



FACTORS AFFECTING THE PURCHASE DECISIONS OF CHINESE TOURISTS ON THAI
SEAFOOD SNACKS



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FACTORS AFFECTING THE PURCHASE DECISIONS OF CHINESE TOURISTS ON THAI
SEAFOOD SNACKS



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THE INDEPENDENT STUDY TITLED
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SEAFOOD SNACKS

BY
CHEN RONGHAO

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This study examines the factors influencing Chinese tourists' purchase decisions on Thai seafood snacks, focusing on the 4P marketing mix—product, price, place, and promotion—and demographic variables such as gender, age, education, income, and occupation. As Chinese tourists are a major consumer group, the findings offer key insights for marketing strategies in this sector. A quantitative method was used, with survey data from 400 Chinese tourists aged 18 and above who visited Thailand. Independent samples t-tests and one-way ANOVA revealed significant differences in purchasing decisions by gender ($t = -34.173$, $p < 0.001$), education ($F = 3.009$, $p = 0.030$), income ($F = 4.285$, $p = 0.002$), and occupation ($F = 3.034$, $p = 0.017$), but not by age ($F = 0.200$, $p = 0.896$). Correlation analysis showed that all elements of the 4P mix positively affected purchase decisions, with promotion ($R = 0.942$, $p < 0.001$) and place ($R = 0.930$, $p < 0.001$) having the strongest influence. These results highlight the importance of distribution channels and promotional efforts in the travel retail market. Although the findings are context-specific to Thailand, they suggest practical strategies such as improved product design and targeted digital promotion to boost Chinese tourists' purchase decision. This study adds to marketing literature by analyzing consumer responses to marketing stimuli and offers guidance for Thai seafood snack brands facing global competition in tourism markets.

Keyword : Demographics, 4P marketing mix, Purchase Decision, Seafood Snacks, Chinese tourists, Travel Retail

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CHAPTER 1

INTRODUCTION

Background

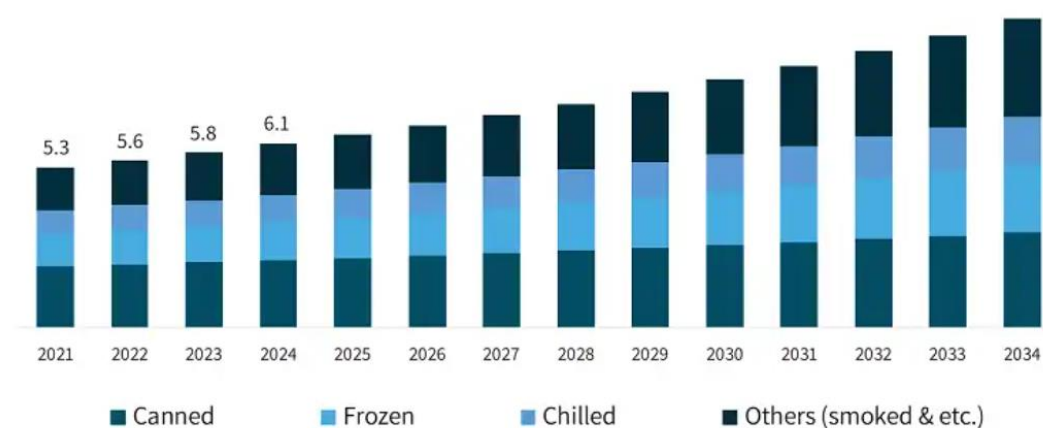
Thailand has two major resources; one is agricultural production, and the other is marine resources. Dried seafood undergoes multiple processes, which may produce a small number of industrial residues, resulting in dried seafood products that cannot be sold at an ideal price.(S Kanin - 2005) However, the rise of Thailand's tourism industry has made seafood snacks with higher added value one of the solutions for the sales of seafood snacks in Thailand.

Over the past few decades, food tourism has emerged as a significant trend among global travelers.(Jacey & Sam, 2018). It is estimated that more than one-third of total tourism expenditures are allocated to food-related activities(C et al., 2012). Food constitutes a central component of the travel experience and plays an integral role in tourism-related activities. Tenzin and Young-chan (2020) Previous studies have confirmed that food and dining are the main factors that consumers consider when traveling and choosing destinations. Consumers eat local food at consumer destinations to enrich their travel experience. Therefore, understanding the causes of decision difficulties and why Chinese tourists visiting Thailand are prone to decision difficulties is crucial for marketing and consumer research. However, from a marketing and consumer protection perspective, it is not enough to know that some consumers have difficulty making decisions; we also need to know who this group consists of. This will just promote the consumer market of seafood snacks in Thailand.

Thailand welcomed 32.02 million foreign travelers from January to December this year, generating 1.50 trillion baht in tourism revenue, according to the Tourism and Sports Ministry. consumers to Thailand are China 6.21 million. (TAT projects 40 million foreign tourists in 2025, revenue to rise 7.5%, 2024) Snack spending is increasing due to rising consumer awareness of health, thus stimulating the demand for nutritionally balanced food options. RTE seafood snacks such as dried fish, smoked

salmon, and shrimp crackers are also becoming increasingly popular due to their protein content and heart health. The global ready-to-eat seafood market size was \$6.1 billion in 2024. The market is projected to grow from \$6.4 billion in 2025 to \$10.4 billion by 2034, with a compound annual growth rate (CAGR) of 5.5% (Ahuja, 2025). The seafood snacks market is expected to experience significant revenue expansion and exponential growth at a notable CAGR during the forecast period from 2023 to 2030 (Global Seafood Snacks Market by Type: Fish, Shrimp). By Application (Fresh Food E-commerce, Supermarket), According to the *Geographic Scope and Forecast* report, seafood substitutes or analogues refer to plant-based products designed to replicate the texture and sensory characteristics of conventional seafood. These products have garnered increasing attention due to ethical considerations and health-related concerns. A key driver behind the growth of this niche market is the rising awareness of the environmental consequences associated with overfishing and industrial fishing practices. The seafood snacks market is projected to experience substantial revenue growth and exponential market expansion at a notable compound annual growth rate (CAGR) during the forecast period from 2023 to 2030. (Global Seafood Snacks Market By Type (Fish, Shrimp), By Application (Fresh Food E-commerce, Supermarket), According to the *Geographic Scope and Forecast* report, seafood substitutes or analogues are plant-based products designed to replicate the texture and sensory attributes of traditional seafood. These products have attracted increasing attention due to ethical considerations and health-related concerns. A primary driver of growth in this niche market is the rising awareness of the environmental consequences of overfishing and industrial fishing practices. This trend is expected to significantly expand the seafood market in Thailand. As a result, marketing theories—primarily developed within Anglo-American contexts—are increasingly being applied on a global scale.

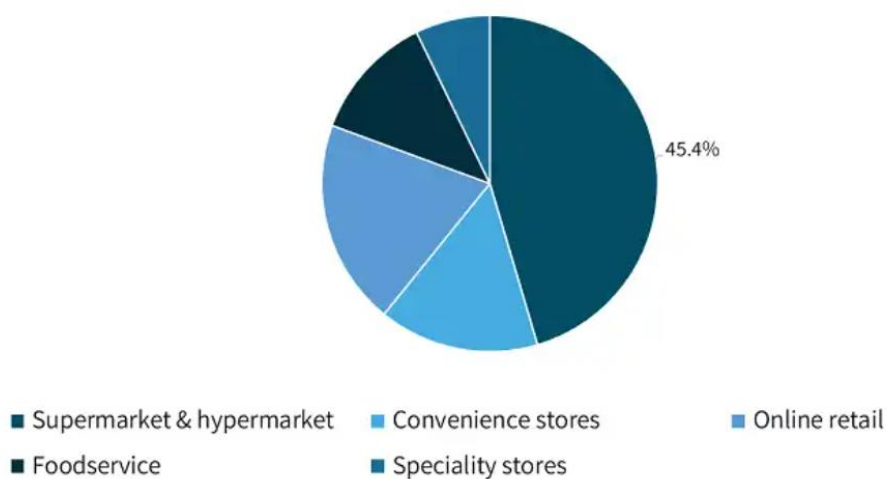
Ready to Eat Seafood Snacks Market Size, By Product, 2021-2034 (USD Billion)



Source: www.gminsights.com

Figure 1 Ready to Eat Seafood Snacks Market Size, by Product, 2021-2034 (USD Billion)

Ready to Eat Seafood Snacks Market Share, By Distribution Channel, (2024)



Source: www.gminsights.com

Figure 2 Ready to Eat seafood Snacks Market Share, By Distribution Channel

2024

Due to the improvement of aquatic product processing technology, more people are willing to buy seafood snack products. The main drivers of seafood consumption today include health and taste. Seafood snack products with more traditional Southeast Asian flavors, such as Tom Yum Goong, will better drive people to buy Thai seafood snack products. Marielle EH Ceruse studies The importance of product attributes in consumer choice has been shown to be influenced by demographic characteristics(EH, 2010). Previous studies have identified relationships between the significance of functional and expressive product aspects and demographic variables such as gender, age, and social class. Among the most commonly employed demographic variables in both domestic and international market segmentation are age, gender, income, and education.

It is well established that individuals' preferences for goods and services evolve as they age and progress through different stages of the life cycle. Compared to their older counterparts, younger consumers tend to exhibit lower levels of commitment to established consumption patterns and demonstrate greater openness to new ideas and products—particularly those involving advanced technologies (De Mooij, 2004). Income also plays a significant role in product choice, as consumers with higher income levels are more capable of purchasing expensive, status-enhancing items such as household appliances, consumer electronics, and luxury goods. Furthermore, higher levels of education expose individuals to diverse cultural perspectives, making them less likely to adhere to local behavioral norms and more inclined toward globalized consumption patterns.(Christian & Annette, 2001) Lastly, gender differences represent one of the most consistently observed findings in the consumer behavior literature. Males and females differ across various dimensions of consumer behavior, including shopping patterns, information processing, decision-making, responses to advertising, and product preferences. Mark et al. (2003) Therefore, the relationship between the 4Ps of marketing and demographic variables may differ in the context of the Thai seafood snack market. For instance, older consumers may place greater emphasis on promotional activities than on product quality, despite both being key elements of the

marketing mix. Gaining insights into how the importance of product attributes varies across demographic characteristics—such as age, gender, education, and income—can provide practical value for product managers.

Moreover, such knowledge is essential for tailoring marketing communications to specific target audiences. Accordingly, this research focuses on examining the relationship between demographic variables and the perceived importance of various product attributes within the Thai seafood snack sector. A deeper understanding of these relationships will enable companies to better align product design with consumer preferences, thereby encouraging Chinese tourists in Thailand to make more favorable purchase decisions toward Thai seafood snack products.

The purchase decision is an individual activity that directly involves acquiring and using goods or services offered in the market (Banwari, 1989). A decision typically entails choosing between two or more alternative actions or behaviors. The consumer purchasing decision process generally follows a sequential pattern that includes problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Hannes et al., 2018). Given the intense competition among companies and organizations, Chinese tourists visiting Thailand are likely to make purchasing decisions strategically, selecting products that best meet their personal needs and preferences.

By investigating these factors and analyzing the correlation between the marketing mix and consumer purchase decisions, this study aims to contribute to the refinement of marketing theory and offer practical implications for the development of the Thai seafood snacks industry. Specifically, the research adopts the 4Ps marketing framework—product, price, place, and promotion—in conjunction with the current status and emerging trends of the Thai seafood snacks market, to examine the purchasing decisions of Chinese tourists regarding healthy Thai seafood snack products from both marketing and demographic perspectives.

Objectives of the Study

This study seeks to examine the influence of specific variables on consumer purchase decisions, using a Thai seafood snack brand as a case example. The findings will assist seafood snack marketers in identifying the factors that exert the greatest impact on consumer decision-making, enabling them to adopt more effective marketing strategies to attract consumer attention in an increasingly competitive market.

Stakeholders—such as managers, employees, and investors—will benefit from the insights provided by this research, as it enhances their understanding of the key drivers behind consumer purchase behavior and supports data-driven decision-making. Additionally, the study will help organizations evaluate the effectiveness of their current marketing strategies and make necessary adjustments. Furthermore, this research contributes to the academic field by paving the way for future studies and serving as a valuable reference for students and marketing practitioners interested in consumer behavior and strategic marketing in the context of the Thai seafood snack industry.

Accordingly, the following research objectives are proposed:

1. To study the impact of demographic factors on Chinese tourists' purchase decision for Thai seafood snack.
2. To study the impact of the 4P marketing mix on Chinese tourists' purchase decision for Thai sea food snack.

Questions of the Study

Seafood snacks are popular food items, and the market competition within this sector is becoming increasingly intense. In recent years, Thai seafood snack brands have gradually entered the Chinese market and have continuously adapted their marketing strategies to attract Chinese tourists.

Within this context, the present study focuses on a Thai seafood snack brand to analyze the impact of the 4Ps marketing mix and demographic factors on Chinese tourists' purchase decisions. Accordingly, this study seeks to answer the following research questions:

How do demographic factors (age, gender, income level, and education) influence Chinese tourists' purchase decisions regarding Thai seafood snack brands?

How does the 4Ps marketing mix (product, price, place, and promotion) affect Chinese tourists' purchase decisions regarding Thai seafood snack brands?

Significance of the Study

The retail market has undergone significant transformation in recent decades, driven primarily by the forces of globalization, rapid technological advancements, and growing insights from the field of consumer psychology. These factors have collectively reshaped how businesses operate, compelling firms to adopt increasingly diverse and innovative marketing strategies. In an intensely competitive commercial landscape, such strategies are crucial for capturing consumer attention, delivering superior value propositions to end users, and ultimately enhancing overall revenue generation. Consequently, understanding consumer behavior has become a fundamental prerequisite for aligning products and services with evolving market demands. This alignment is essential for the development of effective, sustainable business strategies. Over the years, a substantial body of research has consistently underscored the critical importance of the marketing mix in influencing consumer behavior and shaping purchase decisions.

In recent years, Thailand has emerged as a highly favored international travel destination among Chinese tourists, with a significant increase in the number of leisure travelers from China. This trend has further reinforced Thailand's position as a key player in the regional tourism market. Within this context, Thai seafood snack products have gained considerable popularity among Chinese visitors, creating new opportunities and challenges for local businesses. This study aims to address the following core research question: *How do marketing strategies for Thai seafood snacks, in conjunction with demographic characteristics, influence the purchasing decisions of Chinese tourists?*

More specifically, this research seeks to investigate the dynamic interplay between marketing strategies, demographic variables, and consumer purchase behavior. By examining this relationship, the study endeavors to provide a deeper understanding of the decision-making processes of Chinese tourists in the Thai snack market. Furthermore, the research identifies common operational and marketing challenges faced by Thai seafood snack companies in attracting and retaining this customer segment. Based on these insights, the study proposes practical and targeted recommendations for enhancing future marketing strategies. As a foundational element in strategic marketing planning, the 4Ps marketing mix—comprising product, price, place, and promotion—has been widely acknowledged in academic literature. This framework serves as the central analytical tool for this investigation, offering a structured approach to evaluating the effectiveness of current marketing practices in relation to consumer responses.

Research Design

Population in this research

The population used in this study is Chinese tourists traveling to Thailand who are over 18 years old and want to buy Thai seafood snack products.

Population sample used in this research

The target population for this study consists of Chinese tourists aged 18 and above who travel to Thailand. Based on this population, the researcher plans to survey 400 Chinese tourists, following the Yamane (1967) formula with a 95% confidence level and a margin of error not exceeding 5%. This calculation yields a required sample size of 385, with an additional 15 samples included to account for potential data inaccuracies.

Sample population used in this study

The target population of this study is the number of Chinese tourists over 18 years old travel to or want to travel to Thailand to buy Thai seafood snacks. The sample size of the study is calculated based on the total population using the Yamane (1967) formula.

Survey Method and Questionnaire Design

To effectively analyze the research questions addressed in this study, a questionnaire survey method was employed to collect primary data. Accordingly, surveys were created and distributed online to facilitate both dissemination and data collection. This approach was selected due to its capacity to accommodate large sample sizes, ease of distribution, and cost-effectiveness. Furthermore, online questionnaires can be efficiently managed through various survey collection software platforms.

The online questionnaire was administered using Wenjuanxing, the Chinese equivalent of Google Forms. The survey link was disseminated via WeChat Moments, a popular Chinese social media platform, and shared with willing participants, who further promoted it among friends and relatives nationwide.

The questionnaire comprises five main sections. The first section collects demographic information from respondents. The second section employs a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) and includes key items related to the 4Ps marketing mix and consumer purchasing decisions.

Research Variables

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

Independent Variables

1 Demographic

1.1 Gender

1.1.1 Female

1.1.2 Male

1.2 Age

1.2.1 18-28

1.2.2 29-38

1.2.3 39-48

1.2.4 ≥ 49

1.3 Education

1.3.1 High school and below

1.3.2 College

1.3.3 Master

1.3.4 Doctor

1.4 Income

1.4.1 less than or equal to 1,000 yuan

1.4.2 1,001-3,000 yuan

1.4.3 3,001-7,000 yuan

1.4.4 7,001-9999 yuan

1.4.5 more than or equal to 10,000 yuan

1.5 Occupation

1.5.1 Student

1.5.2 General worker

1.5.3 Company workers

1.5.4 Own Business

1.5.5 Others (if any)

2 Marketing Mix Factors(4P)

2.1 Product

2.2 Price

2.3 Place

2.4 Promotion

Dependent Variable

3. Product purchase decision

3.1 Recognition of needs

3.2 Information Search

3.3 Alternative Evaluate

3.4 Purchase decision

3.5 Post-Purchase Behavior

3.51 Post-Purchase satisfaction

3.52 Post-Purchase Activities

3.53 Post-purchase Use and Disposal

Definition of terms

1.Demographic

Demographic variables—including age, gender, educational , income, attainment, occupation, and income level—are widely recognized as fundamental criteria for market segmentation across various industries. These personal and socioeconomic characteristics enable businesses to classify consumers into distinct groups with shared attributes, thereby allowing for the development of more targeted and effective marketing strategies. In addition to serving as a basis for segmentation, demographic variables also play a significant role in shaping consumer preferences, behaviors, and the extent to which individuals engage with or utilize specific categories of products or services. As highlighted by (Kim et al., 2021) these factors can significantly influence purchasing decisions, consumption patterns, and brand loyalty, making them essential considerations in consumer behavior analysis and strategic marketing planning.

2.Marketing Mix

The marketing mix, often referred to as the 4Ps, comprises four key components: product, price, place, and promotion. It is a strategic framework that assists organizations in directing their marketing efforts effectively.(Lee, 2009)

a. Product – A product is defined as any item intended for sale or use by a customer. It may be tangible or intangible, encompassing both goods and services.

b. Price – Price refers to the amount of money required to purchase a product and reflects the consumer's willingness to pay. Common pricing strategies include penetration pricing, premium pricing (typically applied to luxury goods), and price skimming.

c. Place – Place denotes the locations or channels through which products are made available to consumers. This includes distribution channels, which play a critical role in delivering value to customers.

d. Promotion – Promotion encompasses the communication activities undertaken by a business to engage the public. It includes various tactics aimed at encouraging purchases, and its effectiveness can be evaluated through metrics such as profit, market share, and sales volume.

3. Purchase

Value exchange refers to the transaction between a buyer and a seller, where goods, services, or other benefits are exchanged for an equivalent value, often represented by currency.(F et al., 1997)

4. Purchase decision

Purchase decision refers to the likelihood that consumers intend or are willing to purchase a product or service in the future (Erlan, 2020). In this study, it specifically denotes the likelihood that Chinese tourists decide to purchase Thai seafood snacks.

5. Recognition of needs

The buying process begins when the consumer recognizes a need or problem, which may arise from internal or external stimuli.

6. Information Search

When a consumer's need is triggered, they actively seek additional information. Consumers tend to be highly sensitive to product-related information. Information search can be categorized as active or passive, and as internal or external. Active information search involves deliberate efforts, such as visiting multiple stores to compare products, whereas passive information search occurs when consumers encounter advertisements in magazines or newspapers without actively seeking detailed product information.

7. Alternative Evaluate

After gathering sufficient information, the consumer evaluates the available alternatives and determines the subsequent course of action.

8.Purchase Decision

After completing these steps, the buyer proceeds to make the purchase decision.

9. Post-Purchase Behavior

Marketers must pay close attention to customers' post-purchase behavior. After acquiring a product, consumers may experience varying levels of satisfaction or dissatisfaction. In some cases, buyers may feel dissatisfied with their purchase, which can impact their future purchasing decisions and brand loyalty.

10. Seafood snack

Seafood snacks usually refer to snacks that are made from Seaweed, fish, shellfish, crustaceans and other marine life, and are processed through various methods such as pickling, drying, frying and baking. Seafood snacks are made by using pickling and smoking to dehydrate high-protein, low-carb, medium-water seafood fish through oil oxidation or fat oxidation and texture (Sergio O. Serna-Saldivar, 2022)

Concept Framework

This study clearly defines both the independent and dependent variables, as illustrated in the conceptual framework, in order to systematically examine the extent to which the elements of the 4Ps marketing mix—product, price, place, and promotion—along with key demographic factors, influence the purchasing decisions of Chinese tourists with regard to Thai seafood snack products. By establishing these variables, the research aims to provide a structured approach to analyzing how marketing strategies and consumer characteristics interact to shape buyer behavior within the context of Thailand's tourism and snack retail sectors.

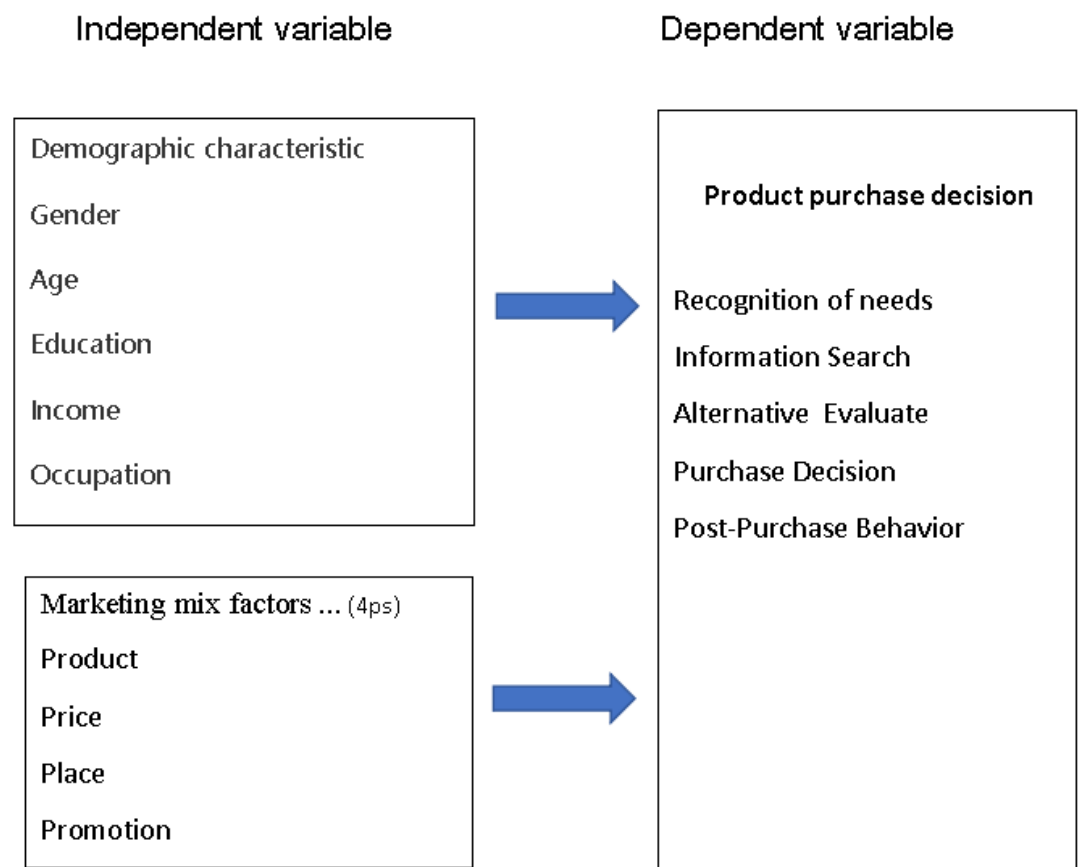


Figure 3 Concept Framework

Research Hypothesis

- H1: Demographic factors have influences on consumer purchase decision.
- H2: Product has a positive impact on the consumer's purchase decision.
- H3: Price has a positive impact on consumer's purchase decision.
- H4: Place has a positive impact on consumer's purchase decision.
- H5: Promotion has a positive impact on consumer's purchase decisions.

CHAPTER 2

REVIEW OF THE LITERATURE

This chapter reviews the concepts and theories related to sales promotion. It provides a brief overview of the background and demographic factors within the 4P marketing mix, alongside a discussion of relevant previous studies in this domain. The chapter aims to synthesize prior research findings and identify existing gaps, thereby clarifying the purpose of the present study.

This study aims to explore the impact of the 4P marketing mix and demographic factors on Chinese tourists' purchase decisions regarding Thai seafood snacks. The following literature review examines relevant theories and previous studies related to these variables to provide a comprehensive foundation for the research.

study are as follows:

1. Thailand's seafood snack Industry and Chinese seafood snack Market
 - 1.1. Thai seafood snack Industry
 - 1.2 China seafood snacks market
2. Demographic Factors
 - 2.1 Gender
 - 2.2 Age
 - 2.3 Education
 - 2.4 Income
 - 2.5 Occupation
3. The 4P Marketing Mix
 - 3.1 Product
 - 3.2 Price
 - 3.3 Place
 - 3.4 Promotion
4. Product purchase decision
 - 4.1 Recognition of needs

4.2 Information Search

4.3 Alternative evaluation

4.4 Purchase decision

4.5 Post-Purchase behavior

4.51 Post-Purchase satisfaction

4.52 Post-Purchase Activities

4.53 Post-purchase Use and Disposal

5. Related Research

6. Conclusion

Thailand's seafood snack Industry and Chinese seafood snack Market

With the acceleration of globalization and the rising purchasing power of Chinese tourists, competition among international seafood snack brands in the Chinese market has intensified. As a representative Southeast Asian seafood snack brand, Thai seafood snacks have garnered significant attention from both academia and industry in recent years. The influence of marketing strategies on consumer purchase decisions has become a prominent research focus, with scholars widely recognizing the 4P marketing mix (product, price, place, promotion) as a key determinant of consumer behavior (Kejsi & W, 2024). Concurrently, demographic factors, as critical variables in consumer behavior studies, are also believed to significantly affect purchase decisions.

1.1 Thai seafood snack Industry

Thailand uses seaweed, fish, shellfish, crustaceans and other marine organisms as raw materials, and makes snacks through various processing methods such as pickling, drying, frying, baking, dehydration of high-protein, low-carbohydrate, and water-rich seaweed, fish, shellfish, and crustaceans through oil oxidation or fat oxidation, and adjusting the texture (O, 2022). The industrial scale of seafood snack processing in Thailand has developed rapidly. The products are mainly sold to export markets. In 2001, there were 44 canning plants, and the main fish species processed by the canneries included tuna, sardines, shrimps, crabs, shellfish, squid and cuttlefish. . The main reason for the change in fish utilization patterns may be the tight supply caused by rising raw material costs. Preserved products made from marine fish include

dried salted fish, fish sauce, dried shrimps, dried squid, and most processing plants produce frozen products. A major development in this area is the shift to producing value-added products. To date, 50% of exported seafood is either processed and packaged into consumer packaging or made into pre-prepared seafood products and directly sold to institutional retail in major markets around the world. This is achieved by adopting new technologies to improve quality. Diversification focuses on shrimp, cephalopods and fish, and many products are processed into convenience foods and delicacies. Thai seafood snacks have quickly captured the Thai seafood snack market among Chinese tourists due to their high quality and affordable prices.



FIGURE 4 Thai seafood snacks

1.2 China seafood snacks market

Traditional seafood companies are primarily concentrated in coastal regions, benefiting from proximity to abundant marine resources. However, most of these companies are local operators that both produce and sell their products within nearby areas. Their products tend to cater to local tastes, which can limit their appeal to broader markets. Additionally, due to the strong fishy odor inherent in seafood, many companies prepare their products with heavy oil, salt, and spices, which raises health concerns.

Furthermore, the overall development of the seafood snack industry remains relatively fragmented and lacks dominant market leaders. This stands in contrast to the rapidly expanding seafood snack market. The Seafood Snacks Market is projected to experience substantial revenue growth, with a remarkable compound annual growth rate (CAGR) anticipated during the forecast period from 2023 to 2030. This growth is driven by increasing demand across multiple distribution channels, including fresh food e-commerce, supermarkets, convenience stores, third-party online shopping platforms, independent retailers, and other applications globally (Global Seafood Snacks Market by Type [Fish, Shrimp], By Application [Fresh Food E-commerce, Supermarket], By Geographic Scope and Forecast).

Demographic characteristics

The results of this study reveal that gender differences exert varying levels of influence across specific dimensions of the marketing mix. In particular, statistically significant variations were observed between male and female respondents in their perceptions of the *Product*, *Cost*, and *Promotion* components. However, no significant gender-based differences were found in relation to the *Place*, *Price*, *Promotion*, and *Product* dimensions as a whole. These findings indicate that while gender may not uniformly influence every aspect of the marketing mix, it nonetheless plays a meaningful role in shaping consumer perceptions and responses to certain marketing elements. Specifically, the differences identified in how male and female tourists perceive product attributes, cost considerations, and promotional efforts suggest that gender is a relevant

factor in determining the effectiveness of marketing strategies aimed at increasing consumer engagement with Thai seafood snacks.

These results are consistent with prior research in the field. For example, Kusa et al. (2014) and (Alena et al., 2014) reported notable differences in purchasing styles and decision-making behavior between men and women. Similarly, Erlan (2020) found that gender has a statistically significant and positive impact on consumer purchase decisions, further reinforcing the importance of incorporating gender considerations into targeted marketing strategies.

Consumer behavior is a critical area of study in marketing and psychology that involves analyzing how individuals select, purchase, use, and dispose of products and services in order to fulfill their needs and desires. This field encompasses the full spectrum of cognitive, emotional, and behavioral processes that occur before, during, and after a purchase. These processes include, but are not limited to, the evaluation of needs, product search and evaluation, brand comparison, and final purchasing decisions. A core objective of consumer behavior research is to understand the decision-making process consumers undergo, which typically involves questions such as what product to buy, which brand to prefer, where and when to shop, how much time and effort to invest in shopping, and how frequently purchases are made. Ultimately, this process results in concrete decisions regarding product selection, brand loyalty, retailer preference, purchase timing, purchase volume, and frequency of consumption.

To gain a comprehensive understanding of consumer behavior, it is essential to consider a range of influencing factors, particularly demographic, behavioral, and psychographic variables. In marketing research, demographic characteristics such as age, gender, income level, education, occupation, household size, and social class are widely regarded as reliable and objective indicators for segmenting markets and predicting consumer preferences. Behavioral factors focus on consumers' actual actions and patterns, including their responsiveness to marketing stimuli, product usage behavior, and the motivations behind product acceptance or

rejection. Meanwhile, psychographic factors delve into consumers' psychological traits and lifestyle patterns by analyzing their values, interests, opinions, and daily activities. These variables provide a deeper understanding of the personal and social contexts in which purchasing decisions are made.

A wide array of empirical studies has demonstrated the significant role that demographic factors play in shaping consumer purchasing behavior. For instance, Anderson and Gaile-Sarkane (2008) found that variables such as education level, income, occupation, and household size significantly influence consumers' selection of retail outlets. In a similar vein, Sharma and Kaur (2015) concluded that gender and marital status have a considerable impact on shopping behavior and purchasing patterns. Aloom and Lawan (2013) further identified key demographic determinants—such as age, gender, educational ,income, occupation as critical in shaping consumer preferences and buying behavior. Supporting these findings, Mazloumi et al. (2013) also confirmed that variables including gender, marital status, education, employment status, and age exert a notable influence on purchasing decisions.

Beyond demographic characteristics, several scholars have explored the influence of psychological and sociocultural factors on consumer behavior. Research in this domain has examined the impact of individual values, personal attitudes, ethnicity, normative social pressures, and cognitive attributes such as functional background and educational level. These factors are found to interplay with demographic traits to form a more nuanced understanding of consumer behavior. Collectively, these insights suggest that consumer decision-making is shaped by a complex interaction of demographic profiles, personal values, and psychological orientations. Multidisciplinary research has also consistently emphasized the presence of gender-based differences not only in general purchasing behavior but also in areas such as ethical consumption and socially responsible buying practices, further highlighting the importance of considering gender as a critical variable in consumer studies.

2.1 Gender

The findings of this study indicate that gender differences significantly influence consumer perceptions in relation to certain dimensions of the marketing mix, specifically Product, Cost, and Promotion. In contrast, no statistically significant gender-based differences were identified in the evaluation of the Place, Price, Promotion, and Product dimensions as a whole. These results suggest that while gender may not affect every aspect of the marketing mix uniformly, it does play a meaningful role in shaping how consumers respond to specific marketing stimuli. In particular, the significant variations observed in the perception of product features, cost considerations, and promotional efforts imply that marketing strategies for Thai seafood snacks may be more or less effective depending on the gender of the target consumer group.

These findings are consistent with previous research. For instance, Kusa et al. (2014) reported notable differences in purchasing styles between male and female consumers, emphasizing that gender influences not only product preference but also shopping behavior and decision-making patterns. (Erlan, 2020) concluded that gender has a significant positive effect on purchasing decisions. Furthermore, research has demonstrated that gender plays a moderating role in various facets of consumer behavior, highlighting its importance in shaping purchasing decisions. (R et al., 2022) concluded that gender exerts a significant and positive effect on purchasing decisions, reinforcing the notion that male and female consumers may respond differently to marketing efforts. Furthermore, recent studies have identified gender as a moderating variable that influences various dimensions of consumer behavior. demonstrated that gender can shape attitudes, perceptions, and behavioral intentions, thereby underscoring its importance in the development of effective, gender-sensitive marketing strategies.

Taken together, these findings highlight the necessity for marketers to consider gender-specific preferences and responses when designing and implementing marketing campaigns, particularly in the context of culturally distinct and

demographically diverse consumer segments such as Chinese tourists purchasing Thai seafood snacks.

Consumer behavior involves the analysis of individuals to understand the methods they use to select products and how they utilize goods and services to fulfill their needs and desires. It encompasses all thoughts, emotions, and actions that occur before, during, and after the purchase of a product, service, or idea. A central focus of consumer behavior research is the decision-making process, which includes considerations such as what to buy, which brand is most suitable, where and when to shop, how much time to spend, and how frequently to make purchases. Ultimately, consumer behavior results in final decisions regarding product selection, brand preference, retailer choice, purchase timing, quantity, and frequency.

According to Henry (2002), men tend to rely more on functional purchase criteria than women. Similarly, Williams (2002) found that while both genders consider various evaluative criteria, women place more importance on performance, durability, reliability (i.e., quality), and style or appearance. Research on object attachment further indicates that men typically value items for their instrumental or practical use, whereas women often favor possessions associated with aesthetics and prestige—reflecting expressive values. Dittmar et al. (1995) also observed gender differences in impulse buying, with men more likely to purchase functional items, while women are drawn to symbolic and emotionally expressive products.

These behavioral differences are rooted in a range of social, psychological, and biological factors, including distinct patterns of upbringing and socialization. Whether in personal or professional contexts—be it shopping, dining, or decision-making—men and women often exhibit different behavioral patterns. From the initial stage of need recognition to the evaluation of alternatives and post-purchase behavior, the genders respond to different stimuli and apply different evaluative criteria throughout the decision-making process.

2.2 Age

Demographic characteristics are considered one of the internal factors that influence the purchase decision-making process (Kotler, 1997). Demographic variables are among the most commonly used bases for segmenting consumer groups. One reason for their widespread use is that consumer needs, preferences, and usage patterns are often closely linked to demographic attributes. Additionally, demographic variables are relatively easy to measure, making them practical and accessible tools for marketers. (Akbar et al., 2022)

Henry (2002) found that younger consumers tend to rely more on expressive criteria when making purchase decisions. Similarly, Wallendorf and Arnould (1988) observed that younger individuals place greater emphasis on hedonic pleasures when selecting their favorite possessions. In contrast, Hsieh et al. (2004) reported that older consumers are more sensitive to utilitarian aspects of brand image. Interestingly, Wallendorf and Arnould (1988) also found that older individuals are less likely to select functional items as favorite possessions, instead favoring objects with symbolic meaning. These symbolic possessions often represent elements of personal history, which differs from acquiring items to project a certain image to others.

Older consumers may also prioritize ease of use, as aging is often accompanied by a decline in cognitive abilities such as working memory, symbolic reasoning, and language comprehension (Rousseau et al., 1998). Age has thus been shown to significantly influence purchasing decisions. According to Schiffman and Kanuk (1994), product needs frequently vary by age, making it a particularly useful demographic variable for market segmentation. Many marketers have successfully targeted specific age groups, carving out niches by tailoring products and strategies to the unique preferences of each segment. Porramma (1995) similarly emphasized that age influences consumer thinking and behavior, while Kotler (2000) noted that both consumer needs and abilities evolve over time, making age a critical factor in shaping purchase decisions.

2.3 Education

Previous research has not explicitly examined the relationship between educational attainment and the perceived importance of product attributes. However, education is frequently used as a component in determining social class (Holt, 1998; Williams, 2002). Since it is often impractical for marketers to measure social class directly—given the need for detailed socioeconomic data—education serves as a practical and reliable proxy (G, 2002). Accordingly, this study investigates whether established findings regarding social class can also be applied to education as an independent variable.

Existing literature suggests that individuals from lower social classes tend to adopt more functional and utilitarian purchasing criteria. For instance, they evaluate product value based on practicality, comfort, durability, and ease of maintenance (Henry, 2002; Holt, 1998). In contrast, consumers from higher social classes are more likely to emphasize expressive attributes in their purchasing decisions—criteria that reflect personal taste, identity, and self-expression (Henry, 2002; Holt, 1998). Education, particularly at the college level, has been shown to influence purchasing decisions indirectly, acting as a differentiating factor in consumer behavior (Wang et al., 2022). Moreover, a significant disparity often exists between low and high education groups in terms of purchasing priorities, which marketers can leverage to tailor product offerings and messaging strategies (Wibowo et al., 2022).

Williams (2002) further noted that both functional and expressive criteria increase in importance with rising social class, but primarily for products with social significance. This aligns with the findings of Henry (2002) and Holt (1998), whose studies involved socially symbolic items such as clothing and furniture. These findings collectively highlight the nuanced role of education and social class in shaping consumer evaluations and purchase decisions.

2.4 Income

Although somewhat unexpected, previous studies have shown that income level does not strongly correlate with social class (Williams, 2002; Coleman, 1983). Research on the relationship between income and the importance of various

evaluative criteria in consumer decision-making is relatively limited. However, Williams (2002) identified a negative correlation between income and the importance placed on utilitarian purchase criteria, particularly for products with low social visibility. Based on these findings, it can be hypothesized that consumers with higher income levels are less likely to prioritize functional attributes such as quality and ease of use when evaluating products.

Given the weak correlation between income and social class, it is useful to consider income in a relative context within each social class (Coleman, 1983). Coleman (1960) introduced the concepts of "under-privileged" and "over-privileged" segments within social classes, arguing that individuals at the high- and low-income extremes of a given class exhibit different consumer behaviors. In this context, relative class income is defined in terms of deviation from the median income within a particular social class. This perspective allows for a more nuanced understanding of how income influences consumer preferences and decision-making across different socioeconomic segments. (Eugene & F, 1974) Research supports the assertion that relative class income is a significant determinant of consumer buying behavior, particularly in the context of automobile purchases (Peters, 1970), as well as product choices such as coffee and retail store selection (Dawson et al., 1990).

Income clearly influences consumer buying behavior in terms of the quantity, type, and price range of products purchased. Several studies have shown that higher-income consumers tend to engage in more extensive pre-purchase information-seeking activities (John et al., 1986; Newman & Staelin, 1972; Urbany, 1986). Recent research also suggests that low- and middle-income households are more likely to compare product differences when making purchase decisions (Pierce & Connolly, 2023). However, there remains limited research examining how income levels relate to the relative importance assigned to various evaluative criteria during the purchasing process.

It can be reasonably assumed that utilitarian evaluative criteria—such as affordability, durability, and reliability—are negatively correlated with

income. In other words, consumers with lower income levels may prioritize these functional aspects more heavily. Moreover, income is likely to be a more relevant predictor than social class when analyzing the purchase of high-cost, low-social-visibility products, such as kitchen appliances, which require significant expenditure but do not function as status symbols.

2.5 Occupation

Occupation is a significant factor influencing consumer consumption patterns (Kotler, 1997). It often reflects an individual's values, attitudes, tastes, and overall lifestyle. Moreover, occupation, income, and education are closely correlated, often in a near cause-and-effect relationship. High-level occupations—which typically generate higher incomes—generally require advanced educational qualifications (Schiffman & Kanuk, 1994).

Recent research further indicates that occupation moderates the relationship between subjective norms and purchase intention. Specifically, the interaction between purchase intention and occupation is significant, suggesting that the influence of subjective norms differs between students and non-student consumers (Wang et al., 2021). This finding highlights the nuanced role of occupation in shaping consumer decision-making, particularly in the context of how social influences impact different occupational groups.

The 4P Marketing Mix

The marketing mix is a fundamental framework used by companies to identify key business factors, including understanding consumer needs, evaluating how their products or services meet (or fail to meet) those needs, assessing brand perception, differentiating from competitors, and managing customer interactions. In the context of the twenty-first century, globalization has significantly transformed the business environment, compelling companies to adapt their traditional strategies. Businesses today can no longer rely solely on outdated marketing techniques; consumers have become more selective and demand personalized, high-quality offerings. As a result, firms must modernize their marketing approaches and develop an updated, strategic marketing mix.

To remain competitive, particularly in the trading sector, companies must broaden their service offerings, maintain product quality, prioritize customer satisfaction, and minimize operational costs. Aligning and effectively utilizing all components of the marketing mix is essential to achieving strategic objectives. Successful marketing mix management enables organizations to optimize the combination of elements—product, price, place, and promotion—to manage budgets effectively and deliver maximum value. Companies aiming to operate efficiently and meet their goals must closely monitor and integrate all components of the marketing mix. A fragmented or misaligned approach can lead to strategic failures.

The marketing mix concept has been analyzed and expanded upon by numerous scholars, including Pruskus (2015), Rad & Akbari (2014), Rahnama & Beiki (2013), Ria (2011), Sereikiene-Abromaityte (2013), and Singh (2012). The 4Ps—product, price, place, and promotion—serve as core components in marketing goods or services. Introduced as a model for constructing and executing effective marketing strategies, the marketing mix focuses on integrating these four elements to fulfill both organizational and consumer needs.

The concept was first introduced by Neil Borden in 1949 and popularized through his article “The Concept of the Marketing Mix” (1964), which built upon James Culliton’s description of the marketing manager as a “mixer of ingredients.” Later, E. Jerome McCarthy categorized these components into the widely recognized 4Ps. When formulating marketing strategies, companies must carefully consider their target market, understand its needs, and tailor their marketing mix accordingly. As H and Barry (2004) emphasize, marketing is the strategic allocation of resources to effectively position a product or service in the market, aiming to deliver utility and satisfy consumer demands.

The marketing mix is defined as a set of relevant variables and strategic solutions that allow companies to meet consumer needs while achieving organizational objectives (Pruskus, 2015). According to Singh (2016), marketing is a

complex arrangement of marketing mix variables used by companies aiming to effectively market their goods and services.

Borden (1965) is credited with first introducing the term "marketing mix," inspired by Culliton's (1948) metaphor describing a business executive as a "mixer of ingredients." Culliton portrayed the executive as someone who may follow established recipes, modify them based on available resources, or even innovate entirely new combinations—an analogy that underscores the dynamic nature of marketing decisions. This conceptual foundation parallels earlier theories of controllable marketing parameters, such as those proposed by Stackelberg (1939) and further developed by Rasmussen (1955), who introduced the parameter theory. Rasmussen identified four key determinants of competition and sales: price, quality, service, and advertising.

Building upon the foundational marketing theories of the mid-20th century, Mickwitz (1959) introduced the application of parameter theory to the Product Life Cycle (PLC) concept. His work emphasized that the relative importance of various marketing variables shifts throughout the different stages of a product's lifecycle—introduction, growth, maturity, and decline—thereby requiring dynamic adjustments in marketing strategy over time.

The origins of the marketing mix concept can be traced back to Borden, who initially identified 12 essential elements that collectively shape a firm's marketing strategy. These elements include: product planning, pricing, branding, channels of distribution, personal selling, advertising, sales promotions, packaging, display, servicing, physical handling, and market research (fact-finding and analysis). Borden's comprehensive framework laid the groundwork for future developments in marketing theory by highlighting the multifaceted nature of marketing activities.

Subsequent scholars sought to streamline and categorize these elements to enhance theoretical clarity and practical application. For instance, Frey (1961) proposed organizing marketing variables into two overarching

categories: the offering, which includes the product itself, packaging, branding, pricing, and customer service; and the methods and tools, which comprise distribution channels, personal selling, advertising, sales promotion, and publicity. This classification aimed to distinguish between the core value proposition offered to the consumer and the mechanisms through which that value is communicated and delivered. Further contributions to the evolution of the marketing mix framework came from Lazer and Kelly (1962), and later from Lazer, Culley, and Staudt (1973). These researchers proposed a tripartite structure consisting of the goods and services mix, the distribution mix, and the communication mix. Their model emphasized the interrelated nature of product attributes, logistical considerations, and promotional strategies, thus offering a more integrated perspective on how marketing elements function together to influence consumer behavior and drive business outcomes. However, it was E. Jerome McCarthy (1964) who streamlined Borden's model into the widely accepted 4Ps framework: product, price, place, and promotion. McCarthy defined the marketing mix as the combination of factors within a marketer's control that can be used to influence consumer demand and satisfy target markets. Since the 1980s, scholars have increasingly questioned the sufficiency of the original 4Ps model. Judd (1987) and others have suggested expanding the mix by incorporating additional Ps—such as people, process, and physical evidence—particularly for service-oriented industries. These critiques have led to the development of extended and alternative frameworks aimed at capturing the complexities of modern marketing environments. While the original 4Ps remain foundational, contemporary research often favors a more flexible, multidimensional approach to marketing strategy.

Product

Product refers to any item offered for sale or use by customers and encompasses both tangible goods and intangible services. Over time, the product has been recognized as a critical element within the marketing mix. According to Goi (2009), products may include physical objects or services, highlighting their tangible or intangible nature. Manufacturers and retailers can enhance product quality, safety, and

service levels, which in turn can be communicated through positive word of mouth among consumers. This process helps to build a strong corporate image, develop product brands, and foster consumer trust and loyalty—factors that significantly influence purchasing decisions.(ChaoGuang & Kai, 2011)

Price

Sukirno (2015) emphasizes that price is one of the most critical attributes considered by consumers during the decision-making process. As such, it is imperative for company managers and marketers to develop a comprehensive understanding of the role that pricing plays in shaping consumer attitudes and purchase intentions. A product that is well-designed and supported by effective marketing strategies can justify a higher price point, thereby generating increased profitability for the firm.

Price, however, is not a uniform or static concept; rather, it is multifaceted and subjective, carrying different meanings for different consumers. These perceptions are shaped by a combination of individual characteristics—such as income level, cultural background, and psychological disposition—along with situational factors and the inherent nature of the product or service in question.

Kotler and Armstrong (2015) define price as “the amount of money charged for a product or service, representing the value customers exchange for the benefits of owning or using the product or service.” This definition underscores the idea that price is not merely a monetary amount, but also a reflection of the perceived value offered to the consumer. In a similar vein, Kotler and Armstrong (2016) reiterate that price constitutes the financial exchange made by consumers in return for the advantages they expect to receive from a product or service.

As a core component of the marketing mix, price serves as a powerful determinant of consumer behavior. It influences perceptions of quality, brand positioning, and overall value. When pricing strategies are carefully formulated and aligned with market expectations, they can positively impact consumers' willingness to buy. Conversely, inappropriate pricing—whether perceived as too high or too low—can deter potential buyers and weaken brand trust. Therefore, pricing decisions should be

based not only on cost considerations and competitive benchmarks, but also on an in-depth understanding of consumer psychology and value perception.

Place

Place refers to the location of a place, object, event, or phenomenon on the earth's surface in relation to another place, object, or event (Maryani, 2009). The place component consists of two aspects: direction and distance. Direction indicates the position of one place compared to another, while distance measures the proximity or separation between the two. Both direction and distance are relative concepts that influence the intensity of the relationship between places. According to Heizer and Render (2006), the primary goal of a place strategy in marketing is to maximize profitability for the company by effectively managing product distribution and accessibility.

Promotion

How promotion methods influence consumer decisions is a key concern for both businesses and scholars. Different promotional strategies can have varying effects on consumer behavior. Existing studies have examined these effects by focusing on factors such as promotion frequency, promotion depth (i.e., the level of discounts or incentives), and individual differences among consumers. These perspectives help to explain how often promotions are offered, how significant the promotional offers are, and how consumer characteristics modify the impact of these promotions on purchase decisions (U & Kin, 1992).

Product purchase decision

Kotler and Keller (2009) outlined a widely accepted five-stage model of the consumer buying decision process, which includes the following sequential phases: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This framework provides a comprehensive understanding of how consumers approach the process of making purchasing decisions. In the initial stage, consumers recognize a need or identify a problem that requires resolution. This recognition then triggers a search for information, wherein consumers actively gather

data from internal sources, such as past experiences and memories, as well as from external sources, including advertisements, peer reviews, digital platforms, and sales personnel.

During the third stage—evaluation of alternatives—consumers assess the different options available to them based on a variety of evaluative criteria, such as price, quality, brand reputation, and personal preferences. These evaluations are heavily influenced by the consumer's existing beliefs, attitudes, and accumulated knowledge. Once the most suitable option is identified, the consumer enters the fourth phase and makes the actual purchase decision. The final phase of the process involves post-purchase evaluation, during which the consumer reflects on the product or service experience, determining whether it met or fell short of expectations. As noted by SueLin (2010), this post-purchase behavior can significantly influence future purchasing intentions and brand loyalty.

Importantly, the post-purchase evaluation is not static; it can be affected by time-sensitive or situational variables that are not directly related to the product or service itself but nonetheless contribute to the overall experience associated with it (Uwe & Rudolf, 2006). These might include factors such as customer service interactions, environmental influences, or even changes in consumer mood or lifestyle over time.

In addition to the structured decision-making process, consumer behavior literature also recognizes two main perspectives through which decision-making can be understood: the behavioral influence perspective and the experiential perspective (Fonseca, 2015). The behavioral influence perspective emphasizes the role of external stimuli—such as environmental cues and marketing messages—in shaping consumer decisions, often without conscio

According to Hassan and Nor (2013), the concept of consumer decision-making style captures the underlying psychological orientation that individuals adopt when engaging in shopping and purchasing activities. This style combines both rational (cognitive) and emotional (affective) components, offering insights into how

consumers approach market choices. It involves not only the method by which a product is initially selected from a range of alternatives but also the extent to which consumers are likely to repurchase the same product in the future, based on their satisfaction and perceived value.

Following the need recognition stage of the buyer decision process, consumers Kotler and Keller (2009) proposed five stages in the buying decision process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Customers gather as much information as possible, with their choices and decisions influenced by their beliefs, attitudes, and knowledge. Consumers tend to seek information from various sources. Generally, two types of decision-making perspectives are recognized: the behavioral influence perspective and the experimental perspective (Fonseca, 2015). Consumer decision-making style involves both emotional and intellectual approaches, offering insight into how consumers engage in shopping and purchasing behavior. In other words, consumer decision-making style reflects a rational process of selecting a product from among multiple options and subsequently deciding whether to repurchase it (Hassan and Nor, 2013).

The process begins with the recognition of a need or problem. This is followed by searching for alternatives through information gathered from both internal sources (such as past experiences) and external sources. The third stage involves evaluating these alternatives based on consumer criteria and perceived benefits. After the evaluation, the consumer makes the purchase decision, entering the fourth stage—the actual purchase of the selected option. The final stage encompasses post-purchase evaluation and behavior (Selin, 2010). Notably, this assessment of experience may be influenced by time-dependent factors that are not directly related to the product or service but contribute to the overall accumulation of experience with it.

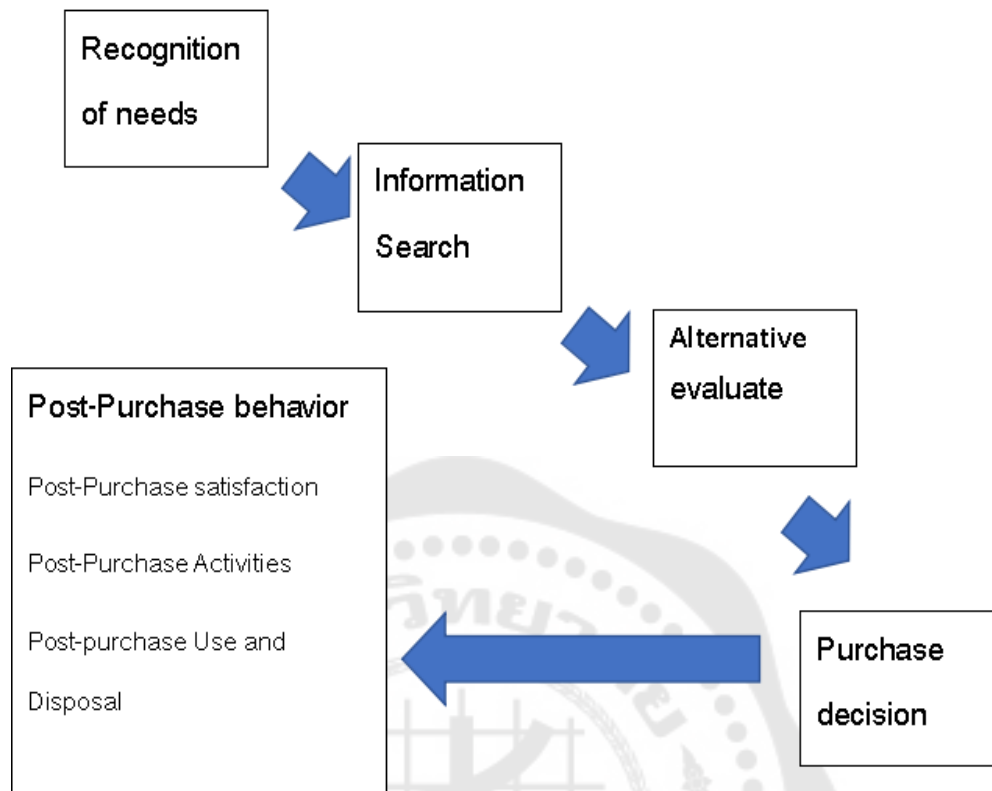


Figure 5 Consumer Product Purchase Decision Model

Figure 5 presents an overview of research findings related to the structure of evaluative criteria that consumers use when making purchasing decisions. These studies collectively suggest that the relative importance assigned to different evaluative criteria is not constant, but instead varies considerably depending on a range of factors. First, the specific purchase situation—including contextual elements such as urgency, purpose, and constraints—can influence which criteria consumers prioritize during decision-making (Dickson, 1982; Miller and Ginter, 1979). Second, the nature of the alternatives under evaluation, such as product type, quality differences, and available features, also affects how consumers weight various criteria (Corfman, 1991; Johnson, 1988). Third, the level of consumer involvement plays a crucial role; consumers who exhibit higher involvement in the purchasing process tend to engage in more extensive evaluation and place greater emphasis on certain criteria compared to those with lower involvement (Gensch and Javalgi, 1987; Rothschild and Houston, 1977). Finally, the

amount of prior purchase experience a consumer has with the product category influences the evaluation process, as more experienced consumers may rely on different criteria or decision heuristics compared to novices (Bettman and Suja, 1987; Wright and Rip, 1980).

Problem Recognition

The buying process begins when the buyer recognizes a problem or need, which can be triggered by either internal or external stimuli (Kotler, 2000). To investigate the factors influencing the perceived importance of evaluative criteria across different products, it is essential to consider generic product attributes and benefits. While many evaluative criteria might apply to specific purchase situations, only a few factors tend to be relevant across a wide range of consumers and products. Attributes such as price and brand name are commonly significant in various purchasing contexts. Additionally, general criteria related to product quality, image, or utility—such as reliability, appearance, performance, durability, serviceability, and prestige—also play an important role in consumer evaluations (G, 2002).

Information Search

Aroused consumers tend to actively search for more information before making a purchase decision. Consumer information sources can be categorized into four main types:

Personal sources: family, friends, neighbors, acquaintances

Commercial sources: advertising, salespeople, distributors, packaging, displays, and universities

Public sources: mass media, consumer rating organizations

Experiential sources: handling, inspecting, and using products

Consumers evaluate purchase alternatives using a variety of criteria that differ in importance and influence depending on the situation (Blackwell et al., 2001). These criteria can be classified by their level of objectivity and significance. Decision criteria generally relate to benefits that are either utilitarian or hedonic in nature (Ahtola, 1985; Blackwell et al., 2001; Havelena and Holbrook, 1986; Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982; Kivetz, 1999).

Evaluation of Alternatives

There are several decision evaluation processes, with the most current models viewing the process as cognitively oriented. That is, these models consider consumers to form judgments largely on a conscious and rational basis (Kotler, 2000). Similarly, hedonistic and subjective criteria are often regarded as synonymous. After selecting the relevant criteria, consumers assign weights or relative importance to each criterion and evaluate purchase alternatives based on the value of these criteria in making the final purchase decision (Blackwell et al., 2001).

Several fundamental concepts aid researchers in understanding consumer evaluation processes: First, consumers aim to satisfy a specific need. Second, consumers seek particular benefits from the product solution. Third, consumers perceive each product as a bundle of attributes, each varying in its ability to deliver the benefits necessary to satisfy the identified need.

Purchase decision

During the evaluation stage of the consumer decision-making process, consumers assess and form preferences among the various brands available within their consideration set. This evaluation often leads to the development of a purchase intention toward the most preferred brand. However, it is important to recognize that the formation of purchase intention does not necessarily guarantee the actual purchase decision, as two intervening factors may influence the transition from intention to action (Kotler, 2000). Kotler's model distinctly differentiates between motivators, which stimulate the buying behavior, and determinants, which ultimately drive the final purchase decision. This distinction underscores the pivotal role that organizations and marketers can play in shaping consumer behavior, particularly through effective communication channels and targeted marketing efforts.

Building upon these foundational theories, Panwar et al. (2019) synthesized various decision-making models and proposed that consumers generally undergo a five-stage decision-making process encompassing both the purchase and post-purchase phases (refer to Figure 4). Within this framework, when consumers act on a purchase intention, they often face a series of up to five sub-decisions: selecting a

brand, choosing a vendor or retailer, determining the purchase quantity, deciding on the timing of the purchase, and selecting the method of payment. The complexity of these decisions varies depending on the nature of the purchase; for routine or habitual purchases, consumers tend to engage in fewer decision points and exhibit less extensive deliberation compared to high-involvement or infrequent buying situations (Kotler, 2000).

This nuanced understanding of consumer decision-making highlights the importance for marketers to identify and address potential barriers that may arise between intention and purchase, as well as to simplify the sub-decision processes in order to facilitate smoother transactions and enhance overall customer satisfaction.

This model is crucial for marketers as it encourages them to consider the entire buying process, rather than focusing solely on the purchase decision—often a point too late for influencing consumer choice. While the model suggests that customers pass through all stages during every purchase, in more habitual purchases some stages may be skipped or reversed. For instance, a college student buying a favorite soft drink might recognize the need (thirst) and proceed directly to purchase, bypassing information search and evaluation. Nonetheless, the model remains valuable for understanding purchases that require more thought and deliberation.

The buying process begins with need recognition, where the buyer becomes aware of a problem or need. An “aroused” consumer then decides how much information is required. If the need is urgent and a suitable product or service is readily available, the purchase decision may occur immediately. Otherwise, the consumer enters the information search stage, sourcing data from personal, public, commercial, and experiential channels. The influence and usefulness of these sources vary by product type and consumer. Research shows that consumers tend to trust personal sources (family, friends) more than commercial ones.

The challenge for organizations is to identify which information sources are most influential within their target markets in order to effectively satisfy customer needs and remain competitive.

Post-purchase Behavior

After purchasing a product, consumers experience varying levels of satisfaction or dissatisfaction. Marketers must monitor post-purchase satisfaction, consumer actions following the purchase, and the usage of the product (Kotler, 2000). The outcomes of a purchase typically result in either satisfaction or dissatisfaction. Customer dissatisfaction sometimes leads to complaints, which provide businesses with valuable opportunities to identify problems and implement corrective measures.

Buyer behavior models suggest that if the actual performance of a product meets or exceeds the consumer's expectations, the consumer will feel satisfied. Conversely, if the actual performance falls short of expectations, dissatisfaction will occur. The theory of self-concept posits that every self-image carries an associated value that determines the degree of positive or negative affect experienced when that self-image is activated.

This value component linked to a particular self-image supersedes traditional constructs such as the ideal self-image and ideal social-image. Similarly, every product image contains a value component reflecting the affective intensity associated with its attributes. It has been further suggested that consumers' perceptions of a destination—such as the type and quality of resorts, pricing, hotel ambiance, and overall atmosphere—are likely to influence the formation and evolution of the destination's visitor image.

Since self-concept is multidimensional in nature (including actual, ideal, social, and ideal social selves), a critical issue concerns which dimension of the self-concept is activated during the psychological process of self-congruity. This phenomenon is exemplified in the service industry, where the alignment of the consumer's self-concept with the destination visitor image plays a significant role. In addition to assessing symbolic or personified attributes of the destination, consumers

also evaluate destinations based on their functional or utilitarian attributes. The congruence between the destination's level of utilitarian attributes and the consumer's expectations—termed functional congruity—affects the decision-making process and may be linked to self-congruity during consumer decision-making.(Diksha et al., 2019)

A. Post-purchase Satisfaction

Buyer satisfaction is determined by the degree of alignment between the buyer's expectations and the perceived performance of the product. When the product's performance falls below expectations, the customer experiences disappointment; when it meets expectations, the customer feels satisfied; and when it exceeds expectations, the customer is delighted. These emotional responses significantly influence the likelihood of repeat purchases and whether the customer communicates positive or negative opinions about the product to others (Kotler, 2000).

B. Post-purchase Actions

The consumer's satisfaction or dissatisfaction with a product significantly influences subsequent behavior. When satisfied, consumers are more likely to repurchase the product (Kotler, 2000). Conversely, dissatisfied consumers may discontinue use or return the product. They may also seek information that either confirms or challenges the product's value. Private actions taken by dissatisfied consumers can include deciding to cease purchasing the product or warning others, such as friends or family, about their negative experience (Kotler, 2000).

C. Post-purchase Use and Disposal

If consumers store the product away without using it, this likely indicates low satisfaction, which in turn weakens positive word-of-mouth. Additionally, if consumers choose to sell or trade the product, it may negatively impact new product sales. Conversely, consumers might discover alternative uses for the product, potentially influencing its overall perception and value (Kotler, 2000).

Related Research

Research on the impact of the 4P Marketing Mix on Purchase decision

The 4P marketing mix (product, price, place, promotion) is a classic framework in marketing and is widely used to study consumer behavior and purchase

decision. Many studies have shown that the 4P marketing mix has a significant impact on consumers' purchasing decision.

Products and Purchase Decisions: Product characteristics such as quality, design, brand, and innovation have a direct impact on consumers' purchase intentions. Research indicates that high-quality products and strong brand recognition significantly enhance consumers' purchase intentions (Kotler & Keller, 2006). For instance, Sweidan and Netham (2022) found that consumers' purchase intentions increased notably when products were more unique or when packaging design was more appealing. Additionally, when leftover squid and dried seafood products were given added value, consumers showed greater willingness to accept these novel seafood options (S. Kanin, 2005). In the dry food industry, the marketing mix strategy of Thai seafood snacks is considered a critical success factor. Product quality (Yap et al., 2012) plays a pivotal role in shaping customers' store preference decisions. Consumers typically evaluate product quality or brand based on perceived quality. Perceived brand quality can be defined as consumers' overall subjective judgment of a product's excellence or superiority, derived from the evaluation of various product attributes. Brands perceived to have higher quality are more likely to succeed compared to those with lower perceived quality (Sheng et al., 2012). Furthermore, strong purchase intention serves as a reliable predictor of future purchasing behavior. When travelers have a clear understanding of their intended purchases, they are more likely to form strong purchase intentions and demonstrate higher rates of repeat purchases (Long-Yi & Yeun-Wen, 2009).

Price as a Determinant of Purchase Decisions: Price is a critical factor influencing consumer purchase decisions. An effective pricing strategy not only attracts price-sensitive consumers but also helps establish the brand's price image. Research by Ketema (2017) indicates that point-of-sale materials are among the most effective tools in stimulating purchase decisions. Additionally, most consumers show a preference for squid dried seafood products offered at lower prices (S. Kanin, 2005).

However, price also serves as a signal of product quality and should be evaluated in relation to the benefits provided by the product (Juan & Pilar, 2011).

In the consumer goods market, price often serves as an external indicator of product quality, with high-priced brands generally perceived as high-quality (Kim & Hyun, 2011). However, since product quality is expected as a standard, it can be argued that a higher price may negatively impact consumers' purchase decisions and overall satisfaction. This is because a higher price does not necessarily guarantee superior quality but may simply indicate that the consumer is required to pay more (E & J, 2007)

Therefore, enhancing point-of-sale materials can significantly increase purchase intention. Price discounts are identified as the second most important factor associated with purchase intention and are also the second most influential predictor of purchase decisions. Hence, price discounts serve as a highly effective tool to stimulate purchases. Liu and Xu (2021) noted that on e-commerce platforms, product availability and the quality of logistics services positively influence consumers' purchase decisions.

Promotions and advertising campaigns are crucial instruments for stimulating consumer consideration. Research indicates that sales promotions are employed to introduce consumers to products and encourage purchases within the target market. Promotions attract attention and can generate interest. Promotional techniques such as raffles, price incentives, and free samples have a significant impact on encouraging customers to try a brand. Promotion is fundamentally a communication process and encompasses all communication tools that convey specific messages (Khazaei Pool & Baloe Jam Khaneh, 2011). Effective advertising strategies and promotional activities can enhance brand awareness and consumer consideration (Sheroog et al., 2016). Kim and Ko (2019) found that interactive promotions on social media platforms can increase brand loyalty and influence purchase decisions, particularly among young consumers. Promotional tools that facilitate faster purchase decisions are often time-limited. Promotions can raise

consumer awareness of products and influence brand purchase decisions. However, despite numerous studies examining the impact of the marketing mix (4Ps) on purchase decisions, most have concentrated on fast-moving consumer goods.

In this study, distribution refers to the sales channels of the examined Thai seafood snacks within major supermarkets. In consumer marketing, research indicates that channel performance significantly influences customers' purchasing decisions. A positive store image not only attracts greater consumer attention, interest, and engagement but also enhances consumer satisfaction and encourages favorable word-of-mouth. Furthermore, distribution through stores with a strong image signals high brand quality. Store image is reflected in various factors, including product quality and variety, convenience, pricing, the physical environment of the store, and the quality of customer service. These elements collectively influence customers' overall satisfaction and evaluation of the brand (Rong, 2012; Kim & Hyun, 2011). Store image can be defined as specific feedback regarding the credibility of the identity claims made by an organization within a particular market context (Juan & Pilar, 2011).

Although there are many studies on the impact of the 4P marketing mix on purchasing decisions, most of them focus on fast-moving consumer goods and durable goods, and there are fewer studies on Thai seafood snack products. In addition, the marketing strategies of different product categories may vary greatly, which needs further research.

A study on the influence of Demographic factors on Purchase decision

Demographic factors also play a significant role in understanding the consumption behavior of Thai seafood snacks. The second category of research examines the influence of demographic factors on purchase decisions, which can be further divided into three representative perspectives. The first perspective posits that demographic factors have a direct impact on consumers' purchase decisions. For example, several studies have highlighted the influence of enjoyment on the purchasing behavior of young peer consumers. Peer groups significantly shape the social status of

young individuals (Jamal et al., 2016). Young consumers tend to prioritize enjoyment, fun, and emotional engagement, with consumer beliefs representing key emotional components that drive purchase intentions and shape behavior (Panaoura et al., 2010). Enjoyment is considered an intrinsic consumer characteristic, and purchase intention is largely determined by the level of pleasure experienced (Lu & Su, 2009; Rahim et al., 2014). This is further supported by Bedi et al. (2017).

The second perspective emphasizes the moderating role that demographic factors play in consumer behavior. For example, Wang et al. (2008) demonstrated that both age and gender serve as moderating variables in the relationship between brand image and purchase intention, indicating that the strength and direction of this relationship can vary depending on these demographic characteristics. Similarly, Homburg and Giering (2001) provided evidence that income level moderates the connection between customer satisfaction and subsequent purchase decisions, suggesting that the impact of satisfaction on buying behavior is influenced by consumers' financial status.

The third perspective shifts focus to the interaction effects between demographic factors and other relevant variables in the consumer decision-making process. Anic et al. (2015) reported that the interplay between demographic variables such as age and income and consumer personality traits significantly shapes purchase decisions, highlighting the complexity and multi-dimensional nature of consumer behavior. Expanding on this, Mittal and Kamakura (2001) illustrated how the dynamic interaction between demographic characteristics and consumer satisfaction influences repeat purchase behavior, demonstrating that demographic variables can alter how satisfaction translates into customer loyalty. Additionally, Deshwal (2016) identified that key demographic variables—including age, gender, education level, and household income—have a significant impact on customers' retail shopping experiences, affecting their preferences, expectations, and overall satisfaction.

Furthermore, with the rapid expansion and evolution of e-commerce, the traditional concept of purchase decision-making has broadened to

include a more diverse array of consumer groups and behaviors (Harris & Goode, 2010; Lim, 2015). This technological advancement has further underscored the importance of demographic factors, as online shopping environments often amplify differences among consumer segments.

Collectively, these studies provide robust evidence that demographic factors play multifaceted roles in consumer behavior research. They influence purchase decisions not only through direct effects but also indirectly via moderating and interactive mechanisms, thereby underscoring the necessity for marketers and researchers to consider demographic heterogeneity when analyzing consumer choices and designing targeted marketing strategies..

Conclusion

The aforementioned studies have made significant progress in examining the impact of the 4P marketing mix and demographic factors on purchase decisions, advancing our understanding of the complexity of consumer behavior. However, existing research has insufficiently addressed the comprehensive role of these factors within specific contexts, such as online and network markets. Specifically, the limitations of current studies can be summarized as follows:

- 1.Limitations in Research Perspective: Most studies concentrate on the impact of a single or a limited number of factors, lacking a holistic consideration of the 4P marketing mix, demographic variables, and their combined influence on purchase decisions. This fragmented approach hinders researchers from fully understanding the complex mechanisms that drive consumer purchase behavior.
- 2.Limitations in Argumentation: Existing research tends to emphasize broad theoretical frameworks while giving insufficient attention to in-depth, context-specific investigations of particular brands and markets.

For example, consumers exhibit different purchase decision factors for Thai seafood snack products depending on the context, with well-known brands identified as key drivers of consumer preferences and opinions (Ponglada & C, 2013).

In summary, although the relationship between the 4P marketing mix, demographic factors, and purchase decisions has been extensively explored in prior research, the combined effects of these factors require further investigation within the context of specific Thai seafood snack brands and market environments. This is particularly important in the rapidly expanding and highly competitive Thai seafood snack market, where Chinese tourists traveling to Thailand constitute a significant consumer segment, and foreign brands continue to penetrate the market. Understanding how to effectively leverage the 4P marketing mix to enhance the competitiveness of local brands, while addressing the diverse needs of consumers across different demographic groups, represents a critical area for in-depth study.

1. Accordingly, this study focuses on the marketing strategies of Thai seafood snack products targeted at Chinese tourists visiting Thailand, aiming to address the following research gaps:

2. To explore the role of demographic factors in the consumption behavior of Thai seafood snacks, thereby providing a foundation for the development of targeted marketing strategies across distinct market segments.

3. To comprehensively analyze the combined impact of the 4P marketing mix and demographic factors on purchase decisions, contributing to a more integrative and robust theoretical framework.

This study not only seeks to enrich the marketing literature related to the Thai seafood snack industry but also aims to offer practical insights for the marketing of Thai seafood snack brands within the Chinese tourist market. By gaining an in-depth understanding of the purchasing behaviors and preferences of Chinese tourists traveling to Thailand, this research will provide a strategic basis for Thai seafood snack brands to design more targeted marketing initiatives, thereby enhancing their competitiveness in this key market segment.

CHAPTER 3

METHODOLOGY

This study was conducted using a quantitative study design approach to evaluate the impact of the 4P marketing mix and demographic factors on Chinese tourists' purchase

Decision of Thai seafood snack in Thailand. The methodology was as follows:

1. Population determination and sampling
2. Measurement tools used in this research
3. Method of Data Collection
4. Data processing and data analysis
5. Statistics used in data analysis

Population determination and sampling

Population in this research

The population of this study is Chinese tourists born after 2006 travel to Thailand.

Population sample used

The target population for this study comprises Chinese tourists aged 18 and above who travel to Thailand. Based on this population, the researcher plans to survey 400 Chinese tourists, calculated according to Yamane's (1967) formula, with a confidence level of 95% and a maximum allowable sampling error of 5%. This calculation yields a required sample size of 385, with an additional 15 samples included to account for potential data inaccuracies or non-responses.

Sampling group used in this research

The target group of this study consists of Chinese tourists born after 2006 who travel to purchase Thai seafood snacks. While the Chinese outbound tourism market holds significant potential, research focusing specifically on the perceptions of Chinese outbound consumers remains relatively limited (Lee, Jeon, & Kim, 2011).

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

Where,

n = the sample size

N = the size of the population

e = the error of 5% points

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

According to the formula, the sample size of this study? ≈ 400

In this case, the researcher aims to collect primary data via a questionnaire with approximately 400 respondents.

Sampling group collection

This study employed a convenience sampling method, utilizing anonymously distributed questionnaires to collect data. The questionnaire was designed and administered via the Wenjuanxing platform, a widely used survey tool in China. The online survey link was disseminated through various social media platforms, including WeChat, Wenjuanxing, and QQ, with participants encouraged to respond honestly. Wenjuanxing was chosen due to its extensive coverage and compatibility with Chinese internet restrictions. In contrast, platforms such as Google Forms are less accessible in China, as Google services are blocked and require overseas network connections, limiting respondent reach. Thus, to maximize sample accessibility and operational feasibility, Wenjuanxing was selected for both questionnaire design and data collection. Additionally, the distribution scope was broadened by leveraging popular Chinese social media platforms QQ and WeChat.

The target sample comprised Chinese tourists born after 2006 who have purchased Thai seafood snacks, with a total of 400 respondents surveyed. To ensure data accuracy, screening questions were incorporated into the questionnaire—for example, “Do you have the intention to travel to Thailand?”—to filter out ineligible participants. Respondents answering negatively were immediately disqualified, and the

survey was terminated. Conducted in China, the study implemented strict data quality control by excluding incomplete, contradictory, or otherwise invalid questionnaires after data collection, retaining only authentic and reliable responses for analysis.

Measurement tools used in this research

Measurement tools used in this study

In this study, the researcher employed survey instruments and designed the questionnaire in alignment with the research objectives. The questionnaire was developed based on a thorough literature review, incorporating factors influencing purchase decisions, relevant theoretical frameworks, and additional variables such as travel intention to Thailand, the 4P marketing mix, demographic factors, purchase decisions, and post-purchase behavior. The questionnaire is structured into five distinct sections.

Part 1: Your volitional to travel to Thailand

1. Have you traveled to Thailand before 2024 or have you planned to travel to Thailand in the future?

1=Yes, I have traveled to Thailand, 2=No, I have not traveled to Thailand, 3=I plan to travel to Thailand in the future. 4=I don't want to travel to Thailand and buy anything (Select this option to close this questionnaire to selectively filter the target group we choose)

Part 2 Demographic factors of respondents

Coding structure is useful in processing data and analyzing data and interpreting data to generate interpretations to analyze data to study problems. Zikmund defined it as "the process of identifying and classifying each answer with a numerical score or other symbol". The coding sample was collected as follows.

What is your gender?

1 = Male, 2 = Female

How old are you?

Age structure (years):

1=18-28, 2= 29-38, 3=39-48, 4=greater than or equal to 49

What is your education level?

1 = High school and below, 2 = College, 3 = Master, 4 = Doctor

What is your monthly income?

1=less than or equal to 1,000-yuan, 2=1,001-3,000 yuan, 3=3,001-7,000 yuan, 4=7,001-9999 yuan, 5=more than or equal to 10,000 yuan.

What is your Occupation?

1=student, 2=General worker, 3=Company workers, 4=Own Business, 5=Others

Do you like to buy Thai sea food snacks products?

1=yes, 2=no

Have you ever bought Thai seafood snacks?

1=yes, 2=no

The researchers used T-test and Anova to interpret the results.

Parts 3, 4 and 5 are questionnaires on the possible impact of the 4P

Marketing Mix, purchase decision and post-purchase behavior on Chinese tourists 'Purchase decision of Thai seafood snack.

Part 3 – 4P Marketing Mix: It is a questionnaire about the factors of 4P Marketing Mix that may affect consumer Purchase Intention, which the questionnaire style is a Likert Scale, using the Rating Scale Method as the type of data measurement scale. Interval Scale is divided into 5 levels with criteria for determining scores

Level 1 = strongly disagree

Level 2 = disagree

Level 3 = neutral

Level 4 = agree

Level 5=strongly agree

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

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

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

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

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

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

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

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

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

Part 4: Product purchase decision

Purchase Decision: This is a questionnaire about the factors that influence the consumer's purchase decision. The questionnaire was in the form of a Likert scale, using the rating scale method as the type of data measurement scale. The interval scale is divided into 5 levels

Level 1 = strongly disagree

Level 2 = disagree

Level 3 = neutral

Level 4 = agree

Level 5=strongly agree

Part 5 - Post-Purchase Behavior:

Post-Purchase Behavior: This is a questionnaire about factors that affect consumers' post-purchase behavior. The questionnaire adopts the Likert scale format, using the rating scale method as the type of data measurement scale. The interval scale is divided into 5 levels

Level 1 = strongly disagree

Level 2 = disagree

Level 3 = neutral

Level 4 = agree

Level 5=strongly agree

The researcher presented the initial draft of the questionnaire to the academic advisor for review, in order to ensure its alignment with the research objectives and hypotheses. Based on the advisor's feedback, the questionnaire was revised accordingly to enhance its clarity, relevance, and consistency with the study's aims. The revised version was then subjected to a pilot test involving a sample group of 30 individuals with characteristics similar to the target population. This pilot test aimed to assess the reliability of the questionnaire using Cronbach's Alpha Coefficient method (Cronbach, 2015). The alpha value (α), which ranges from 0 to 1, indicates the internal consistency of the instrument—values closer to 1 reflect stronger reliability. For the purposes of this study, a minimum acceptable α value was set at 0.70. The reliability analysis confirmed that the questionnaire met the required standard.

Method of Data Collection

1. Conducting a pilot survey prior to the main study offers several advantages. Primarily, it allows the researcher to estimate the time and cost required for the full-scale study. Additionally, the pilot survey helps identify any ambiguities, challenges, or shortcomings in the questionnaire design. Based on the feedback and observations from the pilot, the researcher can revise and improve the questionnaire to enhance its clarity, validity, and overall effectiveness.

2. The final version of the online questionnaire was administered by the researcher. The structure of the questionnaire consisted of two main sections: (1) demographic information, which included five key personal variables—gender, age, income, education level, and occupation; and (2) scaled items designed to assess respondents' purchase decisions. This structure was intended to provide a comprehensive dataset for deeper insights into the relationship between demographic characteristics and consumer purchasing behavior.

Data Processing and Data Analysis

Data Processing

1. Data R: The researcher careful

2.Data Coding: Valid questionnaires were coded according to a predefined coding scheme. Each response was systematically assigned numerical values to facilitate data entry and statistical analysis.

3.Data Processing and Analysis: The coded data were entered into the Statistical Package for the Social Sciences (SPSS) software. The dataset was then processed for both descriptive statistical analysis and inferential analysis to examine relationships between variables and to test the research hypotheses.

Data Analysis

Data Analysis Using Descriptive Statistics:

The data analysis in this study employs descriptive statistical methods as follows:

Part 1: Demographic Information

This section analyzes respondents' demographic characteristics, including gender, age, education level, income, and occupation. The data are presented using frequency distributions, percentages, and means to provide an overview of the sample population.

Part 2: Influence of the 4P Marketing Mix on Consumer Purchase Decisions

1.This section of the questionnaire examines how the four cmean and standa to deter

2. Data analysis using inferential statistics is as follows:

This study employs the Statistical Package for the Social Sciences (SPSS) software to analyses the sample data and test the hypotheses. The specific hypotheses are as follows: Part 1 employs independent T-test and ANOVA to examine whether participants' demographic factors differentially influence consumer purchase decisions.The second part uses correlation analysis to examine how the 4P marketing mix (product, price, channel and promotion) affects consumers' purchasing decisions. And determine whether there is a positive correlation.

Statistics used in data analysis

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

1 Descriptive Statistics

1.1 Percentage calculated through the formula

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

Where:

P =Percentage value

F = Frequency to be converted to a percentage

N = Total number of frequencies

Before conducting a hypothesis test, we first conduct a descriptive statistical analysis of all variables, including calculating means, standard deviations, deviations and peaks. This helps us understand the overall distribution of data.

1.2 Mean Formula

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

Where:

\bar{x} = Mean

$\sum X$ = Sum of the values

n = Number of samples

1.3 Standard Deviation using the formula

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

Where:

S = Standard deviation of the sample score

x = Each score in the sample

n = Size of the sample

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

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

2 Inferential Statistics

Before conducting hypothesis testing, we need to ensure the reliability of the measurement tool. We use Cronbach's α coefficient to evaluate the internal consistency confidence of the scale. Generally, the $\alpha > 0.7$ representation scale has good internal consistency. Use (Cronbach's) (α -coefficient) to calculate the confidence level of the questionnaire, the formula is as follows:

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

Where:

α = Coefficient of confidence

k = Number of questions

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

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

3 Statistics used in hypothesis testing

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

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

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

Where:

t = Statistical values used in consideration of t-distribution

\bar{x}_1 = Mean of sample 1

\bar{x}_2 = Mean of sample 2

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

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

n_1 = Scale of sample 1

n_2 = Scale of sample 2

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

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

So that:

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

Where:

t = Statistical values used in consideration of t-distribution

\bar{x}_1 = Mean of sample 1

\bar{x}_2 = Mean of sample 2

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

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

n_1 = Scale of sample 1

n_2 = Scale of sample 2

df = Degree of Freedom

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

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

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

Where:

F = Statistical values used in consideration FD distribution

MS_B = Mean Square between groups

MS_W = Mean Square within groups

where df or degree of independence between groups equal $(k-1)$ and within groups equal $(n-k)$, by using the pairwise method and the LSD (Least Significant Difference) formula to compare the mean value of the population.

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

So that

$$n_i \neq n_j$$

$$r = n - k$$

Where:

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

MSE = Mean Square Error

k = Number of samples used for testing

n = Total number of sample data

α = coefficient of confidence

3.3 Correlation analysis is a statistical technique employed to measure and describe both the strength and direction of the relationship between two or more variables. Within the context of hypothesis testing, correlation analysis serves to examine the degree to which independent variables are associated with the dependent variable, thereby providing valuable insights into whether specific variables exert a positive or negative influence on the outcome. The primary objective of correlation analysis is to compute the correlation coefficient—commonly Pearson's r—between pairs of variables. This coefficient ranges from -1 to 1, where a value of 1 signifies a perfect positive correlation, -1 signifies a perfect negative correlation, and 0 indicates the absence of any linear relationship between the variables.

Where:

Y = dependent variable.

X = independent variable.

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

Where:

r = correlation coefficient.

x_i = independent variable

Y_i = dependent variable

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

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

Positive correlation ($r > 0$): As the independent variable increases, the dependent variable also tends to increase.

Negative correlation ($r < 0$): As the independent variable increases, the dependent variable tends to decrease.

No correlation ($r = 0$): No discernible relationship between the variables.

Once the correlation coefficient is calculated, it is important to test if it is statistically significant. This is typically done using a hypothesis test:

Null hypothesis (H_0): There is no significant correlation between the variables ($r = 0$).

Alternative hypothesis (H_1): There is a significant correlation between the variables ($r \neq 0$).

The significance of the correlation coefficient can be determined by computing the p-value. If the p-value is less than the chosen significance level (0.05), the null hypothesis is rejected, indicating that the correlation is statistically significant.

CHAPTER 4

FINDINGS AND DISCUSSION

This chapter presents the key findings of the current study, focusing on the factors influencing the purchase decisions of Chinese tourists aged 18 and above who travel to Thailand. It is structured to provide a comprehensive analysis of the research results, beginning with descriptive statistics that outline the demographic characteristics of the survey respondents, including gender, age, education level, income, and occupation.

Subsequently, the chapter discusses reliability and validity assessments, ensuring that the questionnaire demonstrates internal consistency and is suitable for further statistical analysis. This is followed by correlation analysis, which examines the relationships between the core variables and evaluates whether they conform to the hypothesized directions.

The core of the chapter is hypothesis testing, where each proposed hypothesis is evaluated using statistical techniques such as t-tests and regression analysis. This section assesses the impact of the 4P marketing mix and demographic differences on consumer purchase decisions.

Finally, the chapter concludes with a multiple regression analysis that quantifies the strength and significance of these relationships, identifying which marketing mix elements exert the greatest influence on consumer purchasing behavior. This comprehensive approach provides a data-driven

The definition of the analysis used in this study is below

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

Results of data analysis

Results of Reliability Analysis

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

Table 1 Cronbach's α coefficient for 4P Marketing Mix

| Item | CITC | Cronbach's Alpha if Item Deleted | α |
|-----------------|-------|--|----------|
| 4ps marking mix | 1.000 | 0.982 | 0.989 |
| Product | 0.966 | 0.990 | |
| Price | 0.979 | 0.987 | |
| Place | 0.974 | 0.988 | |
| Promotion | 0.980 | 0.987 | |

From Table 1 it can be seen that the reliability analysis of the 4P Marketing Mix and its sub-dimensions yields an overall Cronbach's α value of 0.989, indicating high internal consistency across all items ($\alpha > 0.7$). Additionally:

1. Corrected Item-Total Correlation (CITC): All items have CITC values greater than 0.5, confirming that each item has a strong correlation with the overall scale.

2. Cronbach's α if Item Deleted: Removing any individual item would result in a lower overall Cronbach's α , further validating the inclusion of all items in the scale.

In summary, the results of the reliability analysis approve the internal consistency and reliability of the questionnaire design

Table 2 Overall reliability analysis

| Reliability statistics | | |
|------------------------|-------------|-------|
| Cronbach α | Sample Size | Items |
| 0.980 | 400 | 44 |

From Table 2 it can be known that the standardized reliability coefficient equal 0.980, indicating that the overall reliability of the questionnaire is excellent.

Section 1 Results of Descriptive Data Analysis

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

Table 3 Quantity and percentage of interviewees

| General Information of Interviewee | Interviewees Number | Percentage % |
|------------------------------------|---------------------|--------------|
| 1.Genders | | |
| Male | 143 | 35.75 |
| Female | 257 | 64.25 |
| Total | 400 | 100 |
| 2.Age | | |
| 18-28 | 40 | 10.00 |
| 29-38 | 131 | 32.75 |
| 39-48 | 130 | 32.50 |
| ≥49 | 99 | 24.75 |

| | | |
|-------|-----|-----|
| Total | 400 | 100 |
|-------|-----|-----|

Table3 (Continued)

| General Information of Interviewee | Interviewees Number | Percentage % |
|------------------------------------|---------------------|--------------|
| 3.Education Level | | |
| High school and below | 90 | 22.50 |
| College | 289 | 72.25 |
| Master | 17 | 4.25 |
| Doctor | 4 | 1.00 |
| 4.Income | | |
| ≤1000 | 26 | 6.50 |
| 1001-3000 | 112 | 28.00 |
| 3001-7000 | 177 | 44.25 |
| 7001-9999 | 55 | 13.75 |
| ≥10000 | 30 | 7.50 |
| 5. Occupation | | |
| Student | 13 | 3.25 |
| General worker | 20 | 5.00 |
| Company workers | 71 | 17.75 |
| Own Business | 70 | 17.50 |
| Other | 226 | 56.50 |
| Total | 400 | 100 |

From the results of Table 3 (frequency analysis), the respondents consist of delivering an understanding of the demographic attributes of the survey participants, encompassing gender, age, educational background, and financial status and Occupation. The frequency and percentage distributions are as follows:

1. Gender: The majority of respondents are female, with a frequency of 257 (64.25%), while male respondents account for 143 (35.75%). Female respondents (64.25%) are the highest, and male respondents (35.75%) are the lowest.

2. age: 18-28 with a frequency of 40 (10.00%), and 29-38 with a frequency of 131 (32.75%), 39-48 with a frequency of 130 (32.50%), ≥ 49 with a frequency of 99 (24.75%), 29-38 respondents (64.25%) are the highest, and 18-28 respondents (35.75%) are the lowest.

3. Educational Level: Most respondents have a bachelor's degree, with a frequency of 289 (72.25%); and those with a master's degree at 17 (4.25%); high school and below at 90 (22.50%); and doctor's degree at 4 (1%). Bachelor's degree holders (72.25%) are the highest, while respondents with education doctor's degree (1%) are the lowest.

4. Income Level: The majority of respondents earn 3001-7000 yuan, with a frequency of 3001-7000 yuan 177 (44.25%); followed by those earning 1001-3000 yuan at 112 (28.00%); 7001-9999 yuan and below at 55 (13.75%); above 10000 yuan at 30 (7.5%); and less than 1000 yuan at 26 (6.5%). Respondents earning 3001-7000 yuan (44.25%) are the highest, and those earning less than 1000 yuan (6.5%) are the lowest.

5. Occupation: Most respondents work as Other, with a frequency of 226 (56.5%); followed by Company workers at 71 (17.75%); Own Business at 70 (17.50%); freelancers at 34 (8.5%); General worker at 20 (5%); and Student at 13 (3.25%).

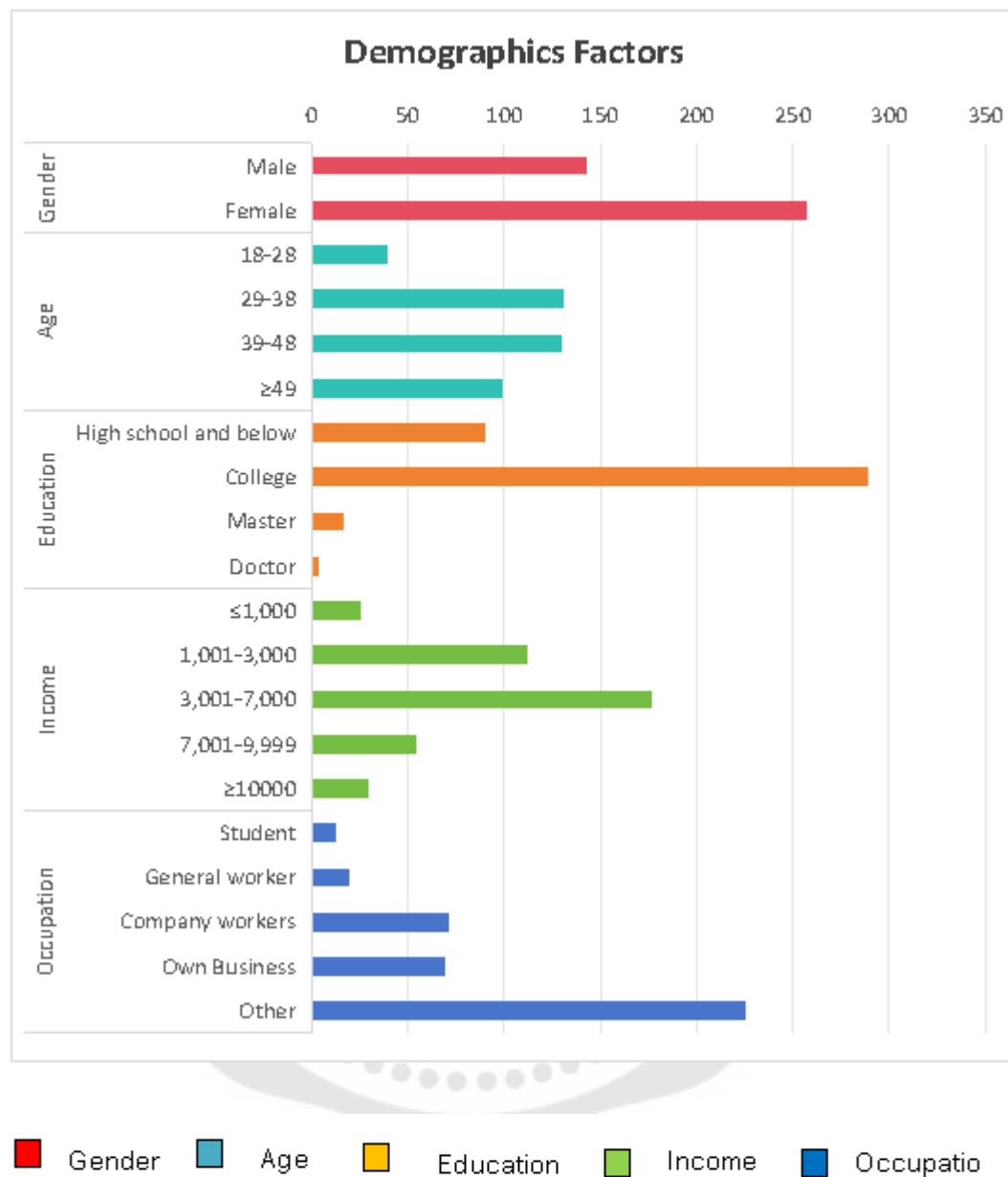


Figure 6 Bar Chart

Part 2 The results obtained from the investigation of the 4P Marketing Mix in this study encompass four key aspects: Product, Price, Place, Promotion. To analyses these aspects, the methods of calculating the mean and standard deviation were utilized as follows:

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

| 4P Marketing Mix | Level of Rating | | |
|------------------|-----------------|---------|--------|
| | \bar{X} | S.D | Result |
| Product | 3.6138 | 1.21164 | high |
| Price | 3.5733 | 1.18987 | high |
| Place | 3.6175 | 1.15169 | high |
| Promotion | 3.6285 | 1.15404 | high |
| Overall | 3.6083 | 1.14717 | high |

From Table 4 demonstrates the result of the value of Mean and S.D. for the 4P Marketing Mix, indicating a high level in all aspects. In terms of “Promotion” scores highest value of Mean is 3.6285, followed by “Place” with a value of 3.6175, “Produce” with a value of 3.6138 and “price” with a value of 3.5733

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

| 4P Marketing Mix Product | Level of Rating | | |
|--|-----------------|-------|--------|
| | \bar{X} | S.D | Result |
| 1. I love trying new flavors of Thai seafood snacks | 3.66 | 1.315 | high |
| 2. Thai seafood snack products have more fishy smell removed, so I choose to buy Thai seafood snack products. | 3.53 | 1.341 | high |
| 3. I think the packaging style of Thai seafood snack products attracts me to buy Thai seafood snack products | 3.55 | 1.337 | high |
| 4. Thai seafood snack products come in a variety of flavors and types to meet different needs. For example, Thai-style Tom Yum Goong is more popular | 3.75 | 1.227 | high |
| 5. In recent years, due to the rise of the Thai snack industry, I no longer choose to buy seafood, but instead choose Thai seafood snack products. | 3.57 | 1.328 | high |
| 6. I choose to buy Thai seafood snack products because of the improved safety of producing Thai seafood snack products. | 3.61 | 1.268 | high |
| 7. I think Thai seafood snack products have more advantages than other seafood snack products. | 3.60 | 1.274 | high |
| Overall Value of Price | 3.61 | 1.212 | high |

Table 5 Value of Mean and Standard Deviation for 4P Marketing Mix in terms of Product(Continued)

| 4P Marketing Mix Product | Level of Rating | | |
|--|-----------------|-------|--------|
| | \bar{X} | S. D | Result |
| 8. I think the quality of Thai seafood snacks is good. | 3.68 | 1.238 | high |
| Overall Value of Price | 3.61 | 1.212 | high |

From Table 5 demonstrates the result of the value of the Mean and S.D. for the 4P Marketing Mix in terms of Product, indicating a high level in all aspects, with an overall value of 3.61. In terms of “Thai seafood snack products come in a variety of flavors and types to meet different needs. For example, Thai-style Tom Yum Goong is more popular” scores the highest value of the mean of 3.75, followed by “I love trying new flavors of Thai seafood snacks”, with a value of 3.66 I think the quality of Thai seafood snacks is good.’ with a value of 3.68. I choose to buy Thai seafood snack products because of the improved safety of producing Thai seafood snack products.” with a value of 3.61.” I think Thai seafood snack products have more advantages than other seafood snack products.” with a value of 3.60.” “In recent years, due to the rise of the Thai snack industry, I no longer choose to buy seafood, but instead choose Thai seafood snack products.”, with a value of 3.57.” I think the packaging style of Thai seafood snack products attracts me to buy Thai seafood snack products”, with a value of 3.55.” Thai seafood snack products have more fishy smell removed, so I choose to buy Thai seafood snack products.”, with a value of 3.53.”

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

| 4P Marketing Mix | Level of Rating | | |
|--|-----------------|-------|--------|
| Price | \bar{X} | S.D | Result |
| 1. I can accept the higher price of new flavors of Thai seafood snacks. | 3.55 | 1.254 | high |
| 2. Price will not affect my decision to purchase Thai seafood snacks products. | 3.49 | 1.315 | high |
| 3. If the price of other seafood snacks is similar to that of Thai seafood snacks, I will still choose Thai seafood snacks. | 3.59 | 1.257 | high |
| 4 Thai seafood snack products with a higher price balance point (e.g., acceptable quality and reasonable price) would be more attractive to me to buy Thai seafood snack products. | 3.66 | 1.269 | high |
| 5. I am willing to pay a higher price to buy better quality Thai seafood snack products | 3.57 | 1.328 | High |
| 6. For Thai seafood snacks of the same brand, I will choose the cheaper one. | 3.60 | 1.261 | High |
| Overall Value of Price | 3.57 | 1.190 | High |

From Table 6 it demonstrates the result of the value of the Mean and S.D. for the 4P Marketing Mix in terms of Price, indicating a high level in all aspects, with an overall value of the mean of 3.57. In terms of "Thai seafood snack products with a higher

price balance point (e.g., acceptable quality and reasonable price) would be more attractive to me to buy Thai seafood snack products.” scores the highest value of the mean of 3.66, followed by “For Thai seafood snacks of the same brand, I will choose the cheaper one.”, with a value of 3.60. “If the price of other seafood snacks is similar to that of Thai seafood snacks, I will still choose Thai seafood snacks.”, with a value of 3.59 “I am willing to pay a higher price to buy better quality Thai seafood snack products.”, with a value of 3.57 “I can accept the higher price of new flavors of Thai seafood snacks.”, with a value of 3.55 “Price will not affect my decision to purchase Thai seafood snacks products.”, with a value of 3.49

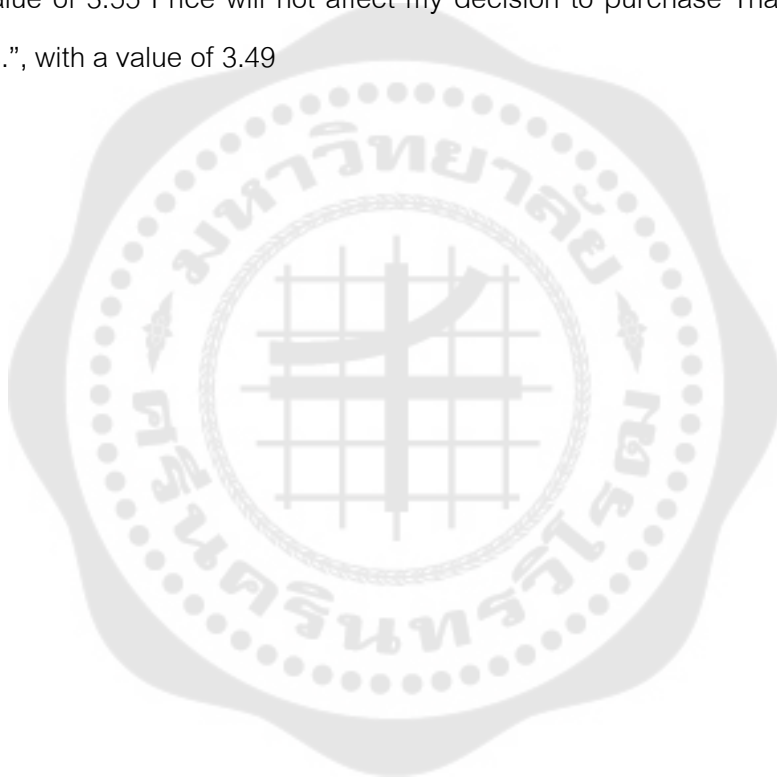


Table 7 Value of Mean and Standard Deviation for 4P Marketing Mix in terms of Place

| 4P Marketing Mix Place | Level of Rating | | |
|---|-----------------|-------|--------|
| | \bar{X} | S.D | Result |
| 1. I don't care where I buy Thai seafood snacks products. | 3.54 | 1.248 | High |
| 2. There are Thai seafood snack products in 711 convenience stores, shopping malls, and consumer attractions. It is very convenient for me to buy them. | 3.74 | 1.179 | High |
| 3. I prefer to buy Thai seafood snack products online rather than offline. | 3.55 | 1.275 | High |
| 4. I think the sales place or distribution channels of Thai seafood snack products are good. | 3.64 | 1.197 | High |
| Overall Value of Price | 3.62 | 1.152 | High |

From Table 7 demonstrates the result of the value of the Mean and S.D. for the 4P Marketing Mix in terms of Place, indicating a high level in all aspects, with an overall value of the mean of 3.62. In terms of “There are Thai seafood snack products in 711 convenience stores, shopping malls, and consumer attractions. It is very convenient for me to buy them.” scores the highest value of the mean of 3.74, followed by “I think the

sales place or distribution channels of Thai seafood snack products are good.”, with a value of 3.64. “I prefer to buy Thai seafood snack products online rather than offline.”, with a value of 3.55. “I don't care where I buy Thai seafood snacks products.”, with a value of 3.54.

Table 8 Value of Mean and Standard Deviation for 4P Marketing Mix in terms of Promotion

| 4P Marketing Mix Promotion | Level of Rating | | |
|--|-----------------|-------|--------|
| | \bar{X} | S.D | Result |
| 1. When traveling, I prefer to proactively search for and purchase seafood snacks locally. For example, when in Thailand, I prefer to buy Thai seafood snacks. | 3.69 | 1.244 | High |
| 2. Seeing friends or family buying Thai seafood snack products makes me want to buy them too. | 3.64 | 1.223 | High |
| 3. Before purchasing Thai seafood snack products, I check social media or online reviews. | 3.77 | 1.191 | High |
| 4. When it comes to Thai seafood snack products, I prefer to buy dry snacks rather than seafood products. | 3.68 | 1.199 | High |
| 5. If Thai seafood snack products can meet my needs, I will make a purchase decision immediately. | 3.71 | 1.204 | High |
| 6. After I buy Thai seafood snacks, I will buy the same Thai seafood snacks again as long as they are delicious enough. | 3.77 | 1.189 | High |
| Overall Value of Price | 3.63 | 1.154 | High |

From Table 8 demonstrates the result of the value of the Mean and S.D. for the 4P Marketing Mix in terms of Promotion, indicating a high level in all aspects, with an overall value of the mean of 3.63. In terms of “Before purchasing Thai seafood snack products, I check social media or online reviews.” scores the highest value of the mean

of 3.77 followed by “Before purchasing Thai seafood snack products, I check social media or online reviews.”, with a value of 3.77. “After I buy Thai seafood snacks, I will buy the same Thai seafood snacks again as long as they are delicious enough.”, with a value of 3.77. “When traveling, I prefer to proactively search for and purchase seafood snacks locally. For example, when in Thailand, I prefer to buy Thai seafood snacks.”, with a value of 3.69. “When it comes to Thai seafood snack products, I prefer to buy dry snacks rather than seafood products.”, with a value of 3.68. “Seeing friends or family buying Thai seafood snack products makes me want to buy them too.”, with a value of 3.64.

Section 2 Inferential statistical data analysis results

Part 1 employs independent T-test and ANOVA for demographic factors

Table 9 T-test for the demographic factors Influence consumer Purchase Decision

| | t | Sig. (2-tailed) |
|----------------------------|---------|-----------------|
| gender - Purchase Decision | -34.173 | <.001 |

* The significant level at 0.05

From Table 9 demonstrates the gender difference T-test results ($t = -34.173$, $p \text{ value} < 0.001$) show that there are significant differences and negative correlations between male and female tourists in their purchase decisions on Thai seafood snacks.

Table 10 ANOVA for the demographic factors Influence consumer Purchase Decision

| | F | Sig |
|------------|-------|-------|
| Age | 0.200 | 0.896 |
| Education | 3.009 | 0.03 |
| Income | 4.285 | 0.002 |
| Occupation | 3.034 | 0.017 |

* The significant level at 0.05

From Table 10 demonstrates the results of the variance analysis of age differences ($F=0.200$, p value= 0.896) showed that there was no significant difference in the purchasing decisions of tourists of different ages for Thai seafood snacks and they were positively correlated., The results of the variance analysis of educational differences ($F=3.009$, p value= 0.03) showed that tourists of different ages had significant differences in their purchase decisions of Thai seafood snacks and were positively correlated. The results of the variance analysis of income differences ($F=4.285$, p value= 0.002) show that there are significant differences and positive correlations between the purchasing decisions of tourists of different ages for Thai seafood snacks. The results of the variance analysis of occupational differences ($F=3.034$, p value= 0.017) showed that tourists of different ages had significant differences in their purchase decisions of Thai seafood snacks and were positively correlated.

Part 2 Results of Correlation Analysis

Pearson correlation analysis was conducted to evaluate both the statistical significance and the direction of the linear relationship between two variables. In this context, the correlation coefficient (R) serves as a metric to quantify the degree of linear correlation between variables. Specifically, an R value less than 0 signifies a negative correlation between the variables, whereas an R value greater than 0 indicates a positive correlation. Conversely, an R value equal to 0 denotes the absence of any correlation between the variables.

Table 11 Pearson correlation analysis

| | Mean | S.D. | Product | Price | Place | Promotion | Purchase decision |
|---------|--------|---------|-----------------------------|--------|-------|-----------|-------------------|
| Product | 3.6138 | 1.21164 | Pearson correlation 1 | . | . | . | . |
| Price | 3.5733 | 1.18987 | Pearson correlation .937 | 1 | | | |
| | | | P-VALUE (two-tailed) | <0.001 | | | |

Table 11 Pearson correlation analysis (Continued)

| | | | | | | | |
|-------------------|--------|---------|----------------------|--------|--------|--------|--------|
| | | | Pearson correlation | .904 | .937 | 1 | |
| Place | 3.6175 | 1.15169 | P-VALUE (two-tailed) | <0.001 | <0.001 | | |
| Promotion | 3.6285 | 1.15404 | Pearson correlation | .921 | .943 | .961 | 1 |
| | | | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | |
| Purchase decision | 3.4329 | 0.90392 | Pearson correlation | .905 | .920 | .930 | .942 |
| | | | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | <0.001 |

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

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

*The correlation was significant at 0.05 level (two-tailed)

From Table 11 Correlation analysis is employed to research the correlation between 4P Marketing Mix, Purchase decision, and the Pearson correlation coefficient is used to indicate the strength of the correlation.

The specific analysis shows that:

The correlation coefficient between product and purchase decision is 0.905, which indicates that there is a significant positive correlation between product and purchase decision at the significance level of 0.001.

The correlation coefficient between price and purchase decision is 0.920, which indicates that there is a significant positive correlation between price and purchase decision at the significance level of 0.001.

The correlation coefficient between place and purchase decision is 0.930, which indicates that there is a significant positive correlation between place and purchase decision at the significance level of 0.001.

The correlation coefficient between promotion and purchase decision is 0.942, which indicates that there is a significant positive correlation between promotion and purchase decision.

Table 12 Pearson correlation analysis Sub-dependent variable

| | Mean | S.D. | Product | Price | Place | Promotion | Recognition of needs |
|---------|--------|---------|-----------------------------|--------|-------|-----------|-------------------------|
| Product | 3.6138 | 1.21164 | Pearson correlation | 1 | . | . | |
| | | | P-VALUE (two- tailed) | | | | |
| | | | | | | | |
| Price | 3.5733 | 1.18987 | Pearson correlation | .937 | 1 | | |
| | | | P-VALUE (two- tailed) | <0.001 | | | |
| | | | | | | | |
| Place | | | Pearson correlation | .904 | | | |
| | | | P-VALUE (two- tailed) | <0.001 | | | |
| | | | | | | | |

Table 12 Pearson correlation analysis Sub-dependent variable (Continued)

| | | | | | | | |
|---|--------|---------|----------------------|--------|--------|--------|--------|
| | | | Pearson correlation | .921 | .943 | .961 | 1 |
| Promotion | 3.6285 | 1.15404 | | | | | |
| | | | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | |
| <hr/> | | | | | | | |
| | | | Pearson correlation | .879 | .880 | .869 | .886 |
| Recognition of needs | 3.69 | 1.244 | | | | | 1 |
| | | | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | <0.001 |
| <hr/> | | | | | | | |
| ***The correlation was significant at 0.001 level (two-tailed). | | | | | | | |
| **The correlation was significant at 0.01 level (two-tailed). | | | | | | | |
| *The correlation was significant at 0.05 level (two-tailed) | | | | | | | |

From Table 12, correlation analysis was used to study the correlation between the 4P marketing mix and the sub-variable Recognition of needs of purchase decision, and the Pearson correlation coefficient was used to indicate the strength of the correlation.

Specific analysis shows that:

The correlation coefficient between product and Recognition of needs is 0.879, indicating that at the significance level of 0.001, there is a significant positive correlation between product and Recognition of needs.

The correlation coefficient between price and Recognition of needs is 0.880, indicating that at the significance level of 0.001, there is a significant positive correlation between price and Recognition of needs.

The correlation coefficient between place and Recognition of needs is 0.869, indicating that at the significance level of 0.001, there is a significant positive correlation between place and Recognition of needs.

The correlation coefficient between promotion and Recognition of needs is 0.886, indicating that there is a significant positive correlation between promotion and Recognition of needs.

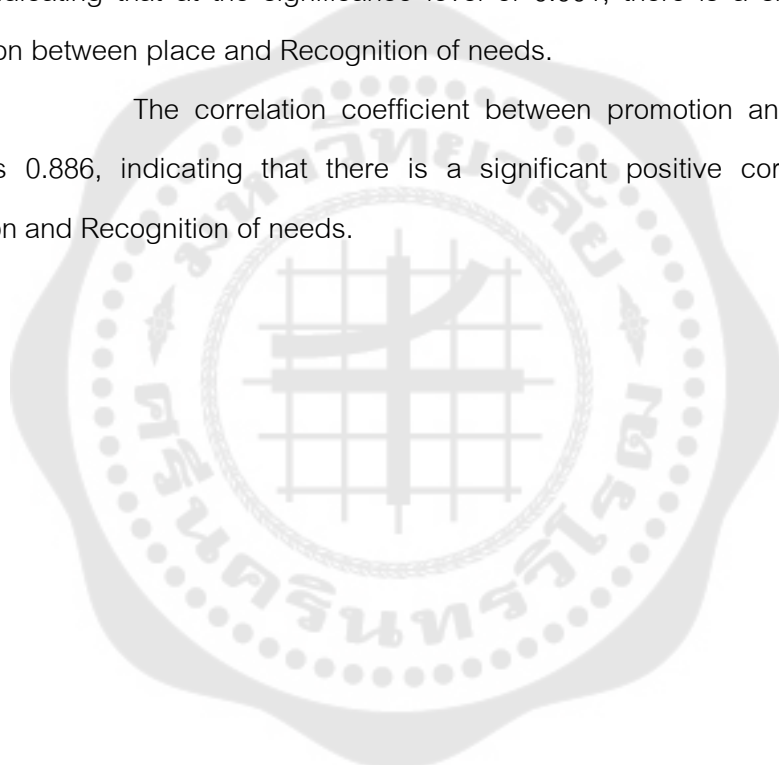


Table 13 Pearson correlation analysis Sub-dependent variable

| | Mean | S.D. | Product | Price | Place | Promotion | Information search |
|---------|--------|---------|-----------------------------|--------|-------|-----------|-----------------------|
| Product | 3.6138 | 1.21164 | Pearson correlation | 1 | . | . | |
| | | | P-VALUE (two- tailed) | | | | |
| | | | Pearson correlation | .937 | 1 | | |
| Price | 3.5733 | 1.18987 | P-VALUE (two- tailed) | <0.001 | | | |
| | | | Pearson correlation | .904 | | | |
| | | | P-VALUE (two- tailed) | <0.001 | | | |
| Place | | | Pearson correlation | | | | |
| | | | P-VALUE (two- tailed) | | | | |
| | | | Pearson correlation | | | | |

Table 13 Pearson correlation analysis Sub-dependent variable (Continued)

| | | | | | | | |
|---|--------|---------|----------------------|--------|--------|--------|--------|
| | | | Pearson correlation | .921 | .943 | .961 | 1 |
| Promotion | 3.6285 | 1.15404 | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | |
| <hr/> | | | | | | | |
| | | | Pearson correlation | .888 | .901 | .917 | .931 |
| Information search | 3.7013 | 1.16125 | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | <0.001 |
| <hr/> | | | | | | | |
| ***The correlation was significant at 0.001 level (two-tailed). | | | | | | | |
| **The correlation was significant at 0.01 level (two-tailed). | | | | | | | |
| *The correlation was significant at 0.05 level (two-tailed) | | | | | | | |

From Table 13, correlation analysis was used to study the correlation between the 4P marketing mix and the sub-variable Information search of purchase decision, and the Pearson correlation coefficient was used to indicate the strength of the correlation.

Specific analysis shows that:

The correlation coefficient between product and Information search is 0.888, indicating that at the significance level of 0.001, there is a significant positive correlation between product and Information search.

The correlation coefficient between price and Information search is 0.901, indicating that at the significance level of 0.001, there is a significant positive correlation between price and Information search.

The correlation coefficient between place and Information search is 0.917, indicating that at the significance level of 0.001, there is a significant positive correlation between place and Information search.

The correlation coefficient between promotion and Information search is 0.931, indicating that there is a significant positive correlation between promotion and Information search.

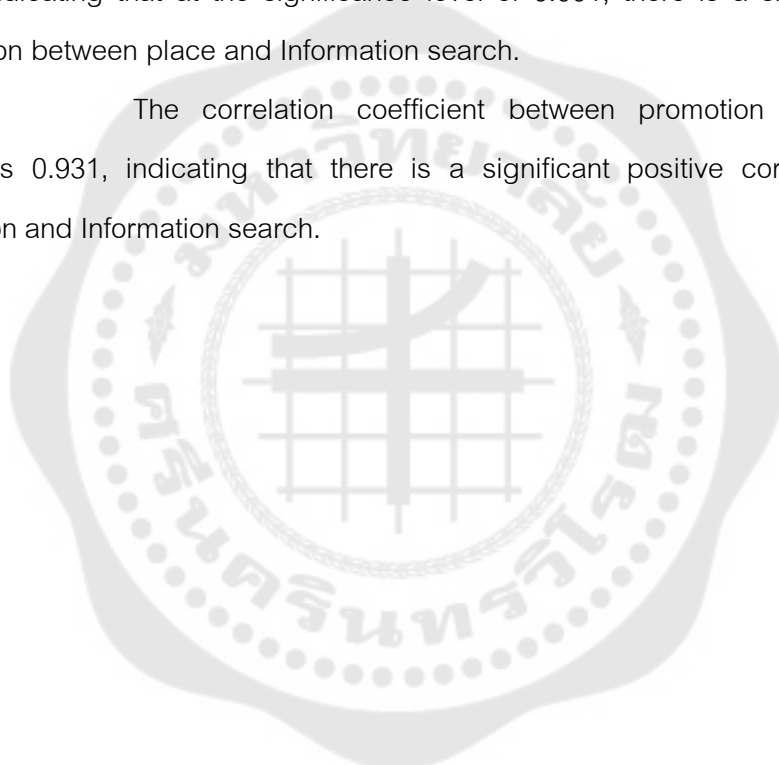


Table 14 Pearson correlation analysis Sub-dependent variable

| | Mean | S.D. | Product | Price | Place | Promotion | Evaluation of alternatives |
|---------|--------|---------|-----------------------------|--------|-------|-----------|-------------------------------|
| Product | 3.6138 | 1.21164 | Pearson correlation | 1 | . | . | |
| | | | P-VALUE (two- tailed) | | | | |
| | | | Pearson correlation | .937 | 1 | | |
| Price | 3.5733 | 1.18987 | P-VALUE (two- tailed) | <0.001 | | | |
| | | | Pearson correlation | .904 | | | |
| | | | P-VALUE (two- tailed) | <0.001 | | | |
| Place | | | Pearson correlation | | | | |
| | | | P-VALUE (two- tailed) | | | | |
| | | | Pearson correlation | | | | |

Table 14 Pearson correlation analysis Sub-dependent variable (Continued)

| | | | | | | | | |
|----------------------------|--------|---------|----------------------|--------|--------|--------|--------|---|
| Promotion | 3.6285 | 1.15404 | Pearson correlation | .921 | .943 | .961 | 1 | |
| | | | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | | |
| | | | | | | | | |
| <hr/> | | | | | | | | |
| Evaluation of alternatives | 3.68 | 1.199 | Pearson correlation | .831 | .845 | .852 | .864 | 1 |
| | | | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | <0.001 | |
| | | | | | | | | |

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

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

*The correlation was significant at 0.05 level (two-tailed)

From Table 14, correlation analysis was used to study the correlation between the 4P marketing mix and the sub-variable Evaluation of alternatives of purchase decision, and the Pearson correlation coefficient was used to indicate the strength of the correlation.

Specific analysis shows that:

The correlation coefficient between product and Evaluation of alternatives is 0.831, indicating that at the significance level of 0.001, there is a significant positive correlation between product and Evaluation of alternatives.

The correlation coefficient between price and Evaluation of alternatives is 0.845, indicating that at the significance level of 0.001, there is a significant positive correlation between price and Evaluation of alternatives.

The correlation coefficient between place and Evaluation of alternatives is 0.852, indicating that at the significance level of 0.001, there is a significant positive correlation between place and Evaluation of alternatives.

The correlation coefficient between promotion and Evaluation of alternatives is 0.864, indicating that there is a significant positive correlation between promotion and Evaluation of alternatives.

Table 15 Pearson correlation analysis Sub-dependent variable

| | Mean | S.D. | | Product | Price | Place | Promotion | Purchase decision |
|---------|--------|---------|-------------------------|---------|-------|-------|-----------|----------------------|
| Product | 3.6138 | 1.21164 | Pearson | 1 | . | . | | |
| | | | correlation | | | | | |
| | | | P-VALUE (two-tailed) | | | | | |
| Price | 3.5733 | 1.18987 | Pearson | .937 | 1 | | | |
| | | | correlation | | | | | |
| | | | P-VALUE (two-tailed) | <0.001 | | | | |
| Place | | | Pearson | .904 | | | | |
| | | | correlation | | | | | |
| | | | P-VALUE (two-tailed) | <0.001 | | | | |

Table 15 Pearson correlation analysis Sub-dependent variable (Continued)

| | | | | | | |
|-----------|-------------|---------|------|--------|--------|--------|
| | | | | .943 | .961 | 1 |
| | Pearson | | .921 | | | |
| | correlation | | | | | |
| Promotion | 3.6285 | 1.15404 | | | | |
| | | | | <0.001 | <0.001 | |
| | P-VALUE | <0.001 | | | | |
| | (two- | | | | | |
| | tailed) | | | | | |
| | | | | .864 | .873 | .885 |
| | Pearson | .841 | | | | 1 |
| | correlation | | | | | |
| Purchase | 3.71 | 1.204 | | | | |
| decision | | | | <0.001 | <0.001 | <0.001 |
| | P-VALUE | <0.001 | | | | |
| | (two- | | | | | |
| | tailed) | | | | | |

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

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

*The correlation was significant at 0.05 level (two-tailed)

From Table 15, correlation analysis was used to study the correlation between the 4P marketing mix and the sub-variable purchase decision of purchase decision, and the Pearson correlation coefficient was used to indicate the strength of the correlation.

Specific analysis shows that:

The correlation coefficient between product and Purchase decision is 0.841, indicating that at the significance level of 0.001, there is a significant positive correlation between product and Purchase decision.

The correlation coefficient between price and Purchase decision is 0.864, indicating that at the significance level of 0.001, there is a significant positive correlation between price and Purchase decision.

The correlation Coefficient Between Place and Purchase decision is 0.873, indicating that at the significance level of 0.001, there is a significant positive correlation between place and Purchase decision.

The correlation Coefficient between promotion and Purchase decision is 0.885, indicating that there is a significant positive correlation between promotion and Purchase decision.

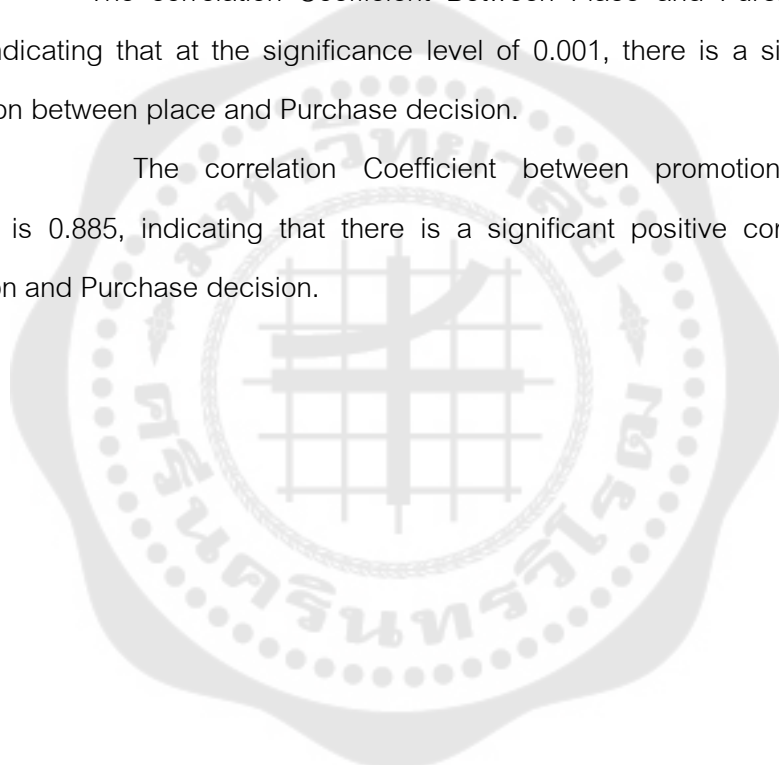


Table 16 Pearson correlation analysis Sub-dependent variable

| | Mean | S.D. | Product | Price | Place | Promotion | Post-purchase behavior |
|---------|--------|---------|-----------------------------|--------|-------|-----------|---------------------------|
| | | | Pearson correlation | 1 | . | . | |
| Product | 3.6138 | 1.21164 | | | | | |
| | | | P-VALUE (two- tailed) | | | | |
| | | | Pearson correlation | .937 | 1 | | |
| Price | 3.5733 | 1.18987 | | | | | |
| | | | P-VALUE (two- tailed) | <0.001 | | | |
| | | | Pearson correlation | .904 | | | |
| Place | | | | | | | |
| | | | P-VALUE (two- tailed) | <0.001 | | | |

Table 16 Pearson correlation analysis Sub-dependent variable (Continued)

| | | | | | | | |
|---|--------|---------|----------------------|--------|--------|--------|--------|
| | | | Pearson correlation | .921 | .943 | .961 | 1 |
| Promotion | 3.6285 | 1.15404 | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | |
| <hr/> | | | | | | | |
| | | | Pearson correlation | .914 | .922 | .928 | .940 |
| Post-purchase behavior | 3.6763 | 1.143 | P-VALUE (two-tailed) | <0.001 | <0.001 | <0.001 | <0.001 |
| <hr/> | | | | | | | |
| ***The correlation was significant at 0.001 level (two-tailed). | | | | | | | |
| **The correlation was significant at 0.01 level (two-tailed). | | | | | | | |
| *The correlation was significant at 0.05 level (two-tailed) | | | | | | | |

From Table 16, correlation analysis was used to study the correlation between the 4P marketing mix and the sub-variable Post-purchase behavior of purchase decision, and the Pearson correlation coefficient was used to indicate the strength of the correlation.

Specific analysis shows that:

The correlation coefficient between product and Post-purchase behavior is 0.914, indicating that at the significance level of 0.001, there is a significant positive correlation between product and Post-purchase behavior.

The correlation coefficient between price and Post-purchase behavior is 0.922, indicating that at the significance level of 0.001, there is a significant positive correlation between price and Post-purchase behavior.

The correlation coefficient between place and Post-purchase behavior is 0.928, indicating that at the significance level of 0.001, there is a significant positive correlation between place and Post-purchase behavior.

The correlation coefficient between promotion and Post-purchase behavior is 0.940, indicating that there is a significant positive correlation between promotion and Post-purchase behavior.

Section 3 Hypothesis Testing

Table 17 Summary of Different demographic factors have different hypothesis test significance results on consumers' purchase decision

| H1: Demographic factors have influences on consumer purchase decision | Demographic Factors | | | | |
|---|---------------------|-----|----------------|--------|------------|
| | Gender | Age | Education | Income | Occupation |
| Purchase decision | ✓ | | ✓ | ✓ | ✓ |
| Statistics | t-test | | One-way ANNOVA | | |

Remark: ✓ Means the result shows a significant difference

Table 18 Summary of hypothesis test results of independent variable factors influencing consumers' purchase decision

| Result | Hypothesis Testing | Statistics |
|--------|--|------------|
| ✓ | H2: Product has a positive impact on the consumer's purchase decision. | |
| ✓ | H3: Price has a positive impact on consumer's purchase decision. | Multiple |
| ✓ | H4: Place has a positive impact on consumer's purchase decision. | Regression |
| ✓ | H5: Promotion has a positive impact on consumer's purchase decision. | |

Remark: ✓ Means the result consistent with the hypothesis

✗ Means the result is not consistent with the hypothesis

1. Hypothesis 1: Demographic factors have influences on consumer purchase decision

This study deeply analyzes the differences in purchasing decisions and their potential determinants across different demographic characteristics, including gender, age, education level, economic status, and professional field. To achieve this goal, this study used statistical techniques such as independent measures t-test and univariate analysis of variance. The results of the study show that gender, education level, economic status, and employment sector significantly affect consumers' purchasing decisions in hypothesis 1. Only age does not significantly affect consumers' purchasing decisions.

In addition, this study carefully examines the differences in individual purchasing decisions and their influencing factors, considering a range of demographic characteristics such as gender, age, education level, economic status, and employment sector.

This study used rigorous statistical procedures including independent sample t-test and univariate analysis of variance to provide comprehensive insights. The results of the data analysis show that hypothesis 1 indicates subtle differences in purchasing behavior across different demographic groups.

Specifically, there are significant differences in the purchase decision part of all demographic characteristics: age ($t = 0.200$, $p\text{-value} = 0.896$) have no significant differences, gender ($t = -34.173$, $p\text{-value} < .001$) and education level ($F = 3.009$, $p\text{-value} = 0.03$), income level ($F = 4.285$, $p\text{-value} = 0.002$) and Occupation ($F = 3.034$, $p\text{-value} = 0.017$) show statistically significant differences.

2. H2: Products have a positive impact on consumers' purchasing decisions.

The results of the correlation analysis show that the product dimension has a significant positive impact on consumers' purchasing decisions ($R = 0.905$, $p\text{ value} < 0.001$), and the R value is 0.905, indicating that the product significantly affects consumers' purchasing decisions and has a positive impact. Specifically, consumers are particularly concerned about the quality, deodorization effect, packaging style, taste and safety of Thai seafood snacks, which directly affect purchasing decisions, and the hypothesis is supported.

3. H3: Price has a positive impact on consumers' purchasing decisions

The results of the correlation analysis of the price dimension show that price has a significant positive impact on consumers' purchasing decisions ($R = 0.920$, $p\text{ value} = 0.005$), and the R value is 0.920, indicating that price significantly affects consumers' purchasing decisions and has a positive impact. It shows that consumers attach great importance to the rationality of prices when purchasing Thai seafood snacks.

Consumers tend to choose Thai seafood snacks with high cost performance, indicating that price strategy is crucial to attracting consumers. The hypothesis is supported.

4.H4: Place has a positive impact on consumer purchasing decisions.

The results of the place correlation analysis show that place has a significant positive impact on consumer purchasing decisions ($R = 0.930$, $p \text{ value} < 0.001$), and the R value is 0.930, indicating that the product significantly affects consumers' purchasing decisions and has a positive impact. Consumers' purchasing decisions are greatly affected by the convenience of sales channels. Especially for consumers, the convenience of online shopping channels and the popularity of being able to buy goods anytime and anywhere have significantly improved their purchasing decisions.

5.H5: Promotion has a positive impact on consumer purchasing decisions.

The results of the correlation analysis based on the promotion dimension show that promotional activities have a significant positive impact on consumers' purchasing decisions ($R = 0.942$, $p \text{ value} < 0.001$), and the R value is 0.942, indicating that promotional activities (such as discounts, advertising, social media marketing, etc.) can significantly improve consumers' purchasing decisions and have a positive impact, especially during the promotion period, when consumers have a higher desire to buy.

Overall, the results of the correlation analysis confirmed the positive impact of each element in the 4P marketing mix on consumer purchasing decisions, and the hypotheses were supported.

Summary of Findings

In summary, this chapter provides a detailed discussion on how various marketing factors influence the purchasing decisions of Chinese tourists, thus laying a solid foundation for in-depth discussions in subsequent chapters.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

This study aims to explore the factors that influence Chinese tourists' decision to buy Thai seafood snacks. Through a questionnaire survey of 400 Chinese respondents, this study deeply explored the impact of marketing mix elements (including product, price, channel and promotion) on purchase decisions. This study adopted a quantitative research method and combined a variety of statistical tools: descriptive statistics for overview; reliability and validity assessment for ensuring data quality; correlation analysis. The conclusions drawn by the researchers based on these analyses are summarized as follows:

Brief of the study

1. To study the impact of demographic factors on Chinese tourists' purchase decision for Thai seafood snack.
2. To study the impact of the 4P marketing mix on Chinese tourists' purchase decision for Thai sea food snack.

Significance of this study

The evolution of the retail market is deeply influenced by globalization, technological advancement, and psychological insights. In this competitive landscape, companies seek to use marketing strategies to attract and maintain consumer attention while providing superior value to end users and boosting corporate revenues. These elements are critical to the success of any organization. Therefore, understanding consumer behavior and aligning products and services with market demand is essential to developing effective marketing strategies. In fact, a large number of studies conducted over the years have consistently shown that the marketing mix plays a vital role in influencing purchase decisions. In recent years, the number of Chinese tourists traveling to Thailand for leisure vacations has surged, and Thailand has become a popular destination for Chinese tourists. This study delves into the question "How do the marketing strategies and demographic characteristics of Thai seafood snacks affect the purchasing decisions of Chinese tourists?" This study explores the interaction between marketing strategies, demographic characteristics, and consumer purchasing

decisions. In addition, this study also points out the common problems faced by the Thai seafood snack industry and provides targeted suggestions for the future marketing strategies of Thai seafood snack companies.

As an element that cannot be ignored when formulating marketing strategies, the 4P marketing mix has been widely studied and is particularly important for the Thai seafood snack industry. In addition, there is a lack of research aimed at the motivation of Chinese tourists to purchase Thai seafood snack products.

On the contrary, the seafood dry snacks market has been expanding in recent years amid a surge in demand. Therefore, given that the industry is expected to see significant revenue growth in the coming years, it is crucial to study relevant marketing strategies.

Hypotheses of this study

H1: Demographic factors have influences on consumer purchase decision.

H2: Product has a positive impact on the consumer's purchase decision.

H3: Price has a positive impact on consumer's purchase decision.

H4: Place has a positive impact on consumer's purchase decision.

H5: Promotion has a positive impact on consumer's purchase decisions.

Conclusion of the Result

Section 1: Results of Descriptive Data Analysis

Part I Demographic information of the respondents in this study

Gender: 257 female respondents, accounting for 64.25%; 143 male respondents, accounting for 35.75%.

Age: The respondents were mainly aged 29-38, with 131 respondents (32.75%); 130 respondents (32.50%) were aged 39-48; 99 respondents (24.75%) were aged ≥ 49 ; 40 respondents (10.00%) were aged 18-28, with 29-38 (32.75%) accounting for the highest proportion and 18-28 (10.00%) accounting for the lowest proportion.

Education level: The respondents were mainly undergraduates, with 289 respondents (72.25%); 90 respondents (22.50%) had high school or below; 17 respondents (4.25%) had a master's degree; and 4 respondents (1.00%) had a doctoral degree. Bachelor's degree (75.25%) accounts for the highest proportion, and doctoral degree (1.00%) accounts for the lowest proportion.

Income: The respondents with an income of 3001-7000 account for the highest proportion, with 177 people (44.25%); followed by 1001-3000 yuan, 112 people (28.00%); 7001-9999 yuan, 55 people (13.75%); 10000 yuan or more, 30 people (7.50%); less than 1000 yuan, 26 people (6.50%). Respondents with 3001-7000 (44.25%) have the highest income, and respondents with less than 1000 yuan (6.50%) have the lowest income.

Occupation: The largest number of respondents was others, with 226 people (56.50%); followed by company worker, with 71 people (17.75%); Own Business, with 70 people (17.50%); Government worker, with 20 people (5.00%); and students, with 13 people (3.25%).

Part 2: Key Factors

4P Marketing Mix

The 4P Marketing Mix shows that the respondents have a high attitude towards the 4P strategy, and all aspects have reached a high level.

Section 2: Results of Inferential Data Analysis to Test the Hypotheses

The results of the correlation analysis show that the 4P marketing mix has a significant positive difference in purchasing decisions (p value < 0.001). And the 4P marketing mix has a significant positive difference with the five sub-factors of purchasing decisions (p value < 0.001).

H2: Product has a positive impact on the consumer's purchase decision.

The results of the correlation analysis show that the product variable has a statistically significant impact on the purchase decision, with a p -value of $< .001$. It also has a statistically significant impact on its sub-factors 1. Recognition of needs 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase

behavior, with a p-value of $<.001$. Among them, the product variable has the largest positive impact on the purchase decision, with an R value of 0.914.

H3: Price has a positive impact on consumer's purchase decision.

The results of the correlation analysis show that the price variable has a statistically significant impact on the purchase decision, with a p value of $<.001$. It also has a statistically significant impact on its sub-factors 1. Recognition of needs 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase behavior, with a p value of $<.001$, and the price variable has the largest positive impact on the purchase decision, with an R value of 0.922.

H4: Place has a positive impact on consumer's purchase decision.

The results of the correlation analysis show that the place variable has a statistically significant impact on purchase decisions, with a p-value of $<.001$. It also has a statistically significant impact on its sub-factors 1. Recognition of needs 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase behavior, with a p-value of $<.001$. The place variable has the largest positive impact on purchase decisions, with an R value of 0.928.

H5: Promotion has a positive impact on consumer's purchase decisions

The results of the correlation analysis show that the promotion variable has a statistically significant impact on the purchase decision, with a p value of $<.001$. And it has a statistically significant impact on its sub-factors 1. Recognition of needs 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase behavior, with a p value of $<.001$, and the largest positive impact on Post-purchase behavior R value = 0.940

Discussion of Key Findings

1. Influence of demographic characteristics

The study showed that age did not significantly differ in the willingness to purchase Thai seafood snacks. The first key finding showed that there were no statistically significant differences in purchasing decisions based on different demographic characteristics.

Specifically, the analysis using independent measures t-test and univariate ANOVA showed that purchasing decisions differed significantly between gender ($t = -34.173$, $p\text{-value} < 0.001$), education level ($F = 3.009$, $p\text{-value} = 0.030$), income level ($F = 4.285$, $p\text{-value} = 0.002$) and occupation ($F = 3.034$, $p\text{-value} = 0.017$), but not between age ($F = 0.200$, $p\text{-value} = 0.896$). These results partially supported Hypothesis 1, which predicted the existence of demographic differences in purchasing decisions.

These findings reveal an interesting phenomenon: although the purchasing decisions of different demographic groups are not consistent, there are significant differences in marketing by gender, education income, and occupation. This dichotomy has important implications for both marketing theory and practice, indicating that although the final purchase decision process may be consistent, only age demographic groups have no huge differences in their participation in marketing activities.

2. Impact of the 4P Marketing Mix

This study shows that the 4P marketing mix has a significant positive impact on purchase decisions. Among the 4P sub-dimensions, promotion has the most positive impact on purchase decisions ($R = 0.942$), followed by place ($R = 0.930$). This shows that in addition to relying on online purchase channels and digital promotions, consumers are increasingly favoring promotions, and the cost-effectiveness of products has significantly increased their attractiveness. Multiple response analysis further confirmed this finding, and the results showed that most consumers prefer online shopping or mixed shopping through multiple channels. This finding is consistent with the results of the literature. The correlation coefficient of product factors on purchase decisions is 0.905, and the regression coefficient of price factors on purchase decisions is 0.920, indicating that consumers are more sensitive to the match between price and quality. Product characteristics also have a significant impact on purchase decisions, especially the uniqueness, quality and cultural connotation of the product. Consumers generally believe that Thai seafood snacks have established a competitive advantage

with their high-quality taste and safety value. Although each element in the 4P marketing mix has played a positive role, their degree of influence varies:

2. Product: Research shows that product quality and taste are key factors affecting purchase decisions. About 34.75% of respondents said they prefer seafood snacks that reflect the unique flavor of Thailand.

3. Price: Although price sensitivity varies by income level, in general, respondents pay more attention to cost-effectiveness. 32.5% of respondents said they are willing to buy reasonably priced Thai seafood snacks.

4. Place: Convenient access to goods can increase purchase decisions by about 11.4%. Among them, 7-Eleven convenience stores and large shopping malls are the most popular, with 32.25% of respondents saying that this significantly increases their purchase likelihood.

5. Promotion: Among all the 4P elements, promotion has the most significant impact. Personalized promotion strategies are the most effective. Data shows that promotions customized to consumer preferences can increase purchase decisions by about 33.75%.

The implications and limits of this research

This study reveals the significant impact of demographic characteristics and marketing factors on purchase decisions and provides specific practical significance. The results show that demographic characteristics and their independent variables, marketing factors and their sub-variables have a significant impact on purchase decisions and purchase decision sub-dependent variables.

In addition, this study only focused on the relationship between specific marketing factors - the 4P marketing mix and demographic characteristics and purchase decisions. Although these factors are crucial, other variables, such as consumer trust, emotional attachment, and sustainability factors, were not included in the study. Future research can explore other factors that may influence consumer purchase decisions, such as healthy consumption or impulse consumption, self-improvement, which are becoming increasingly important among young consumers.

Finally, this study only focused on evaluating the impact of marketing strategies on consumer purchase decisions, ignoring their actual purchase behavior. Although purchase decisions are an important predictor of consumer behavior, they do not always directly translate into actual purchase behavior. Therefore, future research can combine behavioral data or conduct field experiments to verify whether the identified marketing strategies can also translate into actual sales.

Theoretical Contribution

1. Expanding the Application of 4P Marketing Mix in Demographics: This study aims to fill the gap in the 4P marketing mix in Thai seafood snack products. In particular, the finding that "promotion" has a more significant influence than "product" and "price" illustrates the universality of the traditional 4P theory. This finding provides new insights into the application of the 4P framework in the seafood snack market, indicating that marketing mix elements should be adjusted according to specific populations.

2. New insights into Thai seafood snacks in the context of traditional marketing theory: This study explored how marketing theory affects the purchase decision of Thai seafood snacks, especially among different groups of people. Marketing activities that can effectively convey the taste of Thai seafood snacks are positively correlated with purchase decisions, revealing the role of key factors of marketing theory in the sales of Thai seafood snacks products.

Practical inspiration

1. Optimize channel strategy: Given the importance of the "place" factor, Thai seafood snack companies should focus on improving product accessibility, such as expanding online and offline sales channels and improving delivery efficiency.

2. Focus on promotion concepts: It is recommended to increase investment in social media marketing strategies, especially to attract Chinese tourists who travel to Thailand. Priority should be given to establishing cooperation with offline sales platforms and cooperating to develop event content.

3. Product innovation: Based on the discovery of product flavors, continue to innovate and develop Thai seafood snack products that meet the taste preferences of Chinese tourists.

4. Pricing strategy: Although price is an important factor, it is not the most important factor. A value-oriented pricing strategy should be adopted instead of a simple low-price strategy.

Future research directions

Based on the identified limitations, future research can explore the following areas:

1. Cross-regional correlation research

Expand the geographical coverage of the study to compare the acceptance and preference of consumers in different regions of China (e.g., eastern coastal areas vs. western inland areas) for Thai seafood snack product brands. Focus on analyzing how regional cultural differences, economic development levels, and consumption habits affect consumers' perceptions of and willingness to purchase Thai seafood snack products.

It is recommended to consider expanding the scope of the study to include other Asian countries and conduct cross-national comparisons to gain a deeper understanding of the impact of cultural distance on the acceptance of Thai seafood snack products.

2. Multi-category comparison

Expand the scope of the study to other Thai product categories, such as skin care products, food, clothing, etc., and compare the effectiveness of the 4P marketing mix in different product categories. Pay special attention to the differences in marketing between "experiential" products (such as Thai seafood snacks) and "functional" products (such as dry fruit snacks). Analyze the marketing strategies of different product categories and explore whether there are successful experiences that can be promoted across categories.

3. Research on cross-cultural brand localization strategies

In-depth study of the localization strategies of successful Thai snack brands in the Chinese market, especially how to balance maintaining the original cultural characteristics and adapting to local consumer preferences.

Explore the phenomenon of "reverse innovation", that is, how to study how Chinese tourist feedback affects the product development and marketing strategies of Thai products in the local market.

4. Technological innovation and application

Explore the potential of artificial intelligence in marketing, such as using artificial intelligence technology to develop a personalized and customized seafood snack flavor recommendation system. Compare the effectiveness differences between traditional marketing methods and technology-enhanced marketing.

Conclusion

This study fills a major research gap in the marketing field (especially in the seafood snacks market) by deeply exploring the impact of the 4P marketing mix and demographics on Chinese tourists' willingness to purchase Thai seafood snacks. Because this study has limitations, it is hoped that more scholars can continue research on seafood snacks.

First, this study points out that the various elements of the 4P marketing mix have a significant impact on purchase decision, especially in terms of product, channel and promotion. Brands should pay more attention to taste and cost-effective strategies to meet the needs of Chinese tourists for Thai seafood snacks.

Although this study provides new insights for theoretical development and practical application, it also has limitations. Future research can explore the marketing effectiveness of Thai seafood snack brands in other countries and regions from a cross-cultural perspective, and how to adjust marketing strategies according to different cultural backgrounds. At the same time, future academic research should consider using longitudinal data and qualitative research techniques to further clarify the

long-term evolution of consumer behavior and its profound impact on brand marketing. The purchase decision of consumers, especially the vast number of Chinese tourists.

Second, this study explores the demographics as a driving factor for purchase decision, especially for Thai seafood snacks. By studying the relationship between marketing and consumer purchase decision through different population characteristics, this study further emphasizes the importance of demographics and marketing in modern consumer purchase decisions. Combined with the above research results, this study not only expands the relevant research on the Thai seafood snacks market in theory but also provides guidance and suggestions for practical application. The study shows that marketing strategies provided for different groups of people, especially in terms of purchase convenience, product promotion and product flavor, can effectively enhance purchase decision.

In addition, this study reveals that in the context of globalization and digitalization, consumers' purchase decisions are not only limited by the functionality of the product itself but also affected by multiple dimensions such as online channels and celebrity recommendations. Faced with a rapidly changing consumer market, brand marketers need more flexible and diverse marketing tools to adapt to changing consumer needs and expectations.

In summary, this study provides comprehensive theoretical support and practical guidance for Thai seafood snacks to formulate marketing strategies for Chinese tourists, especially in terms of how to expand product channels to improve shopping convenience, carry out more promotional activities, launch products with different flavors, and improve cost-effectiveness.

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Questionnaire

Dear Respondent:

Hello!

This survey aims to understand the preferences and purchasing behavior of the younger generation of Chinese tourists towards Thai seafood snacks, as well as their perceptions and attitudes towards Thai seafood snacks. We sincerely hope to hear your valuable opinions.

The main structure of this questionnaire is divided into five parts:

- The part 1 asks whether you have been to Thailand or intend to travel to Thailand.
- The part 2 is demographic factors.
- The part 3 is the 4P marketing mix, including product, price, channel and promotion.
- The part 4 is the purchase decision.
- The part 5 is post-purchase behavior, which we list separately because of its unique characteristics, importance in modern marketing strategies, and understanding the difference between purchase decisions and traditional purchase intentions.

To ensure the accuracy and availability of data, we designed screening questions before the start of the questionnaire.

If you do not meet the screening questions, please end the answer directly.

Please rest assured that this survey is anonymous, and your personal information will be kept confidential. We sincerely thank you for taking the time out of your busy schedule to participate in this survey. Your answer is crucial to our research.

Okay, let's get started!

PART 1 – whether you have been to Thailand or intend to travel to Thailand.**Screening Question**

1. Have you traveled to Thailand before 2024 or have you planned to travel to Thailand in the future?

- ☐ Yes, I have traveled to Thailand.
- ☐ No, I have not traveled to Thailand.
- ☐ I plan to travel to Thailand in the future.
- ☐ I don't want to travel to Thailand and buy anything.

PART 2 – Demography

1. What is your gender?

- ☐ Male
- ☐ Female

2. How old are you?

- ☐ 18-28
- ☐ 29-38
- ☐ 39-48
- ☐ ≥ 49 (greater than or equal to 49)

3. What is your education level?

- ☐ High school and below
- ☐ College
- ☐ Master
- ☐ Doctor

4. What is your monthly income?

- ☐ less than or equal to 1,000 yuan
- ☐ 1,001-3,000 yuan

- ☐ 3,001-7,000 yuan
- ☐ 7,001-9999 yuan
- ☐ greater than or equal to 10,000 yuan

5. What is your occupation?

- ☐ Student
- ☐ General worker
- ☐ Company workers
- ☐ Own Business
- ☐ Others

Additional Questions

Do you like to buy Thai seafood snacks products?

- ☐ Yes
- ☐ no

Have you ever bought Thai seafood snacks?

- ☐ yes
- ☐ no

PART 3 – 4P Marketing Mix

| 4P marketing mix | Commet level | | | | |
|---|-----------------------------------|--------------------------|-------------------------|-----------------------|--------------------------------|
| <p>Regarding the 4P marketing mix that may affect consumers' purchasing intention</p> <p>Please circle the corresponding score for each choice of Thai seafood snack products according to your own situation</p> | <p>1</p> <p>strongly disagree</p> | <p>2</p> <p>disagree</p> | <p>3</p> <p>neutral</p> | <p>4</p> <p>agree</p> | <p>5</p> <p>strongly agree</p> |
| 1.Product | | | | | |
| 1.1 I love trying new flavors of Thai seafood snacks. | | | | | |
| 1.2 Thai seafood snack products have more fishy smell removed, so I choose to buy Thai seafood snack products. | | | | | |
| 1.3 I think the packaging style of Thai seafood snack products attracts me to buy Thai seafood snack products. | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 1.4 Thai seafood snack products come in a variety of flavors and types to meet different needs. (For example, Thai-style Tom Yum Goong is more popular | | | | | |
| 1.5 In recent years, due to the rise of the Thai snack industry, I no longer choose to buy seafood, but instead choose Thai seafood snack products. | | | | | |
| 1.6 I choose to buy Thai seafood snack products because of the improved safety of producing Thai seafood snack products. | | | | | |
| 1.7 I think Thai seafood snack products have more advantages than other seafood snack products. | | | | | |
| 1.8 I think the quality of Thai seafood snacks is good | | | | | |

| 2.Price | | | | | |
|--|--|--|--|--|--|
| 2.1 I can accept the higher price of new flavors of Thai seafood snacks. | | | | | |
| 2.2 Price will not affect my decision to purchase Thai seafood snacks products. | | | | | |
| 2.3 If the price of other seafood snacks is similar to that of Thai seafood snacks, I will still choose Thai seafood snacks. | | | | | |
| 2.4 Thai seafood snack products with a higher price balance point (e.g., acceptable quality and reasonable price) would be more attractive to me to buy Thai seafood snack products. | | | | | |
| 2.5 I am willing to pay a higher price to buy better quality Thai seafood snack products. | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 2.6 For Thai seafood snacks of the same brand, I will choose the cheaper one. | | | | | |
| 3.promotion | | | | | |
| 3.1 I prefer to buy Thai seafood snacks products that are advertised on social media (e.g. Facebook, Tik Tok, Line). | | | | | |
| 3.2 I would be more interested in purchasing Thai seafood snack products if they were promoted by celebrities/influencers. | | | | | |
| 3.3 Gift promotions or buy-one-get-one-free offers increase my purchase interest. | | | | | |
| 3.4 When I see other consumers buying Thai seafood snack products, I want to buy some too. | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 3.5 I think the promotion of Thai seafood snack products is very effective | | | | | |
| 4 Place | | | | | |
| 4.1 I don't care where I buy Thai seafood snacks products. | | | | | |
| 4.2 There are Thai seafood snack products in 711 convenience stores, shopping malls, and consumer attractions. It is very convenient for me to buy them. | | | | | |
| 4.3 I prefer to buy Thai seafood snack products online rather than offline. | | | | | |
| 4.4 I think the sales place or distribution channels of Thai seafood snack products are good | | | | | |

PART 4 – Purchase decision

| Purchase decision | Commnet level | | | | |
|---|-----------------------------------|--------------------------|-------------------------|-----------------------|--------------------------------|
| <p>About your purchase decision of Thai seafood snacks</p> <p>The following are the behaviors involved in choosing Thai seafood snacks. Please circle the corresponding score according to your situation</p> | <p>1</p> <p>strongly disagree</p> | <p>2</p> <p>disagree</p> | <p>3</p> <p>neutral</p> | <p>4</p> <p>agree</p> | <p>5</p> <p>strongly agree</p> |
| 1. Product purchase decision | | | | | |
| <p>4.1 When traveling, I prefer to proactively search for and purchase seafood snacks locally. For example, when in Thailand, I prefer to buy Thai seafood snacks.</p> | | | | | |
| <p>4.2 Seeing friends or family buying Thai seafood snack products makes me want to buy them too.</p> | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 4.3 Before purchasing Thai seafood snack products, I check social media or online reviews. | | | | | |
| 4.4 When it comes to Thai seafood snack products, I prefer to buy dry snacks rather than seafood products. | | | | | |
| 4.5 If Thai seafood snack products can meet my needs, I will make a purchase decision immediately. | | | | | |
| 4.6 After I buy Thai seafood snacks, I will buy the same Thai seafood snacks again as long as they are delicious enough. | | | | | |

PART 5 – Post-purchase behaviors

| Post-purchase behaviors | Commnet level | | | | |
|---|---|--|---|---|--|
| <p>About your post-purchase behavior of Thai seafood snacks</p> <p>Below are your choices for choosing Thai seafood snacks. Please circle the corresponding score according to your situation</p> | <p align="center">1</p> <p align="center">strongly disagree</p> | <p align="center">2</p> <p align="center">disagree</p> | <p align="center">3</p> <p align="center">neutral</p> | <p align="center">4</p> <p align="center">agree</p> | <p align="center">5</p> <p align="center">strongly agree</p> |
| 1. Post-purchase behaviors | | | | | |
| <p>5.1 After I purchase Thai seafood snacks products, I will be satisfied.</p> | | | | | |
| <p>5.2 I share my experience of buying Thai seafood snack products on social media and recommend them to others.</p> | | | | | |
| <p>5.3 If I have a good experience with the product, I will recommend it to friends or family.</p> | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 5.4 I will buy and eat Thai seafood snack products immediately. | | | | | |
| 5.5 I will buy Thai seafood snack products and bring them back to China. | | | | | |

Additional Questions

Would you consider purchasing Thai seafood snack products when traveling to Thailand in the future?

☐ Yes

☐ no

What Thai seafood snack products would you recommend that you buy in Thailand?

☐ Bento

☐ Tao Kae noi

☐ Manora

☐ other

VITA

