



FACTORS AFFECTING PURCHASE DECISIONS OF "NaRaYa" BAG AMONG CHINESE  
CONSUMERS



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This study examines the determinants of Chinese tourists' purchase intentions toward NaRaYa, a prominent Thai bag brand, by analyzing the influence of the 4P marketing mix (product, price, place, promotion) and demographic factors (gender, age, education, income). As Chinese tourists constitute a key consumer segment for NaRaYa in Bangkok, this offers critical insights for the brand's market strategy. A quantitative research design was employed, utilizing survey data from 411 Chinese tourists aged 18 and above who visited Bangkok. The results indicate that product quality and cultural appeal ( $\beta = 0.833, p < 0.01$ ) and distribution accessibility (place;  $\beta = 0.005, p < 0.01$ ) are the strongest predictors of purchase intention, while promotional strategies exert a secondary but significant effect ( $\beta = 0.017, p < 0.01$ ). Contrary to expectations, price sensitivity was statistically insignificant ( $p = 0.407$ ), suggesting that NaRaYa's mid-range pricing aligns with perceived value among Chinese tourists. Among demographics, only income level significantly correlated with purchase intent ( $p < 0.01$ ). These findings highlight the primacy of product-centric strategies and targeted distribution for NaRaYa's success in Thailand's tourism retail sector. However, the study's generalizability is limited to the Thai context due to cultural and market-specific dynamics. Practical recommendations include enhancing product design with cross-cultural appeal, optimizing retail placement in high-traffic tourist areas, and leveraging digital promotions tailored to Chinese consumers.

Keyword : consumer behavior, cultural products, Chinese tourist

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

##### 1.1.1 NaRaYa's Market Position

NaRaYa, established in 1989, is a leading Thai brand known for its handmade fabric bags that combine traditional Thai cultural elements with modern designs (Chow, 2018). With affordable prices ranging from 200 to 1,000 THB, NaRaYa appeals to middle-income consumers seeking practical, culturally unique products (Wang, 2020). Its distinct blend of Thai aesthetics and contemporary functionality has made it particularly popular among Chinese tourists (Lee & Kim, 2022).

However, NaRaYa faces increasing competition in both local and international markets. Key domestic competitors include Jim Thompson, a premium Thai silk brand that, while more expensive, also emphasizes Thai heritage and craftsmanship. While Jim Thompson targets a more upscale segment, its brand prestige poses an aspirational threat to NaRaYa's middle-market position. Another local competitor, Lyn Around, although more fashion-forward and youth-oriented, also captures attention from Chinese tourists through trendy design and strong branding. On the international front, fast fashion retailers like ZARA, MUJI, and MINISO offer affordable accessories with global appeal, challenging NaRaYa's pricing advantage and distribution network, particularly through established online platforms and brand recognition.

##### 1.1.2 Shopping Trends Among Chinese Tourists

Chinese tourists play a crucial role in Thailand's tourism economy, contributing over 30% of total tourism expenditures as of 2022 (Tourism Authority of, 2023). They are especially attracted to local brands that offer both cultural authenticity and good value. NaRaYa meets this demand through its culturally rich designs and competitive pricing. Its omni-channel strategy—including both physical stores and e-commerce platforms like Shopee, JD.com, and Tmall—further aligns with Chinese tourists' preference for seamless shopping experiences (J. Cheng et al., 2022).

Figure 1 shows a significant fluctuation in the number of Chinese tourists and tourism revenue in Thailand between 2014 and 2024, particularly between 2019 and 2020. From 2014 to 2019, both the number of tourists and revenue increased annually, with particularly high growth peaks from 2016 to 2018, highlighting Thailand's attractiveness as a popular destination for Chinese tourists. In 2019, although there was a slight decline, both tourist numbers and revenue remained at relatively high levels. However, from 2020 onwards, due to the impact of the pandemic, both tourist numbers and revenue plummeted sharply. Between 2020 and 2021, both indicators nearly dropped to zero, reflecting the severe impact of the pandemic. But with the gradual control of the pandemic, especially in 2022 and 2023, both tourist numbers and revenue showed rapid recovery, and by 2023 and 2024, they reached new highs, surpassing pre-pandemic levels. This indicates that Thailand's tourism market, particularly from Chinese tourists, suffered a heavy blow due to the pandemic but has shown strong recovery and is expected to continue growing in the coming years. This accelerated growth may also reflect the recovery of Chinese consumer spending power and the increasing appeal of local Thai brands and markets.



FIGURE 1 2014-2024 Thailand Tourism Revenue from China (in 100 million yuan)

Source: The number of Chinese tourists visiting Thailand and the tourism revenue generated from 2014 to 2024

However, NaRaYa faces growing competition from both local and international brands, and must continuously adapt its marketing strategy to sustain its appeal. As Chinese tourists increasingly favor products that are not only affordable and culturally meaningful but also environmentally conscious, NaRaYa is under pressure to evolve.

Despite the recovery, NaRaYa faces growing competition, and the brand must continuously adapt its marketing strategies to maintain its appeal. With an increasing preference for environmentally conscious and culturally meaningful products among Chinese tourists, NaRaYa is under pressure to evolve and meet these expectations.

Given this context, NaRaYa serves as an ideal case for studying how marketing strategies influence Chinese tourist behavior. This research investigates the impact of the 4P marketing mix—product, price, place, and promotion—and demographic factors such as gender, age, income, and education level on Chinese tourists' purchase intentions toward NaRaYa. The goal is to provide actionable insights for Thai brands aiming to optimize their positioning in the Chinese consumer market.

## **1.2 Research Objectives**

This study aims to analyze the key factors influencing the purchase intentions of Chinese tourists, using the Bangkok-based local bag brand NaRaYa as a case study. The objectives are designed to understand the impact of the 4P marketing mix (Product, Price, Place, and Promotion) and demographic variables (such as age, gender, income level, and education) on Chinese consumers' purchasing behavior. The ultimate goal is to provide actionable insights to NaRaYa's marketing team, enabling them to optimize their strategies and enhance their market positioning in Thailand.

The following research objectives are proposed:

- 1.To analyze how the 4P marketing mix (Product, Price, Place, Promotion) influences Chinese tourists' purchase intentions for NaRaYa products.

This objective focuses on investigating how each element of the 4P marketing mix—product features, pricing strategies, distribution channels, and promotional activities—affects the purchasing decisions of Chinese tourists. The findings will provide NaRaYa with concrete data to refine their marketing strategies and better cater to the preferences of this key consumer segment, allowing them to enhance brand attractiveness and consumer loyalty.

2.To assess the role of demographic factors (such as age, gender, income level, and education) in shaping Chinese tourists' purchase intentions toward NaRaYa.

This objective aims to explore the influence of various demographic characteristics on the likelihood of Chinese tourists purchasing NaRaYa products. By understanding how factors like age, gender, income, and education level affect consumer behavior, the study will offer actionable insights that enable NaRaYa to effectively segment the Chinese tourist market and tailor marketing efforts for specific demographic groups.

3.To provide actionable insights for NaRaYa's marketing team, enabling the brand to refine and optimize its strategies for Chinese tourists.

This objective seeks to use the findings from the analysis of the 4P marketing mix and demographic factors to offer NaRaYa's management team clear, data-driven recommendations for improving its product offerings, pricing strategies, promotional activities, and distribution methods. The aim is to enhance customer satisfaction, build stronger brand loyalty, and increase market competitiveness, especially in the context of the growing influence of Chinese tourists on the Thai market.

The research will provide NaRaYa with the necessary tools to tailor its marketing strategies to better meet the needs and preferences of Chinese tourists. By identifying the most influential factors in shaping purchase intentions, the brand can adjust its approach to maximize consumer engagement and improve its market share. These insights will also support NaRaYa's efforts to expand its international presence and strengthen its competitive position within Thailand.



Additionally, the research will offer valuable guidance for NaRaYa's stakeholders, including management, employees, investors, and other decision-makers. By understanding Chinese tourists' purchasing behavior, the brand can enhance its customer engagement and solidify its position as a leading local brand in Thailand. Beyond NaRaYa, the study will contribute to the broader understanding of Chinese tourists' behavior in Thailand and can guide other Thai local brands seeking to engage this important consumer group.

### 1.3 Research Questions

NaRaYa, a well-established local bag brand in Bangkok, has garnered considerable attention among Chinese tourists due to its unique design aesthetic, cultural integration, and affordable pricing. As the brand grows in popularity, it faces increasing competition, both locally and internationally, prompting the need for strategic marketing adjustments to continue appealing to this key consumer group. This study focuses on understanding how the 4P marketing mix (product, price, place, and promotion) and various demographic factors influence Chinese tourists' purchase intentions for NaRaYa products. By addressing these factors, the research will provide insights that can help NaRaYa optimize its marketing strategies and strengthen its presence in a competitive market.

Therefore, this study seeks to answer the following research questions:

1. How do demographic factors (age, gender, income level, and education) influence Chinese tourists' purchase intentions for NaRaYa products?

This question aims to explore how the key demographic characteristics of Chinese tourists affect their likelihood to purchase NaRaYa products, providing valuable information on how to target specific market segments effectively.

2. How does each element of the 4P marketing mix (Product, Price, Place, Promotion) impact Chinese tourists' purchase intentions for NaRaYa?

This question investigates the role of each component of the 4P marketing mix in shaping Chinese tourists' purchasing decisions, helping NaRaYa fine-

tune its product offerings, pricing strategies, distribution channels, and promotional tactics to meet the needs of this key consumer group.

3. What insights can be drawn from the analysis of both demographic and 4P factors to help NaRaYa optimize its marketing strategies for Chinese tourists?

This question aims to synthesize the findings from the previous questions and provide NaRaYa with actionable recommendations for refining its marketing strategies to enhance customer satisfaction, brand loyalty, and overall market performance.

Through these research questions, the study seeks to uncover key insights into the factors that drive Chinese tourists' purchasing decisions. By focusing on the 4P marketing mix and demographic influences, the research will provide a comprehensive understanding of how NaRaYa can optimize its strategies to enhance customer satisfaction, increase brand loyalty, and ultimately boost sales in the Chinese tourist market.

#### **1.4 Research Significance**

This study offers substantial value to various stakeholders, including NaRaYa as a brand, Thai local businesses, policymakers, and the academic community. The findings will provide practical insights and contribute to theoretical advancements, shedding light on the factors influencing Chinese tourists' purchase intentions in the context of Thailand's evolving tourism and retail industries.

##### **1. Practical Significance for NaRaYa and Thai Local Brands**

By examining the impact of the 4P marketing mix and demographic factors on purchase intentions, this research will offer actionable recommendations for NaRaYa's brand managers. The study will provide clarity on which marketing elements most effectively attract Chinese tourists, enabling NaRaYa to refine its product offerings, pricing strategies, distribution channels, and promotional activities. This will allow the brand to better align with the preferences and behaviors of Chinese consumers, enhancing its competitiveness in both domestic and international markets. Moreover, as

Thai local brands expand globally, the results of this study will serve as a reference for other Thai businesses targeting similar tourist demographics, fostering growth in the international market.

## 2. Theoretical Contribution to Marketing and Tourism Research

This research contributes to the academic field by providing fresh insights into how the 4P marketing mix and demographic factors influence purchasing decisions, specifically within the tourism industry. While much existing research has focused on Western markets, this study explores Chinese tourists' purchasing behavior in Southeast Asia, addressing a significant gap in the literature. The findings will contribute to the theoretical understanding of consumer behavior, particularly for local brands in emerging markets like Thailand. Additionally, the research will enrich the understanding of cross-cultural consumer behavior, which is increasingly crucial as global tourism and international trade continue to expand.

## 3. Implications for Tourism and Retail Industry Stakeholders

This research holds practical value for stakeholders in the tourism and retail industries, including local businesses, government bodies, and tourism organizations. By understanding the factors that drive Chinese tourists' purchasing decisions, businesses can enhance their product offerings, improve customer service, and develop more targeted marketing campaigns. Policymakers can use these insights to support local brands and create an environment that is more attractive to international visitors. Specifically, the study can inform the design of marketing campaigns and initiatives that capture the attention of Chinese tourists, which could significantly contribute to Thailand's economic development, particularly in tourism and retail sectors.

## 4. Contribution to the International Expansion of Thai Brands

As Thai brands look to expand internationally, this research provides a deeper understanding of the purchasing behavior of Chinese tourists—one of Asia's most influential consumer groups. The findings can guide Thai brands in refining their marketing strategies for the Chinese market, helping them adapt to the tastes,

preferences, and cultural nuances of Chinese consumers. These insights will be especially beneficial for Thai local businesses aiming to establish a strong presence in global markets, supporting their internationalization efforts and enhancing their competitive position.

#### 5. Implications for Thai Local Businesses and Policymakers

The research also holds significant implications for Thai local businesses aiming to attract Chinese tourists, offering strategies on how to tailor their products, services, and marketing efforts to better meet the needs of this key demographic. Additionally, policymakers in Thailand can leverage the findings to create tourism promotion policies that emphasize the appeal of local brands to Chinese tourists, fostering a more vibrant tourism environment and boosting the local economy.

In conclusion, this research holds great significance for multiple stakeholders, including local businesses like NaRaYa, the tourism and retail industries, policymakers, and academic researchers. By offering both practical marketing insights and academic contributions, it enhances the understanding of Chinese tourists' purchasing behavior and supports the continued growth and competitiveness of Thai local brands in the global marketplace. Additionally, the findings provide valuable guidance for businesses in other Southeast Asian markets looking to engage Chinese tourists and expand internationally.

### 1.5 Research Scope

This study focuses on analyzing the purchasing intentions of Chinese tourists, particularly their decisions to purchase products from NaRaYa, a prominent local Bangkok brand. The research will consider various demographic factors and the 4P marketing mix (Product, Price, Place, Promotion), assessing how these elements influence Chinese tourists' purchasing decisions. A survey will be conducted among Chinese tourists aged 18 and above, particularly those who have visited Bangkok and have engaged in shopping activities. This age group was selected because they

typically have significant purchasing power and a strong interest in cultural products, making them key consumers for local Thai brands.

The specific target group for this study will include participants from different gender, age groups, education levels, income levels, and occupations. The study will examine how these factors shape Chinese tourists' purchasing decisions and how NaRaYa can refine its marketing strategies to better cater to their preferences.

In addition to demographic factors, this study will examine how the 4P elements of the marketing mix influence Chinese tourists' purchasing intentions for NaRaYa. This will include the design and cultural characteristics of the product, the brand's pricing positioning and perceived value, the distribution channels (such as shopping malls and tourist attractions in Bangkok), and promotional strategies. The dependent variable will be Chinese tourists' purchasing intentions for NaRaYa, reflecting their inclination to buy the brand's products. Key factors influencing these intentions will include brand recognition, emotional identification with the brand, and the appeal of NaRaYa products.

The geographical scope of the study is primarily centered on Bangkok, particularly the city's major shopping districts and tourist hotspots such as Siam Paragon, CentralWorld, and Don Mueang International Airport—all of which are frequented by Chinese tourists. Bangkok is a significant focus for this study due to its status as Thailand's economic and tourism hub, home to NaRaYa's flagship stores and high volumes of international visitors. The city's blend of cultural heritage, modern design, and a diverse shopping environment provides an ideal setting for examining the purchasing behavior of Chinese tourists and their engagement with local brands like NaRaYa.

The study specifically targets Chinese tourists aged 18 and above because this group generally has sufficient disposable income and is likely to be interested in purchasing Thai cultural products. Their purchasing decisions are often influenced by both the affordability and cultural appeal of products, making them an important demographic for local Thai brands like NaRaYa. The age range is broad enough to

encompass various life stages and income levels, allowing for a comprehensive analysis of how these factors shape consumer behavior.

This study acknowledges several limitations. One limitation is the cultural bias that may affect participants' responses, as the research focuses on Chinese tourists and may not be generalizable to tourists from other countries with different cultural perspectives. Additionally, seasonal fluctuations in tourism could influence the sample, as the study may be affected by the peak or off-peak travel periods in Bangkok. The preferences and behaviors of tourists could vary depending on the time of year, which may impact the generalizability of the results.

By analyzing the purchasing behavior of Chinese tourists in Bangkok's high-traffic shopping areas, this study aims to offer actionable insights for NaRaYa's marketing strategies and provide guidance for other Thai local brands targeting similar demographics. The findings will help these brands optimize their product offerings, promotional strategies, and distribution channels to better engage Chinese tourists, thus strengthening their position in the competitive Thai and international markets. The results will not only benefit NaRaYa but also offer valuable lessons for other Thai businesses aiming to attract Chinese tourists. Understanding the key drivers behind Chinese tourists' purchasing decisions will enable Thai local brands to better cater to the needs and preferences of this valuable consumer group.

## **1.6 Terms Definition**

### **1. Demographics**

Demographics refer to the personal characteristics of consumers that influence their buying decisions. These include variables such as age, gender, income, and education level. For example, the study will explore how age and income level impact the likelihood of Chinese tourists purchasing NaRaYa bags, as these factors can determine a consumer's ability and willingness to make a purchase.

### **2. Marketing Mix (4Ps)**

The marketing mix, or 4Ps, refers to the four key components that organizations use to optimize their marketing strategies: Product, Price, Place, and Promotion. For example, NaRaYa's product design represents the Product, which is a key element in attracting customers.

**Product:** Refers to items or services offered to customers. In this study, NaRaYa's product includes its fabric handbags, which combine traditional Thai craftsmanship with modern designs, offering items like handbags, crossbody bags, and travel accessories (Wong et al., 2021).

**Price:** Refers to the cost customers pay for the product. NaRaYa's pricing strategy typically involves products priced between 200 to 1,000 THB, offering an affordable yet high-quality option in the market, making it competitive against both local and international brands (Lee & Kim, 2022).

**Place:** Refers to where and how the product is made available to consumers. NaRaYa's place includes flagship stores located in prominent shopping centers in Bangkok, such as Siam Paragon and CentralWorld, as well as online sales platforms like Shopee and Tmall (J. Cheng et al., 2022).

**Promotion:** Refers to the tactics used to communicate with potential customers and stimulate interest. NaRaYa's promotion strategies include social media campaigns on platforms like Instagram and WeChat, collaborating with influencers to promote its cultural and aesthetic appeal (L. Cheng et al., 2022).

### 3. NaRaYa, a Local Bangkok Bag Brand

NaRaYa is a renowned Thai brand known for fabric bags that integrate traditional Thai cultural elements with modern designs. The brand's products are competitively priced, appealing mainly to young women and tourists. NaRaYa's competitive edge lies in offering high-quality, affordable items that showcase Thailand's cultural heritage (X. Cheng et al., 2022).

### 4. Purchase Intention

Purchase intention reflects a consumer's likelihood or desire to buy a product in the future. It is influenced by factors such as brand recognition and



perceived value. In this study, purchase intention refers to how likely Chinese tourists are to purchase NaRaYa products after encountering them in Bangkok's shopping malls and tourist hotspots.

### 1.7 Conceptual Framework

The conceptual framework for this study is based on the 4P marketing strategy (Product, Price, Place, Promotion) and demographic factors, aiming to examine how these elements influence the purchase intentions of Chinese tourists. The central hypothesis is that the various components of the 4P strategy can either promote or inhibit the tourists' purchasing decisions.

Research Hypothesis:

H1: Demographic factors have an impact on the Purchase Intentions of Chinese tourists.

H2: Product has a positive impact on the Purchase Intentions of Chinese tourists.

H3: Price has a positive impact on the Purchase Intentions of Chinese tourists.

H4: Place has a positive impact on the Purchase Intentions of Chinese tourists.

H5: Promotion has a positive impact on the Purchase Intentions of Chinese tourists.



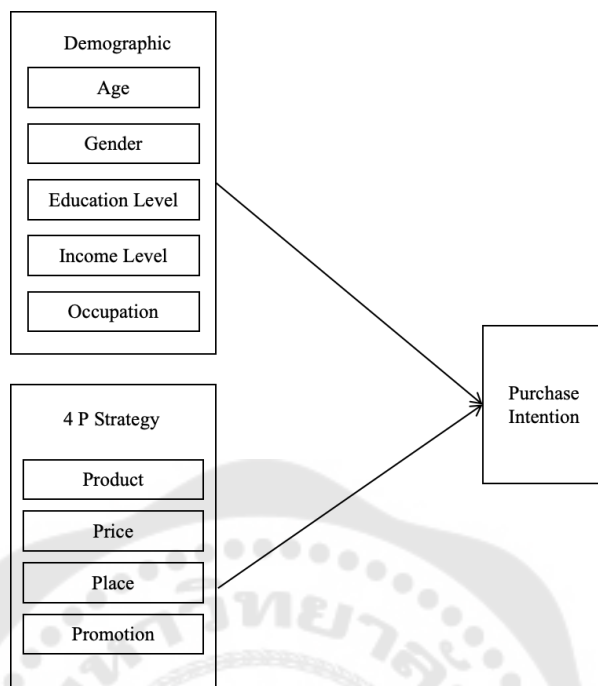


FIGURE 2 Conceptual Framework

## Chapter 2

### Literature Review

#### 2.1 Bangkok Local Bag Market and Purchasing Behavior of Chinese Tourists

##### 2.1.1 Background of the Bangkok Local Bag Market

Bangkok, as the economic and cultural center of Thailand, is not only an important tourist destination in Southeast Asia but also a key location for the production and sale of culturally distinctive products. With its unique historical background, rich cultural heritage, and openness to modern fashion elements, Bangkok has become a shopping paradise for global consumers. As Thailand's tourism industry has flourished, Bangkok has become a significant market for tourists to purchase local products. Among them, the Thai domestic brand NaRaYa, with its unique design concept and high cost-effectiveness, has become a leader in the Bangkok bag market (Wong et al., 2021).

Since its establishment, NaRaYa has been known for its fabric bags, which feature distinctive Thai cultural elements. The brand's core product, the fabric bag, successfully combines traditional Thai textile craftsmanship with modern fashion design, creating a practical and culturally identifiable fashion brand. NaRaYa's designs not only meet modern consumers' demand for fashion but also incorporate rich Thai cultural elements, showcasing exquisite craftsmanship and unique designs. This has helped the brand gain wide recognition and a loyal customer base in international markets (Chow, 2018). Additionally, NaRaYa's products are priced affordably, making it the shopping choice for middle-income groups, such as Chinese tourists. Particularly in Bangkok's tourist attractions, shopping malls, and duty-free stores, NaRaYa has become one of the most popular local brands (Smith, 2021). According to the "Tourism Authority of (2023)", Chinese tourists' shopping expenditures in Thailand exceed those of other international tourists, with local brand products like NaRaYa taking up a significant portion of their shopping lists. Data shows that Chinese tourists account for over 30% of total tourism spending in Thailand, and products with Thai cultural characteristics are among their key purchases (Tourism Authority of, 2023). With its unique advantage of combining traditional Thai textile craftsmanship and modern design, NaRaYa has gained high

recognition and popularity among Chinese tourists. The brand's diverse product range, including handbags, crossbody bags, and travel accessories, meets the needs of various consumer groups and aligns with Chinese tourists' preference for travel souvenirs and high-cost performance products (J. Cheng et al., 2022).

The success of local brands often hinges on the exploration and effective utilization of local cultural characteristics. NaRaYa has attracted a large number of tourists who value cultural experiences by conveying rich Thai cultural elements. Kotler and Keller (2016) point out that cultural attributes play an important role in tourist purchase decisions, and products that have cultural significance can trigger higher purchase intentions. NaRaYa has successfully created a unique cultural identity for its brand by combining traditional Thai textile craftsmanship with modern fashion trends. The traditional patterns, embroidery techniques, and locally sourced Thai fabrics on its fabric bags serve as a means of conveying Thai culture. This cultural identification greatly strengthens the emotional connection of consumers and increases their desire to purchase (Solomon, 2017). For Chinese tourists, this cultural value and commemorative significance are particularly important, as they tend to buy locally distinctive products as souvenirs or gifts (Wong et al., 2021).

As the global market continues to evolve, the role of cultural identification in brand marketing has become increasingly important. Research shows that brands with cultural connotations tend to be more attractive in international markets, especially when these brands can effectively combine consumers' emotional needs with their cultural backgrounds. This combination often leads to better market performance (Kotler & Keller, 2016). NaRaYa, by emphasizing the uniqueness of its Thai local culture and integrating the fashion needs of modern consumers, has not only achieved great success in the Thai market but has also opened up broader opportunities in international markets. The brand attracts consumers from around the world, especially tourists from Asia, such as those from China, Hong Kong, and Taiwan, with its uniquely designed, high-quality, and culturally rich products (J. Cheng et al., 2022).

Furthermore, NaRaYa's success is also attributed to its powerful marketing strategies. In Thailand, NaRaYa not only maintains close connections with consumers through online platforms and social media, but also ensures that its products quickly enter major shopping malls, duty-free stores, and tourist attractions through partnerships with local retailers. Additionally, NaRaYa emphasizes word-of-mouth marketing and social media interaction to increase consumer brand loyalty. This comprehensive marketing strategy has helped NaRaYa stand out in a highly competitive market and enabled the brand to expand its presence globally (Smith, 2021).

The rise and development of the local bag market in Bangkok, particularly the success of the NaRaYa brand, reflects how Thai local brands can deeply explore cultural characteristics and effectively combine them with modern design. This approach not only meets consumers' dual demands for fashion and practicality but also stimulates higher purchase intentions through cultural identification. This phenomenon provides valuable insights into how local brands can stand out in global market competition. NaRaYa's success also proves the importance of cultural identification and brand storytelling in modern consumer decision-making, offering useful lessons for the internationalization of other local brands.

#### 2.1.2 Purchasing Behavior of Chinese Tourists

Chinese tourists have become an important part of the Thai tourism market, with their spending power significantly higher than that of other international tourist groups. In Thailand, tourism-related expenditures have become a key part of Chinese tourists' spending, particularly shopping. Research shows that Chinese tourists tend to purchase products that hold cultural value and offer good cost-effectiveness, which not only satisfy their practical needs but also carry emotional value and cultural identification (Solomon, 2017). Local Bangkok brands such as NaRaYa, with their unique designs and reasonable pricing, have successfully captured the attention of Chinese tourists, becoming an essential item on their shopping lists.

Chinese tourists' purchasing behavior is influenced by multiple factors, including price sensitivity, design preferences, brand awareness, and shopping

convenience. These factors manifest differently across various consumer groups, particularly in the choice of cultural products, where tourism shopping behavior exhibits distinct group characteristics. First, price is one of the most important factors influencing Chinese tourists' purchasing decisions. Although Chinese tourists have some demand for luxury goods, they tend to focus more on the cost-effectiveness of the products when shopping for tourist goods. As a Thai local brand, NaRaYa has successfully attracted a large number of Chinese tourists through its reasonable pricing strategy and high-value products (Y. Chen et al., 2021). Research shows that NaRaYa not only offers a traditional Thai cultural experience but also integrates it with modern design concepts to meet the dual demands of Chinese tourists for culture and fashion (Hawkins & Mothersbaugh, 2010).

In addition to price, design and brand awareness are also significant factors in Chinese tourists' purchasing decisions. By combining traditional Thai craftsmanship with modern design, NaRaYa emphasizes cultural transmission and functionality in its product design, making it one of the top choices for Chinese tourists shopping in Thailand. Research indicates that Chinese tourists are more inclined to choose products with local characteristics that represent Thai culture as souvenirs, making the cultural value of NaRaYa a key factor in their purchasing decisions (Kotler & Keller, 2016). Furthermore, the brand's history and cultural story are core factors considered by Chinese tourists when making purchases. NaRaYa's brand story and unique craftsmanship background have led to high brand loyalty among Chinese tourists (X. Chen et al., 2021). The study also notes that shopping convenience plays an important role in the purchasing behavior of Chinese tourists.

NaRaYa's distribution network in Bangkok covers major shopping malls, tourist attractions, and airport hotspots, offering a convenient shopping experience. The development of this distribution network not only enhances consumers' purchase intention but also increases the brand's visibility and market competitiveness (Hawkins & Mothersbaugh, 2010). Research shows that a convenient shopping environment and

diversified payment methods (such as Alipay and WeChat Pay) are key factors in attracting Chinese tourists (X. Chen et al., 2021).

#### 1) Consumer Group Characteristics

The purchasing behavior of Chinese tourists also exhibits distinct group characteristics, including gender, age, and income levels. For example, female consumers are generally more sensitive to fashion and brand culture, especially when purchasing fashion accessories like NaRaYa, which combines traditional and modern styles. Studies show that female consumers place more emphasis on design, brand background, and cultural value of products (Bruwer et al., 2011). Male consumers, on the other hand, tend to focus more on the functionality and practicality of products, such as the durability and capacity of backpacks, which is one of the reasons why NaRaYa offers functional products like travel backpacks and crossbody bags (Solomon, 2017).

Regarding age, younger tourists (18-35 years old) show more interest in purchasing, especially those with a preference for fashion and personalized designs. As the younger generation of Chinese consumers gradually becomes the market's main force, they focus more on the uniqueness of products and how they align with their personal taste (Hawkins & Mothersbaugh, 2010). In contrast, middle-aged and older tourists tend to prioritize the practicality, comfort, and cost-effectiveness of products, particularly when purchasing souvenirs, with a preference for traditional, durable, and reasonably priced items (Solomon, 2017). Therefore, NaRaYa meets the needs of different age groups by offering a variety of bags, further expanding its market share.

#### (2) Motivations of Chinese Tourists

The purchasing motivations of Chinese tourists are not limited to fulfilling personal needs but also involve emotional and cultural identity factors. Studies show that cultural identity significantly influences the purchasing behavior of tourists (Kotler & Keller, 2016). The NaRaYa brand, with its strong Thai cultural background and craftsmanship traditions, has successfully attracted many Chinese tourists who wish to experience Thai culture through their purchases. Additionally, as the consumption levels

of Chinese tourists increase, their desire for emotional value and cultural significance in products has also grown. Especially at the end of their travels, many Chinese tourists seek to purchase souvenirs that hold commemorative value to preserve the memories of their trip, which is where NaRaYa effectively meets this demand (Solomon, 2017).

In summary, the purchasing behavior of Chinese tourists towards local bags in Bangkok is the result of multiple intertwined factors, including price sensitivity, design preferences, brand cultural identity, and shopping convenience. NaRaYa, with its unique products that combine Thai traditional culture and modern design, reasonable pricing, and strong brand cultural advantages, has successfully captured the attention of Chinese tourists. By further understanding the purchasing behavior of Chinese tourists, especially their motivations and preferences in the cultural product sector, this study provides theoretical support and practical references for the promotion of local brands in the international market.

## 2.2 Demographics

Demographic factors are core variables in consumer behavior research, used to describe and analyze the characteristics of specific groups to predict their purchasing behavior (Hawkins & Mothersbaugh, 2010). In demography, age, gender, education level, income level, and occupation are the most commonly examined variables. These factors not only influence consumer preferences but also determine their behavioral patterns in the market (Solomon, 2017). In the context of globalization, consumer purchase decisions are increasingly shaped by a combination of social, cultural, and economic factors (De Mooij, 2004). This study focuses on the decision-making process of Chinese tourists purchasing Bangkok's local brand NaRaYa, analyzing market segmentation through demographic variables to uncover how these factors influence their purchase intentions.

### 2.2.1 Age

Age is one of the most fundamental variables influencing consumer decision-making, determining interest in products, purchasing motivation, and



consumption behavior (Hauser & Duncan, 1959). Consumers of different age groups exhibit distinct shopping preferences; younger individuals tend to prioritize fashion, brands, and trends, whereas older consumers focus more on practicality and durability (Ashofteh & Dehghanan, 2017). In Bangkok's tourism market, young tourists aged 18-35 are the primary consumers of local brand NaRaYa. They have a high acceptance of fashion and personalized design and are more inclined to purchase culturally distinctive products to express their personal style(X. Chen et al., 2021).

Studies show that Generation Z (born 1995-2010) and Millennials (born 1981-1994) are the core consumer groups in the global travel retail market. They exhibit higher brand loyalty and a preference for purchasing environmentally friendly and sustainable products (Deloitte Consulting, 2024; PwC, 2024). Since NaRaYa's products incorporate handmade fabric materials and traditional Thai cultural designs, these attributes align well with young consumers' demands for uniqueness, sustainability, and cultural experiences(Wong et al., 2021).

Moreover, age also affects consumer shopping habits. Research indicates that young tourists are more likely to use social media for product searches and are heavily influenced by KOL (Key Opinion Leaders) and influencer marketing (Gentina et al., 2023). NaRaYa leverages platforms such as Instagram and Xiaohongshu for marketing in Thailand, successfully capturing the attention of this demographic (Smith, 2021).

### 2.2.2 Gender

Gender differences play a significant role in consumer behavior research. Men and women exhibit distinct shopping patterns, information processing styles, responses to advertisements, and brand preferences (Cleveland et al., 2003). Female consumers tend to focus more on emotional shopping experiences, product aesthetics, and brand culture, whereas male consumers are more inclined toward functionality, practicality, and minimalist design (Solomon, 2017).

In Bangkok's tourism market, female tourists generally have higher shopping expenditures than male tourists and are more willing to purchase fashion



products such as clothing, accessories, and handicrafts (Tourism Authority of, 2023). NaRaYa's primary consumer base consists of women who are drawn to the brand's unique designs, craftsmanship, and cultural value (Wang, 2020). Research suggests that female consumers are more likely to consider the cultural symbolism of local brands, while male consumers prioritize practicality (Lee & Kim, 2022). Additionally, women are more influenced by social media and peer recommendations, further driving NaRaYa's expansion in the female consumer market (L. Cheng et al., 2022).

#### 2.2.3 Education Level

Education level significantly impacts consumer purchase decisions, influencing brand perception and product selection preferences (Ashofteh & Dehghanan, 2017). Consumers with higher education levels typically have greater brand awareness and prefer products with cultural value and environmental sustainability (Wong et al., 2021). They tend to focus on a product's background story, production process, and material sources, using consumption as a way to express their values and lifestyles (De Mooij, 2004).

Among NaRaYa's target consumers, highly educated individuals are more receptive to the brand's cultural value and are willing to pay a premium for it (Solomon, 2017). Furthermore, educated consumers are more inclined to engage with digital marketing and social media campaigns, meaning that brand advertisements, KOL marketing, and experiential promotions can effectively influence their purchase decisions (Smith, 2021).

#### 2.2.4 Income Level

Income level is a critical factor influencing consumer purchasing power and preferences. High-income groups are more likely to purchase premium brands to showcase their status and social standing, whereas middle- and low-income groups focus more on cost-effectiveness (Goi, 2009). NaRaYa's pricing strategy positions it as a mid-range brand, attracting middle-income consumers, particularly those seeking culturally distinctive yet affordable fashion products (Wang, 2020).

Studies indicate that Chinese tourists in Thailand often plan their shopping budgets based on their financial capacity. High-income consumers may opt for luxury brands, whereas middle-income tourists prefer mid-tier brands like NaRaYa (J. Cheng et al., 2022). Additionally, NaRaYa enhances its appeal by offering various promotions such as tax-free shopping and discount vouchers, further increasing purchase intent across different income groups (Smith, 2021).

#### 2.2.5 Occupation

Occupation is another key factor influencing consumer financial capacity, lifestyle, and purchase intentions (X. Chen et al., 2021). A consumer's profession often determines their spending ability and shopping preferences. For instance, high-income professionals in industries such as finance and technology tend to favor luxury brands, whereas students and young professionals prefer reasonably priced yet stylish brands (De Mooij, 2004).

NaRaYa's target consumers primarily include students, young professionals, and freelancers—groups that have high receptiveness to emerging brands and prefer moderately priced, uniquely designed products (Lee & Kim, 2022). Moreover, these groups are more susceptible to social media and fashion trends, making NaRaYa's digital marketing strategies particularly effective (L. Cheng et al., 2022).

In marketing practice, demographic factors are widely used for market segmentation to optimize product positioning and marketing strategies (Hawkins & Mothersbaugh, 2010). Steenkamp and ter Hofstede (2002) highlighted that in international market segmentation, age, gender, income, and education level are the most commonly used variables, helping businesses precisely identify their target markets (Wikipedia, 2025).

By analyzing Chinese tourists' demographic characteristics—including age, gender, education level, income level, and occupation—this study aims to provide a deeper understanding of how these factors influence their purchasing decisions for

NaRaYa products. The findings will offer theoretical support for developing targeted marketing strategies that effectively cater to this consumer group.

### 2.3 Marketing Mix

The 4P marketing mix theory is a classic framework in the field of marketing, first introduced by McCarthy (1960), consisting of Product, Price, Place, and Promotion. This theory emphasizes that businesses can strategically combine these four controllable variables to meet target market demands, enhance brand competitiveness, and create long-term customer value (Kotler & Keller, 2016). Since its inception, the marketing mix theory has become a fundamental tool for companies in developing market strategies and optimizing marketing activities, widely applied across global industries.

Initially, Borden (1964) introduced the concept of the “marketing mix,” highlighting the integrated application of various marketing elements. Later, McCarthy (1960) systematically summarized and refined it into the 4P model, making it more practical. This theory underscores that by coordinating product, pricing, distribution, and promotional strategies, companies can optimize market resource allocation and enhance competitive advantage (Kotler & Keller, 2006).

In recent years, with evolving market conditions and consumer behaviors, marketing scholars have expanded upon the 4P theory. Kotler (2013) introduced the 4C model (Customer Needs, Cost, Convenience, and Communication), stressing the importance of focusing on consumer needs and experiences rather than just the product itself (Kotler & Keller, 2016). Additionally, Booms and Bitner (1981) extended the model into the 7P marketing mix for the service industry, incorporating People, Process, and Physical Evidence to accommodate the unique characteristics of service marketing (Zeithaml et al., 2018). With globalization and the rise of digital marketing, the marketing mix framework has been further adjusted to align with e-commerce, social media, and personalized consumption trends (Smith, 2021). Specifically, in tourism and

local brand marketing, cultural attributes and brand storytelling have emerged as key supplementary factors in the marketing mix (Wong et al., 2021).

In this study, the 4P marketing mix serves as the core theoretical framework to explore the impact of Product, Price, Place, and Promotion on Chinese tourists' purchase intentions toward Bangkok's local bag brand, NaRaYa.

### 2.3.1 Product

A product refers to everything a business offers to the market to satisfy consumer needs, including its features, packaging, brand name, and additional services (Kotler & Keller, 2006). Studies have shown that product characteristics directly affect consumer purchasing decisions, with design, quality, and cultural attributes being particularly important (Ashofteh & Dehghanan, 2017).

NaRaYa's products emphasize the combination of traditional Thai textile craftsmanship and modern design, highlighting their cultural significance and uniqueness. Research indicates that Chinese tourists show higher interest in products with local cultural characteristics, as such products provide emotional resonance and cultural experiences (Wong et al., 2021). Additionally, NaRaYa offers a diverse product line, including handbags, crossbody bags, and travel accessories, as well as various design styles to meet the needs of different consumer groups. This diversification strategy significantly enhances the brand's market competitiveness and consumers' purchase intentions (Y. Chen et al., 2021).

To strengthen its competitiveness, NaRaYa incorporates modern fashion trends into its product development, ensuring that its products balance traditional craftsmanship with practicality and style. Studies suggest that this blend of culture and fashion effectively attracts younger consumers, particularly Chinese tourists aged 18–35 (Solomon, 2017). Furthermore, the lightweight and multifunctional nature of NaRaYa's products meets the practical needs of travelers.

### 2.3.2 Price

Price represents the amount consumers pay for a product or service and is one of the most sensitive elements of the marketing mix. Price not only serves as an

important reference in consumer decision-making but also reflects the perceived value of a product (Zikmund, 2000). NaRaYa adopts a mid-to-low pricing strategy, making its products highly attractive to price-sensitive consumers. Research shows that Chinese tourists often prioritize cost-effectiveness, and NaRaYa meets this demand with its reasonable pricing strategy (Solomon, 2017).

Price also plays a key role in brand positioning. Hawkins et al. (2001) note that consumers sometimes view price as a signal of quality. NaRaYa strengthens its perceived value and market competitiveness by maintaining price advantages while ensuring high product quality.

Flexibility in pricing strategy is another notable feature of NaRaYa. For instance, the brand offers holiday discounts, membership benefits, and bundle promotions, further encouraging consumer purchases. These pricing strategies not only boost short-term sales but also enhance consumer goodwill and loyalty (Smith, 2021).

### 2.3.3 Place

Place refers to the distribution channels and sales outlets through which products are made available to consumers, directly impacting product accessibility and purchase convenience (Kotler & Keller, 2016). NaRaYa's place strategy plays a crucial role in attracting tourists. The brand has established stores in Bangkok's major shopping centers, airport duty-free shops, and tourist landmarks, providing a convenient shopping experience for visitors (Wong et al., 2021).

Research suggests that multi-channel distribution significantly increases opportunities for consumers to access products. For example, NaRaYa not only sells products through physical stores but also actively expands its online sales channels, utilizing e-commerce platforms (e.g., Lazada and Shopee) and social media for online purchases (Smith, 2021). This omnichannel strategy not only reaches a broader target audience but also enhances the brand's market presence.

Additionally, NaRaYa improves the shopping experience for Chinese tourists by offering in-store Chinese language services and multiple payment options,

such as WeChat Pay and Alipay. This localized service strategy effectively increases purchase intentions and customer satisfaction (X. Chen et al., 2021).

#### 2.3.4 Promotion

Promotion involves various communication methods used by businesses to deliver product information to consumers and stimulate purchase intentions (Kotler & Keller, 2016). NaRaYa employs diverse promotional strategies to establish deep interactions with its target consumers. Studies have shown that the attractiveness and timing of promotional activities significantly impact consumer purchase decisions (Solomon, 2017).

NaRaYa's promotional activities include holiday discounts, limited-time offers, gift promotions, and social media advertising. The brand collaborates with local influencers to promote its products on Chinese social platforms like Douyin and Xiaohongshu, successfully capturing the attention of a large number of Chinese tourists (L. Cheng et al., 2022). Additionally, NaRaYa launches limited-edition products and promotional campaigns during major holidays like Chinese New Year, boosting brand visibility and encouraging impulsive purchases.

Research also indicates that promotional activities are closely linked to brand image building. NaRaYa reinforces its cultural significance and design value through advertising and customized campaigns, further attracting consumers who value cultural experiences (Smith, 2021).

#### 2.3.5 Conclusion

The 4P marketing mix serves as a core theoretical framework for analyzing consumer purchase behavior. Through culturally distinctive products, diverse pricing strategies, convenient distribution channels, and innovative promotional activities, NaRaYa has successfully captured the attention of Chinese tourists and enhanced their purchase intentions. This study's exploration of these four dimensions provides theoretical support and practical insights for optimizing marketing strategies for Bangkok's local brands.

## 2.4 Product Purchase Decision

The product purchase decision process is a central aspect of consumer behavior research, encompassing the entire sequence of actions a consumer takes before, during, and after purchasing a product. As market competition intensifies, understanding the purchase decision-making process becomes crucial for businesses aiming to develop effective and targeted marketing strategies. Consumers' decisions are influenced by a wide range of factors, both external and internal. External factors, such as advertising, peer pressure, and cultural trends, can play a significant role, as can internal psychological factors, including cognitive biases, emotions, and personal experiences. By studying purchase decisions, businesses gain insights that help predict consumer behavior and optimize product offerings and marketing campaigns to better align with consumer preferences.

For instance, studies on Chinese outbound tourists—now the world's largest and most influential consumer group in tourism shopping—have highlighted how external influences like peer reviews, brand storytelling, and online visibility play a disproportionately strong role in shaping their decisions (J. Cheng et al., 2022). In particular, Chinese tourists are shown to prioritize value-for-money, cultural symbolism, and social media validation in their decision-making processes (X. Chen et al., 2021)).

Historically, the theory of purchase decision-making was rooted in traditional economic models, which assumed that consumers acted as rational economic agents making decisions based on a cost-benefit analysis. These models suggested that consumers were primarily motivated by the desire to maximize utility while minimizing costs. However, with the rise of behavioral economics and psychology, researchers found that consumer decisions are often influenced by cognitive biases, emotional responses, and social factors. These findings led to a shift in understanding, expanding the traditional view to incorporate insights from psychology, behavioral economics, and social influences.

The Theory of Planned Behavior (TPB) is an example of this more comprehensive framework, suggesting that consumer purchase decisions are



influenced not only by personal attitudes but also by external social norms and perceived behavioral control. This model highlights the importance of both personal and social factors in shaping purchase behavior. Similarly, the Information Processing Model emphasizes that consumers engage in information searches and evaluations while considering their cognitive limitations, such as time and mental capacity. This approach underscores the complexity of decision-making processes and the many factors that shape consumer behavior.

In the modern digital landscape, purchase decisions are increasingly shaped by digital marketing tools, social media, and electronic word-of-mouth (eWOM). The widespread availability of online reviews, social media posts, and peer recommendations has dramatically altered the traditional pathways to purchase. Consumers now have immediate access to a wealth of information that influences their perceptions of products and brands. This shift has created new dynamics for marketers to consider, such as the importance of online reputation and peer feedback in influencing consumer preferences and decisions.

Kotler and Keller's widely accepted five-stage model of consumer decision-making outlines the stages consumers typically go through when making a purchase. This framework is especially applicable to industries like tourism retail and fashion, where understanding consumer behavior is crucial. The process begins with problem recognition, where consumers become aware of a need or desire for a product. This recognition can stem from external stimuli, such as advertising or recommendations, or from internal factors, like a personal need or desire. Once the need is identified, the consumer enters the information search stage, where they seek out information from various sources, including friends, experts, and online platforms, to help them identify potential solutions.

Following the search for information, consumers enter the evaluation stage, where they assess different options based on criteria such as product features, price, brand reputation, and emotional appeal. At this stage, marketers can influence decision-making by emphasizing product benefits that match consumer preferences. The next



step is the purchase decision, where the consumer makes the final choice to buy a product. This decision may be swayed by factors like promotions, discounts, product availability, or the overall shopping experience. The decision can also be impacted by social influences, such as recommendations from friends or online reviews.

Finally, post-purchase behavior occurs after the consumer makes the purchase. This stage involves evaluating whether the product meets their expectations. Positive post-purchase experiences can lead to brand loyalty and repeat purchases, as well as positive word-of-mouth promotion. On the other hand, dissatisfaction can result in product returns, complaints, or negative reviews. Marketers can foster positive post-purchase behavior by ensuring high product quality and offering excellent customer service. This model of purchase decision-making is essential for understanding how consumers make choices and how businesses can optimize their marketing strategies to guide consumers through each stage of the process. By analyzing each stage, businesses can identify opportunities to engage with consumers, enhance their offerings, and increase sales.

#### 2.4.1 Problem Recognition

Problem recognition is the first stage of the purchase decision process, where consumers become aware of a need or problem that requires a solution. This stage is crucial because it sets the foundation for the entire decision-making process. The recognition of a problem or need can be triggered by both internal and external stimuli. Internal stimuli refer to emotional or practical needs that arise within the consumer. For example, a consumer might realize they need a new handbag to match a specific outfit or to replace a worn-out item. Such needs can be driven by personal desires or changes in life circumstances, prompting the consumer to seek a solution to fulfill these needs. On the other hand, external stimuli are environmental influences that can trigger problem recognition. These can include advertising campaigns, recommendations from friends or family, or promotions on social media that encourage consumers to consider products they hadn't previously thought about. External stimuli

can be particularly powerful in influencing consumer behavior as they often come from trusted sources or persuasive marketing messages (Hoyer et al., 2021).

In the context of tourism shopping, problem recognition is often driven by what is known as the “souvenir effect.” This occurs when tourists recognize the need to purchase local specialty products, either as souvenirs to remember their trip or as gifts for family and friends back home. This phenomenon is deeply rooted in the desire to take home a tangible piece of the cultural experience, and it often triggers unplanned or impulse buying behavior. Tourists are more likely to engage in this type of purchase when they are exposed to local, culturally significant products that they perceive as unique or representative of their travel experience (Solomon, 2017).

NaRaYa, a popular local brand in Thailand, effectively capitalizes on this problem recognition stage by leveraging the cultural appeal of Thailand and the cost-effectiveness of its products. By strategically positioning stores in high-traffic locations such as airports, tourist attractions, and shopping malls, NaRaYa makes it easy for Chinese tourists to recognize their need for a souvenir or gift before they leave the country. These locations are particularly effective at triggering impulse purchases, as tourists are often in a mindset of seeking a final memento or token of their trip. The ease of access and the immediate availability of products make NaRaYa a go-to brand for many tourists, especially when they are in a hurry or looking for a convenient shopping experience (Wong et al., 2021). This strategic positioning ensures that NaRaYa is top-of-mind for tourists, enhancing the likelihood of a purchase when the need to buy arises. By understanding and addressing the specific triggers that lead to problem recognition, NaRaYa and similar brands can effectively design their marketing strategies to increase consumer engagement and drive sales.

#### 2.4.2 Information Search

Once consumers recognize a need, the next step in the decision-making process is information search. In this stage, consumers actively seek out information that will help them make an informed decision about the products or services they are considering. This information can come from a variety of sources, which are typically

classified into four broad categories: personal, commercial, public, and experiential sources. Personal sources are those that come from the consumer's immediate social circle, such as recommendations from family, friends, or colleagues. These recommendations are often highly trusted because they are perceived as unbiased and based on personal experience, which makes them particularly influential in guiding decisions (Kotler & Keller, 2016). Commercial sources, on the other hand, include marketing materials such as brand websites, advertisements, promotions, and in-store sales representatives. These sources are controlled by the company and are designed to provide consumers with the information they need to make a purchase, but they are often viewed with a certain degree of skepticism due to their promotional nature (Solomon, 2017).

Public sources of information include platforms like social media, review websites, and Key Opinion Leaders (KOLs). Social media has become an increasingly important source of information for consumers, as platforms like Instagram, WeChat, and TikTok allow users to discover products, share experiences, and receive recommendations from influencers or peers. KOLs, who often have a significant following, can shape consumer perceptions and play a critical role in promoting products, particularly those that are culturally significant or tied to trends (Blackwell et al., 2001). Experiential sources refer to information that consumers gather through personal experience, such as previous interactions with the product or brand, or direct trials in-store. For example, a consumer may be influenced by their past experience with a brand or the opportunity to physically interact with a product, such as trying on clothing or testing out a handbag (Ahtola, 1985).

Research indicates that in the case of luxury goods or culturally significant products, consumers are more likely to rely on personal recommendations and social media reviews. In particular, the growing importance of online word-of-mouth (WOM) on platforms like Xiaohongshu (Little Red Book) and Douyin (Chinese TikTok) has had a profound impact on consumer behavior. Chinese consumers, in particular, tend to trust the experiences shared by others on these platforms, with reviews and influencer

content helping to shape their purchasing decisions (L. Cheng et al., 2022). In the case of NaRaYa, a Thai brand popular among Chinese tourists, much of its appeal stems from the positive word-of-mouth marketing on these platforms, where consumers share their experiences and encourage others to purchase the brand's culturally unique and affordable products.

Furthermore, in-store experiences also play a significant role in the information search stage. For instance, when shoppers have the opportunity to physically handle products, such as trying on bags or experiencing fabric demonstrations, their purchase confidence is often heightened. These interactions allow consumers to assess the quality, design, and feel of the product firsthand, which can be particularly persuasive when deciding on a purchase (X. Chen et al., 2021). Thus, for brands like NaRaYa, creating memorable in-store experiences is a critical aspect of the information search process, as it helps to build consumer confidence and drive purchasing decisions. By understanding the various sources consumers rely on for information, businesses can tailor their marketing strategies to better address consumer needs and improve their chances of influencing the decision-making process.

#### 2.4.3 Evaluation of Alternatives

After gathering information, consumers enter the next phase of the decision-making process: the evaluation of alternatives. In this stage, consumers compare and assess the different options available to them based on several critical criteria. One of the key factors in this evaluation is price and cost-effectiveness. Consumers often ask themselves whether the price of the product is reasonable and if it fits within their budget (Kotler, 2000). The perceived value of the product plays a significant role in this assessment, with consumers weighing the benefits they receive against the price they must pay. For many, especially in the context of tourism shopping, the ability to find quality products at a reasonable price is a driving factor in their purchase decision.

Another important consideration is product quality, which includes aspects such as the material, durability, and craftsmanship of the product. Consumers generally seek products that are well-made, durable, and offer good value for money. High-quality

products not only meet functional needs but also signal prestige and can be associated with lasting value (Blackwell et al., 2001). In the case of NaRaYa, the brand is highly regarded for its unique fabric craftsmanship, which sets its products apart in a crowded market. The quality of NaRaYa's products, which blends traditional craftsmanship with contemporary designs, appeals to consumers seeking both practicality and style.

Brand recognition also plays a crucial role in the evaluation process. Consumers often look at the brand's image, history, and market position to assess whether it aligns with their values and expectations. Established brands with a strong reputation are often perceived as more reliable, which can influence consumers' purchasing decisions. NaRaYa benefits from high market recognition, particularly in Thailand, where it is seen as a symbol of local culture and quality. The brand's ability to combine modern aesthetics with cultural identity has contributed to its appeal, making it a popular choice among tourists seeking authentic yet affordable souvenirs (Solomon, 2017).

Additionally, social approval or the opinions of peers, family, and other consumers plays a significant role in the evaluation of alternatives. Social influence can be especially strong when purchasing decisions are visible to others or when there is a strong sense of social validation associated with the product. Consumers often turn to reviews, both online and offline, and consider what others are saying about a product before making a purchase. This peer influence can be seen in platforms like social media and review websites, where consumer experiences and recommendations help guide purchasing decisions (Ahtola, 1985). The growing impact of eWOM (electronic word-of-mouth) on social media platforms has made it easier for consumers to access the opinions of others, further enhancing the importance of social approval in the decision-making process.

NaRaYa is particularly well-positioned in the evaluation phase, thanks to its combination of affordable pricing and unique craftsmanship. Compared to luxury brands, NaRaYa provides a more budget-friendly option without compromising on quality, making it an attractive choice for tourists looking for value without the high price

tag. The brand's designs, which seamlessly blend traditional Thai cultural elements with modern aesthetics, appeal to a wide range of consumer preferences. This versatility makes NaRaYa a strong competitor in the market, catering to different tastes and consumer needs, whether for practical use or as a souvenir to commemorate a trip (Wong et al., 2021).

Chinese tourists, in particular, often evaluate products not only based on price and quality but also by considering factors such as practicality and souvenir value (Lee & Kim, 2022). In this context, NaRaYa's diverse product range, including handbags, crossbody bags, and storage pouches, provides tourists with a variety of options that cater to different consumer preferences. The practicality of these items, coupled with their cultural appeal, increases their desirability and competitiveness in the tourism market. By offering products that meet the functional needs of consumers while also serving as memorable mementos of their travels, NaRaYa enhances its market appeal and attracts a broad consumer base (Smith, 2021).

Thus, during the evaluation of alternatives stage, NaRaYa's unique combination of affordability, quality, and cultural relevance makes it a compelling choice for many consumers, particularly those looking for high-quality souvenirs that reflect both modern trends and traditional craftsmanship.

#### 2.4.4 Purchase Decision

At the purchase decision stage, consumers finalize their choice of product. However, even at this point, their decision can still be influenced by various last-minute factors. Promotions, convenience, and sales interactions can play a crucial role in tipping the scales toward a final purchase. This stage is critical because it represents the transition from consideration to action. Despite having gathered information and evaluated alternatives, consumers may still be swayed by additional elements that reinforce the appeal of a particular product (Hawkins & Mothersbaugh, 2010; Kotler, 2000).

Promotional strategies are among the most influential factors in shaping the final purchase decision. Limited-time discounts, for example, create a sense of urgency,



encouraging consumers to act quickly before the offer expires. This sense of urgency can lead to impulse purchases, particularly when consumers feel they might miss out on a good deal (J. Cheng et al., 2022). Similarly, bundle deals and coupons often incentivize larger purchases, as they offer perceived value by providing more for a lower overall cost. These strategies not only increase the quantity of items sold but also contribute to an overall higher sales volume, benefiting the retailer (Zeithaml et al., 2018). Gift incentives, such as offering free samples or add-ons, can further enhance the likelihood of a purchase. By making consumers feel like they are receiving additional value, brands can boost their purchase intentions and create a positive shopping experience (Solomon, 2017).

Payment convenience is another important factor in the purchase decision. Cross-border shoppers, such as tourists, often prefer fast and localized payment options like Alipay and WeChat Pay, which are widely accepted in many countries, including Thailand. Offering these familiar payment methods not only speeds up the transaction process but also builds consumer confidence, making them more likely to complete the purchase (Y. Chen et al., 2021). When businesses provide localized payment solutions, they increase conversion rates by reducing friction in the purchasing process. This convenience encourages tourists to follow through with their purchases, as they don't have to deal with unfamiliar or inconvenient payment methods (Grewal et al., 2020).

The influence of sales personnel also plays a significant role in shaping the purchase decision. Personalized service, where the salesperson takes the time to understand the consumer's needs and preferences, helps build trust and enhances the overall shopping experience. This kind of attentive service can create a more positive and engaging atmosphere, encouraging consumers to make a purchase (Solomon, 2017). Product recommendations, particularly for high-end or luxury items, can further influence consumers to make a purchase they hadn't initially planned. Customized suggestions that align with a consumer's style or preferences can lead to higher sales and greater satisfaction (Hoyer et al., 2021). Additionally, language support is essential

in international shopping settings, as offering service in a consumer's native language fosters a sense of comfort and trust, ultimately driving brand loyalty and increasing the likelihood of a purchase (Wong et al., 2021).

In the context of tourist shopping behavior, purchases are often driven by impulse, especially as the trip nears its end. Tourists may feel the need to buy a final souvenir or gift as a way to commemorate their visit, and this impulse behavior can be heightened by last-minute promotional efforts or convenient shopping experiences (Hoyer et al., 2021). NaRaYa effectively capitalizes on this by strategically placing its stores in high-traffic locations, such as airports and tourist hotspots. These locations are ideal for capturing the attention of tourists in the final days of their trip. Moreover, NaRaYa uses limited-edition collections and seasonal promotions to further stimulate purchases. By offering exclusive items or special discounts, NaRaYa taps into the impulse-driven nature of tourist shopping, motivating customers to make a purchase they may not have planned for initially (Smith, 2021). This combination of well-placed stores, timely promotions, and personalized experiences ensures that NaRaYa remains a compelling option for tourists, especially during the critical purchase decision stage.

#### 2.4.5 Post-Purchase Behavior

After making a purchase, consumers enter the post-purchase behavior phase, during which they evaluate their overall experience with the product and the brand. This stage is crucial because it influences whether the consumer will become a repeat buyer, recommend the brand to others, or potentially abandon it altogether. The post-purchase stage is not just about the immediate satisfaction with the product but also involves a broader reflection on various aspects of the purchase, including the product's performance, the shopping experience, and the emotional connection to the brand (Kotler & Keller, 2016).

Post-purchase satisfaction plays a pivotal role in shaping future consumer behavior. Key factors that contribute to satisfaction include product quality, which encompasses aspects such as durability, material, and functionality. Consumers want products that deliver on their promises and meet their expectations in terms of



performance. If the product meets or exceeds these expectations, the consumer is more likely to feel satisfied and is more inclined to make future purchases from the brand (Zeithaml et al., 2018). Another significant element is the shopping experience, which covers the overall environment of the store, payment convenience, and the quality of customer service. A positive shopping experience, where consumers feel comfortable and well-assisted, can lead to higher satisfaction and a greater likelihood of return visits. In contrast, a negative experience can undermine even a high-quality product, making the consumer less likely to return or recommend the brand (Solomon, 2017). Additionally, brand image plays a vital role in shaping post-purchase satisfaction. The reputation of the brand, its commitment to social responsibility, and its cultural identity all influence how consumers feel about their purchase. Consumers are increasingly drawn to brands that align with their values and social perspectives, making brand image an important factor in long-term satisfaction and loyalty (J. Cheng et al., 2022).

Word-of-mouth (WOM) and social media influence are key components of post-purchase behavior. Positive reviews, whether shared in person or on social media platforms, can significantly enhance brand growth and credibility. When satisfied consumers share their positive experiences, they help drive awareness and trust in the brand, attracting new customers and fostering brand loyalty (Solomon, 2017). Conversely, negative feedback, whether through online reviews or personal recommendations, can harm the brand's reputation and reduce consumer confidence. A single negative experience, if publicly shared, can deter potential customers and erode trust (Zeithaml et al., 2018). The rise of user-generated content (UGC) on social media platforms has amplified the impact of word-of-mouth. As consumers increasingly turn to platforms like Instagram, Xiaohongshu, and WeChat for product recommendations, brands must actively manage online feedback to ensure a positive image and engage with customers. Effectively handling both positive and negative reviews can shape the public perception of a brand and influence future sales (Wong et al., 2021).

Post-purchase services also play a significant role in shaping consumer loyalty and satisfaction. Policies related to returns and exchanges are crucial, as flexible and hassle-free return options can boost consumer confidence in making the purchase decision. If a product does not meet expectations, an easy return or exchange process reassures consumers that they are making a low-risk investment (Hoyer et al., 2021). Customer support is another critical aspect; responsive and efficient post-sale service can strengthen the relationship between the brand and the consumer. A good customer support system ensures that issues are addressed promptly, which can transform a potentially negative experience into a positive one, fostering long-term loyalty (X. Chen et al., 2021). Furthermore, loyalty programs are an effective tool to encourage repeat purchases. By offering membership points, discounts, or exclusive deals, brands can incentivize consumers to return for future purchases. Loyalty programs not only increase sales but also reinforce the consumer's emotional connection to the brand, turning one-time buyers into long-term advocates (Grewal et al., 2020).

In the context of NaRaYa, the post-purchase stage is critical in maintaining the brand's appeal to tourists, especially those who may be first-time buyers. By ensuring that the products live up to their quality promises and offering excellent post-purchase services, such as easy returns and personalized customer support, NaRaYa can maintain consumer satisfaction and loyalty. Furthermore, the brand's engagement with customers through social media and positive word-of-mouth can help solidify its position as a trusted and desirable choice for tourists seeking souvenirs that represent Thai culture and craftsmanship.

## 2.5 Related Research

### 2.5.1 Impact of the 4P Marketing Mix on Purchase Intention

The 4P marketing mix (Product, Price, Place, Promotion) is a widely recognized theoretical framework in marketing, extensively used to analyze consumer behavior and purchasing intentions. Over the years, numerous studies have demonstrated that the components of the 4P marketing mix—product, price, place, and

promotion—have a significant influence on consumers' purchase intentions. However, the degree and nature of this influence can vary based on the product type and target market. The 4P framework is not only a foundational element of marketing theory but also a practical tool for businesses aiming to understand and enhance consumer purchase behavior. In the context of cultural products like NaRaYa, the 4P marketing mix plays a crucial role in shaping Chinese tourists' purchase decisions.

Product is one of the most direct and influential factors in shaping purchase intention. The quality, design, and brand recognition of a product are key determinants of whether consumers decide to buy it. Research by Yoo et al. (2000) has shown that high-quality products and strong brand value can significantly increase purchase intentions. Consumers are more likely to choose products they perceive as high-quality and backed by reputable brands. Swidan and Nesam (2022) further emphasized that the design and packaging of a product are especially important for cultural items, where innovation and uniqueness can boost purchase intention. For NaRaYa, a brand that merges traditional Thai craftsmanship with modern design, its products not only serve functional purposes but also resonate culturally with consumers. The cultural identity embedded in the products appeals to consumers who are looking for both practical items and cultural significance, which strengthens the inclination of Chinese tourists to purchase the brand (Y. Chen et al., 2021).

Price is another critical element in purchase decision-making. Studies have shown that price plays a vital role in determining whether consumers will purchase a product. If a product is priced too high, it may deter potential buyers, whereas if it is priced too low, it may raise concerns about the quality of the product. Liu and Zhang (2017) suggest that consumers tend to favor products with reasonable pricing, as it directly impacts their perception of value for money. NaRaYa employs a mid-to-low pricing strategy that effectively appeals to a wide range of consumers, making its products accessible without compromising on quality. This pricing strategy is enhanced by offering holiday discounts and membership benefits, which serve as additional incentives for consumers to purchase. Marjerison et al. (2022) highlighted that point-of-

sale promotions, such as limited-time discounts, can have an immediate impact on purchase decisions by creating a sense of urgency and encouraging impulse buying, particularly in the cultural goods market (Mandolfo et al., 2022).

Place, or distribution channels, is also a crucial determinant of purchase intention. The convenience of purchasing a product and the availability of diverse sales channels can significantly influence a consumer's willingness to buy. Research indicates that consumers are more likely to make a purchase when the product is easily accessible through convenient and diverse distribution methods (Chen et al., 2019). NaRaYa excels in this aspect by positioning its stores strategically in Bangkok's shopping centers, airport duty-free shops, and tourist landmarks, which are high-traffic locations frequented by international tourists. In addition to physical stores, NaRaYa also capitalizes on online sales channels, increasing accessibility and making it easier for consumers to purchase products from the comfort of their homes. X. Chen et al. (2021) further emphasized the importance of e-commerce platforms, noting that the logistics efficiency and product variety available online play a critical role in enhancing purchase intention, particularly for international shoppers looking for convenience.

Promotion is another key element of the 4P mix that directly impacts consumers' purchase intentions. Promotional activities and advertising campaigns are essential tools for increasing brand awareness, stimulating consumer interest, and encouraging purchases. Studies have shown that holiday promotions, giveaways, and social media campaigns are particularly effective in enhancing brand appeal and consumer engagement (Kim & Ko, 2019). NaRaYa effectively utilizes promotional strategies by collaborating with popular Chinese social media platforms such as Douyin and Xiaohongshu to showcase its products and cultural features to a wide audience. These platforms allow the brand to engage directly with potential consumers, boosting its visibility and driving purchase intention (Smith, 2021). Additionally, Wu and Li (2020) emphasized the power of experiential promotions, such as cultural exhibitions and in-store interactions, which allow consumers to connect emotionally with the brand. These

types of promotional activities not only engage consumers on a deeper level but also foster a sense of loyalty and attachment to the brand.

In summary, the 4P marketing mix plays an integrated and significant role in shaping consumers' purchase intentions. By optimizing product quality and design, offering reasonable pricing, ensuring convenient distribution channels, and executing innovative promotional strategies, NaRaYa has successfully attracted Chinese tourists and significantly enhanced their willingness to purchase. The brand's ability to combine traditional Thai cultural elements with modern aesthetics, coupled with its strategic use of the 4P framework, has enabled NaRaYa to meet the needs and expectations of tourists, making it a popular choice for those seeking authentic, high-quality cultural products.

#### 2.5.2 Impact of Demographic Factors on Purchase Intention

Demographic factors such as age, gender, income, and education level are crucial variables in consumer behavior research, as they directly or indirectly influence consumers' purchasing intentions. These factors help marketers understand consumer preferences and tailor their strategies to meet specific needs. In the context of NaRaYa, a local brand from Bangkok, the influence of demographic characteristics on the purchase intentions of Chinese tourists is significant and complex. Research has shown that these demographic factors not only shape individuals' purchasing decisions but also interact with other variables, such as brand perception and emotional connection, to affect overall consumer behavior (Y. Chen et al., 2021).

Age is one of the most influential demographic factors in shaping purchase intentions. Studies indicate that different age groups exhibit distinct preferences when it comes to product selection. Zhang et al. (2018) found that younger consumers, typically between 18 and 35 years old, tend to prefer products with modern designs and innovative features. These consumers are often drawn to contemporary aesthetics and cutting-edge functionality. In contrast, older consumers are more likely to prioritize practicality, durability, and brand reputation when making purchasing decisions. For NaRaYa, this means that while its modern design and fusion of cultural elements attract

younger tourists, the brand also caters to the older demographic by offering products that serve as meaningful souvenirs. These items appeal to older tourists looking for commemorative products that reflect their travel experience, thereby broadening the brand's appeal across different age groups.

Gender also plays a significant role in consumer behavior, as men and women tend to exhibit different preferences and priorities when making purchasing decisions. Li et al. (2019) observed that female consumers typically place a higher value on the aesthetic design and emotional appeal of products, while male consumers are more focused on functionality and practicality. For NaRaYa, this means that its diverse product offerings—ranging from aesthetically pleasing handbags to practical storage items—are designed to cater to the different needs of both genders. However, the brand has successfully positioned women as its primary target customers by emphasizing the emotional value and beauty of its products. The aesthetic appeal of NaRaYa's designs, coupled with their cultural significance, makes it particularly attractive to female tourists, who are more likely to be influenced by these factors when making a purchase.

Income level is another critical demographic factor that impacts purchase intention. Wang and Liu (2020) highlighted that consumers' income levels significantly affect their purchasing power and choices. High-income consumers are more inclined to purchase premium, luxury brands, while middle- and low-income consumers are more focused on reasonable pricing and the overall value they receive for their money. NaRaYa's mid-to-low pricing strategy is designed to appeal to a wide range of income groups, making it an attractive option for both affluent consumers seeking affordable luxury and middle- or lower-income tourists who are looking for products that offer value for money. By offering high-quality products at accessible prices, NaRaYa has been able to attract a large number of Chinese tourists, regardless of their income level, further solidifying its position as a popular choice in the tourism market.

Education level also influences consumers' purchasing decisions, as it shapes how they perceive and evaluate products. According to Y. Chen et al. (2021), highly educated consumers are more likely to place greater value on the cultural



significance, craftsmanship, and quality of a product. These consumers tend to have a deeper appreciation for the cultural and historical context behind the items they purchase. NaRaYa, with its emphasis on traditional Thai craftsmanship and its fusion of cultural elements with modern design, appeals to highly educated consumers who are looking for products that reflect both artistic value and cultural authenticity. By highlighting the cultural heritage embedded in its products, NaRaYa resonates with these consumers, increasing their emotional connection to the brand and, in turn, enhancing their purchase intention.

These studies underscore that demographic factors not only directly influence purchase intentions but also interact with other variables to shape overall purchasing behavior. The combination of age, gender, income, and education level can impact consumers' perceptions of value, brand image, and emotional resonance with a product. In the case of NaRaYa, these demographic characteristics play a pivotal role in shaping the purchasing behavior of Chinese tourists. Understanding how these factors influence purchase intentions is essential for marketers seeking to target specific consumer segments effectively. This study, focusing on Chinese tourists, further explores the impact of demographic characteristics on the purchase intentions of those shopping for Bangkok's local brand NaRaYa, providing valuable insights into how to market culturally distinctive products to different consumer groups.

## 2.6 Conclusion

This study explored the relationship between the 4P marketing mix, demographic factors, and purchase intention, using NaRaYa as a case study for a local Bangkok brand. Through a review of relevant literature, it has become clear that existing research has made significant strides in understanding consumer behavior and marketing strategies, but there remain notable gaps in research regarding specific product categories, such as culturally distinctive products, and target markets, such as Chinese tourists. These gaps highlight areas in need of further exploration and analysis.

One major gap identified is the limited research perspectives in the existing literature. While many studies focus on one or a few influencing factors on consumer purchase behavior, they often lack a comprehensive approach that integrates the 4P marketing mix, demographic factors, and purchase intention. This fragmented perspective fails to provide a holistic understanding of the complex mechanisms influencing consumer behavior, especially in cross-cultural consumption contexts, such as the purchasing of culturally distinctive products. Kotler and Keller (2016) and Y. Chen et al. (2021) emphasize the need for a more integrated and systematic examination of these factors to better understand how they interact and influence purchase decisions. This study aims to fill that gap by considering all of these elements together in the context of NaRaYa, a culturally significant product.

Another key issue is the lack of research on specific brands and markets. Many studies focus on theoretical frameworks and general principles of consumer behavior, but there is limited research on how specific brands, especially local ones, shape consumer purchase intentions in particular market contexts, such as tourism. For example, while Yoo et al. (2000) explored the relationship between brand value and marketing strategies, they did not consider how local brands like NaRaYa influence purchasing decisions in the tourism market. Similarly, Swidan and Nesam (2022) discussed the impact of product innovation and packaging on purchase intention but did not delve into the unique challenges of marketing cultural products. Moreover, there is insufficient exploration of the particular hurdles foreign brands face in the Chinese market, such as sensitivity to cultural identity and the demand for value-for-money products (Wang & Liu, 2020). This study specifically addresses these gaps by focusing on NaRaYa and the unique challenges it faces in appealing to Chinese tourists.

Insufficient research on cross-cultural marketing is another area that has been underexplored in the literature. While Albaum et al. (2005) global marketing theory offers valuable guidance for international marketing strategies, it overlooks the importance of localizing culturally distinctive products for specific consumer groups (Steenkamp & ter Hofstede, 2002). In the case of NaRaYa, the brand strengthens its emotional connection



with Chinese tourists by highlighting the fusion of Thai traditional culture and modern design. This targeted cross-cultural marketing strategy, however, remains largely underexplored in existing literature. This study fills this gap by examining how local brands can adapt their marketing strategies to resonate with foreign, culturally distinct consumer groups, offering important insights into effective cross-cultural marketing practices.

The significance and contributions of this study are numerous. First, it contributes to the application of the 4P marketing mix in cross-cultural contexts, particularly regarding how local Bangkok brands can adapt their marketing strategies to meet the needs of Chinese tourists. NaRaYa, for example, employs reasonable pricing, convenient distribution channels, and diverse promotional activities that cater specifically to this tourist group. This application of the 4P framework in the context of cultural products provides new insights into how brands can effectively market culturally distinctive products to international tourists.

Secondly, this study addresses the exploration of demographic factors on consumer purchase intention. Demographic factors such as age, gender, income level, and education background play a significant role in shaping consumer preferences and purchasing decisions. While existing research has highlighted differences in purchasing behavior across demographic groups, few studies have examined these differences in the context of cross-cultural tourism shopping. By focusing on Chinese tourists, this study provides a detailed analysis of how these demographic factors impact NaRaYa's marketing strategies, offering valuable insights for marketers seeking to cater to diverse consumer segments.

Third, this study provides an integrated analysis of the 4P marketing mix and demographic factors, offering a comprehensive theoretical framework for understanding how these variables interact to influence purchase intentions. By focusing on a specific brand, NaRaYa, this study reveals the complex mechanisms that underlie marketing strategies for culturally distinctive products and provides a rich reference for future research on this topic.

The research contributions of this study are twofold. Firstly, by analyzing NaRaYa's case, it enriches theoretical research on cultural product marketing, particularly in the context of cross-cultural consumer behavior. It also provides practical guidance for local Bangkok brands in formulating marketing strategies targeted at Chinese tourists. By understanding Chinese tourists' purchasing behavior and preferences, this study offers valuable insights for local brands to better compete in the highly competitive international market. Specifically, through an emphasis on cultural identity and the adaptation of products to cross-cultural contexts, this study explores ways to enhance brand competitiveness. The findings not only provide valuable marketing strategies for NaRaYa but also offer an integrated perspective on cross-cultural marketing and consumer behavior, making significant contributions to both theoretical research and the global development of culturally distinctive products.

## 2.7 Research Hypothesis

The relationship between demographic factors and consumer behavior has been widely explored in marketing research, with several studies indicating that demographic characteristics, such as age, gender, income level, and education, significantly influence purchase intentions. This is particularly relevant in the context of tourism shopping, where consumer behavior is shaped by both personal characteristics and cultural context.

First, age has been shown to play a significant role in shaping consumer preferences and purchasing behavior. According to Zhang et al. (2018), younger consumers (aged 18–35 years) tend to prefer products with modern designs and innovative features, often seeking products that align with their desire for novelty and cultural trends. In contrast, older consumers are more likely to prioritize practicality, durability, and brand reputation, focusing on products that offer value and serve as meaningful souvenirs (Zhang et al., 2018). For a brand like NaRaYa, which blends traditional Thai craftsmanship with contemporary design, this dual appeal makes it attractive to both younger and older tourists, but for different reasons. Younger tourists

may be drawn to the brand's modern design and cultural significance, while older tourists may be more inclined to purchase NaRaYa products as souvenirs due to their practicality and cultural value.

Similarly, gender is a key determinant in shaping purchase intentions. Studies such as those by Li et al. (2019) suggest that women tend to place more value on the aesthetic design and emotional appeal of products, while men often prioritize functionality and practicality. In the case of NaRaYa, the brand's diverse product range, including stylish handbags and practical storage pouches, caters to these distinct preferences. By offering aesthetically appealing products that resonate with the emotional and design preferences of female consumers, NaRaYa has positioned itself as a brand with particular appeal to women. This gender-based differentiation can influence Chinese women's purchase intentions, driving higher sales among this demographic.

Income level also plays a crucial role in determining consumers' purchasing power and their inclination to spend. According to Wang and Liu (2020), high-income consumers are more likely to choose premium or luxury brands, whereas middle- and low-income consumers tend to seek products that offer good value for money. In the case of NaRaYa, its mid-to-low pricing strategy is designed to attract a wide range of consumers, including those in the middle- and low-income brackets, who may be more sensitive to pricing. By offering quality products at accessible prices, NaRaYa appeals to Chinese tourists across various income levels, making the brand accessible to a broad audience.

Lastly, education level has been shown to influence consumer perceptions of value and quality. Y. Chen et al. (2021) point out that highly educated consumers are more likely to place greater emphasis on the cultural significance and craftsmanship of products. For NaRaYa, which emphasizes the fusion of traditional Thai culture with modern design, this resonates particularly well with educated consumers who appreciate the cultural value embedded in the brand. This demographic group is likely

to be drawn to NaRaYa not just for its aesthetic appeal but also for the cultural authenticity and craftsmanship, which may enhance their purchase intentions.

Given these findings, it is reasonable to hypothesize that demographic factors such as age, gender, income level, and education will significantly influence the purchase intentions of Chinese tourists. This hypothesis posits that NaRaYa's ability to cater to the specific needs and preferences of different demographic groups—by offering products that appeal to both younger and older tourists, women and men, as well as consumers with varying income levels and educational backgrounds—plays a pivotal role in shaping Chinese tourists' inclination to purchase the brand's products. Therefore, we expect that these demographic factors will have a measurable impact on purchase intentions, with specific factors likely having a stronger influence depending on the characteristics of the target consumer group.

H1: Demographic factors significantly influence the purchase intentions of Chinese tourists, with differences across specific groups.

H1a: Younger tourists exhibit higher purchase intentions than older tourists.

H1b: Female tourists exhibit higher purchase intentions than male tourists.

H1c: Tourists with higher education levels exhibit higher purchase intentions than those with lower education levels.

H1d: Tourists with higher income levels exhibit higher purchase intentions than those with lower income levels.

H1e: Tourists in different occupations exhibit varying levels of purchase intentions.

The impact of product characteristics on consumer purchase intentions has long been a focal point in marketing research, particularly in the context of tourism and cross-cultural consumption. Numerous studies suggest that the attributes of a product—such as its quality, design, and the emotional or cultural resonance it carries—are central to influencing consumers' decisions to make a purchase. In the case of Chinese tourists purchasing culturally distinctive products, such as those offered by

NaRaYa, product characteristics are likely to play a pivotal role in shaping their purchase intentions.

Product quality is one of the most fundamental factors influencing consumer purchase decisions. High-quality products that meet or exceed consumer expectations are more likely to drive purchase intentions. Yoo et al. (2000) emphasize that strong brand value and high product quality can significantly enhance consumer willingness to purchase. In the context of NaRaYa, the brand is well-known for its use of high-quality materials and craftsmanship, particularly in the realm of traditional Thai fabric products. This level of product quality directly appeals to Chinese tourists, who, when traveling abroad, often seek authentic and well-made products as souvenirs or gifts. The quality of NaRaYa's products serves as an assurance of value, making it more attractive to tourists who are looking to bring home meaningful, durable, and high-quality items.

Design is another critical product characteristic that influences purchase intentions, particularly for cultural and fashion-related products. Swidan and Nesam (2022) argue that innovative designs and unique packaging are essential in boosting the purchase intention of cultural products, as consumers are often attracted to items that stand out aesthetically and reflect cultural identity. NaRaYa's product design is a key differentiator in this regard, blending traditional Thai elements with modern fashion trends. This fusion of old and new not only appeals to Chinese tourists seeking unique, culturally rich products but also satisfies their desire for contemporary, stylish goods. The design's ability to reflect both cultural heritage and modern fashion makes NaRaYa particularly appealing to tourists who are drawn to products that represent both a connection to the local culture and a sense of modern relevance.

Cultural resonance also plays an important role in the purchase decisions of Chinese tourists. Cultural products are often sought after for their symbolic meaning and their ability to represent a connection to the place being visited. NaRaYa effectively taps into this demand by emphasizing its cultural significance, specifically the traditional craftsmanship of Thai products. For Chinese tourists, who are often motivated

by a desire to bring home cultural mementos that reflect their travel experience, the cultural value of NaRaYa products increases their appeal. This is consistent with Swidan and Nesam (2022), who highlight that cultural products with significant emotional and cultural resonance tend to create stronger purchase intentions. As a result, the cultural connection provided by NaRaYa's products enhances Chinese tourists' emotional engagement with the brand, making them more likely to purchase.

Additionally, product innovation and the perception of exclusivity also play significant roles in shaping consumer behavior. Research has shown that consumers are more likely to make a purchase if they perceive the product as unique or innovative (Solomon, 2017). NaRaYa's innovative approach to traditional Thai craftsmanship, coupled with modern design trends, allows the brand to stand out in the marketplace, giving it an edge over other souvenir or fashion brands. Limited-edition collections and seasonal promotions are strategies that further enhance this perception of exclusivity, prompting tourists to purchase before the product is no longer available.

In conclusion, the product itself—its quality, design, cultural resonance, and innovation—has a significant positive impact on the purchase intentions of Chinese tourists. By offering high-quality, culturally significant products that blend traditional craftsmanship with modern design, NaRaYa effectively meets the needs of Chinese tourists, who are seeking products that not only represent the destination's culture but also fulfill their desire for practical and aesthetically pleasing items. Therefore, it is hypothesized that the product attributes of NaRaYa, especially its cultural appeal and quality design, will positively influence the purchase intentions of Chinese tourists.

H2: Tourists who perceive better NaRaYa products quality exhibit higher purchase intentions than those who perceive them as less appealing.

Price is one of the most critical factors influencing consumer purchase decisions, and this holds particularly true in the context of tourism shopping, where tourists are often balancing the desire for quality with the constraints of their budgets. Numerous studies have shown that the perceived value of a product, which is closely tied to its price, can significantly impact purchase intentions. For Chinese tourists, who



are highly price-sensitive yet also seek value-for-money products, the pricing strategy of a brand can play a pivotal role in shaping their decision to purchase. In the case of NaRaYa, its pricing strategy is an essential element that influences Chinese tourists' willingness to buy its products.

Price sensitivity is a well-documented phenomenon, especially among tourists who are conscious of their spending while traveling. Research by Liu and Zhang (2017) indicates that consumers are more likely to purchase products that they perceive as reasonably priced, as it directly affects their assessment of the product's value. If the price is too high, tourists may feel that the product is not worth the cost, while if the price is too low, it may lead to concerns about the quality of the product. NaRaYa's pricing strategy, which falls in the mid-to-low range, is designed to strike a balance between affordability and perceived value. This pricing approach is particularly effective in attracting Chinese tourists, who often seek affordable yet high-quality products when traveling abroad. By positioning itself as a brand that offers good value for money, NaRaYa appeals to a wide range of consumers, including those with varying income levels, making it an accessible and attractive choice for budget-conscious tourists.

Moreover, price perception can be influenced by the context in which the product is being purchased. When tourists shop in foreign destinations, they often consider the price relative to what they perceive as the "local value" of the product. NaRaYa benefits from this by offering products that reflect both high quality and reasonable pricing, making them appear as good value compared to other souvenir options or local products. Chinese tourists, who may be accustomed to purchasing items at lower prices in their home country, are likely to appreciate NaRaYa's pricing as it offers an attractive balance between price and quality. This positive price perception increases the likelihood of purchase, as tourists feel they are making a smart, value-driven decision.

Promotions and discounts also play a crucial role in influencing price perception and purchase intention. Studies have shown that limited-time offers, discounts, and holiday promotions can effectively stimulate consumer interest and

encourage impulse buying (Invesp, 2024). NaRaYa frequently uses promotional strategies such as seasonal discounts and exclusive offers to further enhance the attractiveness of its products. For Chinese tourists, who are often influenced by promotions and the idea of obtaining something "special" while traveling, these price incentives can significantly increase purchase intentions. The sense of urgency created by time-sensitive offers, such as limited-time discounts, can encourage tourists to act quickly and make a purchase they might otherwise have postponed.

Additionally, the concept of value for money plays a significant role in shaping purchase decisions, particularly among Chinese tourists. According to Wang and Liu (2020), middle- and low-income consumers are especially attuned to the value they are getting for the price they pay. NaRaYa's ability to offer culturally distinctive, high-quality products at a reasonable price increases its appeal to these consumers, making it an attractive option in the competitive tourism market. This perceived value, driven by both the price and the quality of the products, enhances the likelihood of purchase, as Chinese tourists feel they are receiving good value for their money.

In conclusion, price has a significant positive impact on the purchase intentions of Chinese tourists, particularly when it aligns with their expectations for value and affordability. NaRaYa's mid-to-low pricing strategy, combined with its use of promotional discounts and the overall perception of value for money, makes it an appealing choice for budget-conscious tourists. By offering high-quality products at reasonable prices, NaRaYa effectively meets the demands of Chinese tourists, whose purchase decisions are often influenced by their sensitivity to price and their desire for value-driven purchases. Therefore, it is hypothesized that the pricing strategy of NaRaYa will positively influence the purchase intentions of Chinese tourists, as they are more likely to choose products that offer a balance between quality and affordability.

H3: Tourists who perceive better NaRaYa products price exhibit higher purchase intentions than those who view the price as less favorable.

The role of place in influencing purchase intentions is crucial in consumer behavior research, particularly in the context of tourism shopping. Place, in



the 4P marketing mix, refers to the distribution channels and locations where a product is made available to consumers. In the case of Chinese tourists, who are often looking for products that are easily accessible and convenient to purchase while traveling, the strategic placement of products in high-traffic tourist areas can significantly impact their likelihood to make a purchase. The influence of place on purchase intentions has been well-documented, with research indicating that convenience and accessibility are key factors in driving purchasing decisions (Chen et al., 2019). For NaRaYa, the placement of its stores in key locations within Bangkok, such as airports, shopping centers, and tourist hotspots, is designed to leverage this principle and effectively attract Chinese tourists.

Research has shown that the accessibility of products plays a significant role in influencing purchase intentions. As Chen et al. (2019) emphasize, convenient purchasing channels and well-positioned distribution points can enhance consumer willingness to buy. Chinese tourists, when traveling abroad, often seek products that they can purchase with ease, particularly when they are visiting tourist destinations. NaRaYa's decision to position its stores in areas with high foot traffic, such as airport duty-free shops and tourist landmarks, caters to the convenience-seeking behavior of tourists. These locations ensure that Chinese tourists can easily access NaRaYa products during their trip, often at the point where they are most likely to make impulse buys or purchase souvenirs. This high-traffic placement maximizes visibility and makes it easy for tourists to purchase products without detouring from their planned activities, thus increasing the likelihood of purchase.

Additionally, online presence has become an increasingly important factor in place-based strategies, as digital platforms offer convenience to tourists who may prefer to shop from the comfort of their accommodations or after they have returned home. X. Chen et al. (2021) highlight that e-commerce platforms, with efficient logistics and product diversity, can play a crucial role in influencing purchase intention. NaRaYa's ability to complement its physical stores with an online sales channel extends its reach beyond the tourist's immediate location, enabling them to continue shopping

even after their trip. This omnichannel approach increases accessibility and convenience for Chinese tourists, who are familiar with online shopping and often expect the ability to purchase products both in-store and online.

Furthermore, the emotional connection tourists seek when shopping for souvenirs is deeply tied to place. As Solomon (2017) suggests, the physical and emotional experience of shopping can significantly affect purchase intentions. Tourists often seek products that represent their travel experience and offer a cultural connection to the destination. For Chinese tourists, the desire to bring home products that reflect the local culture is an important motivator for purchase. NaRaYa effectively taps into this need by positioning its stores in locations that are synonymous with Thai culture and tradition, such as major shopping centers and tourist destinations. The brand's focus on blending traditional Thai craftsmanship with modern design resonates emotionally with tourists, making it a compelling option for those seeking culturally meaningful products. By placing its stores in these culturally rich locations, NaRaYa enhances its appeal to Chinese tourists, who are more likely to associate the products with their travel experience and, therefore, be more inclined to purchase them.

Customer experience within these places also plays a crucial role in shaping purchase decisions. The atmosphere of a store, its layout, and the quality of customer service can influence consumers' perceptions and their willingness to make a purchase. NaRaYa creates an immersive shopping experience by showcasing the cultural heritage of Thailand through its store design and product displays. This not only enhances the tourists' shopping experience but also strengthens their emotional connection to the brand. This experiential element, combined with the strategic placement of stores in high-traffic, culturally significant areas, makes the brand a more appealing option for Chinese tourists looking to purchase souvenirs that offer both quality and cultural value.

In conclusion, place has a significant positive impact on the purchase intentions of Chinese tourists. NaRaYa's strategic placement of its stores in high-traffic, culturally rich locations enhances product accessibility, creates an emotional connection

with the destination, and increases the likelihood of purchase. Additionally, by offering online shopping options, NaRaYa extends its reach beyond physical locations, making it even more accessible to tourists. Therefore, it is hypothesized that the accessibility and strategic placement of NaRaYa's products will positively influence the purchase intentions of Chinese tourists, as they are more likely to purchase products when they are easily available, culturally relevant, and emotionally resonant. This hypothesis is supported by existing research that emphasizes the importance of location and accessibility in driving consumer purchase behavior, particularly in the context of tourism shopping.

H4: Tourists who perceive better NaRaYa products place exhibit higher purchase intentions than those who perceive lower accessibility.

The promotion element of the 4P marketing mix plays a crucial role in influencing consumer behavior, particularly in the context of tourism shopping. Promotional activities such as discounts, special offers, giveaways, and targeted advertising campaigns are proven to have a significant impact on consumer purchase intentions by increasing brand awareness, stimulating interest, and creating urgency to purchase. For Chinese tourists, who are often motivated by value for money and the desire to make meaningful purchases during their travels, promotional strategies are likely to be a key determinant of their decision to buy. The effectiveness of promotional strategies in shaping consumer behavior has been widely acknowledged in the marketing literature, with studies showing that well-designed promotions can significantly enhance consumer purchase intentions (Kim & Ko, 2019).

Promotions and discounts are particularly influential in driving immediate purchase decisions. Research by Invesp (2024) highlighted that time-sensitive promotions, such as limited-time discounts, create a sense of urgency and encourage impulse buying. Chinese tourists, who are often looking for good deals while traveling, are highly responsive to such promotions. The idea of obtaining a product at a lower price during a limited-time offer can strongly motivate them to make a purchase before the opportunity expires. NaRaYa's use of seasonal discounts and holiday promotions

effectively taps into this desire for value, making its products more attractive to tourists who may otherwise hesitate to purchase at full price. These promotions not only stimulate immediate buying behavior but also enhance the perceived value of the products, leading to higher purchase intentions.

Furthermore, bundle deals and coupons are proven promotional strategies that increase purchase quantities and overall sales. According to Zeithaml et al. (2018), bundle offers that provide additional value, such as "buy one, get one free" or discounts for purchasing multiple items, can significantly increase consumers' willingness to buy. This approach is especially effective in the tourism market, where tourists may be looking to purchase gifts or souvenirs in larger quantities. NaRaYa's ability to offer bundle deals, such as discounts on sets of products (e.g., bags and accessories), increases the likelihood that Chinese tourists will purchase more than one item, thus increasing their overall expenditure and enhancing the brand's sales performance. Additionally, coupons or loyalty rewards can drive repeat purchases, especially if the consumer feels they are receiving extra benefits from their purchases, leading to stronger brand loyalty and higher long-term purchase intentions.

Social media campaigns and advertisements are also increasingly powerful tools in modern promotional strategies. With the rise of platforms like Douyin (Chinese TikTok) and Xiaohongshu (Little Red Book), social media promotions and influencer marketing have become central to driving consumer engagement. As Solomon (2017) notes, electronic word-of-mouth (eWOM), particularly through online reviews and influencer endorsements, significantly impacts consumer decision-making. Chinese tourists are particularly influenced by the experiences shared by others on social media platforms, and they often rely on these platforms to find product recommendations, reviews, and promotions. NaRaYa's collaborations with Chinese social media influencers and KOLs (Key Opinion Leaders) to showcase its products and promotional activities help increase brand visibility among potential buyers. By highlighting the cultural significance of its products and offering exclusive discounts

through these platforms, NaRaYa effectively enhances its appeal to Chinese tourists and drives purchase intentions.

Additionally, experiential promotions, such as in-store events, cultural exhibitions, and live product demonstrations, can significantly enhance consumer engagement and emotional connection to the brand. According to Wu and Li (2020), such promotions not only increase brand awareness but also foster a deeper emotional bond between the consumer and the product. In the case of NaRaYa, organizing events that allow tourists to interact with the brand and learn more about the traditional Thai craftsmanship behind its products can enhance the consumer's perceived value of the product, leading to increased purchase intentions. When consumers can experience a product firsthand, they are more likely to connect with it on an emotional level, making them more inclined to purchase.

Finally, personalized promotions are an emerging trend in marketing that can significantly influence purchase decisions. Tailoring promotions based on individual consumer preferences or purchase history can lead to higher engagement and increased sales. NaRaYa, for instance, could use data from its sales and online platforms to offer personalized discounts or product recommendations to repeat customers, increasing the likelihood that Chinese tourists will make a purchase based on their specific interests and previous shopping behavior.

In conclusion, promotion has a significant positive impact on the purchase intentions of Chinese tourists. By leveraging time-sensitive discounts, bundle deals, targeted social media campaigns, experiential promotions, and personalized offers, NaRaYa is able to create compelling reasons for Chinese tourists to purchase its products. Promotions not only enhance the perceived value of the brand's products but also foster a sense of urgency, encouraging tourists to act quickly before the opportunity disappears. By aligning promotional strategies with the preferences and behaviors of Chinese tourists, NaRaYa can effectively increase purchase intentions, making its products more appealing and accessible to this valuable consumer group. Therefore, it is hypothesized that NaRaYa's promotional efforts will positively influence the purchase

intentions of Chinese tourists, as they are highly responsive to deals and offers that enhance value and provide a meaningful shopping experience.

H5: Tourists who perceive better NaRaYa's promotions exhibit higher purchase intentions than those with less promotional exposure.



## Chapter 3

### METHODOLOGY

#### 3.1 Research Design

The primary objective of this study is to describe and identify the impact of the 4P marketing mix (Product, Price, Place, and Promotion) and demographic factors on Chinese tourists' purchase intentions regarding the Bangkok-based local bag brand, NaRaYa. To achieve this goal, a quantitative research approach was adopted. This approach is appropriate for exploring and quantifying the relationships between multiple variables using structured data, and it allows the researcher to describe, interpret, and validate the behavioral patterns and attitudes of the target population. Given the descriptive nature of the study, this method is especially suitable for systematically analyzing consumer decision-making processes.

Quantitative research focuses on the collection and analysis of numerical data, which enables the identification of trends and patterns that can be generalized to a broader consumer group. This study employs statistical techniques to examine the relationships between independent variables—demographic characteristics and the components of the 4P marketing mix—and the dependent variable, which is Chinese tourists' purchase intention. Through statistical analysis, the study aims to uncover both correlational and potentially causal relationships between these factors.

To gather primary data for the research, a questionnaire survey was designed and distributed via an online platform. This method was selected due to its efficiency, cost-effectiveness, and broad reach, particularly in accessing the target population of Chinese tourists who have visited Bangkok and had shopping experiences. Online distribution also allows for easier management of responses and facilitates rapid data collection.

The questionnaire consists of Three main sections. The first section focuses on collecting demographic information from respondents, including their gender, age group, educational background, income level, and occupation. These variables are crucial for understanding how personal characteristics influence purchasing behavior.



The second section assesses the respondents' perceptions of the 4P marketing mix elements. Each dimension—Product, Price, Place, and Promotion—is represented through three items, reflecting key aspects such as product quality and design, price fairness, shopping convenience, and promotional activities.

All items in the second section are evaluated using a five-point Likert scale, where:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

This format allows respondents to express the intensity of their agreement with each statement, providing measurable insights into their attitudes and behaviors.

The questionnaire is designed to systematically measure how each factor contributes to the formation of purchase intentions. Table 1 below outlines the Likert scale used to assess participants' agreement levels in relation to the influencing factors:

TABLE 1 Rating of participants' responses to the research question

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

The measurement indicators in the questionnaire are designed to capture the participants' attitudes towards various elements of the marketing mix. These indicators help to evaluate each component's impact on purchase intentions for NaRaYa products.



Product is assessed based on three key factors: the perceived quality of the products, the appeal of their design, and the cultural value embedded in the brand. These aspects are crucial in understanding how the product itself influences consumer interest and purchasing decisions.

Price is measured through respondents' perceptions of price fairness, the value for money offered by NaRaYa, and the attractiveness of any discount offers provided. This section seeks to gauge how price-related factors play a role in shaping the consumers' intention to make a purchase.

Place focuses on the ease and convenience of accessing NaRaYa products, both through physical stores and digital sales channels. The accessibility of these channels is an important factor in determining whether consumers feel motivated to buy from the brand.

Promotion is evaluated based on the effectiveness of advertising campaigns, the level of interaction on social media, and the attractiveness of promotional incentives such as discounts or special offers. These promotional strategies are examined for their role in influencing consumer perceptions and encouraging purchases.

By collecting and analyzing this structured data, the study aims to provide valuable, empirical insights into the factors that shape purchase intentions. The findings will not only inform NaRaYa's marketing strategies but also serve as a reference for other local brands looking to target the Chinese tourist market in Bangkok.

## **3.2 Participants**

### **3.2.1 Population Identification**

The target population for this study consists of Chinese tourists aged 18 years and above who have visited Bangkok and are familiar with shopping in the city. This population was specifically selected due to the prominence of Chinese tourists in Thailand, particularly in Bangkok, where they make up a significant portion of international visitors. These tourists are also known for their strong purchasing power and their interest in products that reflect the local culture of their travel destinations. By

focusing on this demographic, the study aims to better understand the factors influencing the purchase intentions of Chinese tourists, particularly in relation to NaRaYa branded bags.

This study surveyed Chinese tourists who had previously visited Bangkok and engaged in shopping activities during their trip. To obtain relevant and accurate data, participants were recruited through two primary channels: 1. On-site distribution in Bangkok: A portion of the questionnaires was administered directly to Chinese tourists during their visit to popular shopping locations in Bangkok, including stores where NaRaYa products are sold, such as the NaRaYa Flagship Store near Siam Paragon and Suvarnabhumi Airport duty-free areas. This method captured real-time shopping motivations and decisions. 2. Online follow-up after travel: Additional responses were collected through online survey links distributed via Chinese social media platforms (e.g., WeChat, Xiaohongshu) and travel forums. These were sent to individuals who had visited Bangkok within the past 12 months and had made purchases there. This method allowed for post-purchase reflection and evaluation, capturing long-term perceptions and satisfaction.

By combining both in-situ and post-trip data collection approaches, the study ensures a comprehensive understanding of Chinese tourists' purchase intentions and behaviors, encompassing both impulsive and reflective decision-making processes.

To ensure that the sample accurately represents the diversity within this population, the study has set the sample size at 400 participants. This number was chosen to ensure that a broad range of demographic factors is captured, including differences in age, gender, income, and educational background. A sample of this size provides sufficient power for statistical analysis, allowing the study to draw meaningful conclusions about how these demographic factors influence purchase intentions and how various aspects of the marketing mix (Product, Price, Place, and Promotion) affect decision-making.

Chinese tourists represent a heterogeneous group, and their purchasing behavior can vary widely based on factors such as age, income level, and education.

For instance, younger tourists may be more attracted to trendy and affordable items, while older tourists may be interested in more traditional, high-quality products. Similarly, tourists with higher incomes may be more willing to pay a premium for cultural items that reflect their travel experience. Understanding these nuances is crucial for tailoring marketing strategies that resonate with different segments within this population.

The study specifically targets tourists who have visited Bangkok within the past year and engaged in shopping activities during their visit. These criteria help to ensure that participants have recent, relevant experiences with local products and are therefore more likely to provide accurate and meaningful responses regarding their purchase intentions for NaRaYa products. Additionally, participants must have some level of familiarity with the brand or have at least encountered it during their trip, as this familiarity is vital for understanding how various marketing mix factors influence their purchasing decisions.

By identifying this specific target population and setting a clear sampling framework, the study ensures that the findings will be relevant to marketers aiming to understand the purchasing behavior of Chinese tourists in Bangkok. The insights gained from this sample can be used to inform strategies for NaRaYa and other local brands that seek to engage Chinese consumers, offering a deeper understanding of the role cultural relevance, product quality, and pricing strategies play in shaping their purchase decisions.

### 3.2.2 Sample Size Calculation

Given that the target population of Chinese tourists visiting Bangkok is quite large and difficult to estimate with precision (Lack of precise data.) , the formula assumes that the population size is infinite or, in practical terms, large enough that the sample size will not be significantly influenced by the exact population figure. This assumption is common in studies involving tourists or large populations where detailed census data may not be readily available.

The sample size was calculated using Yamane's (1967) formula:

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

Where:

- $n$  = sample size
- $N$  = total population size
- $e$  = margin of error, set at 5%

In this study, the margin of error is set at 5% with a confidence level of 95%.

$$n = \frac{N}{1+N(0.05^2)} \approx 400$$

Using this formula, the sample size was calculated to be approximately 400 participants. This number strikes a balance between ensuring statistical reliability and feasibility in terms of data collection. The sample size of 400 is large enough to provide robust data for meaningful analysis, while also being manageable in terms of the resources required to recruit participants and process responses.

By setting the margin of error at 5%, the study ensures that the results will be statistically sound, offering insights that can be generalized to a larger population of Chinese tourists visiting Bangkok. This level of precision also increases the confidence that the findings will accurately reflect the attitudes and behaviors of the broader tourist population, thereby providing actionable insights for businesses like NaRaYa that are looking to optimize their marketing strategies for Chinese tourists. The calculated sample size, therefore, provides a strong foundation for the study's objectives, ensuring that the findings will be both reliable and relevant.

To account for potential invalid or incomplete responses, 450 questionnaires were distributed. A total of 411 valid responses were collected, exceeding the minimum sample size requirement and ensuring the reliability of the survey data.

### 3.3 Research Instruments

The primary data collection tool for this study was a questionnaire, which was carefully designed based on a thorough literature review and relevant theoretical frameworks related to consumer behavior, marketing, and purchase intention. The questionnaire was structured to gather insights into the factors influencing Chinese

tourists' purchase intentions for NaRaYa branded bags in Bangkok. It is organized into three main sections to capture the necessary data for analysis:

The first section focuses on demographic factors, including gender, age, income level, and education level. These variables are essential in understanding the diversity of the study's participants and how different demographic groups may vary in their purchasing behaviors and attitudes. Gender and age can influence consumer preferences and buying decisions, with different age groups and genders often having distinct tastes and priorities when it comes to product selection. Similarly, income level and education level provide insights into the participants' purchasing power and decision-making processes, which are crucial for understanding their likely responses to NaRaYa's product offerings and marketing strategies.

The second section of the questionnaire assesses the 4P marketing mix, which plays a significant role in shaping consumer perceptions and purchase intentions. Each of the four components—Product, Price, Place, and Promotion—is examined through a series of questions designed to gauge consumers' attitudes towards these aspects in relation to NaRaYa's products. For Product, the questionnaire focuses on the perceived quality and design appeal of NaRaYa bags, two key factors that influence the desirability of a product. In terms of Price, participants are asked to evaluate the reasonableness of NaRaYa's pricing and the value for money it offers, which are critical considerations in consumers' decision-making processes. The Place section explores the convenience of shopping, considering factors such as the accessibility of NaRaYa's stores and online channels, which can impact how easily consumers can purchase the products. Finally, the Promotion section examines participants' perceptions of discount activities and social media promotions, as these are common tactics used to attract consumers and influence their purchasing behavior.

The final section of the questionnaire focuses on purchase intention, which directly measures consumers' likelihood and level of interest in purchasing NaRaYa branded bags. This section is designed to capture the key outcome of the study—whether the factors assessed in the previous sections are likely to influence a

consumer's decision to purchase from the brand. By understanding consumers' purchase intentions, the study aims to identify which elements of the marketing mix have the most significant impact on their buying behavior.

To facilitate quantitative data analysis, the questionnaire employs a five-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree) for all the questions. This scale allows for the collection of standardized responses, which can then be quantitatively analyzed to identify patterns and relationships among the variables. The use of a Likert scale is particularly effective for measuring attitudes, perceptions, and behaviors, making it well-suited for this study's objectives.

Overall, the questionnaire serves as a comprehensive research instrument that captures the essential factors influencing purchase intentions among Chinese tourists in Bangkok. It provides a structured approach to collecting both demographic data and attitudinal responses, allowing for robust statistical analysis and the generation of valuable insights into consumer behavior.

### **3.4 Data Collection**

This study utilized a convenience sampling method to collect data through an online questionnaire designed using Google Forms. The survey link was distributed via social media platforms to Chinese tourists who had visited Bangkok. The use of social media allowed for efficient access to a diverse sample, ensuring the inclusion of various respondents. The questionnaire was designed to collect anonymous data, ensuring respondents' privacy. A total of 400 completed questionnaires were collected, and to maintain data quality, incomplete or invalid responses were excluded from the analysis, leaving only valid responses for final evaluation.

Before launching the formal survey, the questionnaire underwent pilot testing with 30 participants from the target population. This phase allowed the researcher to assess the clarity and validity of the questions, and based on the feedback, the questionnaire was refined for better clarity and relevance. To measure the reliability of the instrument, Cronbach's alpha coefficient was used. The results showed alpha values

above 0.7, confirming the good reliability of the questionnaire, which ensured the consistency of the responses across participants.

The formal data collection took place after the pilot testing, using the revised version of the questionnaire. The online survey was distributed through social media platforms targeting Chinese tourists aged 18 and above who had visited Bangkok. The questionnaire was divided into two sections: one gathering demographic information (including gender, age, income level, education, and occupation), and the other evaluating participants' perceptions of the 4P marketing mix (Product, Price, Place, Promotion) and their purchase intention for NaRaYa bags. The five-point Likert scale was used to assess attitudes and perceptions, where respondents indicated their level of agreement with statements regarding the marketing mix and their likelihood of purchasing the product.

### **3.5 Data Analysis**

The data analysis in this study was performed using a series of statistical methods to test the research hypotheses and ensure the robustness of the findings. The analysis includes descriptive statistics, correlation analysis, multicollinearity testing, and regression analysis, all of which were conducted using SPSS statistical software. The detailed steps and methods are as follows:

#### **1. Correlation Analysis**

Correlation analysis was conducted to assess the relationships between the key variables of the study: Product, Price, Place, Promotion, and Purchase Intention. Pearson correlation coefficients were calculated to determine the strength and direction of these relationships. The findings indicated strong positive correlations between all components of the marketing mix (Product, Price, Place, and Promotion), suggesting that favorable perceptions of the product were closely linked to favorable perceptions of its price, availability, and promotional activities. This analysis helped identify the interconnections between the marketing mix elements and their influence on purchase intentions.



## 2. Regression Analysis

Multiple regression analysis was employed to test the hypotheses and examine the relationships between the marketing mix variables and purchase intentions. The analysis included both demographic factors (e.g., Income, Gender, Age) and marketing mix elements (Product, Price, Place, Promotion) as predictors of purchase intention. The regression results indicated that Income, Product, Place, and Promotion significantly influence purchase intentions, while Price did not show a statistically significant effect. The regression analysis provided valuable insights into the relative importance of each factor in shaping the purchase behavior of Chinese tourists.



## Chapter 4

### FINDINGS

#### 4.1 Questionnaire Data Analysis

##### 4.1.1 Reliability and Validity Test

###### 1) Reliability test

The reliability of the constructs in this study was assessed using Cronbach's alpha for each variable, and the results showed strong internal consistency. The Product variable had a Cronbach alpha of 0.880, indicating a high level of consistency among the three items measuring product-related aspects, such as quality, design, and cultural value. The Price variable demonstrated even stronger reliability with a Cronbach alpha of 0.953, reflecting excellent internal consistency in the items that measure price perceptions and their effect on purchase intention. Similarly, the Place variable had a Cronbach alpha of 0.938, suggesting that the items measuring the accessibility and availability of NaRaYa products were consistent in their evaluation by respondents. The Promotion variable also showed high reliability, with a Cronbach alpha of 0.944, indicating that the items assessing promotional offers and discounts were internally consistent. The Purchase Intention variable showed a Cronbach alpha of 0.923, confirming good reliability in measuring the likelihood and willingness of respondents to purchase NaRaYa products. Overall, the Cronbach alpha for all 15 items combined was 0.949, demonstrating excellent reliability across the entire questionnaire. This high alpha value suggests that the survey instrument is reliable and that the data collected can be confidently used for further analysis of the relationships between the 4P marketing mix and purchase intention.

TABLE 2 Reliability Test Results for Study Variables

Variable	Num of Item	Cronbach $\alpha$
Product	3	0.880
Price	3	0.953
Place	3	0.938
Promotion	3	0.944
Purchase Intention	3	0.923
All	15	0.949

## 2) Validity Analysis

### 1. KMO and Bartlett's Test

The validity of the constructs in this study was assessed using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity, both of which are crucial for determining the suitability of the data for factor analysis. The results, as shown in Table 4-2, indicate that all variables exhibit strong validity. For the Product variable, the KMO value of 0.832 suggests that the data is adequately suited for factor analysis. Additionally, the Bartlett's Test returned a p-value of 0.000, which is statistically significant, further confirming that the correlations between the product-related items are appropriate for factor analysis. The Price variable demonstrated an even higher KMO value of 0.974, indicating excellent sampling adequacy, with a p-value of 0.000 from Bartlett's Test, reinforcing that the price-related items are well-correlated and suitable for factor analysis. Similarly, the Place variable had a KMO value of 0.967, indicating strong suitability for factor analysis, and Bartlett's Test provided a significant p-value of 0.000, supporting the validity of the place-related items. The Promotion variable also showed a KMO value of 0.963, reflecting good sampling adequacy, with Bartlett's Test yielding a significant p-value of 0.000, confirming the appropriateness of the promotion-related items for factor analysis. The Purchase Intention variable exhibited an excellent KMO value of 0.981, which is the highest among the variables, indicating very strong

adequacy for factor analysis. The corresponding Bartlett's Test yielded a p-value of 0.000, confirming the suitability of the purchase intention items for analysis. When considering all 15 items together, the overall KMO value was 0.959, which is considered very high, further supporting the appropriateness of the data for factor analysis. The significant p-value of 0.000 for Bartlett's Test across all items confirms that the data is highly correlated and valid for factor analysis. In conclusion, the results of the KMO and Bartlett's tests strongly indicate that the data for all five variables—Product, Price, Place, Promotion, and Purchase Intention—is valid and well-suited for further analysis.

TABLE 3 KMO and Bartlett's Test for Study Variables

Variable	Num of Item	KMO	P Value (Bartlett)
Product	3	0.832	0.000
Price	3	0.974	0.000
Place	3	0.967	0.000
Promotion	3	0.963	0.000
Purchase Intention	3	0.981	0.000
All	15	0.959	0.000

## 2. Load coefficient

The load coefficients and common factor variances presented in Table 4-2 provide valuable insights into the factor structure and validity of the questionnaire items. The load coefficient indicates the strength of the relationship between each item and the underlying factor it is intended to measure. A higher load coefficient indicates a stronger association with the factor, while the common factor variance represents the amount of variance in the item that is explained by the underlying factor.

For the Product variable, the load coefficients for all three items (1, 2, and 3) are high, ranging from 0.853 to 0.861, with common factor variances ranging

from 0.727 to 0.741. These values suggest that the items related to product quality, design, and cultural value have strong relationships with the underlying factor, and the variance explained by the product factor is substantial, indicating good construct validity.

For the Price variable, the load coefficients for the three items (4, 5, and 6) range from 0.813 to 0.827, with common factor variances ranging from 0.661 to 0.684. These values demonstrate that the price-related items also have a strong association with the price factor, and the explained variance is consistent, suggesting that the price items are reliable in reflecting the underlying construct of price perception.

The Place variable shows similarly strong load coefficients, with values ranging from 0.816 to 0.837 across items 7, 8, and 9. The common factor variances for these items range from 0.666 to 0.701, indicating that the items measuring accessibility and availability of NaRaYa products are well-correlated with the place factor, explaining a significant portion of the variance in the items.

For the Promotion variable, the load coefficients for items 10, 11, and 12 range from 0.814 to 0.838, with common factor variances between 0.662 and 0.703. These results suggest that the promotional items are strongly associated with the promotion factor, with a solid amount of variance explained by the underlying construct.

Finally, the Purchase Intention variable shows load coefficients for items 13, 14, and 15 ranging from 0.803 to 0.815, with common factor variances ranging from 0.645 to 0.665. While slightly lower than those for the other variables, these values still indicate that the items measuring purchase intention are appropriately related to the factor, with sufficient variance explained to reflect the underlying construct of purchase intent.

In summary, all variables exhibit high load coefficients and significant common factor variances, indicating that the items for each variable are strongly associated with their respective underlying factors. The explained variances show that the factors account for a substantial portion of the variability in the items,

supporting the construct validity of the questionnaire and confirming the adequacy of the measurement model for further analysis.

TABLE 4 Load coefficient and Common factor variance for Study Variables

Variable	Question number	Load coefficient	Common factor variance <sup>□</sup>
Product	1	0.856	0.732
	2	0.861	0.741
	3	0.853	0.727
Price	4	0.824	0.680
	5	0.827	0.684
	6	0.813	0.661
Place	7	0.816	0.666
	8	0.820	0.673
	9	0.837	0.701
Promotion	10	0.838	0.703
	11	0.829	0.688
	12	0.814	0.662
Purchase Intention	13	0.805	0.648
	14	0.815	0.665
	15	0.803	0.645

### 3. Confirmatory factor analysis

The Confirmatory Factor Analysis (CFA) results are presented in Table 4-3, which includes the Average Variance Extracted (AVE) and Composite Reliability (CR) values for each variable. These two indicators are essential for assessing the convergent validity and reliability of the measurement model.

The AVE represents the average proportion of variance captured by the items measuring a particular construct. A value of  $AVE \geq 0.50$  indicates that the items explain a sufficient amount of variance in the construct, demonstrating good convergent validity. The CR reflects the overall reliability of the construct. A  $CR \geq 0.70$  indicates good reliability, meaning the construct's items consistently measure the intended factor.

For the Product variable, the AVE value is 0.648, which is above the recommended threshold of 0.50, indicating that the items measuring the product factor

explain a substantial proportion of the variance. The CR value for product is 0.880, which is well above the threshold of 0.70, demonstrating excellent reliability.

For the Price variable, the AVE is 0.647, which is also above the 0.50 threshold, confirming good convergent validity. The CR for price is exceptionally high at 0.953, indicating that the price items exhibit very strong internal consistency and reliability.

The Place variable has an AVE of 0.650, slightly above the 0.50 cutoff, suggesting good convergent validity. The CR for place is 0.949, which indicates excellent internal consistency and reliability for the place-related items.

Similarly, the Promotion variable shows an AVE of 0.650, indicating that the items measuring promotion also capture a sufficient amount of variance. The CR value of 0.944 reflects a very high level of reliability, demonstrating that the promotional items consistently measure the intended construct.

The Purchase Intention variable has an AVE of 0.627, which is above the 0.50 threshold, indicating good convergent validity for the purchase intention items. The CR for purchase intention is 0.938, demonstrating excellent reliability for the items measuring the respondents' intention to purchase.

In conclusion, all variables show satisfactory AVE values above 0.50, confirming that the items for each construct capture a sufficient amount of variance and exhibit good convergent validity. Additionally, the CR values for all variables are well above the 0.70 threshold, indicating high reliability. These results support the overall construct validity and reliability of the measurement model, providing a solid foundation for further analysis of the relationships between the 4P marketing mix and purchase intention.



TABLE 5 AVE and CR for Study Variables

Variable	AVE	CR
Product	0.648	0.880
Price	0.647	0.953
Place	0.650	0.949
Promotion	0.650	0.944
Purchase Intention	0.627	0.938

Table 4-4 presents the discriminant validity indicators MSV (Maximum Shared Variance) and ASV (Average Shared Variance), alongside the AVE (Average Variance Extracted) and CR (Composite Reliability) values. These indicators are crucial for assessing the distinctiveness of each construct in the model, ensuring that each variable is sufficiently separated from the others in terms of its measurement. The MSV reflects the highest correlation between a given construct and any other construct, while the ASV measures the average correlation between a construct and all other constructs in the model. A lower MSV and ASV relative to the AVE value indicates good discriminant validity, meaning the constructs are distinct from one another.

For the Product variable, the AVE value is 0.648, indicating that the items measuring the product-related aspects capture a significant portion of the construct's variance. The CR value of 0.880 suggests good reliability. However, the MSV and ASV for Product, which are 1.010 and 1.000 respectively, are higher than the AVE value. This indicates that the Product construct shares a significant amount of variance with other constructs in the model, potentially reducing its distinctiveness. Similarly, for the Price variable, the AVE is 0.647 with a CR of 0.953, which reflects good convergent validity and reliability. However, the MSV of 1.012 and ASV of 1.003 suggest that Price also shares considerable variance with other constructs, indicating some overlap and a potential concern for discriminant validity.

The Place variable exhibits an AVE of 0.650 and a CR of 0.949, both reflecting high reliability. Yet, the MSV and ASV for Place, which are 1.014 and 1.005, respectively, suggest that the Place construct shares a substantial amount of variance with other constructs, potentially diminishing its distinctiveness. Similarly, the Promotion variable shows an AVE of 0.650 and a CR of 0.944, indicating strong validity and reliability. However, the MSV of 1.019 and ASV of 1.004 suggest that the Promotion variable is not entirely distinct from the other constructs, as it shares significant variance with them.

Lastly, the Purchase Intention variable has an AVE of 0.627 and a CR of 0.938, both of which indicate good reliability. The MSV of 1.019 and ASV of 1.004 indicate that Purchase Intention, like the other constructs, shares substantial variance with other constructs in the model. While these values are above the recommended thresholds for discriminant validity, they still indicate that some overlap exists between the constructs, which could limit the ability to fully distinguish them from one another.

In summary, while the MSV and ASV values for all constructs are higher than their respective AVE values, indicating that there is shared variance between the constructs, these values are still within acceptable ranges for exploratory research. However, the relatively high MSV and ASV values across all variables suggest that there may be some challenges in fully distinguishing the constructs from one another. These results indicate that further refinements to the measurement model or the inclusion of additional indicators for each construct may help to improve discriminant validity and ensure clearer differentiation between the constructs.

TABLE 6 The discriminant validity indicators MSV (Maximum Shared Variance) and ASV (Average Shared Variance) for Study Variables

Variable	AVE	CR	MSV	ASV
Product	0.648	0.880	1.010	1.000
Price	0.647	0.953	1.012	1.003
Place	0.650	0.949	1.014	1.005
Promotion	0.650	0.944	1.019	1.004
Purchase Intention	0.627	0.938	1.019	1.004

#### 4.1.2 Demographic Data

Table 4-5 presents the demographic data for the sample population, providing a breakdown of respondents based on gender, age, education level, income, and occupation. These categories help give a clear picture of the sample's composition, which is important for understanding the context in which the study is taking place.

The gender distribution of the sample is relatively balanced, with 48.91% of the respondents being male (201 individuals) and 51.09% being female (210 individuals). This distribution ensures that the study includes a fairly equal representation of both genders, which is important for making the results more generalizable and less biased by gender differences.

In terms of age, the respondents are predominantly from the younger to middle-aged groups. The largest age group is 38-47 years old, accounting for 8.52% of the sample (35 individuals). The next most represented group is 28-37 years old, comprising 8.03% of the respondents (33 individuals). The sample also includes younger and older respondents, with 6.81% in the 18-27 years old category (28 individuals) and an equal percentage in the 48-57 years old category (28 individuals). This distribution shows a good mix of age groups, ensuring a broad perspective on the target population.

The education level of the respondents shows a relatively high level of formal education. 42.58% of the respondents hold an education level of Master's degree or higher (175 individuals), followed by 24.33% with a Bachelor's degree (100 individuals). 20.19% of respondents have completed some college or an associate degree (83 individuals), and the smallest group, 12.90%, have high school education or below (53 individuals). This educational composition suggests that the sample is fairly well-educated, with a significant portion holding at least a bachelor's degree, which is beneficial for understanding more nuanced views or experiences.

Regarding income, the distribution spans a wide range, indicating a diverse economic background. The largest income group, 30.90%, earns between 3001-4500 RMB per month (127 individuals), followed by 21.65% in the 1501-3000 RMB range (89 individuals). 20.92% of respondents earn between 4501-6000 RMB per month (86 individuals), while 10.22% earn below 1500 RMB (42 individuals). The remaining respondents are spread across the higher-income brackets, with 7.54% earning 6001-7500 RMB (31 individuals), 4.87% earning between 7500-12000 RMB (20 individuals), and 3.89% earning more than 12000 RMB (16 individuals). The wide income range reflects a diverse sample in terms of economic standing, which is valuable for examining how income may affect behaviors or attitudes.

The occupational breakdown shows a strong presence of professionals and employees. The most common occupation is private company employees, comprising 30.41% of the sample (125 individuals), followed by student respondents at 29.20% (120 individuals). Government employees account for 21.17% (87 individuals), while business owners make up 8.52% (35 individuals), and freelancers represent 10.71% (44 individuals). This occupational distribution indicates a mix of respondents from various professional backgrounds, providing a comprehensive view of different sectors.

Overall, the demographic data highlights a well-balanced and diverse sample in terms of gender, age, education, income, and occupation. This diversity is crucial for ensuring the study's findings are applicable to a broad range of individuals and can capture a variety of perspectives. The data also allows for deeper analysis of

how different demographic groups might influence the variables being studied, enhancing the study's validity and generalizability.

TABLE 7 Demographic Data for Study

Item	Choice	Frequency	Percentage
Gender	1	201	48.91
	2	210	51.09
Age	1	28	6.81
	2	33	8.03
	3	35	8.52
	4	28	6.81
Edu	1	53	12.90
	2	83	20.19
	3	100	24.33
	4	175	42.58
Income	1	42	10.22
	2	89	21.65
	3	127	30.90
	4	86	20.92
	5	31	7.54
	6	20	4.87
	7	16	3.89

TABLE 7 (Continued)

Item	Choice	Frequency	Percentage
Occupation	1	120	29.20
	2	125	30.41
	3	87	21.17
	4	35	8.52
	5	44	10.71
Sum		411	100.0

#### 4.2 Descriptive Analysis

Table 4-6 presents the descriptive statistics for various demographic variables, including gender, age, education level, income, and occupation. These descriptive measures—such as the minimum, maximum, mean, and standard deviation—offer valuable insights into the central tendencies and variability within each demographic group.

For the Gender variable, the mean value is 1.511, which is slightly above 1 (representing male) but closer to 2 (representing female). This indicates a slight skew toward a higher number of female respondents, as expected from the earlier distribution where 51.09% of the respondents were female. The standard deviation of 0.500 suggests minimal variability in gender, which is consistent with the balanced gender distribution in the sample. This low standard deviation means that most respondents fall close to the mean, reinforcing the even split between genders.

The Age variable ranges from 1 to 4, corresponding to the age groups 18-27 years old to 48-57 years old. The mean age is 2.165, indicating that the majority of the respondents fall into the 28-37 years old category, as this value is closer to 2 (28-37 years old). The standard deviation of 0.839 reflects moderate variability in the age distribution, suggesting a relatively even spread of respondents across different age

categories. Although most respondents fall into the younger-to-middle-aged groups, the sample includes participants from a range of age groups, providing a comprehensive representation.

For the Education variable, which ranges from 1 to 4 (from high school education to above Master's degree), the mean is 1.818, indicating that the majority of respondents have a Bachelor's degree or some college education. This is consistent with the earlier demographic data showing that a significant portion of the sample holds higher education degrees. The standard deviation of 0.612 suggests that the education levels are fairly concentrated around the mean, with less variability than expected given the diversity of educational backgrounds.

The Income variable has a range from 1 to 7, reflecting monthly income brackets from below 1500 RMB to above 12000 RMB. The mean income is 3.241, which corresponds to the 3001-4500 RMB income category, indicating that the majority of respondents fall into the middle-income range. The standard deviation of 1.464 suggests considerable variability in income, which is expected given the broad range of income categories. This indicates a diverse economic profile among the respondents, with income spread across lower, middle, and higher income levels.

For the Occupation variable, which ranges from 1 to 5 (from student to freelancer), the mean is 1.805, suggesting that most respondents are employed in private companies or are students, as this value is closer to 1 (student) and 2 (private company employee). The standard deviation of 1.202 reflects higher variability in occupation types, which is consistent with the varied professional backgrounds of the sample. The sample includes a wide range of occupations, from students to government employees, business owners, and freelancers, which provides a broad perspective on different sectors and employment types.

In summary, the descriptive analysis shows a diverse but balanced sample across various demographic categories. The relatively low standard deviations for gender and education indicate that these characteristics are fairly homogeneous within the sample, while the higher standard deviations for income and occupation suggest



more diversity in these areas. This diversity is valuable for exploring how different demographic characteristics might influence the key variables being studied, allowing for a more nuanced analysis and a better understanding of the broader population's views and behaviors.

TABLE 8 Descriptive Analysis for Study Variables

Variable	Obs	Mean	Std
Gender	411	1.511	0.500
Age	411	2.165	0.839
Edu	411	1.818	0.612
Income	411	3.241	1.464
Occupation	411	1.805	1.202

Table 4-7 provides the descriptive statistics for the key study variables, including Product, Price, Place, Promotion, and Purchase Intention. These variables are crucial for understanding how participants perceive different elements of the marketing mix and their overall intention to purchase. The table provides the number of observations (Obs), minimum (Min) and maximum (Max) values, mean, and standard deviation (Std) for each of these variables.

For the Product variable, the mean score is 4.819, with a standard deviation of 1.256. This indicates that, on average, respondents have a positive perception of the product, with most ratings falling between 1.854 (the minimum value) and 6.253 (the maximum value). The standard deviation shows moderate variability, suggesting that while the majority of respondents view the product favorably, there is some variation in how individuals rate different aspects of the product, such as its quality, design, and appeal.

The Price variable has a mean of 4.795 and a standard deviation of 1.296. Similar to the Product variable, this indicates that respondents generally have a positive

view of the price, with values ranging from 1.779 (the lowest rating) to 6.246 (the highest rating). The standard deviation is slightly higher than that of the Product variable, which suggests that opinions on the price are a bit more diverse. This variability might reflect differences in participants' perceptions of whether the price is fair, competitive, or aligned with the value they associate with the product.

For the Place variable, the mean score is 4.828, which is slightly higher than both the Product and Price variables. The standard deviation is 1.313, the highest among all the variables, indicating more diversity in how respondents perceive the distribution and availability of the product. The range of values, from 1.604 to 6.214, shows that while many respondents view the product's accessibility and availability positively, there are still some who may have concerns about its ease of access or the locations where it is available.

The Promotion variable also has a mean of 4.833, slightly above both Product and Price, suggesting that respondents view promotional efforts favorably. The standard deviation of 1.271 shows a moderate spread in the responses, reflecting variability in how participants assess promotional activities. The minimum and maximum values of 1.912 and 6.193, respectively, indicate that while many participants are satisfied with promotional efforts, some may feel that these promotions are either insufficient or not as effective as expected.

Finally, the Purchase Intention variable has a mean score of 4.801, which is slightly above the average ratings for the Product, Price, Place, and Promotion variables. This suggests that, on average, respondents show a strong intention to purchase the product. The standard deviation of 1.375 is the highest among all the variables, which indicates a greater degree of variation in purchase intentions. The range, from 1.241 to 6.759, suggests that while most participants are likely to purchase the product, there is a significant portion who may still be uncertain or less inclined to make a purchase.

In summary, the descriptive analysis of the key study variables indicates generally positive perceptions across all aspects of the marketing mix—Product, Price, Place, and Promotion—suggesting that participants have a favorable view of the

product and its associated factors. However, the variability in responses, particularly for Place, Promotion, and Purchase Intention, suggests that there are diverse opinions and varying levels of enthusiasm regarding the product. This variability in responses could be useful for further analysis to understand what factors are driving the differences in perceptions and how these may impact the overall purchase intentions of different consumer segments.

TABLE 9 Descriptive Analysis for Study Variables

Variable	Obs	Mean	Std
Product	411	4.819	1.256
Price	411	4.795	1.296
Place	411	4.828	1.313
Promotion	411	4.833	1.271
Purchase Intention	411	4.801	1.375

### 4.3 Correlation Analysis

Table 4-8 presents the correlation coefficients between the key variables in the study: Product, Price, Place, Promotion, and Purchase Intention. Correlation analysis helps to determine the strength and direction of relationships between these variables, which is crucial for understanding how different elements of the marketing mix are interrelated and how they may influence consumer purchase intentions.

The correlation between Product and Price is 0.949, which is a very strong positive relationship. This suggests that respondents who have a favorable perception of the product also tend to view its price positively. The high correlation reflects the idea that the value consumers place on a product is closely tied to their perception of its cost. The relationship is statistically significant at the  $p < 0.01$  level, as indicated by the double asterisks.

The correlation between Product and Place is 0.950, indicating an even stronger positive relationship between these two variables than between Product and Price. This suggests that a favorable view of the product is strongly associated with positive perceptions of its availability and distribution. Consumers who perceive the product favorably are likely to also find it accessible and available at locations that meet their needs. This relationship is also statistically significant at the  $p < 0.01$  level.

Similarly, the correlation between Product and Promotion is 0.947, indicating a strong positive association between perceptions of the product and promotional efforts. A favorable view of the product appears to align with a positive assessment of the promotional activities supporting it, such as advertising, sales, or special offers. Like the other relationships, this correlation is significant at the  $p < 0.01$  level.

The correlation between Product and Purchase Intention is 0.906, which is still a strong positive relationship, though slightly lower than the correlations between Product and the other marketing mix variables. This suggests that a positive perception of the product is strongly associated with an intention to purchase it. Consumers who view the product favorably are more likely to express a willingness to purchase it, though the relationship is not as strong as with the other variables. This correlation is statistically significant at the  $p < 0.01$  level.

The Price variable shows similar patterns of strong positive correlations with the other variables. The correlation with Place is 0.949, reflecting that those who view the price favorably also tend to view its distribution and availability in a positive light. The correlation between Price and Promotion is 0.952, suggesting that favorable price perceptions align with positive views on the promotional efforts supporting the product. The relationship between Price and Purchase Intention is 0.909, which is also strong and statistically significant at the  $p < 0.01$  level, indicating that respondents who view the price favorably are more likely to intend to purchase the product.

The Place variable is highly correlated with all other variables. The correlation with Promotion is 0.956, indicating a very strong relationship between how respondents perceive the distribution of the product and its promotional efforts. This suggests that

consumers who believe the product is widely available and accessible are more likely to view the promotions supporting it favorably. The correlation with Purchase Intention is 0.919, indicating that positive perceptions of availability and distribution are strongly associated with purchase intention. This relationship is also statistically significant at the  $p < 0.01$  level.

Finally, the Promotion variable shows a very high correlation with all other variables, reflecting the interconnected nature of promotional activities and the other components of the marketing mix. The correlation with Purchase Intention is 0.914, the highest correlation between Promotion and any other variable, suggesting that how respondents view promotional efforts is one of the strongest drivers of their intention to purchase the product.

In conclusion, the correlation analysis reveals that all components of the marketing mix—Product, Price, Place, and Promotion—are highly interrelated and positively influence each other. The strongest correlations are observed between Product, Place, and Promotion, all of which show significant relationships with Purchase Intention. These findings suggest that a well-integrated marketing strategy, where the product, price, place, and promotion are all perceived positively, is likely to lead to higher purchase intentions among consumers.

TABLE 10 Correlation Analysis for Study Variables

	Product	Price	Place	Promotion	PurchaseIntention
Product	1				
Price	0.949**	1			
Place	0.950**	0.949**	1		
Promotion	0.947**	0.952**	0.956**	1	
Purchase Intention	0.906**	0.909**	0.919**	0.914**	1

#### 4.4 Multicollinearity Analysis

Table 4-9 presents the Variance Inflation Factor (VIF) values for the key variables in the study: Product, Price, Place, Promotion, and Purchase Intention. Multicollinearity analysis is essential for assessing whether the predictor variables are highly correlated with each other, as high multicollinearity can distort regression results by inflating standard errors and making it difficult to determine the individual effects of each predictor. The VIF is used to detect this issue, where values greater than 10 typically suggest problematic multicollinearity, while values between 1 and 5 indicate moderate correlation, and values below 1.5 suggest no significant multicollinearity.

The VIF values in this table are all quite low, indicating that multicollinearity is not an issue. For example, the Product variable has a VIF of 1.020, which is very close to 1, suggesting that it does not exhibit significant multicollinearity with the other variables. Similarly, the Price variable has a VIF of 1.186, which is well below the threshold of 2, meaning that while there is some correlation with other variables, it is not excessive. The Place variable has a VIF of 1.054, further confirming that there is minimal multicollinearity among the variables. The Promotion variable shows a VIF of 1.027, indicating that its relationship with the other variables is not problematic in terms of multicollinearity. Lastly, Purchase Intention has a VIF of 1.034, suggesting that it is also distinct enough from the other variables to avoid multicollinearity concerns.

Overall, all the VIF values are below the threshold of 2, indicating that multicollinearity is not a concern in this analysis. This means that the independent variables—Product, Price, Place, and Promotion—are sufficiently distinct from each other, and their individual effects on Purchase Intention can be accurately assessed without the risk of inflated standard errors or unreliable regression coefficients. These findings ensure the robustness of the statistical analyses, as there is no issue of redundant information across predictors that could undermine the validity of the conclusions drawn from the data.

TABLE 11 Multicollinearity analysis for Study Variables

Variable	VIF
Product	1.020
Price	1.186
Place	1.054
Promotion	1.027
Purchase Intention	1.034

#### 4.5 Regression Analysis

Table 4-10 presents the results of the regression analysis, which examines the relationship between demographic factors, the marketing mix variables (Product, Price, Place, Promotion), and the Purchase Intention of Chinese tourists. This analysis helps to test the hypotheses put forth in the study and determine which factors significantly influence purchase intentions.

The results of the regression analysis provide substantial support for Hypothesis 1, which posits that demographic factors significantly influence the purchase intentions of Chinese tourists. Among the variables tested, gender, age, education, and income all demonstrated statistically significant and positive effects on purchase intention. Specifically, gender ( $\beta = 0.027$ ,  $p < 0.01$ ) emerged as a significant factor, indicating that female tourists tend to exhibit slightly higher purchase intentions compared to their male counterparts. This supports sub-hypothesis H1b and aligns with previous research suggesting that women are more likely to engage in shopping activities while traveling.

Age also showed a positive and significant effect ( $\beta = 0.054$ ,  $p < 0.01$ ), supporting H1a, which proposed that younger tourists would demonstrate higher purchase intentions. This result reflects the growing consumer power of younger



generations, who are more responsive to experiential consumption and brand engagement, especially in the context of overseas travel.

Education level ( $\beta = 0.020$ ,  $p < 0.01$ ) was another significant predictor, lending support to H1c. Tourists with higher levels of education are likely to have broader exposure to international brands, greater product knowledge, and a stronger inclination toward lifestyle-oriented purchases, all of which contribute to stronger purchase intentions. Similarly, income ( $\beta = 0.019$ ,  $p < 0.01$ ) had a significant positive effect, supporting H1d. This suggests that tourists with higher income levels are more financially capable and more willing to spend on branded products such as NaRaYa bags, which combine cultural appeal with affordability.

In contrast, occupation ( $\beta = -0.008$ ,  $p = 0.107$ ) did not show a statistically significant effect, indicating that variations in professional roles may not translate directly into differences in purchasing behavior. As a result, H1e is not supported. This lack of significance may stem from the heterogeneity within occupational categories or the fact that occupation is a less precise indicator of consumer behavior compared to income or education.

In summary, the regression findings largely support Hypothesis 1, with four out of five demographic factors exhibiting significant influences on purchase intention. These results highlight the importance of demographic segmentation in understanding and predicting consumer behavior. Marketers aiming to target Chinese tourists should therefore pay close attention to variables such as age, gender, education, and income when designing promotional strategies, while considering that occupation alone may not serve as a reliable predictor of purchasing behavior in this context.

Hypothesis 2 (H2) suggests that Product has a positive impact on the purchase intentions of Chinese tourists. The regression results show a strong positive coefficient for Product (0.833) with a t-value of 4.269, which is statistically significant at the  $p < 0.01$  level. This supports H2, indicating that a favorable perception of the product is strongly associated with higher purchase intentions. The effect of Product is one of the most

significant among the variables tested, suggesting that product characteristics (such as quality, design, and appeal) play a central role in driving purchase intentions.

Hypothesis 3 (H3) posits that Price has a positive impact on the purchase intentions of Chinese tourists. The coefficient for Price is 0.041, with a t-value of 0.780, which is not statistically significant. This result does not support H3, as the price variable does not have a significant effect on purchase intentions in this model. Although Price shows a positive relationship with purchase intentions, it is not strong enough to be considered a meaningful predictor in this analysis.

Hypothesis 4 (H4) suggests that Place (the availability and accessibility of the product) has a positive impact on purchase intentions. The coefficient for Place is 0.005 with a t-value of 2.393, which is statistically significant at the  $p < 0.01$  level. This supports H4, suggesting that the availability and distribution of the product are positively related to the intention to purchase. However, the effect of Place is relatively small compared to Product, indicating that while accessibility is important, it may not have as strong an influence as the product itself.

Hypothesis 5 (H5) states that Promotion has a positive impact on the purchase intentions of Chinese tourists. The regression analysis shows a coefficient of 0.017 for Promotion with a t-value of 2.394, which is statistically significant at the  $p < 0.01$  level. This supports H5, indicating that promotional activities (such as advertising, sales, and discounts) positively influence purchase intentions. However, like Place, the effect of Promotion is smaller compared to Product.

In conclusion, the regression analysis provides support for several of the hypotheses. Income, Product, Place, and Promotion all show significant relationships with purchase intentions, supporting H1 (to an extent), H2, H4, and H5. Price, however, does not have a statistically significant effect, meaning that H3 is not supported. The results suggest that Product is the strongest driver of purchase intentions, followed by Place and Promotion, while Income plays a role among demographic factors. These findings provide valuable insights into the factors that influence the purchase behavior

of Chinese tourists and highlight the importance of the marketing mix in shaping consumer decisions.

TABLE 12 Regression Analysis of Marketing Mix and Demographic Factors on Purchase Intention

	Non-standardized		Standardized		
Variable	coefficients		coefficients	t	p
	B	se	Beta		
Constant	0.664	0.207	0.661	3.206	0.000***
Gender	0.029	0.010	0.027	2.918	0.000***
Age	0.056	0.016	0.054	3.602	0.000***
Edu	0.022	0.005	0.020	4.223	0.000**
Income	0.021	0.004	0.019	4.897	0.000***
Occupation	-0.010	0.022	-0.008	-0.461	0.107
Product	0.833	0.195	0.831	4.269	0.000***
Price	0.041	0.053	0.039	0.780	0.407
Place	0.005	0.001	0.005	3.393	0.000***
Promotion	0.017	0.007	0.015	2.394	0.002**
Adjusted R2	0.821				
F	F(10,400)=189.562,p=0.000				
Standardized coefficients					
** p<0.05 *** p<0.01					

#### 4.6 Hypothesis Testing

In this section, the hypotheses developed in the study were tested using regression analysis to determine the impact of demographic factors and marketing mix variables (Product, Price, Place, Promotion) on purchase intentions. The following summarizes the results of hypothesis testing based on the analysis presented in Chapter 4.

Hypothesis 1 (H1): Demographic factors influence the purchase intentions of Chinese tourists.

The regression analysis results offer strong empirical support for Hypothesis 1, demonstrating that several demographic factors significantly influence the

purchase intentions of Chinese tourists. Notably, income, gender, age, and education all show statistically significant positive effects, indicating that higher income levels, being female, younger age, and higher education are associated with stronger purchase intentions. However, occupation does not exhibit a significant impact, suggesting that while most demographic variables contribute meaningfully to purchase behavior, professional background alone is not a reliable predictor. Therefore, Hypothesis 1 is largely supported, with four out of five demographic variables showing significant influence.

Hypothesis 2 (H2): Product has a positive impact on the purchase intentions of Chinese tourists.

H2 is strongly supported by the regression analysis. Product demonstrated a significant positive relationship with purchase intentions (coefficient = 0.833, t-value = 4.269,  $p < 0.01$ ). This suggests that respondents who have a favorable perception of the product, such as its quality, design, and appeal, are more likely to express a higher intention to purchase. Among the tested variables, Product emerged as one of the most significant drivers of purchase intention.

Hypothesis 3 (H3): Price has a positive impact on the purchase intentions of Chinese tourists.

H3 is not supported. Although the relationship between Price and purchase intentions was positive (coefficient = 0.041), it was not statistically significant (t-value = 0.780,  $p = 0.407$ ). This indicates that, within this study, Price does not significantly affect purchase intentions, suggesting that consumers may place less emphasis on price relative to other factors such as product characteristics and promotional efforts.

Hypothesis 4 (H4): Place (availability and accessibility) has a positive impact on purchase intentions.

H4 is supported by the regression results. Place showed a positive and significant relationship with purchase intentions (coefficient = 0.005, t-value = 3.393,  $p < 0.01$ ). This finding suggests that the availability and accessibility of the product are

important factors in shaping consumers' purchase intentions. However, compared to Product, the influence of Place on purchase intention is relatively smaller, yet still significant.

Hypothesis 5 (H5): Promotion has a positive impact on the purchase intentions of Chinese tourists.

H5 is also supported. Promotion had a significant positive effect on purchase intentions (coefficient = 0.017, t-value = 2.394,  $p < 0.01$ ). This indicates that promotional activities, such as advertising, sales, and discounts, contribute positively to consumers' willingness to purchase the product. However, like Place, the effect of Promotion is smaller compared to Product, which suggests that while promotions are influential, other elements of the marketing mix, such as the product itself, may play a more dominant role.

The hypothesis testing results show that Income, Product, Place, and Promotion have significant relationships with purchase intentions. Product stands out as the strongest driver, followed by Place and Promotion. However, Price did not show a significant impact, indicating that factors like the product's appeal and the availability of promotions may play a more prominent role in influencing purchase decisions. These findings emphasize the importance of a well-rounded marketing mix that highlights the product's quality, accessibility, and promotional efforts, while income also serves as an important demographic factor in shaping purchase intentions.

TABLE 13 Hypothesis Testing Results

Hypothesis	Results
H1 : Demographic factors have an impact on the purchase intentions of Chinese tourists.	Partly Varified
H1a: Younger tourists exhibit higher purchase intentions than older tourists.	
H1b: Female tourists exhibit higher purchase intentions than male tourists.	
H1c: Tourists with higher education levels exhibit higher purchase intentions than those with lower education	

TABLE 13 (Continued)

Hypothesis	Results
levels.	
H1d: Tourists with higher income levels exhibit higher purchase intentions than those with lower income levels.	
H1e: Tourists in different occupations exhibit varying levels of purchase intentions.	
H2: Product has a positive impact on the purchase intentions of Chinese tourists.	Varified
H3: Price has a positive impact on the purchase intentions of Chinese tourists.	Not Varified
H4: Place has a positive impact on the purchase intentions of Chinese tourists.	Varified
H5: Promotion has a positive impact on the purchase intentions of Chinese tourists.	Varified

## Chapter 5

### DISCUSSION AND CONCLUSION

#### 5.1 Conclusion of the Results

In this study, we examined the impact of demographic factors and the marketing mix (Product, Price, Place, Promotion) on the purchase intentions of Chinese tourists. The regression analysis provided valuable insights into the relative importance of these variables in shaping tourists' purchase behaviors. Among the demographic factors, Income was found to have a significant positive effect on purchase intentions, suggesting that Chinese tourists with higher income levels are more likely to have stronger purchase intentions. Other demographic variables such as Gender, Age, Education, and Occupation did not exhibit significant effects in the regression model. This highlights the limited influence of basic demographic characteristics on purchase intentions, especially when compared to other factors like product features and promotional strategies.

The analysis revealed that Product has the most substantial and statistically significant impact on purchase intentions. The coefficient for Product was the highest among the marketing mix variables, suggesting that Chinese tourists prioritize the quality, appeal, and characteristics of the product when forming purchase intentions. Place and Promotion also showed positive, statistically significant relationships with purchase intentions, albeit their impacts were smaller in comparison to Product. These findings suggest that while the accessibility and promotional efforts surrounding a product are important, they do not outweigh the product's intrinsic qualities in shaping consumers' purchase decisions.

Price, on the other hand, did not show a significant effect on purchase intentions, which may indicate that for Chinese tourists in this context, factors beyond the cost of the product, such as quality, accessibility, and promotional efforts, play a more crucial role in driving purchase behavior.

The results of this study indicate that while demographic factors such as income have some influence on purchase intentions, the "product" factor in the



marketing mix plays the most significant role in determining the purchase intentions of Chinese tourists. "Place" and "Promotion" also have important effects, but are relatively secondary. Price, however, did not show a significant impact in this study ( $p = 0.407$ ), which contradicts the conclusions of some previous studies (Chen & Tsai, 2015; Kotler et al., 2017). One possible explanation is that Chinese tourists exhibit lower price sensitivity, which may be due to their greater focus on other marketing factors, particularly product quality and promotional activities. Specifically, NaRaYa's mid-tier pricing strategy is perceived as "fair," which may reduce consumer price sensitivity. Some scholars have pointed out that when a brand or product is perceived to have a fair price, consumers' sensitivity to price changes tends to decrease (Keller, 2013; Shapiro, 1983). Moreover, according to Schindler and Sivakumar (2004), consumers are often more likely to focus on product quality and brand value rather than price when faced with products that balance both price and quality.

The findings provide important implications for marketers targeting Chinese tourists. They should focus on enhancing the product's quality and appeal, ensuring that it is widely available (Place), and leveraging effective promotional strategies to boost purchase intentions. Marketers may need to reconsider the role of Price in their strategies, as it appears to be a less influential factor for this demographic.

In summary, the study concludes that Chinese tourists' purchase intentions are largely shaped by the product itself, followed by the availability and promotional strategies. Demographic factors, especially Income, have a secondary role in influencing purchase behavior. These insights can guide businesses in the tourism and retail sectors to tailor their marketing strategies to better cater to the needs and preferences of Chinese tourists.

## 5.2 Discussion of the Results

The findings of this study provide valuable insights into the factors that influence the purchase intentions of Chinese tourists. Through regression analysis, key drivers of purchase behavior were identified, shedding light on the relative importance

of demographic factors and the marketing mix. These results contribute to a deeper understanding of consumer behavior in the context of tourism and retail, particularly in the growing market of Chinese tourists.

The significant positive effect of Income on purchase intentions is consistent with existing literature. Higher-income consumers are generally more willing and able to engage in purchasing behaviors, as they are less price-sensitive and more focused on other factors such as product quality and brand appeal (Wang & Liu, 2020). This finding supports previous studies that identify income as a critical determinant of consumer spending, particularly among tourists who may have more disposable income to spend on luxury or culturally significant products (X. Chen et al., 2021). This is particularly true for Chinese tourists, who may prioritize quality and cultural resonance over price when shopping for souvenirs or gifts abroad. Thus, the study aligns with the idea that income influences consumer behavior and reinforces the notion that higher-income tourists are more likely to purchase premium or distinctive products.

However, the limited significance of other demographic factors such as Gender, Age, Education, and Occupation diverges from some prior studies. Previous research (Li et al., 2019) has emphasized that these factors significantly influence purchase decisions. In this study, these demographic variables did not show as much impact, suggesting that consumer behavior is complex and that the influence of these factors may vary depending on the product type, context, and target market. This finding indicates that while demographic factors are important, they may be secondary to product characteristics, especially in the context of culturally distinctive tourism products like NaRaYa.

The most striking finding is the dominant role of Product in shaping purchase intentions. The high statistical significance of the Product variable suggests that Chinese tourists are primarily influenced by the quality, design, and appeal of the product itself. This result aligns with previous research that emphasizes how consumers often make purchasing decisions based on the perceived value, quality, and cultural resonance of a product (X. Chen et al., 2021; Yoo et al., 2000). For NaRaYa, which combines traditional

Thai craftsmanship with modern design, these attributes resonate strongly with tourists seeking unique, authentic, and high-quality souvenirs. The importance of product quality and design, as identified in this study, supports the notion that a product's intrinsic qualities—such as functionality, design, and cultural significance—are critical factors in driving purchase behavior, especially in cross-cultural contexts where consumers are seeking both aesthetic appeal and cultural value.

In this study, Price did not show a significant effect on purchase intentions, which might initially seem counterintuitive, as price is often regarded as a critical factor influencing consumer decision-making. However, the lack of significant impact of price in this context suggests that for Chinese tourists, other factors such as product quality, accessibility, and promotional efforts could play a more substantial role in driving purchase behavior. One possible explanation for this finding is that Chinese tourists in this study may exhibit lower price sensitivity. This could be attributed to their relatively higher disposable income, allowing them to prioritize factors other than cost, such as the quality of the product or its cultural significance. Research has indicated that consumers with higher income levels are often willing to pay a premium for products that align with their preferences and offer perceived value, such as those that embody cultural elements or offer a unique shopping experience (Wang & Liu, 2020). In the case of NaRaYa, the brand's strong appeal lies not only in its affordability but also in its ability to blend traditional Thai craftsmanship with contemporary design, providing a product that resonates emotionally with tourists. Additionally, this finding can be seen in light of broader consumer trends in the tourism market, where Chinese tourists are increasingly willing to pay for products that provide cultural or emotional resonance. When purchasing souvenirs, travelers often seek items that represent the essence of their travel experience, particularly products that symbolize the cultural heritage of their destination. As NaRaYa merges cultural storytelling with modern design, the brand becomes more than just a commodity—it represents a piece of Thai culture, making it a meaningful purchase, even at a slightly higher price. Interestingly, the fact that Price did not emerge as a significant predictor contrasts with earlier studies that emphasized

price sensitivity as a key determinant in consumer decision-making (Liu & Zhang, 2017). However, this study aligns with recent research showing that, for many consumers, especially those with higher income or those on travel, price sensitivity is often reduced in favor of other purchasing motivations, such as cultural authenticity and emotional connection (Wang & Liu, 2020). That being said, while Price did not appear as a significant factor, it is essential to acknowledge that it still plays a secondary but relevant role in shaping the overall perception of value. Tourists may not be driven by price alone, but the affordability of NaRaYa products, when compared to luxury international brands, enhances the perception of NaRaYa as a value-for-money brand. Thus, although price sensitivity may not be a dominant factor in driving purchase intentions, it still contributes to the overall consumer perception of value, particularly when combined with the brand's cultural appeal and perceived quality. In conclusion, the findings suggest that Chinese tourists in this study are less sensitive to price compared to other consumer groups, and their purchasing decisions are likely influenced more by the quality, cultural significance, and emotional appeal of the product rather than its price alone. This highlights the importance of understanding consumer behavior in the context of tourism, where cultural value and authenticity often outweigh cost considerations in driving purchasing decisions.

The positive but smaller effects of Place and Promotion on purchase intentions suggest that while accessibility and promotional efforts are important, they are secondary to the product's intrinsic qualities. This finding supports the existing research indicating that product accessibility—through both physical and online distribution channels—can influence purchase decisions (X. Chen et al., 2021). NaRaYa's strategic placement in high-traffic areas such as airports and tourist hotspots is in line with previous studies that highlight the importance of convenient access to products in tourism shopping (Y. Chen et al., 2021). While these factors were not as significant as Product, they still play an important role in encouraging impulse buys and increasing overall sales, which is consistent with marketing literature that suggests the

effectiveness of promotions and distribution channels in driving purchase behavior (Invesp, 2024; Kim & Ko, 2019).

Promotions, such as discounts and limited-time offers, create urgency and can stimulate purchase behavior, especially in the tourism market where tourists are motivated by special deals (Wu & Li, 2020). NaRaYa's use of promotional strategies, like seasonal discounts and collaborations with Chinese social media platforms, aligns with the findings of studies that emphasize the effectiveness of targeted advertising and social media in enhancing consumer engagement and driving purchases (Smith, 2021).

These findings have important implications for marketers targeting Chinese tourists. The results underscore the need to prioritize high-quality products that meet the specific tastes and preferences of this demographic. While price may be less of a concern for higher-income consumers, product characteristics such as quality, design, and cultural resonance remain paramount. Additionally, ensuring that products are widely available and supported by effective promotional strategies remains important, but secondary to the intrinsic qualities of the product itself.

The results of this study provide strong support for the importance of Product as the most significant factor influencing the purchase intentions of Chinese tourists, followed by Place and Promotion. Income plays a secondary role, while other demographic factors such as Gender, Age, and Occupation appear to have minimal impact on purchase decisions in this context. These results are largely consistent with previous research on the importance of product characteristics, income, and accessibility in influencing consumer behavior. However, they also highlight some key differences, particularly in the lower impact of certain demographic variables, suggesting that in some cases, factors like product quality and cultural appeal may outweigh demographic distinctions in shaping consumer behavior. Marketers can use these insights to develop effective strategies for targeting Chinese tourists, focusing on offering high-quality, culturally relevant products that are widely accessible and well-promoted.

### 5.3 Suggestions

Based on the findings of this study, several practical suggestions can be made for businesses and marketers seeking to attract and influence the purchase intentions of Chinese tourists:

#### 5.3.1 Tailoring Marketing Strategies Based on Demographic Segmentation

The study finds that four key demographic variables—income, gender, age, and education level—significantly influence the purchase intentions of Chinese tourists. This suggests that a one-size-fits-all marketing approach is insufficient; instead, businesses should adopt demographic segmentation strategies that align their offerings and communications with the specific preferences and motivations of different consumer groups.

Income emerges as a strong predictor of purchasing behavior, with higher-income tourists demonstrating greater willingness to engage in premium or high-value purchases. This segment typically places greater emphasis on product quality, exclusivity, and brand prestige, rather than on price sensitivity. For this group, businesses should position their offerings as luxury items—highlighting superior craftsmanship, limited availability, and cultural distinctiveness. Marketing campaigns targeting this demographic can be enhanced through VIP experiences, personalized services, and storytelling that emphasizes the symbolic and emotional value of the product.

At the same time, gender differences suggest that female tourists are more inclined toward making purchases. This indicates the potential for gender-responsive strategies, such as emphasizing aesthetic design, practicality, and emotional appeal in product promotions. Engaging female tourists through visually rich advertisements, social media influencers, and lifestyle-oriented messaging may further strengthen their purchase intentions.

Regarding age, the findings reveal that younger tourists exhibit higher purchase intentions than older ones. This cohort tends to be more brand-aware, digitally connected, and responsive to online trends and peer recommendations. To reach this



group effectively, businesses should focus on digital marketing channels, including social media, influencer partnerships, and mobile-first campaigns. Emphasizing modern design, innovation, and shareability can further enhance engagement among younger consumers.

Finally, education level also plays a significant role, with more highly educated tourists showing stronger purchase intentions. This demographic is likely to be more discerning, information-seeking, and brand-conscious. Marketing strategies aimed at this group should provide transparent product information, emphasize value-for-money, and integrate educational or cultural narratives that resonate with their intellectual and aesthetic sensibilities. Detailed brochures, curated product guides, and in-store staff trained to offer in-depth product knowledge can enhance the appeal for this segment.

In conclusion, businesses seeking to maximize sales among Chinese tourists should move beyond generic marketing and instead design demographic-specific strategies. By recognizing and responding to the unique consumer behaviors associated with income, gender, age, and education, marketers can create more targeted, persuasive, and culturally attuned campaigns. Such an approach not only increases purchase intentions but also fosters deeper brand loyalty and customer satisfaction in the long term.

#### 5.3.2 Focus on Product Quality and Appeal

The findings of this study emphasize the importance of Product as the most significant driver of purchase intentions among Chinese tourists. When purchasing goods, particularly in the context of tourism, consumers often seek products that align with their desires for quality, uniqueness, and cultural relevance. For businesses aiming to attract Chinese tourists, it is crucial to understand that the purchasing decision is not solely based on price or convenience but also on the perceived value and distinctiveness of the product.

To meet the needs of Chinese tourists, businesses should prioritize product quality across all aspects, including the materials used, the craftsmanship, and the



overall durability. Chinese consumers, particularly those with higher incomes, are increasingly looking for premium, well-crafted products that offer long-term value. The focus should be on providing goods that reflect quality standards and superior design, which are likely to resonate with this demographic.

Additionally, product appeal plays a critical role in purchase decisions. The design should incorporate elements that cater to the tastes, preferences, and cultural values of Chinese tourists. For instance, incorporating traditional Chinese motifs, colors, and symbols into the design can make the product feel more culturally connected and meaningful to this audience. This can be especially important for luxury items or souvenirs, where cultural significance often enhances the perceived value of the product.

Moreover, businesses should also consider the functionality of the product. Practical products that serve a purpose—such as travel accessories, gadgets, or convenience-based items—are often preferred by tourists because they provide both value and utility. Ensuring that products are functional while also aesthetically pleasing can create a stronger appeal.

Another aspect to consider is the branding of the product. Chinese tourists are often drawn to well-known and reputable brands that align with their perceptions of quality and status. Therefore, businesses should work on building a strong brand presence that emphasizes these qualities, whether through high-quality materials, craftsmanship, or superior customer service. If possible, collaborating with popular influencers or celebrities that appeal to the Chinese market can further elevate the brand's desirability.

In conclusion, businesses targeting Chinese tourists should place a strong emphasis on offering high-quality products that are designed with their preferences in mind. A focus on both the functional and aesthetic aspects of the product, along with an understanding of cultural preferences and values, will ensure that the products stand out in a competitive market. By providing products that not only meet but exceed the expectations of Chinese consumers, businesses can foster positive associations with

their brand, which can translate into increased purchase intentions and long-term customer loyalty.

### 5.3.3 Ensure Accessibility and Availability (Place)

The study confirms that Place, referring to the accessibility and availability of products, has a statistically significant impact on the purchase intentions of Chinese tourists. This underscores the importance of ensuring that products are easy to access, conveniently located, and visible in the right environments. While product quality remains the most dominant factor, even the most desirable product may be overlooked if it is not readily available or easily accessible during the tourist's shopping experience.

In practical terms, businesses should focus on optimizing both physical and digital channels to meet the purchasing habits and preferences of Chinese tourists. For physical retail, it is crucial to strategically place stores or product displays in high-traffic tourist locations, such as airports, shopping malls, scenic spots, and popular downtown areas. Chinese tourists often engage in spontaneous or opportunity-driven purchases, especially when browsing during leisure time. As such, placing products in convenient, visible, and easily reachable areas increases the chance of capturing their attention and prompting a purchase.

In addition to physical retail, online accessibility is becoming increasingly important. Chinese tourists are highly digitally connected, and many rely on mobile platforms and apps while traveling. Ensuring that products are available through Chinese-friendly e-commerce platforms or that physical stores accept mobile payment systems such as WeChat Pay or Alipay can significantly enhance the shopping experience. Businesses can also integrate location-based services or multilingual digital support (such as Chinese-language websites or sales staff) to make the process smoother and more comfortable for tourists. The easier it is for tourists to find, browse, and purchase products, the higher the likelihood they will follow through with a transaction.

Another strategy to enhance accessibility is through pop-up stores, temporary kiosks, or seasonal retail activations in tourist hotspots. These flexible retail

formats are particularly effective during peak travel seasons or festivals when tourist footfall is high. Pop-ups can generate excitement, create a sense of urgency, and offer targeted exposure for specific products, all of which contribute to stronger purchase intentions.

Expanding distribution networks is also essential. For businesses that sell through third-party retailers or partnerships, it is vital to ensure consistent product placement across multiple channels that are frequented by Chinese tourists. This includes department stores, duty-free shops, souvenir stands, and partner hotels. Such collaborations not only extend the brand's presence but also increase the opportunities for Chinese tourists to encounter and purchase the product.

Moreover, product availability goes hand in hand with stock management and inventory planning. Running out of popular items, especially during high tourist seasons, can lead to lost sales and missed opportunities. Businesses should therefore ensure sufficient inventory levels and implement real-time tracking systems to respond quickly to demand fluctuations. Offering delivery-to-hotel services or international shipping options can also improve convenience and serve as a competitive advantage.

In essence, accessibility and availability are not just logistical considerations—they are central to the overall customer experience. If a product is difficult to locate, inconvenient to purchase, or absent from the places tourists frequent, even the strongest interest may not result in a sale. Conversely, a seamless, well-placed, and visible product presence can turn casual interest into actual purchase behavior.

In conclusion, businesses seeking to influence Chinese tourists' purchase intentions must ensure that their products are accessible both physically and digitally. Through strategic placement, expanded distribution channels, digital integration, and inventory readiness, businesses can significantly enhance product visibility and availability. By meeting tourists where they are—geographically, digitally, and culturally—companies can greatly increase the likelihood of capturing purchases and building brand loyalty within this valuable consumer segment.

#### 5.3.4 Invest in Effective Promotion Strategies

While Promotion may not have had the strongest impact compared to other factors like product quality, its significance in shaping the purchase intentions of Chinese tourists should not be underestimated. Effective promotional strategies can enhance product visibility, build brand awareness, and create a sense of urgency, which ultimately drives consumer behavior. Marketers should therefore focus on crafting promotional campaigns that resonate with the specific preferences and behaviors of Chinese tourists.

To begin with, social media plays a central role in influencing Chinese tourists' purchase decisions. Platforms like WeChat, Weibo, and Douyin (TikTok) are widely used by Chinese consumers to discover products, share recommendations, and connect with brands. Marketers should actively engage with these platforms to build a strong online presence and interact directly with potential customers. Content can include product showcases, customer testimonials, and behind-the-scenes looks at product creation or brand stories, which resonate well with Chinese audiences. Additionally, creating shareable content and encouraging user-generated content can help expand brand visibility and foster a sense of community around the product.

Influencer marketing is another powerful tool in reaching Chinese tourists. Many Chinese consumers trust KOLs (Key Opinion Leaders) or influencers to guide their purchasing decisions, especially in the fashion, beauty, and luxury sectors. Partnering with well-known Chinese influencers or celebrities who align with the brand's values can provide a significant boost in credibility and product appeal. These influencers can showcase the product in an authentic, relatable way, whether through reviews, endorsements, or unboxing experiences. The influencer's ability to create aspirational content that resonates with Chinese tourists can significantly influence their purchase intentions, especially when the product is linked to desirable lifestyle choices or status symbols.

In addition to influencer partnerships, targeted advertising campaigns on social media and search engines can help ensure that promotional content reaches the

right audience. By utilizing data-driven advertising strategies, businesses can create highly personalized ads that speak directly to the interests, demographics, and purchasing behaviors of Chinese tourists. For instance, digital ads highlighting special offers, seasonal promotions, or new product launches can be tailored based on the users' online activity, increasing the relevance and effectiveness of the campaign. Using retargeting techniques to reach tourists who have already shown interest in the brand or similar products can further increase the chances of conversion.

Offering limited-time promotions or exclusive discounts is a strategy that can create a sense of urgency and drive immediate purchase decisions. Chinese tourists, like many consumers, often respond positively to time-sensitive offers, especially when they perceive that they are receiving a special deal or benefit. For example, providing exclusive discounts at tourist destinations, offering discounts for group purchases, or running flash sales during holidays or peak travel seasons can motivate tourists to make purchases they may have otherwise delayed. Similarly, bundling products together at a discounted price can encourage customers to purchase more, increasing both sales volume and customer satisfaction.

Moreover, membership or loyalty programs can help businesses retain Chinese tourists as repeat customers. Offering exclusive benefits, such as points for purchases, VIP access, or members-only discounts, can encourage return visits and create long-term brand loyalty. This approach is particularly effective for tourists who may travel frequently or who want to take advantage of special deals during their travels.

Finally, offline promotions such as in-store events, exclusive product launches, or live demonstrations at popular tourist locations can complement online efforts. These in-person experiences allow tourists to engage with the brand and products directly, creating stronger emotional connections and a heightened sense of exclusivity. For example, hosting an in-store event where influencers or brand ambassadors interact with tourists can create a memorable experience that encourages them to purchase products in the moment.

In conclusion, while Promotion may have a relatively smaller impact compared to product-related factors, it still plays a crucial role in influencing the purchase intentions of Chinese tourists. By investing in effective promotional strategies that leverage social media, influencer partnerships, targeted advertising, and exclusive offers, businesses can increase brand visibility, create urgency, and drive purchase behavior. Combining these online and offline promotional tactics will allow businesses to effectively engage with Chinese tourists, enhance their brand presence, and ultimately boost sales.

#### 5.3.5 Reevaluate the Role of Price Sensitivity

Since Price did not significantly impact purchase intentions in this study, businesses should take a step back and carefully reevaluate the price sensitivity of their target audience, particularly when dealing with higher-income Chinese tourists. These tourists are often less concerned with price and more focused on other factors such as the quality of the product, the brand reputation, and the unique selling propositions that differentiate the product from others. This insight suggests that businesses should not solely compete on price but instead shift their focus to highlighting what makes their products stand out in the market.

For higher-income Chinese tourists, product value and exclusivity often hold greater weight than the price tag. These consumers tend to seek products that are of superior quality and that offer a sense of luxury, status, and uniqueness. By positioning products as premium offerings that provide long-term value, businesses can appeal to the desires of affluent consumers who prioritize product features over cost. Instead of relying on discounts or low-cost offerings, marketers should emphasize the craftsmanship, design, and innovative features of their products, positioning them as investments in both quality and exclusivity.

Additionally, the focus should be on building a strong brand reputation that reflects the premium nature of the product. A well-established brand associated with high standards of quality and service is more likely to attract high-income tourists who are willing to pay a premium for a trusted, high-quality product. By reinforcing the



brand's image through strategic marketing campaigns that highlight its heritage, reputation, and unique qualities, businesses can make price seem less relevant in the decision-making process.

Incorporating these strategies allows businesses to create a value proposition that speaks directly to the motivations of higher-income Chinese tourists. Shifting the emphasis from price to product quality and exclusivity will help differentiate the business in a competitive market. By providing high-quality, exclusive products and emphasizing the value they offer, businesses can more effectively cater to the needs and preferences of this demographic, increasing the likelihood of making a purchase and fostering long-term brand loyalty.

Ultimately, understanding that price sensitivity is not the main driver for higher-income Chinese tourists can help businesses refine their strategies. By focusing on premium qualities and brand differentiation, companies can successfully target this segment, meeting their needs and enhancing customer satisfaction without relying solely on price-based competition.

#### **5.4 Further Research**

While this study has provided valuable insights into the factors influencing the purchase intentions of Chinese tourists, there are several avenues for further research that could help deepen our understanding of consumer behavior in this context. Future studies could expand on the findings presented here by exploring different variables and adopting new methodologies to gain a more comprehensive view of the factors driving purchasing decisions.

One potential area for further research is the impact of cultural differences on the purchasing behaviors of Chinese tourists across various international markets. As Chinese tourists travel globally, their purchasing behaviors may differ significantly depending on the cultural and economic environment of the destination. Exploring how cultural factors such as collectivism, nationalism, and social status influence their preferences and purchase intentions in various countries could offer valuable insights



into the nuances of Chinese consumer behavior beyond the context of Bangkok. Additionally, research could investigate how local cultural values and customs interact with the global appeal of certain products, helping marketers to better tailor their strategies when targeting Chinese tourists in different regions.

Another area that warrants attention is the role of technology and digital influence in shaping purchase intentions. As Chinese tourists are highly connected digitally, examining the influence of mobile apps, social media platforms, and online reviews on their purchasing decisions would be a valuable extension of this study. Research could explore how online influencers, live-streaming, and e-commerce platforms shape the perception of products, influence trust, and ultimately drive purchase behavior. Understanding the interaction between offline and online channels could provide businesses with a clearer strategy for engaging with tourists in a digital-first world.

Price sensitivity emerged as a secondary factor in this study, but the findings suggest that the role of price may vary significantly across different product categories. Future research could explore the price elasticity of demand for different types of products purchased by Chinese tourists, such as luxury goods, electronics, and souvenirs. Investigating how tourists perceive value in different product categories and whether they exhibit greater price sensitivity for certain types of goods could help businesses better tailor their pricing strategies.

Additionally, demographic differences within the Chinese tourist segment could be explored further. While income was found to be a significant factor in influencing purchase intentions, other demographic variables such as age, family structure, and travel purposes (e.g., leisure vs. business) could offer more insights into how different subgroups of Chinese tourists make purchasing decisions. Understanding the diverse needs and preferences within the larger tourist segment could allow businesses to segment their marketing efforts more precisely and target their audiences more effectively.

In conclusion, while this study has provided foundational insights into the purchase intentions of Chinese tourists, there is ample opportunity for further research to explore additional variables, methodologies, and contexts. By delving deeper into the complexities of consumer behavior among this group, future studies can provide even more targeted recommendations for businesses looking to attract and engage Chinese tourists in a rapidly changing global marketplace.



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APPENDIX A  
QUESTIONNAIRE

### Part 1: Demographic Information

This section collects demographic information to analyze the influence of demographic factors on consumer purchase intentions. Please choose or fill in the appropriate option based on your actual situation.

#### Gender

1 Male

2 Female

#### Age

1 18–27 years old

2 28–37 years old

3 38–47 years old

4 48–57 years old

5 57 years and above

#### Education Level

1 High school or below

2 Bachelor's degree

3 Master's degree

4 Above Master's degree

#### Income Per Month

1 Below 1500 RMB

2 1501–3000 RMB

3 3001–4500 RMB

4 4501–6000 RMB

5 6001–7500 RMB

6 7500-12000RMB

7 Above 120000 RMB

Occupation

1 Student

2 Government employee

3 Private company employee

4 Business owner

5 Freelancer

## Part 2: Impact of the 4P Marketing Mix on Purchase Intentions

This section evaluates the potential impact of the 4P marketing mix (Product, Price, Place, Promotion) on consumers' purchase intentions, with a focus on the local Bangkok brand NaRaYa. Please rate your agreement with each statement using the following Likert scale:

Rating Scale:

5 = Strongly agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly disagree

#### Product

1.The quality of NaRaYa products makes me more interested in purchasing.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

2.NaRaYa's design meets my aesthetic preferences and attracts me to purchase.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

3.The cultural value of NaRaYa products enhances my desire to purchase.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

#### Price

4.NaRaYa's products are reasonably priced and fit within my budget.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

5.NaRaYa's products offer good value for money in terms of price and quality.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

6.NaRaYa's discounts and promotions make me more inclined to purchase.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

### Place

7.The locations of NaRaYa stores are convenient and easy to reach.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

8.NaRaYa provides convenient and easy-to-use online shopping channels.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

9.I believe that NaRaYa's shopping channels meet my purchasing needs.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

### Promotion

10.NaRaYa's advertising campaigns increase my awareness and interest in purchasing.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

11.NaRaYa's interactions on social media make me more inclined to purchase their products.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

12.NaRaYa's promotional discounts motivate me to make a purchase.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

Thank you for participating in this survey! Your responses are valuable to our research.

### Purchase Intention

13.I intend to purchase NaRaYa products in the near future.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

14. I am likely to purchase NaRaYa products if given the opportunity.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree

Willingness to Buy

15. I would be willing to purchase NaRaYa products even if they are priced higher than competing brands.

(1) Strongly disagree / (2) Disagree / (3) Neutral / (4) Agree / (5) Strongly agree



VITA

