ANALYSIS OF THE CORRELATION FACTORS ON CHINESE CONSUMERS' PURCHASE

INTENTION OF THAI BEAUTY PROFUCTS ON SHORT VIDEO PLATFORMS

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การวิเคราะห์ปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อผลิตภัณฑ์ความงามของไทยของผู้บริโภคชาวจีน
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This study investigates the influence of demographic factors and the 4P marketing mix (Product, Price, Place, Promotion) on Chinese consumers' purchase intention toward Thai beauty products via short video platforms (e.g., TikTok). A quantitative approach was employed, with data collected from 300 Chinese respondents through structured questionnaires and analyzed using SPSS. The results revealed that Chinese consumers exhibit high awareness and purchase intention for Thai beauty products, which are significantly influenced by influencer recommendations, product quality, and competitive pricing. Gender and age differences were notable, with females and younger consumers (18–37 years old) showing stronger purchase intentions. Income levels also had a positive correlation with purchase decisions. The 4P marketing mix demonstrated significant relationships with purchase intention, particularly through live-streaming promotions and platform trust. The findings offer practical insights for Thai beauty brands to optimize their marketing strategies on short video platforms, emphasizing influencer collaborations, product localization, and dynamic pricing. Limitations of the study include sampling bias and the exclusion of cultural variables, suggesting potential directions for future research.

Keyword : 4P marketing mix, purchase intention, Thai cosmetics, Chinese consumers, short video platforms, influencer marketing

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CHAPTER 1
INTRODUCTION

1.1 Background of the Study

With the rapid development of Internet technology, short video platforms and cross-border e-commerce have become hot topics in the current economic field. In the process of the rise of short video and live-streaming shopping, cross-border e-commerce has broken the geographical restrictions of trade, so that consumers can more easily buy goods around the world. The combination of the two not only provides consumers with a new shopping experience but also brings more sales channels and opportunities for merchants. Given the importance of trade exchanges between China and Thailand, the Chinese consumer market is one of the largest markets for Thai exports (Wei & Pongpatcharatorntep, 2022). The Thai products that Chinese consumers purchase are mainly cosmetics, food, clothes, etc. (Wei & Pongpatcharatorntep, 2022). This paper focuses on the cosmetics market in Thailand. The overall Thai beauty market is large and has continued to grow and expand in recent years. According to a survey by HKTB Research, 81% of Thai consumers intend to increase their spending on skin care and cosmetics in the next three years (Ma, 2021). Due to the huge market demand, the overall scale of Thailand's cosmetics market is growing rapidly, which means that Thailand's skin care and beauty products market has strong development potential. Meanwhile, some local Thai brands are also rising rapidly. For example, Mistine is one of the largest cosmetics companies in Thailand. Its makeup series is widely popular and has a high market share in sunscreen, lip balm, eye shadow and other products (Wei & Pongpatcharatorntep, 2022); Other brands including Srichand and Oriental Princess have a high popularity in the local market as well.

At the same time, with the rise of social media and the development of cross-border e-commerce, social media platforms have also become an important marketing channel for Thai beauty brands. Through online celebrity recommendation, live streaming and other ways to improve product visibility and sales. According to statistics, the export of beauty care products in Thailand accounts for about 40% of the total

production (Ma, 2021). Moreover, the export markets of Thai beauty products are mainly concentrated in Asian regions such as China, Southeast Asian countries, Japan, and South Korea (Phuthong, 2023). In recent years, many Thai beauty brands have entered the Chinese market through cross-border e-commerce and other channels, so Thai beauty products have attracted wide attention from Chinese consumers. The social platform represented by Tik Tok helps the sales of Thai beauty products through live streaming and delivery. For example, Mistine, "a Thai beauty brand that entered China in 2016" (Na, 2022), rose rapidly shortly after entering the market, "smashing an annual sale of one billion RMB ($151.3 million) just one year after its entry" (Na, 2022). Misitine launched an activity jointly with Tik Tok E-commerce Super Product Day, and its sales broke out, becoming the top one sunscreen category of Tik Tok e-commerce(Na, 2022). During the activity, related Tik Tok and Weibo hot searches were listed for a total of 8 times, with a total exposure of more than 400 million, and the exposure of the whole network exceeded 1.9 billion (Na, 2022). These figures indicates that the market in Chinese consumers is potentially vigorous.

In the past research on e-commerce sales in Thailand's cosmetics market, relevant research has been done on the marketing strategies of local e-commerce sales platforms in Thailand and the correlation factors of consumer consumption behavior. However, there is still a gap in the research on the correlation factors of Chinese short video platforms on the cross-border e-commerce consumer behavior of Thai beauty products. Therefore, this study aims to take local beauty products in Thailand as an example to illustrate the influence of certain specific variables on the purchase intention of Chinese consumers. The results of this study will also be helpful in providing effective marketing suggestions for Thai beauty brands in the rapidly growing competitive market. This study will conduct a quantitative survey, using non-probability and purposive sampling techniques, to randomly survey Chinese consumers and collect data for descriptive analysis, and present the analysis results in a visualized form.

1.2 Objectives of the Study

The objectives of this study mainly attempt to find out the specific variables for Chinese consumers' willingness to purchase Thai beauty product. Therefore, the study attempts to understand consumer's purchase intention through the impact of demographic and 4P marketing mix factors. In-depth analysis of factors influencing Chinese consumers to choose Thai beauty products, including price, product, place and promotion, so that Thai beauty brands can carry out targeted product optimization and marketing strategy adjustment. The results will also help develop effective marketing strategies for Thai beauty brands on Chinese short video platforms, including branding, product positioning, channel selection, and promotional activities, in order to improve brand awareness and market share.

1.3 Research Questions

This paper will set the following research questions through the study of Thai Internet celebrity products.

1.How does the 4P marketing mix (product, price, place, promotion) influence Chinese consumers' purchase intention of Thai beauty products?

2.How do demographic factors (age, gender, income level, education) influence Chinese consumers' purchase intention of Thai beauty products?

1.4 Research Design

1.4.1 Population in This Research

The population in this study is aimed at the Chinese beauty products consumers who are over 18 years old.

1.4.2 Research Method

The main purpose of this study is to explore the purchasing behavior of Chinese consumers on Thai beauty products by analyzing the correlation between the 4P marketing mix and demographic factors. Therefore, this study mainly adopts quantitative research and collects quantitative data through structured survey to analyze the relationship between product attributes, marketing strategies and purchase

intention. The research results choose to use data to answer research questions and therefore focus on methods of quantitative data collection and analysis, using statistical techniques to help numerically measure the relationship between variables to reveal deeper insights into consumer motivations and perceptions. The methodology was as follows:

1.Population determination and sampling

2.Measurement tools used in this study

3.Data collection methods

4.Data processing and data analysis

5.Statistics used in data analysis

1.4.3 Survey Method and Questionnaire Design

In order to more accurately explore the research questions, this study designed a multi-dimensional questionnaire to investigate the cosmetics purchasing behavior of Chinese consumers, and the questionnaire survey will be used to obtain first-hand data. Purposive and snowball sampling were employed for this research, with an online questionnaire distributed through social media platforms and direct messaging. This survey method was chosen because it can accommodate a large sample size, is easy to distribute, and is low cost. A multi-dimensional questionnaire was designed to investigate the cosmetics purchasing behavior of Chinese consumers. The questionnaire consists of two parts: demographic factors and purchase intention factors. In the second part the questionnaire, a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 strongly agree) will be used to demonstrate the correlation of 4P Marketing Mix .

1.4.4 Research Variables

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

Independent variables:

1.Demographic

    1.1 Gender

        1.1.1 Male

        1.1.2 Female

    1.2 Age

        1.2.1 18-27

        1.2.2 28-37

        1.2.3 38-47

        1.2.4 48-57

        1.2.5 Above 57

    1.3 Education

        1.3.1 High school and below

        1.3.2 Bachelor

        1.3.3 Master degree

        1.3.4 Above Master degree

    1.4 Income

        1.4.1 1,500 yuan and below

        1.4.2 1,501-3,000 yuan

        1.4.3 3,001-4,500 yuan

        1.4.4 4,501-6,000 yuan

        1.4.5 6,001-7,500 yuan

        1.4.6 Above 7,500 yuan

    1.5 Occupation

        1.5.1 Student

        1.5.2 Government Officer

        1.5.3 Private Company Employee

        1.5.4 Business Owner

        1.5.5 Freelancer

1.5.6 Other (if any)

The second part:

2 Marketing Mix Factors (4P)

2.1 product

2.2 price

2.3 place

2.4 promotion

Dependent variable

Chinese online consumers' purchase intention for Thai beauty products

1.5 Definition of Terms

1. 4P Marketing Mix

It is a classic marketing theoretical framework, proposed by American marketing professor E. Jerome McCarthy in the 1960s (Constantinides, 2006). It covers the four key elements of Product, Price, Place and Promotion, aiming to help enterprises develop comprehensive and effective marketing strategies to meet the needs of the target market and achieve marketing goals.

A. Product: a product provides to the market to meet consumer demand. This not only includes the core functions of the product, but also involves the quality of the product, design, packaging, brand, after-sales service, product life cycle and many other aspects (Constantinides, 2006).

B. Price: the amount a consumer must pay for a product or service (Constantinides, 2006). Pricing strategy should not only consider the cost, but also combine the market demand, competition, consumer psychological expectations and other factors.

C. Place: it involves the path and link through which the product is transferred from the producer to the consumer (Constantinides, 2006). It includes direct places (such as official website and direct stores) and indirect places (such as dealers, retailers, and e-commerce platforms).

D. Promotion: it refers to convey product or service information to the target market through various means of communication, stimulate consumers' desire to buy, and promote sales (Constantinides, 2006).

2. Purchase Intention

Purchase intention is the preference of consumer to buy the product or service (Younus et al., 2015). It represents the subjective likelihood that consumers are willing to buy a certain product or service, reflecting the degree to which consumers are inclined to actually purchase a particular product or service.

3. Demographic

It is a description and analysis of various elements of population characteristics, which has been widely used in many fields such as marketing, sociology, and economics, and can help researchers or enterprises understand the characteristics and behavior patterns of specific groups. The common demographic factors include age, gender, educational level, income, occupation, family background and nation (Younus et al., 2015).

1.6 Conceptual Framework

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

Independent Variables   Dependent
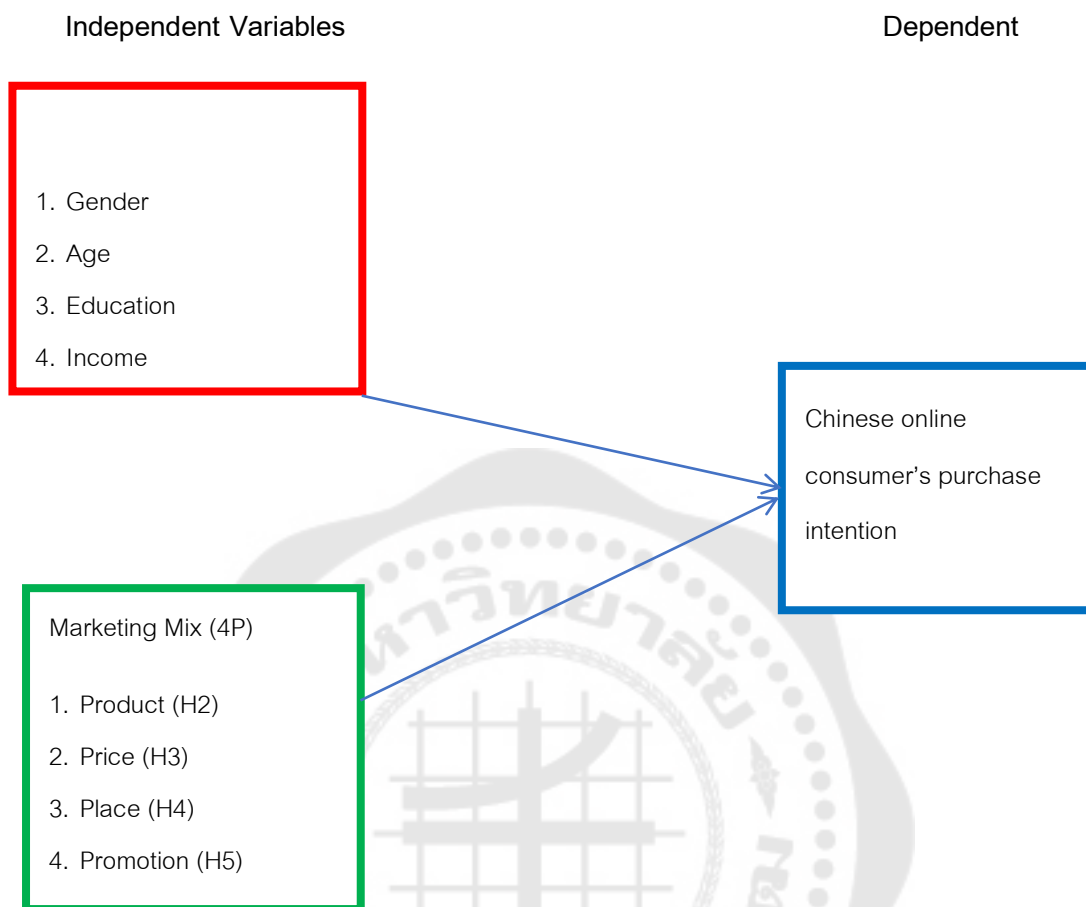
Figure 1 Conceptual Framework of the Study

1.7 Research Hypothesis

H1: Demographic factors have impacts on consumer purchase intention.

H2: The product has a significant positive relationship with purchase intention.

H3: Price has a significant positive relationship with purchase intention.

H4: Place has a significant positive relationship with purchase intention.

H5: Promotion has a significant positive relationship with purchase intention.

CHAPTER 2
LITERATURE REVIEW

With the rise of social media and the development of cross-border e-commerce, this study mainly focuses on the consumption behavior of Chinese consumers on Thai beauty products. Therefore, it is necessary to conduct a literature review on Thai beauty brands, short video marketing (SVM), and the main factors affecting consumer behavior, with the purpose of understanding the background of the rise of living-streaming shopping platform and studying the influence of online shopping on the sales of Thai beauty products. This chapter includes literature review in the following aspects:

    1.Thai Beauty Products and Chinese Beauty Market

    2.Correlation Factors of Purchasing Behaviors

        2.1Demographic factors

        2.2 The 4P Marketing Mix

    3. Purchase Intention on Short Video Platforms

    4. Related Research

    5. Conclusion

2.1 Thai Beauty Products and Chinese Beauty Market

The characteristics of Thai cosmetics are mainly related to the local Thai climate, combined with the need to adapt to the tropical climate, the use of natural plants as raw materials, and the product contains a unique fragrance culture. Therefore, this chapter mainly introduces the above advantages of Thai beauty products and gives examples of several well-known brands of Thai products, so as to introduce the core competitive advantages and disadvantages of Thai beauty products in the Chinese market.

In Thailand, there are many high-quality and inexpensive cosmetics products, such as Mistine, Srichand, Snail White, Oriental Princess, Vlanse (Zhang & Su, 2024). Among them, Mistine is one of the largest cosmetics companies in Thailand and a

representative brand of Thai beauty, while Srichand, founded in 1948, is one of the oldest cosmetics brands in Thailand (Zhang & Su, 2024). Each brand has its own main beauty products and corresponding customer market groups.

Thai beauty products mainly have the following characteristics. First, its products are adapted to the needs of tropical climates. Thailand is located in the tropics, the perennial high temperature and strong ultraviolet rays, which makes the local beauty products especially pay attention to the function of sun protection (Ngokkuen & Grote,2012). Its sunscreen products not only have a high sun protection index, can effectively resist the damage of ultraviolet rays, but also constantly innovate in the formula, pay attention to the sense of use, and achieve high multiple sunscreen while not greasy, not heavy, so that consumers can easily use in hot weather. Mistine's sunscreens, for example, are very popular in the market, with good sun protection and refreshing texture (Wei & Pongpatcharatorntep, 2022). In addition, because the local climate is hot and humid, people are easy to sweat and oil (Ngokkuen & Grote,2012), Thailand's makeup products focus on waterproof and oil-resistant characteristics when they are developed, which can maintain the durability of makeup. Even in a high temperature, sweaty environment, makeup is not easy to dye, take off makeup, so that consumers always maintain a delicate state. For example, Thai eyeliner, mascara and other products, after waterproof testing, can maintain a good makeup effect for a long time.

Secondly, most beauty products in Thailand are made of natural plants as raw materials (Wisetkomolmat et al., 2019). Thailand is a paradise for wildlife, with rich natural plant resources, which provide high-quality raw materials for beauty products. It is indicated that "northern Thai people have learned to utilise plants, in particular those of plants with cleansing properties, since the beginning of time" (Wisetkomolmat et al., 2019). From Thanisorn's research, it is found that the marketing strategy of Thai herbal cosmetics has a high market appeal through high-quality products (2013). This is because many Thai beauty brands make good use of native plant extracts, which have moisturizing, antioxidant, soothing and other properties to provide natural skin care

(Wisetkomolmat et al., 2019). Thailand is a paradise for wildlife, with rich natural plant resources, which provide high-quality raw materials for beauty products. Many Thai beauty brands make good use of native plant extracts, which have moisturizing, antioxidant, soothing and other properties to provide natural skin care. In general, "the facial herbal cosmetics products are moisturizer, whitening lotions, creams, powder, toner, make up cleansing, mask, cleansing oil, soap bar, anti-aging lotions and creams" (Thanisorn & Bunchapattanasakda Chanchai, 2012).

Because of its unique advantages, Thai cosmetics also have a place in the Chinese cosmetics market, and at present, the Chinese market is rapidly becoming one of the fastest growing consumer markets in the world (Zhang & Su, 2024). According to Zhang and Su, "the Chinese market is fast becoming one of the fastest growing consumer markets in the world." (2024) . In summary, the sales of Thai cosmetics in the Chinese market have the following advantages. First of all, the most obvious advantage is that the overall price of Thai beauty products is close to the people, and most of them are below 100 yuan. For the Chinese consumer market, "the lower prices could also boost sales e.g. smaller sizes of some products, such as 50 ml and 30 ml bottles of products, which is normally sold in 100 ml bottles then smaller bottles are selling better than regular size ones" (Thanisorn, 2013). Therefore, for the pursuit of cost-effective Chinese consumers, the price of Thai cosmetics has a greater attraction, which enables it to quickly attract consumers' attention and try, especially for students, young consumers and more sensitive to the price of consumer groups, Thai beauty products are an affordable choice. For example, Mistine's wing powder is priced at no more than 79 yuan on major e-commerce platforms, showing obvious price advantages (Wei & Pongpatcharatorntep, 2022). On the other hand, although the price is lower, the quality of Thai beauty products is not inferior. Many Thai beauty brands pay attention to product development and production, adopt advanced technology and equipment, and strictly control product quality to ensure that product quality meets high standards (Thanisorn, 2013). Moreover, due to the fierce competition in the Thai beauty market, cosmetics brands are constantly innovating their products. For example, in terms of functional

segmentation, Thai beauty brands are very professional in product function segmentation, and can develop targeted products for different skin types and different needs (Wisetkomolmat et al., 2019) to meet consumers' needs for personalized and novel products.

On the contrary, Thai beauty products are currently facing some disadvantages. First of all, Thai beauty companies do not pay attention to brand building, resulting in consumers often only recognize the popular products, and the overall awareness of the brand is low. According to Zhang & Su's research, "Thai cosmetic brands face a number of issues, such as fierce competition with other local and international brands and relatively low market awareness" (2024). Compared with beauty brands in Europe, America, Japan, Korea and other regions, there is a big gap between Thai beauty brands in brand image building and brand culture communication, which affects their long-term development in the Chinese market to a certain extent (Phuthong, 2023). Secondly, Thai cosmetics entered the Chinese market relatively late, "entering the Chinese market in 2016" (Ma, 2021), so its sales channels, whether online or offline, are not dominant compared with more mature Korean cosmetics companies. Finally, although there is a certain exchange and integration of Chinese and Thai cultures, there are still differences in aesthetic concepts and consumption habits between the two countries. The product design and packaging style of Thai beauty may not be fully in line with the preferences of Chinese consumers, which to some extent limits its promotion in the Chinese market.

In general, Thai beauty products have a certain competitiveness in the Chinese market, and their price advantages, unique product efficacy and innovation ability can attract some consumers. However, the lack of brand building, limited sales channels, market chaos and other problems have also restricted its further development in the Chinese market. If Thai beauty brands want to achieve greater success in the Chinese market, they need to strengthen brand building, expand sales channels, regulate market order, and adjust and optimize products according to the needs and preferences of Chinese consumers.

2.2 Correlation Factors of Purchasing Behaviors

Chinese individual's consumption behavior on purchasing beauty products is mainly divided into two aspects. On the one hand, it is demographic factors. It usually includes the user's personal factors, such as gender, age, consumption level, salaries and so on. On the other hand, the other is the influence of marketing tools. The 4P Marketing Mix is a classic marketing theoretical framework, developed by American marketing professor E. Jerome McCarthy in the 1960s (Younus, 2015. Therefore, this study mainly discusses the correlation of population and 4p marketing mix.

2.2.1 Demographic Factors

Demographic factors refer to various variables that describe the characteristics of a population and are measurable demographic characteristics (Hawkins & Mothersaugh, 2010). Demographic factors mainly include age, gender, education level, income level, occupation, etc., which have manifested importance in consumer behavior research (Pol, 1991). Therefore, the variables of consumer groups can be quantified and distinguished from different demographic factors.

From the aspect of personal factors, some users may consume in products because of actual needs in life. For example, the demand for everyday items such as cosmetics and household items. If users see that there are cosmetics recommended for their skin type on online shopping platforms, and the price is reasonable and the evaluation is good, they may have a purchase behavior. Moreover, when products on online platforms are in line with users' self-image positioning, they are more likely to consume them (Liu & Kim, 2021). This is because when users believe that the role they play in a short video is consistent with the image or concept conveyed by the marketing content, they may be more likely to have a purchase intention (Shen & Wang, 2024), in order to pursue self-identification.

When grouped by age and gender, young users (such as teenagers and young adults) may be more inclined to consume fashion and entertainment related products (Ward et al., 2017), such as fashion clothing, game accessories, etc. They are highly receptive to new things and are easily attracted by novel product recommendations on Douyin. This is due to the fact that personal interests and hobbies

may make some users more interested in certain types of short video marketing content, thus increasing their purchase intention (shen & wang, 2024).

For users of different genders, female users may be more interested in categories such as beauty, fashion, and maternity. Beauty tutorials combined with related product recommendations can easily motivate female users to buy the recommended cosmetics. Male users may pay more attention to digital products, sports equipment and so on. For example, when men see a new e-sports mouse introduced on e-commerce with excellent performance and a suitable price, they will consider buying it.

In terms of consumption level and preference grouping, high-income people may be more inclined to buy high-end products, such as luxury goods, high-end electronic products, etc. When they see a promotion of a limited-edition luxury bag or high-end camera on short video platforms, they may place an order to buy it if it suits their tastes. Middle and low income people pay more attention to cost-effective products. For example, when some affordable daily necessities and affordable clothing are promoted online, it is easier to attract the consumption of this part of the population. Moreover, users who shop online are more likely to make purchases. They are familiar with the process of online shopping and trust the payment and logistics services of shopping platform (Deng et al., 2022). Users who have a preference for a specific brand, if the user establishes an emotional connection and trust with the brand or marketing content, it will promote the generation of purchase intention (Shen & Wang, 2024). This is the purchase intention stimulated by shared value (Shen & Wang, 2024), so when users see new products or promotions of their favorite brands, they will be more active in consumption.

2.2.2 4P Marketing Mix

4P Marketing Mix mainly refers to Product, Price, Place and Promotion, because its English initial letter is "P", so called 4P Marketing Mix (Kotler & Kelly, 2006). The 4P marketing combination is used to study the correlation auty products on Chinese consumers, which can be analyzed from four dimensions: product, price, channel and

promotion. In the beauty products industry, these four factors all play an important role in influencing consumers' purchasing behavior.

First of all, for "product" factor, it could study the unique ingredients of Thai beauty products. For example, some products may use local Thai plants, such as lemongrass, seaweed, etc., and analyze the applicability and attractiveness of these ingredients to Chinese consumers' skin (Boonsong et al., 2012). Investigate the actual experience and feedback of Chinese consumers on the claimed benefits of products (such as whitening, moisturizing, anti-acne, etc.) (Boonsong et al., 2012) to see if Thai beauty products can meet the needs of Chinese consumers for different skin types and age levels.

Secondly, the "price" distribution of Thai beauty products in the Chinese market is sorted out, including the proportion and sales of products in different price segments of high, medium and low-end (Boonsong et al., 2012). Analyze the characteristics of Chinese consumer groups targeted by products in different price segments, such as whether high-end products attract consumers who pursue quality and unique experience, and whether middle and low-end products attract mass consumers with cost-effective performance.

Then, the shopping "place" of Chinese consumers are analyzed. Study the layout and sales of Thai beauty products in online platforms in China, such as Tiktok. Different from traditional shopping methods, the online platforms have both launched the short video shopping method and promoted the live streaming shopping method with goods. In particular, live streaming shopping enables consumers to shop while watching live streams (Long et al., 2024). On top of that, the network red goods also have a great impact on consumer consumption behavior. In other words, short video creators and Internet celebrities with a large number of fans have a great guiding effect on consumer behavior. Their recommendations, trial sharing, etc. influence fans' purchase decisions (Ko, 2023). When Internet celebrities recommend products, they often introduce the functions, characteristics and use methods of the products in detail (Mindiasari et al., 2024). For example, beauty online celebrities will show in detail the use effect, texture,

applicable skin type of a cosmetic in the video, so that consumers can have a more comprehensive understanding of the product.

Finally, "promotion" ways of beauty products also should be paid attention on the study. The paper will analyze the advertising strategies of Thai beauty brands in Chinese online market, and study the regular sales promotion activities of online platforms, such as discount, full reduction, gifts, membership system, etc.

2.3 Purchase Intention on Short Video Platforms

In this internet-oriented society, short video marketing and the influencer economy "have become a new cultural phenomenon" among the public (Yang, 2022) is a common trend. With the rapid rise of short videos on social media, "social media technology allows people to connect by creating and sharing content" (Marwick and Boyd, 2011), while users can share and comment on social media platforms to communicate directly with others (Yang, 2022). Short video marketing is an economic model that makes profits through online platforms (Shen and Wang, 2024). Short video influencers have a large number of followers and fans, and they use their personal influence and attraction to gain profits. the social media influencer could personalize and liberalize the way that products and videos are made and displayed, which "provides the possibility for different wanghong (online influencer) to pursue their own intended capitals" (Fung, 2022). The Internet celebrity economy represents a new stage in the cultural industry, and this change is reflected in the shift from single to diversified, which can not only promote the development of the e-commerce industry and social economy, but also enhance the influence of brands in society.

Meanwhile, Purchase intention is the preference of consumer to buy the product or service (Younus et al., 2015). It represents the subjective likelihood that consumers are willing to buy a certain product or service, reflecting the degree to which consumers are inclined to actually purchase a particular product or service. Purchase intention on short video platforms refers to the tendency or possibility of users to purchase specific goods or services when browsing the content of short video platforms such as Tiktok and other online shopping platforms. The main reason why short video

marketing affects purchase intention is that the development of short video platform is reflected in the transformation from single to two-way communication mode (Hilvert-Bruce et al., 2018). In other words, consumer purchase intention is mainly affected by the two characteristics of short video: the content and the live streaming shopping method.

For short video contents, individuals are no longer just consumers of content, but also producers of content (Enke & Borchers, 2019). Individuals can produce their own cultural products at any time, so in theory, everyone can become a cultural producer. Research shows that modern consumers have shorter attention spans, especially in the digital age (Ward et al., 2017). The emergence of short videos can capture the attention of smartphone users. A study by Daugherty et al. (2008) found that consumers are more likely to interact with short content because it requires less input. Short videos are therefore more attractive because they can quickly convey information or tell a story.

For the live streaming shopping method, brands and merchants can directly achieve product sales conversion on the platform. According to the research, the sales of live streaming goods of Tiktok show a trend of rapid growth, and many brands have achieved significant sales performance through the e-commerce channels (Yin & Areeprayolkij, 2024). This model of e-commerce integration makes short video marketing from a simple brand promotion to a new stage of sales transformation. A large number of Internet celebrities have become important partners in brand marketing (Yang, 2022). With its influence and fan base on the platform, it is able to effectively promote its brand and products. Influencer marketing has a high credibility and communication effect, and fans often have a high purchase intention for products recommended by talent (Yang et al., 2019).

In short, the willingness to buy on short video platforms is an important driving force for the development of e-commerce. Merchants attract users to buy through short videos, and then guide the purchase behavior to achieve product sales. Many merchants use traffic from short video platforms to achieve sales growth.

2.4 Related Research

Many specific researches have been done in the past on influencing consumers' purchase intention. It is worth mentioning that, Liu and Kim (2021) conducted a survey on 286 viewers of live streaming shopping in China in 2021. According to the use and satisfaction theory (UGT), the study examines the motivation of viewers, and results show that viewers expect to obtain detailed information about products from live streaming, and live streaming shopping enhances the social interaction between viewers and anchors (2021).

In addition, researchers Mindiari and his team conducted a quantitative analysis of 13 academic articles in 2024 and found that the purchase intention of online live shopping was mainly affected by "product fit, consumer interactivity, technology of live streaming shopping, consumer feels, relation between consumer and streamer, consumer behavior, and uncertainty" (Mindiasari et al., 2024). For the students and youth consumer groups, the study implemented by Irawan and Pu in 2020 focuses on the research of Chinese consumers' preference for Chinese cosmetic brands and Thai cosmetic brands. The research subjects obtained several top-selling cosmetics brands in Thailand, including Beauty Buffet, Ele Voodoo, Snail White, Oriental Princess, as well as Mistine. Research shows that Chinese consumers' preference for Thai cosmetics is mainly due to price advantages and the characteristics of the products (Irawan & Pu, 2020).

In contrast, Wei & Pongpatcharatorntep's 2022 study interviewed three Chinese influencer experts selling Thai products in Chiang Mai, Thailand, and found that Chinese consumers are most concerned about is the characteristics of Thai products. The second most influential factor is the appearance of the influencers they hire, which should be in line with consumers' preferences when selling beauty products, and the personality and reputation of the influencers are also important (Wei & Pongpatcharatorntep, 2022). Because of its unique advantages, Thai cosmetics also have a place in the Chinese cosmetics market, and at present, according to the

statistics from Zhang & Su, the Chinese market is rapidly "becoming one of the fastest growing consumer markets in the world" (Zhang & Su, 2024).

In summary, the sales of Thai cosmetics in the Chinese market have the following advantages. First of all, the most obvious advantage is that the overall price of Thai beauty products is close to the people. For the Chinese consumer market, "The lower prices could also boost sales e.g. smaller sizes of some products, such as 50 ml and 30 ml bottles of products, which is normally sold in 100 ml bottles then smaller bottles are selling better than regular size ones" (Thanisorn, 2013). On the other hand, the quality of Thai beauty is amazing. Many Thai beauty brands pay attention to product development and production, adopt advanced technology and equipment, and strictly control product quality to ensure that product quality meets high standards (Thanisorn, 2013). Moreover, due to the fierce competition in the Thai beauty market, cosmetics brands are constantly innovating their products. For example, in terms of functional segmentation, Thai beauty brands are very professional in product function segmentation, and can develop targeted products for different skin types and different needs (Wisetkomolmat et al., 2019) to meet consumers' needs for personalized and novel products.

CHAPTER 3

RESEARCH METHODOLOGY

This study employs a quantitative research design to explore the purchasing behaviors of Chinese consumers toward Thai beauty products through demographic factors and 4P Marketing Mix. Quantitative data were collected through structured surveys to analyze the relationships between product attributes, marketing strategies, and purchase intentions. The methodology was as follows:

1.Population determination and sampling

2.Measurement tools used in this study

3.Data collection methods

4.Data processing and data analysis

5.Statistics used in data analysis

3.1 Population Determination and Sampling

Population in This Research

The population used in this study consisted of Chinese consumers who are aged 18 years and older, and had interacted with Thai beauty product content.

Population Sample Used in This Research

Based on Yamane's (1967) formula, the researchers planned to survey 400 participants with a 95% confidence level and a 5% margin of error. According to the formula:

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

Where:

n: Sample size

N: Population size

e^2: Error tolerance (5%)

For example, with e = 0.05, the formula ensures a 95% confidence level.

Using this approach, the calculated sample size was 385, and an additional 15 samples were included to account for potential data inaccuracies, resulting in a target of 400 participants.

Sampling Group Used in this Research

The target group included Chinese consumers aged 18 years and above who had prior engagement with Thai beauty products. Purposive and snowball sampling were employed for this research, with an online questionnaire distributed through social media platforms and direct messaging.

3.2 Measurement Tool Used in This Research

In this study, a multi-dimensional questionnaire was used as survey tools and was designed to examine Chinese consumers' cosmetic purchase behavior. The questionnaire is derived from a literature review, factors influencing purchase intention, theories, and other factors, including the 4P marketing mix, demographic factors, and purchase intention. The questionnaire consisted of two parts.

Part 1 Demographic Factors of Participants

As a questionnaire about consumers' personal information are independent variables, consisting of the five items:

1.Gender

    1.1 Male

    1.2 Female

2. Age

    2.1 18-27

    2.2 28-37

    2.3 38-47

    2.4 48-57

    2.5 Above 57

3. Education

    3.1 High school and below

    3.2 Bachelor

3.3 Master degree

3.4 Above Master degree

4 Income

4.1 1,500 yuan and below

4.2 1,501-3,000 yuan

4.3 3,001-4,500 yuan

4.4 4,501-6,000 yuan

4.5 6,001-7,500 yuan

4.6 Above 7,500 yuan

5. Occupation

5.1 Student

5.2 Government Officer

5.3 Private Company Employee

5.4 Business Owner

5.5 Freelancer

5.6 Other (if any)

Part 2 4P Marketing Mix

Parts 2 questionnaires on the possible impact of the 4P marketing mix on Chinese consumers' willingness to purchase Thai local beer.

The marketing Mix Factors (4P) are also independent variables. The types of questions included single-choice, multiple-choice, and scale-based questions using , using the Rating Scale Method as the type of data measurement scale. Interval Scale is divided into 5 levels with criteria for determining scores as follows:

Level 5 = Very Agree.

Level 4 = Agree.

Level 3 = Neutral.

Level 2 = Disagree.

Level 1 = Very Disagree

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

Class Interval = (Upper-Class Limit-Lower Class Limit)/ (Class Limit Class Number)   = (5-1)/5 = 0.8

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

Evaluation Criteria: Following Siriwan Sereerat's (2007) criteria, the class interval was calculated using the formula:

Based on this, the rating levels were defined as follows:

4.21 – 5.00: The highest relation level between Thai beauty product attributes and consumer purchase intention.

3.41 – 4.20: High relation level.

2.61 – 3.40: Moderate relation level.

1.81 – 2.60: Low relation level.

1.00 – 1.80: Lowest relation level.

The questionnaire was pilot-tested to ensure clarity, logic, and validity. Adjustments were made based on pretest feedback, and screening questions were added to verify participants' eligibility (e.g., Chinese consumers who met the research criteria).

After the pretest, the questionnaire was revised based on feedback to improve clarity, logic, and alignment with research objectives. Final revisions were approved by the advisor before the full-scale distribution. The process also included:

Inspection and Approval: The revised questionnaire was reviewed by the advisor to ensure alignment with research aims and hypotheses.

Testing and Validation: The finalized questionnaire was distributed to a test group of 30 participants similar to the target population. Feedback from this group was used to verify and enhance the reliability of the questionnaire.

Using Cronbach's alpha coefficient (Kronbach, 2015), the reliability test was assumed to yield an alpha value, indicating levels of stability and consistency for the questionnaire. Values between $0 \leq \alpha \leq 1$ were used to assess connection reliability, with a minimum threshold of 0.7 to confirm reliability and quality.

3.3 Data Collection Methods

1. Survey Distribution

- Platforms: The questionnaire will be distributed via social media platforms (e.g., Tiktok, WeChat and Instagram).

- Influencer Collaboration: Influencers will share the survey link to maximize participant recruitment.

- Screening Criteria: Participants must be Chinese consumers aged 18 or older, with prior interactions related to the study topic.

2. Survey Structure

- Demographic Section: Questions about age, gender, education, income, and occupation.

- Behavioral Insights: Focused on understanding perceptions, trust, and purchase behavior.

- Factors Influencing Behavior: Explores influences like product quality, pricing, marketing strategies, and peer recommendations.

3. Validation and Screening

- Invalid, duplicate, or incomplete responses were eliminated.

- Questionnaires underwent a pretesting phase for reliability and clarity.

4.Data Processing

- Review (edit) researcher data, check answers and questionnaires for completeness, and exclude incomplete questionnaires.

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

- Data processing The encoded data is saved and processed by the computer statistical program (SPSS), and descriptive analysis and descriptive data inference are carried out to test hypotheses.

3.4 Data Processing and Data Analysis

(1). Descriptive Statistics

- Frequencies, percentages, and standard deviations summarize key demographic and behavioral data.

(2). Inferential Statistics

The following outlines basic statistical analyses and their applications, particularly using statistical software Statistical Package for the Social Sciences (SPSS). These methods provide a foundation for both descriptive and inferential statistical evaluations.

Additionally, the following analyses are performed:

Reliability analysis using Cronbach's alpha coefficient to assess the internal consistency of the scales.

Correlation analysis using Pearson's correlation coefficient to examine relationships

between variables.

Analysis of Variance (ANOVA) to test for differences in purchase intention across

different groups (e.g., age groups, education levels).

Independent samples t-tests to analyse the impact of dichotomous variables (e.g.,

gender) on purchase intention.

All statistical tests are conducted at a significance level of 0.05. Results are presented

through tables and figures, accompanied by detailed discussions and interpretations in the

context of the theoretical framework.

3.5 Statistics Used in Data Analysis

The study employs both descriptive and inferential statistical techniques to examine correlations between variables. The primary statistical tests used are:

1. Independent Samples T-test

- Will be used to compare means between two independent groups (e.g., male vs. female consumers)

- Tests the null hypothesis that two population means are equal

- Formula:

```
```

$$t = (\bar{X}_1 - \bar{X}_2) / \sqrt{(s^2/n_1 + s^2/n_2)}$$

```
```

Where:

- $\bar{X}_1$, $\bar{X}_2$ = sample means

- s^2 = pooled variance

- n_1, n_2 = sample sizes

2. One-way ANOVA (F-test)

- Will be used to compare means across three or more groups (e.g., different age groups, income levels)

- Tests the null hypothesis that all group means are equal

- Formula:

```
```

$$F = MSB/MSW$$

```
```

Where:

- MSB = mean square between groups

- MSW = mean square within groups

3. Pearson Correlation Analysis

- Will complement the T-tests and F-tests to measure linear relationships between continuous variables

- Tests the strength and direction of association between variables

- Formula:

```
```

$$r = \Sigma[(X_i - \bar{X})(Y_i - \bar{Y})] / \sqrt{[\Sigma(X_i - \bar{X})^2 \Sigma(Y_i - \bar{Y})^2]}$$

```
```

Revised Analysis Approach:

1. Group Comparisons:**

- Use T-tests to examine:

- Gender differences in purchase intention and 4P ratings

- Other dichotomous demographic comparisons

- Use ANOVA to examine:

- Age group differences

- Income level differences

- Education level differences

- Occupational differences

2. Correlation Analysis:**

- Calculate Pearson correlation coefficients between:

- Product attributes and purchase intention

- Price perceptions and purchase intention

- Place factors and purchase intention

- Promotion factors and purchase intention

- Inter-correlations among 4P factors

3. Effect Size Measures:**

- Report Cohen's d for T-tests

- Report η^2 (eta squared) for ANOVA

- Interpret correlation coefficients (r) using standard benchmarks

4. Assumption Testing:**

 - For T-tests/ANOVA:

  - Test for normality (Shapiro-Wilk)

  - Test for homogeneity of variance (Levene's test)

 - For correlations:

  - Test for linearity (scatterplots)

  - Check for outliers

This revised approach maintains the original data collection methods but shifts the analytical focus to examining group differences and correlations rather than causal influences. The results will show which variables are associated with purchase intention and how strongly, without implying causation.
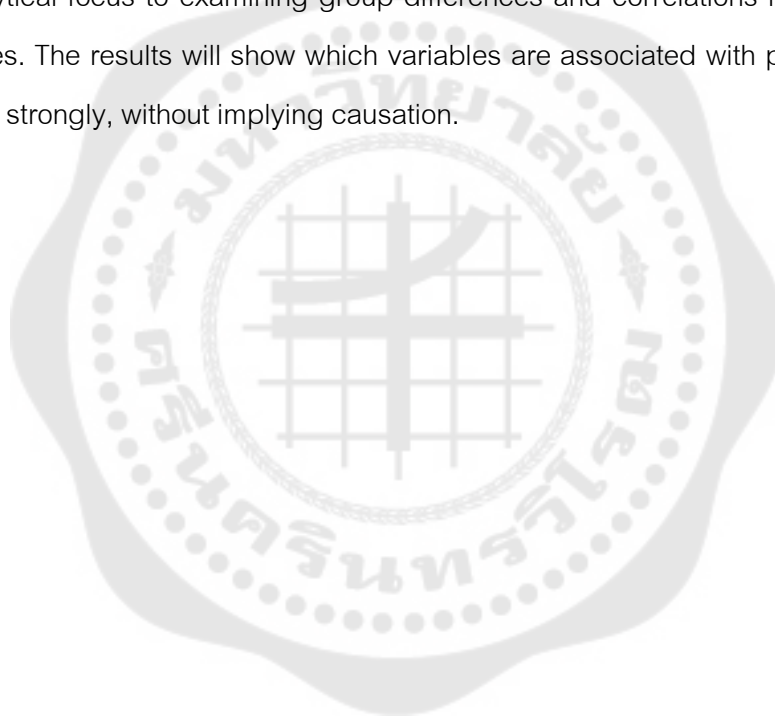
CHAPTER 4
RESULTS OF THE STUDY

1 Results of Reliability Analysis and Validity Analysis

1.1 Reliability Analysis

Reliability analysis, also known as consistency analysis, measures the credibility of a survey questionnaire. In this study, the "Reliability Analysis" function of SPSS 26.0 was employed to assess the internal consistency of the questionnaire data and determine its stability and reliability. Cronbach's Alpha coefficient was utilized as the measure of reliability. A higher Cronbach's Alpha coefficient indicates more consistent, stable, and reliable survey results. In general research, an alpha coefficient above 0.8 suggests high internal consistency for the measured dimension; between 0.7 and 0.8, it indicates good internal consistency; and between 0.6 and 0.7, it is considered acceptable. The reliability test results of this paper are presented in the table below.

Table 1 Reliability Analysis

	Cronbach's Alpha	item
Product	0.847	3
Price	0.813	3
Place	0.837	3
Promotion	0.845	3
Purchase Intention	0.801	2
total	0.886	15

The overall Cronbach's Alpha coefficient for the scale is 0.886, exceeding 0.8. Additionally, the Cronbach's Alpha coefficients for each dimension are 0.847, 0.813, 0.837, 0.845, and 0.801, all of which are above 0.8. These results indicate that the questionnaire has good reliability.

1.2 Validity Analysis

Validity analysis, or the measurement of a questionnaire's effectiveness, assesses whether the questionnaire data accurately reflect the research objectives. In general research, validity checks ensure that the questionnaire accurately and effectively measures what it intends to study. In this paper, the KMO (Kaiser-Meyer-Olkin) coefficient was used to test the validity of the questionnaire scale.

As shown in the table below, the KMO value is 0.853, exceeding 0.8. Additionally, the Bartlett's Test of Sphericity yielded a significant p-value of less than 0.05. These results indicate that the questionnaire has good validity.

Table 2 Validity Analysis

KMO and Bartlett-Test		
KMO Sampling suitability quantity		0.853
Bartlett, sphericity test	Approximately chi-squared	2087.812
	Freedom	91
	p	<0.001

The KMO value of 0.853 suggests that the sampling adequacy is high, indicating that the variables in the questionnaire are suitable for factor analysis. The significant p-value (p < 0.05) from the Bartlett's Test of Sphericity further confirms that there is sufficient correlation between the variables to justify factor analysis. Overall, these results demonstrate that the questionnaire has good validity, meaning it accurately measures what it intends to study.

2.Result of demographic information of interviewees attend in this study

Table 3 Quantity and percentage of interviewees

Basic Characteristics	Classification	Frequency	Proportion (%)	Cumulative Proportion (%)
Gender	Male	150	48.1	48.1
	Female	162	51.9	100.0
Age	less than 18 years old	45	14.4	14.4
	18-27 years old	80	25.6	40.1
	28-37 years old	78	25.0	45.1
	38-47 years old	53	17.0	82.1
	48-57 years old	45	14.4	96.5
	57 years old or older	11	3.5	100.0
Highest level of education	High school and below	59	18.9	18.9
	Bachelor's degree	155	49.7	68.6
	Master's degree	81	26.0	94.6
	Above Master's degree	17	5.4	100.0
Monthly income	1,500 yuan and below	19	6.1	6.1
	1,501-3,000 yuan	62	19.9	26.0
	3,001-4,500 yuan	60	19.2	45.2
	4,501-6,000 yuan	68	21.8	67.0
	6,001-7,500 yuan	66	21.2	88.1
	Above 7,500 yuan	37	11.9	100.0
Occupation	Student	57	18.3	18.3
	Government Officer	54	17.3	35.6
	Private Company Employee	85	27.2	62.8
	Business Owner	62	19.9	82.7
	Freelancer	42	13.5	96.2
	Other (If any)	12	3.8	100.0

Table 3 presents the demographic information of the interviewees participating in this study, which aims to understand the purchasing intentions of Chinese consumers towards Thai beauty products on short video platforms and the influencing factors. The table categorizes the respondents based on their gender, age, highest level of education, monthly income, and occupation, providing both the frequency and proportion of each category.

In terms of gender, the sample comprises 150 males (48.1%) and 162 females (51.9%), indicating a relatively balanced distribution between the two genders.

Regarding age, the largest proportion of respondents falls within the 18-27 years old category (25.6%), followed closely by the 28-37 years old group (25.0%). The least represented age group is those 57 years old or older, accounting for only 3.5% of the sample. This suggests that younger individuals are more likely to participate in this study.

In terms of education, the majority of respondents hold a Bachelor's degree (49.7%), followed by those with a Master's degree (26.0%). Only 18.9% of the sample has completed high school or below, indicating a relatively educated population.

When it comes to monthly income, the most frequent income range is between 4,501 and 6,000 yuan (21.8%), followed by 6,001 to 7,500 yuan (21.2%). The lowest income group (1,500 yuan and below) comprises only 6.1% of the respondents, suggesting that most participants have a moderate to high income level.

Regarding occupation, the largest group consists of Private Company Employees (27.2%), followed by Business Owners (19.9%) and Government Officers (17.3%). Students account for 18.3% of the sample, while Freelancers and those in the "Other" category make up 13.5% and 3.8% respectively.

Overall, the demographic characteristics of the interviewees suggest a diverse sample in terms of age, education, income, and occupation, with a slight majority of female respondents. This diversity in the sample is crucial for ensuring the generalizability of the study's findings.

3.Results of Descriptive Data Analysis

3.1 Descriptive statistics for each dimension

Table 4 Descriptive statistics for each dimension

	Level of Rating		
	$\overline{\mathrm{X}}$	S.D.	Result
Product	3.34	1.03	High
Price	3.33	0.98	High
Place	3.43	1.03	High
Promotion	3.35	1.04	High
Purchase Intention	3.34	1.12	High

The results of the descriptive data analysis provide insights into the ratings given by participants for each dimension of the study, as well as their overall purchase intention.

The average rating for the product is 3.34, with a standard deviation (S.D.) of 1.03. The rating is considered high, indicating that participants generally have a positive opinion of the product.The average rating for the price is 3.33, with a standard deviation of 0.98. Similar to the product rating, the price rating is also considered high, suggesting that participants find the pricing to be reasonable or acceptable. The average rating for the place (likely referring to the location or distribution channel of the product) is 3.43, with a standard deviation of 1.03. This rating is slightly higher than the product and price ratings, indicating that participants are generally satisfied with the availability and accessibility of the product. The average rating for promotion is 3.35, with a standard deviation of 1.04. This rating is also considered high, suggesting that participants are generally impressed with the marketing and promotional efforts of the product.The average rating for purchase intention is 3.34, with a standard deviation of 1.12. Despite a slightly higher standard deviation indicating some variation in

responses, the overall rating is still considered high. This indicates that participants have a strong intention to purchase the product in the future.

In summary, the descriptive data analysis reveals that participants have generally positive opinions about the product, price, place, and promotion, as well as a strong intention to purchase the product. The high ratings across all dimensions suggest that the product is well-received and that the marketing strategies in place are effective.

3.2 Product

Table 5 Product

	Level of Rating		
	$\overline{X}$	S.D.	Result
The ingredients of Thai beauty products are natural and suitable for my skin type.	3.34	1.15	High
The functions of Thai beauty products (such as sun protection, moisturizing, anti-acne, etc.) meet my needs.	3.28	1.16	High
The packaging design of Thai beauty products attracts me.	3.39	1.22	High

The table presents the results of a descriptive data analysis focused on various aspects related to Thai beauty products. Here's an interpretation of the findings:

Participants rated the naturalness and suitability of Thai beauty product ingredients for their skin type with an average of 3.34, indicating a generally positive perception. The standard deviation (S.D.) of 1.15 suggests some variation in opinions, but overall, the rating is considered high. This indicates that many participants believe the ingredients are suitable for their skin type and are naturally sourced.The average rating for the functions of Thai beauty products (such as sun protection, moisturizing, anti-acne, etc.) is 3.28, with a standard deviation of 1.16. Although slightly lower than the ingredient rating, this is still considered a high rating. It suggests that participants

generally find the products to meet their needs in terms of functionality. The packaging design of Thai beauty products received an average rating of 3.39, with a standard deviation of 1.22. This is the highest rating among the three aspects and indicates that participants are particularly impressed with the visual appeal and design of the product packaging.

In summary, participants have a positive opinion of Thai beauty products in terms of their ingredients, functions, and packaging design. The high ratings across all three aspects suggest that these products are well-regarded and meet the expectations of consumers in these key areas. The slight variation in ratings, as indicated by the standard deviations, highlights that opinions can differ among individuals, but overall, the product is well-received.

3.3 Price

Table 6 Price

	Level of Rating		
	$\overline{X}$	S.D.	Result
The prices of cosmetics in Thailand are reasonable and the cost-effectiveness is high.	3.39	1.14	High
The prices of cosmetics products from Thailand are more competitive compared to those of similar products from other countries.	3.25	1.15	High
I am willing to pay a higher price for high-quality Thai beauty products.	3.37	1.15	High

The table presents the results of a descriptive data analysis focused on various aspects related to the pricing of Thai beauty products. Here's an interpretation of the findings: Participants rated the reasonability and cost-effectiveness of Thai cosmetics with an average of 3.39, indicating a generally positive perception. The

standard deviation (S.D.) of 1.14 suggests some variation in opinions, but overall, the rating is considered high. This indicates that many participants believe the prices are fair and that the products offer good value for money. The average rating for the competitiveness of Thai cosmetics prices compared to similar products from other countries is 3.25, with a standard deviation of 1.15. Although slightly lower than the reasonability and cost-effectiveness rating, this is still considered a high rating. It suggests that participants generally perceive Thai cosmetics as being priced competitively in the global market. Participants indicated that they are willing to pay a higher price for high-quality Thai beauty products, with an average rating of 3.37 and a standard deviation of 1.15. This rating is high and indicates that consumers are open to paying more for products that they perceive as being of superior quality.

In summary, participants have a positive opinion of the pricing of Thai beauty products. They believe the prices are reasonable, offer good value for money, and are competitive compared to similar products from other countries. Additionally, consumers are willing to pay more for high-quality Thai beauty products. The slight variation in ratings, as indicated by the standard deviations, highlights that opinions can differ among individuals, but overall, the pricing of Thai beauty products is well-regarded.

3.4 Place

Table 7 Place

	Level of Rating		
	$\overline{X}$	S.D.	Result
I usually purchase Thai beauty products through short-video platforms (such as Tik Tok and Kuaishou).	3.39	1.17	High
I trust the recommendations of Thai beauty products on short-video platforms.	3.40	1.15	High
Live-streaming shopping makes it easier for me to make purchase decisions.	3.48	1.23	High

The table presents the results of a descriptive data analysis focused on various aspects related to the purchase locations and channels for Thai beauty products.

Participants indicated that they usually purchase Thai beauty products through short-video platforms (such as TikTok and Kuaishou) with an average rating of 3.39, suggesting that these platforms are popular channels for purchasing beauty products. The standard deviation (S.D.) of 1.17 indicates some variation in opinions, but overall, the rating is considered high. The average rating for trust in recommendations of Thai beauty products on short-video platforms is 3.40, with a standard deviation of 1.15. This rating is high and indicates that participants trust the recommendations they see on these platforms. This suggests that social media influencers and content creators have a significant impact on purchasing decisions. Participants reported that live-streaming shopping makes it easier for them to make purchase decisions, with an average rating of 3.48 and a standard deviation of 1.23. This is the highest rating among the three aspects and highlights the growing popularity and influence of live-streaming shopping in the beauty product industry.

In summary, participants tend to purchase Thai beauty products through short-video platforms and trust the recommendations they see on these channels. Additionally, live-streaming shopping is perceived as a convenient and effective way to make purchasing decisions. The slight variation in ratings, as indicated by the standard deviations, highlights that opinions can differ among individuals, but overall, short-video platforms and live-streaming shopping are popular and trusted methods for purchasing Thai beauty products.

3.5 Promotion

Table 8 Promotion

	Level of Rating		
	$\overline{X}$	S.D.	Result
The promotional activities of Thai beauty brands (such as discounts, buy-more-get-more offers, and freebies) have attracted me to make purchases.	3.44	1.19	High
The recommendations and trial experiences shared by the internet celebrities have a considerable influence on my purchase of Thai cosmetics.	3.32	1.19	High
The advertisements of Thai beauty brands on short-video platforms have made me more willing to try their products.	3.29	1.20	High

The table presents the results of a descriptive data analysis focused on various aspects related to the promotional strategies used by Thai beauty brands. Promotional Activities: Participants indicated that the promotional activities of Thai beauty brands, such as discounts, buy-more-get-more offers, and freebies, have attracted them to make purchases. The average rating for this aspect is 3.44, suggesting that these types of promotions are effective in encouraging purchases. The standard deviation (S.D.) of 1.19 indicates some variation in opinions, but overall, the rating is considered high. The average rating for the influence of recommendations and trial experiences shared by internet celebrities on the purchase of Thai cosmetics is 3.32, with a standard deviation of 1.19. This rating is high and indicates that participants are influenced by the opinions and experiences of internet celebrities when making purchasing decisions. Participants reported that advertisements of Thai beauty brands on short-video platforms have made them more willing to try their products, with an average rating of 3.29 and a standard deviation of 1.20. Although slightly lower than the

other two aspects, this rating is still considered high and highlights the effectiveness of short-video platform advertisements in generating interest in Thai beauty products.

In summary, participants are influenced by various promotional strategies used by Thai beauty brands. Promotional activities such as discounts and freebies, recommendations from internet celebrities, and advertisements on short-video platforms are all effective in encouraging purchases and generating interest in Thai beauty products. The slight variation in ratings, as indicated by the standard deviations, highlights that opinions can differ among individuals, but overall, these promotional strategies are well-regarded and effective.

3.6 Promotion

Table 9 Purchase Intention

	Level of Rating		
	$\overline{X}$	S.D.	Result
Could you please tell me your overall purchasing intention for beauty products from Thailand	3.31	1.22	High
Will you continue to purchase Thai cosmetics products in the future	3.38	1.23	High

The table presents the results of a survey that asked participants about their overall purchasing intention for beauty products from Thailand and their willingness to continue purchasing Thai cosmetics in the future. Participants indicated an average rating of 3.31 for their overall purchasing intention for beauty products from Thailand, with a standard deviation of 1.22. This rating is considered high and suggests that participants have a positive intention to purchase beauty products from Thailand. The average rating for participants' willingness to continue purchasing Thai cosmetics in the future is 3.38, with a standard deviation of 1.23. This rating is also high and indicates that participants are likely to continue purchasing Thai cosmetics in the future.

In summary, participants have a high level of purchasing intention for beauty products from Thailand and express a willingness to continue purchasing Thai cosmetics in the future. The slight variation in ratings, as indicated by the standard deviations, highlights that opinions can differ among individuals, but overall, there is a positive sentiment towards purchasing Thai beauty products. These findings suggest that Thai beauty products are well-regarded and likely to retain a loyal customer base.

4.Results of Different Analysis
4.1 Difference Analysis Across Gender Levels

Table 10 Difference Analysis Across Gender Levels

Item	Male N=152	Female N=160	t	P
Product	3.13	3.52	-3.418	0.001
Price	3.14	3.52	-3.478	0.001
Place	3.28	3.56	-2.364	0.019
Promotion	3.20	3.48	-2.383	0.018
Purchase Intention	3.0	3.62	-4.697	<0.001

The table presents the results of a difference analysis that compares the opinions of male and female participants on various aspects related to Thai beauty products, including product, price, place, promotion, and purchase intention.

Female participants (M=3.52, SD=1.01) rated the product aspect higher than male participants (M=3.13, SD=1.01). The t-test result (t=-3.418, p-value=0.001) indicates that this difference is statistically significant at the 0.001 level. Female participants (M=3.52, SD=1.04) also rated the price aspect higher than male participants (M=3.14, SD=0.87). The t-test result (t=-3.478, p-value=0.001) confirms that this difference is statistically significant at the 0.001 level.Female participants (M=3.56,

SD=1.11) rated the place aspect higher than male participants (M=3.28, SD=0.92). The t-test result (t=-2.364, p-value=0.019) indicates that this difference is statistically significant at the 0.019 level. Female participants (M=3.48, SD=1.04) rated the promotion aspect higher than male participants (M=3.20, SD=1.02). The t-test result (t=-2.383, p-value=0.018) confirms that this difference is statistically significant at the 0.018 level. Female participants (M=3.62, SD=1.13) reported a higher purchase intention for Thai beauty products than male participants (M=3.04, SD=1.04). The t-test result (t=-4.697, p-value=<0.001) indicates that this difference is statistically significant at the <0.001 level.

In summary, female participants rated all aspects of Thai beauty products higher than male participants, and these differences were statistically significant. Female participants also reported a higher purchase intention for Thai beauty products compared to male participants. These findings suggest that Thai beauty products may be more appealing to female consumers and that marketing strategies should consider gender differences in preferences and purchasing behavior.

4.2 Difference Analysis Across Age Levels

Table 11 Difference Analysis Across Age Levels

Item	less than 18 years old N=45	18-27 years old N=80	28-37 years old N=78	38-47 years old N=53	48-57 years old N=45	57 years old or older N=11	F	p-value
Product	3.34±1.06	3.51	3.62	2.992	2.995	3.12	4.095	0.001
Price	3.33±1.09	3.63	3.40	2.855	3.30	3.24	4.389	0.001
Place	3.19±1.11	3.66	3.59	3.2	3.271	3.24	2.567	0.027
Promotion	3.44±1.02	3.44	3.56	3.1	3.13	2.79	2.394	0.038
Purchase	3.41±1.1	3.54	3.60	2.96	3.01	3.00	3.73	0.00

Intention	2			0	3

The table presents the results of a difference analysis that compares the opinions of participants across different age levels on various aspects related to Thai beauty products.

Participants aged 28-37 years old (M=3.62, SD=0.98) rated the product aspect highest, while those aged 38-47 and 48-57 years old (both M=2.99) rated it lowest. The ANOVA result (F=4.095, p-value=0.001) indicates that these differences are statistically significant at the 0.001 level. Participants aged 18-27 years old (M=3.63, SD=0.93) rated the price aspect highest, while those aged 38-47 years old (M=2.85, SD=0.85) rated it lowest. The ANOVA result (F=4.389, p-value=0.001) confirms that these differences are statistically significant at the 0.001 level. Participants aged 18-27 and 28-37 years old (M=3.66 and M=3.59, respectively) rated the place aspect higher than those in other age groups. The ANOVA result (F=2.567, p-value=0.027) indicates that these differences are statistically significant at the 0.027 level. Participants aged 28-37 years old (M=3.56, SD=1.13) rated the promotion aspect highest, while those aged 57 years old or older (M=2.79, SD=0.70) rated it lowest. The ANOVA result (F=2.394, p-value=0.038) confirms that these differences are statistically significant at the 0.038 level. Participants aged 28-37 years old (M=3.60, SD=1.03) reported the highest purchase intention for Thai beauty products, while those aged 38-47, 48-57, and 57 years old or older (M=2.96, M=3.01, and M=3.00, respectively) reported the lowest. The ANOVA result (F=3.730, p-value=0.003) indicates that these differences are statistically significant at the 0.003 level.

In summary, participants' opinions on various aspects of Thai beauty products varied across different age levels, and these differences were statistically significant. Participants aged 28-37 years old generally rated all aspects higher and reported a higher purchase intention compared to those in other age groups. These findings suggest that Thai beauty products may be more appealing to younger

consumers, and marketing strategies should consider age differences in preferences and purchasing behavior.

4.3 Difference Analysis Across Highest Education Levels

Table 12 Difference Analysis Across Highest Education Levels

Item	High school and below N=59	Bachelor's degree N=155	Master's degree N=81	Above Master's degree N=17	F	p-value
Product	3.40	3.34	3.25	3.49	0.409	0.747
Price	3.38	3.35	3.27	3.31	0.171	0.916
Place	3.27	3.41	3.55	3.55	0.978	0.403
Promotion	3.33	3.37	3.29	3.491	0.216	0.885
Purchase Intention	3.37	3.38	3.24	3.38	0.302	0.824

This table presents the results of a statistical analysis comparing the opinions of individuals with different highest education levels regarding various aspects of Thai beauty products.

The mean scores for the product aspect range from 3.25 (for those with a Master's degree) to 3.49 (for those with an education level above a Master's degree). However, the ANOVA result (F=0.409, p-value=0.747) indicates that there is no statistically significant difference in opinions about the product across the different education levels. Similarly, the mean scores for the price aspect range from 3.27 (for those with a Master's degree) to 3.38 (for those with a high school education and below). The ANOVA result (F=0.171, p-value=0.916) confirms that there is no statistically significant difference in opinions about price across the education levels. The mean

scores for the place aspect show a slight increase with education level, with those having an education above a Master's degree and those with a Master's degree having the highest mean scores (both 3.55). However, the ANOVA result (F=0.978, p-value=0.403) indicates that these differences are not statistically significant. The mean scores for the promotion aspect range from 3.29 (for those with a Master's degree) to 3.49 (for those with an education level above a Master's degree). Again, the ANOVA result (F=0.216, p-value=0.885) indicates no statistically significant difference in opinions about promotion across the education levels.The mean scores for purchase intention are relatively similar across the education levels, ranging from 3.24 (for those with a Master's degree) to 3.38 (for those with a bachelor's degree and those with an education level above a Master's degree). The ANOVA result (F=0.302, p-value=0.824) confirms that there is no statistically significant difference in purchase intention across the education levels.

Based on the ANOVA results, it appears that the highest education level does not have a statistically significant impact on individuals' opinions regarding various aspects of Thai beauty products, including product, price, place, promotion, and purchase intention. These findings suggest that factors other than education level may be more influential in shaping opinions and purchasing behavior related to Thai beauty products.

4.4 Difference Analysis Across Monthly Income Levels

Table 13 Difference Analysis Across Monthly Income Levels

Item	1,500 yuan and below N=19	1,501-3,000 yuan N=62	3,001-4,500 yuan N=60	4,501-6,000 yuan N=68	6,001-7,500 yuan N=66	Above 7,500 yuan N=37	F	p-value
Product	2.79	3.13	3.23	3.21	3.58	3.92	5.352	<0.001
Price	2.70	3.17	3.16	3.25	3.58	3.96	6.947	<0.001

Place	2.70	3.35	3.30	3.35	3.56	4.04	5.379	<0.001
Promotion	2.84	3.14	3.22	3.46	3.59	3.55	2.754	0.019
Purchase Intention	2.71	3.39	3.05	3.37	3.59	3.58	3.143	0.009

This table presents the results of a statistical analysis comparing the opinions of individuals with different monthly income levels regarding various aspects of Thai beauty products.

The mean scores for the product aspect show a clear trend of increasing with income level. Those with the lowest income (1,500 yuan and below) have the lowest mean score (2.79), while those with the highest income (above 7,500 yuan) have the highest mean score (3.92). The ANOVA result (F=5.352, p-value=<0.001) indicates that there is a statistically significant difference in opinions about the product across the different income levels. Similarly, the mean scores for the price aspect increase with income level, with the lowest income group having the lowest mean score (2.70) and the highest income group having the highest mean score (3.96). The ANOVA result (F=6.947, p-value=<0.001) confirms that there is a statistically significant difference in opinions about price across the income levels. The mean scores for the place aspect also follow an increasing trend with income level, although the difference between the 3,001-4,500 yuan and 4,501-6,000 yuan income levels is minimal. The ANOVA result (F=5.379, p-value=<0.001) indicates that there is a statistically significant difference in opinions about the place of purchase across the income levels.

Promotion: The mean scores for the promotion aspect show an overall increasing trend with income level, although there is a slight decrease for those with an income above 7,500 yuan compared to the 6,001-7,500 yuan group. However, the ANOVA result (F=2.754, p-value=0.019) indicates that there is still a statistically significant difference in opinions about promotion across the income levels. The mean scores for purchase intention follow a similar pattern to the place aspect, with an overall increasing trend with income level. The ANOVA result (F=3.143, p-value=0.009)

confirms that there is a statistically significant difference in purchase intention across the income levels.

Based on the ANOVA results, it appears that monthly income level has a statistically significant impact on individuals' opinions regarding various aspects of Thai beauty products, including product, price, place, promotion, and purchase intention. These findings suggest that income level may be an important factor in shaping opinions and purchasing behavior related to Thai beauty products. Higher income individuals tend to have more favorable opinions and higher purchase intentions compared to lower income individuals.

4.5 Difference Analysis Across Occupational Levels

Table 14 Difference Analysis Across Occupational Levels

Item	Student N=57	Government Officer N=54	Private Company Employee N=85	Business Owner N=62	Freelancer N=42	Other (If any) N=12	F	p
Product	3.35	3.38	3.26	3.351	3.42	3.28	0.169	0.974
Price	3.33	3.33	3.27	3.32	3.47	3.39	0.230	0.949
Place	3.29	3.41	3.55	3.35	3.51	3.33	0.584	0.712
Promotion	3.29	3.24	3.51	3.48	3.19	2.86	1.504	0.188
Purchase Intention	3.33	3.22	3.37	3.44	3.36	3.17	0.294	0.916

This table presents the results of a statistical analysis comparing the opinions of individuals with different occupational levels regarding various aspects of Thai beauty products.

The mean scores for the product aspect across different occupational levels are relatively similar, ranging from 3.26 to 3.42. The ANOVA result (F=0.169, p-value=0.974) indicates that there is no statistically significant difference in opinions about the product across the different occupational levels.The mean scores for the price aspect are also relatively similar across different occupational levels, ranging from 3.27 to 3.47. The ANOVA result (F=0.230, p-value=0.949) confirms that there is no statistically significant difference in opinions about price across the occupational levels. The mean scores for the place aspect show a slight variation across occupational levels, with private company employees and freelancers having the highest mean scores (3.55 and 3.51, respectively). However, the ANOVA result (F=0.584, p-value=0.712) indicates that there is no statistically significant difference in opinions about the place of purchase across the occupational levels. The mean scores for the promotion aspect show some variation, with private company employees and business owners having higher mean scores (3.51 and 3.48, respectively) and freelancers and "other" occupational categories having lower mean scores (3.19 and 2.86, respectively). However, the ANOVA result (F=1.504, p-value=0.188) indicates that there is no statistically significant difference in opinions about promotion across the occupational levels. The mean scores for purchase intention are relatively similar across different occupational levels, ranging from 3.17 to 3.44. The ANOVA result (F=0.294, p-value=0.916) confirms that there is no statistically significant difference in purchase intention across the occupational levels.

Based on the ANOVA results, it appears that occupational level has no statistically significant impact on individuals' opinions regarding various aspects of Thai beauty products, including product, price, place, promotion, and purchase intention. These findings suggest that occupational level may not be an important factor in shaping opinions and purchasing behavior related to Thai beauty products in this study.

5.Results of Correlation Analysis

Table 15 Pearson correlation analysis

	Product	Price	Place	Promotion	Purchase Intention
Product	1				
Price	0.450[**]	1			
Place	0.365[**]	0.414[**]	1		
Promotion	0.389[**]	0.389[**]	0.422[**]	1	
Purchase Intention	0.365[**]	0.435[**]	0.458[**]	0.391[**]	1

The results of the Pearson correlation analysis reveal several interesting relationships between various aspects of Thai beauty products. First, there is a moderate positive correlation between product quality and price, suggesting that as consumers perceive the product to be of higher quality, they are more likely to find the price reasonable. Similarly, there is a weak positive correlation between product quality and the place of purchase, indicating that consumers who have a positive opinion of the product may also have a favorable view of the location where it is sold.

The analysis also shows that there is a moderate positive correlation between price and both the place of purchase and promotional efforts. This suggests that pricing strategies and promotional activities may influence consumers' perceptions of the location where the product is sold. Additionally, there is a weak positive correlation between product quality and promotional efforts, indicating that effective promotion may enhance consumers' opinions of the product.

Furthermore, the results indicate that there are moderate positive correlations between purchase intention and all other variables, including product quality, price, place of purchase, and promotional efforts. This suggests that improvements in any of these areas may have a positive impact on consumers' intention to purchase Thai beauty products. However, it is important to note that correlation does

not imply causation, and further research would be necessary to establish causal relationships between these variables. Overall, the findings of this analysis provide valuable insights into the factors that may influence consumers' purchasing behavior related to Thai beauty products.

CHAPTER 5
CONCLUSION AND DISCUSSION

In the summary of this chapter's research, I need to briefly review the purpose, methods and main findings of the research. The main direction of this study is to explore the influencing factors of Chinese consumers' intention to purchase Thai beauty products on the short-video platform, involving demographic factors and the 4P marketing mix. The data were collected through a questionnaire survey with a sample size of 300, and the data structure was analyzed using SPSS software.

In the discussion section, this chapter will explain the significance of the research results, such as why female consumers and young groups have a higher purchase intention for Thai beauty products, and how each factor in the 4P marketing mix affects consumers' decisions. The discussions will be supported by theories from the literature review, such as the 4P marketing theory and the demographic theory.

Next, in the implication section, it is pointed out that the research results can be applied practically to Thai beauty brands in the Chinese market, such as how to adjust product positioning, pricing strategies, promotion methods, etc., in order to increase market share. Additionally, suggestions for marketing strategies on short-video platforms can also be mentioned, such as strengthening the recommendation by influencers and live-streaming sales promotion.

In the context of research limitations, the shortcomings of the research will be pointed out honestly, such as possible biases in the sample (e.g., uneven distribution of age and income), limitations of the research methods (e.g., using only questionnaires), or other potential variables that were not considered (such as cultural differences or brand awareness).

Finally, future research suggestions are proposed based on the limitations of the current study. They include possible directions for improvement, such as expanding the sample size, integrating qualitative research (e.g., in-depth interviews), exploring more influencing factors (such as the frequency of social media interaction), or conducting cross-cultural comparative studies.

5.1 Summary of the Research

Study objective

1.To identify the specific variables for Chinese consumers' willingness to purchase Thai beauty products.

2.To understand Chinese consumers' purchase intention of Thai beauty products through the impact of demographic and 4P marketing mix factors.

3.To conduct an in-depth analysis of the factors influencing Chinese consumers to choose Thai beauty products, namely price, product, place and promotion, enabling Thai beauty brands to carry out targeted product optimization and marketing strategy adjustment.

Significance of this study

Existing research on the Thai cosmetics market mainly focuses on its domestic e-commerce sales platforms' marketing strategies and consumer behavior influencing factors. However, there is a lack of research on the influencing factors of cross-border e-commerce consumer behavior of Thai beauty products on Chinese short - video platforms. This study aims to bridge this gap by specifically exploring the impact of certain variables on Chinese consumers' purchase intention of Thai beauty products.

For Thai beauty brands, the results of this study will provide valuable insights. By understanding how the 4P marketing mix (product, price, place, promotion) and demographic factors (age, gender, income level, education) influence Chinese consumers' purchase intention, Thai beauty brands can carry out targeted product optimization and marketing strategy adjustment.

In the context of the highly competitive Chinese short-video and cross-border e-commerce market, this study will help Thai beauty brands formulate effective marketing strategies. Understanding Chinese consumers' purchase behavior regarding Thai beauty products can help brands better meet the needs of Chinese consumers. Brands can develop products that are more suitable for the Chinese market in terms of product features, packaging, and price, thus improving consumer satisfaction and loyalty. It also provides Chinese consumers with more suitable product choices. By analyzing the influencing factors of consumers' purchase intention, consumers can have

a better understanding of how different elements affect their purchasing decisions, which helps them make more rational purchase choices.

In the context of the rapid development of cross-border e-commerce and short-video platforms, this study can contribute to the development of the cross-border e-commerce beauty industry. The findings can be used as a reference for other cross-border e-commerce beauty brands, promoting the overall improvement of marketing strategies and product development in the industry. It also enriches the theoretical research in the field of cross-border e-commerce consumer behavior. The research methods and results can provide a reference for future studies on cross-border e-commerce consumer behavior, especially in the context of short-video-driven marketing.

Hypothesis of this study

H1: Demographic factors have impacts on consumer purchase intention.

H2: The product has a significant positive relationship with purchase intention.

H3: Price has a significant positive relationship with purchase intention.

H4: Place has a significant positive relationship with purchase intention.

H5: Promotion has a significant positive relationship with purchase intention.

5.2 Conclusion of the Result

Part 1 Reliability and Validity of the Questionnaire

The overall Cronbach's Alpha coefficient of the questionnaire is 0.886, and coefficients for each dimension exceed 0.8, indicating good reliability. The KMO value is 0.853, and the Bartlett's Test of Sphericity has a significant p-value less than 0.05, demonstrating good validity. This ensures the credibility and effectiveness of the research data.

Part 2 Result of demographic information of interviewees attend in this study

Gender: The sample shows a relatively balanced gender distribution, with 150 males accounting for 48.1% and 162 females making up 51.9%.

Age: In terms of age, the 18-27-year-old group accounts for the largest proportion (25.6%), followed by the 28-37-year-old group (25.0%). The participation rate

of the age group ranging from 38 to 47 years old is 17%. The age groups under 18 years old and 48 to 57 years old have the same proportion, both accounting for 14.4%. The participation rate of those over 57 years old is the lowest, at only 3.5%.

Education: Most respondents hold a Bachelor's degree (49.7%), which is almost double the percentage of Master's degree (26%). The respondents who hold High school and below degree occupies 18.9%, which is about 3 times as many as those with above Master's degree, at 5.4%.

Income：The most common monthly income range is 4,501-6,000 yuan (21.8%), followed by the range of 6,001-7,500 yuan (21.2%). Employees whose income is 1,501-3,000 yuan is similar to those income is 3,001-4,500 yuan, comprising 19.9% and 19.2% respectively. The income above 7,500 yuan is much lower, taking up 11.9%, while the monthly income is 1,500 yuan and below is the lowest figure, at 6.1%.

Occupation: Private Company Employees make up the largest occupational group (27.2%), followed by business owners (19.9%), students (18.3%), and government officers (17.3%). 13.5% is devoted to freelancer, while 3.8% is distributed to other occupations.

Part 3 Results of 4P descriptive data analysis

Across all dimensions of product, price, place, promotion, and purchase intention, the average ratings are high, with values around 3.3. This indicates that Chinese consumers generally have a positive attitude towards Thai beauty products, their pricing, purchasing channels, promotional strategies, and a strong intention to purchase.

Product-related Aspects: Consumers are satisfied with the ingredients, functions, and packaging design of Thai beauty products. The packaging design receives the highest rating among these aspects, with an average of 3.39.

Price-related Aspects: Consumers consider Thai beauty products' prices reasonable, cost-effective, and competitive. They are also willing to pay more for high-quality products.

Place-related Aspects: Short-video platforms are popular channels for purchasing Thai beauty products. Consumers trust the recommendations on these platforms, and live-streaming shopping is highly regarded for facilitating purchase decisions.

Promotion-related Aspects: Promotional activities, influencer recommendations, and short-video platform advertisements are all effective in attracting consumers to purchase Thai beauty products.

Part4 Difference analysis results

Gender Difference: Females rate all aspects of Thai beauty products and their purchase intention significantly higher than males. This suggests that Thai beauty products may be more appealing to female consumers, and marketing strategies should consider gender-specific preferences.

Age Difference: Opinions vary across different age groups. The 28-37 years old group generally rates all aspects higher and has a higher purchase intention. Younger consumers seem to be more attracted to Thai beauty products, indicating that marketing should target different age groups accordingly.

Education Level: The highest education level has no statistically significant impact on consumers' opinions and purchase intentions regarding Thai beauty products.

Income Level: Monthly income level has a significant impact. Higher-income individuals tend to have more favorable opinions and higher purchase intentions for Thai beauty products.

Occupational Level: Occupational level shows no statistically significant influence on consumers' opinions and purchase intentions in this study.

Part5 Correlation analysis results

There are moderate to weak positive correlations between product quality, price, place of purchase, promotional efforts, and purchase intention. For example, higher-perceived product quality is associated with a more reasonable perception of

price. Improvements in any of these areas may positively influence consumers' purchase intentions, although correlation does not imply causation.

5.3 Discussion

The high reliability and validity of the questionnaire, as evidenced by the Cronbach's Alpha coefficients and KMO and Bartlett's test results, provide a solid foundation for the credibility of our findings. This ensures that the data accurately reflects the consumers' perspectives and behaviors, enabling us to draw meaningful conclusions.

The demographic analysis reveals a diverse sample. The near-equal gender distribution is notable, yet the significant difference in ratings between genders is striking. The findings also align with existing theories and market trends. For instance, the prominence of gender differences (females showing higher purchase intention) reflects traditional beauty product consumption patterns, where women are primary targets (Younus et al., 2015). This could be attributed to the product features, such as the emphasis on natural ingredients which might resonate more with female skincare concerns, or the promotional strategies that are more tailored to female-centre beauty ideals. Brands could capitalize on this by further enhancing their marketing towards women, perhaps through targeted influencer partnerships with female-dominated beauty communities.

Age also plays a significant role. Younger consumers' preference for Thai beauty products (18–37 years old) underscores their receptiveness to novel, cost-effective brands promoted through dynamic short video content (Shen & Wang, 2024). This cohort may be more adventurous in trying new beauty products, have a higher disposable income compared to younger groups, and are likely to be more active on short-video platforms. Brands can focus on creating products and marketing campaigns that specifically target this age group's interests and lifestyle. For instance, they could develop products with advanced anti-aging features and promote them through short-video content that showcases the benefits of these products in real life scenarios relevant to this age group.

Income level is another key factor. Higher-income individuals show more favorable opinions and stronger purchase intentions. This indicates that Thai beauty brands could consider expanding their product lines to include higher-end, premium products. These could feature more luxurious ingredients or innovative formulations, appealing to consumers with greater purchasing power. Additionally, brands can offer exclusive promotions or membership programs for high-income customers, enhancing their brand loyalty.

The descriptive data analysis highlights consumers' positive perception of Thai beauty products in multiple aspects. The high ratings for product ingredients, functions, and packaging design suggest that the brands' focus on natural ingredients and aesthetically pleasing packaging is paying off. However, there is room for improvement. For example, while the products are generally well-received, brands could conduct more in-depth research on different skin types in the Chinese market to further optimize their product functions.

The 4P marketing mix played a critical role. Regarding price, consumers perceive Thai beauty products as reasonable and competitive. This is a significant advantage in the highly competitive beauty market. Competitive pricing and natural ingredients resonated with Chinese consumers' demand for affordability and quality (Zhang & Su, 2024). Brands should maintain this price-value balance while also exploring opportunities to increase the perceived value of their products, such as through enhanced product packaging or additional product-related services.

Short-video platforms and live-streaming shopping have emerged as powerful sales channels. The high trust in platform recommendations and the effectiveness of live-streaming in facilitating purchase decisions emphasize the importance of brand presence on these platforms. Live-streaming shopping emerged as a key driver, enabling real-time interaction and trust-building through influencers—a trend consistent with Ko's (2023) findings on parasocial relationships in e-commerce. Brands need to invest more in building a strong online presence, collaborating with popular influencers, and optimizing their live-streaming strategies. This could involve improving the quality of

live-stream content, providing more in-depth product demonstrations, and offering exclusive discounts during live-streaming events.

The correlation analysis results further emphasize the inter-connections of various factors. The positive correlations between product quality, price, place, promotion, and purchase intention suggest that brands need to adopt a holistic marketing approach. For example, improving product quality can justify a higher price point, which in turn can influence consumers' perception of the product's value and their willingness to purchase from a particular place or in response to specific promotions. However, while product packaging and promotions attracted attention, Thai brands' limited offline presence and weak brand identity (Phuthong, 2023) suggest untapped potential for market expansion.

5.4 Limitations of the Study

1. Methodological Constraints

First of all, there are some constraints on sampling. The study employed non-probability and purposive sampling techniques. While these methods are useful for reaching a specific target population, they may introduce sampling bias. The sample may not be fully representative of the entire Chinese consumer population interested in Thai beauty products. For example, the sample might over-represent consumers who are more active on social media platforms where the surveys were distributed, such as those who frequently engage with beauty-related content. This could lead to an overestimation or underestimation of certain consumer opinions and behaviors. Additionally, the sample's demographic distribution, although diverse in some aspects, might not accurately reflect the true proportion of different consumer groups in the broader market. As a result, the generalization of the findings to the entire Chinese consumer market for Thai beauty products is limited.

Secondly, the data collection relied heavily on self-reported responses from the survey participants. Self-reporting is subject to various biases, including social desirability bias. Consumers may answer questions in a way that they believe is more socially acceptable, rather than providing their true opinions. For instance, when rating

their purchase intentions or attitudes towards product prices, participants might overstate their willingness to pay a higher price for high-quality products to appear more discerning. Memory bias could also be a factor, as consumers may not accurately recall their past purchasing behaviors or experiences with Thai beauty products. These biases can distort the data and lead to inaccurate conclusions about consumer behavior.

2. Temporal and Market-Specific Limitations

The most apparent bias is that the beauty industry and the cross-border e-commerce landscape are highly dynamic. The data for this study was collected at a specific point in time, and since then, market conditions could have changed significantly. New competitors may have entered the market, consumer preferences could have shifted, and technological advancements in the short-video platform ecosystem may have occurred. For example, new beauty trends might have emerged, or changes in platform algorithms could have affected the visibility and reach of Thai beauty product promotions. As a result, the findings may not be applicable or relevant in the current market environment, and the insights provided may quickly become outdated.

In addition, the study focused on Chinese consumers as a single group, overlooking potential differences within China. China is a vast country with diverse regional cultures, economic development levels, and consumer preferences. For example, consumers in coastal cities may have different purchasing power, exposure to international brands, and beauty standards compared to those in inland areas. By not accounting for these regional variations, the research may miss important nuances in consumer behavior, and the generalizations made about Chinese consumers as a whole may not hold true for specific sub-groups.

3. Variable-Related Limitations

The study may have limited scope of variables. The study focused on a set of variables, including demographic factors, the 4P marketing mix, and purchase intention. However, there are numerous other factors that could influence Chinese consumers' purchase decisions for Thai beauty products. Psychological factors such as brand loyalty, self-concept, and risk perception were not comprehensively explored.

Additionally, external factors like economic conditions, regulatory changes, and cultural trends were not incorporated into the analysis. For example, fluctuations in the exchange rate between the Chinese yuan and the Thai baht can impact product prices and consumers' purchasing power, but this was not considered in the study.

Meanwhile, the study also lacks of interaction effects. Although the study analyzed the individual effects of different variables on purchase intention, it did not fully explore the interaction effects between variables. For instance, the combined effect of age and income on consumers' perception of product prices or the interaction between gender and promotional strategies on purchase decisions could be complex and significant. Ignoring these interaction effects may lead to an incomplete understanding of consumer behavior and limit the ability to develop effective marketing strategies.

5.5 Theoretical contributions

1. Consumer Behavior Theory

This study contributes to the understanding of how demographic factors, such as gender, age, income, and education, interact with consumers' purchase intentions in the context of cross-border e-commerce for beauty products. It indicates that these factors play different roles, with gender, age, and income having significant impacts, while education has less influence. This enriches the existing literature on consumer behavior by providing empirical evidence in a specific cross-border and product-category context.

Furthermore, the study also integrates 4P Marketing Mix theory and purchase intention factor. The correlation analysis between the 4P marketing mix (product, price, place, promotion) and purchase intention offers new insights into the relationships within marketing theory. It validates the importance of a holistic marketing approach, where changes in one element of the marketing mix can influence consumers' perception of other elements and ultimately their purchase decisions. This finding can be applied to other product categories and markets, enhancing the generalizability of marketing theories.

2. E-commerce and Social Media Marketing Theory

The study provides evidence of the crucial role short-video platforms play in cross-border e-commerce for beauty products. It shows how these platforms serve as both marketing and sales channels, with consumers trusting platform-based recommendations and being influenced by live-streaming shopping. This contributes to the growing body of literature on e-commerce and social media marketing, highlighting the unique characteristics and impact of short-video platforms in the digital marketing landscape.

On top of that, the significant influence of internet celebrities' recommendations on consumers' purchase decisions adds to the understanding of influencer marketing. It demonstrates that in the beauty industry, influencers can effectively drive sales through sharing product recommendations and trial experiences. This finding can be used to refine influencer marketing theories and strategies, both in the cross-border e-commerce context and more broadly.

5.6 Practical implications

1. For Thai beauty brands

The significant differences in purchase intentions among genders and age groups imply that Thai beauty brands should segment their marketing strategies. For female-dominated segments, brands can highlight product features like natural ingredients and packaging aesthetics. For the 18-37 age group, which shows the highest purchase intention, brands can design products and campaigns that align with their lifestyle and beauty goals, such as anti-aging products with high-end formulations.

Additionally, given the positive relationship between income level and purchase intention, brands should consider expanding their product lines to include premium products. This not only caters to higher-income consumers but also enhances the brand's overall image. For example, creating luxury skincare lines with rare Thai-sourced ingredients can attract affluent customers.

Thirdly, brands need to optimize their presence on e-commerce and short-video platforms, since short-video platforms are the preferred purchase channels. This includes collaborating with influential content creators, creating engaging video content, and leveraging live-streaming shopping features. Brands should also ensure a seamless shopping experience on these platforms, from product discovery to after-sales service.

2. For short-video platforms

On the one hand, The high trust consumers place in platform recommendations indicates that e-commerce platforms should invest in improving their recommendation algorithms. By analyzing consumers' demographic data, browsing history, and purchase behavior, platforms can provide more accurate and personalized product recommendations for Thai beauty products, increasing the likelihood of purchase.

On the other hand, it is recommended to facilitate the interaction between brands and consumers, which platforms should create more opportunities for Thai beauty brands to interact directly with consumers. This could involve hosting brand-led Q&A sessions during live-streams, or creating dedicated brand-community sections where consumers can share their experiences and feedback, enabling brands to improve their products and marketing strategies accordingly.

3. For policy-makers

To promote the growth of the cross-border e-commerce industry, policy-makers can introduce measures to simplify customs procedures, reduce trade barriers, and provide financial support for Thai beauty brands entering the Chinese market. This would facilitate the flow of products and enhance the competitiveness of Thai beauty products in the Chinese market.

As the popularity of Thai beauty products grows, there is a need for effective market regulation. Policy-makers should ensure product quality and safety standards are met, and that false advertising and counterfeiting are strictly prohibited, protecting the interests of both consumers and legitimate brands.

5.7 Recommendations for Further Studies

1.Improve sampling methods

Future research should diversify sampling by means of combining non-probability sampling with probability sampling techniques. For example, stratified random sampling could be used to ensure that different segments of the Chinese population, based on factors like region, income, and consumption habits, are proportionally represented in the sample. This would enhance the generalizability of the findings to the entire Chinese consumer market for Thai beauty products. Additionally, multi-stage sampling could be employed to reach a wider and more diverse group of consumers, reducing the potential for sampling bias.

Secondly, instead of relying mainly on social media platforms for survey distribution, researchers could explore other channels for sampling. This could include partnering with offline beauty stores, both in urban and rural areas, to reach consumers who may not be as active online. Mobile surveys could also be conducted in shopping malls or beauty-related events, allowing for a more comprehensive coverage of the target population.

2. Enhance data collection techniques

To mitigate the issues associated with self-reported data, future studies should use a combination of data collection methods. In addition to surveys, in- depth interviews can be conducted with a subset of consumers. This qualitative approach can provide rich insights into the underlying motivations and decision-making processes behind consumers' purchase intentions. Moreover, observational studies, such as observing consumers' behavior in physical stores or on e-commerce platforms, can be used to validate the survey data. For example, tracking how consumers interact with Thai beauty products on short-video platforms or in real store departments can offer objective evidence of their preferences.

Apart from that, the research should be given the dynamic nature of the beauty industry and consumer behavior, because collecting real-time and longitudinal data is crucial. Future research could use mobile applications or browser extensions to track consumers' continuous interactions with Thai beauty products over an extended

period. This would allow researchers to capture changes in consumer attitudes, preferences, and purchase behaviors in response to market trends, new product launches, or changes in marketing strategies. For instance, monitoring how consumers' opinions of a particular Thai beauty brand evolve over time as the brand introduces new products or changes its marketing campaigns.

3.Broaden the scope of variables

Future studies should incorporate more psychological and social variables into the analysis. Variables such as brand loyalty, self-concept, and social influence can significantly impact consumers' purchase decisions. For example, exploring how consumers' self-identity and the desire for social approval influence their choice of Thai beauty products. Additionally, the role of social groups, like beauty-enthusiast communities, in shaping consumers' opinions and purchase intentions should be investigated. Understanding these factors can help Thai beauty brands develop more effective marketing strategies that resonate with consumers on a deeper level.

Meanwhile, research should also consider macro-economic and regulatory factors. Economic variables such as inflation, exchange rates, and economic growth can affect consumers' purchasing power and the competitiveness of Thai beauty products in the Chinese market. Regulatory factors, such as changes in import regulations, product safety standards, and advertising regulations, can also have a significant impact on the market. By including these variables in the analysis, researchers can provide more comprehensive insights into the market dynamics and help brands better adapt to changing external environments.

4.Examine interaction effects

Future research should use advanced statistical techniques to explore the interaction effects between different variables. For example, factorial analysis of variance (ANOVA) can be used to analyze how multiple factors, such as age, gender, and income, interact with each other to influence consumers' perception of product quality, price, and promotion. Structural equation modeling (SEM) can also be employed to test complex relationships between variables, allowing researchers to understand how different factors work together to affect purchase intention. This would provide a

more nuanced understanding of consumer behavior and enable brands to develop more targeted marketing strategies.

In addition to statistical analysis, scenario - based analysis can be used to explore interaction effects. For example, researchers can create different scenarios by varying multiple variables simultaneously, such as changing product features, price, and promotional activities, and then examine how consumers respond in each scenario. This approach can help identify the optimal combination of marketing mix elements for different consumer segments, based on their demographic and psychological characteristics.

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APPENDIX

**Influencing Factors on Chinese Consumers' Purchase Intention of Thai Beauty Products
on Short Video Platforms Questionnaire**

Dear respondents,

Hello!

This questionnaire is designed to understand the purchasing intentions of Chinese consumers for Thai beauty products and the influencing factors. Your responses will be strictly confidential and only used for academic research. We sincerely hope to hear your valuable opinions.

Please tick the option that matches your situation among the following questions.

Let's start!

1.Do you agree to provide information by answering the questionnaire?

☐ ☐Agree   ☐ ☐Disagree

2.Sample filtering questions

Have you ever shopped Thai beauty products before?

☐ ☐Yes   ☐ ☐No

Have you ever shopped through short video platforms (such as Tik Tok) before?

☐☐Yes ☐☐No

Section 1: Information of respondents

Please mark ☐ ☐in the box next to the question that you agree with your answer.

1. Gender

☐ Male ☐ Female

2 .Age

☐ less than 18 years old ☐ ☐18 - 27 years old

☐ ☐28 - 37 years old ☐ ☐38 - 47 years old

☐ ☐48 - 57 years old ☐ 57 years old or older

3. Highest level of education

☐ High school and below

☐ Bachelor's degree

☐ Master's degree

☐ ☐Above Master's degree

4 .Monthly income

☐ 1,500 yuan and below ☐☐ 1,501 - 3,000 yuan

☐☐3,001 - 4,500 yuan ☐☐4,501 - 6,000 yuan

☐☐6,001 - 7,500 yuan ☐ Above 7,500 yuan

5. Occupation

☐ Student ☐☐ Government Officer

☐☐Private Company Employee ☐☐Business Owner

☐☐Freelancer ☐ Other (If any)

Section 2: 4P Marketing Mix

Please mark ☐☐in the box that corresponds to your level of opinion directly.

The criteria for consideration are as follows:

Score level 5 means strongly agree.

Score level 4 means agree.

Score level 3 means neutral.

Score level 2 means disagree.

Score level 1 means strongly disagree.

4P Market Mix	Level1	Level2	Level3	Level4	Level5
1. Product					
1.1 The ingredients of Thai beauty products are natural and suitable for my skin type.					
1.2 The functions of Thai beauty products (such as sun protection, moisturizing, anti-acne, etc.) meet my needs.					
1.3 The packaging design of Thai beauty products attracts me.					
2. Price					
2.1 The prices of cosmetics in Thailand are reasonable and the cost-effectiveness is high.					
2.2 The prices of cosmetics products from Thailand are more competitive compared to those of similar products from other countries.					
2.3 I am willing to pay a higher price for high-quality Thai beauty products.					
3. Place					
3.1 I usually purchase Thai beauty products through short-video platforms (such as Tik Tok and Kuaishou).					
3.2 I trust the recommendations of Thai beauty products on short-video platforms.					
3.3 Live-streaming shopping makes it easier for me to make purchase decisions.					

4. Promotion					
4.1 The promotional activities of Thai beauty brands (such as discounts, buy-more-get-more offers, and freebies) have attracted me to make purchases.					
4.2 The recommendations and trial experiences shared by the internet celebrities have a considerable influence on my purchase of Thai cosmetics.					
4.3 The advertisements of Thai beauty brands on short-video platforms have made me more willing to try their products.					

Section 3: Purchase Intention

1. Could you please tell me your overall purchasing intention for beauty products from Thailand?

☐ very reluctant.

☐ ☐unwilling to

☐ ☐Neutrality

☐ ☐willing to

☐ ☐very willing to

2. Will you continue to purchase Thai cosmetics products in the future?

☐ absolutely not

☐ ☐ it's unlikely

☐ ☐ uncertain

☐ ☐ possibly

☐ ☐ definitely will

Thank you for answering the questionnaire.

VITA