FACTORS AFFECTING THE PURCHASE INTENTION OF THAI STREET FOOD AMONG

CHINESE PEOPLE.

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Graduate School Srinakharinwirot University

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ปัจจัยที่มีผลต่อความตั้งใจในการซื้ออาหารริมทางไทยของชาวจีน

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CHINESE PEOPLE.

BY

FU SIMING

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OF THE REQUIREMENTS FOR THE MASTER OF BUSINESS ADMINISTRATION

IN BUSINESS ADMINISTRATION AT SRINAKHARINWIROT UNIVERSITY

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Title	FACTORS AFFECTING THE PURCHASE INTENTION OF THAI STREET FOOD AMONG CHINESE PEOPLE.
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This study investigates the impact of the 4P marketing mix and social media marketing on Chinese consumers' purchase intentions regarding Thai street food. Utilizing data collected from 400 respondents, the study employs statistical methods including reliability analysis, ANOVA, t-tests, and regression analysis to test the proposed hypotheses. The findings indicate that the 4P marketing mix exerts a significant positive influence on purchase intention, with Promotion and Place emerging as the most influential factors. Furthermore, electronic word-of-mouth within social media marketing demonstrates a significant positive effect, whereas interactive marketing media platforms do not show a statistically significant impact. This research contributes to the marketing literature by highlighting the role of marketing strategies in influencing consumer behavior and offers practical implications for street food vendors aiming to formulate effective marketing strategies in a competitive global tourism context. Future studies are encouraged to examine other cultural settings, adopt longitudinal research designs, and incorporate qualitative methodologies to enhance the depth of understanding.

Keyword : 4P marketing mix, social media marketing, purchase intention, Thai street food

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FU SIMING

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

This chapter includes research background, problem statement, research objectives, research questions, research hypotheses, conceptual framework, research variables, and terminology definitions.

1.1 Background

The World Tourism Organization of the United Nations released the second World Tourism Barometer in 2024, pointing out that in the first quarter of this year, the number of international tourists exceeded 285 million, an increase of about 20% over the same period last year, and it has reached 97% of the level before the COVID-19 epidemic, which indicates that the industry has almost completely shaken off the impact of the epidemic. In 2023, the income of international tourism will reach 1.5 trillion US dollars, which means that it will return to the level before the COVID-19 epidemic in nominal terms, but in real terms, after deducting inflation, it will recover by 97%. (UN, 2024)

Chinese travelers are more willing to increase their food consumption during their travels. 65% of Chinese outbound tourists spend over 20% on food and beverage expenses, with 1 in 4 tourists spending more than 30% of their total travel expenses on food and beverage. (ZINING, 2024) Since 2023, the top three items of increased tourism consumption expenditure in China are accommodation consumption, catering consumption, and shopping consumption.(QIANG, 2024) This means that food consumption is an important part of tourism activities and the overall travel experience.

With the development of the Internet, travelers rely heavily on consumer-generated online content, such as reviews, bulletin boards, and news groups, when making travel-related Intentions (Oun-Joung et al., 2019). This phenomenon has attracted great attention from marketing practitioners and marketing scholars (Lynn et al., 2006). In general, consumers tend to believe that information about other consumers' experiences is more credible and reliable than company-generated information (Jumin et al., 2008).

The proportion of international tourists received by Thailand
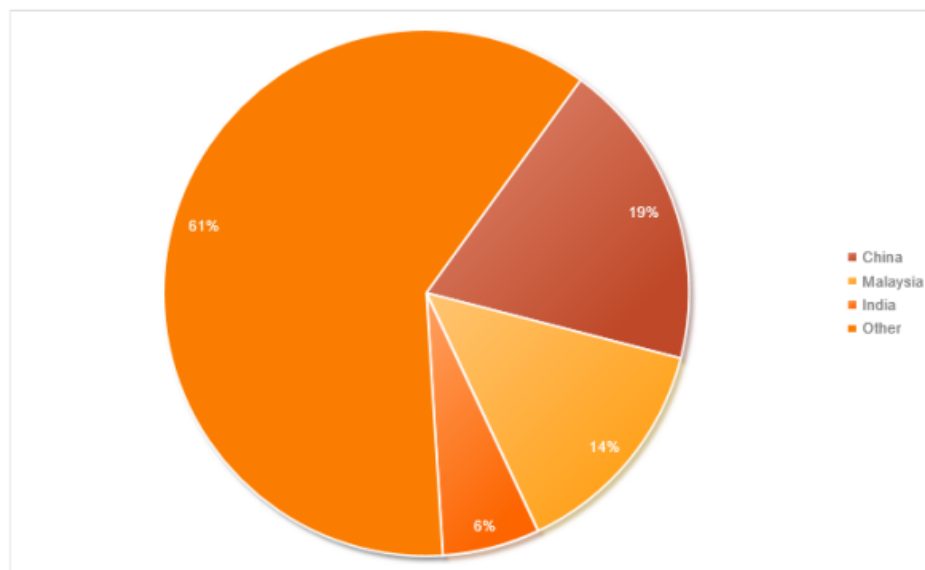
Figure 1The proportion of international tourists received by Thailand

	Number of tourists received by Thailand
Total	35,320,000
China	6,700,000
Malaysia	4,930,000
India	2,120,000
Other	21,570,000

Figure 2Thailand receives specific data on international tourists

Source: Ministry of Tourism and Sports of Thailand

Street food is ready-to-eat food and drinks sold by vendors on the street. Consumers frequently eat street food because it provides convenient, delicious, and cheap meals (Vikas et al., 2018).

Additionally, street food offers several societal benefits, including the preservation and promotion of local culinary traditions, the creation of substantial employment opportunities, and the enhancement of tourism. (Pattarapong et al., 2011).

In recent years, street food served from food trucks has contributed to the evolution of street food culture in some regions by offering fresh, hygienic, and flavorful meals, often accompanied by elements of entertainment. (Bagyalakshmi & Nusrah, 2020). Well-established street food reflects distinctive culinary traditions and serves as a meaningful way for individuals to engage with local culture while fulfilling the desire to enjoy authentic and flavorful cuisine. (Seok et al., 2020).

In the 21st century, revitalizing the street food industry by attracting both local and international tourists has become essential for driving profitability. Marketing strategies are a critical determinant of business success, encompassing all aspects of product planning, pricing, promotion, and distribution aimed at aligning with consumer purchasing power.

An effective marketing strategy requires a deep understanding of consumer needs and preferences, grounded in the realities of the business environment. Within this context, the marketing mix serves as a key strategic tool, particularly in the retail and street food sectors, playing a vital role in shaping consumer perceptions and generating purchase intentions.

Accordingly, this study investigates the impact of marketing strategies—specifically the marketing mix—on Chinese tourists' purchase intentions toward Thai street food.

1.2 Objectives of the Study

This study attempts to illustrate the impact of certain specific variables on consumer purchase intention using the example of Thai street food. The results of this study will help street food marketers understand which factors have the greatest impact on customer purchase intention, thereby choosing the right and most successful marketing methods to attract customer attention in a rapidly growing competitive market. Stakeholders such as managers, employees, and investors will benefit from the results of this study because they will have the right information and awareness of the factors that influence consumer purchase intention, which will have a positive impact. This study will also help them double-check whether they have an effective marketing strategy. This

study also paves the way for future researchers to further study this field and provides a reference for students and marketing practitioners. Therefore, the following research objectives are proposed:

1. To study the impact of the 4P marketing mix on Chinese consumers' intention to purchase Thai street food.

2. To study the impact of Social Media Marketing on Chinese consumers' intention to purchase Thai street food.

1.3 Questions of the Study

Street food is a popular food, and its market competition is becoming increasingly fierce. In recent years, Thai street food has attracted countless Chinese tourists to buy it, and has continuously adjusted its marketing strategies to attract more Chinese consumers. In this context, this study takes Thai street food as the research object to analyze the impact of the 4P marketing mix and demographic factors on Chinese consumers' purchase intention. Therefore, this study aims to answer the following questions:

1.How does the 4P marketing mix (product, price, place, promotion) affect Chinese consumers' purchase intention for Thai street food?

2.How do Social Media Marketing (Interactive Marketing on Social Platforms, Electronic Word-of-Mouth) affect Chinese consumers' purchase intention for Thai street food?

1.4 Research Design

1.41 Population of this study

The population used in this study is Chinese consumers who have been to Thailand or intend to go to Thailand

1.42 Population sample used in this study

The population in this study is the number of consumers (Chinese) who have purchased or want to purchase street food in Thailand. Based on this, the researcher plans to survey 400 consumers in China according to the Yamane (1967)

formula. Since we do not know the exact population size, when performing sample calculations, according to the formula, the sample size for this study is $n \approx 400$. The confidence level was set at 95%, and the estimated error calculated was no more than 5%, so 385 samples were obtained, and 15 samples were retained to reduce data inaccuracy.

2. Research Methodology

The main objective of this study is to describe and determine the "effects of the 4P marketing mix and demographic factors on the Intention of Chinese consumers to purchase Thai street food". Therefore, we will use quantitative research. Since this study aims to determine meaningful relationships, it is necessary to describe, explain, and verify the research results. Descriptive research is more helpful in defining the attitudes or behaviors of individuals. We chose to use numerical data to answer the research questions and therefore focused on quantitative data collection methods. Quantitative research helps to reveal the relationship between numerically measured variables by applying statistical techniques. This study chose to use quantitative research methods and focused on the collection of numerical data. Because this type of research can reveal the cause-effect relationship between the dependent and independent variables and can be used to find patterns and generalize the results to a larger population.

3. Survey Method and Questionnaire Design

In order to better analyze the issues explored in this study, we adopted the method of publishing questionnaires to obtain first-hand information. Therefore, we created and distributed the questionnaires online for distribution and collection. This survey method was chosen because it can accommodate a large sample, is easy to distribute, and is low-cost. In addition, the questionnaires can be easily managed by collecting questionnaires through various online questionnaire collection software. The selection of the "Wen Juan Xing" platform to distribute the questionnaires is based on the platform's wide coverage and widespread use in China. The survey link generated on

the "Wen Juan Xing" platform can be seamlessly shared on various social media platforms.

The questionnaire is divided into four main parts. The first part includes questions about the demographic factors of the respondents. The second, third, and fourth parts use a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 strongly agree) and include key questions related to the 4P marketing mix and consumer purchase Intentions.

4. Research Variables

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

Independent variables

1 Demographics

1.1 Gender

1.1.1 Female

1.1.2 Male

1.2 Age

1.2.1 18-27

1.2.2 28-37

1.2.3 38-47

1.2.4 48-57

1.2.5 57 years old and above

1.3 Education level

1.3.1 High school and below

1.3.2 Bachelor's degree

1.3.3 Master's degree

1.3.4 Above Master Degree

1.4 Income

1.4.1 2,000 yuan and below

1.4.2 ¥2,001-4,000

1.4.3 ¥4,001-6,000

1.4.4 ¥6,001-8,000

1.4.5 Above ¥ 8,000

1.5 Occupation

1.5.1 Student

1.5.2 Government official

1.5.3 Private company employee

1.5.4 Business owner

1.5.5 Freelancer

1.5.6 Others (if any)

2 Marketing mix factors (4P)

2.1 Product

2.2 Price

2.3 Place

2.4 Promotion

3 Social Media Marketing

3.1 Interactive Marketing on Social Platforms

3.2 Electronic Word-of-Mouth

Dependent variable

Chinese consumers' Intention to purchase Thai street food.

Definition of terms

1. Marketing Mix

The marketing mix is sometimes referred to as the 4Ps, and its four key components are product, pricing, place, and promotion. The marketing mix is a technique that helps organizations direct their marketing efforts.

a. Product - A product is defined as any item intended for sale or use by a customer. A product can refer to a good or service as it can be intangible or tangible (Lee, 2009).

b. Price - The price is the amount of money required to purchase a product and represents how much a consumer is willing to pay for that product. Pricing strategies include penetration pricing, premium pricing, which is commonly used for luxury goods, and skimming pricing.

c. Place - Place is where the product can be found and obtained. Place includes distribution channels. Ordering food delivery services using mobile apps is also considered a distribution channel.

d. Promotion - Promotion refers to communication between a business and the public. It can also be thought of as a series of activities that encourage purchases and can be measured in terms of profit, share, and volume.

2.Street food

Street food refers to food sold on the streets or in public places, which is mainly prepared and sold on the spot. Most of them are served in paper bags or Styrofoam boxes and eaten with bamboo sticks or plastic spoons. They are eaten immediately after purchase. These street foods usually include sweets, baked products, meat and vegetables.

3. Purchase

Value exchange, whether it is the equivalent currency. It is a transaction between a buyer and a seller (Gerald, 1997).

4. Purchase Intention

Purchase intention indicates the possibility that consumers plan or are willing to purchase a certain product or service in the future(Tenzin & Young-chan, 2020). In this study, it refers to the possibility that Chinese consumers are willing to purchase Thai street food.

5. Demographic

Including age, gender, marital status, education, occupation, and income.

Demographics or personal characteristics are most often used as the basis for market segmentation and can also influence the extent to which a person uses a particular category of product or service (Philip, 2020).

6.Social Media Marketing

In the research, social media is defined as a collection of Web 2.0 platform-based applications that facilitate global Internet users to engage, converse, and exchange ideas, content, thoughts, experiences, viewpoints, information, and interpersonal connections (Ling & Denizci, 2011). Kotler characterizes Social Media Marketing is a social and managerial process that enables individuals and groups to acquire the goods and services they desire. This entails the use of internet-based platforms that promote interaction, facilitate communication, and encourage collaboration through the utilization of user-generated content to disseminate information encompassing ideas, thoughts, content, and interpersonal connections.

b. Interactive Marketing on Social Platforms

Emphasize two-sided communication with customers on social media platforms. This includes replying to comments, hosting online events, creating interactive content, and more. Interactivity and personalization were reflected in this study.

In this research, interactivity is defined as the customer's perception about how well e-commerce social media enables users to spread content and viewpoints with both the company and other consumers. Essentially, it represents a dynamic dialogue between the enterprise and its customers (Mayank & Zillur, 2018).

c. Electronic Word-of-Mouth

This refers to the opinions, reviews, or experiences that consumers share about a product or service through internet platforms such as social media, review sites, forums, etc. This study defines perceived Word-of-Mouth (WOM) as the customer's perception of how likely e-commerce customers are to recommend and disseminate their e-commerce experiences via social media platforms (Yadav & Rahman, 2018).

5. Conceptual Framework

This study established the independent and dependent variables shown in the conceptual framework to explore the impact of the 4P marketing mix and demographic factors on Chinese consumers' Intention to purchase Thai street food.
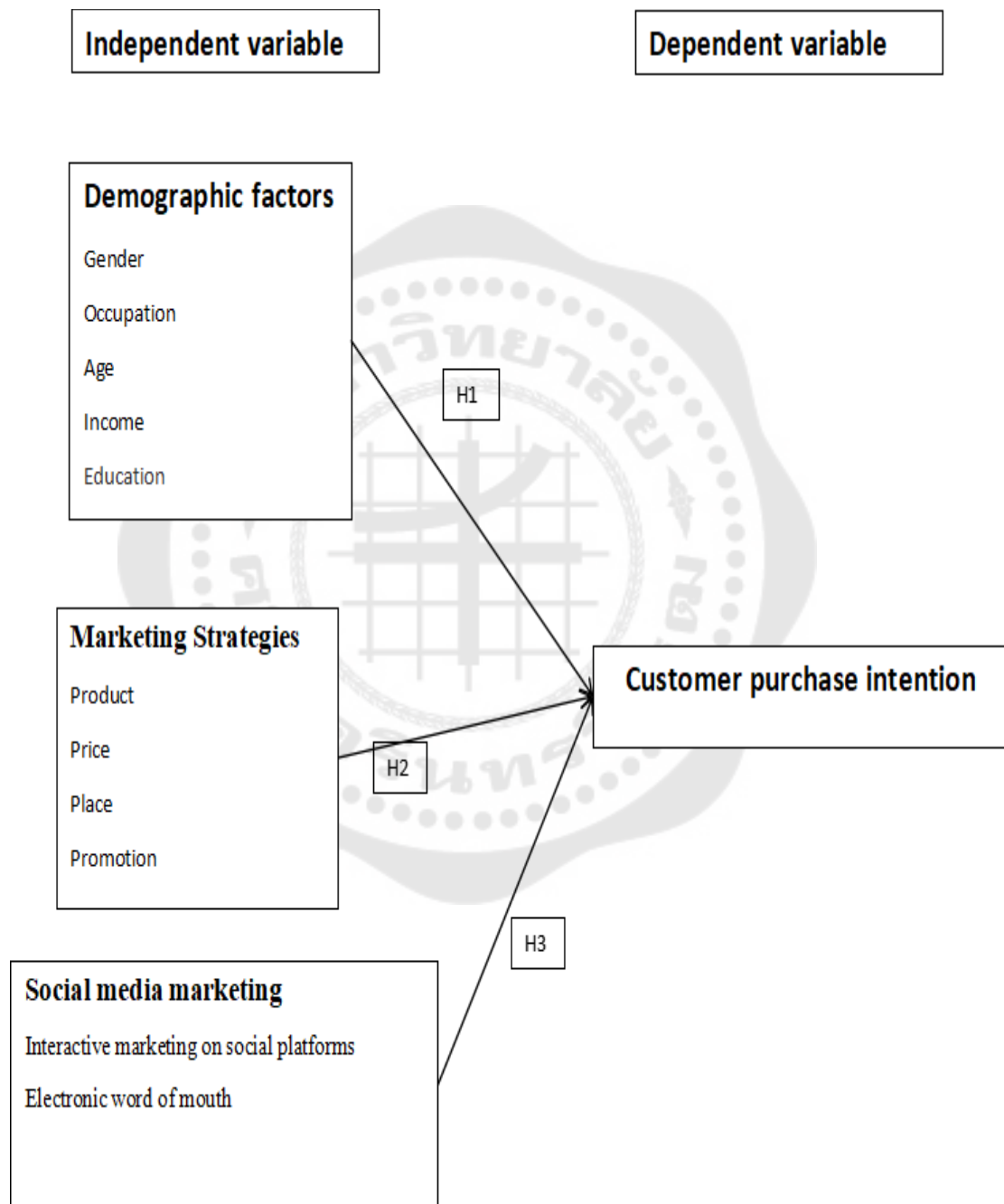
Figure 3 Conceptual Framework

6. Research Hypothesis

Based on the conceptual framework, by studying the relationship between the above structures, research background and literature, the Intention variables of the marketing mix strategy that affects the satisfaction of Chinese tourists are obtained. The conceptual framework is shown in Figure 1. The framework is related to the four variables of product, price, promotion and place. And the relationship between them is understood based on the dependent variable of demographic characteristics.

H1: Different demographic structures have an impact on Chinese consumers' purchasing intention.

H2: The 4P marketing mix has a positive impact on Chinese consumers' purchasing intention.

H3: Social media marketing has a positive impact on Chinese consumers' purchasing intention.
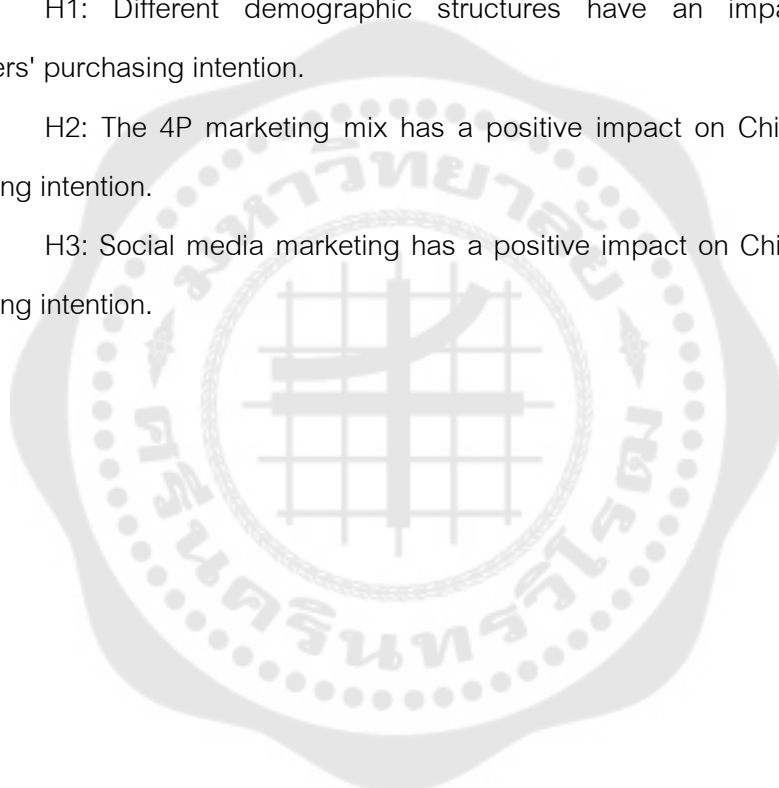
CHAPTER 2

REVIEW OF THE LITERATURE

This chapter reviews the concepts and theories related to sales promotion. The background and demographic factors of the 4P marketing mix and previous research in this area are briefly discussed. This chapter aims to summarize the results and references of previous studies and further clarify the purpose of this study to fill the gap in current research. This study aims to explore the impact of the 4P marketing mix and demographic factors on Chinese consumers' Intention to purchase Thai street food. Related literature and research

study are as follows:

1. The proportion of Thai street food and Chinese consumers' consumption

2 Demographic factors

2.1 Gender

2.2 Age

2.3 Occupation

2.4 Education

2.5 Income

3. 4P marketing mix

3.1 Product

3.2 Price

3.3 Promotion

3.4 Place

4 Social Media Marketing

5 Product purchase Intention

6 Related Research

6.1 A study on the influence of Demographic factors on Purchase Intention

6.2 4P Marketing Mix and Purchase Intention

6.3 Social Media Marketing and Purchase Intention

7 Conclusion

1. Thai street food and the proportion of Chinese consumers' consumption

With the acceleration of globalization and the continuous improvement of Chinese consumers' purchasing power, the proportion of Chinese tourists' consumption in Thailand is very high, which has a significant impact on the Thai economy. According to a research report by Morgan Stanley, 28% of Thailand's tourism revenue in 2019 came from Chinese tourists. In addition, the total consumption of Chinese tourists in Thailand reached US$16.32 billion, accounting for 3% of Thailand's GDP that year. The impact of marketing strategies on consumer purchase intention has become a research hotspot in recent years. Scholars generally believe that the 4P marketing mix (product, price, channel, promotion) is the key factor affecting consumer purchase Intentions (Kejsi & W, 2024). At the same time, demographic factors, as an important variable in consumer behavior research, are also considered to have a significant impact on purchase intention (Meria, 2021)

2 Demographic characteristics

The results indicate that gender differences influence certain dimensions of the marketing mix—specifically Product, Cost, and Promotion—while no significant differences were observed in the dimensions of Place, Price, Promotion, and Product valuation. Although gender does not impact all aspects of the marketing mix, the observed differences in evaluating Product, Cost, and Promotion suggest that gender plays a role in shaping the effectiveness of marketing strategies aimed at attracting street food consumers.

These findings are consistent with previous research by (Rafał, 2016) , which also reported significant differences in purchasing styles between men and women.(Alena et al., 2014). A similar study conducted by Erlan (2020) concluded that gender has a significant positive effect on purchase intentions. These findings are further supported by Geofanny (2020), who also identified a positive relationship between gender and purchasing behavior. Consumer behavior encompasses the

analysis of individuals' intention-making processes in selecting products and utilizing goods and services to satisfy their needs and desires. It refers to the thoughts, emotions, and actions exhibited by individuals before, during, and sometimes after the purchase of a product, service, or idea. A central focus of consumer behavior research is to understand the process underlying purchase intention.

The formation of purchase intention involves various considerations, such as what product to buy, which brand is perceived as suitable or reliable, where and when to make the purchase, how much time to allocate to the decision, and the frequency of such purchases. Ultimately, consumer behavior results in a series of intentions regarding product selection, brand preference, choice of retailer, purchase timing, purchase quantity, and buying frequency. (Sead et al., 2018).

Demographic, behavioral and psychographic factors help to understand consumers and their needs (Philip et al., 2001). In marketing research, demographic factors such as age, household size, gender, income level, and social class are widely used and regarded as reliable indicators for analyzing consumer behavior. (Ehsan et al., 2013). Behavioral factors refer to patterns in consumer behavior, including how consumers respond to products, the reasons behind their acceptance or rejection, and their decision-making processes. Psychographic factors, on the other hand, are used to assess and evaluate consumers' lifestyles by examining their activities, interests, and opinions (AIO), providing deeper insight into their motivations and preferences. (LM & HC, 1998).

Numerous factors influence consumers' purchase intention formation, among which demographic variables play a significant role. Elements such as income, age, occupation, and other demographic characteristics can substantially affect the intention-making process. These factors shape consumers' preferences, perceived needs, and purchasing capabilities, thereby influencing their final purchasing intentions. (Deniss & Elina, 2014). Ehsan et al. (2013) Their study demonstrated that several demographic factors influence consumers' choice of retail outlets for purchasing goods, including level of education, occupation, income, and household size. Prabhjot et al. (2015) Their

study provided evidence that gender and marital status have a significant impact on consumers' purchasing behavior. AG and A (2013) The study showed that demographic factors—such as age, gender, marital status, occupation, education, and income—are key variables influencing consumer behavior. Sadat et al. (2013) The study demonstrated that gender, education, marital status, occupation, and age play a significant role in shaping consumer buying behavior. Additionally, a substantial body of research has investigated the influence of individual values, personal attitudes, ethnicity, normative pressures, and cognitive factors—including functional background and educational qualifications—on purchasing intentions. (Mansi & Pandey, 2016). Based on these findings, it can be concluded that demographic characteristics, social and individual values, as well as personal attitudes, significantly influence individuals' purchase intentions. Multidisciplinary research has also identified gender differences in both purchasing behavior and socially responsible consumption.(Christian & Annette, 2001).

2.1 Gender

The results indicate that gender differences significantly influence consumer perceptions of certain dimensions of the marketing mix—specifically Product, Cost, and Promotion—while no significant differences were observed for Place and Price. Although gender does not impact all components of the marketing mix, the observed variations suggest that gender plays a meaningful role in shaping the effectiveness of marketing strategies for street food, particularly in attracting consumers and stimulating purchase intentions.

Similar findings were reported in previous studies, which also highlight the influence of gender on consumer decision-making behavior.(Mansi & Rakesh, 2016) Similar research findings were reported by (Alena et al., 2014)), who identified significant differences in purchasing styles between men and women.(Alena et al., 2014). In addition, a study by Erlan (2020) concluded that gender has a significant positive effect on purchase intentions. These results are further supported by (Geofanny, 2020), who also emphasized the influence of gender on consumer purchasing behavior.

Consumer behavior involves the analysis of how individuals select, use, and evaluate products and services to satisfy their needs and desires. It encompasses all thoughts, emotions, and actions that occur before, during, and sometimes after the purchase of a product, service, or idea. A central focus in the study of consumer behavior is understanding the formation of purchase intention.

The process of developing purchase intention includes considerations such as what product to buy, which brand is most suitable, where and when to make the purchase, how much time to devote to the intention, and the frequency of purchase. Ultimately, consumer behavior results in final intentions regarding product selection, brand preference, retailer choice, timing of purchase, purchase quantity, and buying frequency. (Sead et al., 2018).

Henry (2002) found that males use more functional purchase criteria than females. Williams (2002), who had respondents indicate the importance of several evaluative criteria across nine product categories, performance, durability, and reliability emerged as the most significant determinants of consumer purchase intention. (i.e. quality) Style and appearance were found to be more important to female consumers. Research on object attachment indicates that males are more likely to identify functional items—valued primarily for their instrumental utility—as their favorite possessions. In contrast, females tend to favor items that are appreciated for their aesthetic appeal and associations with beauty, sentiment, or social prestige. (Melanie & J, 1988). Helga et al. (1995) Research has found that in impulse buying situations, men are more likely to purchase instrumental items, whereas women tend to buy symbolic and self-expressive goods that emphasize appearance and emotional aspects of the self.

Men and women exhibit different behavioral patterns due to differences in socialization, upbringing, and a range of social, biological, and psychological factors. These differences manifest across various intention-making contexts, whether in personal or professional life, including activities such as shopping and eating. At each stage of the intention-making process—from need recognition and evaluation of

alternatives to post-purchase behavior—men and women tend to respond to different stimuli and apply distinct evaluative criteria.(Swarna, 2012)

2.2Age

Demographic characteristic can be defined as one of internal factorsd influencing purchase Intention process (Philip & Gerald, 1997). Demographic variables are the most popular bases for distinguishing customer groups. One reason is theat consumer wants, preferences and usage rates are often associated with demographic variables.d Another is that demographic variables are easier to measure (Nirmalya et al., 2000).

Henry (2002) found that younger individuals tend to prioritize hedonic pleasures—such as enjoyment, emotional satisfaction, and aesthetic appeal—when selecting their favorite objects, rather than focusing on purely functional attributes. Similarly, research on object attachment by Melanie and J (1988) supports this view, indicating that younger consumers are more likely to form emotional connections with possessions that reflect personal enjoyment and symbolic meaning. Ming-Huei et al. (2004) has shown that older consumers tend to be more sensitive to utilitarian aspects of brand image, placing greater importance on functionality, reliability, and practical value in their purchasing intentions. However, Melanie and J (1988) has found that older individuals are less likely to select functional items, as opposed to display or decorative items, as their favorite possessions. This suggests that symbolic value plays an important role in their product preferences and purchasing behavior.

However, for older individuals, possessions often hold symbolic value as they represent personal history and life experiences (Csikszentmihalyi & Rochberg- Halton, 1981; Wallendorf & Arnould, 1988). This form of symbolic attachment differs from purchasing products merely to project a certain image to others. Given age-related changes, older consumers are also more likely to prioritize ease of use, as they may experience greater difficulty with complex product operations. With aging, cognitive functions such as working memory capacity, symbol recognition, and language comprehension tend to decline, further influencing their preferences for simplicity and

user-friendly design. (K et al., 1998). Farnesia, Roessali, and Santosa (2017) found that age has a significant influence on purchase intentions. As individuals age, particularly in later adulthood, they tend to achieve greater psychological integrity through life experiences and developmental tasks, ultimately leading to the attainment of wisdom. This developmental progression may influence their consumption behavior, as older adults may place more emphasis on meaningful, emotionally satisfying, or practical purchases rather than impulsive or status-driven ones.(Hannes et al., 2018). Product needs often vary significantly across different age groups, making age a particularly valuable demographic variable for market segmentation. Many marketers have successfully positioned themselves within specific market niches by focusing on the unique preferences and behaviors of targeted age segments. (Jūratė et al., 2007). Age influences purchase Intentions since age is one factor influencing consumer behavior and thinking (Porrama, 1995). Since consumer wants and abilities change with age (Nirmalya et al., 2000).

2.3 Occupation

A person's occupation also influences their consumption patterns (Philip & Gerald, 1997) , as it often reflects underlying values, attitudes, tastes, and lifestyle choices. Occupation, income, and education are closely correlated and often exhibit a cause-and-effect relationship. Higher-level occupations, which typically generate higher incomes, usually require advanced educational qualifications (Schiffiman and Kanuk, 1994).

2.4 Education

The relationship between education and the importance assigned to specific product attributes has not been directly examined in prior studies. However, education is frequently used as a component in determining social class (see Holt, 1998; Williams, 2002). While assessing social class in practice can be challenging for managers due to the need for extensive and detailed information, education serves as a practical and reliable proxy, making it a useful variable in consumer research. (Malcolm,

2002). Our study assesses whether findings for social class also apply to education alone.

Individuals from lower social classes have been found to rely more on functional and practical purchase criteria (Henry, 2002) , placing greater value on utility-driven attributes (B, 1998) . For instance, they tend to prioritize comfort, functionality, durability, and ease of maintenance when selecting items such as home furnishings (Holt, 1998) . In contrast, consumers from higher social classes are more likely to adopt expressive purchase criteria, focusing on personal taste, identity, and self-expression (Henry, 2002; Holt, 1998). Malcolm (2002) found that both functional and expressive purchase criteria become increasingly important with rising social class, particularly in relation to socially significant products. This is consistent with the findings of Henry (2002) and Holt (1998), who examined product categories such as clothing and home furnishings—items that carry strong social and symbolic value—further supporting Malcolm's conclusions regarding the importance of expressive attributes in consumer behavior.

2.5 Income

Although somewhat unexpected, previous studies have indicated that income level does not strongly correlate with social class (Williams, 2002; Coleman, 1983). Furthermore, there is a lack of extensive research exploring how income influences the relative importance assigned to various evaluative criteria in consumer decision-making and purchase intentions (Malcolm, 2002). Williams (2002) found a negative correlation between income and the importance placed on utilitarian purchase criteria, particularly in the context of less socially significant products. Based on this, we hypothesize that higher income levels are associated with a decreased emphasis on functional attributes. This study will therefore examine whether this pattern extends to specific functional aspects such as product quality, ease of use, and overall utility. Given that income level does not strongly correlate with social class, it is more appropriate to consider income in a relative sense within the context of each social class. (Malcolm, 2002) suggests, evaluating relative income—such as positioning an

individual's income in relation to the median income of their social class—may offer more meaningful insights into consumer behavior than considering income as an absolute variable. Referring to the "under-privileged" and "over-privileged" segments within each social class,(P, 1983) argued that individuals at the high- and low-income ends of the same class are likely to exhibit distinct consumer behaviors. Relative class income is defined as an individual's income in relation to the median income within their social class (P, 1960) . Research has shown that relative class income is a significant determinant of consumer behavior, particularly in the context of high- and low-involvement purchases such as automobiles (Peters, 1970), coffee (Eugene & F, 1974), and retail store selection (Scott et al., 1990).

Income clearly influences consumer behavior in terms of the quantity, type, and price range of products purchased. Several studies have found that higher-income consumers tend to engage in more extensive pre-purchase information search activities (John et al., 1986; Newman & Staelin, 1972; Urbany, 1986). However, there is limited research exploring how income relates to the relative importance placed on various evaluative criteria during the intention-making process. It can be reasonably assumed that utilitarian evaluative criteria—such as low price, durability, and reliability—are negatively associated with income level. In particular, income may be a more relevant predictor than social class when examining the purchase of low social-value products, such as kitchen appliances, which involve considerable expenditure but carry little symbolic or status-related significance. (M, 1981).

3 The 4P Marketing Mix

The marketing mix serves as a strategic tool that helps companies identify and address key business factors, including consumer needs, product or service performance, brand perception, differentiation from competitors, and customer engagement. In the context of 21st-century globalization, business environments have undergone significant transformations, compelling companies to adapt their traditional practices. Contemporary consumers are increasingly selective and no longer respond to

conventional marketing approaches. As a result, trading companies must modernize their strategies and revise their marketing mix accordingly.

In today's highly competitive marketplace, companies seeking success in the trade sector must expand their range of services, offer high-quality products, respond effectively to customer needs, and optimize operational costs. Achieving these goals requires a coherent and well-aligned application of the marketing mix elements. Effective marketing mix management allows businesses to allocate resources wisely and formulate strategies that support organizational objectives.

Crucially, relying on only one or a few elements of the marketing mix is insufficient. Instead, firms must consider the unique characteristics of each component—product, price, place, and promotion—and ensure their alignment to maximize impact. Misalignment among these elements may result in strategic inefficiencies and hinder business performance.

Several scholars have analyzed the application and evolution of the marketing mix, including(Margarita, 2016), Rad, Akbari (2014), (Ramin & Hossein, 2013), Ria (2011), (LŽ, 2013), Singh (2012) and others.

The 4Ps of marketing—product, price, place, and promotion—are key components in developing and implementing effective marketing strategies. Collectively referred to as the *marketing mix*, this model serves as a foundational framework for aligning organizational goals with consumer needs through the strategic blending of these elements.

The concept of the marketing mix was first introduced by Neil Borden in the late 1940s, and it gained prominence following the publication of his article *"The Concept of the Marketing Mix"* in 1964. Inspired by James Culliton, who described marketing managers as "mixers of ingredients," Borden emphasized the importance of combining various marketing tools to suit specific market conditions. Later, E. Jerome McCarthy formalized the concept by categorizing the marketing mix into four key components—now widely known as the 4Ps.

In designing a marketing strategy, businesses must consider their target market, understand customer needs, and tailor the mix elements accordingly. As Rousta et al. (2004) noted, marketing is a deliberate effort to allocate resources effectively and to structure offerings in a way that meets consumer demands while supporting organizational objectives.

The marketing mix refers to a set of interconnected factors and strategic solutions that enable companies to meet consumer needs—whether national or international—while achieving organizational goals (Margarita, 2016). According to (Bruno et al., 2016) , marketing encompasses a complex range of variables within the marketing mix that companies strategically manage in order to effectively promote and sell their goods and services.

Borden (1965) claimed to be the first to use the term *"marketing mix,"* a concept inspired by (W, 1948) , who described a business executive as a "mixer of ingredients." According to W., an executive is "a mixer of ingredients, who sometimes follows a recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried" (W, 1948) . This metaphor laid the foundation for conceptualizing marketing as a flexible and adaptive process.

The early notion of the marketing mix was also influenced by the concept of *action parameters*, introduced in the 1930s by Stackelberg (1939)**,** which emphasized the controllable variables managers could adjust in response to market conditions. Together, these ideas formed the theoretical basis for what later became formalized as the marketing mix model. Rasmussen (1955) later expanded on earlier ideas by developing what became known as parameter theory. He proposed that the four key determinants of competition and sales are price, quality, service, and advertising—factors that firms can actively manage to influence market outcomes.Gösta (1959) applied parameter theory to the concept of the product life cycle, further integrating strategic marketing considerations across different stages of a product's market presence. Borden's original formulation of the marketing mix included a comprehensive

set of 12 elements: product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact-finding and analysis. These elements laid the foundation for the more simplified and widely adopted 4Ps model later proposed by McCarthy. C et al. (1961) proposed that marketing variables can be categorized into two distinct components: the *offering*, which includes the product, packaging, brand, price, and service; and the *methods and tools*, encompassing distribution channels, personal selling, advertising, sales promotion, and publicity. This classification provided a more structured framework for analyzing and organizing marketing activities.

On the other hand, W and EJ (1962) and William et al. (1973) , along with William et al. (1973), proposed an alternative structure to the marketing mix, consisting of three main elements: the goods and services mix, the distribution mix, and the communication mix. Building on earlier concepts, Jerome (1964) further refined Borden's (1965) original model by condensing the 12 elements into four core components—product, price, promotion, and place—commonly referred to as the 4Ps. He defined the marketing mix as the combination of all controllable factors available to marketing managers for satisfying a target market.

From the 1980s onward, scholars such as C (1987) began to question the adequacy of the original 4Ps framework. Many researchers and writers have expressed concerns about its limitations as a comprehensive marketing management tool, leading to proposals for additional parameters or the development of entirely new conceptual models to better reflect contemporary marketing practices.

3.1 Product

Product, a fundamental constituent of the marketing mix, pertains to items created or offered in the market to satisfy consumer wants or desires. This can encompass tangible items such as physical goods, as well as intangible elements like people and organizations, services, information, ideas, and geographical places. The product itself significantly impacts consumer usage and experience, serving as the cornerstone of the marketing mix. According to (Gary & Philip, 2003), a product includes

all tangible goods and intangible services provided by an enterprise to meet customer needs in the target market. Consequently, a product transcends being merely a physical item; its definition has broadened to encompass services and the associated benefits derived from it.

A crucial prerequisite for developing an effective marketing strategy is aligning it with consumer needs and demands to ensure that products meet consumer expectations. Given that different customers seek various benefits from products, corporations must tailor their offerings to cater to individual consumer needs. However, achieving this can be challenging for many businesses. Consequently, adopting a consumer-centric approach to product categorisation is essential. This method allows businesses to allocate products to distinct consumer groups cost-effectively and aids in market segmentation based on product positioning. By focusing on consumer needs and utilizing a strategic product categorization approach, enterprises can better meet consumer demands and enhance their marketing efforts. In this context, the product also includes the production process, production time, appearance, etc.

3.2 Price

Sukirno (2015) emphasizes that price is one of the key attributes evaluated by consumers, and therefore, company managers must understand its role in shaping consumer attitudes. A well-designed and effectively marketed product can command a high price and yield substantial profits. As an attribute, price is a multifaceted concept that holds different meanings for different consumers, depending on individual characteristics, situational factors, and product types.

According to Kotler and Armstrong (2015), price is defined as "the amount of money charged for a product or service, or the value that customers exchange for the benefits of owning or using the product or service." In their 2016 work, they reaffirm this definition, highlighting that price is not only a monetary amount but also a reflection of perceived value.

Furthermore, price is recognized as a significant factor influencing purchase intention. When the price is perceived as appropriate or fair by consumers, it increases the likelihood of a purchase decision (S & Saiful, 2018)

3.3 Place

In the marketing mix, *place* refers to the methods and channels through which a product or service is delivered to consumers. It encompasses not only the physical location where goods are sold but also the accessibility, convenience, and distribution strategies employed by the business. According to Maryani (2009), place can also be viewed in terms of geographic positioning—where direction and distance influence the interaction between locations—highlighting the spatial relationship between consumers and sellers. These elements affect how easily consumers can access a product, thereby influencing purchasing decisions.

Heizer and Render (2006) emphasize that the objective of a location strategy is to maximize the profitability of a given site by aligning it with consumer flow, operational efficiency, and accessibility. In this context, the location of a street food vendor, for example, plays a critical role: a strategic location can attract more foot traffic, enhance visibility, and facilitate the purchasing process.

Moreover, in the digital era, *place* also includes methods of transaction beyond physical space, such as online ordering, food delivery platforms, and takeaway services, all of which contribute to greater consumer convenience and expanded market reach.

3.4 Promotion

How promotion methods affect consumer Intentions is a central issue of concern to businesses and scholars. What are the different effects of different promotion methods on consumer Intentions? Existing studies have explored the impact of promotions on purchase Intentions from the perspectives of promotion frequency, promotion depth, and individual differences among consumers (Kalwani & Yim, 1992; Mela, Gupta, & Lehmann, 1997, Sun Yan, Li Shu, Wang Yong, 2007)

Kotler and Armstrong (2016) conceptualize promotion as a communicative vehicle that emphasises a product's unique value proposition to customers, thereby

stimulating their purchasing intent. In the realm of marketing, promotion encompasses a broad spectrum of communication strategies aimed at educating or convincing consumers about diverse offerings, encompassing products, services, and corporate brands. The ultimate goal of promotion is to elevate customers' awareness of a company, generate curiosity, boost revenue, and cultivate customer loyalty. (Dr, 2007) expands on this notion by viewing promotion as a component of a comprehensive promotional program. This program includes various elements such as direct selling, marketing promotions, sales promotions, media coverage, experiential marketing.

4 Social Media Marketing

Today's advances in technology and information make it easier for each consumer to share information and make it easily accessible to other consumers.

Through Internet media, information has a more practical communication potential, which can, in turn, influence consumers' purchasing intentions. Seo's (2022) research shows that social media holds a pivotal role in shaping buyers' viewpoints and determining attitudes and buying Intentions within contemporary society. Information from online media becomes effective when more and more people provide information. Information is information that has been analyzed or contextualized and differs according to the recipient's level of awareness.

In today's era of social media, the public has freer access to information for production. The amount of information being transferred is much greater than in the past. (Gwen & Anneliza, 2015) found that more and more people interact on social media, allowing them to form word-of-mouth information by sharing product opinions or experiences using brands. The Social Media Marketing platform promotes brands and other consumers through electronic W-O-M, which is involved in promoting consumers' relationships with brands and other consumers.

On the flip side, leveraging electronic WOM information disseminated across Multiple social media channels aids in translating purchase recommendations into concrete purchasing actions. According to previous research, consumers find viral

messages to be very useful because they help strengthen consumers' purchase intention for a product (Jana & Florian, 2022). Social Media Marketing has

been accepted by various groups as a reference for finding products. In addition, social media has also brought benefits to producers, who can obtain consumer purchase intention information through social media (Yuhei & Aubrey, 2014). Previous studies contend that as consumers increasingly rely on internet channels and social media platforms for communication, a significant majority of product providers establish social media pages to hire with customers online and bolster their brand reputation. The inclusion of Social Media Marketing messages enables consumers to gauge the brand's reputation, which in turn can elevate their interest in the offerings. Subsequently, consumers assess the product's benefits and ultimately make a purchasing intention (Rachna et al., 2021).

Drawing upon the extensive literature on Social Media Marketing (SMM) within the realm of e-commerce, we can discern five core characteristics that define the discipline. These attributes encompass Interactivity, Informativeness, Personalization, Trend-Affinity, and Referral Communication, commonly referred to as Word-of-Mouth (WOM) (J & Eunju, 2012; Mayank & Zillur, 2018). This study will integrate these five dimensions for in-depth research according to the current development trend. The official account of the brand mainly reflected informativeness and trendiness. Social platform interactions reflect interactivity and personalization. And EWOM directly corresponds to the WOM dimension.

In response to the evolving landscape of development trends, an increasing number of corporations are embracing social media as a platform for promoting and selling their products. These entities perceive Social Media Marketing (SMM) as a cost-effective and potent strategy for advancing their business endeavors. Consequently, social media has been harnessed as a promotional tool, with the objective of enticing customers to make purchases. The rapid advancement of technology has facilitated easier access to product information for consumers, making it more convenient for them to research and make informed purchasing intentions. Through social media,

consumers can interact by communicating through information, views, opinions, experiences, etc., posted on various platforms (Patria, 2018). (Sun et al., 2022)believe that Social Media Marketing (SMM) exerts a progressive influence on consumers' buying intentions. The promotional activities and electronic word-of-mouth communication conducted by business entities through social media platforms can significantly shape the perceptions and attitudes of both current and potential consumers. Consequently, these influences can undoubtedly have a notable impact on consumers' purchase intentions, guiding their intentions towards particular products or services (Miardi & RA, 2022).

5 Purchase Intention

Purchase intention is commonly defined as the underlying motive that stimulates and motivates consumers to make purchases of products and services. Numerous studies have focused on examining consumers' intentions to predict and understand their actual purchasing behavior.

In earlier scholarly endeavors, purchase intention and purchase Intention were often treated as closely interconnected concepts. Specifically, purchase intention was typically understood as a precursor to potential purchase behavior, whereas purchase Intention denoted the actual act of making a purchase. This distinction was crucial in understanding the progression from contemplation to action in the consumer Intention formulation process. According to(Jao-Hong & Ya-Chi, 2013), purchase intention indicates the probability that a customer will purchase the certain product soon. Furthermore, purchase intention serves as a reliable predictor of customers' eventual buying Intentions. It encapsulates the behavior of consumers who contemplate purchasing a product, reflecting their commitment and readiness to make a purchase. Marketing researchers are particularly intrigued by purchase intentions because they offer valuable insights into consumers' actual purchasing behavior. Essentially, purchase intention can be seen as an implicit commitment or promise to oneself to purchase a product when the opportunity arises, such as when returning to the market (Carmina & Carlos, 2006). (Vineet, 2018) argues that purchase intention can indeed be

described as "the extent to which customers are willing to buy a particular product or service shortly." (Viswanathan & Werner, 2016) Therefore, understanding and measuring purchase intention assumes significant importance for companies as they strive to stimulate sales of a specific product and maximize financial gains.

In today's highly competitive market, accurately understanding customers' needs is paramount to success. By doing so, businesses can ensure that they meet these needs precisely, which subsequently boosts customer satisfaction and loyalty.

Moreover, this understanding enables entrepreneurs to focus on product characteristics that are not only essential to consumers but also positively correlated with their purchase intention. By aligning product features with customers' needs and preferences, marketing can effectively increase their opportunity of making successful sales and achieving their marketing objectives (SHEIKH, 2019). The collected data can forecast future sales of both current and new products. By analyzing purchase intention for existing items and incorporating insights on new offerings, businesses can devise targeted market segmentation and promotion strategies, aligning with consumer preferences and needs.

6 Related Research

6.1 A study on the influence of Demographic factors on Purchase Intention

Demographic factors also play an important role in the study of Thai street food consumption behavior. The second category of research focuses on the impact of demographic factors on purchase intention, which is further subdivided into three representative perspectives.

The first perspective holds that demographic factors directly affect consumers' purchase intention. Some studies have shown the impact of enjoyment on young peer consumer behavior. Peer groups have an important influence on the social status of young people (Michael et al., 2016). Young people are more focused on enjoyment, enjoyment, fun, and consumer beliefs are one of the emotional components that generate intentions and shape human behavior (Panaoura et al., 2010). Enjoyment is an intrinsic consumer characteristic, and purchase intention is mainly determined by

pleasure(Hsi‑Peng & Yu‑Jen, 2009; Seyed & Mohammad, 2014). (Monica & Kirandeep, 2017) described enjoyment and fun as the degree of excitement and entertainment that customers feel when shopping online. Shopping enthusiasts often make unplanned purchases, find shopping to be a pleasurable activity, and gain happiness from it (Seyed & Mohammad, 2014; Susan et al., 2011)

The second perspective emphasizes the moderating role of demographic factors. (Shusheng et al., 2008)found that age and gender moderated the effect of brand image on purchase intention. (Christian & Annette, 2001) demonstrated the moderating role of income level in the relationship between customer satisfaction and purchase intention.

The third view focuses on the interaction between demographic factors and other variables. (Ivan-Damir & Mirela, 2015) found that the interaction between demographic factors (such as age and income) and consumer personality traits significantly affects purchase Intentions. (Vikas & A, 2001) showed how the interaction between demographics and consumer satisfaction affects repeat purchase behavior.

(Parul, 2016) determined that demographic variables (age, gender, education level, and household income) significantly affect customers' retail shopping experience. With the rapid development of e-commerce, the concept of purchase intention has been expanded to different consumer groups (Hsu-Ju et al., 2018; Marc, 2015)

These studies show that demographic factors play multiple roles in consumer behavior research, not only directly influencing purchase intention, but also indirectly influencing consumers' Intention-making process through moderation or interaction.

6.2 4P Marketing Mix and Purchase Intention

The study conducted by Mat Som and Badarnah in 2011 revealed that various product factors, including uniqueness, design, quality, and packaging, exert a notable positive influence on tourists' purchase intentions (Khan et al., 2012). Studies by Mohammad et al. (2017) and Trinh & Ryan (2019) generally believe that the higher the

price, the lower the buying intention. In terms of channel convenience, research by Kim (2022), Sohail (2023) and others shows that integrating online and offline channels and a good shopping environment can increase purchase intention. Promotional activities, such as discounts and advertisements, have demonstrated a positive impact on attracting consumer attention and stimulating their purchase intentions (Priyanshi & Manoj, 2022). These studies establish a foundational understanding of how the 4P Marketing Mix—which compresses product, price, place, promotion—influences purchase intention. However, affected by factors such as sample, product category, and cultural background, the conclusions have certain limitations. In-depth research on specific commodities and specific consumer groups is still necessary.

The most important factor affecting customers' purchase intention is promotion(Leslie & Francesca, 1998; Suci & Yunia, 2019). Based on Zikmund's research, sales serve as a communication function within a company, tasked with informing, persuading, and inviting potential customers (Zikmund & Babin, 2007).

Research findings indicate that the effectiveness of promotional activities positively correlates with customer purchase intention. Consequently, promotion emerges as a crucial determinant of a company's sales strategy success. If a company's product is of better quality, unfortunately, customers don't have access to the information. It will be difficult for customers to have purchase intention.

The second most important factor affecting purchase intention is price. Price is easier to observe as a heuristic cue than quality(Yoon et al., 2014). According to the research results of Wijaya (2011), price is the expenditure required by customers to receive the value offered by a product. A reasonable price can bring greater value(Lee, 2013) to customers and can strengthen consumers' purchase intention. If the price is in line with consumers' perceived benefits, they will easily have a purchase intention.

Products also influence purchase intention. This understanding will enable marketers to concentrate on product features that are genuinely pertinent to customer purchase intentions, based on a clear comprehension of user preferences and desires.

A study by (SHEIKH, 2019) established a connection between purchase intention and actual purchasing behavior. Leveraging this information can aid in forecasting future sales of both existing and upcoming products. Can help develop market segmentation and promotion strategies through purchase intention data of new products and existing products(Suci & Yunia, 2019).

Prior research has shown that both promotion and price have a substantial influence on customers' purchase intentions. Purchase intention is the determination of product selection by considering the product's suitability factors as well as demand, price, desire, or the product's advantages and disadvantages. Therefore, correct marketing strategies are needed to attract consumers to purchase intention(Ville et al., 2020).

6.3 Social Media Marketing and Purchase Intention

As society progresses, emerging trends have commenced influencing consumers' purchase intentions. Jafarzadeh (2021) investigated the consequences of social media and Social Media Marketing on buyer behavior. While these studies on Social Media Marketing have expanded our perspective and highlighted the power of social changes on consumer attitudes and expectations, they also exhibit a forward thinking approach. However, a significant portion of the research is still confined to theoretical discussions and lacks concrete empirical support. (Tenzin & Young-chan, 2020) results indicate that companies should actively engage customers on social media to strengthen their purchase intentions. The aim of Social Media Marketing is to amplify brand equity by fostering enduring customer relationships and creating purchase intentions. Social Media Marketing is a pivotal marketing communication method. As Chinese consumers are increasingly interested in local Thai street food, marketing using social media is a suitable medium to attract current Chinese consumers, especially the younger generation(Tenzin & Young-chan, 2020).

Previous studies have delved into the influence of a brand's official account on purchase intention. (Bruno & Dariusz, 2016) discovered that the social media content produced by brands positively impacts brand attitudes, ultimately influencing purchase

intention. This research underscores the significance of content quality. In contrast, (Lisette et al., 2012) employ a content analysis approach and find that the liveliness and interactivity of posts are key factors influencing user engagement.

However, they didn't directly measure purchase intent. (J & Eunju, 2012) found that social media marketing campaigns indirectly influence purchase intent by increasing brand value. The study focuses on the luxury sector in particular but limits its universality.

Similarly, research on social platform interactions has taken on a different focus. Hudson and his colleague (2016) emerged that social media interaction is able to enhance consumers' emotional connection with brands, thereby increasing purchase intent. The advantage of this study is its longitudinal design, but the sample size is small. (David & Dina, 2009) used a field experiment to demonstrate that company initiated conversations can significantly impact sales. However, their research focuses on offline interactions and may not be fully applicable to online settings. Labrecque (2014) explores how perceived parasitic social presence influences consumer responses to brand interactions through experimental research. This study offers a fresh perspective on comprehending the interaction mechanisms but primarily focuses on consumer perception rather than tangible behavior. Existing studies have paid little focus to the measurement criteria about interaction feature and the differential effects of different types of interactions (Q&A, competition, co-creation) on purchase intent.In terms of e-WOM research, a large number of scholars have demonstrated rich methodologies and perspectives. (Mira & Seounmi, 2009) studied the effects of e-WOM on product attitudes on different platforms through experimental design. They found that platform type moderated the effectiveness of eWOM, but did not directly measure purchase intent. (A & Dina, 2006) analyzed the impact of e-book reviews on sales using panel data. This study provides strong causal evidence but is limited to the book industry. (Shu-Chuan & Yoojung, 2011) used a questionnaire to explore e-WOM behavior in social networks. Their investigation highlighted the significance of social capital in facilitating the dissemination of electronic WOM, however, it primarily

concentrates on the antecedents, or the preceding factors, rather than the resultant effects of e-WOM.

7 Conclusion

The above studies have made important progress in the study of the impact of 4P marketing mix and demographic factors on purchase intention, and have taken a step forward in understanding the complexity of consumer behavior. However, existing studies have not paid enough attention to the comprehensive role of these factors in specific scenarios (such as online network markets). Specifically, the shortcomings of existing studies are reflected in:

1. There are limitations in the research perspective. Most studies only focus on the impact of a single or limited number of factors, lacking a comprehensive consideration of the 4P marketing mix, demographic factors and purchase intention. This fragmented approach makes it difficult for researchers to fully grasp the complex mechanisms that affect consumer purchase intention.

2. From the perspective of argumentation, existing studies focus more on general theoretical construction and less on in-depth situational research on specific brands and markets.

In summary, although the relationship between the 4P marketing mix, demographic factors and purchase intention has been widely explored in previous studies, the combined impact of these factors still needs to be further studied in the specific Thai street food brand and market environment. Especially in the Thai street food market, which is growing so fast and competitive, and Chinese tourists go to Thailand to buy street food, how to effectively use the 4P marketing mix strategy to increase the sales of street food merchants while taking into account the needs of consumers with different demographic characteristics is an issue worthy of in-depth exploration.

This study focuses on the marketing strategies of Thai street food in the Chinese consumer market, aiming to fill the following research gaps:

1. Explore the role of the 4P marketing mix in Thai street food consumption behavior, and provide a basis for formulating marketing strategies for different market segments.

2. Comprehensively analyze the impact of social media marketing mix on purchase intention and provide a more complete theoretical framework.

This study not only helps to enrich the marketing theory of the Thai street food industry, but also provides valuable guidance for the marketing practice of Thai street food in the Chinese tourist consumption market. By gaining a deeper understanding of the purchasing behavior and preferences of Chinese consumers, this study will provide a basis for Thai street food to develop more targeted marketing strategies to improve its competitiveness in the Chinese tourist consumption market.

CHAPTER 3

METHODOLOGY

This study uses a quantitative research design approach to evaluate the impact of the 4P marketing mix, social media marketing, and demographic factors on Chinese consumers' Intention to purchase Thai street food.

The methodology is as follows:

1. Population determination and sampling

2. Measurement tools used in this study

3. Data collection methods

4. Data processing and data analysis

5. Statistics used in data analysis

Population Determination and Sampling

The population of this study

The population used in this study is Chinese tourists who have visited or intend to visit Thailand

The population sample used in this study

The population of this study is Chinese consumers who have purchased or intend to purchase Thai street food.

Based on this, the researchers planned to survey 400 consumers in China according to the Yamane (1967) formula. The confidence level was set at 95% and the estimated error of the calculation was no more than 5%, so 385 samples were obtained, and 15 samples were retained to reduce data inaccuracies.

Sampling group used in this research

The target group for this study is the number of Chinese tourists visiting Thailand who want to buy Thai street food. The sample size of the study was calculated using Yamane's (1967) formula based on the total population

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

Where,

n = the sample size

N = the size of the population

e^2 = 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 $\approx$ 400

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

Sampling group collection

The questionnaire was sent and collected anonymously and distributed through convenient sampling. The questionnaire used the "wenjuanxing" design which is more popular in mainland China. "wenjuanxing" is equivalent to Google from and was distributed online through social media platform links on different social media platforms or social media software, such as: QQ, WeChat, bilibili, Xiaohongshu, Weibo (similar to Twitter, YouTube, Facebook and other platforms), reminding consumers to fill in the information truthfully.

This survey selected 400 Chinese consumers who have purchased or intend to purchase Thai street food as samples. To ensure data quality, after the survey, invalid questionnaires such as incomplete, self-contradictory, and false content will be eliminated, and only real and reliable valid data will be retained.

Measurement tool used in this research

In this research, we used a survey tool, and a questionnaire, and developed a questionnaire based on the research purpose. The questionnaire was derived from a literature review, factors affecting purchase intention, theory and other factors, including 4P Marketing Mix, Social Media Marketing，Demographic factors and Purchase Intention. This questionnaire comprises four parts.

Part 1 Respondent's Personal information

As a questionnaire about user personal information, it consists of five

items:

1. Gender, using the Nominal Scale. Questions with multichotomies

answers are as follows:

1.1 Male

1.2 Female

2. age, using the Ordinal Scale. Questions with

multichotomies answers are as follows:

2.1 18-27

2.2 28-37

2.3 38-47

2.4 48-57

2.5 57 years old and above

3. Education, using the Nominal Scale. Questions with

multichotomies answers are as follows:

3.1 Highschool and below

3.2 Bachelor Degree

3.3 Master Degree

3.4 Above Master Degree

4. Income, using Ordinal Scale. Questions with multichotomies

answers are as follows:

4.1 ¥ 2,000 and below

4.2 ¥ 2,001-4,000

4.3 ¥4,001-6,000

4.4 ¥6,001-8,000

4.5 Above ¥ 8,000

5. Occupation, using the Nominal Scale. Questions with

multichotomies answers are as follows:

5.1 Student

5.2 Government Officer

5.3 Private Company Employee

5.4 Business Owner

5.5 Freelancer

5.6 Other (if any)

Parts 2, 3 and 4 are questionnaires on the possible impact of the 4P Marketing Mix and Social Media Marketing on Chinese Consumers' Purchase Intention of Thai street food.

Part 2 – 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 5 = Very Agree.

Level 4 = Agree.

Level 3 = Neutral.

Level 2 = Disagree.

Level 1 = Very Disagree.

Evaluation Criteria by using the following assessment criteria (Siriwan 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 the 4.21 – 5.00 means that the relation level between the 4P Marketing Mix and consumer Purchase Intention is the highest.

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

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

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

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

Part 3 – Social Media Marketing:

This questionnaire focuses on the factors of Social Media Marketing that may influence consumer Purchase Intention. It employs a Likert Scale format, utilizing the Rating Scale Method as the data measurement scale.

The Interval Scale is divided into 5 levels, each with specific criteria for assigning scores.:

Level 5 = Very Agree.

Level 4 = Agree.

Level 3 = Neutral.

Level 2 = Disagree.

Level 1 = Very Disagree.

Evaluation Criteria by using the following assessment criteria (Siriwan 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 the 4.21 – 5.00 means that the relation level between Social Media Marketing and the Purchase Intention of consumers is the highest.

An average score of the 3.41 – 4.20 means that the relation level between Social Media Marketing and the Purchase Intention of consumers is high.

An average score of the 2.61 – 3.40 means that the relation level between Social Media Marketing and the Purchase Intention of consumers is moderate.

An average score of the 1.81 – 2.60 means that the relation level between Social Media Marketing and the Purchase Intention of consumers is low.

An average score of the 1.00 – 1.80 means that the relation level between Social Media Marketing and the Purchase Intention of consumers is the lowest.

Research Instruments

Table 1 Use a Likert scale to rate participants' responses to the research questions

Factor level can affect your purchase intention to buy Thai street food.	Rating
strongly disagree	1
disagree	2
neutral	3
agree	4
strongly agree	5

*This is Likert scale

The researcher first submitted the drafted questionnaire to the academic advisor for review and feedback, in order to ensure alignment with the research objectives and hypotheses. Based on the advisor's recommendations, the questionnaire was revised for clarity, consistency, and content validity.

Following these revisions, the improved version of the questionnaire was reviewed once again to confirm its appropriateness before implementation. To assess its reliability, a pilot test (try-out) was conducted with a sample group of 30 participants whose characteristics closely resembled those of the actual target population.

The reliability of the questionnaire was evaluated using Cronbach's alpha coefficient (α), as proposed by Cronbach (2015). The alpha value ranges from 0 to 1, with values closer

to 1 indicating a higher degree of internal consistency among items. In this study, a threshold of $\alpha \geq 0.70$ was set to determine acceptable reliability.

Method of Data Collection

1. The advantage of conducting a pilot survey before the preliminary study is that the researcher can estimate the cost and time of the main study through the pilot survey. In addition, the pilot survey helps to identify the difficulties and shortcomings of the questionnaire, and the researcher can improve the questions.

2. The online questionnaire was administered by the researcher. The structure of the questionnaire includes demographic questions (including five basic personal information, gender, age, income, education and occupation), and rating questions (rating the respondent's purchase intention), to have more insightful ideas for the research.

Data Processing and Data Analysis

Data Processing

1. Review (edit) the researcher's data, check the completeness of answers and questionnaires and exclude incomplete questionnaires.

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

3. Data processing the coded data were saved and processed through a computer statistical program (SPSS) for descriptive analysis and descriptive data inference to test hypotheses.

Data Analysis

1. Data analysis using descriptive statistics is as follows:

Part 1 addresses demographic data, including gender, age, income, occupation, and education level. Percentage distributions and means are utilized to analyze this questionnaire data.

Part 2 comprises a questionnaire investigating how the 4P marketing mix influences consumer purchase intention. Means and standard deviations are employed to analyze the questionnaire data.

Part 3 consists of a questionnaire examining how social media marketing affects consumer purchase intention. Means and standard deviations are utilized to analyze the questionnaire data.

2.Data analysis using inferential statistics is as follows:

Part 1 employs t-test analysis to examine whether participants' demographic factors differentially influence consumer purchase intention.

Part 2 utilizes multiple regression analysis to investigate how the 4P Marketing Mix affects consumer purchase intention.

Part 3 applies multiple regression analysis to explore how social media marketing (including official accounts, social platform interactions, and electronic WOM) influences the purchase intention of consumers.

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

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

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

$\left(\sum x^2\right)$ = 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:

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

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 meanings 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 $S_1^2 = S_2^2$

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

Where:

      t = Statistical values used in consideration of t-distribution

      $\overline{x}_1$ = Mean of sample 1

      $\overline{x}_2$ = 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 $S_1^2 \neq S_2^2$

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

So that:

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

Where:

      t = Statistical values used in consideration of t-distribution

      $\overline{x}_1$ = 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.

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

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

3.2.2 Use Brown-Forsythe (B) In case the variance of each group is not equal (Hartung, 2001) by the formula as follows:

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

So that:

$$MS_W = \sum_{i=1}^{k} = 1(1 - \frac{n_i}{N})S_i^2$$

Where:

β = Statistical values used in consideration of Brown-Forsythe

MS_B = Variance between groups

MS_W = Variance between groups for statistics Brown-Forsythe

k = Number of samples

n = Scale of samples

N = Scale of population

S_i^2 = variance of the sample

In case a statistically meaningful difference is observed it will test in pairs to see the difference by using the pairwise mean difference analysis formula of Dunnett's T3 as follows:

$$t = \frac{\bar{x}_i - \bar{x}_j}{MS_W(\frac{1}{n_i} + \frac{1}{n_j})}$$

Where:

t = Statistical values used in consideration of t-distribution

MS_W = Variance between groups for statistics Brown - Forsythe

$\overline{x_i}$ = Mean of sample i

$\overline{x_j}$ = Mean of sample j

n_i = Mean of sample i

n_j = Mean of sample j

       3.3 Multiple Regression Analysis is a statistical method employed to examine the relationship between one dependent variable and multiple independent

variables. It can be seen that the independent variable group ($\alpha + \beta$1*1 + β2*2 + ... + βk*k) can explain partly the change in the value of the dependent variable. The unexplained changes are called Error in forecasting (Error: ε) The multiple regression analysis will predict the coefficients α and β from the a and b statistics calculated by the sample. The analysis principle is that Calculated coefficients must be the coefficient that makes the above equation with the least sum of squares error (Ordinary Least Square: OLS)

      Where:

Y = dependent variable.

X = independent variable.

β_0 = y-intercept, or the value of y (when x =0).

e = random error.

β_1 = slope of the line and is called the coefficient.

Multiple Regression Equation (Regression Coefficient) for population:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_k X_k + \varepsilon$$

Multiple Regression Equation (Regression Coefficient) for samples:

$$Y = a + b_1 X_1 + b_2 X_2 + \ldots + b_k X_k$$

      Where:

Y = Dependent variable.

α= Constant value of the regression equation

where α or a will be the intercept of the y-axis of the regression equation or the value of Y when all independent variables are equal to zero.

b_1, b_2 ,..., b_k = Regression coefficient of the 1st predictor to number K in order

$\overline{x_1}$, $\overline{x_2}$ ..., $\overline{x_k}$ = Score of the 1st to 1st criterion forecast K in order

k = Number of independent variables

β= Regression coefficient of each independent variable X, where β or b

shows the rate of change of x to y, as follows: if X changes by one unit, y will change by

b units.

ε= Error or Residual

where the coefficients a and b can be calculated from the following formulas

$$a = Y - b_1 X_1 - b_2 X_2 - \ldots - b_k X_k$$

And

$$b_i = \frac{\sum_{i=0}^{k} X_i Y_i - \sum_{i=0}^{k} x_i \sum_{i=0}^{k} Y_i}{n \sum_{i=0}^{k} X_1{}^2 - \left(\sum_{i=0}^{k} X_i\right)^2}$$

Important conditions for multiple regression analysis:

1. The value of error must be a random variable and has a curved normal distribution.

2. The variance of the dependent variable (Y) for all values of the independent variable (X) must be equal.

3. The value of error for each dependent variable (Y) is independent.

4. Independent variables to be analyzed must be independent.

4.Hypothesis Test

Demographic variable analysis is required before hypothesis testing can be performed. Correlation analysis of continuous demographic variables with purchase intent provides initial support for H1.

The second step is to pre-check the hypothesis before validation: Before examining H2, check the correlation among the various dimension of the 4P marketing mix and purchase intent.

Before examining H3, check the relevance of each dimension of social media marketing to purchase intent.

Specific methods of related analysis use the Pearson correlation coefficient for analysis. The formula is as follows:

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

Where:

r = correlation coefficient

X_i, Y_i = each observation value of two variables

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

The r value ranges from -1 to 1

$r > 0$ indicates a positive correlation, and $r < 0$ indicating a negative correlation.

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

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

$|r| > 0.5$ indicates a strong correlation.

H1: Different demographic structures have an impact on Chinese consumers' purchasing intention.

Methodology for Analysis: The research employs statistical techniques such as the Independent Samples t-test, One Way ANOVA, and Multivariate Regression Analysis to examine the data.

Steps:

For variables with only two categories (e.g., gender), use the Independent Samples t-test.

For categorical variables such as occupation and education, the Analysis of Variance (ANOVA) technique is employed to examine and ascertain whether there exist significant differences in purchase intention among various groups.

F statistical calculation formula:

$$F = \frac{SSB/dfB}{SSW/dfW}$$

Where:

SSB = inter - group square sum

SSW = group square sum

dfB = inter - group degree of freedom

dfW = group degree of freedom

For continuous variables (age, income), multivariate regression analysis is used.

Regression equation: $Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \ldots + \beta_{k} x_k + \varepsilon$

Where:

Y = Purchase Intention X1, X2, ...,

X_k = Demographic Variables

$\beta_0, \beta_1, \beta_2, \ldots, \beta_k$ = Regression coefficient

H2: The 4P marketing mix has a positive impact on Chinese consumers' purchasing intention.

Analysis method: multivariate regression analysis Steps:

Establish the regression equation:

$$PI = \beta_0 + \beta_1 product + \beta_2 price + \beta_3 place + \beta_4 promotion + \varepsilon$$

Where:

PI = Purchase Intention

Product, Price, Place, Promotion = 4P Marketing Mix

Calculate the regression coefficient and significance level.

Evaluate the fit of the model (R^2) and F statistics.

H3: Social media marketing has a positive impact on Chinese consumers' purchasing intention.

Analysis method: multivariate regression analysis

Steps:

Establish the regression equation:

$$PI = \beta_0 + \beta_{1SPI} + \beta_{2eWOM} + \varepsilon$$

Where:

PI = Purchase Intention

SPI = Social platform interaction

$eWOM$ = Electronic Word-of-Mouth

Calculate the regression coefficient and significance level.

Evaluate the fit of the model (R²) and F statistics.

CHAPTER 4

FINDINGS AND DISCUSSION

The chapter outlines the primary discoveries of the present investigation, emphasizing the determinants that shape the factors affecting the purchase intention of purchase Thai street food among Chinese people

The chapter is organized to furnish a thorough examination of the research results. It initiates with an introduction to descriptive statistics, delivering an understanding of the demographic attributes of the survey participants, encompassing gender, age group, educational background, and financial status.

Next, the chapter addresses the data about reliability and validity, confirming the questionnaire's uniformity and its appropriateness for comprehensive examination.

The chapter then proceeds to correlation analysis, which explores the relationships between the key variables, establishing whether they align with the expected trends.

The heart of the chapter is hypothesis testing, where each hypothesis is examined through detailed statistical analysis, such as t-tests and regression models.

This section investigates whether the 4P Marketing Mix, Social Media Marketing significantly influence purchase intention and whether there are notable differences demographic characteristics

Finally, the regression analysis quantifies the strength of these relationships and highlights which marketing factors have the greatest influence on consumer behavior.

The definition of the analysis used in this study as below:

n	means	Number of Samples
$\overline{X}$	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
R2 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	means	Sig (2-tailed)
*	means	Significance Level at 0.05

Result of data analysis

Section 1 Results of Descriptive Data Analysis

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

Table 2Quantity and percentage of interview

General Information of Interviewee		Interviewees Number	Percentage %
1. Genders			
	Male	257	64.25
	Female	143	35.75
	Total	400	100
2. Age			
	18-27	281	70.25
	28-37	48	12
	38-47	27	6.75
	48-57	28	7
	57 and above	16	4
	Total	400	100
3. Education Level			
	High school and below	77	19.25
	Bachelor's degree	260	65
	Master's degree	23	5.75
	Above master's degree	40	10
	Total	400	100
4. Income			
	¥2000 and below	114	28.5
	¥2001-4000	61	15.25
	¥4001-6000	101	25.25
	¥6001-8000	37	9.25
	Above ¥8000	87	21.75
	Tota	400	100
5. Occupation			
	Student	130	32.5
	Government Officer	0	0
	Private Company Employee	135	33.75
	Business Owner	17	4.25
	Freelancer	93	23.25
	Other (if any)	25	6.25
	Tota	400	100

From the results of Table 2 (frequency analysis), the respondents consist of individuals categorized by gender, age group, educational level, income level, and occupation. The frequency and percentage distributions are as follows:

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

2.Age group: Most of the respondents were aged between 18 and 27 years old, with a frequency of 281 (70.25%); and 28-37 years old at 48 (12%); 38-47 years old at 27 (6.75%); 48-57 years old at 28 (7%); 57 and above at 16 (4%). The respondents aged between 18 and 27 years old (70.25%) were the highest, while respondents aged 57 and above (4%) are the lowest.

3.Educational Level: Most respondents have a bachelor's degree, with a frequency of 260 (65%); high school and below at 77 (19.25%); and above master's degree at 40 (10%); and those with a master's degree at 23 (5.75%). Bachelor's degree holders (65%) are the highest, while respondents with education above a master's degree (5.75%) are the lowest.

4.Income Level: The majority of respondents earn below 2000 yuan, with a frequency of 114 (28.5%); followed by those earning 4001-6000 yuan at 101 (25.25%); above 8000 at 87 (21.75%); 2001-4000 yuan at 61 (15.25%); and 6001-8000 yuan at 37 (9.25%). Respondents earning below 2000 yuan (28.5%) are the highest, and those earning 6001-8000 yuan (9.25%) are the lowest.

5.Occupation: Most respondents work as private company employees, with a frequency of 135 (33.75%); followed by students at 130 (32.5%); freelancers at 93 (23.25%); other at 25 (6.25%); business owner at 17 (4.25%); and government officers at 0(0%).
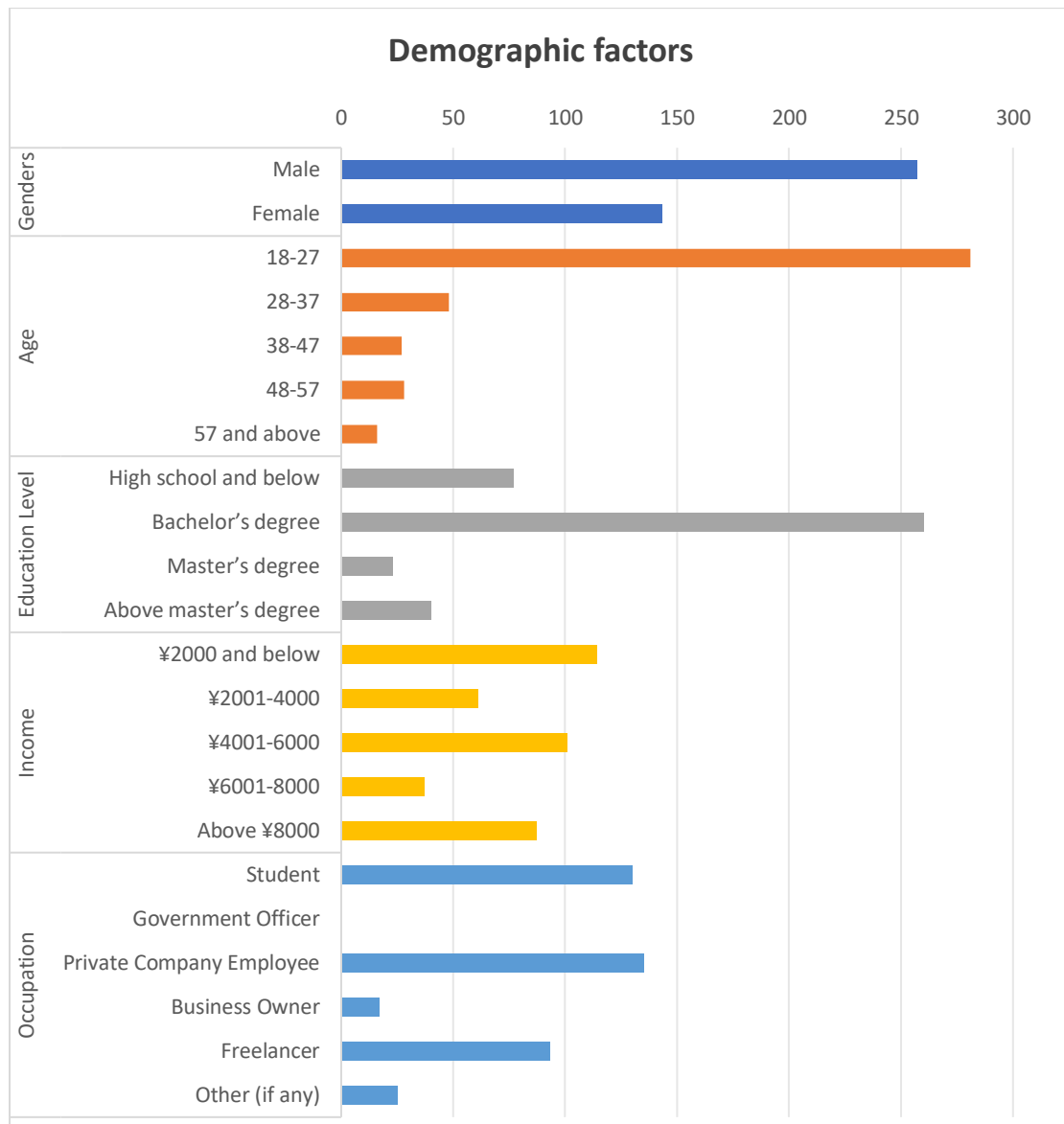
Figure 4 Bar Chart

Source: Author

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 analyze these aspects, the methods of calculating the mean and standard deviation were utilized as follows:

Table 3Value of Mean and Standard Deviation for 4P Marketing Mix

4P Marketing Mix	Level of Rating		
	$\bar{x}$	S.D.	Result
Product	4.177	.768	High
Price	4.134	.729	High
Place	3.410	.953	High
Promotion	3.915	1.069	High
Overall	3.909	.694	High

From Table 3 demonstrates the result of the value of Mean and S.D. for the 4P Marketing Mix, indicating a high level at all aspects. In terms of "Product" scores highest value of Mean is 4.177, followed by "Price" with a value of 4.134, "Promotion" with a value of 3.915 and "Place" with a value of 3.410.

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

4P Marketing Mix	Level of Rating		
	$\overline{x}$	S.D.	Result
Product			
1.The hygiene and safety of street food products is very important to me	4.42	.920	High
2. The appearance of street food has a big influence on my purchasing intention	4.22	1.001	High
3. Thailand's special street food is more attractive to me	3.89	1.192	High
Overall Value of Product	4.18	.768	High

From Table 4 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 the mean of 4.18. In terms of "The hygiene and safety of street food products is very important to me" scores the highest value of the mean of 4.42, followed by "The appearance of street food has a big influence on my purchasing intention", with a value of 4.22. "Thailand's special street food is more attractive to me", with a value of 3.89.

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

4P Marketing Mix	Level of Rating		
	$\bar{x}$	S.D.	Result
Price			
1.I prefer to buy street food with clear pictures and price lists	4.64	.763	High
2. The price of street food affects whether I buy it	4.50	.942	High
3. I'm willing to pay more for finer street food	3.26	1.423	High
Overall Value of Product	4.13	.729	High

From Table 5 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 4.13. In terms of "I prefer to buy street food with clear pictures and price lists" scores the highest value of the mean of 4.64, followed by "The price of street food affects whether I buy it", with a value of 4.50. " I'm willing to pay more for finer street food", with a value of 3.89.

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

4P Marketing Mix	Level of Rating		
	$\overline{x}$	S.D.	Result
Place			
1.I would prefer to buy street food from a takeaway service	3.20	1.327	High
2. I prefer to go to popular night markets or places to buy street food	3.87	1.263	High
3.I am willing to wait a little longer for street food	3.17	1.415	High
Overall Value of Product	3.41	.953	High

From Table 6 demonstrates the result of the value of the Mean and S.D. for the 4P Marketing Mix in terms of Place, indicating a low level in all aspects, with an overall value of the mean of 3.41. In terms of " I prefer to go to popular night markets or places to buy street food" scores the highest value of the mean of 3.87, followed by "I would prefer to buy street food from a takeaway service", with a value of 3.20. "I am willing to wait a little longer for street food", with a value of 3.17.

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

4P Marketing Mix	Level of Rating		
	$\overline{x}$	S.D.	Result
Promotion			
1.I would rather buy street food if there is a special sale	4.14	1.120	High
2.I am willing to try street food served by staff	3.56	1.399	High
3.I would like to try street food samples	4.05	1.132	High
Overall Value of Product	3.92	1.069	High

From Table 7 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 3.92. In terms of "I would rather buy street food if there is a special sale" scores the highest value of the mean of 4.14, followed by "I would like to try street food samples", with a value of 4.05. "I am willing to try street food served by staff", with a value of 3.56.

Part 3 The findings pertaining to Social Media Marketing in this study are comprised of two primary dimensions: Interactive Marketing on Social Platforms, and Electronic Word-of-Mouth. To assess these dimensions, the methods of calculating the Mean (x) and S.D. (standard deviation) were employed as follows:

Table 8Value of Mean and Standard Deviation for Social Media Marketing

Social Media Marketing	Level of Rating		
	$\overline{x}$	S.D.	Result
Interactive Marketing on Social Platforms	3.307	1.211	High
Electronic Word-of-Mouth	3.605	1.115	High
Overall	3.456	1.093	High

From Table 8 demonstrates the result of the value of Mean and Standard Deviation for Social Media Marketing, indicating a high level in all aspects. In terms of "Electronic Word-of-Mouth" scores the highest value of Mean of 3.605, followed by "Interactive Marketing on Social Platforms "with a value of 3.307.

Table 9Value of Mean and Standard Deviation for Social Media Marketing Concerning

Interactive Marketing on Social Platforms

Interactive Marketing on Social Platforms	Level of Rating		
	$\overline{x}$	S.D.	Result
1.I would be more willing to buy from a business if it has advertising on social media	3.64	1.201	High
2.I will actively participate in the business's promotion on social media	2.88	1.421	Low
3.Businesses conducting marketing activities on social platforms (such as live broadcasts, online interactions, etc.) will attract my attention	3.40	1.336	High
Overall	3.307	1.211	High

From Table 10 demonstrates the result of the value of the Mean and S.D. for

Social Media Marketing concerning Interactive Marketing on Social Platforms, indicating

a high level in all aspects, with an overall value of the mean of 3.307. In terms of "I would

be more willing to buy from a business if it has advertising on social media", scores the

highest value of the mean of 3.64, followed by "Businesses conducting marketing

activities on social platforms (such as live broadcasts, online interactions, etc.) will

attract my attention", with a value of 3.40. "I will actively participate in the business's promotion on social media", with a value of 2.88, , indicating that customers are not very willing to participate in the promotion of street food on social media

Table 10Value of Mean and Standard Deviation for Social Media Marketing concerning E-W-O-M

Electronic Word-of-Mouth	Level of Rating		
	$\bar{x}$	S.D.	Result
1. I go to social media to find recommendations from other users before making a purchase	3.70	1.294	High
2. I would be more willing to buy street food recommended by online bloggers	3.17	1.482	High
3. Good or bad reviews on social media will affect my purchase intention	3.95	1.145	High
Overall	3.605	1.115	High

From Table 11 demonstrates the result of the value of the Mean and S.D. for Social Media Marketing concerning Electronic WOM, indicating the high level in all aspects, with an overall value of the mean of 3.605. In terms of "Good or bad reviews on

social media will affect my purchase intention" scores the highest value of the mean of 3.95, followed by "I go to social media to find recommendations from other users before making a purchase", with a value of 3.70. "I would be more willing to buy street food recommended by online bloggers", with a value of 3.17.

Section 2 Results of Reliability Analysis and Validity Analysis

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

Table 11Cronbach's α coefficient for 4P Marketing Mix

Item	CITC	Cronbach's Alpha if Item Deleted	α
4P Marketing Mix	1.000	.785	
Product	.742	.863	
			.871
Price	.791	.848	
Place	.801	.855	
Promotion	.812	.867	

From Table 16, 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 0.871, 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 12Cronbach's α coefficient for Social Media Marketing

Item	CITC	Cronbach's Alpha if Item Deleted	α
Social Media Marketing	1.000	.866	
Interactive Marketing on Social Platforms	.945	.966	.955
Electronic Word-of-Mouth	.934	.969	

From Table 16, it can be seen that the reliability analysis of the Social Media

Marketing and its sub-dimensions yields an overall Cronbach's α value of 0.955, 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 higher 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.
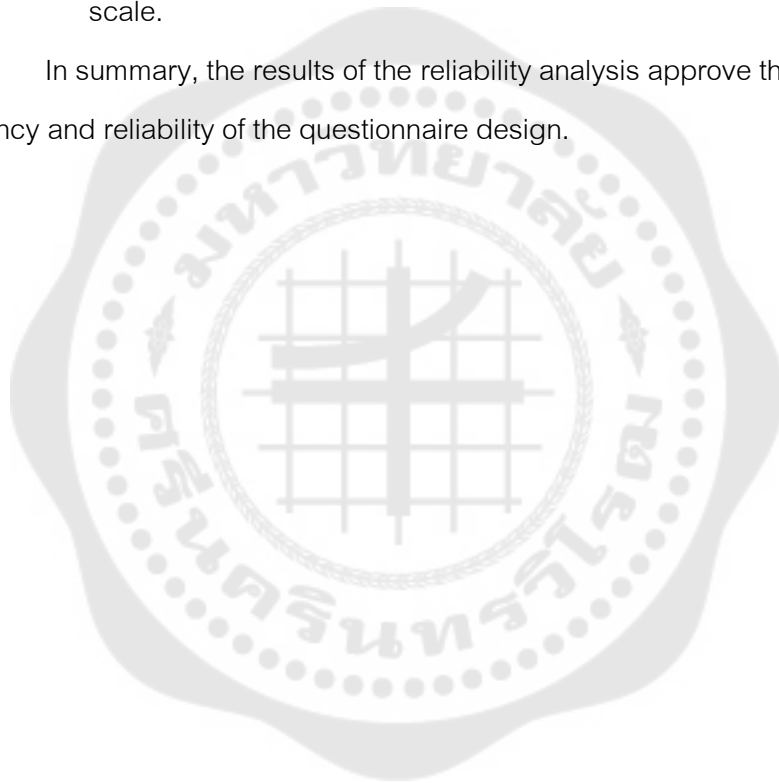
Table 13Cronbach's α coefficient for Purchase Intention

Name	CITC	Cronbach's Alpha if Item Deleted	α
I am willing to buy Thai street food	.928	.953	
If I were to travel to Thailand next time, street food would be one of my options	.915	.958	
If there is a chance, I will give priority to buying street food	.912	.957	.962
Will recommend Thai Street Food to my friends and family and on social media	.915	.959	

From Table 19, upon examination, it is evident that the reliability coefficient for purchase intention yields a value of 0.962. When considering the "alpha coefficient of item deleted," the reliability coefficients subsequent to item removal are all inferior to 0.962. Regarding the "Correcient Item-Total Correlation (CITC)" values, all analyzed items exhibit CITC values exceeding 0.4, suggesting a strong correlation among these items. This further underscores the high level of reliability. Specifically, the CITC values for all analyzed items surpass the threshold of 0.4, indicating a robust correlation and

confirming the satisfactory reliability level. In summary, the reliability coefficient of the research data stands at 0.962, marking an excellent quality of data reliability.

Table 14Reliability statistics

Reliability statistics

Dimension	α	Items
4P Marketing Mix	.871	12
Social Media Marketing	.955	6
Purchase Intention	.962	4

Table 15Overall reliability analysis

Simplified format for reliability

Cronbach α	Sample Size	Items
.906	400	27

From Table 15 it can be known that the standardized reliability coefficient equal 0.906, indicating that the overall reliability of the questionnaire is excellent.

Part 2 Validity Analysis, validated using KMO and Bartlett tests, with the following results:

Table 16KMO and Bartlett-Test

KMO and Bartlett-Test		
KMO Sampling suitability quantity		.867
Bartlett, sphericity test	Approximately chi- squared	1643.905
	Freedom	21
	p	.000

From Table 16 it can be seen that KMO and Bartlett-Tests were used for validity verification. The outcome of the Kaiser-Meyer-Olkin (KMO) test yielded a coefficient of 0.867, suggesting a high level of sampling adequacy. Furthermore, the chi-square value obtained from the Bartlett's Test of Sphericity was 1643.905, with a significance level of 0.000 (p-value < 0.01). These results collectively indicate that the overall validity of the questionnaire was excellent, confirming the suitability of the data for factorial analysis.

Section 3 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 17Pearson correlation analysis

	Mean	S.D.		4P Marketing Mix	Social Media Marketing	Purchase Intention
4P Marketing Mix	3.909	.694	Pearson correlation	1		
			P-VALUE (two-tailed)			
Social Media Marketing	3.456	1.093	Pearson correlation	.808***	1	
			P-VALUE (two-tailed)	<.001		
Purchase Intention	3.669	1.120	Pearson correlation	.627***	.662***	1

P-VALUE (two- tailed)	<.001	<.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 17 Correlation analysis is employed to research the correlation between 4P Marketing Mix, Social Media Marketing, Purchase Intention and the Pearson correlation coefficient is used to indicate the strength of the correlation.

The specific analysis shows that: The correlation coefficient between Social Media Marketing and 4P Marketing Mix is 0.808 and shows a significant level of 0.001, which indicates that there is a significant positive correlation between Social Media Marketing and 4P Marketing Mix.

The correlation coefficient between Purchase intention and 4P Marketing Mix is 0.627 and shows a significant level of 0.001, which indicates that there is a significant positive correlation between Purchase intention and 4P Marketing Mix.

The correlation coefficient between Purchase intention and Social Media Marketing is 0.662 and shows a significant level of 0.001, which indicates that there is a significant positive correlation between Purchase intention and Social Media Marketing.

Section 4 Results of Different Analysis

Part 1 is the impact of demographic factors on each independent variable. Explore whether different demographic factors (gender, age group, income, education, occupation) significantly affect the scores of the following independent variables and

their sub-variables: 4P (product, price, place, promotion), social media marketing (interaction Marketing, electronic w-o-m). The impact of demographic factors on the dependent variable (purchase intention). Explore whether different demographic factors (gender, age group, income, education, occupation) significantly affect the dependent variable (purchase intention).

Table 18Demonstrates the result of the analysis of different gender have different consumer purchase intention Thai street food.

	Levene's test for equality of variances		T-test		
	F	P-value	t	df	p
4P Marketing Mix	.069	.793	4.393	398	<.001
Product	6.416	.012	2.728	398	.007
Price	13.758	<.001	2.852	200.465	.005
Place	1.528	.217	3.871	398	<.001
Promotion	.233	.630	3.684	398	<.001
Social Media Marketing	.445	.505	2.175	398	.030
Interactive Marketing on Social Platforms	.004	.950	1.482	398	.139

Electronic Word-of-Mouth	.971	.325	2.656	398	.008
Purchase Intention	.300	.584	-.360	398	.719

* The significant level at 0.05

According to the independent sample T-test results in Table 18, Gender showed significant differences in the 4P Marketing Mix, Price, Place, and Promotion research variables (p<0.05), Gender did not show significant differences in the research variables of Product, Social Media Marketing, Interactive Marketing on Social Platforms, Electronic Word-of-Mouth, and Purchase Intention (p>0.05). Specifically, in terms of marketing mix (4P Marketing Mix), the gender difference test results (t = 4.393, p-value <0.001) indicate that male and female consumers have significant different perceptions of the overall marketing of Thai street food. Among its sub-dimensions, product (t = 2.728, p-value = 0.007) did not show significant differences, price (t = 2.852, p-value = 0.005), place (t = 3.871, p-value <0.001), promotion (t =3.684, p-value <0.001) showed significant differences.

In the Social Media Marketing dimension, the test results (t = 2.175, p-value = 0.030) showed that gender is not an influencing factor. Its sub-dimensions including interactive marketing (t = 1.482, p-value = 0.139) , electronic W-O-M (t = 2.656, p-value = 0.008) did not show significant differences, indicating that no significant differences exist between male and female consumers in their participation in and perception of social media marketing activities.

The final purchase intention test result (t = -0.360, p-value = 0.719) further confirmed that gender is not a significant factor affecting consumer purchase intention.

Table 19Demonstrates the result of the analysis of different age groups have different consumer purchase intention Thai street food

	df	Mean Square	F	P-value
4P Marketing Mix	4	14.521	42.695	<.001
product	4	11.866	24.924	<.001
price	4	22.445	72.657	<.001
place	4	10.313	12.695	<.001
promotion	4	20.84	22.078	<.001
Social Media Marketing	4	16.208	15.539	<.001
Interactive Marketing on Social Platforms	4	14.772	11.084	<.001
Electronic Word-of-Mouth	4	21.187	20.337	<.001
Purchase Intention	4	28.872	29.594	<.001

* The significant level at 0.05

From the one-factor analysis of variance (ANOVA) results in Table 19, we can see that age group shows significant differences in all research variables and all its sub-dimensions. Specifically, in terms of marketing mix (4P Marketing Mix), the test results (F = 42.695, p-value <0.001) show that consumers with different age groups have significant differences in overall perceptions of marketing strategies. Its sub-dimensions product (F = 24.924, p-value <0.001), price (F = 72.657, p-value <0.001), place (F = 12.695, p-value <0.001), promotion (F = 22.078, p-value <0.001) showed significant differences.

On the social media marketing dimension, the study found significant differences in age group (F = 15.539, p-value <0.001). Its sub-dimension of Interactive Marketing on Social Platforms (F = 11.084, p-value <0.001) and electronic word-of-mouth (F = 20.337, p-value <0.001) also showed significant difference.

The final purchase intention test result (t = 29.594, p-value <0.001) also shows that age group has significant difference at consumers' purchase intention.

Table 20Demonstrates the result of the analysis of different education levels have

different consumer purchase intention Thai street food

	df	Mean Square	F	Sig.
4P Marketing Mix	3	5.462	12.288	<.001
product	3	5.067	9.107	<.001
price	3	5.19	10.474	<.001
place	3	15.607	19.600	<.001
promotion	3	7.236	6.594	<.001
Social Media Marketing	3	8.76	7.699	<.001
Interactive Marketing on Social Platforms	3	9.217	6.543	<.001
Electronic Word-of-Mouth	3	9.232	7.803	<.001
Purchase Intention	3	4.643	3.776	0.011

* The significant level at 0.05

From the one-factor analysis of variance (ANOVA) results in Table 20, we can see that education level showed significant differences in all research variables and all their sub-dimensions except purchase intention. Specifically, in terms of marketing mix (4P Marketing Mix), the test results (F = 12.288, p-value <0.001) show that consumers with different education level have significant differences overall perceptions of marketing strategies. Its sub-dimensions product (F = 9.107, p-value <0.001), price (F = 10.474, p-value <0.001), place (F = 19.600, p-value <0.001), promotion (F = 6.594, p-value <0.001) showed significant the difference.

On the social media marketing dimension, the study found significant differences in education level (F = 7.699, p-value <0.001). Its sub-dimension of Interactive Marketing on Social Platforms (F = 6.543, p-value <0.001) and electronic word-of-mouth (F = 7.803, p-value <0.001) also showed significant difference.

The final purchase intention test result (t = 3.776, p-value = 0.011) do not show that education level has significant difference at consumers' purchase intention.

Table 21Demonstrates the results of the analysis of different income levels have different consumer purchase intention Thai street food

	df	Mean Square	F	Sig.
4P Marketing Mix	4	4.864	11.107	<.001
product	4	3.15	5.581	<.001
price	4	5.063	10.440	<.001
place	4	7.195	8.525	<.001
promotion	4	12.372	12.016	<.001
Social Media Marketing	4	9.257	8.314	<.001
Interactive Marketing on Social Platforms	4	13.693	10.191	<.001
Electronic Word-of-Mouth	4	5.981	5.002	<.001
Purchase Intention	4	20.499	19.331	<.001

* The significant level at 0.05

From the one-factor analysis of variance (ANOVA) results in Table 21, we can see that income shows significant differences in all research variables and all its sub-dimensions.   Specifically, in terms of the marketing mix (4P Marketing Mix), the test results (F = 11.107, p-value <0.001) show that consumers with different incomes have significant differences in overall perceptions of marketing strategies. Its sub-dimensions product (F = 5.581, p-value <0.001), price (F = 10.440, p-value <0.001), place (F = 8.525, p-value <0.001), promotion (F = 12.016, p-value <0.001) showed significant the difference.

On the social media marketing dimension, the study found significant differences in income (F = 8.314, p-value <0.001). Its sub-dimension of Interactive Marketing on Social Platforms (F = 10.191, p-value <0.001) and electronic word-of-mouth (F = 5.002, p-value <0.001) also showed significant difference.

The final purchase intention test result (t = 19.331, p-value <0.001) showed that income has significant difference at consumers' purchase intention.

Table 22Demonstrates the result of the analysis of different occupations that have

different consumer purchase intention Thai street food

	df	Mean Square	F	Sig.
4P Marketing Mix	4	3.640	8.085	<.001
product	4	11.954	25.157	<.001
price	4	1.282	2.450	.046
place	4	4.279	4.898	<.001
promotion	4	7.742	7.191	<.001
Social Media Marketing	4	4.792	4.136	.003
Interactive Marketing on Social Platforms	4	4.100	2.846	.024
Electronic Word-of-Mouth	4	8.777	7.518	<.001

| Purchase Intention | 4 | 14.552 | 12.986 | <.001 |

* The significant level at 0.05

From the one-factor analysis of variance (ANOVA) results in Table 22, we can see that Occupation shows significant differences in all study variables and all their sub-dimensions except price and Interactive Marketing on Social Platforms. Specifically, in terms of marketing mix (4P Marketing Mix), the test results (F = 8.085, p-value <0.001) show that consumers with different occupations have significant differences overall perceptions of marketing strategies. Its sub-dimensions product (F = 25.157, p-value <0.001), place (F = 4.898, p-value <0.001), promotion (F = 7.191, p-value <0.001) showed significant difference, but in its sub-dimensions price (F = 2.450, p-value = 0.046), do not show significant difference.

On the social media marketing dimension, the study found significant differences in occupations (F = 4.136, p-value = 0.003). Its sub-dimensions of electronic word-of-mouth (F = 7.518, p-value <0.001) also showed significant difference, but in its sub-dimensions Interactive Marketing on Social Platforms (F = 2.846, p-value = 0.024) do not show significant difference.

The final purchase intention test result (t = 12.986, p-value <0.001) showed that occupations have significant difference at consumers' purchase intention.

Section 5 Results of Regression Analysis

This study employs Multiple Regression Analysis to examine the influence of the 4P marketing mix, social media marketing on purchase intention, focusing on the presence of an impact, as well as the direction and magnitude of this influence.

First, evaluate the model's fit by analyzing the R-square value, which reflects the model's goodness of fit. Additionally, examine the VIF values (with VIF > 5 generally indicating the presence of multicollinearity) to determine whether the model is affected by collinearity issues.

Second, write model formulas; Third: Analyze the significance of the 4P marketing mix, social media marketing; if it is significant (p-value less than 0.05 or 0.01); It shows that the 4P marketing mix, social media marketing have an impact on

purchase intent and then analyses in detail the direction of the influence's relationship.

Fourth, the regression coefficient (B value) was used to compare and analyze the influence of the 4P marketing mix, social media marketing on purchase intention.

Part 1 Model Fit and Collinearity Analysis. The R² and Adjusted R² values are utilized to assess the overall fit of the regression models. These values indicate how well the independent variables (4P Marketing Mix, Social Media Marketing, and Brand Image) explain the variance in the dependent variable, purchase intention. Collinearity analysis evaluates the degree of correlation among independent variables to identify potential issues that could compromise the accuracy of regression results. The Variance Inflation Factor (VIF) values and Tolerance values are used to test for multicollinearity.

Table 23 The results of the collinearity test of the 4P marketing mix

Factors	R^2	Adj- R^2	Collinearity Statistics	
			Tolerance	VIF
product			.622	1.608
price	.469	.464	.532	1.879
place			.594	1.684
promotion			.645	1.550

From Table 23, it can be known that R² = 0.469: The 4P Marketing Mix model explains 46.9% of the variance in purchase intention. This indicates a moderate fit, suggesting that the 4P Marketing Mix is a significant factor in determining purchase intention.

Adjusted R² = 0.464: This value slightly reduces the R² by considering the number of predictors in the model, indicating that the model still has a good fit after adjusting for the number of independent variables.

For the 4P Marketing Mix, VIF values range from 1.550 to 1.879, all below the threshold of 5, indicating no significant collinearity problem. Tolerance values are all greater than 0.1, confirming the absence of multicollinearity.

Since all the VIF values are below 5, weconclude that there are no issues with multicollinearity, and the models can be interpreted as accurate.

Table 24The results of the collinearity test of Social Media Marketing

Factors	R^2	Adj-R^2	Collinearity Statistics	
			Tolerance	VIF
Interactive Marketing on Social Platforms	.467	.464	.414	2.418
Electronic Word-of-Mouth			.414	2.418

From Table 24, it can be known that R² = 0.467: The social media Marketing explains 46.7% of the variance in purchase intention. This indicates a moderate fit, suggesting that social media Marketing is a significant factor in determining purchase intention.

Adjusted R² = 0.464: This value slightly reduces the R² by considering the number of predictors in the model, indicating that the model still has a good fit after adjusting for the number of independent variables.

For the social media Marketing, both VIF values are in the range of 2.418, all below the threshold of 5, indicating no significant collinearity problem. Tolerance values are all greater than 0.1, confirming the absence of multicollinearity.

Since all the VIF values are below 5, we conclude that there are no issues with multicollinearity, and the models can be interpreted as accurate.

Part 2. Findings from the multiple regression analysis

Table 25Results of the multiple regression analysis for the 4P marketing mix

	Non-standardized Coefficients		Standardized Coefficients	P	R^2	Adj-R^2	F
	B	S.E.	Beta				
(Constant)	.346	.262		.187			
product	.331	.068	.227	<.001			F (1,400)
price	-.238	.077	-.155	.002	.469	.464	=87.330 p-value
place	.309	.056	.263	<.001			<.001
promotion	.477	.048	.456	<.001			

a Dependent: purchase intention

* The significant level at 0.05

From Table 25 it can be seen that

$$Purchase\ Intention = \beta_0 + \beta_1(product) + \beta_2(price) + \beta_3(place) + \beta_4(promotion) + \epsilon$$

Where:

$$\beta_0 = 0.346 (Constant)$$

$$\beta_1 = 0.331(\text{product})$$

$$\beta_2 = -0.238(\text{price})$$

$$\beta_3 = 0.309(\text{place})$$

$$\beta_4 = 0.477(\text{promotion})$$

The statistical significance of the predictors is assessed by examining the p-values associated with each variable. In the 4P Marketing Mix model, the values of p for all predictors (price, place, promotion) are less than 0.05, indicating that these variables are statistically significant and have an impact on purchase intention.

Specifically: Product (p-value <0.001), Price (p-value =0.002), Place (p-value <0.001), and Promotion (p-value <0.001). Since all predictors in the model are significant (with p-values below 0.05), we can conclude that the 4P Marketing Mix significantly influences

purchase intention.

The direction and strength of the influence are analyzed by examining the Beta, which reflect the relative importance of each predictor on the dependent variable.

promotion (Beta = 0.456) has the strongest influence on purchase intention, followed by place (Beta = 0.263), product (Beta = 0.227) and price (Beta = -0.155) This suggests that the promotion aspect of the marketing mix (such as availability and distribution channels) is the most influential factor in driving purchase intention, followed by place and product

Table 26Multiple Regression Results of Social Media Marketing

	Non-standardized Coefficients		Standardized Coefficients	P	R^2	Adj-R^2	F
	B	S.E.	Beta				
(Constant)	1.176	.140		<.001			
Interactive Marketing on Social Platforms	.111	.053	.120	.035	0.467	0.464	F (1,400) =173.749p-value
Electronic Word-of-Mouth	.589	.057	.587	<.001			<.001

a Dependent: purchase intention

* The significant level at 0.05

From Table 37, it can be seen that

$$\text{Purchase Intention} = \beta_0 + \beta_1(\text{Official Social Media Account}) + \beta_2(\text{Interactive Marketing}) + \beta_3(\text{Electronic Word} - of - \text{Mouth}) + \epsilon$$

Where:

$$\beta_0 = 1.176(\text{Constant})$$

$$\beta_1 = 0.111 \text{(Interactive Marketing on Social Platforms)}$$

$$\beta_2 = -0.589 \text{(Electronic Word-of-Mouth)}$$

The statistical significance of the predictors is assessed by analyzing the p-values for each variable. In the SMM model, the values of p for only one variable less than 0.05, indicating significance: Electronic Word-of-Mouth (p-value <0.001), and another variable Interactive Marketing on Social Platforms (p-value =0.035) p-value greater than 0.05, do not show significance. Since all predictors in the model are significant (with p-values below 0.05), we can conclude that Electronic Word-of-Mouth significantly influences purchase intention. However, Interactive Marketing on Social Platforms has no significant impact on purchase intention.

To analyze the direction and strength of the influence, we examine the standardized coefficients (Beta), which indicate the relative importance of each predictor on the dependent variable. Electronic W-O-M (Beta = 0.587) has the strongest effect on purchase intention, and the Interactive Marketing on Social Platforms (Beta = 0.120) This indicates that Electronic W-O-M is the most effective in influencing consumers' purchase intentions, Interactive Marketing on Social Platforms has less impact on purchase intention.

Table 27Explanatory Power Comparison (R² Values)

	R	R^2	Adj- R^2	S.E. of the Estimate
4P Marketing Mix	$.685^a$	.469	.464	.82031
Social Media Marketing	$.683^a$	.467	.464	.82021

From Table 27, it can be observed that the R² value for the 4P marketing mix model is 0.469, indicating that this model explains 46.9% of the variance in purchase intention. This suggests that the 4P factors collectively have a relatively strong influence on the customers' purchase intention. About R² value for the Social Media Marketing model is 0.467, which means that social media marketing activities account for 46.7% of the variance in purchase intention. This indicates that, although social media marketing plays a significant role, its explanatory power is slightly less than that of the 4P marketing mix. When comparing the explanatory power of these two groups, it

is clear that the 4P marketing mix has the greatest influence on purchase intention, followed by social media marketing.

Table 28Influence of Sub-Variables Based on Beta Values

	Standardized Coefficients - Beta
Product	.227
Price	-.155
Place	.263
Promotion	.456
Interactive Marketing on Social Platforms	.120
Electronic Word-of-Mouth	.587

From Table 40, it is evident that within the 4P marketing mix, the sub-variable Promotion has the highest impact on purchase intention, with a Beta = 0.456. This shows that product discounts play a vital role in influencing consumers' purchasing intention. The next most influential factor is Place, with a Beta value of 0.263, indicating that the place and availability of products play an essential role in shaping consumers' purchase intention. Product follows closely, with a Beta of 0.227, demonstrating that product quality and product appearance also have a significant impact on purchasing Intentions, although their impact is slightly weaker. Lastly, the Price has the smallest effect among the 4P factors, with a Beta value of -0.155, showing that, while important, the Price has the least influence on purchase intention in comparison to the other 4P elements.

In the Social Media Marketing (SMM) model, Electronic Word-of-Mouth has the highest Beta value of 0.587, indicating that Electronic Word-of-Mouth has the most significant impact on this group's purchasing intention. The sub-variable with the smallest effect in this model is Interactive Marketing on Social Platforms, with a Beta value of 0.120, indicating that while Interactive Marketing on Social Platforms do influence purchase intention, their impact is much less than that of electronic W-O-M.

Overall, the results show that within the 4P marketing mix, Promotion has the strongest influence on purchase intention, followed by Place, Product, and Price. In the Social Media Marketing group, Electronic Word-of-Mouth emerges as the most influential factor, while Interactive Marketing on Social Platforms has relatively smaller impacts. These findings highlight the varying levels of influence that different sub-variables have on purchase intention, with each factor contributing in different ways depending on the context.

By ranking the beta values of all 6 sub-items, we can conclude that Electronic Word-of-Mouth has the greatest influence on purchase intent, followed by Promotion, and third Place, which also have a greater impact on purchase intent. The last two influencing factors: Interactive Marketing on Social Platforms and Price, but they are still the basic factors that influence consumers' purchase intentions.

Section 6 Hypothesis Testing

Table 29Summary of Different demographic factors have different hypothesis test significance results on consumers' purchase intention

H1: Different demographic structures have an impact on Chinese consumers' purchasing intention.	Demographic Factors				
	Gender	Age group	Income	Education Level	Occupation
4P Marketing Mix	✓	✓	✓	✓	✓
Product		✓	✓	✓	✓
Price	✓	✓	✓	✓	
Place	✓	✓	✓	✓	✓
Promotion	✓	✓	✓	✓	✓
Social Media Marketing		✓	✓	✓	✓
Interactive Marketing on Social Platforms		✓	✓	✓	
Electronic Word-of-Mouth	✓		✓	✓	✓
Statistics	*t-test*	*One-way ANNOVA*			

Remark: ✓ *Means the result shows a significant difference*

Table 30Summary of hypothesis test results of independent variable factors influencing

consumers' purchase intention

Result	Hypothesis Testing	*Statistics*
✓	H2: The 4P marketing mix has a positive impact on Chinese consumers' purchasing intention.	
	✓ H2a: The Product has a positive impact on Chinese consumers' purchasing intention.	
	✓ H2b: The Price has a positive impact on Chinese consumers' purchasing intention.	
	✓ H2c: The Place has a positive impact on Chinese consumers' purchasing intention.	*Multiple Regression*
	✓ H2d: The Promotion has a positive impact on Chinese consumers' purchasing intention.	
✓	H3: Social media marketing has a positive impact on Chinese consumers' purchasing intention.	
	✗ H3a: Interactive Marketing on Social Platforms has a positive impact on Chinese consumers' purchasing intention.	
	✓ H3b: Electronic Word-of-Mouth has a positive impact on Chinese consumers' purchasing intention.	

Remark: ✓ Means the result consistent with the hypothesis

✗ Means the result is not consistent with the hypothesis

1. **H1: Different demographic structures have an impact on Chinese consumers' purchasing intention.**

The investigation conducted a thorough analysis of the variations in purchasing intentions and their underlying determinants among diverse demographic attributes, encompassing gender, age group, income, education level, and Occupation. The assessment employed statistical techniques, namely the independent-measures t-test and univariate ANOVA, to achieve this objective. The findings of this research indicate that the data corroborates Hypothesis 1.

Furthermore, the exploration meticulously scrutinized the disparities in individuals' Intention to purchase and the factors influencing such Intentions, considering a range of demographic features such as gender distinctions, generational shifts, levels of educational achievement, economic standing, and employment sectors.

Utilizing rigorous statistical procedures, including the application of the t-test for

independent samples and a one-way ANOVA, the study sought to provide comprehensive insights. The resultant data analysis revealed that Hypothesis 1 has empirical support, suggesting a need for further exploration into the nuances of purchasing behavior across various demographic segments.

Specifically, there has significant difference in purchase intention among all demographic characteristics: gender ($t = -0.360$, p-value $= 0.719$), age group ($F = 29.594$, p-value <0.001), education ($F = 3.776$, p-value $= 0.011$), income level ($F = 19.331$, p-value <0.001) and occupation ($F = 12.986$, p-value <0.001).

However, research does not find that some demographic characteristics differ significantly on certain dimensions of marketing perceptions. Especially in the social media marketing dimension, gender ($t = 2.175$, p-value $= 0.030$), At the same time, gender has an important impact on the sub-dimensions of social media marketing Interactive Marketing on Social Platforms ($t = 1.482$, p-value $= 0.139$) and Electronic Word-of-Mouth ($t = 2.656$, p-value $= 0.008$) all does not show statistical significance significant differences.

2. H2: The 4P marketing mix has a positive impact on Chinese consumers' purchasing intention.

2.1 H2a: Product has a positive impact on Purchase Intention.

The results of multiple regression analysis indicate that product dimensions have a significant positive impact on purchase intention (B = .331, p-value < 0.001), with a Beta value of 0.227, indicating that the product significantly impacts consumer purchase intention. Specifically, consumers pay particular attention to the quality, safety and appearance of street food. These factors directly enhance purchase intentions.

2.2 H2b: Price has a positive impact on Purchase Intention.

The results of the regression analysis for the price dimension indicate that price exerts a significant positive influence on purchase intention (B = -0.238, p-value = 0.002), with a Beta value of -0.155, indicating that consumers attach great importance to the reasonableness of price when purchasing street food in Thailand(The question in the survey asked consumers whether they were willing to pay a high price for street food, Therefore, here high cost performance has a positive impact on consumers' purchasing intention). Consumers tend to choose street food with high-cost performance, indicating that price strategy is crucial to attracting consumers.

2.3 H2c: Place has a positive impact on Purchase Intention. The outcomes of the regression analysis conducted on the place

indicate that it exerts a notable and favorable influence on consumers' purchase intentions (B = 0.309, p-value < 0.001), with a Beta value of 0.263. Whether the stall is located in a crowded area, whether it has takeaway service and the speed of serving food have a great impact on consumers' Intention to buy. Especially for young consumers, being in a popular night market, having takeaway service and faster serving speed significantly increase their Intention to buy.

2.4 H2d: Promotion has a positive impact on Purchase Intention.

The results of the regression analysis focusing on the promotional dimension demonstrate that there is a statistically significant positive effect of promotional activities on consumers' purchase intentions (B = 0.477, p-value < 0.001),

with a Beta value of 0.456, It shows that promotional activities (such as discounts, tastings, and buy one get one free) can significantly increase consumers' Intention to buy, especially during the promotion period, when consumers' desire to buy is higher.

Overall, the regression analysis findings corroborated the positive influence that all elements of the 4P marketing mix exert on consumers' purchase intentions, and the H2 hypothesis was supported.

3. H3: Social media marketing has a positive impact on Chinese consumers' purchasing intention.

3.1 H3a: Interactive Marketing on Social Platforms has no significant impact on Purchase Intention.

Engagement in interactive marketing on social platforms exerts no substantial influence on consumers' purchase intentions (B = 0.111, p-value = 0.035), with a Beta value of 0.120, It shows that consumers' social media activities, comments, sharing and other forms of interaction with street food merchants have no significant impact on their Purchase Intention.

3.3 H3b: Electronic Word-of-Mouth (e-WOM) has a positive impact on Purchase Intention.

The regression analysis findings concerning electronic word-of-mouth indicate a statistically significant positive influence on purchase intention (B = 0.589, p-value < 0.001), with a Beta value of 0.587, indicating that recommendations on social media, as well as the reputation and comments of merchants, will significantly affect consumers' purchasing intentions.

Summary of Findings

This chapter has analyzed the factors affecting Chinese consumers' purchase intention of Thai street food, focusing on the 4P Marketing Mix, and Social Media Marketing. The analysis was conducted on data collected from 400 respondents

Descriptive statistics show that the majority of respondents in the sample are male, the largest number of respondents are aged 18-27, most respondents have a bachelor's degree, and a considerable number of respondents have a monthly income

of less than 2,000 yuan and between 4,001 and 6,000 yuan. factors. This diverse demographic base provided a solid foundation for examining the marketing factors at play.

The reliability and validity tests confirmed that the survey data was highly reliable and valid, with Cronbach's Alpha scores indicating strong internal consistency across the key variables. The KMO and Bartlett-Tests further validated the appropriateness of the data for factor analysis.

The correlation analysis established significant positive relationships between the 4P Marketing Mix, and Social Media Marketing, Purchase Intention. These results align with the expectations of this study, showing that improved perceptions of these marketing factors lead to higher purchase intention.

Through hypothesis testing, all hypotheses were supported:

H1: Different demographic structures have an impact on Chinese consumers' purchasing intention. Most demographic factors have a significant impact on the 4P marketing mix. Gender does not differ much in the response to media marketing, while other demographic factors have significant differences in the response to media marketing.

H2: 4P Marketing Mix components, including product, price, place, and promotion, all positively influence purchase intention. Among these, "promotion" (Discount) was particularly impactful.

H3: Electronic word-of-mouth in social media marketing has a significant positive impact on purchase intention, but interactive marketing on social platforms has no significant impact

The regression analysis further quantified these relationships, with the 4P Marketing Mix explaining 46.4% of the variation in purchase intention, and Social Media Marketing accounting for 46.4%. These findings suggest that tailored marketing strategies focusing on product accessibility and social media engagement are key to increasing purchase intention, especially among younger consumers.

In summation, this chapter undertakes an exhaustive examination of the ways in which diverse marketing elements impact the purchasing intentions of Chinese consumers, thereby establishing a solid foundation for a deeper exploration to be conducted in the subsequent chapter.

CHAPTER 5
CONCLUSION AND RECOMMENDATION

The present research endeavors to investigate the factor affecting the purchase intention of purchase Thai street food among Chinese people. By conducting a survey that encompassed 400 Chinese participants, the study delved into the impacts of the marketing mix components (encompassing Product, Price, Place, and Promotion) and social media strategies the intent to purchase. Utilizing a quantitative research approach, the study incorporated various statistical tools: descriptive statistics for an overview, assessments of reliability and validity to ensure data quality, correlation analysis to explore relationships, and regression analysis to ascertain predictive power. The researcher's conclusions, drawn from these analyses, are summarized as follows:

Brief of the study

Study Objective

1. To study the impact of the 4P Marketing Mix on Chinese consumers' Purchase Intention of Thai street food.

2. To study the impact of Social Media Marketing Chinese consumers' purchase intentions for Thai street food.

Significance of this study

The evolution of the tourism market is deeply influenced by globalization, technological advancement, and psychological insights. In this competitive landscape, Thailand seeks to attract the attention of Chinese consumers while providing Chinese tourists with an excellent tourism experience and enhancing the national economy and service industry. These elements are crucial to the success of any tourism country. Therefore, understanding consumer behavior and aligning products and services with market demand is essential for 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 shaping consumer behavior and influencing purchase intention.

In recent years, the number of Chinese tourists traveling to Thailand for leisure and vacation remains the largest group, and Thailand has become a popular destination

for Chinese tourists. This study explores the question "How do the marketing strategies and social media initiatives of Thai street food affect the purchase intention of Chinese consumers?" and examines the interaction between marketing strategies, social media marketing factors, and consumer purchase intention. In addition, this study points out the common problems faced by Thai street food and provides targeted suggestions for the future marketing strategies of street vendors.

As an element that cannot be ignored when formulating marketing strategies, the 4P marketing mix has been widely studied, but few studies have examined the relationship between street food and consumer choice, especially in Thailand. In addition, there is a lack of research aimed at revealing the motivations of Chinese consumers to purchase specific products and the role of social media marketing in consumers' purchasing intentions.

On the other hand, in recent years, the international economy has been recovering after the epidemic. Therefore, given that the industry is expected to see revenue growth in the next few years, it is crucial to study marketing strategies for this industry.

Hypotheses of this study

H1: Different demographic structures have an impact on Chinese consumers' purchasing intention.

H2: The 4P marketing mix has a positive impact on Chinese consumers' purchasing intention.

H3: Social media marketing has a positive impact on Chinese consumers' purchasing intention.

Conclusion of the Result

Section 1: Results of Descriptive Data Analysis

Part I: Demographic information results of the respondents in this study

Gender: 257 males, accounting for 64.25%; 143 females, accounting for 35.75%.

Age group: The respondents are mainly 18-27 years old, with a frequency of 281 (70.25%); 28-37 years old, 48 (12%); 38-47 years old, 27 (6.75%); 48-57 years old, 28 (7%); the minimum number of people over 58 years old is 16 (4%)

Education level: The respondents are mainly undergraduates, with a frequency of 260 (65%); high school and below education, 77 (19.25%); master's degree or above, 40 (10%); master's degree or above, 23 (5.75%); undergraduate degree (65%) accounts for the highest proportion, and master's degree (5.75%) accounts for the lowest proportion.

Income: The respondents with income below 2,000 yuan accounted for the highest proportion, with a frequency of 114 people (28.5%); followed by 4,001-6,000 yuan, with 101 people (25.25%), 8,000 yuan and above, with 87 people (21.75%), 2,001-4,000 yuan, with 61 people (15.25%), and 6,001-8,000 yuan, with 37 people (9.25%). Among them, the proportion of respondents with income below 2,000 yuan (28.5%) was the highest, and the proportion of respondents with income between 6,001-8,000 yuan (9.25%) was the lowest.

Occupation: The majority of respondents were private sector employees with 135 respondents (33.75%), followed by students with 130 respondents (32.5%), students, freelancers with 93 respondents (23.25%), others with 25 respondents (6.25%), business owners with 17 respondents (4.25%), and government employees with 0 respondents (0%).

Part 2: Results of Key Factors (4P, Social Media Marketing)

4P Marketing Mix

The overall perceived mean of the 4P marketing mix was 3.91 and the standard deviation was 0.69, indicating that respondents had a high attitude toward the 4P strategy. indicating a high level in all aspects. In terms of "Product" scores highest Mean value is 4.18, followed by "Price" with a value of 4.13, "Promotion" with a value of 3.92 and "Place" with a value of 3.41.

The evaluation of Product aspects is at a relatively high level, with an overall mean score of 4.18. Among these, hygiene and safety of street food products

scored the highest, with a mean of 4.42, followed by appearance of street food, with a mean of 4.22. Thailand's special street food also plays a significant role, achieving a mean score of 3.89.

The various aspects of Price are similarly at a high level, with an overall mean score of 4.13. The dimension of street food with clear pictures and price lists scored the highest, with a mean of 4.64, followed by "price of street food", which scored 4.50. Additionally, "willing to pay more for finer street food" scored much lower than the other two factors with a mean score of 3.26.

The results for Place indicate low levels of two dimensions, with an overall mean score of 3.41. The highest score was going to popular night markets or places to buy street food dimension, with a mean of 3.87, tied with the statement "buy street food from a takeaway service", which scored 3.20. "I am willing to wait a little longer for street food" third, with a mean score of 3.17.

The various aspects of Promotion also demonstrated relatively high levels, with an overall mean score of 3.92. Among these, special sale achieved the highest score, with a mean of 4.14, and "try street food samples", which scored 4.05. "I am willing to try street food served by staff" came in third, with a mean score of 3.56.

Social Media Marketing

The average rating for the overall perception of Social Media Marketing amounted to 3.46, with a standard deviation of 1.09, indicating that

consumers generally hold a positive attitude toward this strategy. All aspects were at relatively medium levels. Among them, Electronic Word-of-Mouth scored the highest, with a mean of 3.61, and Interactive Marketing on Social Platforms, with a mean of 3.31.

Interactive Marketing on Social Platforms demonstrated strong performance at two dimensions, with an overall mean score of 3.31. The highest score was "I would be more willing to buy from a business if it has advertising on social media", achieving a mean of 3.64. These were followed by "Businesses conducting marketing activities on social platforms (such as live broadcasts, online interactions,

etc.) will attract my attention", with a mean score of 3.40. "I will actively participate in the business's promotion on social media" sharing ranked third, with a mean score of 2.88.

Electronic Word-of-Mouth also performed at relatively high levels, with an overall mean score of 3.61. The highest dimension was "Good or bad reviews on social media will affect my purchase intention", which scored a mean of 3.95, followed by " I go to social media to find recommendations from other users before making a purchase", with a mean of 3.70. The dimension of " I would be more willing to buy street food recommended by online bloggers ", with a mean of 3.17.

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

Hypothesis 2: Marketing Mix has a positive impact on Purchase Intention

The results of the multiple regression analysis indicate that the 4P Marketing Mix make a significant overall impact on purchase intention (p-value < 0.001).

The adjusted R^2 is 0.469, suggesting that the 4P Marketing Mix variables account for 46.9% of the variance in purchase intention. The Beta values for each sub-variable are as follows:

Product: Beta = 0.227, with a significance level of p-value < 0.001.

Price: Beta = -0.155, with a significance level of p-value = 0.002.

Place: Beta = 0.263, with a significance level of p-value < 0.001.

Promotion: Beta = 0.456, with a significance level of p-value < 0.001.

H2a: Product has a positive impact on Purchase Intention

Based on the findings of the multiple regression analysis, the product variable has a statistically significant influence on purchase intention, with a value p-value < 0.001. The regression coefficient (B) of 0.331 indicates that a one-unit increase in product-related attributes, such as quality of street food, is associated with a

corresponding 0.331-unit increase in consumers' purchase intention.

H2b: Price has a positive impact on Purchase Intention

The multiple regression analysis results reveal that Price also significantly influences purchase intention (p-value = 0.002). The value B = -0.238,

meaning that when price attractiveness (e.g., discounts) increases by 1 unit, purchase intention rises by 0.238 units.

H2c: Place has a positive impact on Purchase Intention

The analysis finds that Place has the most significant impact on purchase intention (p-value < 0.001), with a B value of 0.309. This suggests that for every 1-unit increase in the attractiveness of Place (e.g., convenience), purchase intention increases by 0.309 units.

H2d: Promotion has a positive impact on Purchase Intention

The results demonstrate that Promotion has a significant influence on purchase intention (p-value < 0.001), with a B value of 0.477. This indicates that for every 1-unit increase in promotional activities , consumer purchase intention increases by 0.477 units.

Hypothesis 3: Social Media Marketing has a positive impact on Purchase Intention

The overall impact of Social Media Marketing on purchase intention is statistically significant (p-value < 0.001). The adjusted R^2 value = 0.467 suggests that 46.7% of the variability in purchase intention can be attributed to social media marketing. The standardized regression coefficients (Beta values) for the constituent variables are as follows:

Interactive Marketing on Social Platforms: Beta = 0.120, significance level p-value = 0.035.

Electronic Word-of-Mouth: Beta = 0.587, significance level p-value <0.001.

H3a: Interactive Marketing on Social Platforms has a positive impact on Purchase Intention

The regression analysis results indicate that Interactive Marketing significantly influences purchase intention (p-value = 0.035), with a B value of 0.120.

This suggests that when the level of interactivity increases by 1 unit, purchase intention rises by 0.120 units.

H3b: Electronic W-O-Mouth has a positive impact on Purchase Intention

The analysis reveals that Electronic WOM has a statistically significant impact on purchase intention, with a p-value < 0.001 and a regression coefficient (B) of 0.589. In simpler terms, for every one-unit increase in factors pertaining to electronic word-of-mouth, there is a corresponding 0.589-unit augmentation in purchase intention.

Discussion of Key Findings

1.Influence of Demographic Characteristics

The study showed that there are significant differences in the Intention of Chinese consumers to purchase Thai street food.

The first key finding showed that there are statistically significant differences in purchase intention across different demographic characteristics.

Specifically, the analysis using independent measures t-test and univariate ANOVA showed that purchase intention differed significantly between gender (t = -0.360, p-value = 0.719), age (F = 29.594, p-value < 0.001), education level (F = 3.776, p-value = 0.011), income level (F = 19.331, p-value < 0.001), and occupation (F = 7.518, p-value < 0.001). These results support Hypothesis 1, which predicts demographic differences in purchase intention.

The second key finding revealed significant demographic differences in marketing cognition dimensions, especially in the 4P marketing mix.

The analysis showed that gender (t = 4.393, p-value < 0.001), age (F = 42.695, p-value < 0.001), education level (F =/12.288, p-value < 0.001), income level (F = 11.107, p-value < 0.001) and occupational background (F = 8.085, p-value < 0.001) all showed statistically significant differences in the 4P marketing mix.

These findings present an interesting conclusion: the purchase intentions of different demographic groups remain consistent, while there are also significant differences in the perception and participation of marketing activities among different demographic groups, especially in the digital field. This requires street vendors to recognize the target audience of their products in order to better sell their products.

2. Impact of the 4P Marketing Mix

This study shows that the comprehensive 4P marketing mix has a significant positive impact on purchase intention, with an explanatory power of 46.9% (R^2 = 0.469). Among the 4P sub-dimensions, Promotion has the most significant impact on purchase intention (B = 0.477), followed by Product (B = 0.331). This shows that consumers pay more attention to whether there are special promotions and food safety when purchasing street food. This finding is further confirmed by the multiple response analysis, which shows that most consumers prefer stores with discounts. In addition, food safety of street food is also the most important factor for Chinese consumers. Although each element of the 4P marketing mix plays a positive role, the degree of their influence varies:

2.1 Product: The study shows that product safety, clear prices and menus are key factors affecting purchase intention.

2.2 Price: Although price sensitivity varies by income level, overall, there is no doubt that price has an impact on respondents.

2.3 Place: Businesses opening in night markets increase Chinese consumers' purchase intention

2.4 Promotion: Discounts significantly increase consumers' purchase intention

3. Impact of social media marketing

The results show that social media marketing has a significant and significant impact on purchase intention, explaining 46.7% of the change in purchase intention (R^2 = 0.467). Chinese consumers will look for reviews of related products on social platforms before buying street food, and the quality of the reviews will significantly affect consumers' purchase intention

3.1 Interactivity: Highly interactive social media marketing activities, such as live streaming, do not have a very obvious impact on consumers' purchase intention

3.2 The impact of electronic word-of-mouth: Electronic word-of-mouth has a very significant impact on consumers' purchase intention.

In summary, the results of this study are consistent with various existing theoretical frameworks in the literature, while providing new perspectives and different results, thus enriching the existing knowledge base. The following is a comparison and analysis of the main findings from the literature review:

According to existing literature (e.g., Kotler & Keller, 2012; Kumar & Reinartz, 2018), the 4P marketing mix is widely considered to be a key factor affecting consumers' purchase intention. Most studies have shown that the optimization of product, price, channel, and promotion activities can directly enhance consumers' purchase desire. The results of this study confirm the above findings and further prove the significant and beneficial effect of the 4P marketing mix on consumers' purchase intention. Specifically, factors such as place and promotion have a significant impact on purchase intention, which echoes the findings of Schivinski and Dabrowski (2016), which explored the impact of brand exposure and emotional investment on purchase Intentions in the context of social media marketing.

However, the positive impact of price found in this study may differ from the findings of some existing literature. It is generally pointed out in the literature that price is usually negatively correlated with purchase intention, especially in high-priced goods.

This study found that in the Chinese market, consumers showed a negative attitude towards the price of Thai street food, so the results of this study are consistent with the above research results. According to the research of Dwivedi (2021) and Prashar (2022), social media marketing is considered a key factor affecting the purchase intention of young consumers, especially in telling brand stories and cultivating emotional bonds among consumer groups. Consistent with previous studies, the results of this study show that social media marketing has a positive impact on purchase intention (B = 1.176). This echoes the results of literature research, which shows that young consumers are more inclined to rely on social media platforms to find word-of-mouth and reviews of products, and the electronic word-of-mouth of products will affect consumers' purchase intention.

The implications

This research reveals the significant impact of each marketing factor on purchase intention and provides specific practical implications. According to the research results, the following marketing factors and their sub-variables have an important impact on purchase intention.

1. Electronic word of mouth (e-WOM)

Electronic word of mouth (Beta = 0.587) is a key factor in modern consumers' purchase Intentions. Consumers tend to believe in the comments of others, especially on social media, and real comments are often more convincing than advertisements. Therefore, street vendors should encourage consumers to share their experiences and actively participate in electronic word of mouth marketing.

2. Promotion

Promotion (Beta = 0.456) has a significant impact on purchase intention. Research shows that promotions are more influential than the quality and price of food products. More discounts such as buying two getting one free or buying two to get 20 baht off are more important and effective options.

3. Place

Channel convenience (Beta = 0.263) has a crucial impact on purchase intention. Studies have shown that when consumers think the purchase process is convenient, their purchase intention will increase significantly. Therefore, street food vendors are better off selling products in popular night markets or opening takeaway services to ensure that consumers can obtain products through multiple convenient channels, which will help product sales.

4. Product

Although product characteristics (Beta = 0.227) have a relatively small impact on purchase intention, they are still important factors that influence consumers' purchasing Intentions. Research shows that product quality directly affects consumers' purchase intention. For tourists, the biggest concern when buying street food is food safety. Clean and tidy stalls will attract more consumers to buy.

5. Social Platform Interactive Marketing

The interactive marketing effect of social media platforms is not significant (Beta = 0.120), and consumers' purchase of goods can be increased by interacting with consumers. It may be that Chinese consumers are not interested in the social platform interactive marketing of Thai street vendors, or it may be the result of the difference in social platforms between the two countries, and Chinese consumers are not very responsive to the social platform interactive marketing of Thai street food.

6. Price

Price attractiveness (Beta = -0.155) is a key factor affecting purchase intention. When consumers make purchase Intentions, they usually consider both the price and cost performance of the product. Therefore, merchants should formulate appropriate pricing strategies based on the needs of target consumers and market competition.

limits of this research

Despite providing valuable insights, this study is not devoid of limitations, which necessitate further investigation and enhancement.

First, the sample composition of this study has certain limitations. Most of the respondents in this study are male, and most of them are between 18 and 27 years old. Since the purchasing behavior of other age groups may be different, the conclusions of this study may not be applicable to consumers of all ages. Future research can expand the sample range to cover a wider range of geographical locations or age groups to provide more inclusive and comprehensive marketing strategy recommendations.

Second, the data collection method mainly uses questionnaires, which may introduce biases such as social desirability bias or response bias.
Participants may provide answers that they think are more in line with social acceptance rather than reflecting their true opinions or behaviors. To reduce this bias, future research can combine more objective measurement methods, such as actual purchase data or experimental design, to verify the self-report results of this study.

This study adopted a cross-sectional design, which limits the ability to draw causal inferences from the relationship between variables. Although the results highlight

the significant correlation between factors such as the 4P marketing mix, social media marketing, and purchase intention, this study does not establish a causal relationship between these factors. Future research could adopt a longitudinal research design to monitor the same group of participants over a longer period of time to explore the impact of marketing strategies on consumer behavior at different time points.

In addition, this study only focused on specific marketing factors - 4P marketing mix, social media marketing. Although these factors are crucial, other variables (such as consumer trust, international political and economic development factors, etc.) are not considered.

Ultimately, this study only focuses on evaluating the impact of marketing strategies on consumers' purchase intentions, while ignoring their actual purchase behavior. Although purchase intention is an important predictor of consumer behavior, it does 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 the 4P marketing mix in cross-cultural fields: This study aims to deepen the understanding of the 4P marketing mix in different cultural consumption environments. In particular, the finding that "promotion" has a more significant influence than "product" and "price" challenges the universality of the traditional 4P theory. This finding provides new insights into the application of the 4P framework in emerging markets, indicating that marketing mix elements should be adjusted according to specific cross-cultural contexts.

2. Deep insights into the effectiveness of social media marketing: This study provides important insights into the application of social media platforms and content models in street food by comparing and analyzing Chinese consumers' responses to a range of social media marketing methods.

Practical inspiration

1. Differentiated marketing strategy: Formulating differentiated strategies for different demographic factors is important in both the 4P marketing mix and social media marketing.

2. Increase discounts: Given the importance of the "promotion" factor, merchants can find ways to increase discounts to increase sales

3. Focus on e-word-of-mouth construction: It is recommended to let every tourist join the e-word-of-mouth of the product, and the feelings of others are often more effective than advertising dogs

4. Pricing strategy: Although price is an important factor, it is not the most important factor. It should be combined with a promotion strategy, rather than a simple low-price strategy.

Future research directions

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

1. Cross-regional correlation study

Expand the geographical coverage of the study to compare the acceptance and preference of consumers for Thai street food in different regions of China (e.g., the eastern coastal region and the western inland region). Focus on analyzing how regional cultural differences, economic development levels, and consumption habits affect consumers' perceptions of and Intention to buy Thai street food.

It is recommended to consider expanding the scope of the study to other Asian countries and conduct cross-national comparisons to gain a deeper understanding of the impact of cultural distance on the acceptance of different street foods.

2. Multi-category comparison

Expand the scope of the study to other ways of selling Thai food, such as

common restaurants, Internet celebrity restaurants, high-end restaurants, etc., and compare the effectiveness of the 4P marketing mix in different product categories. Pay special attention to the differences in tourists' responses to the marketing mix of different types of restaurants. Analyze the marketing strategies of restaurants of different

product types to explore whether there are marketing methods that can be learned from each other.

3. Social media ecosystem research and marketing effectiveness analysis

In-depth analysis of the performance differences of different social media platforms (Xiaohongshu, Douyin, Weibo, and WeChat) in promoting Thai street food. Select different mainstream platforms and compare the user group characteristics, content preferences and purchasing intentions of different platforms.

Conduct comparative experimental design to test the impact of various social media content forms (including short videos, pictures and live broadcasts) on purchase intention.

Conclusion

This study deeply explores the impact of the 4P marketing mix and social media marketing on Chinese consumers' Intention to purchase Thai street food, filling a major research gap in the field of marketing, especially in the Chinese market. By analyzing the differences between different demographic factors, this study provides a new perspective for consumer behavior research. In addition, this study also provides a theoretical basis and practical suggestions for formulating effective marketing strategies for Thai street food in the Chinese tourist market landscape.

First, the study pointed out that the various elements in the 4P marketing mix have a significant impact on purchase intention, especially in terms of products, channels and promotions. Merchants should pay more attention to promotions and sales place to facilitate consumers to buy products. At the same time, the study also found that social media marketing, especially electronic word-of-mouth, plays a vital role in stimulating consumers' purchase intention.

Combined with the above research results, this study not only expands the relevant research on consumer behavior in theory, especially from the perspective of cross-cultural and generational differences, but also provides practical guidance and suggestions for practical applications. The study shows that formulating customized

marketing strategies for different demographic groups, especially in channel selection and electronic word-of-mouth, can effectively enhance purchase intention.

Overall, this study provides comprehensive theoretical support and practical guidance for the formulation of marketing strategies for Thai street food to attract Chinese tourists visiting Thailand, especially providing useful guidance on how to improve food safety, build electronic reputation, and enhance shopping convenience.

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 street food in attracting tourists from 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 4P marketing.

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Questionnaire

Dear respondents:

Hello!

This survey aims to understand Chinese consumers' preferences and purchasing behaviors for Thai street food, as well as their perceptions and attitudes towards Thai street food. We sincerely hope to hear your valuable opinions.

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

- The 1 part is demographic factors.

- The2 part is the 4P marketing mix, including product, price, channel and promotion.

- The 3 part is social media marketing, which we list separately because of its unique characteristics, importance in modern marketing strategies and significant differences from traditional promotion methods.

- The 4 part is purchase intention.

In order 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 – Demography

Gender:

☐ Female

☐ Male

2. Age group:

☐ 18-27

☐ 28-37

☐ 38-47

☐ 48-57

☐ ≥ 58

3. Education:

☐ High school and below

☐ Bachelor Degree

☐ Master degree

☐ Above Master Degree

4. Income:

☐ ¥ 2000 and below

☐ ¥2001-4000

☐ ¥4001-6000

☐ ¥6001-8000

☐ ¥ Above 8000

5. Occupation:

☐ Student

☐ Government Officer

☐ Private Company Employee

☐ Business Owner

☐ Freelancer

☐ Other (if any)

PART 2 – 4P Marketing Mix

	Comment Level				
This page is about the impact of 4P on respondents' purchasing intention	1. strongly disagree	2. disagree	3.neutral	4. agree	5. strongly agree
1. Product					
1.1 The hygiene and safety of street food products is very important to me					
1.2 The appearance of street food has a big influence on my purchasing intention					
1.3 Thailand's special street food is more attractive to me					
2. Price					
2.1 I prefer to buy street food with clear pictures and price lists					
2.2 The price of street food affects whether I buy it					
2.3 I'm willing to pay more for finer street food					
3. Place					
3.1 I would prefer to buy street food from a takeaway service					
3.2 I prefer to go to popular night markets or places to buy street food					
3.3 I am willing to wait a little longer for street food					

4. Promotion					
4.1 I would rather buy street food if there is a special sale					
4.2 I am willing to try street food served by staff					
4.3 I would like to try street food samples					

PART 3 – Social Media Marketing

	Comment Level				
This page is a survey of the impact of social media on respondents' purchasing intention	1. strongly disagree	2. disagree	3.neutral	4. agree	5. strongly agree
1.　Interactive marketing on social platforms					
1.1 I would be more willing to buy from a business if it has advertising on social media					
1.2 I will actively participate in the business's promotion on social media					
1.3 Businesses conducting marketing activities on social platforms (such as live broadcasts, online interactions, etc.) will attract my attention					
2.　Electronic word of mouth					
2.1 I go to social media to find recommendations from other users before making a purchase					
2.2 I would be more willing to buy street food recommended by online bloggers					
2.3 Good or bad reviews on social media will affect my purchase intention					

PART 4 – Purchase Intention

	Comment Level				
This page is for survey respondents' purchasing intention	1. strongly disagree	2. disagree	3.neutral	4. agree	5. strongly agree
1.1I am willing to buy Thai street food					
1.2If I were to travel to Thailand next time, street food would be one of my options					
1.3If there is a chance, I will give priority to buying street food.					
1.4Will recommend Thai Street Food to my friends and family and on social media					

This is the whole content of this survey. Thank you again for your participation and support!

VITA