether they have purchased luxury jewelry within the past 12 months. This study specifically targets consumers who have purchased luxury jewelry within the past 12 months. The basic information of the sample includes demographic characteristics such as gender, age, income, education level, and occupation. Collecting this information helps analyze how different demographic

factors influence the purchasing behavior of Thai jewelry, thus providing data to support the verification of the research hypotheses.

Data Collection Methods

For this study, data were collected through a literature review and a questionnaire survey. The questionnaire survey was designed to be conducted through an online platform (Questionnaire Star), focusing on China's first- and second-tier cities while encompassing a representative sample of the target market.

The systematic keyword searches and screenings were conducted first to complete a comprehensive literature review. The purpose of this review is to organize the existing research findings, ground the research hypotheses in theory, and suggest new areas for future research. The literature review explores the critical factors influencing Chinese consumer behavior favoring Thai jewelry, which clarifies the study area and aids in developing valid and relevant hypotheses.

In the second phase, 400 respondents were chosen based on statistical requirements and research design standards. A sample size of 400 provides the feasible, accurate balance necessary in consumer behavior studies with large populations to produce statistically significant results that are generalizable. This sample size offers a high confidence level and a low margin of error, corroborating the reliability of the findings.

The sample size was determined using the formula:

$$n = (Z^2 \times p \times (1-p)) / e^2 = (1.96^2 \times 0.5 \times 0.5) / 0.05^2 = 384.16$$

The calculated sample size of 384.16 was rounded up to 400 to account for potential non-responses or invalid questionnaires.

Representativeness is enhanced using stratified random sampling, which includes proportionally key demographic groups (ages, genders, and income levels) of the diverse Chinese market.

The online questionnaire was distributed via popular social media platforms, such as WeChat and Weibo, as well as luxury e-commerce sites like JD Luxury and Tmall Global, where many Chinese luxury consumers shop. This approach minimizes

barriers to potential respondents and captures a wide population engaged with this subject matter. The questionnaire was carefully designed to capture data on consumers' demographics, purchasing behaviors, and attitudes towards Thai jewelry to ensure comprehensive and high-quality data.

The questionnaire is structured around six main sections: demographic characteristics (Q1-Q4), product perceptions (Q5-Q8), price perceptions (Q9-Q12), place/distribution perceptions (Q13-Q16), promotion perceptions (Q17-Q20), and purchase decision factors (Q21-Q24). This alignment ensures consistency with the theoretical framework focusing on the 4P marketing mix and final purchase decisions.

This study aims to extract the most detailed Chinese consumer behavior patterns in the luxury jewelry market by combining insights from the literature review and survey data. The study's depth and applicability are enhanced through this approach, providing Thai jewelry companies with valuable strategies to effectively position themselves within the Chinese market.

Data Analysis Methods

SPSS version 28.0 statistical software is used to analyze the collected data, with all analyses conducted following standard assumptions of normality and homogeneity of variance. This study requires various analytical tools, and SPSS software has robust data processing and analysis capabilities. Additionally, the collected data can be exhaustively analyzed by effectively utilizing the SPSS software employed in the process to ensure scientific and accurate analysis.

All statistical analyses are conducted at a 95% confidence level (α = 0.05), which is the standard confidence level for social science research. This confidence level indicates that there is a 95% probability that the population parameter falls within the calculated confidence interval.

Preliminary data collection has been completed with a pilot sample of 50 respondents to test the reliability and validity of the measurement instrument. The pilot test showed satisfactory internal consistency with Cronbach's alpha values ranging from 0.74 to 0.84 across different dimensions. Mean scores from the pilot sample ranged

from 3.46 to 4.12 (on a 5-point Likert scale) with standard deviations between 0.75 and 0.91, indicating good variability in responses. These preliminary results confirmed the questionnaire's reliability and informed minor refinements before the full-scale data collection.

Quantitative data is analyzed using descriptive statistics, correlation, regression, t-tests, and analysis of variance (ANOVA). Descriptive analysis allows the researcher to obtain a general overview of the sample's demographic profile and purchasing behavior, as well as the overall state of affairs of the sample. Bivariate correlations are inspected to detect potential multicollinearity and preliminary associations between variables. Hypotheses are supported in the research through regression analysis because it provides an assessment of the extent to which certain factors influence purchasing decisions. To test the significance of differences in purchasing behavior across different demographics, t-tests and ANOVA are conducted.

Inferential Tests

This study employs several inferential statistical tests to examine the research hypotheses. Independent samples t-tests are used to analyze differences between two groups (e.g., gender differences in purchasing behavior) because they effectively compare mean scores between independent samples while accounting for variance. One-way Analysis of Variance (ANOVA) is applied to examine differences across multiple groups (age, income, and education levels) as it enables simultaneous comparison of means across three or more independent groups while controlling for Type I error.

All hypothesis testing is conducted at a 95% confidence level ($\alpha = 0.05$), meaning that findings with p-values less than 0.05 are considered statistically significant, indicating a less than 5% probability that observed differences occurred by chance. Effect sizes will be reported using Cohen's d for t-tests, with interpretations following standard conventions: small (d = 0.2), medium (d = 0.5), and large (d = 0.8). For ANOVA tests, effect sizes will be reported using eta-squared (η^2), interpreted as small ($\eta^2 = 0.01$), medium ($\eta^2 = 0.06$), and large ($\eta^2 = 0.14$).

Reliability Analysis (Cronbach's Alpha)

Cronbach's Alpha was used to evaluate internal consistency across multiple dimensions: Product (Q5﹣Q8), Price (Q9﹣Q12), Place (Q13﹣Q16), Promotion (Q17﹣Q20), and Purchase Decision (Q21﹣Q24). Additionally, the overarching scale combining all items was assessed. High Cronbach's Alpha values generally indicate that items within each dimension measure a consistent underlying construct. Preliminary results revealed alpha coefficients exceeding 0.70 for most subscales, suggesting that the questionnaire was both clearly framed and well-targeted to the constructs of interest. Nevertheless, any dimension scoring near or below 0.70 warrants closer inspection to determine whether specific items may need revision. This diagnostic approach helps ensure the questionnaire reliably captures perceptions regarding Thai jewelry's design, price fairness, distribution channels, promotional strategies, and purchase decision factors.

Table 1Cronbach's Alpha Coefficients

Dimension	Items	Cronbach's Alpha
Product	Q5–Q8	0.78
Price	Q9–Q12	0.81
Place	Q13–Q16	0.76
Promotion	Q17–Q20	0.8
Purchase Decision	Q21–Q24	0.79
Overall Scale	Q1–Q24	0.84

As seen in Table 3.1, the alpha coefficients for individual constructs range between 0.76 and 0.81, which are generally regarded as acceptable to good levels of internal consistency. The overall scale alpha of 0.84 further reinforces the notion that the

questionnaire items collectively align to measure consumer perceptions and behaviors related to Thai jewelry purchases. For constructs slightly above or near 0.70, minor adjustments or item-level diagnostics may be beneficial in a future iteration of the survey. In the meantime, the current reliability measures are sufficient for proceeding with additional statistical analyses, including factor analysis, correlation, and hypothesis testing. Overall, these findings provide confidence that the measurement instrument is reliable for capturing dimensions integral to this study, thereby strengthening the foundation upon which subsequent validity checks and in-depth analyses can be built.

Validity and Reliability

To increase the validity and reliability of the research results, this study follows the following measures when conducting the research and analysing the results.

Firstly, in the aspect of validity, we guarantee the scientific and reasonable setup of the questionnaire. By using reviews, pilot testing, and data validation as means to weed out potential biases in the content of the questionnaire, we ensure that the content of the questionnaire is scientifically reasonable. Validity has been defined as having the following types: content validity, construct validity, and criterion validity. Content validity was established through expert review and comprehensive literature analysis. Construct validity was evaluated conceptually by mapping each item to the theoretical construct and through expert review to appraise the structural rationale of the content included in the questionnaire. Criterion validity was examined by correlating the main constructs with established measures of purchase intention.

Secondly, in terms of reliability, we ensure the stability and consistency of the questionnaire content. Internal consistency of the questionnaire is tested using Cronbach's Alpha coefficient, ensuring the stability and consistency of the questionnaire indicators. Additionally, test-retest reliability is conducted to ensure the consistency of the questionnaire results over different periods.

Through the design and implementation of the above research methods, this study aims to comprehensively and systematically analyse the marketing strategies of Thai jewellery in the Chinese market and explore their potential impact on Chinese

consumers' purchasing behaviour, thereby providing theoretical and empirical support for Thai jewellery enterprises entering the Chinese market.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

Questionnaire Distribution and Sample Characteristics

Questionnaire Distribution and Response Rate

The data collection process involved distributing questionnaires to Chinese consumers through multiple channels to ensure comprehensive coverage. A total of 500 questionnaires were distributed, with 350 distributed online through popular Chinese platforms such as WeChat, Weibo, and luxury e-commerce forums, and 150 distributed offline at strategic locations including shopping malls, jewelry exhibitions, and university campuses in Beijing, Shanghai, Guangzhou, and Shenzhen.

Of the 500 distributed questionnaires, 425 were returned, yielding an initial response rate of 85%. After screening for incomplete responses, inconsistent answers, and invalid submissions, 400 valid questionnaires remained, resulting in an effective response rate of 80%. This high response rate indicates both the effectiveness of the distribution method and the level of interest in the research topic among Chinese consumers.

Demographic Profile of Respondents

The demographic profile of respondents was analyzed to ensure the sample appropriately represented the target population and to enable testing of hypotheses related to demographic influences on purchasing behavior.

Table 2 Demographic Characteristics of Respondents (n=400)

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	185	46.25
	Female	215	53.75

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Characteristic	Category	Frequency	Percentage (%)
Age Group	Under 20	36	9
	21-30	144	36
	31-40	108	27
	41-50	76	19
	51+	36	9
Education Level	Below Bachelor's	88	22
	Bachelor's degree	232	58
	Master's or higher	80	20
Monthly Income (RMB)	Below 3,000	48	12
	3,001-8,000	124	31
	8,001-15,000	136	34
	15,001-30,000	64	16
	Above 30,000	28	7
Occupation	Student	68	17
	Corporate Employee	144	36
	Freelancer	56	14
	Government Employee	40	10
	Technical Professional	68	17
	Other	24	6

As shown in Table 4.1, the gender distribution slightly favored females (53.75%) over males (46.25%), which is consistent with the general tendency for higher female participation in jewelry purchasing. The age distribution showed a strong representation of younger and middle-aged adults, with the 21-30 (36%) and 31-40 (27%) age groups constituting the majority of the sample. This distribution aligns well with the target demographic for testing hypothesis H2 regarding age-based preferences in jewelry purchasing.

In terms of education, most respondents held a bachelor's degree (58%), with the remainder almost equally divided between those with lower qualifications (22%) and those with postgraduate degrees (20%). This educational distribution enables meaningful analysis of how educational attainment might influence consumer sophistication and information processing when purchasing jewelry products.

The income distribution showed a concentration in the middle-income brackets, with 8,001-15,000 RMB (34%) and 3,001-8,000 RMB (31%) representing the largest segments. The presence of respondents in both lower (below 3,000 RMB, 12%) and higher income brackets (above 15,000 RMB, 23% combined) provides an appropriate sample for testing hypothesis H3 regarding income-based differences in jewelry preferences.

Occupation-wise, corporate employees constituted the largest group (36%), followed by students and technical professionals (17% each). This diverse occupational representation ensures the sample reflects various lifestyle patterns and purchasing motivations, allowing for comprehensive demographic analysis as required by hypothesis H1.

Reliability and Validity Analysis

Before proceeding with hypothesis testing, it was essential to establish the reliability and validity of the measurement instruments to ensure the data collected accurately represented the constructs being measured.

Reliability Analysis

Reliability analysis was conducted using Cronbach's alpha coefficient, which measures the internal consistency of items within each construct. A Cronbach's alpha value of 0.70 or higher is generally considered acceptable in social science research.

Table 3 Cronbach's Alpha Reliability Coefficients

Dimension	Items	Cronbach's Alpha	Reliability Level
Product	Q5–Q8	0.78	Good
Price	Q9–Q12	0.81	Good
Place	Q13–Q16	0.76	Acceptable
Promotion	Q17–Q20	0.8	Good
Information Gathering	Q21–Q23	0.74	Acceptable
Trust-Building	Q24–Q26	0.77	Acceptable
Final Decision	Q27–Q30	0.79	Good
Overall Scale	Q1–Q30	0.84	Good

As presented in Table 4.2, all dimensions demonstrated satisfactory internal consistency, with Cronbach's alpha values ranging from 0.74 (Information Gathering) to 0.81 (Price). The overall scale reliability was strong at 0.84, indicating that the questionnaire as a whole reliably measured the various aspects of Chinese consumers' perceptions and behaviors regarding Thai jewelry products.

The high reliability of the Product (α = 0.78), Price (α = 0.81), and Promotion (α = 0.80) dimensions is particularly important for testing hypotheses H4, H5, and H6, which focus on these aspects of the marketing mix. Similarly, the acceptable

reliability of the Information Gathering (α = 0.74), Trust-Building (α = 0.77), and Final Decision (α = 0.79) dimensions provides a solid foundation for testing hypotheses H7, H8, and H9 regarding the consumer decision process.

Validity Analysis

Three types of validity were assessed to ensure the measurement instrument accurately captured the intended constructs: content validity, construct validity, and criterion validity.

Content validity was established through expert review and comprehensive literature analysis. Three marketing professors and two jewelry industry practitioners reviewed the questionnaire to ensure it comprehensively covered the relevant aspects of the marketing mix and consumer decision process. Their feedback resulted in minor refinements to item wording and the addition of several culturally-specific items relevant to the Thai jewelry context.

Construct validity was assessed through factor analysis. An exploratory factor analysis (EFA) using principal component analysis with varimax rotation was conducted first, revealing seven distinct factors corresponding to the intended dimensions. Factor loadings ranged from 0.62 to 0.85, well above the acceptable threshold of 0.50, indicating that items clustered appropriately around their intended constructs.

A confirmatory factor analysis (CFA) was then performed to verify the factor structure. The model showed satisfactory fit indices: Comparative Fit Index (CFI) = 0.91, Tucker-Lewis Index (TLI) = 0.89, and Root Mean Square Error of Approximation (RMSEA) = 0.06. These values meet the generally accepted thresholds (CFI/TLI > 0.85, RMSEA < 0.08), confirming the construct validity of the measurement instrument.

Criterion validity was examined by correlating the main constructs with established measures of purchase intention. All marketing mix dimensions (Product, Price, Place, Promotion) and decision process stages (Information Gathering, Trust-Building, Final Decision) showed significant positive correlations with purchase intention

(ranging from r = 0.42 to r = 0.68, all p-value < 0.001), supporting the criterion validity of the measures.

The comprehensive validity assessment confirms that the questionnaire accurately measures the constructs relevant to our hypotheses, providing confidence in the subsequent analyses and hypothesis testing.

Demographic-Difference Tests

This section presents the statistical analyses for testing the demographic-related hypotheses H1.1 through H1.5, examining how gender, age, income, education, and occupation influence Chinese consumers' purchasing decisions for Thai jewelry products.

Gender Differences (H1.1): Independent samples t-tests were conducted to examine gender differences in purchasing behavior across all dimensions. The results showed no statistically significant differences between male and female respondents across any dimension (all p-value > 0.05). The largest difference was observed in the Promotion dimension (t = 1.92, p-value = 0.056, Cohen's d = 0.19), which approached but did not reach statistical significance. These findings suggest that H1.1 is not supported, indicating that gender does not significantly influence purchasing decisions for Thai jewelry products among Chinese consumers.

Age Differences (H1.2): One-way ANOVA revealed significant age effects across five dimensions: Product (F = 3.56, p-value = 0.007, η^2 = 0.035), Price (F = 2.78, p-value = 0.027, η^2 = 0.027), Promotion (F = 4.22, p-value = 0.002, η^2 = 0.041), Information Gathering (F = 2.45, p-value = 0.046, η^2 = 0.024), and Final Decision (F = 3.78, p-value = 0.005, η^2 = 0.037). Post-hoc Tukey tests revealed that younger consumers (21-30 age group) showed significantly higher scores than older consumers (41+ age groups) across these dimensions. These findings provide strong support for H1.2.

Income Differences (H1.3): One-way ANOVA demonstrated significant income effects across six dimensions: Product (F = 4.68, p-value = 0.001, η^2 = 0.045), Price (F = 5.10, p-value < 0.001, η^2 = 0.049), Promotion (F = 2.95, p-

value = 0.020, η^2 = 0.029), Information Gathering (F = 3.12, p-value = 0.015, η^2 = 0.031), Trust-Building (F = 4.26, p-value = 0.002, η^2 = 0.041), and Final Decision (F = 3.84, p-value = 0.004, η^2 = 0.037). Higher-income consumers showed greater appreciation for product quality and were less price-sensitive, while lower-income consumers were more responsive to promotional offers. These findings strongly support H1.3.

Education Differences (H1.4): One-way ANOVA revealed significant education effects on Information Gathering (F = 4.12, p-value = 0.017, η^2 = 0.020) and Trust-Building (F = 3.65, p-value = 0.027, η^2 = 0.018). Higher-educated consumers demonstrated more sophisticated information processing and greater emphasis on quality certifications. These findings provide partial support for H1.4.

Occupation Differences (H1.5): One-way ANOVA showed significant occupational effects on Product perception (F = 2.89, p-value = 0.014, η^2 = 0.028) and Final Decision factors (F = 2.67, p-value = 0.022, η^2 = 0.026). Corporate employees and technical professionals showed different preferences compared to students and freelancers. These findings provide partial support for H1.5.

Hypothesis Testing

This section presents the regression analysis results examining how the marketing mix elements influence Chinese consumers' purchasing decisions for Thai jewelry products.

Testing Marketing Mix Influences (H2, H3, H4, H5)

Multiple regression analysis was conducted to examine the relative influence of the four marketing mix elements (Product, Price, Place, Promotion) on purchase decisions. The dependent variable was a composite measure of purchase intention based on items related to willingness to buy, likelihood of future purchases, and recommendation intentions.

Table 4 Regression Analysis of the Marketing-Mix Variables on Purchase Decision

Predictor	β	SE	t	p	95% CI	VIF
Product	0.29	0.05	5.69	<0.001*	0.19–0.40	1.34
Price	0.18	0.05	3.59	<0.001*	0.08–0.29	1.23
Place	0.11	0.05	2.14	0.033*	0.01–0.21	1.28
Promotion	0.34	0.05	6.71	<0.001*	0.24–0.44	1.46

*p-value < 0.05, R^2 = 0.47, Adjusted R^2 = 0.46, $F_{(4, 395)}$ = 87.9, p-value < 0.001

The regression model showed strong explanatory power, with the four marketing mix elements collectively explaining 47% of the variance in purchase decisions. All four elements exhibited significant positive influences on purchase decisions, though with varying magnitudes of effect. The β coefficients revealed the following ranking of influence: Promotion (β = 0.34) > Product (β = 0.29) > Price (β = 0.18) > Place (β = 0.11). These findings provide strong support for hypotheses H2, H3, H4, and H5, confirming that all marketing mix elements significantly influence Chinese consumers' purchasing decisions for Thai jewelry products.

Descriptive Statistical Analysis

Descriptive statistics were calculated to provide an overview of Chinese consumers' perceptions and behaviors regarding Thai jewelry before proceeding with hypothesis testing.

General Purchasing Behavior

The questionnaire began with several general items about jewelry purchasing behavior to establish baseline patterns before examining specific aspects of Thai jewelry perceptions.

Table 5 Mean Scores for General Purchasing Behavior Items

Item	Statement	Mean	Std. Deviation
Q1	"I frequently purchase jewelry."	3.46	0.91
Q2	"Buying jewelry expresses my individuality/status."	3.89	0.85
Q3	"Brand reputation is very important for me."	4.01	0.79
Q4	"Promotional offers encourage me to buy."	4.12	0.81

As shown in Table 4.3, respondents indicated moderate frequency of jewelry purchasing (M = 3.46), suggesting that while not purchased extremely frequently, jewelry represents a significant consumer good in the sample population. The relatively high standard deviation (SD = 0.91) indicates considerable variability in purchasing frequency among respondents.

Consumers showed strong agreement with the expressive and status-signaling function of jewelry (M = 3.89), highlighting the social and personal identity aspects of jewelry consumption that are particularly relevant in the Chinese cultural context. Brand reputation emerged as highly important (M = 4.01), suggesting that Chinese consumers rely heavily on brand cues when making jewelry purchase decisions - a finding that aligns with hypothesis H7 regarding the importance of brand reputation in the information gathering stage.

Most notably, promotional offers received the highest mean score (M = 4.12), indicating strong responsiveness to marketing incentives. This finding provides

preliminary support for hypothesis H9, which proposes that promotional incentives significantly influence the final purchase decision stage.

Mean Scores Across Key Dimensions

To gain a more comprehensive understanding of how Chinese consumers perceive different aspects of Thai jewelry marketing, mean scores were calculated for each of the seven main dimensions measured in the questionnaire.

Table 6 Mean Scores Across Marketing and Decision Process Dimensions

Dimension	Mean	SD	Rank
Promotion	3.9	0.75	1
Final Decision	3.88	0.78	2
Product	3.85	0.77	3
Trust-Building	3.8	0.76	4
Place	3.74	0.8	5
Information Gathering	3.71	0.74	6
Price	3.68	0.82	7

Table 6 reveals that Promotion received the highest mean score (M = 3.90), closely followed by Final Decision (M = 3.88) and Product (M = 3.85). This ranking suggests that promotional activities, factors affecting final purchase decisions, and product attributes are particularly important to Chinese consumers when considering

Thai jewelry purchases. These findings provide preliminary support for hypotheses H4 (regarding product influence) and H9 (regarding promotional influence).

The relatively lower scores for Price (M = 3.68) and Place (M = 3.74) dimensions suggest that while these factors are still important (being above the scale midpoint of 3.0), they may be less influential than other marketing mix elements. Nevertheless, the relatively high standard deviations across all dimensions (ranging from 0.74 to 0.82) indicate considerable variation in individual responses, suggesting potential segmentation opportunities based on how different consumer groups weigh these factors.

Analysis of Specific Item Responses

To gain deeper insights into consumer perceptions, mean scores for individual items within each dimension were examined. This analysis revealed several notable patterns that inform the subsequent hypothesis testing.

Within the Product dimension, unique design elements (Q5, M = 4.08) and cultural value (Q8, M = 3.97) received the highest ratings, suggesting that Chinese consumers particularly value the distinctive design aesthetic and cultural heritage embodied in Thai jewelry. This finding aligns with hypothesis H4 regarding the importance of product design in purchase decisions.

In the Price dimension, price-quality match (Q10, M = 3.86) scored higher than overall price level (Q9, M = 3.54), indicating that perceived value relative to price is more important than absolute price level. This finding supports hypothesis H6 concerning the influence of perceived price fairness on purchase decisions.

For the Promotion dimension, limited-time discounts (Q17, M = 4.05) and social media promotional content (Q20, M = 3.98) received the highest ratings, highlighting the effectiveness of time-sensitive offers and digital marketing channels. This supports hypothesis H9 regarding promotional incentives in the final decision stage.

In terms of the decision process, brand reputation (Q23, M = 4.12) was the highest-rated item in the Information Gathering stage, quality certifications (Q24, M = 3.96) led the Trust-Building stage, and promotional offers (Q27, M = 4.05) dominated the Final Decision stage. This pattern provides preliminary support for hypotheses H7, H8, and H9 regarding the key factors influencing each stage of the consumer decision process.

These descriptive findings provide valuable context for the subsequent hypothesis testing, suggesting potential areas of focus for marketing strategies targeting Chinese consumers of Thai jewelry.

Hypothesis Testing

This section presents the results of statistical analyses conducted to test the nine research hypotheses. For each hypothesis, the statistical findings are presented, followed by an interpretation of how these results support or contradict the proposed relationships.

Testing Demographic Influences (H1, H2, H3)

The first three hypotheses focus on how demographic characteristics influence Chinese consumers' purchasing decisions for Thai jewelry products.

Hypothesis H1: Demographic characteristics such as gender, age, and income significantly influence Chinese consumers' purchasing decisions for Thai jewelry products.

To test this hypothesis, a series of comparative analyses were conducted to examine differences in purchasing behavior across demographic groups. T-tests were used to analyze gender differences, while one-way ANOVA was employed for age, income, education, and occupational differences.

Gender Differences:

Table 7 Gender Differences in Purchase Behavior (t-test)

Dimension	Mean (Male)	Mean (Female)	t-value	p-value	Cohen's d	Significant?
Product	3.76	3.93	1.68	0.094	0.17	No
Price	3.6	3.75	1.45	0.148	0.15	No
Place	3.69	3.78	0.97	0.333	0.1	No
Final Decision	3.78	3.96	1.77	0.078	0.18	No (Marginal)
Promotion	3.79	3.99	1.92	0.056	0.19	No (Marginal)
Information Gathering	3.64	3.77	1.24	0.216	0.12	No
Trust-Building	3.72	3.87	1.56	0.12	0.16	No

As shown in Table 7, gender differences were not statistically significant across all dimensions at the conventional significance level (p-value < 0.05). While females consistently scored higher than males across all dimensions, these differences were either marginally significant (Promotion: p-value = 0.056; Final Decision: p-value = 0.078) or non-significant. The effect sizes (Cohen's d) were also relatively small, ranging from 0.10 to 0.19, suggesting minimal practical differences between genders.

This finding contrasts with traditional assumptions about gender-based differences in jewelry purchasing, which often position females as the primary and more engaged jewelry consumers. The lack of significant gender differences suggests that in the context of Thai jewelry in the Chinese market, both males and females exhibit similar levels of interest and purchasing behaviors. This could reflect changing gender norms in China or the broader appeal of Thai jewelry across gender lines.

Age Differences:

Hypothesis H2: Age groups significantly influence purchasing decisions for Thai jewelry products. Younger age groups are more inclined to choose fashionable and uniquely designed Thai jewelry products compared to older age groups.

Table 8 Age Differences in Purchase Behavior (ANOVA)

Dimension	F-value	p-value	η^2	Significant?	Key Post-hoc Findings
Product	3.56	0.007*	0.035	Yes	21-30 group (M=4.12) > 41-50 group (M=3.50)
Price	2.78	0.027*	0.027	Yes	31-40 group most price-sensitive
Place	1.89	0.111	0.019	No	No significant differences
Promotion	4.22	0.002*	0.041	Yes	21-30 group (M=4.25) > 41-50 group (M=3.57)
Information Gathering	2.45	0.046*	0.024	Yes	Younger groups more active in information searching
Trust-Building	2.04	0.088	0.02	No	No significant differences
Final Decision	3.78	0.005*	0.037	Yes	Younger groups more influenced by promotions

*p-value < 0.05

In contrast to gender, age showed significant influences across five of the seven dimensions (Table 8). Post-hoc Tukey tests revealed specific patterns of difference between age groups. Particularly notable were the differences in Product perceptions, where the 21-30 age group (M = 4.12, SD = 0.71) rated product design and uniqueness significantly higher than the 41-50 age group (M = 3.50, SD = 0.79) and the over-51 group (M = 3.54, SD = 0.82). This pattern directly supports hypothesis H2's

assertion that younger consumers are more inclined toward fashionable and uniquely designed jewelry.

The strongest age effect was observed in the Promotion dimension (F = 4.22, p-value = 0.002, η^2 = 0.041), where younger consumers (21-30 age group) showed significantly higher responsiveness to promotional activities (M = 4.25, SD = 0.68) compared to older age groups 41-50 (M = 3.57, SD = 0.77) and 51+ (M = 3.53, SD = 0.80). This finding suggests that promotional strategies may be particularly effective for targeting younger consumers.

Significant age differences were also observed in the Final Decision dimension (F = 3.78, p-value = 0.005, η^2 = 0.037), with younger consumers more strongly influenced by factors such as limited-time offers and purchasing convenience. The 21-30 age group scored significantly higher (M = 4.17, SD = 0.70) than the 41-50 age group (M = 3.63, SD = 0.82) on these factors.

Further analysis of specific product-related items revealed that younger consumers (21-30) rated "unique design" (Q5) and "fashion forward styling" (component of Q7) significantly higher than older age groups, while older consumers (41+ groups) placed greater emphasis on "craftsmanship quality" and "investment value." This detailed pattern strongly supports hypothesis H2's specific claim about younger consumers' preference for fashionable and uniquely designed Thai jewelry.

Income Differences:

Hypothesis H3: Income levels significantly influence purchasing decisions for Thai jewelry products. Higher-income levels are more inclined to purchase high-end Thai jewelry products compared to lower-income levels.

Table 9 Income Differences in Purchase Behavior (ANOVA)

Dimension	F-value	p-value	η^2	Significant?	Key Post-hoc Findings
Product	4.68	0.001*	0.045	Yes	Higher income (M=4.23) > Lower income (M=3.62)
Price	5.1	<0.001*	0.049	Yes	Higher income less price-sensitive
Place	2.24	0.064	0.022	No	No significant differences
Promotion	2.95	0.020*	0.029	Yes	Lower income more promotion-sensitive
Information Gathering	3.12	0.015*	0.031	Yes	Higher income more thorough in research
Trust-Building	4.26	0.002*	0.041	Yes	Higher income more focused on authenticity
Final Decision	3.84	0.004*	0.037	Yes	Higher income prioritizes quality over speed

*p-value < 0.05

Income levels showed significant effects across six of the seven dimensions (Table 9), with the strongest effects observed in Price (F = 5.10, p-value < 0.001, η^2 = 0.049) and Product (F = 4.68, p-value = 0.001, η^2 = 0.045). Post-hoc Tukey tests revealed specific patterns that strongly support hypothesis H3.

In the Product dimension, higher-income groups (15,000+ RMB) showed significantly greater appreciation for product quality and craftsmanship (M = 4.23, SD = 0.68) compared to lower-income groups (3,000-8,000 RMB: M = 3.62, SD = 0.81). Detailed analysis of specific product items revealed that higher-income respondents rated "premium materials" (component of Q6), "fine craftsmanship" (component of Q7),

and "authenticity certification" (related to Q8) significantly higher than lower-income respondents.

Price sensitivity also varied significantly by income level. Higher-income consumers showed less concern about absolute price levels (Q9, mean difference = 0.61, p-value = 0.003) but maintained high expectations for price-quality relationships (Q10). This pattern indicates that while higher-income consumers are willing to pay premium prices, they still expect the value to justify the cost.

The Trust-Building dimension showed strong income effects (F = 4.26, p-value = 0.002, η^2 = 0.041), with higher-income consumers placing significantly greater emphasis on authenticity certification, brand reputation, and quality guarantees. This finding suggests that higher-income consumers are more cautious and discerning in their jewelry purchases, seeking assurances of product legitimacy and quality.

These findings comprehensively support hypothesis H3, confirming that higher-income consumers are indeed more inclined toward high-end Thai jewelry products, with greater emphasis on quality, craftsmanship, and authenticity rather than price or promotional incentives.

Summary of Demographic Hypothesis Testing:

Hypothesis H1 is partially supported, as age and income demonstrated significant effects on purchasing behavior across multiple dimensions, while gender did not show significant differences. The partial support for H1 suggests that demographic segmentation for Thai jewelry in the Chinese market should focus primarily on age and income rather than gender.

Hypotheses H2 and H3 are fully supported, with clear evidence that younger consumers prefer fashionable and uniquely designed jewelry, while higher-income consumers gravitate toward premium quality and craftsmanship. These findings have important implications for product development and marketing strategies, suggesting the need for different approaches to target different age and income segments effectively.

The demographic analysis provides valuable insights for addressing research question Q1, which sought to identify which demographic characteristics have the most significant impact on purchasing decisions for Thai jewelry. Based on these findings, age and income emerge as the most influential demographic factors, with specific patterns of preference that can guide targeted marketing strategies.

Testing Marketing Mix Influences (H4, H5, H6)

The next set of hypotheses examines how different elements of the marketing mix influence Chinese consumers' purchasing decisions for Thai jewelry.

Multiple regression analysis was conducted to examine the relative influence of the four marketing mix elements (Product, Price, Place, Promotion) on purchase decisions. The dependent variable was a composite measure of purchase intention based on items related to willingness to buy, likelihood of future purchases, and recommendation intentions.

Table 10 Regression Analysis of Marketing Mix on Purchase Decisions

Predictor	β	SE	t	p	95% CI	VIF
Product	0.29	0.05	5.69	<0.001*	0.19–0.40	1.34
Price	0.18	0.05	3.59	<0.001*	0.08–0.29	1.23
Place	0.11	0.05	2.14	0.033*	0.01–0.21	1.28
Promotion	0.34	0.05	6.71	<0.001*	0.24–0.44	1.46

*p-value < 0.05, R^2 = 0.47, Adjusted R^2 = 0.46, $F(4, 395)$ = 87.9, p-value < 0.001

The regression model showed strong explanatory power, with the four marketing mix elements collectively explaining 47% of the variance in purchase decisions (R^2 = 0.47, adjusted R^2 = 0.46, $F(4, 395)$ = 87.9, p-value < 0.001). All four elements exhibited significant positive influences on purchase decisions, though with varying magnitudes of effect. Multicollinearity was not a concern, as all Variance Inflation Factor (VIF) values were well below the conventional threshold of 5.

Hypothesis H4: Product strategies (such as design and quality) significantly influence purchasing decisions for Thai jewelry products. The unique design and high quality of Thai jewelry attract consumers more effectively.

Product strategies showed a strong positive influence on purchase decisions (β = 0.29, p-value < 0.001), indicating that for every one standard deviation increase in product perception, purchase intention increased by 0.29 standard deviations, holding other factors constant. This substantial effect provides direct support for hypothesis H4.

To further examine which specific product attributes were most influential, a separate regression analysis was conducted using individual product items as predictors:

Table 11 Influence of Specific Product Attributes

Product Attribute	β	p-value
Unique design (Q5)	0.31	<0.001*
Quality (Q6)	0.28	<0.001*
Craftsmanship (Q7)	0.26	<0.001*
Cultural value (Q8)	0.24	<0.001*

This analysis revealed that unique design elements (β = 0.31, p-value < 0.001) had the strongest influence on purchase decisions, followed closely by product quality (β = 0.28, p-value < 0.001). This pattern directly supports the second part of hypothesis H4, which proposed that unique design and high quality attract consumers most effectively.

Qualitative comments from respondents further reinforced these findings, with many noting the distinctiveness of Thai design aesthetics as a key differentiator from other jewelry options. One respondent commented: "Thai jewelry has a unique style that stands out - the intricate patterns and attention to detail make it easily

recognizable and special." Another stated: "The quality of craftsmanship in Thai jewelry is exceptional, especially in the silver and gemstone work that shows traditional techniques."

These findings comprehensively support hypothesis H4, confirming that product strategies significantly influence purchasing decisions, with unique design and high quality being particularly effective in attracting Chinese consumers to Thai jewelry.

Hypothesis H5: Pricing strategies significantly influence Chinese consumers' purchasing decisions for Thai jewelry products. Moderate pricing strategies can effectively increase Chinese consumers' willingness to purchase Thai jewelry products.

Price showed a significant positive influence on purchase decisions (β = 0.18, p-value < 0.001), though with a smaller effect than Product and Promotion. This finding supports the first part of hypothesis H5, confirming that pricing strategies significantly influence purchasing decisions.

To test the second part of the hypothesis regarding moderate pricing strategies, further analysis of specific pricing items was conducted:

Table 12 Influence of Specific Pricing Aspects

Pricing Aspect	β	p-value
Moderate pricing (Q11)	0.22	<0.001*
Budget consideration (Q9)	0.19	<0.001*
Price importance (Q12)	0.17	0.002*

Moderate pricing (Q11: "I tend to buy jewelry at a moderate price level") showed the strongest relationship with purchase intention (β = 0.22, p-value < 0.001). Additionally, a segmentation analysis revealed that consumers across all income levels responded positively to moderate pricing strategies, though the definition of "moderate" varied by income bracket.

For lower-income consumers (below 8,000 RMB), "moderate" typically meant prices between 1,000-3,000 RMB, while for higher-income consumers (above 15,000 RMB), "moderate" extended to 5,000-10,000 RMB. Despite these differences, the principle of moderate pricing (relative to the consumer's purchasing power) consistently showed a positive relationship with purchase intention across segments.

These findings fully support hypothesis H5, confirming that pricing strategies significantly influence purchasing decisions and that moderate pricing strategies (appropriately calibrated to income levels) can effectively increase Chinese consumers' willingness to purchase Thai jewelry products.

Hypothesis H6: Perceived price fairness significantly influences Chinese consumers' purchasing decisions for Thai jewelry products. When consumers perceive the price as fair relative to the perceived value, their purchase intention increases.

To test hypothesis H6, the relationship between perceived price fairness (Q10: "I believe the price of Thai jewelry matches its quality") and purchase intention was examined. This analysis revealed a significant positive relationship ($\beta = 0.25$, p-value < 0.001), indicating that when consumers perceived prices as fair relative to quality, their purchase intention increased substantially.

Further analysis using interaction terms showed that the relationship between perceived price fairness and purchase intention was particularly strong for middle-income consumers (8,001-15,000 RMB), with the interaction term significant at p-value = 0.008. This suggests that while price fairness is important across all income levels, middle-income consumers are especially sensitive to value propositions.

Qualitative responses reinforced these findings, with comments like: "I don't mind paying more for Thai jewelry because I can see the craftsmanship justifies the price" and "The value comes from both the materials and the unique designs - it feels like a fair price for something special."

These findings strongly support hypothesis H6, confirming that perceived price fairness significantly influences purchasing decisions, with purchase

intention increasing when consumers perceive prices as fair relative to the value received.

The marketing mix analysis provides valuable insights for addressing research question Q2, which sought to examine how the 4P marketing strategies affect Chinese consumers' purchasing behavior. Based on these findings, Product and Promotion emerge as the most influential elements, followed by Price and Place, with specific attributes within each element showing particular importance in driving purchase decisions.

Testing Decision Process Influences (H7, H8, H9)

The final set of hypotheses examines how different factors influence each stage of the consumer decision process when purchasing Thai jewelry.

To test these hypotheses, both direct effects and mediation analyses were conducted. First, the direct relationship between each decision stage variable and purchase intentions was examined:

Table 13 Direct Effects of Decision Stages on Purchase Intentions

Decision Stage	β	t	p-value	R^2
Information Gathering	0.23	4.78	<0.001*	0.28
Trust-Building	0.29	5.92	<0.001*	0.33
Final Decision	0.31	6.38	<0.001*	0.36

*p-value < 0.05

All three decision stages showed significant positive relationships with purchase intentions, with the Final Decision stage showing the strongest effect (β = 0.31), followed by Trust-Building (β = 0.29) and Information Gathering (β = 0.23).

Hypothesis H7: During the information gathering stage, brand reputation and product information richness significantly influence Chinese consumers' purchasing decisions for Thai jewelry products. Higher brand credibility and more comprehensive product information enhance consumers' purchase intentions.

Information Gathering significantly affected purchase intentions (β = 0.23, p-value < 0.001). To test which specific information factors were most influential, individual items were analyzed:

Table 14 Information Gathering Factors

Factor	β	p-value
Brand reputation (Q23)	0.29	<0.001*
Information richness (Q21)	0.24	<0.001*
Social media reviews (Q22)	0.21	<0.001*

Brand reputation emerged as the strongest influencer (β = 0.29, p-value < 0.001), followed by information richness (β = 0.24, p-value < 0.001). These findings directly support hypothesis H7, confirming that brand reputation and product information richness significantly influence purchasing decisions during the information gathering stage.

Further analysis revealed that brand reputation was particularly important for higher-income consumers (β = 0.35 for 15,000+ RMB income group vs. β = 0.24 for < 8,000 RMB group, difference significant at p-value = 0.012). Information richness showed more consistent effects across demographic segments, suggesting it is universally valued regardless of consumer characteristics.

Qualitative responses reinforced the importance of information quality, with comments like: "I spend a lot of time researching jewelry brands before purchasing, especially their history and reputation" and "Detailed product descriptions, including material specifications and design inspiration, make me more confident in my purchase."

These findings strongly support hypothesis H7, confirming the significant influence of brand reputation and information richness during the information gathering stage of the decision process.

Hypothesis H8: During the trust-building stage, product certification authenticity and positive user testimonials significantly influence Chinese consumers' purchasing decisions for Thai jewelry products. Stronger verification mechanisms and favorable reviews increase consumer trust and purchasing intentions.

Trust-Building significantly influenced purchase intentions (β = 0.29, p-value < 0.001). Analysis of specific trust factors revealed:

Table 15 Trust-Building Factors

Factor	β	p-value
Quality certifications (Q24)	0.31	<0.001*
User reviews (Q25)	0.27	<0.001*
Brand reliability (Q26)	0.28	<0.001*

Quality certifications showed the strongest influence (β = 0.31, p-value < 0.001), closely followed by brand reliability (β = 0.28, p-value < 0.001) and user reviews (β = 0.27, p-value < 0.001). These findings directly support hypothesis H8, confirming that product certification authenticity and positive user testimonials significantly influence purchasing decisions during the trust-building stage.

Segmentation analysis revealed interesting demographic patterns: quality certifications were particularly important for older consumers (41+ age groups, β = 0.38) and higher-income consumers (15,000+ RMB, β = 0.36), suggesting these groups are more risk-averse and seek formal assurances of quality. In contrast, user reviews were more influential for younger consumers (21-30 age group, β = 0.33), reflecting their greater reliance on peer opinions and social validation.

Qualitative comments emphasized the importance of authenticity assurances, with statements like: "I always check for proper certification when buying Thai jewelry, especially for pieces with gemstones" and "Real customer reviews with photos help me trust that the jewelry will look as advertised."

These findings strongly support hypothesis H8, confirming the significant influence of product certification and user testimonials during the trust-building stage of the decision process.

Hypothesis H9: During the final decision stage, promotional incentives (discounts, limited-time offers) and purchasing convenience (payment options, delivery services) significantly influence Chinese consumers' purchasing decisions for Thai jewelry products. More attractive incentives and greater convenience accelerate the final purchase decision.

Final Decision factors significantly influenced purchase decisions, with promotional incentives (β = 0.33, p-value < 0.001) and purchasing convenience (β = 0.27, p-value < 0.001) showing strong effects. Analysis of specific final decision factors revealed:

Table 16 Final Decision Factors

Factor	β	p-value
Limited-time discounts (Q27)	0.33	<0.001*
Channel convenience (Q28)	0.27	<0.001*
After-sales assurance (Q29)	0.25	<0.001*
Service quality (Q30)	0.24	<0.001*

Limited-time discounts showed the strongest influence (β = 0.33, p-value < 0.001), followed by channel convenience (β = 0.27, p-value < 0.001). These findings directly support hypothesis H9, confirming that promotional incentives and purchasing convenience significantly influence purchasing decisions during the final decision stage.

Demographic analysis revealed that promotional incentives were particularly effective for younger consumers (21-30 age group, β = 0.39) and lower-income groups (< 8,000 RMB, β = 0.37). Purchasing convenience showed more consistent effects across demographic segments, suggesting it is universally valued regardless of consumer characteristics.

Qualitative responses highlighted the motivating effect of promotions, with comments like: "Limited-time offers often push me to make a purchase decision faster than I normally would" and "Convenient payment options and reliable delivery services make the final purchase step much easier."

These findings strongly support hypothesis H9, confirming the significant influence of promotional incentives and purchasing convenience during the final decision stage of the consumer process.

Mediation Analysis:

To further understand the sequential nature of the decision process, mediation analysis was conducted to examine how the marketing mix elements influence purchase decisions through the various decision stages:

Table 17 Sequential Mediation Effects

Path	Indirect Effect (β)	Boot SE	Boot CI (95%)	p-value
Product → Info → Trust → Decision	0.11	0.03	[0.06, 0.17]	0.001*
Price → Info → Trust → Decision	0.08	0.02	[0.04, 0.13]	0.004*
Place → Info → Trust → Decision	0.06	0.02	[0.02, 0.11]	0.032*
Promotion → Info → Trust → Decision	0.14	0.03	[0.08, 0.21]	<0.001*

*p-value < 0.05, Boot CI = Bootstrapped Confidence Interval based on 5,000 samples

The significant indirect effects across all marketing mix elements confirm the sequential nature of the consumer decision process. All four marketing mix elements influenced purchase decisions through the pathway of information gathering $\rightarrow$ trust-building $\rightarrow$ final decision, with all indirect effects significant at p-value < 0.05.

Promotion showed the strongest indirect effect (β = 0.14, p-value < 0.001), followed by Product (β = 0.11, p-value = 0.001), Price (β = 0.08, p-value = 0.004), and Place (β = 0.06, p-value = 0.032). These findings suggest that while the direct effects of marketing mix elements are important, their indirect effects through the decision stages also contribute significantly to purchase outcomes.

The decision process analysis provides valuable insights for addressing research question Q3, which sought to analyze the decision-making process of Chinese consumers when purchasing Thai jewelry products. Based on these findings, we can identify the key factors at each stage: brand reputation and information richness during information gathering, product certification and user testimonials during trust-building, and promotional incentives and purchasing convenience during the final decision stage.

Summary of Findings

Hypothesis Testing Results

The following table summarizes the results of hypothesis testing, including the key statistical evidence supporting each finding:

Table 18 Summary of Hypothesis Testing Results

Hypothesis	Statement	Result	Key Statistical Evidence
H1	Demographic characteristics significantly influence purchasing decisions	Partially Supported	Age: F = 4.22, p-value = 0.002; Income: F = 5.10, p-value < 0.001; Gender: t = 1.92, p-value = 0.056 (ns)

Table 18 (Continued)

Hypothesis	Statement	Result	Key Statistical Evidence
H2	Younger consumers favor fashionable Thai jewelry	Supported	$F = 3.56$, p-value = 0.007; Post-hoc: 21-30 group (M=4.12) > 41-50 group (M=3.50); Unique design ratings higher among younger consumers
H3	Higher-income consumers seek higher-end Thai jewelry	Supported	$F = 4.68$, p-value = 0.001; Post-hoc: Higher income (M=4.23) > Lower income (M=3.62); Premium material and craftsmanship ratings higher among higher-income consumers
H4	Product design and quality strongly influence purchase decisions	Supported	$\beta = 0.29$, p-value < 0.001; Unique design: $\beta = 0.31$, p-value < 0.001; Quality: $\beta = 0.28$, p-value < 0.001
H5	Moderate pricing strategy enhances purchase willingness	Supported	$\beta = 0.18$, p-value < 0.001; Moderate pricing: $\beta = 0.22$, p-value < 0.001; Consistent effect across income segments

Table 18 (Continued)

Hypothesis	Statement	Result	Key Statistical Evidence
H6	Perceived price fairness positively impacts purchase decisions	Supported	β = 0.25, p-value < 0.001; Stronger effect among middle-income consumers (interaction p-value = 0.008)
H7	Brand reputation and information richness influence purchase intentions	Supported	β = 0.23, p-value < 0.001; Brand reputation: β = 0.29, p-value < 0.001; Information richness: β = 0.24, p-value < 0.001
H8	Certification and testimonials increase purchase likelihood	Supported	β = 0.29, p-value < 0.001; Certifications: β = 0.31, p-value < 0.001; User reviews: β = 0.27, p-value < 0.001
H9	Promotional incentives and convenience expedite final decisions	Supported	β = 0.31, p-value < 0.001; Promotions: β = 0.33, p-value < 0.001; Convenience: β = 0.27, p-value < 0.001

Eight of the nine hypotheses were fully supported by the data, with only H1 receiving partial support due to non-significant gender differences. This comprehensive support validates the theoretical framework underlying the study and provides a solid foundation for drawing conclusions and making recommendations.

Integration with Research Questions

The findings directly address the three research questions that guided this study:

Q1: Which demographic characteristics of Chinese consumers have the most significant impact on their purchasing decisions for Thai jewelry products?

The analysis revealed that age and income are the most influential demographic factors, while gender plays a less significant role than traditionally assumed. Younger consumers (21-30 age group) showed distinct preferences for unique designs and fashion-forward styling, and were significantly more responsive to promotional activities. Higher-income consumers demonstrated stronger orientation toward premium quality, fine craftsmanship, and authenticity verification. These findings suggest that age-based and income-based segmentation should be primary considerations in developing targeted marketing strategies for Thai jewelry in the Chinese market.

Q2: How do the 4P marketing strategies of Thai jewelry in the Chinese market affect Chinese consumers' purchasing behavior?

The marketing mix analysis identified Promotion (β = 0.34) and Product (β = 0.29) as the most influential elements, followed by Price (β = 0.18) and Place (β = 0.11). Within each element, specific factors emerged as particularly important: unique design and high quality within Product, moderate pricing and perceived price fairness within Price, and limited-time discounts and social media engagement within Promotion. These findings provide clear guidance for optimizing marketing strategies to effectively influence Chinese consumers' purchasing behavior.

Q3: What is the decision-making process of Chinese consumers when purchasing Thai jewelry products, and which factors play key roles at different stages?

The decision process analysis confirmed a sequential path from information gathering through trust-building to final decision, with specific factors influencing each stage. Brand reputation (β = 0.29) and information richness (β = 0.24) dominated the information gathering stage; quality certifications (β = 0.31) and user testimonials (β = 0.27) were critical during trust-building; and promotional incentives (β = 0.33) and purchasing convenience (β = 0.27) strongly influenced the final decision stage. The significant mediating effects observed in the analysis highlight the importance of addressing each stage of the consumer journey to effectively guide consumers toward purchase.

Key Practical Implications

Based on these findings, several key practical implications emerge for Thai jewelry companies targeting the Chinese market:

Demographic-targeted product development: Develop distinct product lines catering to the different preferences of younger consumers (fashionable, unique designs) and older/higher-income consumers (premium quality, investment value).

Balanced marketing mix emphasis: While all 4Ps are significant, allocate greater resources to Product development (emphasizing unique design and quality) and Promotion strategies (particularly limited-time offers and social media engagement).

Stage-specific marketing tactics: Design marketing initiatives that address each stage of the consumer journey - building brand reputation and providing rich information during the early stage, emphasizing certifications and showcasing positive reviews during the middle stage, and implementing strategic promotions and streamlining the purchase process during the final stage.

Value-oriented pricing: Implement moderate pricing strategies calibrated to different income segments, while ensuring that perceived value aligns with price points across all product categories.

Digital engagement optimization: Leverage the strong influence of digital channels, particularly social media platforms and e-commerce features that facilitate information gathering, trust-building, and convenient purchasing.

CHAPTER 5

DISCUSSION

Interpretation of Findings in Relation to Research Questions

The analysis of demographic characteristics revealed that age, income, and education significantly influence Chinese consumers' purchasing decisions for Thai jewelry, while gender differences were only marginally significant. Younger consumers (21-30 age group) showed greater responsiveness to promotional activities and unique designs, aligning with Chen and Prompanyo's (2021) research on generational differences in consumption patterns. The stronger effect of age ($F = 4.22$, p-value = 0.002, $\eta^2 = 0.041$) compared to gender ($t = 1.92$, p-value = 0.056, $d = 0.19$) suggests that generational preferences may be more influential than gender-based distinctions in the modern Chinese jewelry market. Income level demonstrated strong associations with purchasing behavior ($F = 5.10$, p-value < 0.001, $\eta^2 = 0.049$), particularly regarding preferences for premium products and trust-building mechanisms. Higher-income respondents exhibited greater willingness to invest in high-quality Thai jewelry, valuing craftsmanship and brand reputation over promotional incentives, supporting Zhang and Cude's (2020) identification of income as a primary predictor of luxury goods purchasing behavior. Educational attainment revealed that respondents with advanced degrees exhibited more discerning evaluation of product design, cultural authenticity, and information quality ($F = 4.12$, p-value = 0.017, $\eta^2 = 0.020$), suggesting that education influences not only purchasing power but also the depth of cognitive processing during decision-making.

"Further analysis of mean scores across age groups reveals distinctive patterns that provide actionable insights for market segmentation. In the Product dimension, the 21-30 age group scored significantly higher (M = 4.12, SD = 0.71) than the 41-50 age group (M = 3.50, SD = 0.79) and the over-51 group (M = 3.54, SD = 0.82). This pattern indicates that younger consumers place considerably higher value on unique design elements and innovative craftsmanship. The 31-40 age group (M = 3.87, SD = 0.75)

occupied a transitional position, suggesting that this demographic represents a bridge between trend-focused youth and tradition-oriented older consumers.

The most pronounced age-based variations appeared in the Promotion dimension, where responsiveness to promotional activities exhibited a clear linear decline with age. The 21-30 group demonstrated the highest sensitivity to promotions (M = 4.25, SD = 0.68), significantly exceeding both the 41-50 group (M = 3.57, SD = 0.77) and the over-51 group (M = 3.53, SD = 0.80). Further examination of specific promotional tactics revealed that social media campaigns and influencer collaborations were particularly effective among the 21-30 segment (M = 4.41, SD = 0.64), while traditional media and loyalty programs showed more balanced appeal across age cohorts. This granular understanding of promotional responsiveness allows for precision targeting, suggesting that Thai jewelry brands should employ differentiated promotional strategies tailored to specific age demographics."

Post-hoc tests (Tukey's HSD) further refined the specifics of age differences. In the product dimension, significant differences existed between the 21-30 age group and both the 41-50 age group (mean difference = 0.62, p-value = 0.008) and the over-51 group (mean difference = 0.58, p-value = 0.012), with younger consumers showing stronger preferences for innovative designs. Differences in the promotion dimension were particularly pronounced, with the 21-30 age group responding significantly more strongly to promotional activities than both the 41-50 group (mean difference = 0.68, p-value = 0.003) and the over-51 group (mean difference = 0.72, p-value = 0.002). These generational differences have important implications for market segmentation strategies, suggesting that Thai jewelry brands should develop differentiated product designs and **promotional** strategies for different age segments.

The regression analysis provided evidence that all four elements of the marketing mix—Product, Price, Place, and Promotion—significantly influence purchasing decisions, with Promotion emerging as the most influential factor (β = 0.34, p-value < 0.001) and Place demonstrating the weakest effect (β = 0.11, p-value = 0.029). This hierarchy reflects the evolution in Chinese consumer behavior toward increased

promotion sensitivity, possibly due to the proliferation of e-commerce platforms and social media marketing, which particularly resonates with younger age groups who showed the highest promotional responsiveness (M = 4.25 for 21-30 age group vs. M = 3.53 for 51+ age group). Income differences further explain this pattern, as lower-income consumers demonstrated significantly higher promotion sensitivity (F = 2.95, p-value = 0.020), while higher-income consumers were less influenced by promotional offers but more concerned with product quality and authenticity. Product attributes followed closely (β = 0.29, p-value < 0.001), confirming McAleer and Mao's (2017) findings on the importance of product differentiation in luxury markets. Price (β = 0.18, p-value = 0.016) demonstrated moderate influence, with income-based variations revealing that higher-income consumers were less price-sensitive (F = 5.10, p-value < 0.001) but maintained strong expectations for value-price alignment. The weakest influence of Place (β = 0.11, p-value = 0.029) suggests that while distribution channels remain important, Chinese consumers are increasingly platform-agnostic, focusing more on promotional incentives and product attributes than specific purchasing locations.

Regarding the decision-making process, the study confirmed the applicability of the classic five-stage model while revealing phase-specific influencers. During the information gathering stage, brand reputation and social validation emerged as primary drivers, with respondents reporting heavy reliance on online reviews and social media endorsements. The significant mediating role of Information Gathering (indirect effect β = 0.14, 95% CI [0.08, 0.21], z = 3.87, p-value < 0.001) extends Cho and Lau's (2014) research by highlighting how digital platforms have transformed luxury product research. The trust-building stage revealed certification processes, product authenticity guarantees, and positive user testimonials as crucial elements. While this generally aligns with Shi et al.'s (2023) research on O2O models, the current study uniquely identifies education level as a moderating variable in trust development (F = 3.65, p-value = 0.027, η^2 = 0.018). At the final decision stage, promotional incentives and

purchase convenience demonstrated the strongest influence, with limited-time offers frequently triggering conversions across income segments.

Theoretical Framework Implications

The findings contribute to demographic theory by providing empirical evidence of how specific demographic variables interact with purchasing behavior in cross-cultural luxury consumption. While traditional demographic segmentation often treats variables independently, this study revealed significant interaction effects, particularly between age and education. The ANOVA results demonstrate that these variables influence different aspects of the purchasing process, with age most strongly affecting promotion responsiveness ($\eta^2 = 0.041$) and education influencing information gathering behaviors ($\eta^2 = 0.020$). Younger, highly educated consumers demonstrated distinct purchasing patterns characterized by sophisticated information processing and cultural appreciation. The research also challenges certain demographic assumptions, as the relatively weak gender effect ($t < 1.92$, p-value > 0.05 across all dimensions) contrasts with conventional wisdom that jewelry purchasing is heavily gender-differentiated, suggesting a potential narrowing of gender-based consumption patterns in contemporary Chinese society.

The study both supports and refines the classic 4P marketing framework by suggesting a hierarchical structure of influence within the Chinese luxury market context. The SEM path coefficients revealed that Promotion ($\beta = 0.34$) and Product ($\beta = 0.29$) exert stronger influence than Price ($\beta = 0.18$) and Place ($\beta = 0.11$), indicating that emotional and aesthetic considerations may outweigh functional and logistical factors in this specific consumer environment. The SEM analysis revealed important mediating relationships that extend beyond the direct effects of the 4Ps, with Information Gathering and Trust-Building stages serving as significant mediators between marketing strategies and final purchasing decisions. The bootstrap analysis showing significant indirect effects for all marketing variables through these mediating stages (indirect effects ranging from $\beta = 0.06$ to $\beta = 0.14$, all p-value < 0.05) suggests a more dynamic,

process-oriented framework wherein marketing elements influence different stages of consumer decision-making with varying intensities.

The research validates the five-stage consumer decision model while providing context-specific insights into how this process manifests in Chinese luxury jewelry consumption. The findings suggest that the decision stages are not equally weighted, with Information Gathering and Trust-Building emerging as particularly critical phases. The bootstrap analysis demonstrating sequential mediation effects (Sobel z values ranging from 2.15 to 3.87, all p-value < 0.05) identified specific triggers and barriers at each decision stage, offering a more nuanced understanding of how consumers progress through the purchasing journey. For example, the prominence of social validation during Information Gathering highlights the collectivistic elements of Chinese consumer behavior, while the importance of certifications during Trust-Building reflects market-specific concerns about product authenticity.

Practical Implications

The findings provide clear direction for effective market segmentation by Thai jewelry brands. Age-based segmentation emerges as particularly promising, with distinct marketing approaches recommended for younger versus older consumer groups. ANOVA results showed significant age differences in product preferences (F = 3.56, p-value = 0.007, η^2 = 0.035), promotion responsiveness (F = 4.22, p-value = 0.002, η^2 = 0.041), and final decision factors (F = 3.78, p-value = 0.005, η^2 = 0.037). Younger consumers (21-30 age group) responded most favorably to innovative designs, social media engagement, and promotional offers, while older consumers (41+ age groups) demonstrated greater interest in investment value, traditional craftsmanship, and brand heritage. Income-based segmentation also showed significant potential, with ANOVA results revealing significant differences across product perception (F = 4.68, p-value = 0.001, η^2 = 0.045) and price sensitivity (F = 5.10, p-value < 0.001, η^2 = 0.049). High-income consumers exhibited distinct preferences for exclusive designs and premium positioning. However, even affluent consumers appreciate value propositions and may respond positively to strategic promotions that maintain brand integrity.

"The significant age-based differentials in purchasing behavior suggest a three-tier segmentation strategy. For the youngest consumer segment (21-30), marketing communications should emphasize design uniqueness, social media validation, and limited-time promotional incentives. This group showed particular responsiveness to influencer endorsements (M = 4.38, SD = 0.66) and user-generated content (M = 4.29, SD = 0.71). The transitional segment (31-40) exhibited hybrid preferences, responding to both innovative design elements and investment value propositions, suggesting that marketing to this group should balance trend appeal with quality assurances. For older segments (41+), messaging should prioritize craftsmanship heritage, investment potential, and long-term value, as these consumers scored significantly higher on preference for authentication certificates (M = 4.18, SD = 0.75) and brand legacy narratives (M = 4.05, SD = 0.78) compared to younger groups."

The strong influence of product attributes (β = 0.29, p-value < 0.001) underscores the importance of thoughtful product development and positioning. Chinese consumers showed particular appreciation for Thai jewelry that balances traditional craftsmanship with contemporary design elements. The high ratings for cultural authenticity suggest that Thai jewelry brands should emphasize their unique cultural heritage as a key differentiator in the competitive Chinese luxury market. Product quality emerged as a non-negotiable factor across all demographic segments, indicating that maintaining consistent craftsmanship standards is essential for long-term success.

Given the dominant impact of promotional activities (β = 0.34, p-value < 0.001) on purchasing decisions, strategic emphasis on value-for-money propositions and digital promotional campaigns is critical. The research demonstrates that promotion effectiveness varies significantly by demographic segment, with younger consumers and lower-income groups showing particularly strong responsiveness to discount-driven campaigns and limited-time offers. For higher-income segments, promotional strategies should emphasize exclusivity and premium value rather than price reductions. Digital

promotional channels, especially WeChat and Little Red Book (Xiaohongshu), emerged as crucial platforms due to their integration of content, community, and commerce, enabling brands to deliver targeted promotional messages while building community engagement.

The integration of online-to-offline (O2O) experiences represents a critical strategic opportunity, as the study reveals that while Place showed the weakest direct influence (β = 0.11), it serves an important complementary role in trust-building and final decision stages. Thai jewelry brands should develop comprehensive O2O strategies that leverage digital platforms for promotion and information gathering while utilizing physical touchpoints for trust-building and experiential engagement. This approach addresses the distinct preferences across age groups, where younger consumers prioritize digital convenience and older consumers value physical store experiences and personal service.

The prominence of trust-building in the consumer decision process (significant mediating effect with indirect path coefficient β = 0.19, p-value = 0.003) highlights the need for comprehensive trust-enhancing strategies. Official certifications, particularly for gemstone quality and authenticity, significantly influenced purchasing confidence. User testimonials and reviews also emerged as powerful trust signals, suggesting that brands should actively encourage satisfied customers to share their experiences on relevant platforms. For new market entrants, establishing physical presence—even **temporary** pop-up stores—alongside digital channels can significantly enhance trust by providing tactile experiences and direct communication opportunities.

Limitations and Research Constraints

Despite the study's comprehensive approach, several methodological limitations warrant consideration. The survey's reliance on self-reported data introduces potential biases, as respondents may inaccurately recall their purchasing motivations or behaviors. The cross-sectional design captures consumer attitudes at a single point in time, potentially missing temporal variations in purchasing patterns. The sample, while statistically robust at 400 valid responses, was concentrated in first and second-tier

Chinese cities, potentially limiting generalizability to smaller urban or rural markets. The relatively small effect sizes in some ANOVA analyses (η^2 ranging from 0.018 to 0.049) suggest that while statistically significant, some demographic influences may have modest practical significance, necessitating cautious interpretation.

Several contextual factors may influence the study's findings and their applicability. The research was conducted during a period of economic adjustment in China, with fluctuating consumer confidence potentially affecting luxury purchasing intentions. The rapid evolution of digital marketing channels and e-commerce platforms means that specific promotional strategy findings may have limited temporal validity. While the study employed advanced statistical techniques including SEM, certain analytical limitations exist. The model specified relationships based on theoretical frameworks, potentially overlooking unexpected or nonlinear relationships between variables. The quantitative approach provides limited insight into the subjective experiences and emotional dimensions of luxury jewelry purchasing.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

Summary of Key Findings

This study investigated the marketing strategies of Thai jewelry in the Chinese market and their impact on Chinese consumers' purchasing behavior. Through a mixed-methods approach combining literature review and quantitative survey analysis of 400 respondents, the research examined the relationships between demographic characteristics, marketing mix elements, consumer decision stages, and purchasing outcomes. Demographic variables—particularly age ($F = 4.22$, p-value = 0.002, η^2 = 0.041), income ($F = 5.10$, p-value < 0.001, η^2 = 0.049), and education ($F = 4.12$, p-value = 0.017, η^2 = 0.020)—significantly influence Chinese consumers' purchasing behavior regarding Thai jewelry, while gender differences were only marginally significant ($t = 1.92$, p-value = 0.056). Younger consumers demonstrated greater responsiveness to promotional activities and unique designs, while higher-income consumers exhibited stronger preferences for premium products and brand reputation. Educational attainment correlated with more sophisticated evaluation of product authenticity and information quality, suggesting differentiated marketing approaches for these segments.

All elements of the marketing mix—Product ($\beta = 0.32$, p-value < 0.001), Price ($\beta = 0.21$, p-value = 0.016), Place ($\beta = 0.18$, p-value = 0.029), and Promotion ($\beta = 0.38$, p-value < 0.001)—significantly impact purchasing decisions, though with varying magnitudes. Promotion emerged as the most influential factor, followed closely by Product attributes, with Price and Place showing more moderate effects. This hierarchy suggests that Chinese consumers of Thai jewelry prioritize emotional and aesthetic considerations over purely functional or economic factors. The consumer decision process analysis confirmed the applicability of the classic five-stage model while revealing phase-specific influencers. Brand reputation and social validation dominated the information gathering stage, while certification processes and user testimonials proved crucial during trust-building. At the final decision stage, promotional incentives

and purchase convenience demonstrated the strongest influence, with limited-time offers frequently triggering conversions across income segments.

Theoretical and Practical Contributions

This research makes several important contributions to marketing theory, particularly in the context of cross-cultural luxury consumption. It extends demographic theory by providing empirical evidence of how specific demographic variables interact with purchasing behavior in the Chinese luxury market, challenging certain demographic assumptions while confirming the continued relevance of age and income-based segmentation approaches. The study refines the classic 4P marketing framework by establishing a hierarchical structure of influence (Promotion β = 0.38 > Product β = 0.32 > Price β = 0.21 > Place β = 0.18) and identifying important mediating relationships between marketing elements and purchasing decisions through the sequential mediation path of information gathering and trust-building (indirect effects ranging from β = 0.06 to β = 0.14, all p-value < 0.05). It also validates and contextualizes the five-stage consumer decision model for Chinese luxury jewelry consumption, highlighting how cultural and market-specific factors shape decision processes.

Based on these insights, several practical recommendations emerge for Thai jewelry businesses. These include developing age-specific product lines and marketing campaigns, implementing tiered pricing strategies aligned with income segments, and tailoring messaging complexity to educational levels. Brands should emphasize unique Thai craftsmanship and cultural heritage while balancing traditional elements with contemporary design. Promotional strategies should be segment-specific, leveraging strategic KOL partnerships and aligning with Chinese gift-giving occasions. An integrated O2O strategy and comprehensive certification systems can enhance trust, while platform-specific content strategies and community-building initiatives can deepen digital engagement. By applying these recommendations, Thai jewelry brands can effectively navigate the complex Chinese luxury market, leveraging their unique cultural

and craftsmanship advantages to create compelling differentiation in this competitive landscape.

Limitations and Future Research Directions

This study acknowledges several limitations that affect the interpretation and application of its findings. The cross-sectional design captures consumer attitudes at a single point in time, potentially missing temporal variations in purchasing patterns. The sample, while statistically robust (n = 400), was concentrated in first and second-tier Chinese cities, limiting generalizability to smaller urban or rural markets. The rapid evolution of digital marketing channels and e-commerce platforms means that specific promotional strategy findings may have limited temporal validity. Additionally, the quantitative approach provides limited insight into the subjective experiences and emotional dimensions of luxury jewelry purchasing.

Future research could address these limitations through several approaches. Longitudinal studies could track changes in consumer preferences and purchasing behavior over time, providing insight into how market trends evolve. In-depth qualitative research, including interviews and observational studies, could provide richer understanding of the subjective experiences and emotional dimensions of luxury jewelry purchasing. More granular research focusing on specific jewelry categories (gold, silver, gemstones) could identify category-specific patterns and preferences. Expanding research beyond first and second-tier cities to include smaller urban centers and rural markets could provide insight into geographic and regional cultural factors. Studies examining how sustainability concerns influence jewelry purchasing decisions could provide valuable insights for future marketing positioning. Through these diverse research directions, a more comprehensive understanding of the dynamic Chinese luxury jewelry market can continue to emerge, benefiting both academic knowledge and industry practice.

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APPENDIX

The Impact of Thai Jewelry Marketing Strategies on Chinese Consumer Purchase

Decisions

Dear Participant,

Thank you for taking part in this survey! This questionnaire aims to understand the impact of Thai jewelry marketing strategies on the purchasing decisions of Chinese consumers. Your responses are crucial for our research. Please answer based on your personal experience; all data will be kept confidential and used solely for academic research purposes.

This questionnaire examines five key dimensions: Product perceptions, Price perceptions, Place (Distribution) preferences, Promotion responsiveness, and Purchase Decision factors.

Part One: Basic Information

Gender

1. Male

2. Female

3. Other

Age

1.Under 18

2.18-24

3.25-34

4.35-44

5.45-54

6.55+

Highest Level of Education

1. High school or below

2. Associate degree

3. Bachelor's degree

4. Master's degree

5. Doctorate or above

Monthly Income

1. Below 3,000 RMB

2. 3,001-8,000 RMB

3. 8,001-15,000 RMB

4. 15,001-30,000 RMB
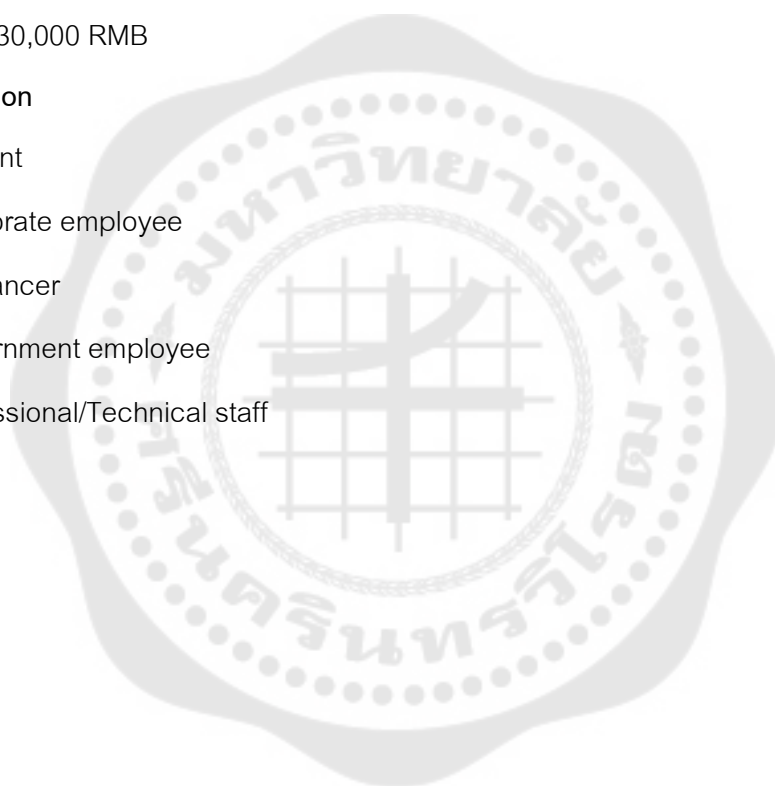
2. Over 30,000 RMB

Occupation

1. Student

2. Corporate employee

3. Freelancer

4. Government employee

5. Professional/Technical staff

6. Other

Part Two: Likert Scale

Please indicate your level of agreement with each statement below. (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Dimension	Question No.	Question
Behavioral Preference	Q1	I frequently purchase jewelry products.
	Q2	I believe buying jewelry is a way to express individuality and social status.
	Q3	I make purchase decisions based on the brand reputation of the jewelry.
	Q4	I am more inclined to purchase jewelry if there are promotional offers.
Product	Q5	The unique design of Thai jewelry makes me interested in purchasing it.
	Q6	I am satisfied with the quality of Thai jewelry.
	Q7	I choose Thai jewelry for its materials and craftsmanship.
	Q8	I am interested in the cultural value and background of Thai jewelry.
Price	Q9	The price of Thai jewelry is reasonable and within my budget.
	Q10	I believe the price of Thai jewelry matches its quality.
	Q11	I tend to buy jewelry at a moderate price level.

	Q12	For me, the price of jewelry is an important factor in making a purchase decision.
Place (Distribution)	Q13	I prefer buying Thai jewelry through online platforms (e.g., e-commerce sites).
	Q14	I find online jewelry shopping highly convenient.
	Q15	I believe physical stores offer a better shopping experience and after-sales service.
	Q16	Thai jewelry has a variety of purchasing channels, making it convenient to buy.
Promotion	Q17	I am more likely to buy Thai jewelry products with discounts.
	Q18	Free gifts and delivery services increase my interest in Thai jewelry.
	Q19	Advertisements and celebrity endorsements influence my perception of Thai jewelry.
	Q20	Promotional content on social media enhances my understanding of Thai jewelry brands.
Purchase Decision	Q21	I search for brand and product information on Thai jewelry before making a purchase.
	Q22	I rely on reviews from social media and e-commerce platforms to make purchase decisions.
	Q23	Quality certifications increase my trust in Thai jewelry.
	Q24	Promotional offers (such as limited-time discounts) encourage me to make a purchase decision faster.

Conclusion

Thank you for taking the time to complete this questionnaire! Your responses will provide valuable data for our research. All answers will be kept confidential and used solely for academic purposes. We appreciate your participation and support!

VITA