



FACTORS AFFECTING PURCHASE DECISIONS OF THAI SILK PRODUCTS AMONG  
CHINESE CONSUMERS



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THE INDEPENDENT STUDY TITLED  
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Amid growing cultural and economic exchanges between China and Thailand, Thai silk has gained attention in China's high-end consumer market due to its cultural symbolism and artisanal value. However, differences in cultural identity, aesthetic preferences, and purchase motivations among Chinese consumers present challenges to Thai silk's market adaptation and brand recognition. This study adopts purchase intention as the core outcome variable and develops a three-dimensional framework incorporating demographic characteristics, the 4Ps marketing mix, and demand theory. A structured questionnaire collected 407 valid responses. T-tests and one-way ANOVA examined demographic differences, while Pearson correlation analysis assessed the relationships between marketing factors, intrinsic motivations, and purchase intention. Results indicate that gender, age, and income significantly influence purchase intention, with women, younger consumers, and higher-income groups showing stronger willingness to purchase. Product attributes and promotional activities were strongly correlated with purchase intention. Additionally, emotional motivation had a greater impact than cognitive motivation. The findings enhance the understanding of consumer behavior toward cultural products in cross-cultural contexts and offer practical insights for Thai silk brands regarding audience segmentation, localized product design, and cultural branding in the Chinese market.

Keyword : Thai silk, purchase intention, demographics, 4Ps, demand theory, cross-cultural marketing

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SUN JINGYAO

## TABLE OF CONTENTS

	Page
ABSTRACT .....	D
ACKNOWLEDGEMENTS.....	E
TABLE OF CONTENTS.....	F
LIST OF TABLES.....	I
LIST OF FIGURES.....	J
CHAPTER 1 INTRODUCTION .....	1
Research Background .....	1
1.2 Research Objectives.....	4
1.3 Research Significance .....	5
1.4 Scope of the Study.....	7
1.5 Theoretical Framework.....	8
CHAPTER 2 LITERATURE REVIEW.....	12
2.1 Studies Related to Thai Silk .....	12
2.1.1 The Concept of Thai Silk .....	12
2.1.2 Development Status of Thai Silk.....	13
2.1.3 Research on Thai Silk Marketing.....	15
2.2 Studies on Chinese Consumers' Silk Product Purchases .....	17
2.2.1 Characteristics of Chinese Consumers .....	17
2.2.2 Research on Chinese Consumers' Purchase Intention Toward Silk Products .....	19
2.3 Research on Consumer Purchase Intention.....	21

2.3.1 The Concept of Purchase Intention.....	21
2.3.2 Factors Influencing Purchase Intention .....	22
2.4 Literature Review.....	28
CHAPTER 3 RESEARCH METHODOLOGY .....	30
3.1 Research Method.....	30
3.2 Research Design.....	30
3.3 Data Collection.....	32
3.4 Research Instruments .....	33
3.5 Data Processing and Analysis Methods.....	45
3.5.1 Data Processing .....	45
3.5.2 Analytical Methods .....	46
3.5.2.1 Descriptive Statistical Analysis .....	46
3.5.2.2 Reliability and Validity Tests .....	48
3.5.2.3 Tests of Difference (T-tests and One-way ANOVA) .....	51
3.5.2.4 Correlation Analysis .....	52
CHAPTER 4 FINDINGS AND DISCUSSION.....	54
4.1 Descriptive Statistics.....	54
4.1.1 Descriptive Statistics of Sample Demographic Characteristics .....	54
4.1.2 Descriptive Statistics of Measurement Items .....	56
4.2 Reliability Analysis .....	58
4.3 Validity Analysis .....	61
4.3.1 Structural Validity.....	61
4.3.2 Convergent Validity .....	66



4.3.3 Discriminant Validity .....	66
4.4 Hypothesis Testing .....	69
4.4.1 Demographic Characteristics and Purchase Intention.....	69
4.4.2 4Ps, Intrinsic Needs, and Purchase Intention .....	72
CHAPTER 5 CONCLUSION AND RECOMMENDATIONS .....	74
5.1 Discussion of Research Finding .....	74
5.1.1 The formation of purchase intention.....	74
5.1.2 Analysis of Variance Based on Demographic Variables (T-Test/ANOVA)...	77
5.1.3 Correlation Analysis Based on 4Ps Marketing Mix Factors and Demand Theory.....	81
5.1.4 Comparative Analysis with Existing Studies .....	84
5.2 Research Hypotheses.....	87
5.3 Key Conclusions .....	90
5.4 Theoretical Contribution .....	92
5.5 Practical Implications.....	94
5.6 Research Limitations and Future Directions .....	96
REFERENCES.....	98
VITA .....	106

## LIST OF TABLES

	Page
TABLE 1 Global Silk Products Market Size Trends (2018-2023) and Forecast (2024-2028).....	2
TABLE 2 Growth Trend of China's Imported Thai Silk Scale (2018-2023) .....	3
TABLE 3 Measurement Items and Sources for Variables Influencing Thai Silk Purchase Decisions .....	35
TABLE 4 Perceived Characteristics of Thai Silk Products .....	40
TABLE 5 Demographic Characteristics of the Sample .....	55
TABLE 6 Descriptive statistics results of measurement question items.....	57
TABLE 7 Reliability test results.....	59
TABLE 8 KMO test results .....	62
TABLE 9 Explanation of variance .....	62
TABLE 10 Component matrix after rotation .....	65
TABLE 11 AVE and CR results .....	66
TABLE 12 Distinguished Validity Test Results .....	67
TABLE 13 Differential analysis of purchase intention based on demographic characteristics .....	71
TABLE 14 Correlation analysis results of 4Ps, intrinsic demand and purchase intention	73

## LIST OF FIGURES

	Page
FIGURE 1 Theoretical Model.....	8
FIGURE 2 Visual presentation of Thai silk fabrics displayed in boutique and retail environments .....	38



# CHAPTER 1

## INTRODUCTION

### Research Background

Thai silk is a cultural heritage artifact made from locally produced mulberry silk using the traditional hand-dyeing technique known as Mat Mee. Its weaving craftsmanship was inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in 2021 (Tavares & Rudek, 2021). As one of Thailand's most historically rich and distinguished handicrafts, Thai silk is known for its long-standing history, exquisite craftsmanship, and unique cultural significance. Over thousands of years of development, Thai silk has evolved into a range of high-end textile products, including scarves, apparel, and home décor, as well as customized items catering to niche markets seeking exclusivity and luxury.

Beyond its cultural value, Thai silk holds substantial economic importance. As a leading representative of Southeast Asian high-end textiles, Thai silk is positioned in the global market as an affordable luxury product, with export prices ranging from USD 45 to 120 per meter, and long-term supply chain partnerships with luxury brands such as Hermès (Smith, 2021). According to the Thai Ministry of Commerce, the export value of silk products surpassed USD 320 million in 2023, accounting for 18% of Thailand's total textile exports, with major export destinations including the United States (32%), Japan (25%), and the European Union (19%) (Thai Ministry of, 2023). The industry directly supports over 120,000 jobs, 78% of which are located in rural areas, with female artisans comprising 93% of the workforce—creating a complete employment chain from mulberry farming to retail distribution (Wongsamuth, 2020). Thus, as both a cultural and economic asset, the sustainable development of Thailand's silk industry is not only essential for preserving traditional craftsmanship but also holds strategic significance for ensuring the socio-economic stability of Southeast Asia's largest sericulture region (Hann, 2019).

Among high-end consumer products, Thai silk stands out due to its refined texture, superior quality, and rich cultural symbolism. Its appeal to global consumers

continues to grow, and in recent years, China has become one of its key export markets, driven by the rapid expansion of its luxury consumer base.

TABLE 1 Global Silk Products Market Size Trends (2018-2023) and Forecast (2024-2028).

Year	Global Market Size (USD Billion)	Annual Growth Rate
2018	168	+3.1 percent
2019	173	+3.0 percent
2020	165	-4.6% (impact of epidemic)
2021	178	+7.9% (impact of epidemic)
2022	192	+ 7.9% 2022 192
2023	205	+6.8%
2024F	218	+6.3%
2025F	232	+6.4%
2026F	248	+6.9%
2027F	265	+6.9% of the total
2028F	284	+7.2% %.

Data sources: Statista, Grand View Research, International Silk Association.

\* Preliminary statistics, F is Forecast.

Chinese consumers play a strategically important role in the sustainable development of Thailand's silk industry. Maintaining a stable Chinese consumer base is not only a critical path for industrial upgrading but also an essential measure for risk mitigation. Data show that China has remained the largest export market for Thai silk for five consecutive years. In 2023, Thai silk exports to China reached USD 120 million, accounting for 37% of Thailand's total silk exports, with a compound annual growth rate of 18% (Bangkok, 2024).

An analysis of consumption patterns reveals that Chinese high-net-worth individuals (HNWIs) are willing to pay a 42% premium for Thai handmade silk—significantly higher than consumers in other Southeast Asian markets (Vannasin & Pongpaiboon, 2022). However, Thai silk faces considerable challenges in the Chinese market. From 2020 to 2023, its market share in China declined by 6.2 percentage points

due to increasing competition from Vietnamese silk alternatives (Bangkok, 2024), and cultural awareness of Thai brands among Chinese consumers remains below 60% (Chen & Wang, 2021).

This phenomenon supports Sicard (2017)'s argument in *Luxury Marketing*, which suggests that consumer preferences for cultural heritage products in emerging markets are highly susceptible to the dual threats of substitute product availability and weak cultural identity.

Given the multiple challenges Thai silk is encountering in China, enhancing Chinese consumers' willingness to purchase Thai silk products is crucial for securing a stable position in this emerging market. Therefore, identifying effective ways to strengthen this purchase intention has become an urgent strategic priority for Thai silk brands aiming to consolidate their competitive advantage in China.

TABLE 2 Growth Trend of China's Imported Thai Silk Scale (2018-2023)

Year	Import (million dollars)	Year-on-year change	Main categories
2018	42	+12.1%	Fabrics (60%), Scarves (25%)
2019	47	+11.9 percent	Fabrics, customized dresses
2020	38	-19.1%	Fabrics, Home Furnishings (Epidemic)
2021	52	+36.8%	High-end apparel, designer co-branded collections
2022	61	+17.3%	Sustainable silk, non-heritage craft products
2023	73	+19.7%	National style design fusion models, light luxury accessories

With regard to Chinese consumers' willingness to purchase Thai silk products, existing research suggests that it is constrained by two major issues: lagging product innovation and a disconnect between supply and consumer demand (Supnithadnaporn

& Zhang, 2020). Specifically, traditional silk products face a generational gap in areas such as fabric innovation (e.g., blending technologies) and adaptation to modern consumption scenarios (e.g., the development of light luxury apparel). Consequently, consumers' emotional needs for aesthetic resonance and cognitive needs for functional utility have not been fully activated (Wang & Kim, 2021).

While previous studies have confirmed that individual marketing elements (e.g., promotion of intangible cultural heritage) or isolated demand dimensions (e.g., cultural nostalgia) may have a localized effect, few have integrated these factors into a comprehensive framework. According to motivation theory, consumers' purchase decisions are shaped by a combination of intrinsic needs and external stimuli. Intrinsic needs refer to emotional and cognitive perceptions, while extrinsic stimuli are effectively captured through the 4Ps marketing framework (Chen & Zhou, 2022). In addition, demographic characteristics significantly influence purchasing decisions. A comprehensive examination of these factors—along with their interactions—can provide a deeper understanding of the formation of Chinese consumers' purchase intentions toward Thai silk products.

In summary, the sustainable development of the Thai silk industry is vital to Thailand's economy, with the Chinese market playing a critical role. However, existing research on Chinese consumers' purchase intentions for Thai silk remains limited, particularly in terms of integrating emotional and cognitive needs, 4Ps marketing strategies, and demographic influences. This study aims to fill that gap by systematically exploring the key factors affecting Chinese consumers' decision-making regarding Thai silk purchases and offering theoretical insights and practical guidance for Thai silk brands seeking to expand in the Chinese market.

## 1.2 Research Objectives

1.To conduct an in-depth analysis of the key factors influencing Chinese consumers' decision-making in purchasing Thai silk products, and to examine the relationship between consumers' personal characteristics and marketing strategies.

2.To investigate how demographic variables—such as gender, age, income, education level, and geographic distribution—affect consumers' purchase intentions.

3.To explore the role of intrinsic and extrinsic motivation in consumers' decision-making regarding Thai silk purchases, drawing on motivation theory.

In this context, intrinsic motivation refers to consumers' emotional and cognitive needs, while extrinsic motivation is reflected through the 4Ps marketing mix—product, price, place (distribution), and promotion. The findings aim to provide theoretical insights and practical guidance for Thai silk brands to develop more targeted and effective marketing strategies.

### 1.3 Research Significance

At the theoretical level, this study aims to construct a more systematic framework in the domains of luxury consumer behavior and cross-cultural marketing. Current academic research presents two key limitations. First, most studies on silk products focus on optimizing domestic supply chains and preserving traditional craftsmanship, with limited attention to the market adaptation mechanisms of cross-border silk brands—particularly a lack of systematic research on Thai silk in the Chinese market. Second, existing literature tends to emphasize isolated factors influencing purchase decisions, lacking an integrated and comprehensive theoretical approach. This limits a deeper understanding of consumer decision-making and restricts advancements in cross-cultural marketing theory.

The theoretical contributions of this study can be summarized in three dimensions. First, it establishes a model linking consumers' demographic characteristics (e.g., gender, age, income, education, and geographic distribution) with intrinsic motivations and external marketing strategies (4Ps), thereby revealing the relative importance of different factors and contributing new evidence to the field of international marketing strategy adaptation. Second, it innovatively deconstructs the theory of customer perceived value into a three-dimensional measurement framework—comprising functional value (product quality, durability), emotional value (cultural



resonance, aesthetic satisfaction), and social value (status signaling, social capital)—which overcomes the explanatory limitations of traditional theories in the context of cross-border luxury consumption.

At the practical level, the study offers actionable insights for Thai silk brands seeking to expand in the Chinese market by enabling more precise marketing strategies and greater market penetration. By clarifying consumer preferences, purchase motivations, and influencing factors, brands can optimize product design, adjust pricing strategies, broaden distribution channels, and adopt more effective promotional approaches to meet the increasingly personalized and high-end demands of Chinese consumers.

Specifically, in the emotional motivation dimension, this study identifies three key consumer segments: culturally curious young professionals (ages 20–30), quality-driven high-net-worth individuals (ages 31–50), and nostalgic cultural consumers (ages 51–60). These segments provide a data foundation for precision marketing. At the strategic level, a product line differentiation approach is recommended—developing light luxury items featuring Thai design elements (e.g., digitally printed silk scarves) for the mass market, and launching limited-edition series handcrafted by intangible cultural heritage artisans for the high-end market. Additionally, brands can enhance immersive consumption by establishing cultural experiential retail spaces.

In terms of channel expansion, a “dual-engine model” integrating cross-border e-commerce and cultural tourism is proposed. This includes leveraging social e-commerce platforms for KOL-driven content marketing, as well as seizing opportunities such as the “China-Thailand Year of Culture and Tourism” to establish silk culture experience centers. The study’s findings can also inform the formulation of cross-border cultural trade policies and contribute to optimizing the collaborative ecosystem between China and Thailand’s silk industries.

#### 1.4 Scope of the Study

This study focuses on Chinese consumers, particularly those aged 20 to 60. In terms of age segmentation, consumers aged 20–30 are generally more fashion-conscious and open to new consumption trends, making them more likely to be drawn to the unique design elements of Thai silk products. Consumers aged 31–50, who typically possess greater purchasing power, tend to prioritize product quality and cultural significance—especially the exotic appeal embedded in Thai silk. Those aged 51–60, some of whom have substantial life experience and a deep appreciation for traditional craftsmanship, may choose Thai silk out of interest in artisanal heritage.

Geographically, the study covers both China's economically developed eastern coastal regions (e.g., Shanghai, Guangdong, Zhejiang), where international exposure and openness to foreign cultures are high, and inland provinces rich in tourism resources (e.g., Yunnan, Sichuan), where proximity to Thailand and frequent travel may lead to increased familiarity with Thai silk. Consumers in these regions are more likely to have had direct exposure to Thai silk through tourism, which may positively influence their willingness to purchase.

In terms of product scope, this study includes a wide range of Thai silk products. These are categorized into three main types:

1) Apparel: garments made from Thai silk such as dresses, shirts, and scarves—items closely associated with personal style and the primary medium through which Thai silk characteristics are expressed;

2) Home décor: including silk bedding and curtains, which have gained popularity with the rising demand for high-quality lifestyles and occupy a niche in the high-end home market;

3) Handicrafts: such as silk embroidery and handbags, which integrate traditional Thai craftsmanship with silk materials and exhibit high artistic and collectible value.

In terms of quality, the scope ranges from affordable, mass-market silk products to high-end, customized items crafted with premium materials and advanced

techniques. The study also considers Thai silk items with diverse colors, patterns, and design styles, to comprehensively examine how different product attributes influence Chinese consumers' purchasing intentions.

### 1.5 Theoretical Framework

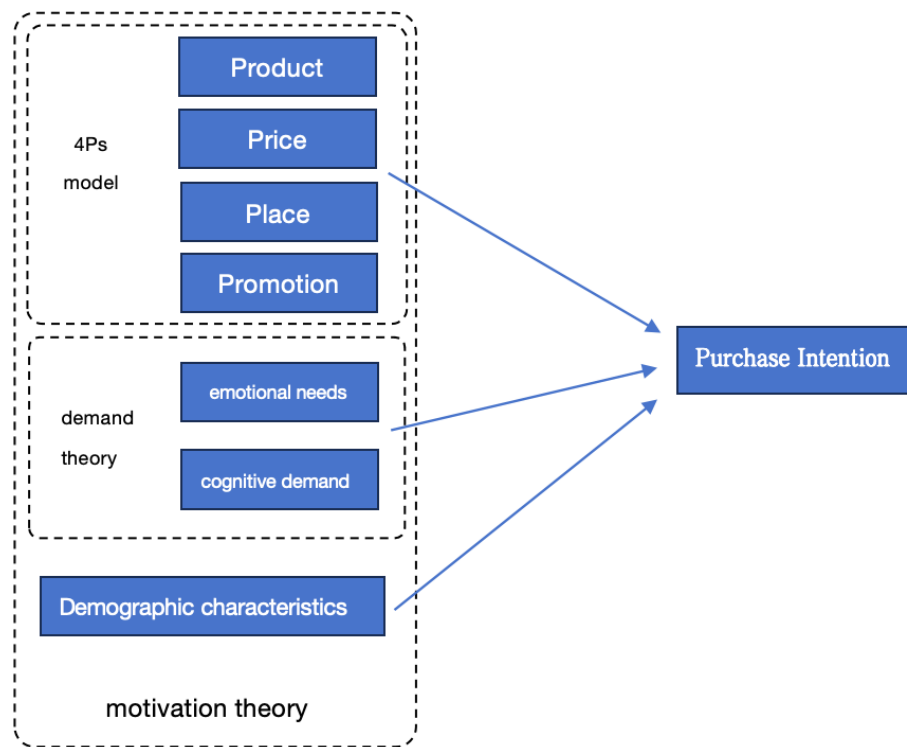


FIGURE 1 Theoretical Model

Based on the theoretical framework outlined above, the following research hypotheses are proposed:

H1: Product-related factors have a positive effect on consumers' purchase intention.

H2: Pricing has a significant influence on consumers' purchase intention.

H3: Sales channel factors positively affect consumers' purchase intention.

H4: Promotional activities have a positive effect on consumers' purchase intention.

H5: Emotional needs have a significant positive impact on consumers' purchase intention.

H6: Cognitive needs exert a significant positive effect on consumers' purchase intention.

H7: Gender has a significant influence on consumers' purchase intention.

H8: Age stratification has a significant positive effect on consumers' purchase intention.

H9: Income level has a significant positive influence on consumers' purchase intention.

H10: Education level has a significant positive impact on consumers' purchase intention.

H11: Geographical distribution has a significant positive effect on consumers' purchase intention.

#### Theoretical Modeling Basis

##### 1) Selection of Outcome Variable

This study adopts purchase intention as the core outcome variable, based on both practical relevance and theoretical rationale.

From a practical perspective, the sustainable development of Thailand's silk industry holds dual strategic value—namely, the preservation of intangible cultural heritage and the revitalization of traditional economic sectors. In the context of globalized competition and the concurrent upgrading of localized consumption, Chinese tourists have emerged as a key driver of long-term industry growth. On one hand, the continued expansion of China's outbound tourism market offers a stable and substantial consumer base for Thai silk. On the other hand, Chinese consumers' strong recognition of symbolic cultural value and their high purchasing power make them a prime target market for the value-added transformation of silk products. The core challenge lies in reconciling the macro-level sustainability goals with the micro-level efficiency of converting consumer interest into purchase behavior.

Guided by the 4Ps marketing theory, businesses should enhance the symbolic value of Thai silk through cultural integration (e.g., Sino-Thai co-branded heritage collections), adopt differentiated pricing strategies based on usage scenarios (e.g., gift vs. personal use), and leverage omni-channel retail formats—such as experience stores and AR-based craft exhibitions—to reduce consumer decision-making latency. Effectively stimulating Chinese consumers' purchase intention is essential for transforming tourist volume into sustainable momentum for the Thai silk industry.

From a theoretical perspective, using purchase intention as a predictor of consumer behavior offers stronger construct validity than directly measuring behavior itself, particularly when consumer action may not yet have occurred (Dodds & Grewal, 1991). It also enables researchers to capture the pre-behavioral stage of decision-making with greater precision. Purchase intention has been widely applied in consumer research due to its strong predictive validity and operational feasibility. Therefore, this study selects purchase intention as the outcome variable to align with both research objectives and real-world implications.

## 2) Selection of Independent Variables

To investigate the factors influencing consumers' willingness to purchase, this study adopts motivation theory as the core theoretical framework. Motivation theory posits that consumer behavior is driven by both intrinsic and extrinsic motivations. Intrinsic motivation refers to consumers' internal drivers, including personal interests, psychological satisfaction, and needs—such as a preference for specific product features or the pursuit of emotional gratification. Extrinsic motivation, on the other hand, is shaped by external stimuli and environmental factors, such as marketing campaigns, promotional activities, or social influence. For instance, a compelling advertisement or the endorsement of a product by peers may significantly affect consumer purchase decisions.

Given its explanatory strength in consumer behavior research, motivation theory provides a suitable basis for constructing the analytical framework of

this study. Additionally, individual characteristics such as gender, age, education level, income, and geographic region also play an important role in shaping consumers' purchase intentions. Therefore, this study incorporates both motivation theory and demographic variables as independent factors in the model.

Specifically, based on motivation theory, consumer motivations are classified into two dimensions: intrinsic motivation and extrinsic motivation. To explain intrinsic motivation, this study draws on needs theory, which outlines how fundamental consumer needs influence purchase intentions. Needs are further categorized into affective needs, which involve emotional responses such as pleasure and excitement during consumption, and cognitive needs, which relate to consumers' desire to acquire knowledge and understanding about Thai silk products. Fulfilling these two types of needs can significantly enhance consumers' purchase intentions.

To assess extrinsic motivation, the study applies the 4Ps marketing framework—product, price, place (channel), and promotion—as a four-dimensional analytical model. Each component corresponds to specific marketing strategies that Thai silk enterprises can adjust to influence consumer decision-making: product attributes, pricing strategies, channel availability, and promotional efforts. This integrated model combines theoretical robustness with practical applicability, offering not only a systematic explanation of the psychological mechanisms behind consumer decisions but also actionable insights for optimizing marketing strategies in Thai silk enterprises. It thus achieves a meaningful convergence of academic theory and real-world practice.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Studies Related to Thai Silk

##### 2.1.1 The Concept of Thai Silk

Thai silk is a specialized textile made from Thai mulberry silk, produced through traditional hand-weaving techniques and a series of intricate processes including spinning, dyeing, and weaving. Its core process is the “Mat Mee” tie-dye technique, in which natural plant dyes are tied to segments of warp and weft threads to create distinctive patterns and textures (Sombatsiri, 2018). Vegetable-based dyes such as indigo, mahogany, and turmeric are commonly used, endowing the fabric with natural, layered colors and enhancing its artistic value compared to industrially produced silk. In 2021, UNESCO listed Thai silk weaving as an Intangible Cultural Heritage of Humanity, acknowledging its cultural roots in both the Lanna civilization of Northern Thailand and the agrarian traditions of the Chao Phraya River Valley (Unesco, 2021).

Thai silk is not only regarded as a high-end textile but also embodies profound cultural significance. Its origins trace back to the 13th century during the Sukhothai Dynasty. Archaeological evidence suggests that the Maritime Silk Road facilitated early technological exchanges between Chinese and Thai silk production (Srisuchat, 2019). In the 16th century, during the Ayutthaya Dynasty, Thailand improved Chinese mulberry silkworm cultivation techniques and integrated them with indigenous dyeing practices (e.g., using longan bark and indigo), resulting in the development of a unique “two-tone weaving” style. This style became a key element in royal tribute and international trade (Srisuchat, 2019).

In the mid-20th century, American entrepreneur Jim Thompson transformed Thai silk from a regional handicraft into a symbol of global luxury through technological innovation and brand development, laying the foundation for Thailand’s modern silk industry (Chutima, 2016). Thai silk’s pattern system—including motifs like the “Pha Yok” royal totem—serves not only decorative but also socio-political functions, representing social hierarchy (Sirisumpan, 2003). Reynolds (2015) notes that Thai silk constructs



perceived scarcity through mechanisms such as the “artisanal signature system,” thereby establishing itself as a material embodiment of Southeast Asian cultural capital.

Today, Thai silk is widely applied in fashion apparel, home décor, accessories, and handicrafts, and stands as an iconic representation of Thailand's cultural and artisanal heritage. Production is organized under the One Village One Product (OTOP) initiative, with silkworm cultivation primarily based in the Korat Plateau of northeastern Thailand and weaving predominantly carried out by rural women artisans (Wongsamuth, 2020). Supply chain studies indicate that the production cycle for Thai silk spans 6–8 months, involving 22 steps per meter of fabric, with labor accounting for 63% of the total cost (Chantachon & et al., 2016). In international markets, Thai silk is highly regarded for its exquisite craftsmanship and cultural uniqueness. Brands like Jim Thompson have played a pivotal role in elevating Thai silk to a global luxury status, gaining admiration from consumers worldwide.

### **2.1.2 Development Status of Thai Silk**

#### **1) Industry Scale and Structure**

Thailand's silk industry exhibits a pyramid-shaped hierarchical structure, underpinned by small and medium-sized family-run workshops and led by a few large-scale enterprises. According to the Office of Industrial (2023), the annual output value of the entire silk industry chain exceeds USD 230 million. The northeastern province of Nakhon Ratchasima accounts for approximately 72% of the country's silk production units, forming a vertically integrated model encompassing mulberry cultivation, silkworm breeding, reeling, weaving, and branding (Srisuchat, 2019). Leading firms such as Jim Thompson command a 7.2% share of the global high-end silk market and enjoy price premiums ranging from 300% to 500% (Bareo, 2022). At the grassroots level, nearly 12,000 micro-workshops have achieved standardized production through support from the royally sponsored SUPPORT Foundation, resulting in an average income increase of 23% annually (Chutima, 2021).

#### **2) Technological Innovation and Process Upgrading**



Technological bifurcation has emerged as a central theme in the industry's modernization: on one hand, traditional craftsmanship has been standardized through certifications such as ISO 17025. For example, Peacock Mark-certified products must exhibit a handmade weft density of 25–40 wefts/cm (Bangkok-Thailand Research, 2022). On the other hand, smart manufacturing technologies have increasingly penetrated the dyeing and design processes. Digital printing, for instance, has enhanced pattern precision to 1,200 dpi—eight times more efficient than traditional batik methods (Office of Industrial, 2023). Additionally, research institutions such as NECTEC have introduced Smart Sericulture technologies, including IoT-based systems for silkworm egg hatching, silk yarn analysis, and climate monitoring in rearing chambers, facilitating greater automation and precision (Nectec, 2016).

### 3) Policy Support and Internationalization

The Thai government has enhanced the international competitiveness of the silk industry through a dual mechanism of Geographical Indication (GI) protection and fiscal incentives. In 2017, Lamphun silk obtained GI certification from the European Union, which not only enhanced its product reputation but also facilitated trade liberalization and tariff reduction under specific international agreements (Bangkok-Thailand, 2024). Furthermore, according to the Investment Promotion Guide 2025 issued by the Thailand Board of Investment (BOI), industries categorized under Group A1 are entitled to comprehensive incentives, including import duty exemptions for machinery and up to eight years of corporate income tax exemption. Although silk deep-processing is not explicitly listed as an A1 priority industry, enterprises engaged in technological innovation or R&D activities may qualify for similar benefits upon application (Thailand Board of, 2025). Recent governmental and industry analyses suggest that Thai silk exports have shown steady growth, with China emerging as the fastest-growing export destination, indicating strong potential for international market expansion.

### 4) Market Diversification and Cultural Empowerment

In 2022, Hermès launched the “Dance of Siam” collection, blending Thai silk with cashmere. The retail price reached USD 4,500 per meter—approximately 120

times the value of raw materials (Bareo, 2022). Meanwhile, the OTOP Silk Village initiative has transformed numerous rural communities into experiential tourism hubs, where visitors can engage in traditional weaving and cultural immersion. Although exact figures vary, existing research highlights the project's significant role in promoting local income generation and cross-cultural engagement through symbolic craftsmanship (Food & Agriculture, 2021). This dual mechanism of “material-symbolic value transformation” positions Thai silk as both a functional product and a cultural totem, aligning with the theoretical framework of luxury consumption (Kapferer & Bastien, 2012).

### 2.1.3 Research on Thai Silk Marketing

As a textile product that embodies both cultural symbolism and luxury attributes, Thai silk has attracted considerable academic attention regarding its sales models and market penetration strategies. Existing research mainly focuses on supply chain optimization, cultural value transmission, and consumer behavioral drivers, while a number of scholars have examined its internationalization trajectory within the framework of marketing theory. This study concentrates on consumers' purchasing intentions for Thai silk, with current literature addressing influencing factors across product strategy, pricing and distribution, promotional communication, and demand.

#### Product Strategy

The core competitiveness of Thai silk lies in the integration of traditional craftsmanship with modern innovation. Khin Than Myint and Tippawan (2020), in *Heritage and Cultural Tourism: The Role of Thai Silk*, emphasize that the fusion of the “Mudmee tie-dye technique” with contemporary textile technology helps preserve the authenticity of traditional motifs while meeting consumers' increasing expectations for both functionality and aesthetic appeal. Moreover, institutional certification plays a pivotal role in enhancing consumer confidence. The Thailand Trust Mark (TMark), initiated by the Department of International Trade Promotion (DITP), serves as a national symbol of excellence, ensuring that certified products meet high standards of production, traceability, and ethical compliance. By promoting transparency and quality

assurance, the TMark helps address information asymmetry in international markets and reinforces the global credibility of Thai silk (Department of International Trade, 2023).

#### Pricing and Distribution

The pricing strategy of Thai silk is closely tied to its positioning as a luxury good. Kittiponges and Kaul (2017), in *Thai Silk Supply Chain and Market Positioning*, emphasize that the scarcity of artisanal production and the “limited availability” model are key mechanisms for maintaining high price premiums. High-end custom silk products, for instance, further reinforce the perception of exclusivity through the “artisan signature system” (Vigneron & Johnson, 2004). On the distribution side, the expansion of China–Thailand cross-border e-commerce has greatly enhanced market accessibility. As Li and Deng (2022) point out in the *Journal of Asia-Pacific Business*, platforms such as Lazada and Shopee have reduced cost layers in traditional distribution by leveraging digital logistics networks to penetrate lower-tier Chinese markets.

#### Promotion and Communication

Phau and Kong (2018), in *Cultural Heritage as a Luxury Branding Tool*, argue that Thai silk’s legacy as a “diplomatic gift”—notably used by the Thai royal family during the 20th century—has been successfully transformed into a compelling brand narrative, resonating with Chinese consumers on an emotional level. Additionally, social media marketing strategies have become prevalent. Empirical studies by Sukasem and Travaille (2019) show that “craft visualization content” (e.g., short videos showcasing artisans at work) on platforms like Instagram and Xiaohongshu significantly improve perceived product authenticity and transparency, thereby enhancing consumers’ cognitive trust.

#### Demand Drivers

Demand for Thai silk is shaped by both emotional and cognitive motivations. At the emotional level, Cheng and Zhang (2021) found that Chinese consumers perceive Thai silk as a symbol of “cultural capital,” associating purchase behavior with self-expression and social prestige. On the cognitive level, functional

characteristics—such as breathability (derived from the microstructure of mulberry silk fibers) and environmental sustainability (use of plant-based dyes)—play a decisive role in rational purchasing. According to Sukontapatipark (2020), 67% of surveyed Chinese consumers cited “natural materials” as a primary reason for choosing Thai silk.

### Research Gaps and Theoretical Expansion

While previous studies have explored specific marketing variables or consumer motivations, few have offered an integrated framework to analyze Chinese consumers' purchasing behavior of Thai silk. For example, the Luxury Consumption Motivation Model proposed by Phau and Teah (2009) has not yet been applied to cross-cultural analyses of silk-related products. Moreover, empirical research on the Chinese market remains limited—especially concerning the interplay between cross-border e-commerce channels and consumers' cultural identity (Khin Than Myint & Tippawan, 2020).

## 2.2 Studies on Chinese Consumers' Silk Product Purchases

### 2.2.1 Characteristics of Chinese Consumers

#### 1) Stratification of Consumer Group Structure

The Chinese silk consumer market demonstrates a “pyramidal structure” (Silk Professional Committee of China Textile Commercial, 2023). The middle-aged, middle- and high-income group (35–55 years old) constitutes the primary purchasing force, with consumption behavior closely associated with motivations such as “cultural heritage” and “status signaling.” For example, Wang and Zhou (2021) found that 68% of consumers in households earning over RMB 15,000 per month consider silk products as “social gifts” appropriate for business occasions or family ceremonies. In contrast, younger consumers (18–34 years old) place more emphasis on fashion-forward design and cost-effectiveness, yet their overall share in silk consumption remains below 20% (China Silk, 2022).

#### 2) Cultural Identity Reshaping Driven by the “Guochao” Trend

In recent years, the rise of the “Guochao” (national fashion) trend has reshaped domestic consumers’ preferences for culturally embedded local products. However, their acceptance of imported silk products, such as those from Thailand, reflects contradictory tendencies. On one hand, consumers reinforce their national identity through domestic heritage brands. For instance, (Li & Wang, 2023), in their study *A Study of Consumption Motivations for Silk National Trend Brands*, reported that 72% of respondents viewed the purchase of high-end domestic silk (e.g., Shangshang, Kaixiya) as a symbolic act supporting the revival of traditional Chinese culture. On the other hand, Thai silk distinguishes itself with exotic cultural motifs (e.g., Thai patterns, royal symbolism), offering differentiated appeal in specific consumption contexts. Chen and Zhou (2022) found that young Chinese consumers tend to regard Thai silk as a medium of “cultural hybridization,” enabling them to express both local cultural belonging and individual uniqueness through cross-cultural aesthetics.

### 3) Collectivism-Oriented Social Interaction Mechanisms

Chinese consumers’ purchasing intentions are deeply influenced by collective opinions and social norms, a pattern rooted in the country’s collectivist cultural values. Two primary expressions of this are:

**Face-oriented consumption:** The gifting nature of silk reinforces its role as a “relationship facilitator.” According to (Li & Zhang, 2022), Thai silk received a higher score for “perceived appropriateness” in business contexts (4.2/5) compared to domestic silk (3.8/5), owing to its rarity and cultural distance, which signal a more thoughtful choice by the giver.

**Herd behavior:** Social media and key opinion leaders (KOLs) play a pivotal role in shaping consumer trends. (Liu & Li, 2021) found that on Xiaohongshu, users were more inclined to imitate highly liked content under the topic of “Thai silk outfit inspiration,” with purchase conversion rates positively correlated with content interaction levels.

### 4) Generational Differences in Functional and Emotional Needs

Consumer demand structures exhibit clear generational differences. Middle-aged consumers (40–60 years old) place greater emphasis on the functional aspects of silk (e.g., breathability, durability) and its symbolic cultural value. Wang and Kim (2021) showed that the primary motivations for this group's purchase of Thai silk included "craftsmanship heritage" (38%) and "status recognition" (29%). In contrast, Generation Z consumers (18–30 years old) prioritize innovative design and the social-sharing value of products. For example, the Thai silk brand Jim Thompson launched a "New Chinese Style" collection in collaboration with Chinese designers, which sparked "check-in style consumption" among younger demographics, boosting online topic exposure by 210% (China Silk, 2023).

### 2.2.2 Research on Chinese Consumers' Purchase Intention Toward Silk Products

Given the growing importance of Chinese consumers, numerous studies have explored the factors influencing their willingness to purchase silk products. While the current research demonstrates a trend toward diversification, the influencing factors can be broadly categorized as follows:

#### Emotional Need-Driven Factors:

In traditional Chinese culture, silk is imbued with symbolic value, often associated with cultural belonging and social status. Regarding cultural affiliation (Zhang & Li, 2020), through structural equation modeling, found that a one-unit increase in consumers' cultural awareness of silk corresponded to a 0.53 increase in purchase intention ( $\beta = 0.53$ ,  $p < 0.01$ ). This effect was particularly significant in products featuring intangible cultural heritage techniques, such as Suzhou embroidery and Yun brocade. Thai silk, due to its "exotic cultural scarcity," may trigger a cognitive dissonance mitigation mechanism, whereby consumers satisfy their desire for differentiated identity expression by consuming foreign cultural symbols (Chen & Zhou, 2022).

With respect to status signaling, luxury consumption studies indicate that the visibility and exclusivity of silk products are key elements of their symbolic capital (Vigneron & Johnson, 2004). For instance, Thai royal silk commands a 300%–500%



price premium in the Chinese high-end market, attributed to its limited global production (fewer than 50,000 meters annually) and official royal certification (China Chamber of Commerce for & Export of, 2023).

#### Perceived Demand-Driven Factors: Functional Attributes and Cost-Effectiveness Trade-offs

Consumers tend to evaluate silk products based on rational assessments of their physical properties, balancing perceived benefits and risk aversion.

In terms of functional attributes, Liu and Wang (2019) identified breathability (weight = 0.32), wrinkle resistance (0.28), and color fastness (0.21) as the most critical performance factors valued by consumers. Thai silk outperforms Chinese machine-woven silk in breathability ( $p < 0.05$ ) but falls short in wrinkle resistance due to the limitations of traditional hand-weaving techniques.

Regarding price sensitivity, consumers in the low- to mid-range market segments exhibit high price elasticity ( $E_d = 1.2$ ), whereas premium consumers demonstrate a “vanity effect,” whereby a 10% increase in price results in an 8% increase in purchase intention (Wang & Zhou, 2021). Thai silk addresses the diverse needs of different customer segments via a tiered pricing strategy, offering high-end products (¥20,000–¥30,000 per item) and mass-market alternatives (¥500–¥1,000 per item) (Department of International Trade, 2023).

#### The Dual Impact of Cultural Conflict and Integration

Chinese consumers' attitudes toward imported silk are shaped by a tension between cultural protectionism and openness to foreign aesthetics. Some consumers resist purchasing imported silk due to concerns about weakening domestic cultural heritage. (Li & Wang, 2023), through focus group interviews, reported that 45% of respondents believed that “buying imported silk may undermine local cultural traditions.”

To mitigate this barrier, Thai silk brands have adopted cultural hybridization strategies, such as Sino-Thai joint design initiatives and the fusion of Buddhist patterns with traditional Chinese auspicious motifs. For example, the “Celadon

Series” silk scarf by Thai brand Jim Thompson achieved a 32% repurchase rate in the Chinese market (Chen & et al., 2022), indicating the potential of integrated cultural storytelling to enhance consumer engagement.

## 2.3 Research on Consumer Purchase Intention

### 2.3.1 The Concept of Purchase Intention

As a key construct in consumer behavior research, the formation of purchase intention has been interpreted through multiple theoretical frameworks. The stimulus–response model proposed by Kotler and Armstrong (1997) in *Marketing Management* posits that purchase intention is a behavioral tendency resulting from the influence of the 4Ps marketing mix on consumers’ psychological cognition. The strength of this intention is moderated by consumers’ perceived value and the degree of need–product matching.

Ajzen (1991) Theory of Planned Behavior (TPB) further refines this mechanism by introducing the factor of perceived behavioral control, arguing that purchase intention is shaped not only by individual attitudes and subjective norms but also by consumers’ perceived ability and external constraints.

Building on this, Schiffman and Kanuk (2007), in *Consumer Behavior*, conceptualize purchase intention as a three-stage continuum:

**Exploratory Intention:** This is reflected in consumers’ information-seeking behavior for culturally symbolic products. Research in the silk domain suggests that this stage is significantly influenced by country-of-origin effects and cultural distance (Josiassen & et al., 2013). For instance, a 10% increase in social media exposure to videos of Thai silk’s Mat Mee weaving technique leads to a 6.8% rise in active inquiries by potential consumers (Liu & et al., 2023).

**Trial Purchase Intention:** At this stage, price sensitivity emerges as a key moderating factor. Smith (2022) ’s pricing experiment revealed that when Thai silk is priced below 8% of a consumer’s average monthly disposable income, the trial



conversion rate can reach 47%. However, for luxury-positioned brands, the threshold must remain under 5% to preserve premium perceptions.

Repeat Purchase Intention: For silk products, this stage is primarily driven by perceived authenticity and emotional attachment (Hann, 2021). For example, Jim Thompson customers who had visited a weaving workshop exhibited a repurchase rate of 56%, significantly higher than the 32% rate among general customers.

In this study, purchase intention is defined as a multidimensional decision-making process shaped by both external stimuli (4Ps elements) and internal cognitive mechanisms (attitudes, social norms, and perceived behavioral control) within the context of cultural product consumption. It encompasses the stages of exploration, trial, and repeat purchase, and is jointly influenced by the perceived cultural value of the product's origin and its economic utility.

### 2.3.2 Factors Influencing Purchase Intention

Currently, research on the influencing factors of purchase intention mainly includes the following theoretical perspectives:

#### 1) Motivation theory perspective

According to motivation theory, the formation of consumers' willingness to buy stems from the synergistic effect of intrinsic needs and external stimuli. Based on the self-determination theory and Maslow's hierarchy of needs theory, this study analyzes the motivational mechanism of Chinese consumers' purchase of Thai silk, taking into account the characteristics of silk products.

Emotional motivation: Consumers satisfy their emotional belonging and identity construction needs through silk consumption, and their motivations can be subdivided into social value and cultural identity.

Social value: According to Vigneron and Johnson (2004) model of luxury consumption motivation, Thai silk's "royal association narrative" and "handmade scarcity" can activate consumers' prestige and exclusivity motives. For example, consumers who own Royal Thai Silk products have a perceived social status enhancement score of 4.3/5 (Kittiponges & Kaul, 2017).

Cultural identity: Zhang (2020) found that young Chinese consumers have a need for cognitive balance between "national trends" and "exotic cultures". The fusion of Thai silk's Buddhist motifs and traditional Chinese auspicious patterns (e.g., the "lotus flower-xiangyun" combination) allows consumers to satisfy the need for cultural belonging and differentiated expression at the same time (Zhang, 2020).

Cognitive Motivation: Consumers' rational assessment of product attributes and cost-effectiveness constitutes cognitive motivation.

Functional attribute preference: Liu and Wang (2019) verified through analysis that the breathability (weight 0.35), wrinkle resistance (0.28) and color fastness (0.22) of silk products are the key functional indicators influencing purchase intention. Thai silk is significantly better than mechanism silk in terms of breathability due to the traditional hand weaving process, but scores lower in terms of wrinkle resistance (Liu & Wang, 2019).

Quality signal recognition: authoritative certification (e.g., OEKO-TEX Standard 100, Thai Silk Premium Mark) enhances purchase intention by reducing information asymmetry. Chen (2021) experiment showed that willingness-to-pay for Thai silk products with certified labels was 42% higher than that of unlabeled products.

Social norms motivation: Chinese consumers' collectivist cultural characteristics make their purchase decisions influenced by social norms pressure and herd effect

Face-saving effect: Zhang and Li found that in a business gifting scenario, the "gift surprise effect" of Thai silk due to cultural distance increased recipient satisfaction by 27%(Zhang & Li, 2020).

Social media-driven: KOLs' content dissemination triggers herd behavior through observational learning; Li and Deng demonstrated that for every 10,000 views of a Thai silk outfit video on Xiaohongshu, Taobao searches for the corresponding product increased by 15% (Li & Deng, 2022), which suggests that, according to the motivation theory, consumers are more likely to be motivated to wear Thai silk.

It can be seen that according to motivation theory, consumers' purchase intention is influenced by both intrinsic and extrinsic motivation. Intrinsic motivation mainly stems from consumers' needs, while extrinsic motivation is related to external marketing stimuli.

## 2) 4ps model

The 4ps marketing mix theory (Marketing Mix, 4ps) was proposed by McCarthy (McCarthy, 1960). The model includes four core elements: product, price, channel and promotion, which provides a structured perspective for analyzing consumers' purchase intention. This study explores the mechanism of its influence on Thai silk consumption decisions from four dimensions.

The product dimension mainly refers to the product's functional attribute innovation, cultural symbolization design, etc. Kittiponges and Kaul (2017) pointed out through supply chain analysis that Thailand's handmade silk has high air permeability (air permeability is 38% higher than that of machine-made silk) and long-lasting luster (color fastness up to ISO 4), which are attributable to the unique "twisted thread weaving process". The unique "twisted thread weaving process" of Thai handmade silk is a core quality of Thai silk due to its high breathability (air permeability 38% higher than machine-made silk) and long-lasting luster (color fastness up to ISO 4) (Kittiponges & Kaul, 2017). Zhang and Li (2020) empirical study showed that the cultural mash-up of Buddhist totems (e.g., lotus and elephant motifs) and traditional Chinese auspicious patterns (e.g., cloud motifs) on Thai silk can increase consumers' cultural identification by 27%, which can drive purchase intentions. Jim Thompson's "Bangkok-Suzhou" co-branded collection has a price premium of 63% in the Chinese market due to the integration of the two countries' silk techniques.

Price latitude mainly refers to the pricing logic of luxury goods and the bias of value-for-money assessment. Phau and Kong (2016) found that the pricing of Thai silk in the Chinese market follows the prestige pricing method, and its price-demand curve is characterized by "inverse elasticity": when the price is higher than 2,000 yuan, the coefficient of elasticity of demand is only 0.72, which indicates that the

price sensitivity of the high-income group is lower than that of the high-income group. income groups are less sensitive to price.

Liu and Wang (2019) experimentally confirmed that there are regional differences in consumers' price tolerance values for Thai silk. Consumers in first-tier cities can accept a premium range of 120%-180%, while consumers in third-tier cities only accept 80%-120%.

Channel latitude mainly refers to cross-border e-commerce and flash stores, etc. (Chen, 2021) points out that after Thai silk entered the Chinese market through platforms such as Tmall International, increased channel accessibility led to a 1.7-fold increase in the frequency of consumers' purchases, but the lack of offline experience led to a high return rate of 18%. experiments conducted by Li and Deng (2022) show that Thai silk brands in Shanghai Xintiandi after opening a limited-time experience store, consumer tactile interactions (e.g., hand loom experience) resulted in a 34% increase in conversion rate and a 22% increase in customer unit price.

Promotional latitude mainly refers to IP co-branding effects and KOL tiered marketing. The Office of Industrial (2023) launched the "Silk Road Civilization" co-branded model with China's Forbidden City Cultural Creation, which increased the brand awareness of the target group by 41% through cultural endorsement, and the purchase intention of Generation Z consumers increased by 29%. KOL's (>5 million followers) "Thai Silk Craftsmanship Demystified" video triggers short-term purchase impulses (click conversion rate of 3.2%), while KOL's (500-1 million followers) "Everyday Wearing Tutorial" drives long-term repurchase (30-day repurchase rate of 17%). (30-day repurchase rate 17%)(Li & Zhang, 2022).

### 3) Demand Theory

Within the framework of demand theory, consumers' purchasing decision of Thai silk is essentially a process of maximizing the utility of functional demand and emotional demand (Maslow, 1943).

At the level of functional demand, consumers focus on the physical attributes of silk and its cost-effectiveness. (Hann, 2020) pointed out in Textile Science

that Thai silk has better heat and moisture regulation performance than Chinese silk (18% difference) due to the unique ratio of fiber porosity (32-35%) and coefficient of friction (0.23-0.25), which explains the difference in the Chinese consumers' preference in choosing utility categories such as pajamas and bedding (67% of purchases). Chu and et al. (2021) experiment shows that the price-to-quality ratio threshold for Thai silk is set at 1:3.5 for Chinese consumers, i.e., they are willing to pay a premium of 3.5 times more for the same quality, but the ratio drops to 1:2.8 in the new first-tier cities, reflecting the moderating effect of regional economic differences on the demand for functionality ( $\beta = 0.33$ ,  $p < 0.01$ ).

At the level of emotional demand, Thai silk serves as a carrier of cultural capital to activate symbolic consumption. a cross-cultural study by Wang and Song (2020) found that products containing the "Naga" (Thai dragon) symbol led to an increase in consumers' cultural identity, triggering a 22% willingness-to-pay premium. a study by Vigneron and Johnson (2004) model of perceived value of luxury goods further confirms that the scarcity narrative constructed by Thai silk through the "artisanal signature" can satisfy consumers' needs for identity differentiation, and that its symbolic value is significantly higher than its functional value.

In the gift consumption scenario, Thai silk's attribute of "cross-border cultural gift" is strengthened, and Liu and et al. (2022) social network analysis shows that 72% of the buyers of Thai silk as a business gift chose the products printed with UNESCO's non-heritage logo because it can convey both "cultural appreciation" and "cultural value". cultural appreciation" and "relationship investment", the positive feedback rate of gift recipients (85%) is significantly higher than that of ordinary luxury goods (63%).

#### 4) Perceived Value Theory

According to the perceived value theory, consumer purchasing decision is a rational choice process that weighs perceived benefits and perceived costs (Zeithaml, 1988). In the Thai silk consumption context, this value assessment system presents multidimensional composite features:

In terms of functional value, consumers focus on the physical properties and economic utility of silk. Laboratory tests by Hann (2020) showed that Thai silk is 23% more wrinkle-resistant (up to 280) than Chinese silk due to the unique ratio of mulberry silk protein content (78%) and twist coefficient (3.5-4.2), which has a direct impact on the repurchase rate of utility categories such as pajamas. (Smith, 2022) empirical study found that there is a threshold effect in Chinese consumers' perception of Thai silk's value for money - when the price exceeds 3.2 times that of similar domestic silk, the willingness to buy decreases by 37%.

Emotional value stems from the cross-contextual resonance of cultural symbols. Based on Bourdieu (1984) theory of cultural capital, (Wang & Song, 2020) constructed a model of "cultural capital conversion rate", which confirms that the Buddhist patterns of Thai silk (such as "Dharma Chakra") can make Chinese consumers emotionally attached to Thai silk. can increase Chinese consumers' emotional attachment to 0.79 and trigger a 19% payment premium. This emotional value is further amplified in the gift consumption scenario, where the probability of choosing a product containing the NRL logo as a business gift increases to 68% (Liu & et al., 2022).

Social value is realized through the identity signaling mechanism, and Vigneron and Johnson (2004) model of perceived value of luxury goods shows that the "artisan signature system" of Thai silk constructs a social differentiation effect through the scarcity narrative (annual production of less than 50,000 meters), and the marginal utility of its identity symbolic value reaches 0.58%, significantly higher than that of ordinary luxury goods at 0.58% (Liu & et al., 2022), which is the same as that of other luxury goods. Social media research further reveals that the strength of consumers' "cultural appreciation signal" is positively correlated with the number of likes when they display Thai silk in their circle of friends (Zhang & et al., 2023).

Among the emerging value dimensions, the impact of sustainable value is becoming more prominent; Chantachon and et al. (2021) found that Thai silk products with GOTS (Global Organic Textile Standard) certification increase consumers'



willingness to pay by 29%, but currently only 12% of Thai suppliers have obtained this certification, leaving a gap on the supply side.

#### 5) Differential impact of demographic characteristics

Gender differences: female consumers are more sensitive to the aesthetic attributes (e.g., color, pattern) of silk products (Vadhanasindhu & Yoopetch, 2012), while men are more concerned about the functionality and symbolic value of products (e.g., suitability for business scenarios) (Han & Kim, 2018).

Age stratification: younger groups (18-35 years old) prefer innovative designs (e.g., modern printed silk apparel), while middle-aged and older consumers place more emphasis on traditional craftsmanship and cultural connotations (China Silk, 2022).

Income level: High-income groups perceive Thai silk as a luxury product and their purchasing decisions are driven by brand premiums, while low and middle-income earners are more concerned with value for money (Rawlings & Chu, 2002).

Educational level: Higher educated people tend to assess quality through product traceability (e.g., certificate of origin), while lower educated people rely on price and promotional information to simplify decision-making (Dodds & Grewal, 1991).

Geographical distribution: consumers in first-tier cities are more likely to accept imported silk due to their international perspective, while second- and third-tier cities are more influenced by local silk brands (Shen & Wang, 2013).

## 2.4 Literature Review

Existing studies have provided multi-dimensional insights into the consumer decision-making mechanisms of cross-border cultural luxury goods; however, several theoretical limitations and practical gaps remain.

The theoretical limitations can be summarized as follows:

First, most existing literature analyzes demographic characteristics, marketing strategies (4Ps), and consumption motives (based on demand theory) in isolation, lacking an integrated theoretical framework. For instance, (Hann, 2020) focuses on the physical attributes of Thai silk but fails to explain how product differentiation stimulates affective demand. Similarly, (Smith, 2022) confirms the existence of a price anchoring effect but does not clarify how it dynamically interacts with consumers' cognitive thresholds. Such fragmentation hinders the explanation of why Thai silk commands a 42% higher price premium than Chinese silk of comparable quality (Wang & Song, 2020).

Second, research on channel strategy lags behind actual market innovations. (Chantachon & et al., 2021) "O2O" model addresses only conventional e-commerce and omits emerging digital touchpoints such as livestreaming commerce and metaverse showrooms. Liu and et al. (2023) provide empirical evidence that livestreaming by intangible cultural heritage artisans can increase conversion rates by 22%; however, current theoretical models have not yet adapted to such new retail formats.

Third, existing frameworks inadequately address the rising trend of sustainable consumption. Although the Fao (2023) reports that 47% of Gen Z consumers consider the carbon footprint of silk production when making purchasing decisions, prevailing research still relies on a binary classification of "functional versus emotional" value and fails to incorporate ethical premiums into consumer value assessment frameworks (Chantachon & et al., 2021).

The innovation of this study lies in its integration of these diverse factors into a unified analytical framework, offering a more comprehensive and nuanced understanding of the formation of purchase intention.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research Method

This study adopts a quantitative research design to systematically examine the influence of demographic characteristics, the 4Ps marketing mix, and demand theory on Chinese consumers' purchase intention regarding Thai silk products.

##### Population Identification and Sampling

The target population of this study consists of Chinese consumers aged 20 to 60 and above who express an intention to purchase Thai silk products. Based on this, the sample size was determined using Yamane (1967) formula:

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

Where:

n = sample size

N = population size

$e^2$  = margin of error (set at 5%)

Note: The sample size is calculated with a margin of error of 5% and a confidence level of 95%. Based on this, 385 samples were determined to be sufficient, and an additional 15 samples were retained to minimize potential data inaccuracies. Since the exact population size is unknown, the sample size was estimated to be approximately  $n \approx 400$  using the Yamane formula. Therefore, in this study, a total of about 400 respondents were surveyed through structured questionnaires to collect primary data.

#### 3.2 Research Design

##### 1) Definition of the Research Question

This study investigates the factors influencing Chinese consumers' purchasing decisions regarding Thai silk products. It aims to clarify how demographic characteristics, the 4Ps marketing mix (product, price, place, and promotion), and dual-

dimensional needs theory (affective and cognitive needs) jointly influence purchase intention.

## 2) Review of Relevant Literature

Based on a comprehensive review of literature in the fields of consumer behavior and cross-cultural marketing, most existing studies tend to focus on the impact of a single theoretical framework (e.g., the 4Ps or demand theory) on purchase intention. Few integrate both perspectives into a unified analytical model. This study addresses the gap by integrating marketing stimuli and demand response to better explain decision-making mechanisms for culturally symbolic products, thereby laying a solid theoretical foundation for subsequent model development.

## 3) Model Construction

Grounded in motivation theory, this study builds an analytical framework wherein the independent variables include the 4Ps (product cultural integration, price sensitivity, channel accessibility, and promotional effectiveness) and two dimensions of consumer demand (emotional connection and cognitive utility evaluation). The dependent variable is purchase intention, measured across three stages: exploration, trial purchase, and repeat purchase. Structural Equation Modeling (SEM) is employed to test the causal relationships among these variables.

## 4) Empirical Investigation

A structured questionnaire using a five-point Likert scale was designed, consisting of 54 items. The questionnaire was distributed via online platforms (e.g., Questionnaire Star) through social media channels such as Weibo and WeChat, targeting Chinese consumers interested in purchasing Thai silk.

Quota sampling was applied to ensure alignment with the demographic profile of the target market. Key demographics included gender (52.1% male, 47.9% female), age (20–30: 22.9%, 31–40: 20.1%, 41–50: 17.2%, 51–60: 17.7%, over 60: 22.1%), and monthly disposable income ( $\leq 3,000$  RMB: 14.3%, 3,001–5,000 RMB: 23.8%, 5,001–7,000 RMB: 14.5%, 7,001–9,000 RMB: 18.2%, 9,001–11,000 RMB: 20.4%,  $\geq 11,001$  RMB: 8.8%).

Over a 14-day period, 407 valid responses were collected. After performing Harman's single-factor test (total variance explained: 32.7%) and excluding responses with straight-lining or unreasonably short completion times, 407 valid questionnaires were retained for analysis.

#### 5) Data Analysis and Hypothesis Testing

Reliability and validity of the scale were verified using Cronbach's alpha ( $\alpha > 0.8$ ) and average variance extracted ( $AVE > 0.5$ ). Descriptive statistics were used to analyze the demographic profile and variable distributions. Multiple regression analysis identified key influencing factors, and SEM was employed to assess model fit ( $CFI > 0.90$ ,  $RMSEA < 0.08$ ). Hypothesis testing focused on the interaction effects and stage-specific influence of the 4Ps, consumer motivation, and demographic variables on purchase intention.

### 3.3 Data Collection

In this study, data were collected through anonymous distribution and convenience sampling. The online questionnaire was developed using the Questionnaire Star platform, which is widely utilized in China for academic research due to its user-friendly interface and compatibility with various social media platforms. The survey link was disseminated via WeChat, QQ, Weibo, Xiaohongshu, and other platforms to encourage Chinese consumers to participate actively and respond truthfully.

The choice of the Questionnaire Star platform was based on its technical advantages over other tools such as Tencent Questionnaire and WeChat Questionnaire. Specifically, Tencent Questionnaire is restricted to Tencent applications (e.g., QQ, Nail), and WeChat Questionnaire operates solely within the WeChat ecosystem, limiting reach and data diversity. In contrast, Questionnaire Star allows for broader distribution and increased respondent accessibility, thereby enhancing the feasibility of data collection.

A total of 407 Chinese consumers with a willingness to purchase Thai silk products were selected as the sample group. To ensure data accuracy and target validity, screening questions were embedded in the questionnaire. Examples include: "Are you aware of Thai silk products (e.g., Jim Thompson, Mat Mee craftsmanship)?"

and “Are you interested in Thai silk-based cultural products (e.g., embroidery, traditional apparel)?” Respondents who answered “No” to either question were automatically disqualified and prevented from continuing the survey.

The study was conducted in China. Upon completion of data collection, all responses were reviewed for quality control. Incomplete responses, logically inconsistent answers, and duplicate entries were excluded. Only authentic, complete, and reliable data were retained for further analysis.

### 3.4 Research Instruments

This study utilized a structured questionnaire to systematically collect information on Chinese consumers’ decision-making processes regarding the purchase of Thai silk products. The questionnaire comprises several key sections. First, it captures the basic demographic characteristics of respondents, including gender, age, occupation, and income level. Gender was categorized as male or female to assess potential differences in purchasing intention across genders. Age was divided into multiple brackets (e.g., 21–30, 31–50, 51–60, and 61 years and above) to explore intergenerational variations in consumer demand. Occupation options included commonly seen categories such as corporate employees, civil servants, and freelancers. Income levels were segmented into several tiers to evaluate the influence of purchasing power on willingness to buy.

To investigate the factors influencing purchase intention, the questionnaire included items related to product characteristics, price sensitivity, sales channels, promotional activities, emotional appeals, and cognitive needs. Respondents were asked to provide answers or ratings based on their actual experiences, enabling a multifaceted analysis of the underlying mechanisms of consumer decision-making.

Regarding consumer awareness of Thai silk, the questionnaire examined whether respondents had prior knowledge of these products. If affirmative, follow-up questions explored their sources of information, such as social media exposure, recommendations from acquaintances, or personal travel experiences. In addition,

respondents were asked to evaluate specific product features, including the uniqueness of patterns and fabric quality, to assess their level of product familiarity.

To probe purchase motivation, the questionnaire incorporated items across several dimensions. The cultural dimension assessed the extent to which consumers were drawn to Thai silk due to cultural attributes such as traditional motifs and color schemes. The price–quality dimension investigated respondents' acceptable price ranges and their attentiveness to quality indicators such as material purity and tactile experience. The branding and word-of-mouth dimension evaluated whether consumer intent was shaped by brand awareness or peer evaluations.

The questionnaire also measured purchase intention and behavior, including whether respondents plan to purchase Thai silk products in the near future and which product types they are interested in (e.g., silk scarves, pajamas, bedding, etc.). Additionally, their preferred purchasing channels—such as online e-commerce platforms, offline retail stores, or in-person purchases made during travel—were explored in detail.

To ensure the representativeness of the sample, this study employed a stratified random sampling method. Considering the regional disparities in China in terms of economic development, purchasing power, and the maturity of the silk product market, the country was divided into multiple strata. A random sample was drawn from each stratum accordingly. The expected total sample size was set at 407, in order to enhance the reliability and validity of the research findings.

The questionnaire utilized a Likert-type scale for data measurement. A 5-point interval scale was employed to capture respondents' levels of agreement, with the following rating scheme:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

To analyze the responses, this study applied interval-level assessment criteria following the approach of Rosana (2014). The formula used to calculate the class interval was as follows (GeeksforGeeks, 2024):  $\text{Class Interval} = (\text{Upper-Class Limit} - \text{Lower Class Limit}) / (\text{Class Limit ClassNumber})$

$$= \frac{(5 - 1)}{5} \\ = 0.8$$

The researcher used mean values to interpret the results, and the interpretation levels for each range are as follows:

A mean score of 4.21–5.00 indicates that the 4Ps Marketing Mix and Demand Theory have the highest level of agreement with the relevant question items.

A mean score of 3.41–4.20 indicates a high level of agreement with the relevant question items.

A mean score of 2.61–3.40 indicates a moderate level of agreement with the relevant question items.

A mean score of 1.81–2.60 indicates a low level of agreement with the relevant question items.

A mean score of 1.00–1.80 indicates the lowest level of agreement with the relevant question items.

The specific variables, measurement items, and sources are listed below:

TABLE 3 Measurement Items and Sources for Variables Influencing Thai Silk Purchase Decisions

Variables	Measurement Items	Item Source
Product	Q1. the design (e.g., pattern, color) of Thai silk products meets my aesthetic preferences.	(Kotler & Keller, 2016), Ch1-3
	Q2. the quality (e.g., durability, tactility) of Thai silk products makes me feel reliable.	
	Q3. The functionality of Thai silk (e.g. breathability, applicable scenarios) meets my needs.	
Price	Q4. I think the pricing of Thai silk matches its quality.	

TABLE 3 (Continued)

Variables	Measurement Items	Item Source
Channels	Q5 The price of Thai silk products is competitive compared to other similar products	(Kim & Park, 2021)
	Q6. promotional activities (e.g., discounts, markdowns) significantly affect my willingness to purchase Thai Silk.	
	Q7. I am willing to pay a premium for purchasing Thai silk in order to capture the unique cultural value.	
	Q8. I can easily purchase Thai silk through online and offline channels (e.g., e-commerce platforms, physical stores).	(Nguyen & Le, 2023)
	Q9. The timeliness of logistics services (e.g., delivery speed, package protection) affects my purchasing decision of Thai silk.	
	Q10. The internationalization of channels (e.g., ease of cross-border purchase) enhances my trust in Thai silk.	
	Q11. The way offline physical stores (e.g., specialty stores) are displayed enhances my desire to buy.	
	Q12. The content of Thai Silk's advertisements (e.g., cultural stories, demonstrations of craftsmanship) generates my interest.	(Kim & Park, 2021)
	Q13. Loyalty programs such as membership points appeal to me.	
	Q14. Limited-time discount programs motivate me to order faster.	
	Q15. Social media recommendations (e.g. KOL reviews, user ratings) influence my purchasing behavior.	
Emotional needs	Q16. Brand co-branding or culturally themed marketing (e.g. promotion of traditional Thai crafts) enhances my purchase interest.	
	Q17. Thai silk makes me feel unique emotional value (e.g., pleasure, status symbol).	(Hennigs & Klarmann, 2017)
	Q18. The buying process of purchasing Thai silk is enjoyable.	
	Q19. I have emotional resonance with the cultural connotations of Thai silk.	
	Q20. Thai silk products highlight my unique taste and social status.	
Cognitive Needs	Q21. Purchasing Thai silk makes me feel a sense of identity and desire for Southeast Asian culture.	
	Q22. Owning Thai silk brings me a sense of pride and satisfaction.	(Lee & Kim, 2020)
	Q23. I value knowledge of the craftsmanship (e.g., hand weaving techniques, sources of dyes) and history of Thai silk.	
	Q24. I will take the initiative to compare the differences between different brands of Thai silk.	
	Q25. I will study the quality certification standards of Thai silk before purchasing.	



TABLE 3 (Continued)

Variables	Measurement Items	Item Source
	Q26. I will evaluate the value of Thai silk by comparing product information (e.g., material, origin).	
	Q27. The sustainability of Thai silk (e.g., environmentally friendly production, fair trade) is an important consideration in my purchase.	
	Q28. The environmental attributes of Thai silk (e.g., natural dyes) influence my choice.	

The questionnaire is as follows:

Hello!

The purpose of this survey is to explore the factors influencing Chinese consumers' decisions to purchase Thai silk products. This survey is anonymous and participation is entirely voluntary. The results will be used solely for academic research purposes. All information you provide will be kept strictly confidential, so please feel free to respond honestly.

The questionnaire consists of five parts and takes approximately 10 minutes to complete. When answering, please read each item carefully and select the option that best reflects your views.

If you have any questions about this study, you may contact Yao, an MBA student at Srinakharinwirot University. Your participation is highly valued and will contribute significantly to this research and to a better understanding of consumer behavior. I sincerely appreciate your time and cooperation.

Note: Please read the instructions carefully and answer each question independently. There are no right or wrong answers—please respond based on your true thoughts and first impressions.

#### Part I: Screening Questions

Thai silk has a history of more than 700 years and was once exclusive to the Thai royal family. It is known for its natural texture, hand-woven craftsmanship, and cultural symbolism, making it one of the world's premium textile products. The primary



raw material is mulberry silk, which is thick and durable, giving the fabric a distinctive sheen and long-lasting quality. Thai silk is traditionally hand-woven using wooden looms and is especially renowned for its tie-dye and jacquard weaving techniques. Its motifs are often inspired by nature, such as lotus flowers and elephants.

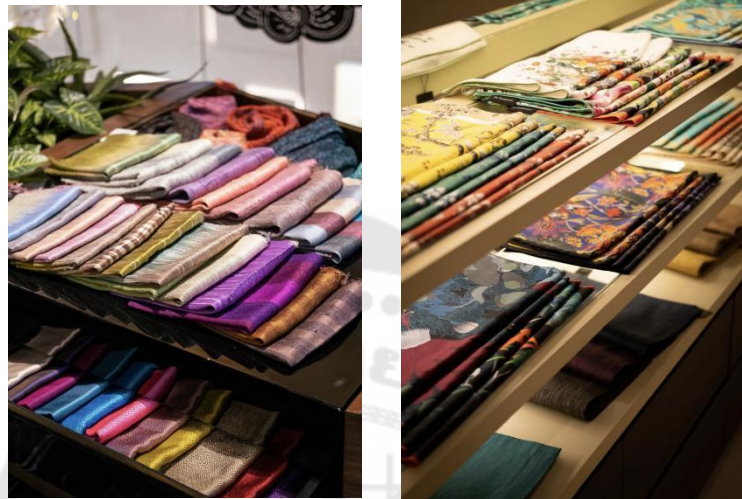


FIGURE 2 Visual presentation of Thai silk fabrics displayed in boutique and retail environments

1. Are you Chinese?

☐ Yes ☐ No

2. Are you familiar with Thai silk products (e.g. Jim Thompson, Mat Mee Craft, etc.)?

☐ Yes ☐ No

3. Are you interested in Thai silk cultural products (e.g. embroidery, traditional costumes, etc.)?

☐ Yes ☐ No

4. Have you ever purchased Thai silk?

☐ Yes ☐ No

Part II: Basic Information

5. Gender:

☐ Male ☐ Female

## 6.Age:

- ☐ 20-30 years old
- ☐ 31-50 years old
- ☐ 51-60 years old
- ☐ 61 years old and above

## 7.Education:

- ☐ High school and below
- ☐ Specialized
- ☐ Undergraduate
- ☐ Master and above

## 8.Occupation:

- ☐ Student
- ☐ Government Official/Civil Servant
- ☐ Private enterprise employee
- ☐ Freelancer
- ☐ Other: \_\_\_\_\_

## 9.Personal monthly income:

- ☐ ¥3000 and below
- ☐ ¥3001-5000
- ☐ ¥5001-7000
- ☐ ¥7001-9000
- ☐ ¥9001-11000
- ☐ ¥11001 and above

## 10.Territory:

- ☐ Shanghai
- ☐ Guangdong
- ☐ Zhejiang
- ☐ Yunnan
- ☐ Sichuan

☐ Others:\_\_\_\_\_

11. Have you ever been to Thailand?

☐ Yes ☐ No

### Part III: Knowledge of Thai Silk

12. Through which channels do you know about Thai silk? (Multiple choices allowed)

☐ Social media

☐ Recommendation from friends or relatives

☐ Traveling experience

☐ Mall or platform advertisement

☐ News/documentary

☐ Others: \_\_\_\_\_

13. Do you agree with the following characteristics of Thai silk: (Please select "Yes" or "No")

TABLE 4 Perceived Characteristics of Thai Silk Products

Characteristics	(Please select "Yes" or "No")	No
Unique patterns	<input type="checkbox"/>	<input type="checkbox"/>
Bright colors	<input type="checkbox"/>	<input type="checkbox"/>
Soft fabric	<input type="checkbox"/>	<input type="checkbox"/>
Pure material	<input type="checkbox"/>	<input type="checkbox"/>
Easy to care	<input type="checkbox"/>	<input type="checkbox"/>
Contains cultural value	<input type="checkbox"/>	<input type="checkbox"/>

### Part IV: Measurement of Influencing Factors

Explanation: Please select a score for each of the following questions according to your level of agreement.

Level 1 = Strongly disagree

Level 2 = Disagree

Level 3 = Neutral

Level 4 = Agree

Level 5 = Strongly agree

#### I. Product Characteristics

Q1. The design (e.g. pattern, color) of Thai silk products meets my aesthetic preferences.

☐1 ☐2 ☐3 ☐4 ☐5

Q2. The quality of Thai silk products (e.g., durability, touch) makes me feel reliable.

☐1 ☐2 ☐3 ☐4 ☐5

Q3. The functionality of Thai silk products (e.g., breathability, applicable scenarios) meets my needs.

☐1 ☐2 ☐3 ☐4 ☐5

#### II. Price Sensitivity

Q4. I think the pricing of Thai silk matches its quality.

☐1 ☐2 ☐3 ☐4 ☐5

Q5. The price of Thai silk products is competitive compared to other similar products.

☐1 ☐2 ☐3 ☐4 ☐5

Q6. Promotional activities (e.g., discounts, full reductions) significantly affect my willingness to purchase Thai silk.

☐1 ☐2 ☐3 ☐4 ☐5

Q7. I am willing to pay a premium for purchasing Thai silk to get the unique cultural value.

☐1 ☐2 ☐3 ☐4 ☐5

#### III. Channel accessibility

Q8. I can conveniently purchase Thai silk through online and offline channels (e.g. e-commerce platforms, physical stores).

☐1 ☐2 ☐3 ☐4 ☐5

Q9. The timeliness of logistics services (e.g., delivery speed, package protection) affects my decision to purchase Thai silk.

☐1 ☐2 ☐3 ☐4 ☐5

Q10. The degree of internationalization of the channel (e.g., ease of cross-border purchase) enhances my trust in Thai silk.

☐1 ☐2 ☐3 ☐4 ☐5

Q11. The way offline physical stores (e.g., specialty stores) are displayed enhances my desire to buy.

☐1 ☐2 ☐3 ☐4 ☐5

#### IV. Promotional Activities

Q12. The content of Thai Silk's advertisements (e.g., cultural stories, craftsmanship demonstrations) interests me.

☐1 ☐2 ☐3 ☐4 ☐5

Q13. Loyalty programs such as membership points appeal to me.

☐1 ☐2 ☐3 ☐4 ☐5

Q14. Limited-time discount programs motivate me to order faster.

☐1 ☐2 ☐3 ☐4 ☐5

Q15. Social media recommendations (e.g., KOL reviews, user ratings) influence my purchasing behavior.

☐1 ☐2 ☐3 ☐4 ☐5

Q16. Brand co-branding or cultural thematic marketing (e.g. promotion of traditional Thai crafts) enhances my purchase interest.

☐1 ☐2 ☐3 ☐4 ☐5

#### V. Emotional needs

Q17. Thai silk makes me feel unique emotional value (e.g. sense of pleasure, status symbol).

☐1 ☐2 ☐3 ☐4 ☐5

Q18. The purchasing process of buying Thai silk is a pleasure.

☐1 ☐2 ☐3 ☐4 ☐5

Q19. I have emotional resonance with the cultural connotation of Thai silk.

☐1 ☐2 ☐3 ☐4 ☐5

Q20. Thai silk products can show my unique taste and social status.

☐1 ☐2 ☐3 ☐4 ☐5

Q21. Purchasing Thai silk can make me feel the recognition and desire for Southeast Asian culture.

☐1 ☐2 ☐3 ☐4 ☐5

Q22. Owning Thai silk brings me a sense of pride and satisfaction.

☐1 ☐2 ☐3 ☐4 ☐5

VI. Cognitive Needs

Q23. I value the knowledge of Thai silk's craftsmanship (e.g., hand weaving techniques, source of dyes) and history and culture.

☐1 ☐2 ☐3 ☐4 ☐5

Q24. I will take the initiative to compare the differences between different brands of Thai silk.

☐1 ☐2 ☐3 ☐4 ☐5

Q25. I will study the quality certification standards of Thai silk before purchasing.

☐1 ☐2 ☐3 ☐4 ☐5

Q26. I would evaluate the value of Thai silk by comparing product information (e.g., material, origin).

☐1 ☐2 ☐3 ☐4 ☐5

Q27. The sustainability of Thai silk (e.g., environmentally friendly production, fair trade) is an important consideration for my purchase.

☐1 ☐2 ☐3 ☐4 ☐5

Q28. The environmental attributes of Thai silk (e.g., natural dyes) influence my choice.

☐1 ☐2 ☐3 ☐4 ☐5

#### Part V: Purchasing Behavior and Willingness

Note: For the following questions, please select the corresponding score according to your personal level of agreement.

Level 1 = Strongly disagree

Level 2 = Disagree

Level 3 = Neutral

Level 4 = Agree

Level 5 = Strongly agree

14. The likelihood that I will buy Thai silk products (e.g., scarves, clothing, furniture items, etc.) in the next year.

☐1 ☐2 ☐3 ☐4 ☐5

15. If I have a need to buy silk products, I will give priority to buying Thai silk products.

☐1 ☐2 ☐3 ☐4 ☐5

16. I am willing to spend a higher cost to buy a silk product that I like.

☐1 ☐2 ☐3 ☐4 ☐5

17. I am likely to buy Thai silk products next time I have a chance (e.g., when I travel to Thailand, when I see related promotions, when I need to give a gift).

☐1 ☐2 ☐3 ☐4 ☐5

18. I am more inclined to buy Thai silk products than Chinese local silk products.

☐1 ☐2 ☐3 ☐4 ☐5

19. When it is necessary to choose among silk products of different origins (e.g. China, Thailand, Italy, etc.), I am more likely to choose Thai silk products.

☐1 ☐2 ☐3 ☐4 ☐5

20. If my family or friends need to buy silk products, I will take the initiative to recommend Thai silk products to them.

☐1 ☐2 ☐3 ☐4 ☐5

21. I will take the initiative to pay attention to or search for information about Thai silk products (e.g. price, style, purchase channels, etc.).

☐1 ☐2 ☐3 ☐4 ☐5

22. Once I try and am satisfied with Thai silk products, I have a high possibility of becoming a repeat customer.

☐1 ☐2 ☐3 ☐4 ☐5

23. Buying Thai silk products has a high priority on my shopping list.

☐1 ☐2 ☐3 ☐4 ☐5

24. I think Thai silk products are a good choice for (buying high-end gifts for myself/business gift/important occasion dress/home decoration) and I am willing to buy for this purpose.

☐1 ☐2 ☐3 ☐4 ☐5

25. It is very likely that I will consider buying Thai silk in the future.

☐1 ☐2 ☐3 ☐4 ☐5

26. If there are new Thai silk products on the market, I will pay attention and possibly buy them.

☐1 ☐2 ☐3 ☐4 ☐5

### 3.5 Data Processing and Analysis Methods

#### 3.5.1 Data Processing

This study used questionnaires to collect data. After data collection was completed, the original questionnaires were screened and coded. By eliminating invalid responses (e.g., questionnaires with incomplete answers, logically inconsistent responses, or obvious mechanical repetitions), a total of 407 valid samples were obtained and deemed suitable for statistical analysis.



Subsequently, all questionnaire data were entered and organized in Microsoft Excel for preliminary cleaning and categorization. SPSS 26.0 was used as the primary tool for data analysis.

To ensure data quality, the scale items were uniformly coded using a five-point Likert scale (1 = "Strongly disagree", 5 = "Strongly agree"). The demographic variables (e.g., gender, age, education level, income level, and geographical region) were coded into fixed categories or sequences based on their attributes. A double-entry system was employed during data input to minimize human error.

The data preprocessing stage also included missing value detection, outlier identification, and tests of basic data distribution. Since no missing values were observed, no data imputation was required. The standard deviation ranges were examined to identify extreme values, and no outlier samples were found that needed exclusion.

This process laid a solid foundation for subsequent reliability and validity testing, difference analysis, correlation analysis, and other statistical procedures, thereby ensuring the validity and reliability of the analytical results.

### **3.5.2 Analytical Methods**

To thoroughly examine the influence of demographic characteristics, 4Ps marketing elements, and demand factors on Chinese consumers' willingness to purchase Thai silk products, this study utilizes questionnaire data processed and analyzed using SPSS software. The analysis follows the sequence of: descriptive statistics → reliability and validity testing → difference testing → correlation analysis, ensuring that the results are obtained in a scientific and logically consistent manner. The specific analytical methods are described as follows:

#### **3.5.2.1 Descriptive Statistical Analysis**

The study first conducts descriptive statistical analysis on the basic characteristics of the sample, including gender, age, income level, education level, and geographical distribution. The results are summarized and presented using frequencies, percentages, means, and standard deviations of each variable, in order to gain a

preliminary understanding of the sample structure as well as the central tendency and variability of each indicator, thus laying the groundwork for subsequent analyses.

#### Item-Level Analysis:

For each of the 54 items in the questionnaire, the following indicators are calculated:

**Mean:** Reflects the overall attitudinal tendency of the sample toward each item (e.g., a mean value > 3 indicates general agreement).

**Standard Deviation:** Measures the degree of data dispersion (a standard deviation > 1 suggests high variability in responses).

**Kurtosis:** Indicates the peakedness of the data distribution (an absolute value > 10 may suggest the presence of extreme values).

**Skewness:** Measures the symmetry of the data distribution (an absolute value > 3 indicates a serious deviation from normality).

Using SPSS's Descriptive Statistics function, check the boxes for Mean, Standard Deviation, Kurtosis, and Skewness. If a question shows extreme skewness (skewness > 3) or abnormal kurtosis (kurtosis > 10), its theoretical significance should be considered when deciding whether to retain or eliminate the item. Additionally, if the standard deviation is less than 0.5, it indicates insufficient differentiation among responses and warrants further examination.

#### Descriptive Statistics

Percentage formula:

$$P - \text{VALUE} = \frac{f * 100}{n}$$

Where:

P-VALUE = percentage value

F = number of frequencies converted to percentage

N = total number of frequencies

Before conducting a hypothesis test, we first perform a descriptive statistical analysis of all the variables, which includes calculating the mean, standard

deviation, bias, and peak values. This helps us to understand the overall distribution of the data.

Mean formula.

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

Where:

$\bar{X}$  = Mean

$\sum X$  = sum of the values

n = number of samples

Formula for standard deviation:

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

Where:

S = Standard deviation of the sample scores

X = each score in the sample

n = number of points in the sample

$\sum x^2$  = sum of squares of each point

$(\sum x)^2$  = sum of squares of all scores.

### 3.5.2.2 Reliability and Validity Tests

#### Reliability Test

The reliability test is used to evaluate the consistency and stability of a measurement instrument (e.g., a questionnaire scale) across repeated measurements. In consumer behavior research, it is commonly employed to assess the internal consistency of measurement items—that is, whether the items within a scale reliably measure the same underlying construct.

In this study, Cronbach's alpha coefficient ( $\alpha$ ) was adopted as the primary indicator of reliability. This method is widely used in the social sciences and is considered the most common and accepted standard for assessing internal consistency.

A higher alpha coefficient indicates greater internal consistency among the items and, consequently, stronger reliability of the scale.

As a general guideline:

When  $\alpha > 0.7$ , the scale is considered to have acceptable reliability.

When  $\alpha > 0.8$ , it indicates a high level of internal consistency.

Prior to hypothesis testing, it was necessary to verify the reliability of the measurement instrument. Therefore, Cronbach's alpha was calculated to assess the internal consistency of each dimension of the questionnaire.

The formula for calculating Cronbach's alpha coefficient ( $\alpha$ ) is as follows:

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

Where:

$\alpha$  = reliability coefficient

k = number of questions

$\overline{\text{covariance}}$  = Mean of inter-question covariance

$\overline{\text{variance}}$  = Mean of question variance

Validity Tests

1) Structural validity aims to assess whether the measurement instrument accurately reflects the theoretical structure of the study. In this paper, Exploratory Factor Analysis (EFA) was employed to statistically examine all measurement items, with the goal of verifying whether the underlying factor structure aligns with the theoretically defined dimensions. The number of extracted factors and their loading patterns were analyzed to determine consistency with the predefined constructs (e.g., product attributes, price sensitivity, channel accessibility, promotional activities, affective and cognitive needs, etc.). Principal Component Analysis (PCA) combined with Varimax rotation was used to extract and rotate the factors. If the rotated factor structure closely matches the theoretical model—with significant factor loadings

for each item on its corresponding construct and minimal cross-loadings—then the scale is considered to demonstrate strong structural validity.

2) Convergent validity was assessed using two key indicators: Average Variance Extracted (AVE) and Construct Reliability (CR). If AVE exceeds 0.50 and CR exceeds 0.70, the construct is considered to possess acceptable convergent validity. Prior to this, Confirmatory Factor Analysis (CFA) must be conducted to obtain standardized factor loadings for each item, which are then used to calculate AVE and CR.

The CR calculation formula is as follows:

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + \sum_{i=1}^n \theta_i}$$

Where:

$\lambda_i$  = Standardized factor loadings for the  $i$ th question item

$\theta_i = 1 - \lambda_i^2$  = Measurement error variance of the item

$n$  = number of items in the construct

AVE is calculated as follows:

Where:

$$AVE = \frac{\sum_{i=1}^n \lambda_i^2}{n}$$

$\lambda_i$  = Standardized factor loadings for the  $i$ th item

$n$  = number of items

3) Distinguishing validity reflects the extent to which the measurement instrument is able to differentiate between different concepts or constructs, and with the help of the Fornell-Larcker criterion to judge the differentiation between the variables and to ensure the independence of the measurement of different constructs.

Fornell-Larcker criterion:

$$\sqrt{AVE_A} > r_{A,B}$$

### 3.5.2.3 Tests of Difference (T-tests and One-way ANOVA)

To examine the extent to which different demographic characteristics influence consumers' purchase intentions, independent samples t-tests and one-way analysis of variance (ANOVA) were employed to analyze between-group differences. T-tests were used to determine whether the mean differences in purchase intention were statistically significant for dichotomous variables (e.g., gender), while ANOVA was applied to assess the effects of multi-level categorical variables (e.g., age, education, income, and geographic location) on purchase intentions. When the ANOVA results indicated significant differences between groups ( $p < 0.05$ ), post-hoc multiple comparisons—such as the Least Significant Difference (LSD) method—were conducted to identify the specific sources of variation.

Statistics used in hypothesis testing

Hypothesis testing: independent t-test was used to test the difference between the mean scores of two samples.

In the case where the variance of the two samples is the same:  $S_1^2 = S_2^2$

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

Where:

$t$  = statistic used when considering t-distribution

$\bar{X}_1$  = mean of Sample 1

$\bar{X}_2$  = Mean of Sample 2

$S_1^2$  = Variance of Sample Group 1

$S_2^2$  = Variance of Sample Group 1

$n_1$  = Proportion of Sample 1

$n_2$  = Proportion of Sample 2

In the case where the sample variances of the two groups are not the same:  $S_1^2 \neq S_2^2$

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

Therefore:

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

Where:

t = the statistic to be used when considering the t-distribution

$\bar{X}_1$  = Mean of Sample 1

$\bar{X}_2$  = Mean of Sample 2

$S_1^2$  = Variance of Sample Group 1

$S_2^2$  = Variance of Sample Group 1

$n_1$  = Proportion of Sample 1

$n_2$  = Proportion of Sample 2

df = degrees of freedom

#### 3.5.2.4 Correlation Analysis

Building on the previous tests, this study further employed the Pearson correlation coefficient to examine the relationships between explanatory variables and purchase intention, including product characteristics, price sensitivity, channel accessibility, promotional activities, emotional needs, and cognitive needs. The correlation coefficient (r) reflects the strength and direction of the linear relationship between variables. To enhance the statistical robustness of the results, the significance

level was set at  $p < 0.001$ . This analysis helps identify key driving factors that influence purchase intention and provides a foundation for proposing targeted marketing strategies.

The Pearson correlation coefficient was used for the analysis, and its formula is as follows:

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

where:

$r$  = correlation coefficient

$X_i, Y_i$  = each observation of the two variables

$\bar{X}, \bar{Y}$  = the mean of the two variables

The value of  $r$  ranges from -1 to 1

$r > 0$  indicates positive correlation and  $r < 0$  indicates negative correlation.

$|r| \leq 0.3$  indicates weak correlation.

$0.3 < |r| \leq 0.5$  indicates moderate correlation.

$|r| > 0.5$  indicates strong correlation.

**Analyzing Methods:** In this study, statistical techniques such as independent samples t-tests and one-way ANOVA were used to analyze the data.

**Steps:** For variables with only two categories (e.g., gender), independent samples t-tests were applied. For categorical variables with more than two groups, such as occupation and education, one-way ANOVA was used to determine whether there were significant differences in purchase intention among the different groups.



## CHAPTER 4

### FINDINGS AND DISCUSSION

#### 4.1 Descriptive Statistics

##### 4.1.1 Descriptive Statistics of Sample Demographic Characteristics

In terms of gender composition, the sample included more females than males, with 272 females (66.8%) and 135 males (33.2%).

Regarding age distribution, the sample covered a wide range of age groups: 105 respondents were aged 20–30 (25.8%), 133 were aged 31–40 (32.7%), 87 were aged 41–50 (21.4%), 47 were aged 51–60 (11.5%), and 35 were aged 61 and above (8.6%). It can be seen that the 31–40 age group accounted for the largest proportion, and the proportion gradually decreased with age.

In terms of educational attainment, 54 respondents (13.3%) had a high school education or below, 138 (33.9%) had a college diploma, which was the largest proportion, 122 (30.0%) held a bachelor's degree, and 93 (22.9%) had a master's degree or above. Overall, respondents with college diplomas and bachelor's degrees accounted for over 60% of the total sample, representing the main educational level of the respondents.

Regarding occupational distribution, the majority were corporate employees (276, 67.8%), followed by government/institution personnel (48, 11.8%), students (39, 9.6%), online content creators (23, 5.7%), and freelancers (21, 5.2%). Corporate employees clearly dominated the sample, making up the core of the occupational structure.

In terms of monthly personal income, income levels were distributed as follows: 8 respondents (2.0%) earned 3,000 yuan or less; 22 (5.4%) earned between 3,001 and 5,000 yuan; 45 (11.1%) earned between 5,001 and 7,000 yuan; 95 (23.3%) earned between 7,001 and 9,000 yuan; 133 (32.7%) earned between 9,001 and 11,000 yuan, the highest proportion; and 104 (25.6%) earned more than 11,000 yuan. The combined proportion of respondents earning more than 7,001 yuan exceeded 80%, indicating that the sample had a relatively high overall income level.

As for geographical distribution, 87 respondents (21.4%) were from Yunnan, 83 each (20.4%) from Shanghai and Guangdong, 82 (20.1%) from Zhejiang, and 72 (17.7%) from Sichuan. The proportions from each region were relatively balanced, with Yunnan, Shanghai, Guangdong, and Zhejiang slightly higher, and Sichuan slightly lower, reflecting a broad and well-distributed geographical representation.

In summary, the sample was predominantly female, relatively young, well-educated, and covered a wide range of occupations with corporate employees as the majority. It also showed a high income level and a geographically diverse distribution focused on economically developed regions. This profile closely aligns with the typical portrait of Chinese consumers of Thai silk, demonstrating the sample's strong representativeness for subsequent analysis.

TABLE 5 Demographic Characteristics of the Sample

Name	Option	Frequency	Percentage (%)
Sex	Male	135	33.2
	Female	272	66.8
Age	20~30 years old	105	25.8
	31~40 years old	133	32.7
	41~50 years old	87	21.4
	51~60 years old	47	11.5
	61 and above	35	8.6
Educational attainment	High school and below	54	13.3
	Specialized	138	33.9
	Undergraduate	122	30.0
	Masters and above	93	22.9
Occupation	Government/Enterprise	48	11.8
	Corporate Employee	276	67.8

TABLE 5 (Continued)

Name	Option	Frequency	Percentage (%)
Personal Monthly Income	Freelance	21	5.2
	Students	39	9.6
	Internet celebrity/anchor	23	5.7
	3000RMB and below	8	2.0
	3001-5000 Yuan	22	5.4
	5001-7000 Yuan	45	11.1
	7001-9000 yuan	95	23.3
	9001-11000 yuan	133	32.7
	11001 and above	104	25.6
	Shanghai	83	20.4
Region	Guangdong	83	20.4
	Zhejiang	82	20.1
	Yunnan	87	21.4
	Sichuan	72	17.7

#### 4.1.2 Descriptive Statistics of Measurement Items

Descriptive analysis was conducted to examine the overall distribution of quantitative data by using statistical indicators such as mean, skewness, and kurtosis. Based on the results in the table above, it can be observed that the absolute values of kurtosis are all less than 3, indicating that the distribution of the current data is relatively flat and approximates a normal distribution. The skewness values are all close to 0, suggesting that the data are symmetrically distributed and also approximate a normal distribution. Therefore, the data meet the assumptions for subsequent statistical analyses.

TABLE 6 Descriptive statistics results of measurement question items

Variables	Item	Mean	Standard deviation	Skewness	Kurtosis	Factor loadings
Product Characteristics	PA1	3.28	1.16	-0.019	-1.133	0.798
	PA2	3.27	1.15	-0.005	-1.098	0.757
	PA3	3.30	1.15	-0.052	-1.124	0.742
Price Sensitivity	PS1	3.27	1.15	0.032	-1.116	0.774
	PS2	3.26	1.14	-0.023	-1.032	0.749
	PS3	3.32	1.17	-0.081	-1.107	0.783
	PS4	3.29	1.13	-0.069	-1.074	0.772
Channel Accessibility	PRO1	3.45	1.15	-0.180	-1.109	0.798
	PRO2	3.35	1.11	-0.087	-0.968	0.774
	PRO3	3.42	1.18	-0.150	-1.144	0.776
	PRO4	3.41	1.17	-0.201	-1.057	0.799
Promotions	PR1	3.42	1.10	-0.194	-1.001	0.763
	PR2	3.35	1.12	-0.119	-1.088	0.724
	PR3	3.42	1.14	-0.236	-0.985	0.765
	PR4	3.33	1.14	-0.103	-1.022	0.775
	PR5	3.35	1.16	-0.060	-1.180	0.732
Emotional needs	ED1	3.27	1.20	-0.089	-1.071	0.777
	ED2	3.25	1.20	0.015	0.015 -1.191	0.774
	ED3	3.27	1.22	-0.033	-1.186	0.809
	ED4	3.27	1.18	-0.058	-1.043	0.785
	ED5	3.26	1.21	-0.011	-1.146	0.799
	ED6	3.34	1.21	-0.108	-1.193	0.796

TABLE 6 (Continued)

Variables	Item	Mean	Standard deviation	Skewness	Kurtosis	Factor loadings
Cognitive demand	CD1	3.32	1.16	-0.150	-1.005	0.780
	CD2	3.39	1.14	-0.045	-1.249	0.780
	CD3	3.40	1.18	-0.219	-1.019	0.765
	CD4	3.46	1.14	-0.229	-1.062	0.764
	CD5	3.38	1.18	-0.178	-1.083	0.800
	CD6	3.35	1.17	-0.186	-0.996	0.745
Willingness to buy	PI1	3.27	1.22	-0.092	-1.137	0.804
	PI2	3.21	1.18	0.070	-1.092	0.795
	PI3	3.24	1.17	-0.029	-1.101	0.782
	PI4	3.27	1.16	-0.114	-0.960	0.774
	PI5	3.36	1.16	-0.112	-1.098	0.795
	PI6	3.38	1.21	-0.242	-1.041	0.802
	PI7	3.30	1.19	-0.128	-1.076	0.795
	PI8	3.30	1.17	0.002	-1.142	0.784
	PI9	3.31	1.20	-0.046	-1.137	0.798
	PI10	3.29	1.18	-0.075	-1.056	0.776
	PI11	3.27	1.19	-0.048	-1.180	0.816
	PI12	3.27	1.20	0.014	-1.247	0.794
	PI13	3.31	1.15	-0.049	-1.122	0.774

#### 4.2 Reliability Analysis

Internal consistency reliability reflects the degree to which the items in a questionnaire are interrelated. It is commonly measured by Cronbach's alpha ( $\alpha$ ), which

ranges from 0 to 1. A higher  $\alpha$  value indicates stronger correlations among items, and thus higher internal consistency. In general, an  $\alpha$  value greater than 0.8 indicates excellent internal consistency, between 0.7 and 0.8 suggests good reliability, and between 0.6 and 0.7 is considered acceptable. An  $\alpha$  value below 0.6 indicates poor internal consistency, and revision of the questionnaire scale may be necessary.

In addition, the corrected item-total correlation (CITC) and the Cronbach's  $\alpha$  value when an item is deleted can be used to determine whether removing certain items would improve the reliability of the scale. If the CITC is greater than 0.5 and the Cronbach's  $\alpha$  after deletion is not significantly higher than the original  $\alpha$ , deletion of the item is not recommended.

The following table presents the reliability test results of the measurement scales. The Cronbach's  $\alpha$  coefficients for all variables exceeded the 0.7 threshold. Moreover, the CITC values and the "Cronbach's  $\alpha$  if item deleted" values also met the corresponding criteria. This indicates that the reliability of all variables has passed the reliability test, and all measurement items can be retained. Overall, the measurement scale demonstrates good internal consistency.

TABLE 7 Reliability test results

Variables	Question item	CITC	Item Deleted Cronbach's $\alpha$	Cronbach's $\alpha$
Product Characteristics	PA1	0.674	0.723	0.810
	PA2	0.660	0.738	
	PA3	0.641	0.757	
Price Sensitivity	PS1	0.697	0.812	0.853
	PS2	0.681	0.819	
	PS3	0.700	0.811	
	PS4	0.698	0.812	

TABLE 7 (Continued)

Variables	Question item	CITC	Item Deleted Cronbach's $\alpha$	Cronbach's $\alpha$
Channel Accessibility	PRO1	0.723	0.827	0.866
	PRO2	0.709	0.833	
	PRO3	0.708	0.833	
	PRO4	0.726	0.826	
Promotions	PR1	0.701	0.835	0.866
	PR2	0.656	0.846	
	PR3	0.705	0.834	
	PR4	0.710	0.832	
	PR5	0.667	0.843	
Emotional needs	ED1	0.738	0.894	0.909
	ED2	0.730	0.895	
	ED3	0.766	0.890	
	ED4	0.742	0.893	
	ED5	0.752	0.892	
	ED6	0.753	0.892	
Cognitive demand	CD1	0.731	0.88	0.899
	CD2	0.727	0.88	
	CD3	0.715	0.882	
	CD4	0.718	0.882	
	CD5	0.755	0.876	
	CD6	0.702	0.884	

TABLE 7 (Continued)

Variables	Question item	CITC	Item Deleted Cronbach's $\alpha$	Cronbach's $\alpha$
Willingness to buy	PI1	0.785	0.952	0.956
	PI2	0.775	0.953	
	PI3	0.763	0.953	
	PI4	0.756	0.953	
	PI5	0.779	0.953	
	PI6	0.783	0.952	
	PI7	0.779	0.953	
	PI8	0.763	0.953	
	PI9	0.777	0.953	
	PI10	0.756	0.953	
	PI11	0.795	0.952	
	PI12	0.775	0.953	
	PI13	0.757	0.953	

### 4.3 Validity Analysis

Validity refers to the extent to which the measurement results accurately reflect the content intended to be measured. The closer the results align with the intended measurement content, the higher the validity; conversely, the lower the alignment, the lower the validity. This study assessed three types of validity: structural validity, convergent validity, and discriminant validity.

#### 4.3.1 Structural Validity

Structural validity aims to determine whether the measurement instrument accurately represents the theoretical construct of the study. Specifically, exploratory



factor analysis (EFA) was conducted on the sample data. If the rotated factor structure aligns closely with the initial theoretical variable structure, structural validity can be considered acceptable.

In this study, SPSS 26.0 was used to perform the exploratory factor analysis. The Kaiser-Meyer-Olkin (KMO) test result was 0.957, with a significance level of  $p = 0.000$ , indicating that the sample data were suitable for EFA.

TABLE 8 KMO test results

KMO Number of Sampling Suitability		0.957
Approximate chi-square		10555.98
Bartlett's test of sphericity	Degrees of freedom	820
	Significance	0

Further, without predetermining the variable structure, the exploratory factor analysis identified a total of seven factors, which together explained 68.134% of the total variance. This level of explained variance is acceptable, indicating that the factor structure extracted through exploratory factor analysis is both representative and has good explanatory power.

TABLE 9 Explanation of variance

Factor Number	Characteristic Root	Variance Explanation (Before Rotation)	Cumulative % (Before Rotation)	Variance Explanation (After Rotation)	Cumulative % (After Rotation)
		Total	%	Cumulative %	Total
1	15.005	36.597	36.597	8.517	20.772
2	3.231	7.882	44.478	4.221	10.296
3	2.411	5.880	50.358	4.099	9.999

TABLE 9 (Continued)

Factor Number	Characteristic Root	Variance Explanation (Before Rotation)	Cumulative % (Before Rotation)	Variance Explanation (After Rotation)	Cumulative % (After Rotation)
		Total	%	Cumulative %	Total
4	2.260	5.513	55.872	3.343	8.153
5	1.941	4.734	60.606	2.848	6.946
6	1.691	4.125	64.731	2.816	6.867
7	1.395	3.403	68.134	2.091	5.101
8	0.647	1.579	69.713		
9	0.573	1.399	71.111		
10	0.566	1.380	72.492		
11	0.539	1.315	73.807		
12	0.514	1.255	75.062		
13	0.511	1.246	76.308		
14	0.504	1.230	77.537		
15	0.484	1.181	78.718		
16	0.477	1.164	79.882		
17	0.464	1.131	81.013		
18	0.440	1.072	82.086		
19	0.436	1.064	83.150		
20	0.420	1.026	84.175		
21	0.416	1.014	85.189		

TABLE 9 (Continued)

Factor Number	Characteristic Root	Variance Explanation (Before Rotation)	Cumulative % (Before Rotation)	Variance Explanation (After Rotation)	Cumulative % (After Rotation)
		Total	%	Cumulative %	Total
22	0.399	0.972	86.161		
23	0.397	0.968	87.129		
24	0.376	0.917	88.046		
25	0.371	0.904	88.950		
26	0.366	0.894	89.844		
27	0.362	0.882	90.725		
28	0.350	0.853	91.578		
29	0.324	0.790	92.368		
30	0.309	0.754	93.122		
31	0.304	0.741	93.863		
32	0.289	0.704	94.566		
33	0.281	0.686	95.252		
34	0.278	0.677	95.929		
35	0.265	0.647	96.577		
36	0.261	0.637	97.213		
37	0.248	0.605	97.819		
38	0.235	0.574	98.393		
39	0.229	0.558	98.951		

TABLE 9 (Continued)

Factor Number	Characteristic Root	Variance Explanation (Before Rotation)	Cumulative % (Before Rotation)	Variance Explanation (After Rotation)	Cumulative % (After Rotation)
		Total	%	Cumulative %	Total
40	0.223	0.544	99.495		
41	0.207	0.505	100.000		

As shown in the table below, a total of seven factors were extracted through exploratory factor analysis. The identified factor structure aligns well with the predefined theoretical constructs, indicating acceptable structural validity.

TABLE 10 Component matrix after rotation

Variables	Question item	Component						
		1	2	3	4	5	6	7
Produkte Properties	PA1	0.209	0.162	0.172	0.154	0.155	0.155	0.758
							0.113	
	PA2	0.184	0.186	0.121	0.146	0.100	0.095	0.781
	PA3	0.231	0.115	0.151	0.138	0.137	0.137	0.750
Price Sensitivity	PS1	0.202	0.121	0.171	0.145	0.087	0.761	0.055
	PS2	0.234	0.086	0.109	0.064	0.074	0.774	0.057
	PS3	0.250	0.133	0.124	0.104	0.046	0.762	0.130
	PS4	0.199	0.104	0.101	0.131	0.117	0.774	0.077
Channel	PRO1	0.156	0.106	0.209	0.201	0.765	0.087	0.093
Accessibility	PRO2	0.212	0.125	0.153	0.153	0.779	0.098	0.088

#### 4.3.2 Convergent Validity

Average Variance Extracted (AVE) and Construct Reliability (CR) are used to assess convergent validity. If AVE is greater than 0.5 and CR exceeds 0.7, the construct is considered to have adequate convergent validity. Before conducting the convergent validity test, confirmatory factor analysis (CFA) was conducted using AMOS 24.0 to calculate the factor loadings.

The model demonstrated a good fit with the following indices: CMIN/DF = 1.05, RMR = 0.04, GFI = 0.916, AGFI = 0.905, NFI = 0.927, IFI = 0.996, TLI = 0.996, CFI = 0.996, and RMSEA = 0.011.

As shown in Table 2, the factor loadings for each variable exceeded 0.6, meeting the standard requirement. In addition, the AVE values for all variables were above 0.5 and the CR values were above 0.7. Therefore, the measurement model demonstrates good convergent validity.

TABLE 11 AVE and CR results

Factor	AVE	CR
Product Characteristics	0.587	0.810
Price Sensitivity	0.592	0.853
Channel Accessibility	0.619	0.867
Promotional Activities	0.565	0.867
Emotional needs	0.625	0.909
Cognitive Needs	0.597	0.899
Purchasing behavior and willingness	0.627	0.956

#### 4.3.3 Discriminant Validity

Discriminant validity reflects the extent to which a measurement instrument can distinguish between different concepts or constructs. Table 8 presents the results of

the discriminant validity test. Specifically, the diagonal values represent the square root of the AVE for each construct, while the off-diagonal values represent the correlations between constructs.

The results show that the square root of the AVE for each construct is greater than its correlations with any other construct, indicating that the model demonstrates good discriminant validity.

TABLE 12 Distinguished Validity Test Results

Variables	Question item	Component						
		1	2	3	4	5	6	7
Produkte Properties	PA1	0.209	0.162	0.172	0.154	0.155	0.155	0.113
	PA2	0.184	0.186	0.121	0.146	0.100	0.095	0.781
	PA3	0.231	0.115	0.151	0.138	0.137	0.137	0.108
Price Sensitivity	PS1	0.202	0.121	0.171	0.145	0.087	0.761	0.055
	PS2	0.234	0.086	0.109	0.064	0.074	0.774	0.057
	PS3	0.250	0.133	0.124	0.104	0.046	0.762	0.130
Channel Accessibility	PS4	0.199	0.104	0.101	0.131	0.117	0.774	0.077
	PRO1	0.156	0.106	0.209	0.201	0.765	0.087	0.093
	PRO2	0.212	0.125	0.153	0.153	0.779	0.098	0.088
Promotion Events	PRO3	0.178	0.125	0.073	0.198	0.768	0.089	0.147
	PRO4	0.250	0.136	0.136	0.134	0.770	0.067	0.078
	PR1	0.195	0.108	0.130	0.763	0.164	-0.011	0.102
	PR2	0.196	0.085	0.206	0.692	0.144	0.112	0.112
	PR3	0.175	0.141	0.139	0.767	0.767	0.083	0.084
	PR4	0.167	0.100	0.132	0.757	0.757	0.121	0.149
	PR5	0.210	0.214	0.035	0.712	0.135	0.166	0.033

TABLE 12 (Continued)

Variables	Question		Component					
	item	1	2	3	4	5	6	7
Emotional Demand	ED1	0.180	0.776	0.147	0.071	0.071	0.103	0.044
				0.740				
	ED2	0.200	0.740		0.172	0.172	0.062	0.137
				0.117				
	ED3	0.199	0.787	0.146	0.137	0.095	0.070	0.061
	ED4	0.209	0.770	0.151	0.086	0.074	0.088	0.073
Cognition Demand						0.133	0.114	
	ED5	0.241	0.752	0.133	0.133			0.101
						0.140	0.082	
	ED6	0.182	0.778	0.150	0.082	0.065	0.112	0.123
	CD1	0.202	0.116	0.766	0.069	0.127	0.100	0.084
	CD2	0.237	0.219	0.731	0.086	0.122	0.049	0.093
Cognition Demand	CD3	0.149	0.153	0.733	0.213	0.107	0.077	0.123
	CD4	0.163	0.127	0.749	0.092	0.117	0.164	0.074
						0.133		
	CD5	0.165	0.165	0.802	0.133		0.056	0.075
						0.048		
	CD6	0.177	0.108	0.743	0.743	0.108	0.124	0.061
					0.087			

TABLE 12 (Continued)

Variables	Question		Component					
	item	1	2	3	4	5	6	7
Purchase								
Willingness	PI1	0.766	0.158	0.096	0.112	0.080	0.147	0.137
	PI2	0.750	0.107	0.114	0.183	0.224	0.072	0.070
	PI3	0.738	0.142	0.211	0.153	0.050	0.138	0.028
	PI4	0.739	0.162	0.160	0.145	0.087	0.100	0.020
	PI5	0.785	0.077	0.148	0.082	0.070	0.099	0.114
	PI6	0.769	0.137	0.136	0.079	0.123	0.110	0.103
	PI7	0.777	0.112	0.130	0.057	0.186	0.041	0.112
	PI8	0.735	0.148	0.110	0.143	0.053	0.193	0.126
	PI9	0.746	0.134	0.114	0.155	0.114	0.181	0.089
	PI10	0.734	0.182	0.077	0.111	0.092	0.123	0.162
	PI11	0.761	0.155	0.155	0.167	0.112	0.132	0.063
	PI12	0.749	0.167	0.113	0.088	0.128	0.179	0.072
	PI13	0.753	0.182	0.154	0.154	0.077	0.043	0.044

#### 4.4 Hypothesis Testing

##### 4.4.1 Demographic Characteristics and Purchase Intention

In this study, t-tests and one-way analysis of variance (ANOVA) were used to examine differences in Thai silk purchase intention among groups with varying demographic characteristics. The results are shown in Table 9.



The gender difference was significant ( $t = -10.182$ ,  $p < 0.001$ ). The mean purchase intention score for females ( $3.594 \pm 0.828$ ) was significantly higher than that for males ( $2.679 \pm 0.905$ ), indicating that females are more inclined to purchase Thai silk.

The difference in purchase intention by age group was also highly significant ( $F = 892.693$ ,  $p < 0.001$ ), with a “rise-then-fall” trend observed. The group aged 31–40 showed the highest purchase intention ( $4.379 \pm 0.378$ ), significantly exceeding that of all other groups, followed by those aged 41–50 ( $3.531 \pm 0.243$ ), 51–60 ( $2.907 \pm 0.178$ ), and 20–30 ( $2.376 \pm 0.336$ ). The group aged 61 and above showed the lowest intention ( $1.815 \pm 0.111$ ), suggesting that younger and middle-aged consumers are more receptive to Thai silk.

Education level also showed significant differences ( $F = 371.196$ ,  $p < 0.001$ ). Purchase intention increased with education: master's degree and above ( $4.453 \pm 0.597$ ), bachelor's degree ( $3.673 \pm 0.285$ ), specialized diploma ( $2.574 \pm 0.358$ ), and high school or below ( $2.255 \pm 0.851$ ), indicating that consumers with higher education levels are more likely to purchase Thai silk.

A significant difference was also found across occupational groups ( $F = 10.335$ ,  $p < 0.001$ ). Corporate employees had the highest mean purchase intention ( $3.488 \pm 0.976$ ), followed by government/institution staff ( $2.929 \pm 0.748$ ), internet influencers ( $2.957 \pm 1.179$ ), students ( $2.874 \pm 0.551$ ), and freelancers ( $2.663 \pm 0.558$ ). The higher willingness among corporate employees may be attributed to more stable income and higher consumption needs.

Individual monthly income showed a strong positive correlation with purchase intention ( $F = 1059.716$ ,  $p < 0.001$ ). The highest purchase intention was observed in the income group above ¥11,001 ( $4.524 \pm 0.271$ ), followed by ¥9,001–11,000 ( $3.544 \pm 0.312$ ), ¥7,001–9,000 ( $2.658 \pm 0.238$ ), ¥5,001–7,000 ( $2.029 \pm 0.082$ ), ¥3,001–5,000 ( $1.832 \pm 0.030$ ), and the lowest in the group earning ¥3,000 or less ( $1.644 \pm 0.082$ ), suggesting that income is a critical factor influencing purchase intention.

Geographical differences were significant as well ( $F = 2.447$ ,  $p < 0.001$ ). Respondents from Guangdong had the highest average purchase intention ( $3.563 \pm$

0.941), followed by those from Zhejiang ( $3.276 \pm 0.917$ ), Yunnan ( $3.268 \pm 0.943$ ), Shanghai ( $3.197 \pm 0.897$ ), and Sichuan ( $3.128 \pm 1.056$ ). These differences may be related to regional economic development or cultural preferences.

In conclusion, demographic characteristics significantly influence consumers' willingness to purchase Thai silk. Notable differences exist across gender, age, education level, occupation, income, and geographic region.

TABLE 13 Differential analysis of purchase intention based on demographic characteristics

Demographic Characteristics	Classification	Mean	Standard deviation	t/F	p	Test Method
Sex	Male	2.679	0.905	-10.182	0.000	T-test
	Female	3.594	0.828			
Age	20~30 years old	2.376	0.336	892.693	0.000	Anova
	31~40 years old	4.379	0.378			
	41~50 years old	3.531	0.243			
	51~60 years old	2.907	0.178			
	61 and above	1.815	0.111			
Educational attainment	High school and below	2.255	0.851	371.196	0.000	Anova
	Specialized	2.574	0.358			
	Undergraduate	3.673	0.285			
	Masters and above	4.453	0.597			

TABLE 13 (Continued)

Demographic Characteristics	Classification	Mean	Standard deviation	t/F	p	Test Method
Occupation	Government/Enterprise	2.929	0.748	10.335	0.000	Anova
	Business employees	3.488	0.976			
	Freelance	2.663	0.558			
	Student	2.874	0.551			
	Internet celebrity/anchor	2.957	1.179			
Personal Monthly Income	3,000 yuan and below	1.644	0.082	1059.716	0.000	Anova
	3001-5000	1.832	0.030			
	5001-7000 Yuan	2.029	0.082			
	7001-9000 Yuan	2.658	0.238			
	9001-11000 Yuan	3.544	0.312			
	11001 and above	4.524	0.271			
	Shanghai	3.197	0.897			
Region	Guangdong	3.563	0.941	2.447	0.000	Anova
	Zhejiang, China	3.276	0.917			
	Yunnan Province, China	3.268	0.943			
	Sichuan	3.128	1.056			

#### 4.4.2 4Ps, Intrinsic Needs, and Purchase Intention

In this study, the correlations between six variables—product characteristics, price sensitivity, channel accessibility, promotional activities, emotional needs, and cognitive needs—and purchase intention were examined. The results are presented in Table 10.

The correlation coefficient between product characteristics and purchase intention is 0.450 ( $p < 0.001$ ), indicating a significant positive relationship. Price

sensitivity is also significantly positively correlated with purchase intention, with a correlation coefficient of 0.475 ( $p < 0.001$ ). Similarly, channel accessibility shows a significant positive correlation with purchase intention ( $r = 0.450$ ,  $p < 0.001$ ).

Promotional activities are positively correlated with purchase intention ( $r = 0.463$ ,  $p < 0.001$ ), while emotional needs ( $r = 0.481$ ,  $p < 0.001$ ) and cognitive needs ( $r = 0.456$ ,  $p < 0.001$ ) also exhibit significant positive correlations.

All six variables demonstrate statistically significant positive correlations with purchase intention at the 0.001 level, indicating that both 4Ps marketing elements and the enhancement of intrinsic needs can effectively increase consumers' willingness to purchase.

TABLE 14 Correlation analysis results of 4Ps, intrinsic demand and purchase intention

Variable	Correlation coefficient	p
Product characteristics	0.450	0.000***
Price sensitivity	0.475	0.001***
Channel Accessibility	0.450	0.002***
Promotions	0.463	0.003***
Emotional needs	0.481	0.004***
Cognitive Needs	0.456	0.005***

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

The core objective of this study is to investigate the key factors influencing Chinese consumers' willingness to purchase Thai silk products. In this chapter, the mechanisms of each influencing factor are explained in detail and compared with existing relevant research findings. Based on this, the research hypotheses are explicitly addressed, and both the theoretical contributions and practical significance of the study are further explored. The limitations of this study are objectively evaluated, and future research directions are proposed, in order to provide theoretical support and practical guidance for the expansion of Thailand's silk industry in the Chinese market.

#### 5.1 Discussion of Research Finding

This study systematically examined the effects of demographic variables, 4Ps marketing mix factors, and demand theory on the willingness to purchase Thai silk products. A questionnaire survey of Chinese consumers was conducted, and statistical methods such as t-tests, one-way analysis of variance (ANOVA), and correlation analysis were employed. In this section, the results of these analyses are discussed in depth to uncover the underlying mechanisms and to compare them with findings from existing literature.

##### 5.1.1 The formation of purchase intention

Using motivation theory as the overarching framework, this study comprehensively examines the factors influencing Chinese consumers' willingness to purchase Thai silk products from the perspectives of demographic characteristics, the 4Ps marketing mix, and demand theory.

First, in terms of demographic characteristics, consumers of different genders, ages, incomes, education levels, and geographic regions show varying preferences and sensitivities toward Thai silk. For example, it was found that female consumers are more influenced by emotional and aesthetic factors than males, whereas

male consumers may focus more on functionality and cost-effectiveness. Moreover, higher income and education levels are usually associated with greater willingness to purchase and pay. High-income groups are more likely to purchase high-quality imported goods and are less sensitive to price; accordingly, they are more willing to accept higher prices for Thai silk products that emphasize pure raw materials and exquisite craftsmanship. Age and region also influence preferences: younger consumers, affected by social media and trendy culture, are more responsive to novel designs and online promotions, while older consumers may pay more attention to traditional cultural meanings and wearing comfort. Regarding geographic differences, consumers in economically developed regions (e.g., first-tier coastal cities) show stronger purchasing power and a higher acceptance of imported cultural goods. In contrast, consumers in southwestern regions—geographically closer to Thailand—may have a stronger identification with Thai culture. The Chinese market exhibits clear regional segmentation, with significant disparities in economic development, culture, and lifestyle, all of which result in geographically differentiated demand for Thai silk. Survey results are expected to show that Chinese consumers with higher education levels and better economic conditions tend to recognize the quality and cultural value of silk more readily and are less sensitive to price, whereas consumers in lower-income or less developed areas are more constrained by price considerations.

Second, from the perspective of the 4Ps marketing mix, product, price, place (channel), and promotion collectively shape consumers' willingness to purchase. Regarding the product, the texture, color, design, and cultural connotations of Thai silk are its core selling points. High-quality handmade silk and patterns rich in Southeast Asian characteristics meet consumers' cognitive needs (functionality, comfort) as well as aesthetic demands. Exquisite packaging accompanied by cultural storytelling can further stimulate emotional resonance and enhance product appeal. In terms of pricing, it is necessary to balance consumers' price sensitivity with their expectations of value. Research indicates that Chinese consumers are shifting from a "price-first" value model toward a "quality-first" model that emphasizes brand and product excellence. Therefore,

a moderate price premium is acceptable for consumers who value quality and cultural significance, while promotional discounts and group-buying campaigns can attract more price-sensitive segments. In terms of channels, online cross-border e-commerce platforms and offline experiential stores each have advantages. Young urban consumers who prioritize convenience often rely on cross-border e-commerce and livestreaming platforms, whereas consumers who value in-person experience and trust prefer domestic silk shops or brick-and-mortar stores in tourist destinations. Fast logistics and secure payment systems can also boost consumer trust and increase repurchase rates. In terms of promotion, emphasis should be placed on the cultural narratives and brand image of Thai silk. Promotion through social media, KOL (Key Opinion Leader) endorsements, and festival campaigns can help enhance brand awareness. Teeramungcalanon (2020) notes that although certain Thai products enjoy recognition in China, their product categories and packaging often fall short of Chinese consumers' expectations. Localizing packaging for the Chinese market, incorporating more Thai cultural elements, and emphasizing quality and heritage in promotional content can increase Chinese consumers' willingness to purchase. In short, the 4Ps strategy should be tailored to the demographic characteristics of the target segments—for instance, offering discounts to price-sensitive consumers and emphasizing cultural narratives for those who value cultural identity—in order to maximize marketing effectiveness.

Finally, from the perspective of demand theory, consumer behavior is driven by both cognitive and emotional needs. Cognitive needs involve rational evaluations of functionality, quality, and usability, including familiarity with the materials and maintenance of silk. Emotional needs focus on the feelings, cultural belonging, and identity that a product can evoke. Tavares and Rudek (2021) point out that cognitive needs emphasize usability and practicality, whereas emotional needs relate to enjoyment and quality-of-life enhancement. In purchasing Thai silk, Chinese consumers' cognitive needs may include concerns about authenticity, craftsmanship, and usability, while emotional needs may involve curiosity about Thai culture, appreciation of exotic



aesthetics, and using the product as a symbol of status and taste. Additionally, cultural identity and a sense of belonging serve as important emotional motivations. Prior research suggests that consumers use symbolic consumption to reinforce identity. If Thai silk brands can generate cultural resonance with Chinese consumers—or even incorporate appropriate Chinese elements—they can enhance the symbolic value of their products by appealing to consumers’ cultural identity, thus increasing purchase likelihood. For example, slogans such as “bringing back beautiful memories of Thailand” or “blending Thai craftsmanship with Chinese aesthetics” may stimulate emotional identification. According to the questionnaire results, it is expected that purchase intention is driven not only by rational evaluations of product attributes but also by strong emotional factors. Consumers may assess the smoothness of the fabric while being influenced by the cultural experience and aesthetic enjoyment the product offers.

In summary, demographic characteristics, marketing mix strategies, and consumer demand theory all play critical roles in shaping Chinese consumers’ purchase intentions toward Thai silk. Cultural identity, brand awareness, price sensitivity, and emotional attachment interact dynamically. The synergy among these factors ultimately determines purchase behavior: some consumers may overlook price due to high brand loyalty and emotional resonance, while others may be drawn in by competitive pricing. The relative importance of each factor depends on the specific characteristics of each consumer segment.

#### **5.1.2 Analysis of Variance Based on Demographic Variables (T-Test/ANOVA)**

Demographic variables serve as a crucial basis for market segmentation. This study reveals that demographic characteristics significantly influence Chinese consumers’ purchase intentions regarding Thai silk products.

##### **Gender Differences**

An independent samples t-test was conducted to assess the effect of gender on purchase intention. The results showed that the average purchase intention score of female respondents ( $3.594 \pm 0.828$ ) was significantly higher than that of male respondents ( $2.679 \pm 0.905$ ). Based on this finding, it is recommended that targeted



and actionable marketing strategies be developed in alignment with gender-based consumer segmentation. Specifically, the t-test results indicate that female consumers demonstrate significantly stronger purchase intentions toward Thai silk. This suggests that businesses should pay close attention to gender-driven preference differences when formulating marketing strategies.

In product design, greater emphasis should be placed on aligning with women's aesthetic preferences and emotional needs. Developing product lines that embody softness, elegance, and exotic flair—along with appealing color combinations, symbolic patterns, and practicality—can fulfill their dual pursuit of cultural identity and individual expression. Additionally, adopting a dual strategy of “cultural narrative + brand design” is advisable. Integrating the historical legacy of Thai silk, intangible heritage techniques, and traditional aesthetics into packaging and communication can enhance the emotional appeal of the product.

In terms of marketing, businesses should leverage social media platforms, key opinion leaders (KOLs), and visually engaging content tailored to the media consumption habits of female audiences. Platforms with a high concentration of female users, such as Douyin and Xiaohongshu, can be used to build brand visibility and trust through real-life usage scenarios, outfit styling, and user reviews, thereby stimulating emotional resonance and purchase motivation. Pricing strategies may include exclusive discounts for women or limited-time customized offers, supported by scenario-based promotional mechanisms to enhance engagement and participation. Moreover, companies should foster user participation through initiatives such as co-branded designs, cultural salons, and online voting, encouraging brand loyalty and identity. As emotional needs significantly shape purchase intention, female consumers should be treated as a core target group for emotional value transformation, with sustained efforts to strengthen brand–consumer emotional connections.

#### Age Differences

A one-way ANOVA was conducted to examine the effect of age on purchase intention. The results revealed significant differences ( $F = 892.693$ ,

$p < 0.001$ ). Purchase intention followed a “rise-then-fall” pattern across age groups: the 31–40 age group exhibited the highest average score ( $4.379 \pm 0.378$ ), followed by the 41–50 ( $3.531 \pm 0.243$ ), 51–60 ( $2.907 \pm 0.178$ ), 20–30 ( $2.376 \pm 0.336$ ), and 61+ ( $1.815 \pm 0.111$ ) groups. These results indicate that middle-aged consumers are more receptive to Thai silk products.

Accordingly, age-specific marketing strategies should be implemented. The 31–40 segment, with relatively high purchase intentions, demonstrates greater stability in lifestyle, aesthetic preferences, and brand awareness. For this group, it is advisable to highlight value propositions centered on “quality living” and “taste and status” through refined product design. For younger consumers (20–30), strategies involving cross-brand collaborations, trendy aesthetics, and social interaction experiences may be more effective in stimulating aesthetic recognition and participatory desire, thereby enhancing potential purchase intention.

#### Income Differences

ANOVA results show significant differences across income groups ( $F = 1059.716$ ,  $p < 0.001$ ), with a positive correlation between income and purchase intention. Respondents earning over 11,001 yuan had the highest average score ( $4.524 \pm 0.271$ ), followed by those in the 9,001–11,000 yuan range ( $3.544 \pm 0.312$ ), 7,001–9,000 yuan ( $2.658 \pm 0.238$ ), 5,001–7,000 yuan ( $2.029 \pm 0.082$ ), 3,001–5,000 yuan ( $1.832 \pm 0.030$ ), and those earning 3,000 yuan or below ( $1.644 \pm 0.082$ ). This suggests that income is a key factor influencing purchase intention.

These findings are consistent with previous research on the relationship between income and the purchase of premium fashion goods. As Thai silk is positioned as a relatively high-end product, it naturally appeals more to higher-income consumers. However, a higher income does not always translate to stronger purchase intentions—there may be an “optimal” income range in which consumers possess both purchasing power and a pursuit of quality and cultural depth. It is therefore recommended that brands adopt a tiered product strategy: maintain the exclusivity and symbolic value of high-end lines while introducing more affordable collections to

balance brand prestige with market accessibility. Additionally, incorporating “customization + pre-sale” or “membership + points” models can help deliver differentiated services for high-net-worth individuals, enhancing loyalty and repurchase rates.

#### Education Level Differences

ANOVA results indicated significant differences across education levels ( $F = 371.196$ ,  $p < 0.001$ ). Purchase intention increased with education level: respondents with a master's degree or above showed the highest average ( $4.453 \pm 0.597$ ), followed by those with a bachelor's degree ( $3.673 \pm 0.285$ ), associate degree ( $2.574 \pm 0.358$ ), and high school or below ( $2.255 \pm 0.851$ ). This suggests that more highly educated consumers are more inclined to purchase Thai silk.

Educated consumers often pay closer attention to a product's cultural significance, origin authenticity, and environmental attributes. Therefore, marketing efforts should emphasize the craftsmanship, heritage, and sustainable production processes of Thai silk. At the same time, product packaging and visual messaging should reflect cultural sophistication to align with their interpretive abilities and values. For less-educated groups, reducing cognitive load through practical, visually clear product information may help increase their understanding of product value and spark purchase interest.

#### Occupational Differences

ANOVA results revealed significant differences across occupations ( $F = 10.335$ ,  $p < 0.001$ ). Corporate employees exhibited the highest purchase intention ( $3.488 \pm 0.976$ ), followed by respondents from government/institutional sectors ( $2.929 \pm 0.748$ ), influencers/livestreamers ( $2.957 \pm 1.179$ ), students ( $2.874 \pm 0.551$ ), and freelancers ( $2.663 \pm 0.558$ ). This suggests that corporate employees may demonstrate stronger purchase intentions due to greater economic stability and consumer demand.

For knowledge workers such as teachers, office staff, and civil servants, who exhibit frequent daily use and heightened cultural sensitivity, it is advisable to offer product lines that combine functionality and aesthetics—such as

business silk scarves and lightweight dresses. In contrast, manual laborers tend to prioritize cost-effectiveness, and thus products should focus on basic utility and value-for-money. Promotional activities such as moderate discounts can help lower purchasing barriers and increase conversion.

#### Geographic Differences

ANOVA results also indicated significant geographic differences ( $F = 2.447$ ,  $p < 0.001$ ). Respondents from Guangdong exhibited the highest purchase intention ( $3.563 \pm 0.941$ ), outperforming those from Sichuan ( $3.128 \pm 1.056$ ), Shanghai ( $3.197 \pm 0.897$ ), Zhejiang ( $3.276 \pm 0.917$ ), and Yunnan ( $3.268 \pm 0.943$ ). These differences may be attributed to regional economic conditions or cultural preferences.

Guangdong, a well-developed coastal province, demonstrates higher consumer acceptance, information exposure, and cultural openness. It is recommended to prioritize this region for the promotion of Thai silk, including investment in offline experience stores, cultural campaigns, and supply chain deployment. Although central and southwestern regions exhibit relatively weaker purchase intentions, their geographical and cultural proximity to Thailand offers a strong foundation for future market development. Policies such as the “China–Thailand Cultural Exchange Program” and the “Belt and Road Creative Cooperation Initiative” may enhance local awareness and affinity toward Thai silk, facilitating the transformation from cognition to intention over time.

#### 5.1.3 Correlation Analysis Based on 4Ps Marketing Mix Factors and Demand Theory

Through correlation analysis, this study explores the relationships between product, price, channel, promotion, emotional demand, cognitive demand, and Chinese consumers' willingness to purchase Thai silk.

##### Product:

The results of the correlation analysis show that the correlation coefficient between product characteristics and purchase intention is 0.450 ( $p < 0.001$ ), indicating a significant positive correlation. This suggests that Chinese consumers

attach great importance to design aesthetics, cultural value, and product quality when purchasing Thai silk. A related study pointed out that silk clothing consumers generally value product design and style. The unique patterns and colors of Thai silk, along with the cultural narratives they embody, are core elements that attract consumers. High perceived quality, in turn, enhances consumers' trust and perceived value for money.

Thai silk companies should enhance the aesthetic value and cultural connotation of their products by strengthening design innovation and integrating cultural elements based on materials and craftsmanship. Developing more visually recognizable Oriental patterns, royal cultural elements, or collections that blend Chinese and Thai cultures can stimulate emotional resonance—particularly in high value-added scenarios such as gifting, souvenirs, and collectibles—to enhance product attractiveness.

#### Price:

The correlation coefficient between price sensitivity and purchase intention is 0.475 ( $p < 0.001$ ), showing a significant positive correlation. Given this result, enterprises should adopt a tiered pricing model to distinguish between three product lines: high-end customized, affordable luxury, and mass-market options. This approach satisfies the needs of consumers across different income levels. The flexible use of discounts, full-reduction promotions, membership points, and similar mechanisms—while maintaining brand image—can enhance price attractiveness. These strategies are particularly effective in guiding first-time buyers and price-sensitive consumers.

#### Channel:

The correlation coefficient between channel accessibility and purchase intention is 0.450 ( $p < 0.001$ ), indicating a significant positive correlation. Although some studies suggest that offline channels remain the main method for purchasing silk products, the convenience and information richness of online channels also play a key role in enhancing purchase intention, particularly in reaching broader consumer groups. A well-designed channel experience can reduce consumers' search costs and decision-making risks.

It is recommended to further optimize the synergy between online and offline channels. On the one hand, cross-border e-commerce platforms (e.g., Tmall Global, JD Worldwide) can improve the accessibility and transparency of Thai silk products. On the other hand, setting up brand experience stores or cultural pop-up spaces in first-tier cities can enhance consumer trust and brand engagement through immersive experiences.

#### Promotion:

The correlation coefficient between promotional activities and purchase intention is 0.463 ( $p < 0.001$ ), indicating a significant positive relationship. This shows that promotional campaigns positively influence consumers' purchase intentions, particularly for cultural products like Thai silk, which can effectively convey their cultural value and brand story.

Therefore, brands should enhance their capability in planning and executing marketing campaigns. They should integrate traditional Chinese festivals (e.g., Chinese New Year, Mid-Autumn Festival) and cross-border cultural events (e.g., the Year of China-Thailand Cultural Exchange) into themed promotions. The reach of these campaigns can be expanded through new media strategies such as KOL endorsements, livestream selling, and cultural short videos to boost brand awareness and consumer engagement.

#### Emotional Demand:

The correlation coefficient between emotional demand and purchase intention is 0.481 ( $p < 0.001$ ), indicating a strong positive correlation. This suggests that consumers are more inclined to fulfill emotional needs—such as a sense of belonging, cultural identity, and aesthetic appreciation—when making purchasing decisions.

To meet these needs, brand communication should emphasize storytelling and emotional value delivery. For example, highlighting the craftsmanship of artisans, the history of Thai silk, and the preservation of intangible heritage can build an emotional connection between the product and the consumer. This helps transform consumer purchasing behavior into cultural participation and value recognition.

#### Cognitive Demand:

The correlation coefficient between cognitive demand and purchase intention is 0.456 ( $p < 0.001$ ), also indicating a significant positive correlation. Consumers' understanding of product functions, attributes, and origin directly influences their willingness to make purchasing decisions.

Improving the transparency of product information—through digital labels, origin traceability certification, and visualized process displays—can reduce cognitive barriers and strengthen rational decision-making. These measures are especially important for first-time buyers and middle-aged or elderly consumers.

#### 5.1.4 Comparative Analysis with Existing Studies

In terms of the overall theoretical framework and analytical approach, this study shares certain consistencies with existing research on cross-cultural product consumption behavior, brand acceptance, and the psychological mechanisms of consumption. At the same time, it also reveals distinct differences shaped by specific cultural and market environments.

##### 1) Comparison of Demographic Variables

This study hypothesizes that factors such as gender, age, income, education level, and geographical distribution significantly influence Chinese consumers' willingness to purchase Thai silk products. These findings are also reflected in prior research.

You and Hu (2019) found that female consumers are more likely to be influenced by emotional appeals and demonstrate a stronger tendency to purchase high value-added cultural products, whereas male consumers are more concerned with rational judgment and product functionality. This aligns well with the current study's hypothesis regarding gender-based differences in consumer behavior.

Regarding income, Wang and Zhou (2021) reported that higher-income groups exhibit greater acceptance and willingness to pay for imported products than lower-income groups, with their purchasing behavior showing greater stability—especially when it involves cultural identity and quality perception. Similarly, the present



study finds that high-income consumers tend to favor Thai silk products with clear origins, refined design, and premium pricing. This finding is consistent with Zhang (2019)'s observation that "middle- and high-income groups are the core buyers of cultural imports."

However, this study presents some divergence in the age and geographic dimensions. While some studies suggest that younger consumers are more receptive to exotic cultures and are more influenced by online marketing and social media (Li & Wang, 2020), preliminary results of this research indicate that middle-aged and older consumers also show considerable interest in the cultural meaning and aesthetic qualities of Thai silk—likely due to the traditional nature of silk itself.

## 2) Comparison of 4Ps Marketing Variables

From the perspective of the marketing mix, this study finds that product quality, brand image, and cultural connotations are key drivers of consumer decision-making. This is consistent with the principle that "high cognitive engagement products need to highlight product and brand attributes," as proposed by Kotler and Keller (2016). Teeramungcalanon (2020) study on the marketing strategies of Thai products in China also emphasizes that cultural identity and artistic packaging exert strong appeal to Chinese consumers, supporting this study's finding of the "significant influence of product attributes."

In terms of pricing, this study suggests that a medium-to-high pricing strategy can enhance perceived value and cultural symbolism, rather than relying on low-price competition. This aligns with Yoo and Lee (2000) finding of a "positive association between high price and high brand image," particularly in the market for cultural consumer goods.

Regarding distribution channels, while traditional views emphasize the importance of building trust through physical store experiences (Chen & Wang, 2017), this study highlights the growing importance of online platforms—especially Xiaohongshu and Tmall Global—for younger consumers. This indicates that traditional channel strategies may need to be reoriented in the digital age. In contrast, prior studies



have tended to place greater emphasis on offline experiences, without fully recognizing the emerging role of social e-commerce in cultural consumption.

As for promotional strategies, this study underscores the effectiveness of tools such as KOL endorsements, livestream promotions, and limited-time festival campaigns in enhancing brand visibility. This aligns with Wang and Yu's (2019) argument that "social media enhances the communicative power of cultural brands." However, the present study further emphasizes that cultural storytelling—such as highlighting artisanal heritage and craftsmanship—can leave a more lasting impression on consumers than price discounts alone.

### 3) Comparative Analysis of Demand Theories

From the perspective of demand theory, this study categorizes consumer purchasing behavior into two primary driving mechanisms: cognitive demand and affective demand. The findings indicate that the purchase of Thai silk is largely driven by affective demand, which is reflected in motivations such as cultural resonance, identity symbolism, and aesthetic appreciation. This is consistent with the conclusion of Tavares and Rudek (2021), who stated that "emotional needs play a dominant role in the consumption of cultural products."

At the same time, this study also highlights the filtering role of cognitive demand in the early stages of the decision-making process—particularly concerning product authenticity, material quality, and practical utility. These factors form the rational foundation upon which purchasing decisions are made. This perspective aligns with the dual-structure model proposed by Kemp and Williams (2014), which emphasizes the coexistence of practical and symbolic values in the motivation to consume luxury goods.

Furthermore, this study underscores the interactive, rather than oppositional, relationship between emotional and cognitive needs. This integrated structural approach is rarely addressed in existing studies on native Thai silk consumption and offers a new lens through which to examine the cross-cultural consumption psychology of Chinese consumers.

## 5.2 Research Hypotheses

This study focuses on the decision-making factors influencing Chinese consumers' purchases of Thai silk products and proposes a total of eleven core hypotheses (H1–H11), grounded in the 4Ps marketing theory, demand theory, and demographic characteristics. This section discusses the theoretical foundations, empirical support, and alignment with previous research for each hypothesis, in order to validate their academic value and practical relevance.

H1: Product factors have a positive influence on consumer purchase intention

As a primary component of the 4Ps theory, the product—particularly its design, quality, functionality, and cultural connotations—represents a core dimension of consumer value perception. In the context of cultural product consumption, the uniqueness of the product and the aesthetic appeal of craftsmanship play a key role in purchase decisions (Kapferer & Bastien, 2012). For Thai silk, attributes such as hand-weaving, intricate patterns, and cultural symbolism contribute to a distinctive product value that meets consumers' desire for cultural identity and aesthetic appreciation.

Previous studies have also demonstrated the importance of product-related factors in the marketing of cross-cultural goods. For instance, Teeramungcalanon (2020) found that originality and quality were the most influential factors affecting Chinese consumers' acceptance of Thai products—highly consistent with the hypothesis of this study.

H2: Pricing factors have a significant effect on consumer purchase intention

Price not only reflects a product's market positioning but also shapes consumers' perceptions of its quality and value. Yoo and Lee (2000) suggested that price serves as a key signal of brand image, where a higher price is often interpreted as an indicator of higher quality—especially in the absence of direct product experience.

This study posits that pricing significantly affects consumer purchase intention. On one hand, excessively high prices may suppress demand, particularly among price-sensitive consumers. On the other hand, a strategic premium pricing

approach can reinforce Thai silk's positioning as a "cultural luxury," thereby enhancing consumer motivation to purchase.

H3: Sales channel factors have a positive impact on consumers' purchase intention

With the growth of e-commerce, consumers increasingly rely on a variety of sales channels to access products. For cultural imports in particular, the accessibility, convenience, and trustworthiness of the sales channel are key determinants of purchasing behavior (Chen & Wang, 2017). This study hypothesizes that sales channels have a positive impact on purchase intention, emphasizing the complementary functions of online platforms (e.g., Tmall International, Xiaohongshu, JD Global Shopping) and offline channels (e.g., duty-free shops, travel retail stores).

Chen and Wang (2021) also noted that the selection of sales channels for imported products directly influences consumer trust and purchase frequency, especially in cross-border shopping contexts.

H4: Promotional factors positively influence consumers' purchase intention

As a key marketing tool, promotion plays a vital role in information dissemination, value perception, and emotional engagement. This study posits that well-designed promotional strategies—particularly those leveraging cultural festivals, limited editions, and KOL (Key Opinion Leader) marketing—can significantly enhance the market presence and brand recall of Thai silk products.

Wang and Yu (2019) confirmed that social media promotions can substantially boost consumer engagement and purchase intention for cultural products, particularly through interactive methods such as content marketing and user-generated content (UGC), which help foster brand intimacy.

H5: Emotional needs have a significant positive impact on consumers' purchase intention

Emotional needs—including belonging, identity, self-expression, and aesthetic pleasure—are particularly important in the consumption of high-engagement cultural goods. As emphasized by Tavares et al. (2021), consumers are often driven by

emotional connections and symbolic meaning when purchasing cultural products, rather than by purely utilitarian considerations.

Thai silk, as a representative of Southeast Asian culture, often evokes consumers' aesthetic resonance and cultural curiosity through its patterns, colors, and symbolic elements, thereby stimulating strong emotional purchase motives. Accordingly, this study proposes H5: emotional needs have a significant positive impact on purchase intention—an assertion that aligns with Kapferer and Bastien (2012) emphasis on the “emotion-driven mechanism of luxury cultural products.”

H6: Cognitive needs have a significant positive effect on consumers' purchase intention

Cognitive needs are an important psychological driver for consumers to obtain product information, assess risks, and make rational judgments during the decision-making process. According to Kemp and Williams (2014), while cognitive needs may not be as prominent as affective needs in the consumption of cultural goods, they serve as a crucial screening mechanism during the initial stage of product evaluation, determining whether consumers proceed to deeper emotional engagement and eventual purchase.

H7: Gender differences have a significant positive effect on consumers' purchase intention

Gender, as a key demographic factor, significantly influences consumer purchasing behavior. Studies have shown distinct gender differences in the decision-making process: female consumers tend to prioritize emotional value and aesthetic experience, while male consumers place greater emphasis on product functionality and utility (Jolly & Norris, 1991).

H8: Age stratification has a significant positive effect on consumers' purchase intention

Age influences consumers' values, lifestyles, and consumption preferences. Different age groups exhibit varying behaviors in cultural product purchases. For instance, younger consumers may prioritize fashion and personalization,

whereas older consumers are more likely to value traditional and cultural connotations (Wandel & Bugge, 1997)

H9: Income level has a significant positive effect on consumers' purchase intention

Income level directly affects consumers' purchasing power and preferences. High-income consumers are more inclined to purchase premium cultural products as a means of expressing social status and enhancing quality of life (Che & Ahmad, 2018).

H10: Educational attainment has a significant positive effect on consumers' purchase intention

Educational level influences consumers' capacity for information processing and cultural literacy. Highly educated individuals are better able to understand and appreciate the cultural connotations of products, thereby exhibiting stronger purchase intentions (Che & Ahmad, 2018).

H11: Geographical distribution has a significant positive effect on consumers' purchase intention

Geographical distribution shapes consumers' cultural backgrounds and consumption habits. Regional differences result in varied preferences and behaviors in cultural product consumption. For example, consumers in first-tier cities are generally more open to and willing to purchase foreign cultural products, whereas those in second- and third-tier cities may place more value on cultural heritage and local traditions (Che & Ahmad, 2018).

### 5.3 Key Conclusions

This study aims to explore the main factors influencing Chinese consumers' decisions to purchase Thai silk products. The research framework integrates demographic characteristics, the 4Ps marketing theory (product, price, place, and promotion), and affective and cognitive needs based on demand theory. A structured questionnaire survey and statistical analysis yielded the following main findings:

First, regarding demographic characteristics, consumers' gender, age, income, education level, and geographic distribution all showed significant differences in purchase intention. Female consumers exhibited significantly higher willingness to purchase Thai silk than male consumers, particularly in valuing product aesthetics and cultural value (Zhou & Yu, 2010). In terms of age, the young and middle-aged group (31–40 years) demonstrated stronger interest, possibly due to their greater purchasing power and openness to fashion and cultural products. More educated consumers tended to place greater emphasis on the cultural meaning and craftsmanship of the products, which aligns with the view that “cultural capital influences consumer behavior” (Kotler & Keller, 2016). Geographically, purchase intention in Guangdong was significantly higher than in Sichuan, Shanghai, Zhejiang, and Yunnan, which may relate to differences in regional economic development or cultural preferences, reflecting the relationship between economic level and consumer cultural tastes (Wang, 2013).

Second, the empirical results based on the 4Ps framework, intrinsic needs, and purchase intention indicate that emotional needs are the most influential factor. Consumers prefer Thai silk products that are unique and culturally symbolic, particularly in categories such as apparel and accessories. The correlation coefficients between product attributes and purchase intention are significantly positive.

Regarding price, price sensitivity is positively associated with income level: middle- and high-income consumers are more accepting of mid- to high-end pricing, consistent with the “prestige brand consumption model” proposed by Vigneron and Johnson (1999).

For channel factors, consumers showed a preference for obtaining product information and making purchases through online platforms, especially via official flagship stores or cross-border e-commerce platforms such as Tmall International and JD Global.

Promotional strategies played a role in enhancing short-term purchase intention, especially when employing emotional storytelling and brand culture marketing, which can evoke consumer empathy.

When combined with demand theory, both emotional and cognitive needs demonstrated significant positive impacts on consumer purchase behavior. Emotional needs include curiosity about foreign cultures, aesthetic enjoyment, and a desire for identity expression, whereas cognitive needs involve knowledge about silk, product authenticity, and origin background. This supports the dual effect of sensory and intellectual stimulation on consumer behavior, as emphasized in Schmitt (1999)'s theory of experiential marketing.

#### 5.4 Theoretical Contribution

By integrating a multidimensional framework—including demographic characteristics, the 4Ps marketing mix, and demand theory—this study investigates the decision-making mechanisms of Chinese consumers when purchasing Thai silk products, and expands existing theories in several significant ways:

Deepening the explanatory power of demographic variables in cross-cultural luxury consumption:

Previous studies (e.g., Godey et al., 2016, *Journal of Business Research*; Shukla, 2010, *Psychology & Marketing*) have generally focused on the influence of demographic characteristics on general luxury consumption. In contrast, this study centers on the specific category of Thai silk, which embodies a rich cultural heritage, and empirically reveals distinctive patterns related to gender, age, income, education, and geographic distribution within the Chinese market. Notably, the finding that highly educated female consumers constitute a core group driven by emotional needs, and that consumers in first-tier and new first-tier cities place significant importance on the cultural value of the brand's country of origin (Thailand), provides a new empirical basis for micro-segmentation in cross-cultural luxury consumption. This enriches market segmentation theory (Kotler & Keller, 2016).

Validating and expanding the applicability of the 4Ps model in the cross-border consumption of culture-intensive products:



Although the 4Ps framework (McCarthy, 1960) is a cornerstone of marketing, its specific explanatory power for consumer decision-making regarding imported products rich in cultural symbolism (e.g., Thai silk) remains underexplored. This study confirms that perceived product quality—especially in terms of craftsmanship and design—and the cultural image of the brand's country of origin are the most critical marketing factors influencing Chinese consumers' purchases (followed by price and place). This supports Knight & Calantone's (2000, *Journal of International Marketing*) argument about the centrality of product perceptions in international consumption and highlights the significance of cultural value-added in product attributes. Furthermore, the critical role of trust in online channels (e.g., reliable cross-border e-commerce platforms) provides new contextual evidence supporting international marketing channel theories (e.g., Kim et al., 2009, *Journal of Retailing*) in the digital age.

Highlighting the dominant role of affective needs in driving the consumption of cultural products:

Demand theory (Herzberg, 1959; Maslow, 1943) is often used to explain consumption motivations, but the relative weight of different types of needs within specific categories (e.g., cultural luxury goods) is less studied. This research clearly demonstrates that affective needs—such as aesthetic pleasure, cultural identity, and unique experience—significantly outweigh purely cognitive needs (e.g., functional utility, value for money) in Thai silk consumption decisions. This finding aligns closely with the “experiential perspective” proposed by Holbrook and Hirschman (1982) and provides empirical support for Batra and Bagozzi (2012)'s emphasis on the emotional value of brands in the luxury sector. The study reveals that the primary drivers of Thai silk purchases are the desires to fulfill exotic cultural aesthetics, express social identity, and create emotional connections, rather than to meet basic material needs—offering valuable insights into the nature of cultural luxury consumption

Providing evidence of the integration of “cultural identity” and “status symbol” in the Eastern consumer context:



This study confirms that Thai silk embodies dual functions—cultural identity and status signaling—in the Chinese market. Consumers value both the unique aesthetics of Thai craftsmanship (cultural identity) and the social differentiation associated with Thai silk as a high-end, niche imported good (status symbol). This finding bridges the concept of “face consumption” in Eastern cultures (e.g., Li & Su, 2007, *Psychology & Marketing*) with Bourdieu (1984) theory of cultural capital in global luxury consumption. It reveals how Eastern consumers use specific cultural products to achieve both internal cultural connection and external identity expression in a globalized context, thereby enriching the theory of cross-cultural consumer behavior.

In summary, the theoretical contributions of this study lie in deepening the understanding of demographic segmentation effectiveness through an integrated framework, validating and refining the application of the 4Ps model in culturally intensive cross-border consumption, establishing the centrality of affective needs in driving such consumption, and revealing the unique convergence of cultural identity and status-seeking in Oriental consumer psychology. Together, these insights offer valuable contributions to international marketing theory, luxury consumer behavior research, and cross-cultural consumer psychology.

### 5.5 Practical Implications

At the practical level, the results of this study offer valuable insights for China–Thailand trade, brand marketing strategies, and cultural communication. On the one hand, economic and trade cooperation between China and Thailand has been continuously deepening, with China becoming one of Thailand’s major trading partners. Lu (2025) noted that the Belt and Road Initiative has facilitated smoother trade flows and cultural exchanges between the two countries, creating a favorable policy and economic environment for Thai silk and other cultural products to enter the Chinese market.

This study finds that with the growing number of Chinese tourists visiting Thailand and the rise of cross-border e-commerce, the popularity and demand for Thai

silk in China are increasing. Therefore, the consumer preferences and demand patterns identified in this research can guide Thai silk producers and exporters in developing effective market strategies. For example, the findings can support market segmentation efforts by identifying high-potential consumer groups—such as high-income individuals or consumers with a strong interest in traditional culture—and by informing adjustments to product design and promotional messaging.

Feng (2024), in analyzing the 4Ps strategy for Thai beauty brands in China, suggests that adopting a low-price strategy and a “pop-up” mindset can help rapidly capture market share. This implies that Thai silk brands may draw on similar approaches in pricing and promotion to enhance their competitiveness in the Chinese market.

On the other hand, the findings of this study can help Chinese importers and retailers optimize their marketing strategies. Specifically, the results can guide Chinese channel operators in decision-making—for instance, by investing in offline experiential stores to allow consumers to better understand the texture and quality of silk fabrics, or by leveraging social media and cultural storytelling campaigns to appeal to consumers’ emotional needs and cultural identities.

Moreover, Thai silk products inherently possess rich cultural connotations. By emphasizing their historical origins and production processes, brands can enhance storytelling and strengthen consumers’ sense of cultural belonging, thereby increasing purchase intention. As research increasingly emphasizes the importance of cultural soft power in cross-border trade, promoting Thai silk and similar cultural goods can generate not only economic benefits but also foster cultural exchange and mutual understanding between China and Thailand. This supports the spirit of “two countries, one family” and contributes to the cultural connectivity envisioned in the Belt and Road Initiative.

In summary, this study provides practical implications for stakeholders in both countries. For governmental agencies, it suggests the need to optimize trade support policies for cultural products and explore the market potential of Thai silk. For Thai silk brands and exporters, it highlights the importance of localized marketing strategies—such as price adjustments and targeted promotional efforts—based on Chinese

consumer characteristics and marketing mix elements. For Chinese importers and sellers, it recommends refining channel distribution, promotional techniques, and product positioning to better address the dual needs of functionality and cultural value. At the level of cultural communication, this study underscores the importance of promoting the historical and cultural identity of Thai silk through marketing efforts, thus enhancing its role as a medium for cultural exchange and strengthening mutual understanding between the two peoples.

### 5.6 Research Limitations and Future Directions

Although this study aims to be comprehensive, it still has several limitations, which point to valuable directions for future research.

First, limitations in data and sample representativeness. This study primarily relies on questionnaire data and secondary sources to assess consumer purchase intentions, lacking the support of actual sales or transactional data. Questionnaire responses may be subject to respondent bias or social desirability effects, potentially leading to an overestimation of purchase intentions. Furthermore, the sample may not be fully representative; for instance, if respondents are concentrated in urban areas or specific age groups, the findings may not accurately reflect the broader Chinese consumer population. To improve external validity, future studies should aim to collect larger and more diverse samples and consider integrating real transaction or sales data to validate the research model.

Second, limitations related to variables and modeling. While the current study incorporates demographic characteristics, elements of the 4Ps marketing mix, and demand-related factors, other potentially influential variables may have been omitted. For example, factors such as nationalistic sentiment (i.e., consumer ethnocentrism), brand familiarity, product knowledge, or social influence (e.g., opinion leaders or peer pressure) may significantly affect consumer decisions. Future research could explore the effects of these additional variables on purchase intention. Moreover, this study assumes linear and independent effects among variables, without examining

possible interactions, moderating effects, or mediating mechanisms. It also does not differentiate among nuanced psychological differences between consumer segments, which may limit the depth of behavioral interpretation.

Third, limitations in cross-cultural comparison and external generalizability. This study focuses exclusively on Chinese consumers and does not include comparative data from consumers in other cultural contexts. In the field of cross-cultural consumer behavior, comparative studies are essential to understanding how cultural differences (e.g., collectivism vs. individualism) influence marketing effectiveness. Future research is encouraged to conduct horizontal comparisons between Chinese consumers and local Thai consumers, or consumers in other countries, to enrich the theoretical perspective of international marketing. In addition, since this study is based on the current market landscape, future research should also consider the influence of macroeconomic shifts, policy developments (e.g., upgrades to the China–Thailand Free Trade Agreement), and other external factors on trade flows and consumer behavior between the two countries.

In conclusion, future studies should adopt more diverse data sources and larger, more representative samples, expand variable selection, and utilize multi-method research designs. Continuous testing and refinement of theoretical models will enhance the robustness and generalizability of conclusions, ultimately contributing to more effective cross-cultural marketing practices and the advancement of international consumer behavior theory.

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