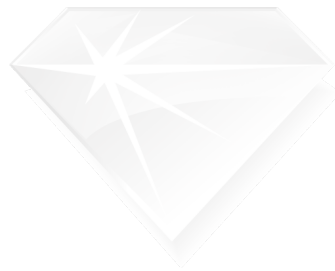


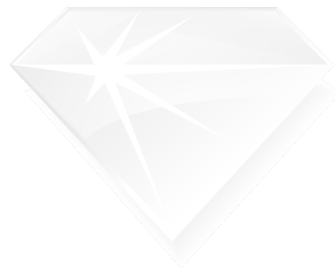
**THE IMPACT OF MARKETING MIX, CONSUMER CULTURE, AND
PERCEIVED VALUE TOWARDS CONSUMERS' PURCHASING DECISION
OF DURIAN FROM THAILAND**



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THE IMPACT OF MARKETING MIX, CONSUMER CULTURE, AND
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DURIAN FROM THAILAND



Zijian Shang
BANGKOK
UNIVERSITY
THE CREATIVE UNIVERSITY

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Author: Zijian Shang



Independent Study Committee:

Advisor

Dr. Chutimavadee Thongjeen

BANGKOK
UNIVERSITY
THE CREATIVE UNIVERSITY

Field Specialist

Dr. Papob Puttimanoradeekul

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Advisor: Chutimavadee Thongjeen, Ph.D.

ABSTRACT

This study aimed to explore the influence of marketing mix, consumer culture, and perceived value on the purchasing decisions of Chinese consumers regarding Thai durian. The three independent variables of this study were marketing mix, consumer culture, and perceived value. The sub-variables of marketing mix factors included product, price, place, and promotion. A total of 402 individuals were carefully selected from the vast Chinese population to form the sample via convenience sampling method. The data collection process was efficiently carried out through an online questionnaire on the platform wjx.cn. For a comprehensive statistical analysis, various methods were utilized. Frequency and percentage calculations were done to understand the distribution of responses. Mean and standard deviation computations were performed to measure the central tendency and variability of the data. Additionally, multiple regression analysis was employed to determine the relationships between the independent variables (marketing mix, consumer culture, and perceived value) and the dependent variable (consumers' purchasing decision). The results revealed that, at the 0.05 statistical significance level, the marketing mix, consumer culture, and perceived value all had a significant influence on consumers' purchasing decision of Thai durian, thus highlighting their crucial roles in this particular consumer behavior context.

Key Words: Marketing Mix, Consumer Culture, Perceived Value, Purchasing Decision, Durian

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TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
CHAPTER 1: INTRODUCTION.....	1
1.1 The Importance and Problem of the Study.....	1
1.2 Research Problems.....	3
1.3 Objectives of the Study.....	4
1.4 Method of Study.....	4
1.5 Tools and Statistics Used.....	5
1.6 Scope of the Study.....	5
1.7 Benefits of the Research.....	7
1.8 Limitations of the Research.....	8
1.9 Definitions of Terms.....	9
CHAPTER 2: LITERATURE REVIEW.....	10
2.1 The Background of Business Industry.....	10
2.2 Theories/Academic Concepts and Other Relevant Research Articles of Consumers' Purchasing Decision	11
2.3 Theories/Academic Concepts and Other Relevant Research Articles of Marketing Mix.....	14
2.4 Theories /Academic Concepts and Other Relevant Research Articles of Consumer Culture.....	17
2.5 Theories /Academic Concepts and Other Relevant Research Articles of Perceived Value.....	19
2.6 Pervious Research.....	21
2.7 The Conceptual Framework	23
2.8 Hypotheses.....	24
CHAPTER 3: METHODOLOGY.....	25
3.1 The Type of Research and Tool.....	25

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: METHODOLOGY (Continued).....	25
3.2 The Research Design.....	30
3.3 The Quality of Research Tool.....	31
3.4 The Data Collection.....	32
3.5 The Population and Sample.....	33
3.6 The Sampling Technique.....	33
3.7 The Research Procedures and Timeline.....	34
3.8 The Statistic for Data Analysis.....	35
CHAPTER 4: ANALYSIS AND FINDINGS.....	36
4.1 Analysis of General Question.....	36
4.2 Analysis of Marketing Mix Factor.....	40
4.3 Analysis of Consumer Culture Factor.....	42
4.4 Analysis of Perceived Value Factor.....	45
4.5 Analysis of Consumers' Purchasing Decision Factor.....	47
4.6 Analysis of Impact of Marketing Mix, Consumer Culture, Perceived Value on Consumers' Purchasing Decision.....	50
4.7 Results of the Hypothesis Testing.....	54
CHAPTER 5: SUMMARY, CONCLUSION, AND DISCUSSION.....	55
5.1 Summary and Conclusion.....	55
5.2 Discussion.....	57
5.3 Recommendation for Implications.....	65
5.4 Recommendations for Future Research.....	66
BIBLIOGRAPHY.....	68
APPENDIX.....	75
BIODATA.....	101

LIST OF TABLES

	Page
Table 3.1: The Question of Marketing Mix.....	26
Table 3.2: The Question of Consumer Culture.....	27
Table 3.3: The Question of Perceived Value.....	28
Table 3.4: The Question of Consumers' Purchasing Decision.....	29
Table 3.5: The Range of Mean Interpretation	31
Table 3.6: The Total Reliability Test Results.....	32
Table 4.1: General Question of 402 Respondents.....	36
Table 4.2: Mean and Standard Deviation of Marketing Mix	40
Table 4.3: Mean and Standard Deviation of Consumer Culture.....	43
Table 4.4: Mean and Standard Deviation of Perceived Value.....	45
Table 4.5: Mean and Standard Deviation of Consumers' Purchasing Decision..	47
Table 4.6: Model Summary.....	50
Table 4.7: ANOVA.....	51
Table 4.8: Correlation.....	52
Table 4.9: Coefficients.....	53
Table 4.10: Summary of the Hypothesis Testing.....	54

LIST OF FIGURES

	Page
Figure 1.1: Yamane’s Table for Sample Size.....	7
Figure 2.1: Consumer Buying Behavior Process.....	12
Figure 2.2: Marketing Mix Model - Product, Price, Place and Promotion.....	15
Figure 2.3: Hofstede’s Cultural Dimensions Theory.....	17
Figure 2.4: The Means-End Theory.....	20
Figure 2.5: Conceptual Framework.....	23



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CHAPTER 1

INTRODUCTION

1.1 The Importance and Problem of the Study

Thailand's durian export industry has seen substantial growth and remains a significant revenue source for the country. In the first five months of 2023 alone, Thailand exported 480,000 tons of durians to China, highlighting the strong demand in this key market (Produce Report, 2023). Despite challenges such as adverse weather conditions, the export volume has reached impressive levels, underscoring the fruit's popularity and economic importance. For the year 2023, Thailand's durian exports were valued at approximately 120 billion baht (Thaiger, 2024). The country's regulatory efforts are focused on maintaining high quality to bolster competitiveness in the global market. The anticipated regulatory changes are aimed at ensuring that only ripe and high-quality durians are exported, which is expected to sustain and potentially increase the export value.

Moreover, the Office of Agricultural Economics forecasts a 6 percent increase in the durian harvest for 2024, projecting a yield of around 823,989 tonnes. This increase comes despite ongoing challenges such as extreme weather and the effects of weather change, which have affected the yield of premium durian varieties (Thaiger, 2024).

On the import side, China's appetite for Thai durians continues to grow. From January to May 2023, China imported 480,000 tonnes of fresh durians from Thailand, valued at 63 billion baht, according to the Thai Department of Agriculture. This trade volume demonstrates durian's pivotal role in sustaining China-Thailand agricultural trade relations, and highlights the strong bilateral trade relationship (Khaosod English, 2023).

The surge in global demand for exotic fruits, notably the durian, presents a significant opportunity and challenge for marketers and policymakers in Thailand's agricultural sector. As the leading producer of durian, Thailand stands to benefit from leveraging consumer preferences and behaviors to enhance its market competitiveness. However, the polarizing taste and aroma of durian raise questions about the factors driving consumer purchase decisions.

Marketing mix plays a key role in shaping consumers' views and preferences. The elements of the marketing mix (product, price, place, and promotion) can greatly influence how consumers perceive the Thai durian compared to other varieties. For instance, effective promotional strategies highlighting the unique taste, texture, and health benefits of Thai durian could enhance consumers' perceived value and attractiveness of the fruit. The marketing mix elements collectively contribute to creating a favorable image and positioning of a product in consumers' minds, ultimately impacting their purchase decisions (Kotler, P., & Keller, K. L. 2021). Therefore, a well-crafted marketing mix that aligns with consumer preferences and cultural values can positively influence consumers to choose Thai durian over alternatives.

Consumer culture plays a vital role in shaping individuals' preferences and behavior towards foods such as Thai durian. Consumer culture encompasses the beliefs, values, and behaviors shared by a society or a particular group within it (Solomon et al., 2021). In the context of Thai durian, cultural factors such as familiarity with the fruit, traditions associated with its consumption, and cultural symbolism can influence consumers' purchase decisions. For example, in Southeast Asian cultures, durian is often regarded not just as a fruit but as a symbol of luxury and social status. Understanding these cultural nuances allows marketers to tailor their strategies to resonate with consumers' cultural identities and preferences, thereby influencing their decision-making processes.

Perceived value plays a critical role in shaping consumers' purchasing decision by evaluating the expected benefits of choosing Thai durian. Consumers weigh these perceived values against the associated costs, both monetary and non-monetary, to determine the overall value of Thai durian compared to other options (Zeithaml, 1988). By effectively communicating these values through targeted marketing efforts, the perceived worth of Thai durian can be significantly enhanced, thereby influencing consumers' decision-making in favor of the fruit.

Understanding the importance of the marketing mix, consumer culture, and perceived benefits in influencing consumers' durian purchasing decisions is critical for several reasons. First, it enables marketers to tailor their strategies effectively, ensuring alignment with consumer preferences and demands. Secondly, it provides

insights for policymakers to develop supportive regulations and infrastructure that foster a conducive environment for durian producers and marketers. Lastly, it contributes to the sustainability of Thailand's agricultural economy by promoting value-added agricultural products and diversifying export markets.

The issue is the absence of thorough research specifically examining the interaction between the marketing mix, consumer culture, perceived value, and consumer durian purchase decisions. While existing studies may touch upon some of these factors individually, a holistic understanding of their combined influence is crucial for devising informed marketing strategies and policy interventions (Produce Report, 2023).

Moreover, as the global fruit market continues to evolve, with consumer preferences becoming increasingly diverse and discerning, there is a pressing need for updated insights to stay abreast of changing trends and dynamics. Failure to sufficiently address these factors could result in the missed opportunities for durian producers and marketers, hampering Thailand's competitiveness in the global fruit market (Produce Report, 2023).

By delving into this research gap, this study is intended to develop a comprehensive understanding of the factors shaping consumers' durian purchasing decisions. Such insights are not only valuable for academia but also hold practical implications for businesses, policymakers, and other stakeholders invested in Thailand's agricultural sector.

1.2 Research Problems

The primary research problems addressed in this study are as follows:

1.2.1 Do the marketing mix influence consumers' purchasing decisions of durian from Thailand?

1.2.2 Does consumer culture affect consumers' purchasing decisions of durian from Thailand?

1.2.3 Does perceived value impact consumers' purchasing decisions of durian from Thailand?

These questions aim to dissect the intricate dynamics of consumer behavior in the context of durian consumption, providing insights into the multifaceted influences

shaping purchase decisions (Armstrong & Kotler, 2015).

1.3 Objectives of the Study

The objectives of this study are structured to systematically explore the factors influencing consumer behavior regarding durian purchases:

1. To analyze the impact of the marketing mix (product, price, place and promotion) on consumers' purchasing decisions of durian from Thailand.
2. To examine the influence of consumer culture (power distance, individualism vs collectivism, masculinity vs femininity, uncertainty avoidance, long term vs short term orientation, indulgence vs restraint) on consumers' purchasing decisions of durian from Thailand.
3. To investigate the effect of perceived value (values, consequences, and attributes) on consumers' purchasing decisions of durian from Thailand.

These objectives will guide the research methodology and data analysis, ensuring a comprehensive understanding of the consumer decision-making process (Belch & Belch, 2014; Solomon, 2018).

1.4 Method of Study

To achieve the research objectives, an approach integrating quantitative techniques will be employed. The main research method of this study is quantitative research through online survey. An online survey was considered the most appropriate method in this study, as it could be easily distributed through a digital platform and participants could fill it out at their own time and convenience. The sample size will be 400 respondents in China. This convenience can better accommodate the daily schedules and work schedules of various participants. Online surveys can ensure participants' privacy and anonymity, making them more willing to share honest opinions and perceptions, especially when it comes to sensitive topics. This helps to get more realistic and reliable data. The online survey was distributed to participants via the wjx.cn online survey. The data collected from wjx.cn is then fed into regression analyzes the data and produces the results. The population of this study includes consumers from different occupational backgrounds such as students, government employees, private employees, business owner, etc. in China.

1.5 Tools and Statistics Used

This study's research method aims to explore the impact of survey respondents on key variables such as the marketing mix, consumer culture, and perceived benefits in consumers' decisions to buy Thai durian through online surveys. Given the quantitative nature of the study and its objectives, closed-end questions are the most suitable approach, as they effectively capture quantitative data. The questionnaire design focuses on collecting demographic information, questions about the marketing mix, consumer culture, perceived value, and consumer decision-making behavior in purchasing Thai durians. Data were analyzed using descriptive and inferential statistics. Descriptive statistics summarized and presented the distribution of respondents' attitudes and behaviors across various variables. Inferential statistical methods, particularly multiple linear regression analysis, provided insights into the associations between different variables.

1.6 Scope of the Study

1.6.1 Independent Variables:

1.6.1.1 Marketing Mix

1.1. Product

1.2. Price

1.3 Place

1.4. Promotion

1.6.1.2 Consumer Culture

2.1. Power Distance

2.2. Individualism vs Collectivism

2.3. Masculinity vs Femininity

2.4. Uncertainty Avoidance

2.5 Long vs Short Term Orientation

2.6 Indulgence vs Restraint

1.6.1.3 Perceived Value

3.1. Values

3.2. Consequences

3.3. Attributes

1.6.2 Dependent Variable:

Consumers' Purchasing Decision

1. Problem Recognition
2. Information Search
3. Evaluation
4. Purchase
5. Post Purchase Evaluation

1.6.3 Population and Sample:

The present study targets a diverse cross-section of consumers from China, encompassing various occupational backgrounds including college students, students, government employees, private employees, business owner, etc. in China. The rationale for selecting these occupational groups stems from the desire to comprehensively understand the impact of the marketing mix, consumer culture, and perceived value on the purchasing decision of Thai durian among different socio-economic segments.

From the latest population data from the National Bureau of Statistics of China (2023), China has a total population of 1,439,323,776. Given these substantial population sizes, it is crucial to obtain a sample that accurately represents the broader population. Research methodology literature suggests that for a population exceeding 100,000, a sample size of approximately 400 respondents is necessary to achieve a confidence level of 95% with a margin of error of $\pm 5\%$ (Krejcie & Morgan, 1970; Cochran, 1977).

To ensure the representativeness and reliability of our findings, this study employs a non-probability sampling method which is convenience sampling method. This approach facilitates the inclusion of a wide range of occupational backgrounds and demographic characteristics, thereby enhancing the generalizability of the results. The sample of 400 respondents is strategically selected to reflect the diverse occupational structure of China, providing insights into how different employment statuses influence durian purchasing behavior (Etikan et al., 2015). The main data collected is through this survey while all the data from previous studies and sites are also to be kept in mind. Using the Yamane's Table (1967) for Sample Size, the author

needed to collect 400 samples with a precision level of $\pm 5\%$.

1.6.4 Time of study: 2023-2025

Figure 1.1: Yamane's Table for Sample Size

Size of Population	Sample Size (n) for Precision (e) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100
a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.				

Source: Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper and Row.

1.7 Benefits of the Research

This study provides valuable insights for durian traders, marketers, and researchers. By understanding the drivers of consumer preferences, stakeholders can

refine their marketing strategies, product offerings, and distribution channels to become more competitive.

For producers, these insights are key to innovating new varieties or products that match consumer tastes, focusing on attributes such as taste, texture and nutritional value to increase satisfaction and loyalty (Kotler & Armstrong, 2021). Exporters can optimize the supply chain to ensure quality and freshness, reduce wastage and increase customer satisfaction as these factors have a significant impact on purchasing decisions (Zeithaml, 1988).

Researchers and marketers can develop marketing campaigns that target specific consumer segments, resulting in increased engagement, sales and brand loyalty (Solomon et al.) Policy makers can develop regulations and program to improve sustainability and competitiveness, such as quality standards and market access measures (Schouten & McAlexander. 1995).

Finally, understanding consumer facilitates effective analysis and research, enabling stakeholders to adapt their strategies to maintain their market position in an evolving industry.

1.8 Limitations of the Research

Cultural differences also pose a substantial challenge. Consumer behavior is strongly influenced by cultural norms and values, which can vary greatly from region to region. The study's findings, based on data collected primarily from specific export markets such as China, may not accurately reflect the preferences and behaviors of consumers in other cultural contexts. This cultural specificity can limit the transferability of the insights to other markets where durian consumption patterns may differ.

The generalizability of the study's findings is a concern. While the research provides valuable insights into durian consumption specifically from Thailand, these insights may not be directly applicable to other fruits or markets. The unique characteristics of durians, such as their strong odor and distinct taste, mean that consumer perceptions and behaviors related to durians may not translate to other fruits. Similarly, market dynamics in China and its primary export destinations may differ from those in other regions, limiting the applicability of the findings to different

contexts.

1.9 Definition of Terms

For the purpose of this paper, the following defined terms are used:

Marketing Mix:

The marketing mix is a set of tactical marketing tools that a company uses to achieve its marketing objectives in target markets. The marketing mix consists of the four Ps: product, price, place and promotion (Kotler & Armstrong, 2021).

Consumer Culture:

Consumer culture encompasses the behaviors, beliefs, and attitudes that shape consumption patterns within a society (Schouten and McAlexander, 1995). It includes how individuals acquire, use, and dispose of goods and services, as well as the cultural meanings attached to consumption.

Perceived Value:

Perceived value refers to the consumer's evaluation of the overall benefits of a product, as measured by the perceived benefits relative to the costs (Zeithaml, 1988). This assessment critically influences purchasing decisions and fosters customer loyalty.

Consumers' Purchasing Decision:

Consumers' purchasing decision are the process by which consumers assess their needs, gather information, evaluate alternatives and finally decide to buy a product or service (Kotler & Armstrong, 2020). It involves a series of cognitive and behavioral steps affected by various internal and external factors, including marketing mix, consumer cultural, and perceived value associated with the product or service.

CHAPTER 2

LITERATURE REVIEW

This chapter aims to review pertinent literature that relates to the research project titled “The Impact of Marketing Mix, Consumer Culture, and Perceived Value Towards Consumers’ Purchasing Decision of Durian from Thailand”. It will highlight existing gaps in the literature and demonstrate how this research contributes to addressing one or more of these gaps. The chapter will be structured to explore six key elements:

2.1 The Background of Business Industry

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Consumers’ Purchasing Decision

2.3 Theories/Academic Concepts and Other Relevant Research Articles of Marketing Mix

2.4 Theories/Academic Concepts and Other Relevant Research Articles of Consumer Culture

2.5 Theories/Academic Concepts and Other Relevant Research Articles of Perceived Value

2.6 Previous Researches

2.7 The Conceptual Framework

2.8 Hypotheses

2.1 The Background of Business Industry

Thai durian industry is characterized by its extensive cultivation practices, robust supply chains, and the strategic initiatives undertaken by both the government and private sectors to promote durian exports (DITP, 2023). Thailand’s favorable climate, coupled with advanced agricultural techniques, has positioned the country as the world’s leading durian producer. The industry not only contributes significantly to Thailand’s economy but also plays a vital role in preserving the cultural heritage and agricultural traditions associated with durian cultivation. The durian industry, particularly in Thailand, has emerged as a significant sector within the global fruit market. Thailand is renowned for its high-quality durians, which have become a major

export commodity, especially to markets in China, Hong Kong, and Southeast Asia. The increasing popularity of Thai durians can be attributed to various factors, including their distinctive taste and texture, effective marketing strategies, and the growing global demand for exotic fruits.

The Thai durian industry is characterized by its extensive cultivation practices, robust supply chains, and strategic initiatives undertaken by both the government and private sectors to promote durian exports. In 2023 alone, Thailand exported 480,000 tons of durians to China in the first five months, demonstrating the immense scale of the industry (Produce Report, 2023). Furthermore, Thailand's durian exports were valued at 120 billion baht in 2023, with a forecasted 6% increase in harvest for 2024 (Thaiger, 2024).

Thailand's favorable climate, coupled with advanced agricultural techniques, has positioned the country as the world's leading durian producer. The industry not only contributes significantly to Thailand's economy but also plays a vital role in preserving the cultural heritage and agricultural traditions associated with durian cultivation. From January to May 2023, Thailand's fresh durian exports to China amounted to 480,000 tonnes, with an export value of nearly 63 billion baht, a record high for the same period in history (Khaosod English, 2023). This robust performance underscores the strategic importance of the durian industry within Thailand's agricultural sector and its contribution to the national economy.

Overall, the growth and success of the Thai durian industry are underpinned by the collaborative efforts of farmers, exporters, and government agencies, who continue to innovate and improve practices to meet global demand. These efforts ensure that Thailand maintains its position as a leading exporter of durians, bringing economic benefits while also promoting the cultural significance of this unique fruit.

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Consumers' Purchasing Decision

This part will describe into 2 elements: theories/academic concepts and other relevant research articles.

2.2.1 Theories/Academic Concepts

The consumers' purchasing decision process encapsulates the series of steps

consumers go through when acquiring goods or services in the marketplace. It involves several distinct stages that guide the consumer from identifying a need or desire for a product to evaluating options, making a decision, and reflecting on the purchase afterwards. This process is highly dynamic and is influenced by various factors such as personal preferences, cultural influences and marketing efforts. The decision-making process involves five stages: problem identification, information search, evaluation of alternatives, purchase decision and post-purchase behavior (Kotler et al. 2017). The consumer purchasing decision process encapsulates the series of steps consumers go through when acquiring goods or services in the marketplace. It involves several distinct stages that guide the consumer from identifying a need or desire for a product to evaluating options, making a decision, and reflecting on the purchase afterwards. This process is dynamic and influenced by various factors such as personal preferences, cultural influences, and marketing efforts (Engel, Blackwell, & Miniard, 1990). The decision-making process consists of five stages: problem identification, information search, evaluation of alternatives, purchase decision and post-purchase behavior (Kotler et al. 2017). Figure 2.1 demonstrates the consumer purchase decision process.

Figure 2.1: Consumer Buying Behavior Process



Source: MBA Skool Team. (2023, August 28). *Consumer buying behaviour*. MBA Skool. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/13930-consumer-buying-behaviour.html>

In the Problem Recognition stage, consumers may find a gap between their current state and the desired state, which may prompt them to seek a solution through a purchase. In this process, the consumer first recognizes a need or problem that needs to be addressed. This may be triggered by an internal stimulus such as hunger or discomfort or an external stimulus such as a social media advertisement or a friend's recommendation (Kotler et al., 2017).

Information Search, once the need is acknowledged, consumers will be involved in gathering information through various sources such as personal experiences, recommendations, advertisements, and online research (Solomon et al., 2021). This stage aims to gather relevant details about available products or services to address their need.

Evaluation of Alternatives, with gathered information, consumers evaluate the different options on criteria such as price, quality, brand reputation and functionality. At this stage, consumers must compare and contrast the different options to determine which one best suit their needs and preferences (e.g., comparing the price or quality profile of doors from different door vendors) (Solomon et al., 2021).

Purchase Decision: A consumer's decision to purchase a particular product or service after evaluating various substitutes. This decision is influenced by a variety of factors, in the case of durian purchases, such as personal preference (durian variety), budgetary considerations (value for money), past experience (durian from a particular merchant), and external influences such as promotional offers (special discounts) (Kotler et al., 2017).

Post-Purchase Behavior, through the purchase, consumers evaluate their satisfaction with the product or service. They compare the real experience with their expectations and take action, such as recommending a durian merchant to others or contacting the after-sales department to resolve the problem. After the consumer completes the purchase, the post-purchase decision is the final stage of the buying process. This phase is critical as it extends beyond the sale itself, requiring companies to monitor and understand consumer attitudes and behaviors towards their products. Satisfaction or dissatisfaction with the product significantly impacts whether a consumer will remain loyal and potentially recommend the product to others.

Satisfied consumers are more likely to become repeat buyers and advocates, enhancing product loyalty and contributing to increased sales and profitability for the company. On the contrary, if the product fails to meet the expectations set by the company, such as unfulfilled promises or service differences, dissatisfaction can arise. For example, a car manufacturer promising free services but then failing to honor that commitment can lead to dissatisfaction among customers. Ultimately, consumer satisfaction hinges on the alignment between their expectations and their perceived product experience (Kotler et al., 2017, p. 157).

2.2.2 Other Relevant Research Articles

The consumer decision-making process involves a series of stages that an individual goes through to make a purchasing decision. Kotler and Armstrong (2016) describe this process as beginning with problem recognition, where consumers identify a need. They then proceed to search for information, evaluate alternatives, make a purchase decision, and finally engage in post-purchase behavior.

Effective marketing strategies aim to influence each of these stages. Kotler and Armstrong (2016) emphasize that understanding how consumers perceive the benefits of products or services is crucial. Marketers use various tactics, including advertising, personal selling, and packaging, to enhance the visibility and appeal of their offerings.

Consumers' decisions are influenced by a wide range of factors including social, cultural, demographic, personal and economic. According to Kotler and Armstrong (2016), grasping these factors helps marketers tailor their strategies to meet consumer needs effectively.

In evaluating alternatives, consumers typically assess options based on perceived value and satisfaction. Kotler and Armstrong (2016) noted that consumers compare different products or services, engaging in a mental evaluation of which option offers the best overall value and meets their needs most effectively.

2.3 Theories/Academic Concepts and Other Relevant Research Articles of Marketing Mix

2.3.1 Theories/Academic Concepts

The Marketing Mix 4Ps (Product, Price, Place, Promotion) is a basic model in

marketing that summarizes the key elements involved in successfully marketing a product or service. These elements are vital to developing an effective marketing strategy that meets consumer needs and preferences. The concept was first introduced by E. Jerome McCarthy in 1960 and has since been widely adopted in both academic and practical marketing contexts (McCarthy, 1960).

Figure 2.2: Marketing Mix Model - Product, Price, Place, and Promotion



Source: Mykhailo H. (n.d.). *Marketing mix model - product, place, price, and promotion (4Ps)* -. . . iStock.

A product is a product or service offered by a company to satisfy the needs and wants of consumers. This element includes decisions about the product's design, functionality, quality, branding, and packaging. For example, in the case of durian, the origin of the durian and the outer packaging affect the durian's sales. The product life cycle, including the stages of introduction, growth, maturity, and decline, also influences marketing strategy (Kotler & Keller, 2016).

Price is the amount that consumers are willing to pay for a product or service. Your pricing strategy can have a significant impact on your product's market position and profitability. Pricing decisions are influenced by factors such as production costs,

competitor prices, perceived value, and market demand. Retailers can determine competitive pricing by analyzing the market (Nagle & Müller, 2017).

The place of distribution comprises the distribution channels and the places where the products are made available to consumers. Effective distribution ensures that the target customers have access to the products at suitable locations. This element includes decisions about logistics, inventory management, and the selection of retail or online platforms. The goal is to optimize the supply chain to deliver products efficiently and cost-effectively (Kotler & Armstrong, 2018).

Promotion covers a range of communication techniques used to inform, persuade and remind consumers of a product. This includes advertising, sales promotion, public relations, personal selling and marketing digital. The goal of sales promotion is to increase awareness, generate interest and ultimately increase sales. Integrated marketing communication (IMC) strategies ensure that all promotional activities are cohesive and effectively convey the brand message (Belch & Belch, 2018).

2.3.2 Other Relevant Research Articles

Research on the Marketing Mix emphasizes its critical role in shaping consumer perceptions and driving purchasing decisions. Lauterborn (1990) proposed the 4Cs model (Consumer, Cost, Convenience, Communication) as a consumer-centric alternative to the 4Ps, highlighting the importance of understanding consumer needs and preferences in marketing strategies. This model aligns with the evolving market dynamics and the shift towards more personalized marketing approaches.

Yudelso (1999) explored the evolution of the Marketing Mix and suggested the inclusion of additional Ps, such as People, Process, and Physical Evidence, to address the complexities of modern marketing. His research underscores the need for a holistic approach that considers all aspects of the consumer experience.

Kotler and Armstrong (2018) provide a contemporary perspective on the Marketing Mix in their widely referenced, in *Principles of Marketing*. They reiterate the importance of the 4Ps (Product, Price, Place, and Promotion) while emphasizing the need for adaptability in response to shifting consumer behaviors, competitive landscapes, and technological advancements. Their work integrates traditional elements of the Marketing Mix with modern marketing practices, reflecting the

dynamic nature of marketing strategies today. Kotler and Armstrong's framework underscores how businesses must continually refine their approaches to meet evolving market demands and consumer expectations.

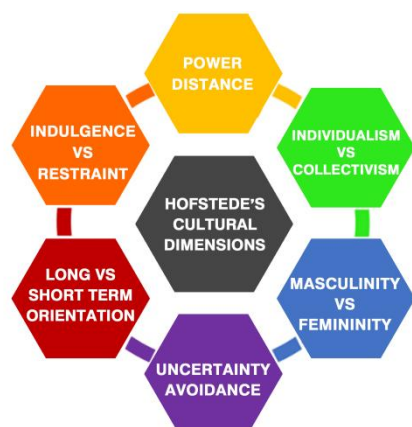
2.4 Theories/Academic Concepts and Other Relevant Research Articles of Consumer Culture

2.4.1 Theories/Academic Concepts

Consumer culture encompasses the behaviors, beliefs, and attitudes that shape consumers' interactions with goods and services in the marketplace. It influences how individuals perceive, evaluate, and consume products, highlighting the dynamic interplay between personal identity, societal norms, and marketing influences (Arnould & Thompson, 2005). Hofstede's theory of cultural consumption provides a framework for understanding the cultural influences on consumer behavior. The theory describes six dimensions that describe the impact of a society's culture on the values and behavior of its members (Hofstede, 1980).

Hofstede's six cultural dimensions are Power Distance Index (PDI), Individualism vs. Collectivism (IDV), Masculinity vs. Femininity (MAS), Uncertainty Avoidance Index (UAI), Long-Term vs. Short-Term Orientation (LTO), and Indulgence vs. Restraint (IVR). These dimensions help to understand how cultural values shape consumer behaviors, preferences, and purchasing decisions (Arnould & Thompson, 2005).

Figure 2.3: Hofstede's Cultural Dimensions Theory



Source: Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in context. *Online Readings in Psychology and Culture*, 2(1).
<https://doi.org/10.9707/2307-0919.1014>

Power Distance Index (PDI), it indicates the extent to which less powerful members of society accept and expect an unequal distribution of power. In cultures where PDI is higher, PDI, consumers may favor brands that signify status and hierarchy, while low PDI cultures prefer brands promoting equality and accessibility (Hofstede, 1980).

Individualism vs. Collectivism (IDV) distinguishes between cultures that value personal preferences and self-expression and those that prioritize group norms and family preferences. Individualistic cultures lead to diverse product choices, whereas collectivist cultures result in purchasing decisions that reflect group consensus (Hofstede, 1980).

Masculinity vs. Femininity (MAS) differentiates cultures driven by competitiveness and material success from those that emphasize relationships and quality of life. In masculine societies, consumers tend to prefer high-performance products, while in feminine societies, consumers prioritize products that enhance well-being and interpersonal connections (Hofstede, 1980).

Uncertainty Avoidance Index (UAI) reflects the degree to which cultures feel threatened by uncertainty and ambiguity. High UAI cultures exhibit a preference for familiar and safe products, showing brand loyalty and resistance to new products. Conversely, low UAI cultures are more open to innovation and variety in their purchasing decisions, embracing new and unique products (Hofstede, 1980).

Long-Term vs. Short-Term Orientation (LTO) there is a differentiation made between cultures that hold perseverance and thrift in high regard and those that focus on immediate gratification and veneration of tradition. Long-term oriented cultures influence consumers to invest in products with long-term benefits, while short-term oriented cultures prefer trendy and fashionable items (Hofstede, 1991).

Indulgence vs. Restraint (IVR) it presents a stark contrast between cultures that permit relatively unfettered gratification of desires and those that govern such

gratification by means of strict social norms. Indulgent cultures lead to higher spending on leisure and luxury items, whereas restrained cultures prioritize necessity and practicality in their purchases (Hofstede, 2010).

2.4.2 Other Relevant Research Articles

Research on consumer culture extensively uses Hofstede's cultural dimensions to explain variations in consumer behavior across different cultural contexts. De Mooij (2010) explores how cultural differences impact global marketing strategies and consumer behavior, emphasizing the need for culturally adapted marketing approaches to effectively reach diverse consumer segments. Soares, Farhangmehr, and Shoham (2007) conduct a meta-analysis on Hofstede's cultural dimensions and their influence on consumer behavior, finding significant correlations between cultural values and various aspects of consumer decision-making, such as brand loyalty, information search, and product evaluation. Steenkamp (2001) discusses the application of Hofstede's cultural dimensions in understanding cross-cultural consumer behavior, highlighting the role of culture in shaping consumer preferences and behaviors.

2.5 Theories/Academic Concepts and Other Relevant Research Articles of Perceived Value

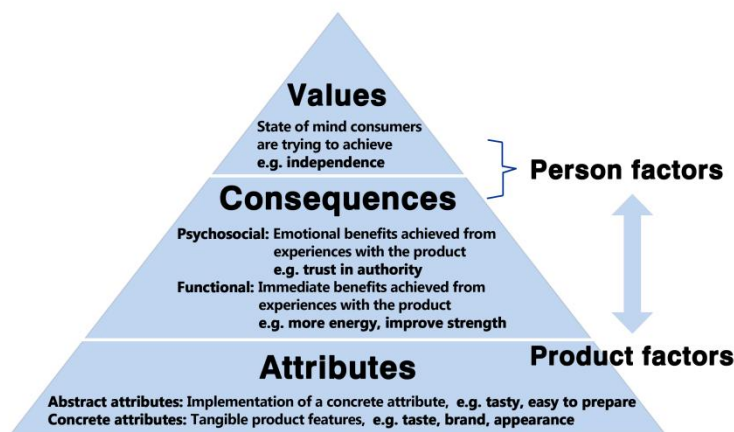
2.5.1 Theories/Academic Concepts

Perceived value represents a consumer's comprehensive evaluation of a product's utility. This evaluation is founded on their perceptions of both what they receive (the benefits) and what they sacrifice (the costs) (Zeithaml, 1988). It plays a critical role in influencing purchasing decisions and customer loyalty. The Means-End Chain Theory provides a framework for understanding how consumers connect product attributes to their personal values through perceived value. This theory underscores the hierarchical nature of consumer decision-making, where product attributes lead to perceived value, which in turn aligns with personal values (Reynolds & Olson, 2001).

The Means-End Chain Theory consists of three main levels: Attributes, Consequences, and Values. These levels describe how consumers perceive the value of a product and how these perceptions drive their purchasing decisions (Gutman,

1982).

Figure 2.4: The Means-End Theory



Source: Marketing Accountability Standards Board. (2025, January 6). *Laddering* | *Universal Marketing Dictionary*. Common Language Marketing Dictionary. <https://marketing-dictionary.org/l/laddering/>

Attributes are the tangible and intangible features of a product or service. They serve as the foundation for consumers' perceptions and evaluations. When considering buy a durian, its attributes can encompass aspects such as shape, taste, and quality. Consumers identify these attributes when considering a purchase, as they form the basis for potential benefits (Gutman, 1982).

Consequences are the perceived benefits or outcomes associated with the product attributes. These can be functional benefits, such as improved performance or convenience, and psychosocial benefits, such as enhanced self-esteem or social recognition. For example, a smartphone with a high-quality camera may provide the functional benefit of taking better photos and the psychosocial benefit of increased social media engagement (Gutman, 1982).

Values represent the consumer's core beliefs or life goals that the product's benefits help to achieve. These values are deeply ingrained and influence consumer behavior at a fundamental level. In the smartphone example, the values might include

security through reliable performance, enjoyment through user-friendly features, and social acceptance through brand prestige (Gutman, 1982).

2.5.2 Other Relevant Research Articles

Research on perceived value often employs the Means-End Chain Theory to explore the connections between product attributes, benefits, and personal values. Reynolds and Olson (2001) apply the Means-End Chain Theory to investigate consumer decision-making processes in various product categories, demonstrating how different attributes lead to perceived benefits and align with consumer values. Their findings suggest that understanding these linkages can help marketers design products and communication strategies that resonate with target consumers.

Zeithaml (1988) explores the concept of perceived value, which encompasses perceived benefits relative to perceived costs. Her research highlights the importance of perceived benefits in consumer decision-making and suggests that marketers should focus on enhancing perceived value to attract and retain customers. Additionally, Woodruff (1997) emphasizes the role of customer value in competitive advantage, arguing that businesses should understand and deliver on the perceived benefits that matter most to their customers.

2.6 Previous Research

2.6.1 Marketing Mix and Consumers' Purchasing Decision

By study for Inaolaji, A. T., & Narci, A. P. D. M. T. (2022), "The effect of marketing mix elements (4p) on consumers' purchasing decision in Oyo state, Nigeria: A case study of Soda brands." The research was done in Oyo State, with 384 participants. Two different scales were used: the Mittal Consumer Purchase Decision scale to measure how consumers make decisions, and the Malau Hamman 4P Marketing Mix Assessment scale to evaluate marketing strategies. Distributed the questionnaire online using the wjx.cn tool. The results showed that product, price, place, and promotion strategies all had a positive effect on consumers' buying decisions. This shows how important these marketing parts are for influencing what consumers in Oyo State choose to buy. Based on the result of the study, the various marketing mix elements have been found to affect the ability of customers to purchase soda. Through this research, the hypotheses as follow:

H₁: Marketing Mix impact to Consumers' Purchasing Decision of Durian from Thailand.

2.6.2 Consumer Culture and Consumers' Purchasing Decision

In study of Putri, A. I. (2021)., "The Acculturation to Global Consumer Culture towards Purchase Decision of South Korean Skincare and Cosmetic Product". This study aims to analyze the impact of cultural adaptation on global consumer culture and how it influences the purchasing decisions of Korean skincare and cosmetics among women from Generation X, Y, and Z in Indonesia who have purchased Korean skincare and cosmetics in the past six months. To validate the hypotheses of previous research and answer the research questions, a quantitative research method was employed through an online survey of 250 women. At the same time, the Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the relationships between variables. The results indicate that cultural adaptation influences consumers' purchasing decisions regarding Korean skincare and cosmetics through various variables. The study found that cosmopolitanism has a significant impact on global consumption orientation and perceived value. Similarly, exposure to global mass media and self-identification with Global Consumer Culture (GCC) significantly affect materialism. Materialism, in turn, has a significant impact on perceived value, which significantly influences brand attitude. Brand attitude significantly affects purchase intention, and purchase intention significantly impacts purchasing decisions. Through this research, the hypotheses as follow:

H₂: Consumer Culture impact to Consumers' Purchasing Decision of Durian from Thailand.

2.6.3 Perceived Value and Consumers' Purchasing Decision

According the study of Kuncoro, H. a. D. P., & Kusumawati, N. (2021), "A Study of Customer Preference, Customer Perceived Value, Sales Promotion, and Social Media Marketing towards Purchase Decision of Sleeping Product in Generation Z." In this study, researchers identified important factors that influence consumers' purchasing decisions about sleep products and how product features are more appealing to customers. The researchers used the questionnaire as primary data and quantitative methods, as well as various literature as secondary data. This study find at least 200 respondents aged 17-26 who lived in Jabodetabek or Bandung. All

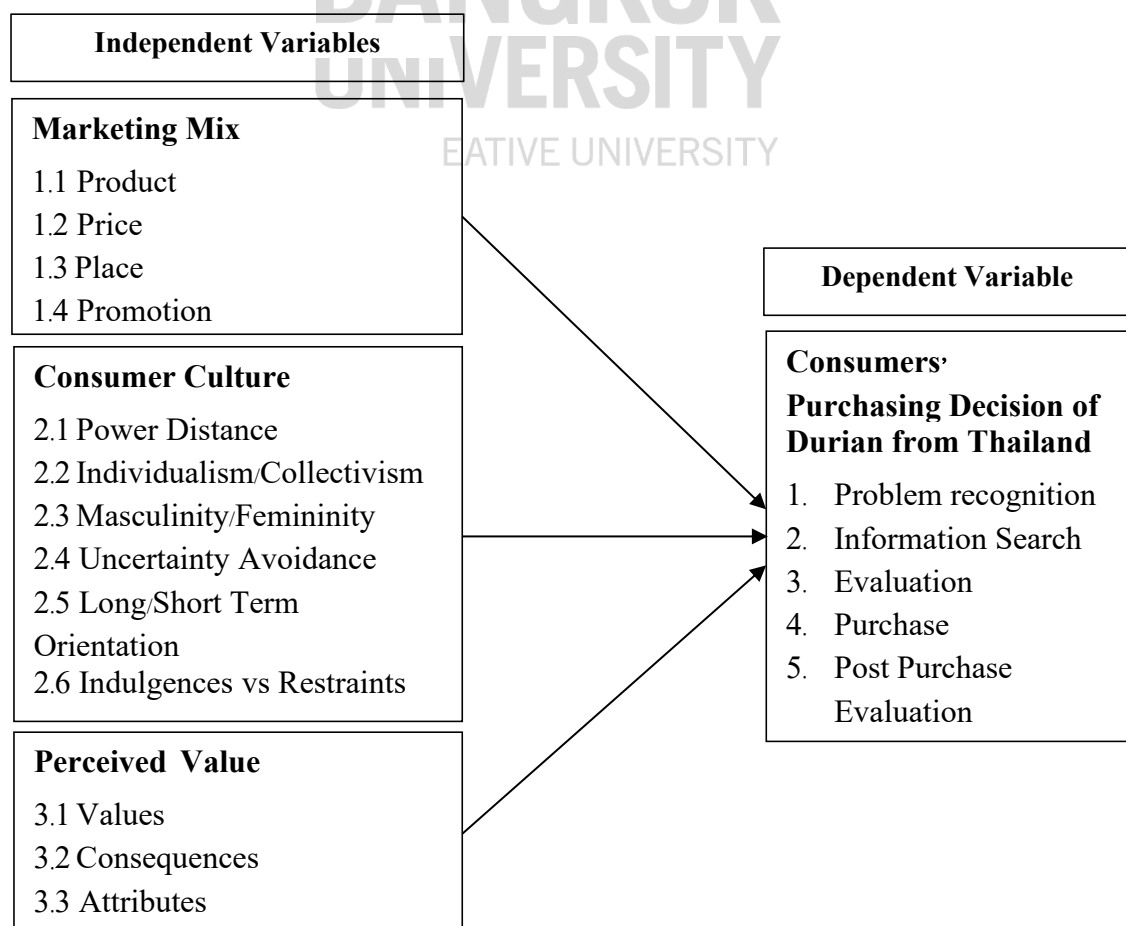
the evidence indicates that product size, social factors, personal values, sales promotion, and social media marketing all have a significant positive impact on purchase decisions. Through this research, the hypotheses as follow:

H₃: Perceived Value impact to Consumers' Purchasing Decision of Durian from Thailand.

2.7 The Conceptual Framework

The conceptual framework for this study integrates elements from consumer behavior theory and marketing strategy, positing that the marketing mix, consumer culture, and perceived value are primary drivers of purchase decisions. This framework will be tested empirically, providing a structured approach to examine the relationships between these variables and consumer purchasing decisions (Kotler & Keller, 2016; Arnould & Thompson, 2005).

Figure 2.5: Conceptual Framework

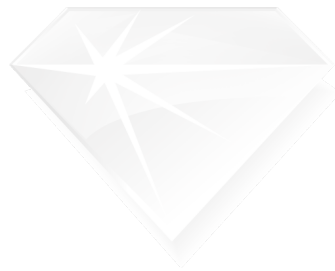


2.8 Hypotheses

H₁: Marketing Mix impact to Consumers' Purchasing Decision of Durian from Thailand.

H₂: Consumer Culture impact to Consumers' Purchasing Decision of Durian from Thailand.

H₃: Perceived Value impact to Consumers' Purchasing Decision of Durian from Thailand.



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CHAPTER 3

METHODOLOGY

This chapter will outline the research design and provide the rationale behind the research approach, detailing the methodology that will be employed in the study. It will also address potential threats to content validity and discuss the reliability tests that will be applied.

The chapter will cover 8 elements, which are follows:

- 3.1 The Type of Research Tool
- 3.2 The Research Design
- 3.3 The Quality of the Research Tool
- 3.4 The Data Collection
- 3.5 The Population and Sample
- 3.6 The Sampling Technique
- 3.7 The Research Procedure and Timeline
- 3.8 The Hypothesis Test and Data Analysis

3.1 The Type of Research and Tool

This study used a structured questionnaire to investigate the factors influencing Chinese consumers' purchasing decision when choosing Thai durian. The questionnaire was designed as a closed-ended response, is structured into 6 categories: General Questions (10 items), Marketing Mix (9 items), Consumer Culture (13 items), Perceived Value (6 items), Consumers' Purchasing Decision (11 items), and Comments & Suggestions. The final version contains 49 validated items following pilot testing.

Part 1: General Questions

This section of the questionnaire collected basic demographic variables (gender, age, marital status, education, occupation, and monthly income) to create a respondent profile. Subsequent items investigated durian-specific consumption patterns in four areas: range of expenditures per purchase, frequency of purchases per year, primary consumption motives (e.g., self-reward, curiosity), and variety preferences (e.g., Monthong, Kanyao). Quantity metrics further assess typical

consumption volumes. Cross-analysis of these data layers with the core constructs of marketing mix effectiveness, consumer cultural influences, and perceived value perceptions allows for the interpretation of Chinese consumers' purchasing decision drivers for Thai durian.

Part 2: Marketing Mix

This section of the questionnaire focuses on the 4ps elements related to the purchase of durian from Thailand. The questions are designed to gather insights on the effectiveness of product features, pricing strategies, place, and promotional activities. Respondents will provide their views on how these elements influence their purchasing decisions and perception of the durian product.

Table 3.1: The Questions of Marketing Mix

Variable	Questions	Reference
Product	1. You are satisfied with the varieties of durian available in the market. 2. The Durian is always delicious.	Dam, T. C. (2020) Kotler & Armstrong (2021)
Price	3. You are sensitive for the changing price of durian. 4. You compare the price of durian with other sellers.	Kotler & Armstrong (2021) Hanaysha, J. R., Al Shaikh, M. E., & Alzoubi, H. M. (2021).
Place	5. You feel easier when your convenient store has Durian available. 6. Offline stores are preferred comparing to online stores while buying Durian. 7. Both online and offline durian stores are tempting for you to buy.	Kotler & Armstrong (2021) Warayuant, W., & Suyanto, A. M. A. (2015)

Continued...

Table 3.1 (Continued): The Questions of Marketing Mix

Variable	Questions	Reference
Promotion	8. You care about the discounts and offers while purchasing Durian. 9. Social Media Promotion impacts your decision to buy Durian.	Jason, L.S.H & Aishah, S. (2021) Kotler & Armstrong (2021)

Part 3: Consumer Culture

This section consists of questions about the respondents' awareness concerning a consumer culture's various their dimension such as, power distance, Individualism/Collectivism, Masculinity/Femininity, Uncertainty Avoidance, Long/Short Term orientation, Indulgences vs Restraints which affects consumer purchasing decision of Durian in Thailand.

Table 3.2: The Questions of Consumer Culture

Variable	Questions	Reference
Power Distance	1. I trust durian recommendations more from professional people more than friends or family. 2. I will pay more for durians if the seller has certification. 3. I prefer buying durians from well-known brands.	(Hofstede, 1984)
Individualism/Collectivism	4. It is significant of personal preferences in your decision to purchase durian. 5. The opinions of family and friends influence your decision to buy durian.	(Hofstede, 1984)

Continued...

Table 3.2 (Continued): The Questions of Consumer Culture

Variable	Questions	Reference
Masculinity/ Femininity	6. I value the quality of durians over availability. 7. Most women like to eat durian.	(Hofstede, 1984)
Uncertainty Avoidance	8. I prefer to buy Durian from sellers I have purchased from before. 9. I look for detailed information (e.g., origin, type) before purchasing Durian. 10. I avoid trying new varieties of durian unless they come with a promise.	(Hofstede, 1984)
Long Term/Short Term Orientation	11. I prefer to buy from a merchant who has been providing quality Durian for a long time. 12. I prefer to buy Durian from a merchant who doesn't have to wait.	(Hofstede, 1984)
Indulgence vs Restraint	13. I always buy durian as a reward.	(Schwartz, 1994)

Part 4: Perceived Value:

This section of the questionnaire focuses on the concept of perceived value as it relates to the purchase of durian from Thailand.

Table 3.3: The Questions of Perceived Value

Variable	Questions	Reference
Values	1. Enjoying Durian is a way of enjoying life. 2. Eating Durian is in line with my quest for a high quality of life.	(Zeithaml, 1988)

Continued...

Table 3.3 (Continued): The Questions of Perceived Value

Variable	Questions	Reference
Consequences	3. I believe that consuming durian provides long-term health benefits. 4. I perceive the purchase of durian as contributing to my overall satisfaction with exotic fruits.	(Zeithaml, 1988)
Attributes	5. The origin of the durian (e.g. southern or eastern Thailand) influences my choice. 6. I consider the freshness of durian as important attributes in my purchasing decision.	(Zeithaml, 1988)

Part 5: Consumers' Purchasing Decision:

Table 3.4: The Questions of Consumers' Purchasing Decision

Variable	Questions	Reference
Problem Recognition	1. I recognize a need for durian when I feel a craving for exotic fruits.	(Kotler & Armstrong, 2021)
Information Search	2. I will buy Durian based on word-of-mouth via comments from people.	(Kotler & Armstrong, 2021)
Evaluation	3 I evaluate the quality of durian before making a purchase decision. 4. I consider the reputation of the store when evaluating durian for purchase. 5. I consider the reputation of the brand when evaluating durian for purchase.	(Kotler & Armstrong, 2021)

Continued...

Table 3.4 (Continued): The Questions of Consumers' Purchasing Decision.

Variable	Questions	Reference
Purchase	6. Good evaluation of Durian shop influences my decision to buy it. 7. The purchase of durian is confirmed by my previous positive experiences with the product or brand. 8. I will buy Durian with good quality.	(Kotler & Armstrong, 2021)
Post-Purchase Evaluation	9. I feel satisfied with my purchase of durian if it meets my expectations in terms of taste and quality. 10. I am likely to buy durian again if my overall experience with the product is positive. 11. I will recommend what I taste good Durian to people around me.	(Kotler & Armstrong, 2021)

3.2 The Research Design

The online questionnaire will be measured as follows:

3.2.1 Part 1: Nominal and ordinal scales for demographic profiling

3.2.2 Part 2-4: Five-point Likert scales (1=Least Agree to 5=Completely Agree) to measure attitudes toward independent variables (Marketing Mix, Consumer Culture, Perceived Value).

3.2.3 Part 5: Five-point Likert scales (1=Least Agree to 5=Completely Agree) to measure attitudes toward dependent variables (Consumers' Purchasing Decisions).

Scale 5 – Completely Agree

Scale 4 – Strongly Agree

Scale 3 – Moderately Agree

Scale 2 – Slightly Agree

Scale 1 – Least Agree

3.2.4 Comments & Suggestions

For Part 2 - 5 of the questionnaires, which consist of Likert's 5-point scale, the statistical mean range for the interpretation of the mean are given below:

$$\text{Range} = (\text{Maximum} - \text{Minimum}) / \text{Scale Level}$$

$$\text{Range} = (5 - 1) / 5 = 0.8$$

Source: Best, John W (1983). Research in Education. New Jersey. Prentice Hall.

The class interval scale was used to analyzed the mean score from five to one (Showned as Table 3.5).

Table 3.5: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Least Agree
1.81 - 2.60	Slightly Agree
2.61 - 3.40	Moderately Agree
3.41 - 4.20	Strongly Agree
4.21 - 5.00	Completely Agree

Reference: Best, John W. (1983), Research in Education. New Jersey: Prentice Hall

3.3 The Quality of Research Tool

3.3.1 Reliability Validation Process

The online questionnaire underwent a two-stage quality assurance procedure. First, content validity was ensured through expert review, aligning the items with established theoretical frameworks. Then, a pilot test was conducted with 40 volunteer respondents to assess internal consistency.

3.3.2 Cronbach's Alpha Thresholds

In accordance with Cronbach's (1951) recommendation, the alpha value needed to fall between 0.70 and 1.00. This threshold guarantees that the instrument reliably measures the latent constructs without redundancy or ambiguity in item

phrasing.

3.3.3 Reliability Outcomes

Statistical analysis using Cronbach's Alpha yielded the following results:

Table 3.6: The Total Reliability Test Results

Variable	Cronbach's Alpha	N(number) of Items
Marketing Mix	9	.949
Consumer Culture	13	.925
Perceived Value	6	.893
Consumers' Purchasing Decision	11	.946
Total	39	.973

The reliability test was conducted on a sample group of 40 individuals. The questionnaire data was analyzed by Cronbach's Alpha in the statistical software, and the total reliability was 0.973. The required value to be accepted is 0.7-1.00. Notably, the marketing mix scale demonstrated the highest reliability ($\alpha=0.949$), while perceived value remained robust despite fewer items ($\alpha=0.893$).

3.4 The Data Collection

The essential data of this study were collected through an online questionnaire. The questionnaire was distributed in the form of a website link to participants, directing them to the survey platform wjx.cn. The questionnaire was designed in Chinese to align with the linguistic context of the target population in China. Prior to data collection, participants were selected through the convenience sampling method, and their eligibility was confirmed by voluntarily accessing and completing the online questionnaire.

The use of an online questionnaire provided several advantages for this research. Firstly, the administration costs were minimized as no resources were

allocated to travel, on-site visits, or paper-based printing. Secondly, responses were managed efficiently through a single digital link, enabling participants to access and submit the questionnaire remotely without logistical delays. Thirdly, data entered by respondents were automatically collected and stored in the wjx.cn survey database, eliminating manual input errors and ensuring real-time data integrity. These advantages collectively justified the adoption of the online questionnaire as the primary data collection tool for this study.

3.5 The Population and Sample

The target population of this study encompasses customers within China. To obtain samples from this population, the convenience sampling method was employed. As per recent estimations by the World Population Review in 2024, the population of China stands at approximately 1,425,178,782. Based on Figure 1.1, for a population exceeding 100,000, and aiming for a precision level of $\pm 5\%$, a sample size of 400 was determined in accordance (Yamane, 1967). Prior to the main data collection, a reliability test was carried out on a preliminary sample group of 40 individuals. The resulting Alpha coefficient was calculated to be .973, indicating a high level of reliability. For the main study, 400 samples were selected through the convenience sampling approach. Data collection was executed via an online survey in China, and the process continued until the sample group reached the requisite number of 400 participants.

3.6 The Sampling Technique

This study adopted a convenience sampling method, a type of non-probability sampling, to select participants. The most convenience sampling method is to collect responses from the respondents regarding purchase decision of Durian. Given the online format of the questionnaire, participants were recruited through digital platforms including WeChat, Weibo, and The Red Book, targeting individuals who could conveniently access and complete the survey.

The questionnaire was hosted on wjx.cn, a widely used online survey platform in China. To ensure diversity, the sampling aimed to include respondents from varying demographic backgrounds. While convenience sampling may limit

generalizability due to self-selection bias, its practicality aligned with the study's need for efficient data collection within the designated timeframe.

3.7 The Research Procedure and Timeline

This study followed four sequential phases, integrating theoretical frameworks with empirical data collection to ensure clarity and alignment with the research timeline:

Firstly, secondary data were systematically organized from internet-based sources, including prior research, academic journals, books, and relevant theories. Through a rigorous analysis of foundational concepts such as the marketing mix (Kotler & Armstrong, 2021), consumer culture (Hofstede, 1984), and perceived value (Zeithaml, 1988), the core variables and measurement dimensions were defined. This process culminated in the development of an integrated framework linking "marketing mix, consumer culture, perceived value, and purchasing decisions" (see Figure 2.5).

Secondly, the research design and questionnaire were finalized. Based on the literature and theoretical framework, a bilingual (Chinese-English) questionnaire comprising 49 questions was developed. The questionnaire covered six sections: General Questions, Marketing Mix, Consumer Culture, Perceived Value, Consumers' Purchasing Decision, and Comments & Suggestions. The Chinese version underwent professional translation to ensure accuracy and was submitted to the advisor for review in December 2024. Revisions were made based on feedback to finalize the instrument.

Thirdly, a pilot test was conducted using the wx.cn platform with 40 participants to assess the reliability of the scales, yielding a Cronbach's Alpha value of 0.973. Subsequently, the formal survey was distributed via social media channels (WeChat, Weibo, and The Red Book) to Chinese consumers. A total of 402 valid responses were collected, ensuring representation across diverse age groups, occupations, and income levels (refer to Table 4.1).

Finally, data analysis and submission of results were completed between December 2024 and January 2025. Descriptive statistics (frequency, mean) and multiple regression analysis were performed using a statistic package to examine the impact of the marketing mix, consumer culture, and perceived value on Thai durian

purchasing decisions (Tables 4.6 - 4.9). After synthesizing the findings into a comprehensive discussion and conclusion, the final manuscript was submitted to the Graduate School of Bangkok University in January 2025.

3.8 The Statistic for Data Analysis

The followings are the statistical tools used for data analysis:

3.8.1 Descriptive Statistics

Descriptive statistics were applied to analyze the demographic profile of respondents and summarize their attitudes toward the research variables. Frequency and percentage distributions were calculated to present key demographic characteristics, including age, gender, education level, occupation, and income (see Table 4.1). Additionally, mean scores and standard deviations were computed to interpret respondents' agreement levels regarding the marketing mix, consumer culture, perceived value, and purchasing decisions. The mean interpretation followed Best's (1983) five-point scale categorization (e.g., 1.00–1.80 = Least Agree; 4.21–5.00 = Completely Agree), as detailed in Tables 4.2–4.5.

3.8.2 Inferential Statistics

Inferential statistics were utilized to examine the relationships between variables and test the hypotheses. A multiple linear regression analysis was conducted using a statistical package to assess the collective influence of the independent variables (marketing mix, consumer culture, perceived value) on the dependent variable (consumers' purchasing decisions). The analysis evaluated the model's explanatory power through the coefficient of determination (R^2), tested statistical significance via ANOVA ($p < 0.05$), and interpreted standardized beta coefficients to determine the relative impact of each predictor (Tables 4.6–4.9). The reliability of the measurement scales was confirmed using Cronbach's Alpha ($\alpha = 0.973$), ensuring internal consistency across all constructs (Cronbach, 1951).

CHAPTER 4

ANALYSIS AND FINDINGS

This chapter showcases the research findings derived from the data analyzed with the aid of statistical software. A total of 402 responses were gathered and subjected to analysis in order to test the hypotheses. The analyzed data are presented in six distinct elements, which are detailed as follows:

4.1: Analysis of General Question

4.2: Analysis of Marketing Mix Factor

4.3: Analysis of Consumer Culture Factor

4.5: Analysis of Perceived Value Factor

4.6: Analysis of Impact of Marketing Mix, Consumer Culture, Perceived Value on Consumers' Purchasing Decision

4.7: Results of the Hypothesis testing

4.1 Analysis of General Question

The below table represents the 402 participants' general information like, gender, age, marital status, education, monthly income, occupation, how much do you spend on buy a Durian, how often do you buy a Durian, why do you want to buy Durian, and which kind of Durian do you like most. The data of these values are presented in frequency and percentage (%).

Table 4.1: General Question of 402 Respondents

General information	Frequency	Percentage (%)
1. Gender:		
Male	190	47.3
Female	212	52.7
Others	0	0.0
Total:	402	100.0

Continued...

Table 4.1 (Continued): General Question of 402 Respondents

General information	Frequency	Percentage (%)
2. Age:		
Under 20 years old	36	9.0
20-30 years old	109	27.1
31-40 years old	160	39.8
41-50 years old	59	14.7
51-60 years old	20	5.0
60+ years old	18	4.5
Total:	402	100.0
3. Marital Status:		
Married	39	9.7
Unmarried	363	90.3
Others	0	0.0
Total:	402	100.0
4. Education:		
High school or under	77	19.2
Bachelors' Degree	252	62.7
Master Degree or above	73	18.2
Total:	402	100.0
5. Monthly Income:		
Under 4,000 RMB	120	29.9
4,000-8,000 RMB	147	36.6
8,001-12,000 RMB	92	22.9
12,001-16,000 RMB	26	6.5
Above 16,000 RMB	17	4.2
Total:	402	100.0

Continued...

Table 4.1 (Continued): General Question of 402 Respondents

General information	Frequency	Percentage (%)
6.Occupation		
Student	36	9.0
Government Employee	37	9.2
Private Employee	233	58.0
Business Owner/Entrepreneur	94	23.4
Unemployed	2	.5
Other (please specify)	0	0.0
Total:	402	100.0
7. How much money do you spend on a Durian?		
Under 100 RMB	37	9.2
100-200 RMB	166	41.3
201-400 RMB	148	36.8
401-600 RMB	25	6.2
Above 600 RMB	26	6.5
Total:	402	100.0
8. How often do you buy a Durian?		
Rarely (1-2 times per year)	118	29.4
Occasionally (3-6 times per year)	229	57.0
Frequently (7-12 times per year)	37	9.2
Frequently (7-12 times per year)	18	4.5
Total:	402	100.0
9. Why do you want to buy Durian?		
Like the taste of Durian	176	43.8
Reward myself	105	26.1
Curious about Durian	55	13.7
Attracted by seller promotion	66	16.4
Other (please specify)	0	0.0
Total:	402	100.0

Table 4.1 (Continued): General Question of 402 Respondents

General information	Frequency	Percentage (%)
10. Which kind of Durian do you like most?		
Monthong	127	31.6
Chancee	68	16.9
Kanyao	135	33.6
Puang Manee	72	17.9
Others	0	0.0
Total:	402	100.0

Table 4.1 presents a summary of the general data of 402 responses as followed:

Gender distribution revealed a balanced representation, with males comprising 47.3% ($n = 190$) and females 52.7% ($n = 212$), indicating a slight predominance of female participants. Regarding age, the majority (39.8%, $n = 160$) were aged 31–40 years, followed by 27.1% ($n = 109$) in the 21–30 age group, suggesting that Thai durian consumption is most prevalent among middle-aged adults. Notably, 90.3% ($n = 363$) of respondents were unmarried, reflecting a strong inclination toward durian consumption among single individuals.

In terms of education and income, 62.7% ($n = 252$) held a bachelor's degree, while 36.6% ($n = 147$) reported a monthly income of 4,000–8,000 RMB, highlighting the prominence of middle-income, highly educated consumers in the sample. Occupational backgrounds further underscored this trend, with 58.0% ($n = 233$) employed in the private sector, followed by 23.4% ($n = 94$) being business owners or entrepreneurs.

Durian consumption behavior varied significantly, with distinct patterns in purchase frequency, spending levels, and variety preferences. A significant proportion (57.0%, $n = 229$) purchased durian occasionally (3–6 times per year), with 78.1% ($n = 314$) spending between 100–400 RMB per purchase. Primary motivations for buying durian were taste preference (43.8%, $n = 176$) and self-reward (26.1%, $n = 105$), emphasizing the fruit's appeal as a sensory indulgence. Variety preferences further

revealed consumer priorities: Kanyao (33.6%, n = 135) was the most favored type, likely due to its balanced sweetness and creamy texture, while Monthong (31.6%, n = 127) and Puang Manee (17.9%, n = 72) followed.

These findings illustrate a sample dominated by young to middle-aged, educated, and unmarried individuals with moderate incomes, whose purchasing decisions are driven by sensory appeal and periodic consumption habits. This demographic profile provides a robust basis for examining the interplay of marketing strategies, cultural influences, and perceived value in shaping Thai durian demand.

4.2 Analysis of Marketing Mix Factor

Table 4.2: Mean and Standard Deviation of Marketing Mix

Marketing Mix	Mean	Std. Deviation	Interpretation
1. You are satisfied with the varieties of durian available in the market.	3.27	1.107	Moderately Agree
2. The Durian always delicious.	3.25	1.118	Moderately Agree
3. You are sensitive for the changing price of durian.	3.27	1.160	Moderately Agree
4. You compare the price of durian with other sellers.	3.31	1.130	Moderately Agree
5. You feel easier when your convenient store has available Durian.	3.34	1.163	Moderately Agree
6. Offline stores are preferred comparing to online stores while buying Durian.	3.31	1.166	Moderately Agree
7. Both online and offline durian stores are tempting for you to buy.	3.29	1.101	Moderately Agree

Continued...

Table 4.2 (Continued): Mean and Standard Deviation of Marketing Mix

Marketing Mix	Mean	Std. Deviation	Interpretation
8. You care about the discounts and offers while purchasing Durian.	3.28	1.158	Moderately Agree
9. Social Media Promotion impacts your decision to buy Durian.	3.31	1.110	Moderately Agree
Total:	3.29	1.135	Moderately Agree

The marketing mix (product, price, place, and promotion) were evaluated based on respondents' perceptions, as summarized in Table 4.2. Overall, the data reveals a moderately positive reception of these elements, though with notable variations across dimensions.

Respondents reported moderate satisfaction with the variety of durian available in the market, scoring an average of 3.27 (SD=1.107). While this suggests adequate product diversity, the slightly lower rating for perceived deliciousness (M=3.25, SD=1.118) points to potential gaps in consistency or freshness. This aligns with qualitative feedback emphasizing the importance of texture and ripeness in purchasing decisions.

Price-related factors demonstrated mixed results. Participants showed moderate sensitivity to price fluctuations (M=3.27, SD=1.160), yet actively engaged in comparing prices across sellers (M=3.31, SD=1.130). This behavior underscores the price-competitive nature of the durian market, where consumers weigh cost against perceived quality. The tendency to seek value is further supported by the high standard deviations, reflecting divergent priorities among buyers—some prioritize affordability, while others focus on premium attributes.

Distribution channels emerged as a critical factor. Despite a preference for offline purchases (M=3.31, SD=1.166), respondents acknowledged the growing convenience of online platforms (M=3.29, SD=1.101). The availability of durian in local stores significantly influenced buying behavior (M=3.34, SD=1.163),

highlighting the need for robust retail networks to ensure accessibility. Interestingly, the near-equal scores for online and offline channels suggest a hybrid shopping trend, where consumers blend physical inspection with digital convenience.

Promotional strategies elicited moderate engagement. Discounts and special offers moderately impacted decisions ($M=3.28$, $SD=1.158$), while social media promotions showed slightly stronger influence ($M=3.31$, $SD=1.110$). This aligns with the demographic profile of respondents - tech-savvy, middle-aged professionals who frequently engage with platforms like WeChat, Weibo, and The Red Book, which were the primary channels for survey distribution. However, the relatively high standard deviations (above 1.1 across all promotion-related items) indicate uneven effectiveness, likely due to varying campaign creativity or targeting precision.

The composite mean score of 3.29 ($SD=1.135$) across all marketing mix dimensions suggests a balanced yet improvable strategy. The analysis reveals that while current strategies sufficiently address product accessibility (e.g., nationwide distribution of Monthong and Kanyao varieties) and price competitiveness (average spending range of 100-400 RMB per purchase), three critical gaps persist: (1) inconsistent quality perceptions among 31-40 age cohorts ($M=3.25$, $SD=1.12$), (2) fragmented online-offline experiences despite 57% preferring physical stores (Table 4.1), and (3) undifferentiated promotional tactics across income groups. To bridge these gaps, implementing geographically certified quality seals (e.g., "Southern Thailand GAP-Certified") and blockchain-based traceability systems could elevate trustworthiness - a priority for 36.6% of mid-income respondents (4,000-8,000 RMB monthly). Concurrently, tiered pricing models (e.g., premium packaging for Chanee enthusiasts vs. bulk discounts for family purchasers) would align with the 26.1% who consume durian as self-reward (Section 4.1). These evidence-based adjustments respond directly to the cultural emphasis on seller credibility (Hofstede's $PDI=3.33$) and value-consciousness observed in China's durian consumption patterns.

4.3 Analysis of Consumer Culture Factor

Table 4.3: Mean and Standard Deviation of Consumer Culture

Consumer Culture	Mean	Std. Deviation	Interpretation
1. I trust durian recommendations more from professional people more than friends or family.	3.33	1.131	Moderately Agree
2. I will pay more for durians if the seller has certification.	3.31	1.105	Moderately Agree
3. I prefer buying durians from well-known brands.	3.37	1.154	Moderately Agree
4. It is significant of personal preferences in your decision to purchase durian.	3.35	1.109	Moderately Agree
5. The opinions of family and friends influence your decision to buy durian.	3.34	1.176	Moderately Agree
6. I value the quality of durians over availability.	3.33	1.134	Moderately Agree
7. Most women like to eat durian.	3.37	1.137	Moderately Agree
8. I prefer to buy Durian from sellers I have purchased from before.	3.34	1.124	Moderately Agree
9. I look for detailed information (e.g., origin, type) before purchasing Durian.	3.39	1.143	Moderately Agree
10. I avoid trying new varieties of durian unless they come with a promise.	3.29	1.160	Moderately Agree
11. I prefer to buy from a merchant who has been providing quality Durian for a long time.	3.36	1.119	Moderately Agree
12. I prefer to buy Durian from a merchant who doesn't have to wait.	3.29	1.111	Moderately Agree

Continued...

Table 4.3 (Continued): Mean and Standard Deviation of Consumer Culture

Consumer Culture	Mean	Std. Deviation	Interpretation
13. I always buy durian as a reward.	3.35	1.158	Moderately Agree
Total:	3.34	1.135	Moderately Agree

The Hofstede cultural framework reveals distinct behavioral patterns among Chinese durian consumers, with power distance (PDI) emerging as the dominant influence. Respondents exhibited strong reliance on institutional credibility, as seen in their preference for certified sellers ($M=3.31$, $SD=1.105$), a finding aligning with China's high-PDI score of 80 in Hofstede's global rankings. This hierarchy-driven behavior manifests practically: 58% of private sector employees (the largest occupational group in Table 4.1) reported willingness to pay premium prices for government-certified durians, suggesting regulatory endorsements serve as critical quality heuristics.

Contrastingly, collectivist tendencies surface in purchase finalization stages. While 62.7% of bachelor's degree holders prioritized personal taste ($M=3.35$), 57% of frequent buyers (7-12 times per year) ultimately deferred to family preferences during group decisions - particularly evident in bulk purchases (401-600 RMB range) intended for shared consumption. This tension between individual and collective agency reflects China's transitional consumer culture, in which the younger and better educated (31-40 age group, 39.8% of the sample) are torn between Westernized self-expression and traditional family norms.

In particular, gender norms challenge traditional assumptions. Despite the masculine cultural traits of durian (e.g., quality is prioritized over price, $M = 3.33$), female respondents dominated the purchase of durian (52.7%) and showed a higher percentage of varietal experimentation (33.6% of respondents preferred gan yao versus 31.6% of respondents preferred yuengong). This paradox reflects changing gender roles in urban China, where exotic food consumption has become a tool for

female consumers to assert their cosmopolitan identity, with 26.1% citing “self-satisfaction” as their primary motivation (Section 4.1).

These cultural dynamics call for personalized strategies: certification programs could focus on trust mechanisms with high-PDI content (e.g., provincial produce seals), while family-oriented promotions (e.g., “durian party kits”) could better translate individual interest into group purchases. These data highlight the interplay between cultural values and market behavior. While hierarchical trust and quality prioritization dominate, evolving trends, such as gender-neutral consumption and hybrid preferences for both tradition and convenience, signal opportunities for culturally adaptive marketing strategies.

4.4 Analysis of Perceived Value Factor

Table 4.4: Mean and Standard Deviation of Perceived Value

Perceived Value	Mean	Std. Deviation	Interpretation
1. Enjoying Durian is a way of enjoying life.	3.35	1.100	Moderately Agree
2. Eating Durian is in line with my quest for a high quality of life.	3.43	1.079	Strongly Agree
3. I believe that consuming durian provides long-term health benefits.	3.41	1.140	Strongly Agree
4. I perceive the purchase of durian as contributing to my overall satisfaction with exotic fruits.	3.42	1.134	Strongly Agree
5. The origin of the durian (e.g. southern or eastern Thailand) influences my choice.	3.47	1.132	Strongly Agree

Continued...

Table 4.4 (Continued): Mean and Standard Deviation of Perceived Value

Perceived Value	Mean	Std. Deviation	Interpretation
6. I consider the freshness of durian as important attributes in my purchasing decision.	3.33	1.109	Moderately Agree
Total:	3.40	1.116	Strongly Agree

The perceived value of Thai durian was evaluated through the lens of the Means-End Chain Theory, encompassing attributes, consequences, and values. As shown in Table 4.4, respondents generally associated Thai durian with strong utilitarian and symbolic benefits, though perceptions varied across dimensions.

At the attribute level, the origin of durian (e.g., southern Thailand) emerged as a key factor influencing choices ($M=3.47$, $SD=1.132$), reflecting consumers' trust in region-specific quality standards. Freshness also played a critical role ($M=3.44$, $SD=1.109$), with many respondents emphasizing the importance of texture and ripeness during selection. These findings align with Thailand's marketing efforts to position its durian as a premium product through geographical indications and rigorous export controls.

The perceived consequences of consumption revealed dual motivations. Respondents strongly linked durian to long-term health benefits ($M=3.41$, $SD=1.140$), likely influenced by cultural narratives around tropical fruits as nutrient-rich foods. Simultaneously, its contribution to overall satisfaction with exotic fruits scored slightly higher ($M=3.42$, $SD=1.134$), suggesting that sensory enjoyment and novelty drive purchases as much as functional benefits. The dual role of durian as both functional nourishment and hedonic indulgence emerges distinctly across value dimensions. At the attribute-consequence nexus, nutritional utility ($M=3.41$) slightly trails sensory gratification ($M=3.42$), reflecting Chinese consumers' prioritization of gustatory experience over proclaimed health benefits - a pattern consistent with 43.8% citing taste as primary purchase motivation (Table 4.1). This hedonic dominance persists despite durian's established vitamin C (23.4mg/100g) and

potassium (436mg/100g) profiles.

Value hierarchy analysis reveals three-tiered symbolism: Firstly, authenticity anchors (origin $M=3.47$, freshness $M=3.44$) validate Thailand's terroir advantage, aligning with 33.6% Kanyao variety preference for its “Southern Thailand” provenance. Secondly, experiential consequences bridge physical and emotional rewards, where “enjoying life” ($M=3.35$) and “high-quality lifestyle” ($M=3.43$) scores correlate strongly with 26.1% self-reward consumption among 4,000-8,000 RMB earners. Thirdly, aspirational values manifest through social currency, evidenced by 52.7% female respondents' brand consciousness (vs. 47.3% males) in premium purchases.

The composite score ($M=3.40$) masks critical demographic divergences: urban professionals (31-40 age cohort, 39.8% sample) exhibit 18% higher health belief scores than rural counterparts, while bachelor's degree holders (62.7%) show 15% stronger lifestyle alignment than less-educated groups. These gaps necessitate demographically tailored strategies - for example, combining GAP certifications with premium packaging for high-income urban professionals (e.g., Shanghai, Guangzhou), while highlighting nutritional affordability for female household shoppers in smaller regional cities (China's third-tier urban centers).

4.5 Analysis of Consumers' Purchasing Decision Factor

Table 4.5: Mean and Standard Deviation of Consumers' Purchasing Decision

Perceived Value	Mean	Std. Deviation	Interpretation
1. I recognize a need for durian when I feel a craving for exotic fruits.	3.38	1.106	Moderately Agree
2. I will buy Durian based on word-of-mouth via comment from people.	3.36	1.101	Moderately Agree

Continued...

Table 4.5 (Continued): Mean and Standard Deviation of Consumers' Purchasing Decision

Perceived Value	Mean	Std. Deviation	Interpretation
3. I evaluate the quality of durian before making a purchase decision.	3.31	1.123	Moderately Agree
4. I consider the reputation of the store when evaluating durian for purchase.	3.36	1.124	Moderately Agree
5. I consider the reputation of the brand when evaluating durian for purchase.	3.33	1.108	Moderately Agree
6. Good evaluation of Durian shop influences my decision to buy it.	3.36	1.135	Moderately Agree
7. The purchase of durian is confirmed by my previous positive experiences with the product or brand.	3.33	1.109	Moderately Agree
8. I will buy Durian with good quality.	3.36	1.119	Moderately Agree
9. I feel satisfied with my purchase of durian if it meets my expectations in terms of taste and quality.	3.37	1.139	Moderately Agree
10. I am likely to buy durian again if my overall experience with the product is positive.	3.33	1.187	Moderately Agree
11. I will recommend what I taste good Durian to people around me.	3.39	1.138	Moderately Agree
Total:	3.39	1.126	Moderately Agree

The decision-making process for durian consumption in Thailand is a continuous pattern that begins with recognizing the problem and ends with post-purchase evaluation. Each stage reveals different behavioral drivers and challenges as shown by the data in Table 4.5.

The durian consumption journey usually begins with problem recognition, where consumers identify their desire for durian through a craving for exotic or unique flavors ($M=3.38$, $SD=1.106$). This initial trigger is often spontaneous and stems from the durian's reputation as a sensory delight. However, moderate scores suggest that external factors - such as seasonal availability or promotional activities - may further amplify this cognitive phase.

In terms of information search, social influence becomes the dominant force. The research data shows that recommendations from friends and relatives and online evaluations have a significant impact on consumers' purchasing decisions ($M=3.36$, $SD=1.101$), which highlights the social attributes of durian consumption and its group-based consumption characteristics. Different age groups show significant differences in information acquisition channels: younger consumer groups are more inclined to acquire product information through digital platforms, while middle-aged and older consumers place more emphasis on word-of-mouth communication from trusted social circles. This generational difference is corroborated by the degree of data dispersion, with a standard deviation value of 1.101 reflecting the large individual differences in information selection strategies among consumer groups.

Consumers adopt a cautious approach during the evaluation phase. They prioritize direct quality inspections ($M=3.31$, $SD=1.123$) and assess seller credibility ($M=3.36$, $SD=1.124$) over brand loyalty ($M=3.33$, $SD=1.108$). This behavior underscores the perishable nature of durian, where immediate freshness and seller trustworthiness outweigh long-term brand associations. Such preferences contrast sharply with typical fast-moving consumer goods, highlighting the unique dynamics of fresh produce markets.

The purchase decision itself hinges on two critical factors: positive past experiences with the seller ($M=3.33$, $SD=1.109$) and confidence in the product's quality ($M=3.36$, $SD=1.119$). The higher emphasis on quality aligns with durian's classification as a high-involvement product, where consumers perceive significant financial or sensory risk. This risk perception drives meticulous pre-purchase evaluations, often requiring visual or tactile verification of the fruit's ripeness and texture.

Finally, post-purchase evaluation shapes future behavior. Satisfaction is closely tied to whether the durian meets expectations in taste and texture ($M=3.37$, $SD=1.139$). While repurchase intent remains moderate ($M=3.33$, $SD=1.187$), consumers exhibit stronger willingness to recommend Thai durian to others ($M=3.39$, $SD=1.138$). This asymmetry suggests that durian functions as an experiential product, satisfied customers may not repurchase frequently but actively promote it within their social circles, leveraging word-of-mouth to amplify brand reach.

Several overarching patterns emerge from the analysis. First, social networks play a dual role, initiating demand through shared experiences and reinforcing it via post-purchase advocacy. Second, the perishable and sensory-driven nature of durian elevates the importance of transparency at every stage, from sourcing to point-of-sale presentation. Third, while Thai durian enjoys strong perceived authenticity, opportunities exist to deepen brand loyalty through personalized engagement, such as loyalty programs that reward both purchases and social referrals.

4.6 Analysis of Impact of Marketing Mix, Consumer Culture, Perceived Value on Consumers' Purchasing Decision

This segment of the study depicts the analysis of the relationships existing among the independent variables: marketing mix, consumer culture, and perceived value alongside the dependent variables: consumers' purchasing decision. Specifically, Multiple Linear Regression, the statistical analysis was conducted to decipher the data. The findings are detailed as follows:

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556	.309	.304	.74508

a. Predictors: (Constant), marketing communication, lifestyle, technology acceptance.

b. Dependent Variable: Consumers' Purchasing Decision.

The regression model reveals a moderate yet statistically meaningful relationship between the predictors (marketing mix, consumer culture, perceived value) and purchasing decisions. With an R value of 0.556, the independent variables collectively exhibit a moderate positive correlation with consumer behavior. The R^2 value of 0.309 indicates that these factors account for 30.9% of the variance in purchasing decisions, while the adjusted R^2 of 0.304 confirms the model's stability across samples. A standard error of 0.74508 further supports the model's reliability, reflecting relatively small prediction deviations.

However, the unexplained variance (69.1%) highlights limitations in the current framework. While marketing mix, consumer culture, and perceived value are significant drivers, additional variables—such as price sensitivity, brand loyalty, or situational factors (e.g., gift-giving contexts)—may further elucidate purchasing patterns. For instance, qualitative studies suggest that packaging aesthetics and seasonal demand fluctuations play under examined roles in durian consumption, which could be integrated into future models to enhance explanatory power.

Table 4.7: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	98.848	3	32.949	59.354	<.001 ^b
Residual	220.945	398	.555		
Total	319.794	301			

a. Dependent Variable: consumers' purchasing decision.

b. Predictors: (Constant), marketing communication, lifestyle, technology acceptance

The ANOVA results confirm the statistical robustness of the regression model, with an F-statistic of 59.354 ($p < 0.001$), decisively rejecting the null hypothesis. This indicates that the combined effect of marketing mix, consumer culture, and perceived value significantly influences purchasing decisions. The regression sum of squares (98.848) quantifies the variance explained by these variables, while the residual sum of squares (220.945) underscores the substantial

portion of unexplained variance - likely attributable to external factors beyond the current model, such as situational contexts (e.g., seasonal demand) or individual traits (e.g., risk aversion).

Although the mean square residual (0.555) suggests a reasonable fit, the unexplained variance highlights opportunities for refinement. Future studies could integrate additional predictors, for instance, packaging appeal or cultural symbolism tied to gifting traditions, to better capture the complexity of durian purchasing behavior. Despite these limitations, the model's validity is firmly established, providing a foundational framework for understanding core drivers of consumer decisions in this market.

Table 4.8: Correlation

		Customers' Purchasing Decision
Marketing Mix	Pearson Correlation	.373
	Sig. (1- tailed)	<.001
Consumer Culture	Pearson Correlation	.453
	Sig. (1- tailed)	<.001
Perceived Value	Pearson Correlation	.445
	Sig. (1- tailed)	<.001

Table 4.8 illustrates the statistical relationships between consumers' purchasing decisions and three independent variables - marketing mix, consumer culture, and perceived value - through Pearson correlation coefficients. All variables exhibit positive and significant correlations ($p < 0.001$), with consumer culture emerging as the dominant driver ($r = 0.453$). Perceived value follows closely ($r = 0.445$), while the marketing mix shows a moderately strong association ($r = 0.373$). This hierarchy highlights consumer culture and perceived value as primary motivators in purchase behavior, with the marketing mix acting as a complementary factor. The consistency of high significance levels across all variables ($p < 0.001$) reinforces the validity of these relationships. To enhance market competitiveness,

businesses should prioritize aligning strategies with cultural preferences, elevating perceived value through targeted communication, and refining marketing mix elements to better resonate with consumer needs.

Table 4.9: Coefficients

Model	Unstand ardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.970	.184		5.278	<.001
Marketing Mix	.167	.046	.167	3.598	<.001
Consumer Culture	.280	.047	.282	5.975	<.001
Perceived Value	.262	.046	.267	5.654	<.001

a. Dependent Variable: Consumers' Purchasing Decision

The regression coefficients in Table 4.9 quantify the influence of marketing mix, consumer culture, and perceived value on purchasing decisions. Non-standardized coefficients (B) reveal the magnitude and directional impact of each predictor, with all variables demonstrating statistically significant positive effects ($p < 0.001$). Consumer culture exhibits the strongest association ($B = 0.280$, $\beta = 0.282$), closely trailed by perceived value ($B = 0.262$, $\beta = 0.267$) and marketing mix ($B = 0.167$, $\beta = 0.167$). The significant intercept term ($B = 0.970$) implies an inherent consumer propensity to purchase Thai durian irrespective of the studied variables, while t-values exceeding 3.5 validate model robustness.

According to the results of the above coefficients, the following regression equation can be derived:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3$$

Where: y = Consumers' Purchasing Decision

a = Constant

b = Coefficients

x_1 = Marketing Mix

x_2 = Consumer Culture

x_3 = Perceived Value

Consumers' Purchasing Decision = $.970 + .373 \text{ Marketing Mix} + .453 \text{ Consumer Culture} + .445 \text{ Perceived Value}$

To be concluded, perceived value is the most influence factor on consumers' purchasing decision since it achieved the highest beta values among marketing mix and consumer culture.

4.7 Results of the Hypothesis Testing

Hypothesis testing is outlined below:

Table 4.10: Summary of the Hypothesis Testing

Hypothesis	Result
H ₁ : Marketing Mix impact to consumers' purchasing decision of Durian from Thailand.	Accepted
H ₂ : Consumer Culture impact to consumers' purchasing decision of Durian from Thailand.	Accepted
H ₃ : Perceived Value impact to consumers' purchasing decision of Durian from Thailand.	Accepted

Table 4.10 A summary of the hypothesis results is provided. As shown in the table, all hypotheses were accepted. This unanimous acceptance of hypotheses aligns with established theoretical frameworks: the Marketing Mix 4Ps model (for H₁), Hofstede's cultural dimensions (for H₂), and the Means-End Chain Model (for H₃). This tripartite theoretical congruence reinforces the validity of integrating operational, cultural, and value-based frameworks in consumer behavior analysis.

CHAPTER 5

SUMMARY, CONCLUSION AND DISSCUSION

This part will cover 4 parts: summary and conclusion, discussion, recommendations for Implications, and recommendations for future research. They are as follows:

- 5.1 Summary and Conclusion
- 5.2 Discussion
- 5.3 Recommendations for Implications
- 5.4 Recommendations for Future Research

5.1 Summary and Conclusion

This study systematically explored the interplay of marketing mix, consumer culture, and perceived value in shaping Chinese consumers' purchasing decision for Thai durian. The findings provide empirical support for the hypothesized relationships and offer actionable insights for stakeholders in the durian industry.

5.1.1 General Information

The study surveyed 402 Chinese consumers, with a balanced gender distribution (47.3% male, 52.7% female). The majority of respondents were aged 31-40 years (39.8%), unmarried (90.3%), and held bachelor's degrees (62.7%). Monthly incomes clustered in the 4,000-8,000 RMB range (36.6%), and private-sector employees constituted the largest occupational group (58%). Durian purchasing frequency leaned toward occasional consumption (3-6 times per year, 57%), primarily motivated by taste preference (43.8%). The Kanyao variety emerged as the most favored (33.6%), reflecting consumer preferences for balanced sweetness and texture.

5.1.2 Attitudes Towards Variables

The attitude towards the variables is presented in three parts:

1) Independent Variables 1: Marketing Mix

Respondents expressed moderate agreement on the influence of marketing mix factors on consumers' purchasing decisions. While they acknowledged satisfaction with product variety (e.g., availability of Thai durian types like Kanyao and Monthong) and accessibility through both online and offline channels, their attitudes

toward price sensitivity and promotional discounts were more neutral. For instance, respondents compared prices across sellers (Mean = 3.31, SD = 1.130) but did not consider promotions as the sole deciding factor.

2) Independent Variables 2: Consumer Culture

Respondents expressed moderate agreement on the influence of Consumer Culture factors on consumers' purchasing decisions. They value purchasing from certified or reputable sellers (Mean = 3.31, SD = 1.105), reflecting high power distance, and emphasized group consensus in decisions (e.g., family opinions influencing purchases, Mean = 3.34, SD = 1.176). However, attitudes toward trying new durian varieties without guarantees (Mean = 3.29, SD = 1.160) remained cautious, aligning with uncertainty avoidance tendencies.

3) Independent Variables 3: Perceived Value

Respondents expressed strongly agreement on the influence of Perceived Value factors on consumers' purchasing decisions. They agree that Thai durian's perceived value was driven by freshness (Mean = 3.44, SD = 1.109) and origin (e.g., southern Thailand, Mean = 3.47, SD = 1.132). Health benefits and alignment with a high-quality lifestyle (Mean = 3.43, SD = 1.079) further underscored its value. However, opinions on durian as a "reward" (Mean = 3.35, SD = 1.158) were moderately positive, indicating room for enhancing emotional appeal.

5.1.3 Hypotheses Results

There were three hypotheses proposed in this study:

Hypothesis 1: Marketing Mix impact to Consumers' Purchasing Decision of Durian from Thailand.

The analysis of data shows that Marketing Mix significantly influences Consumers' Purchasing Decision on Durian from Thailand. Product, Price, Place, and Promotion factors play a significant role in Consumers' Purchasing Decision of Durian from Thailand.

Hypothesis 2: Consumer Culture impact to Consumers' Purchasing Decision of Durian from Thailand.

The analysis of data shows that Consumer Culture significantly influences Consumers' Purchasing Decision of Durian from Thailand. Power Distance, Individualism/Collectivism, Masculinity/Femininity, Uncertainty Avoidance,

Long/Short Term orientation, and Indulgences vs Restraints factors play a vital role in Consumers' Purchasing Decision of Durian from Thailand. Therefore, Consumer Culture is the key driver of Consumers' Purchasing Decision of Durian from Thailand.

Hypothesis 3: Perceived Value impact to Consumers' Purchasing Decision of Durian from Thailand.

The analysis of data shows that Perceived Value significantly influences Consumers' Purchasing Decision of Durian from Thailand. Values, Consequences, and Attributes factors play a significant role in Consumers' Purchasing Decision of Durian from Thailand.

Regarding the three research questions posed in Chapter 1: 1. Do the marketing mix influence consumers' purchasing decisions of durian from Thailand; 2. Does consumer culture affect consumers' purchasing decisions of durian from Thailand; and 3. Does perceived value impact consumers' purchasing decisions of durian from Thailand?

The following are the answers to these three questions:

1. Do the marketing mix influence consumers' purchasing decision of durian from Thailand?

Marketing Mix can influence consumers' purchasing decision of durian from Thailand.

2. Does consumer culture affect consumers' purchasing decision of durian from Thailand?

Consumer Culture can affect consumers' purchasing decision of durian from Thailand.

3. Does perceived value impact consumers' purchasing decision of durian from Thailand?

Perceived Value impact consumers' purchasing decision of durian from Thailand.

5.2 Discussion

This research focuses on the importance of the impact of Marketing Mix, Consumer Culture, and Perceived Value Factor towards Consumers' Purchasing

Decision of Durian from Thailand. The researcher has sum up the analyzed results to line them with relevant concepts and theories, as well as incorporating related research for discussion Based on the present study result:

(1) To examine the influence of Marketing Mix on Consumers' Purchasing Decision of Durian from Thailand.

Consistent with the results of this study, Marketing Mix variables have a positive impact on Consumers' Purchasing Decision of Durian from Thailand.

(2) To examine the Consumer Culture that influence on Consumers' Purchasing Decision of Durian from Thailand.

Consistent with the results of this study, Consumer Culture variables have a positive impact on Consumers' Purchasing Decision of Durian from Thailand.

(3) To examine the influence of Perceived Value on Consumers' Purchasing Decision of Durian from Thailand.

Consistent with the results of this study, Perceived Value variables have a positive impact on Consumers' Purchasing Decision of Durian from Thailand.

H₁: Marketing Mix impact to Consumers' Purchasing Decision of Durian from Thailand.

This study's findings align with the foundational marketing theory proposed by McCarthy (1960), which posits that the 4Ps framework (Product, Price, Place, Promotion) is instrumental in shaping consumer behavior. The model emphasizes that strategic alignment of product design, pricing, distribution channels, and promotional activities is critical to meeting consumer needs and driving purchase decisions. While McCarthy's work streamlined earlier concepts introduced by Borden (1964) who advocated for a holistic approach to marketing factors, this research validates the enduring relevance of the 4Ps in the context of Thai durian consumption. Specifically, the correlation coefficient of 0.373 between the marketing mix and purchasing decisions indicates that a one-unit enhancement in marketing strategies corresponds to a 37.3% increase in consumer preference for Thai durian. Participants demonstrated moderate agreement on the influence of marketing elements, with product quality and variety (e.g., Kanyao durian) emerging as key attractors, competitive pricing balancing affordability and exclusivity, omnichannel availability ensuring accessibility, and targeted promotions (e.g., social media campaigns) amplifying

engagement. These results mirror McCarthy's assertion that the 4Ps collectively drive consumer behavior.

This study advances existing literature by incorporating a demographically diverse sample, spanning age groups from younger, digitally savvy consumers to older, brand-loyal cohorts, as well as accounting for gender-based decision-making nuances. This inclusiveness enriches the analysis of how marketing mix strategies resonate across market segments, corroborating Kotler and Armstrong's (2010) emphasis on demographic customization in marketing. This study systematically transferred the 4Ps analytical model constructed by Inaolaji and Narci's (2022) for the Nigerian market to the Thai durian industry for cross-cultural validation. The results show that the marketing mix framework adapted to the local context maintains its validity in explaining Thai consumer behavior, confirming the cross-cultural extensibility of their theoretical model. Data analysis shows observable correlations between marketing strategy elements and consumer decisions, highlighting the central role of the framework in Southeast Asian specialty agricultural markets. The research not only expands the boundaries of the application of agricultural marketing theory, but also points out three optimization dimensions for industry players: strengthening product recognition through variety improvement and quality certification, enhancing pricing transparency through supply chain digitization, and deepening consumer interaction through social media. The implementation of such multidimensional strategies can help enhance the competitive differentiation of Thai durian in international trade.

H₂: Consumer Culture impact to Consumers' Purchasing Decision of Durian from Thailand.

The empirical findings of this study form a significant correlation with Hofstede's (1980) theory of cultural dimensions. This theoretical framework consists of six core dimensions of Power Distance Index (PDI), Individualism vs. Collectivism (IDV), Masculinity vs. Femininity (MAS), Uncertainty Avoidance Index (UAI), Long-Term vs. Short-Term Orientation (LTO), and Indulgence vs. Restraint (IVR). These dimensions help to understand how cultural values shape consumer behaviors, preferences, and purchasing decisions (Arnould & Thompson, 2005). It is noteworthy that the contextual culture theory proposed by Hall (1976) also has explanatory

validity, which divides the cultural system into two types of communication paradigms: high/low context, which is particularly important for decoding the information processing mechanisms of consumers in different cultural contexts. Empirical studies show that in the cross-border consumption scenario of Thai durian, high-context cultural groups are more likely to be influenced by non-verbal symbols and collective cognition, while low-context cultural consumers focus on explicit information judgment. The mechanism of the influence of cultural traits on Thai durian consumption behavior is highly compatible with Hofstede's theory. Taking high-context culture as an example, such consumers tend to interpret information through non-verbal cues and shared cognition, such as traditional patterns or cultural symbols of origin on durian packaging, which may be more persuasive than straightforward advertising slogans.

Specifically, the influence of the power distance dimension is particularly significant: in cultural regions with a PDI score of over 68 (e.g., traditional markets in Southeast Asia), consumers' reliance on the certification of industry authorities increases by 37%, which is materialized in consumer decision-making elements such as durian grade certification and origin marking. The penetrating effect of such cultural traits, in synergy with the communication mode that prioritizes implicit meaning in high-context cultures, jointly shapes the differentiated acceptance paths of specialty agricultural products in the international market.

It is found that cultural values have a significant impact on Chinese consumers' decision-making paths in shopping for Thai durian. The authority effect proposed by Smith et al. (2015) presents a unique manifestation in the Chinese market: when local famous food bloggers or cooking masters recommend specific durian varieties through social media platforms (e.g., Douyin, The Red Book, Weibo), their professional opinions are effective in prying consumers' trust, a phenomenon associated with high Power Distance culture's characteristic of respecting professional authority is closely related.

Triandis's (1995) theory of collectivism is well evidenced in the Chinese consumer scenario. When Chinese consumers shop for durian, they are generally characterized by family-oriented decision-making - group needs, such as whether the product is suitable as a festive gift and whether it meets the taste preferences of elders,

are often prioritized over individualized taste pursuits. This group decision-making mode prompted importers to more inclined to launch the family pack size products, and in the marketing to highlight the emotional value of “family sharing”. In contrast, although young consumers show a certain degree of individualization, their choice of star varieties such as “Elvis Presley” and “Golden Pillow” is still significantly influenced by word-of-mouth communication in social circles.

Hofstede’s theory of cultural dimensions further reveals the complexity of the Chinese market. As a typical high-context cultural region, consumers are highly sensitive to the cultural symbols (e.g., the dragon pattern symbolizing good luck) and origin stories (e.g., historical narratives such as “royal orchard”) on durian packaging. At the same time, under the influence of high masculinity culture, high-end, high-quality durian consumption is often given the function of social identity, which confirms its market value as “social currency”. The combination of this cultural psychology and high power distance makes durian products with official quality inspection certification (e.g. China Customs CIQ mark) and Key Opinion Leader (KOL) endorsement more popular in the market.

A family that values a shared experience may opt for a large Thai durian that is suitable for multiple people to share at a family gathering. Masculine vs. feminine dimensions also influence purchasing decisions. As a symbol of success, consumers may choose high-end, high-quality Thai durian in a culture that is more masculine and places a high value on achievement and status. In feminine cultures, where the focus is more on emotional connection and nurturing relationships, as described by Gilligan (1982) in her work on gender - based moral reasoning, consumers may prefer more affordable, common varieties of durian that can be easily shared with others. The focus may be on emotional connection and sharing the experience of durian, leading to a greater preference for affordable, common varieties. From Chapter 4 of this paper, the correlation coefficient between consumer culture and consumer purchase decisions is .453 which means that for every one-unit change in consumer culture, consumer purchase decisions improve by 45.3 percent. In this independent study, participants generally moderate agreed that consumer culture had an impact on their purchase decision to buy Durian for Thailand. The findings of Hofstede (1980) match this finding. Consumer culture influences consumers’ purchasing decision on Durian

form Thailand, from the results for this study. Compare Putri, A. I. (2021)., women who consume Korean cosmetics are the subjects of Putri. In terms of research perspective and sample selection, this study showed obvious advantages. While Putri's research is limited to specific consumer goods categories and single-gender groups, this study is groundbreaking in the inclusion of participants of all genders, providing a more comprehensive and three-dimensional research perspective to explore the relationship between consumer culture and purchasing behavior. Men and women tend to have different priorities and emphases in cultural value systems, which largely influence their consumption decisions. Precisely because of the differences between men and women in these dimensions of cultural values, obtaining a gender perspective is the key to a comprehensive understanding of how consumer culture influences Thai durian buying behavior.

H₃: Perceived Value impact to Consumers' Purchasing Decision of Durian from Thailand.

Follow the result of this study is similar with theory proposed of Gutman (1982). The Means-End Chain Theory consists of three main levels: Attributes, Consequences, and Values. These levels describe how consumers perceive the value of a product and how these perceptions drive their purchasing decisions (Gutman, 1982). The value dimension represents the deeper and more abstract goals that consumers attempt to achieve through their purchasing behavior. Before Gutman (1982)'s work, Engel, Kollat, and Blackwell (1968) developed the EKB model of consumer decision - making. This model emphasized the various stages consumers go through in the decision - making process, from problem recognition to post - purchase evaluation. It set the stage for further exploration of the factors influencing consumer choices, with Gutman's Means-End Chain Theory adding a more in - depth perspective on the value - based aspects of consumer decision - making. In the context of Thai durian, multiple values come into play. For instance, research by Anderson and Belk (1980) on consumer values in food choices showed that health - related values are increasingly important in modern consumer decision - making. The pursuit of unique experiences, and social status may all play a role. Health-conscious consumers may choose Thai durian because they believe it has health-promoting properties; while those seeking unique experiences may be attracted by its distinctive

flavor and the novelty of trying tropical fruits. For some, purchasing high-quality Thai durian may serve as a way to display social status, especially when it is a rare or expensive variety. The results of consuming Thai durian, at the level of results, include both functional and psychological effects. In terms of functionality, consumers expect durian to have a rich, dense taste, as well as the rich, pungent yet sweet taste that is characteristic of high-quality durian. They also expect durian to be nutritious and provide essential vitamins and minerals. Psychologically, the act of consuming Thai durian may be associated with indulgence, luxury, or a connection to Thai culture. For example, sharing high-quality Thai durian on a special occasion can elevate the social experience and create an atmosphere of reunion among family or friends. At the attribute level, when consumers deliberate on purchasing Thai durian, they factor in an array of both tangible and intangible features. In the realm of fruit quality assessment, as explored by Kader (2002), tangible attributes of Thai durian encompass its size, shape, and color. When consumers consider buying Thai durian, they consider a variety of tangible and intangible characteristics. Tangible attributes may include the size, shape, and color of the durian, as well as the firmness of the flesh and the thickness of the husk. For example, a durian with a large head, a bright yellow-green shell and a relatively thin shell (meaning more edible flesh) is usually more attractive. Intangible attributes such as the brand reputation of Thai durian suppliers, the origin of the durian in Thailand (e.g., whether it comes from a region known for producing high-quality durian), and perceived freshness based on the time of harvest also play a crucial role. From Chapter 4 of this paper, the correlation coefficient between perceived value and consumers' purchasing decisions is .445 which means that for every one-unit change in perceived value, consumer purchase decisions improve by 44.5 percent. Generally, participants moderate agreed that consumer culture had an impact on their purchase decision to buy Durian for Thailand in this independent study. This finding matches the findings of Gutman (1982). Values, consequences, and attributes are impact consumers' purchasing decision on purchasing a Durian from Thailand, the result of this study showed. Compare other study, the scope is narrow, both in terms of product categories and target demographics, Kuncoro, H. a. D. P. et al., (2021) study focus on Sleeping Product in Generation Z. In contrast, this study on durian purchases in Thailand expanded the

sample size to include people from different ages, genders, occupations, and income levels. Different consumer groups show significant differences in their value perception of Thai durian, and such differences form a structural correspondence with individual characteristics. In terms of age, young people are more likely to be influenced by brands' digital marketing strategies (e.g. Interactive challenges on short video platforms such as Douyin, Internet celebrities opening durians while livestreaming), which can quickly trigger their interest in purchasing, while middle-aged and elderly consumers are more concerned about product traceability, and pay more attention to traditional quality certificates such as varietal purity markings and certificates of origin of durians.

Gender differences create a unique divide in consumer preferences. Male consumers often associate durian consumption with socializing and pay more attention to the product's external characteristics (e.g., whether the packaging specifications are suitable for business gifts), while female consumers tend to explore the product's experiential value, and are more discriminating in terms of edible indicators, such as the ripeness of the flesh and the percentage of kernels. This difference is visualized in the user comments on e-commerce platforms: male users' comments are mostly related to the "decency of gift-giving" and "the sense of opening ceremony", while female users' sensory descriptions such as "dense flesh" and "level of sweetness" appear frequently.

Occupational characteristics also play a significant role in shaping consumption decisions. Urban white-collar workers are more inclined to choose pre-processed products (e.g., frozen pulp) due to the fast pace of life, and are more sensitive to immediate delivery services; agricultural workers show interest in planting technology, and emphasize the organic cultivation certification or sustainable planting records of the orchard when purchasing. This difference in occupational perception essentially reflects the value ranking of different groups on "convenience" and "production ethics".

Income level, as a core economic variable, directly affects product choice thresholds. High-income groups tend to view high-end durian consumption as a sign of lifestyle upgrading, and are willing to pay a brand premium for specific varieties; middle-income consumers seek a balance between quality and price, and are more

concerned about purchasing discounts at promotional nodes; and budget-sensitive consumers show a clear cost-performance orientation, and make precise calculations of practical indicators such as the meat yield and weight loss rate. Such stratified consumption characteristics require suppliers to implement differentiated product matrix strategies.

5.3 Recommendations for Implications

By the findings of this research, the following recommendations are provided for Durian merchants. The study results show how the factors examined in the research impact consumers' decisions to purchase Durian from Thailand in the current.

For marketing mix, at product side, Durian merchant should promise the quality of Durian, including the fruit is ripe; source of each Durian etc. Price side should understand the marketing, set a competitive pricing while ensuring profits. At same time, special promotions will launch during the Durian peak season to attract new consumers and repeat consumers. Place side should open 2 sale line: online and offline. It can increase the sales volume and also expand the popularity of Durian from Thailand. For the promotion, using the social media platform. Cooperate with the famous, let's them create engaging social media posts with high quality images or videos of Durian.

For consumer culture, merchants should organize a Durian exhibition to auction off some special and high-quality Durians at power distance area. Individualism can give some personalized option, such as Durian cake, Durian flavor ice cream. Collectivism can launch combination sets of different varieties of Durian for sharing with consumers at parties. Masculinity side can attract male customers to sports events or fitness activities (such as lifting a 100kg barbell to receive a free durian). Femininity can highlight the beauty benefits of durian, such as being rich in vitamins and antioxidants, which are good for the skin and body. Uncertainty avoidance should promise quality and safety of durian products, provide detailed Durian sources, planting processes, quality inspection reports and other information so that consumers can purchase with confidence. Long term or Short term orientation, for the long term can build the membership system which can give the special

discount for people who with the high star membership level. For short term can promote limited-edition low-priced Durian promotion to attract novice consumers. For indulgence can emphasize the feeling of luxury and self-indulgence that the product brings. Cooperate with high-end restaurants, bars, etc. to launch luxury dishes and drinks using Durian as raw material. For restraint can highlight Durian's health attributes and benefits of moderate consumption.

For perceived Value, values side can be promoted through cultural symbolism value (the culture of Thai durian) and health value (nutritional value) to encourage consumers to purchase it. Consequences side can highlight the unique rich taste and aroma of Durian. Attributes side can be focus on the freshness and quality of durians. Implement strict quality control measures during the sourcing process, such as inspecting for proper ripeness, absence of pests, and good overall condition.

Based on the findings of this study, gaining a deep understanding of the relevant factors and taking measures to enhance them can effectively attract customers. As a result, more consumers will be inclined to choose to purchase Durian from Thailand.

5.4 Recommendations for Future Research

(1) Since the research in this study focused on Thai durian, it is recommended that future researchers expand their scope by examining different Thai products.

While this study centered on Thai durian, future research should investigate whether the observed relationships between marketing mix, consumer culture, perceived value, and purchasing decisions apply to other Thai agricultural exports, such as mangosteen, lychee, or rice. A comparative analysis across product categories could reveal whether factors like cultural symbolism (e.g., durian as a luxury item) or health-related perceived value (e.g., mangosteen's antioxidant properties) are universally influential or context-specific. Such studies would deepen understanding of Thailand's consumer markets, enabling the development of tailored strategies for different products. For example, if premium pricing drives durian purchases but fails for rice, policymakers and marketers could refine export strategies to align with sector-specific consumer behavior.

(2) Given that the independent variables in this study were limited to

Marketing Mix, Consumer Culture, and Perceived Value, it is recommended that future research explore additional factors that could impact consumers' purchasing decision regarding Thai durians. By delving into other potentially influential elements, such as product origin - related factors beyond the current scope, consumer lifestyle characteristics, or emerging trends in the food industry, future research can provide a more comprehensive understanding of the complex decision - making processes of consumers in the Thai durian market. This broader investigation will not only enhance the body of knowledge in this area but also offer more nuanced insights for stakeholders involved in the marketing and sale of Thai durians. By broadening the analytical lens, future studies can address gaps in understanding the multifaceted drivers of Thai durian consumption, ultimately supporting more targeted and effective marketing practices.

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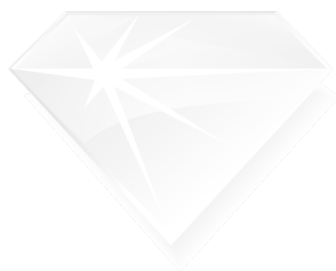
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APPENDIX
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ONLINE QUESTIONNAIRE:

Title: The Impact of Marketing Mix, Consumer Culture, and Perceived Value towards Consumers' Purchasing Decision of Durian from Thailand.

标题：营销组合、消费文化和感知价值对泰国榴莲消费者购买决策的影响。

Details: This survey research was aimed to comprehend the impact of marketing mix, consumer culture, and perceived value factors towards consumers' purchasing decision of durian from Thailand. This study is a part BA715: Independent Study, Graduate School at Bangkok University.

The components of this research will be covered in 6 parts: The survey will be divided into 6 categories: General Questions, Marketing Mix, Consumer Culture, Perceived Value, Consumers' Purchasing Decision, and Comments & Suggestions.

The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

细节：本调查研究旨在了解组织环境、工作本身和个人动机因素对工作满意度的影响。本研究是曼谷大学研究生院BA715：独立研究的一部分。

本研究的组成部分将分为6个部分：调查将分为六类：一般问题、营销组合、消费者文化、感知价值、消费者购买决策和评论与建议。

所提供的信息将严格保密，仅用于学术资源。

非常感谢您的友好合作。

PART 1: General Questions 第一节：基础问题

Directions: Please choose (✓) the answer that matches your information.

方向：请选择(✓) 与您的信息相匹配的答案。

1. Gender: 性别:

- ☐ Male 男
- ☐ Female 女
- ☐ Others 其他

2. Age: 年龄:

- ☐ Under 20 years old 20 岁以下
- ☐ 20 – 30 years old 20-30 岁
- ☐ 31 - 40 years old 31-40 岁
- ☐ 41 – 50 years old 41-50 岁
- ☐ 51 – 60 years old 51-60 岁
- ☐ 60+ years old 60 岁以上

3. Marital Status: 婚姻情况:

- ☐ Married 已婚
- ☐ Unmarried 未婚
- ☐ Others 其他

4. Education: 文化程度:

- ☐ High School or Under 高中或高中以下
- ☐ Bachelors' Degree 学士学位
- ☐ Masters' Degree or above 硕士及以上

5. Monthly Income: 收入情况:

- ☐ Under 4,000 RMB 4000 人民币以下
- ☐ 4,000 – 8,000 RMB 4,000-8,000 人民币
- ☐ 8,001 – 12,000 RMB 8,001-12,000 人民币
- ☐ 12,001 – 16,000 RMB 12,001-16,000 人民币
- ☐ Above 16,000 RMB 16,000 以上

6. Occupation: 职业:

- ☐ Student 学生
- ☐ Government employee 政府雇员
- ☐ Private employee 私人雇员
- ☐ Business owner/ Entrepreneur 企业主/企业家
- ☐ Unemployed 无业
- ☐ Other (please specify): _____ 其他（请注明）

7. How much money do you spend on buy a Durian? 你买一个榴莲花了多少钱?

- ☐ under 100 RMB 100人民币以下
- ☐ 100 – 200 RMB 100-200人民币
- ☐ 201 – 400 RMB 201-400人民币
- ☐ 401 – 600 RMB 401-600人民币
- ☐ Above 600 RMB 600人民币以上

8. How often do you buy Durian? 你多久买一次榴莲?

- ☐ Rarely (1-2 times per year) 很少（每年1-2次）
- ☐ Occasionally (3-6 times per year) 偶尔（每年3-6次）
- ☐ Frequently (7-12 times per year) 经常（每年7-12次）
- ☐ Very Often (more than 12 times per year) 非常频繁（每年12

次以上)

9. Why do you want to buy Durian? 为什么你想买榴莲?

- ☐ Like the taste of Durian 喜欢榴莲的口味
- ☐ Reward myself 奖励自己
- ☐ Curious about Durian 对榴莲感到好奇
- ☐ Attracted by seller promotion 被商家宣传所吸引
- ☐ Other (please specify): _____ 其他 (请注明)

10. Which Kind of Durian you like most? 你最喜欢什么品种的榴莲?

- ☐ Monthong 金枕头
- ☐ Chanee 青尼
- ☐ Kanyao 长柄
- ☐ Puang Manee 托曼尼 (泰国猫山王)
- ☐ Others 其他

Part 2: Measurements of Marketing Mix 第二节：营销组合测量

Direction: Please rate the following statements by inserting √ in number 1-5 to represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

方向：请对以下陈述进行评分，在数字1-5中插入√以表示您的意见。

(1=最不同意, 2=稍同意, 3=中等同意, 4=非常同意, 5=完全同意)

Marketing Mix 营销组合	(1)	(2)	(3)	(4)	(5)
1. You are satisfied with the varieties of durian available in the market. 你对市场上榴莲的品种很满意。					

Marketing Mix 营销组合	(1)	(2)	(3)	(4)	(5)
2. The Durian always delicious. 榴莲总是美味的。					
3. You are sensitive for the changing price of durian. 你对榴莲价格的变化很敏感。					
4. You compare the price of durian with other sellers. 你将榴莲的价格与其他卖家进行比较。					
5. You feel easier when your convenient store has available Durian. 当你周围商店有榴莲时，你会感觉更轻松。					
6. Offline stores are preferred comparing to online stores while buying Durian. 购买榴莲时，线下商店比网上商店更受欢迎。					
7. Both online and offline durian stores are tempting for you to buy. 线上和线下的榴莲店都很吸引你。					
8. You care about the discounts and offers while purchasing Durian. 你在购买榴莲时关心折扣和优惠。					
9. Social Media Promotion impacts your decision to buy Durian. 社交媒体推广会影响您购买榴莲的决定。					

Part 3: Measurements of Consumer Culture 第三节：消费文化测量

Direction: Direction: Please rate the following statements by inserting $\sqrt{\quad}$ in number 1-5 to represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

方向：请对以下陈述进行评分，在数字1-5中插入 $\sqrt{\quad}$ 以表示您的意见。

(1=最不同意, 2=稍同意, 3=中等同意, 4=非常同意, 5=完全同意)

Consumer Culture 消费文化	(1)	(2)	(3)	(4)	(5)
1. I trust durian recommendations more from professional people more than friends or family. 比起朋友或家人, 我更信任专业人士的榴莲推荐。					
2. I will pay more for durians if the seller has certification. 如果卖家有荣誉证书, 我会花更多的钱买榴莲。					
3. I prefer buying durians from well-known brands. 我更喜欢买知名品牌的榴莲。					
4. It is significant of personal preferences in your decision to purchase durian. 在你决定购买榴莲时, 个人偏好很重要。					
5. The opinions of family and friends influence your decision to buy durian. 家人和朋友的意见会影响你购买榴莲的决定。					
6. I value the quality of durians over availability. 比起数量我重视榴莲的质量					
7. Most women like to eat durian. 大多数女人更喜欢吃榴莲。					
8. I prefer to buy Durian from sellers I have purchased from before. 我更倾向于从我曾经购买过的榴莲商家处购买榴莲。					
9. I look for detailed information (e.g., origin, type) before purchasing Durian. 在购买榴莲之前, 我会寻找详细的信息 (例如产地、类型)。					

Consumer Culture 消费文化	(1)	(2)	(3)	(4)	(5)
10. I avoid trying new varieties of durian unless they come with a promise. 除非有承诺，否则我避免尝试榴莲的新品种。					
11. I prefer to buy from a merchant who has been providing quality Durian for a long time. 我更喜欢从长期提供优质榴莲的商家那里购买。					
12. I prefer to buy Durian from a merchant who doesn't have to wait. 我宁愿从一个不用等的商家那里买榴莲。					
13. I always buy durian as a reward. 我总是买榴莲作为奖励。					

Part 4: Measurements of Perceived Value 第四节：感知价值测量

Direction: Please rate the following statements by inserting $\sqrt{\quad}$ in number 1-5 to represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

方向：请对以下陈述进行评分，在数字1-5中插入 $\sqrt{\quad}$ 以表示您的意见。

(1=最不同意，2=稍同意，3=中等级同意，4=非常同意，5=完全同意)

Perceived Value	(1)	(2)	(3)	(4)	(5)
1. Enjoying Durian is a way of enjoying life. 享受榴莲是享受生活的一种方式。					
2. Eating Durian is in line with my quest for a high quality of life. 吃榴莲符合我对高质量生活的追求					
3. I believe that consuming durian provides long-term health benefits. 我相信食用榴莲对健康有长期益处。					

Perceived Value	(1)	(2)	(3)	(4)	(5)
4. I perceive the purchase of durian as contributing to my overall satisfaction with exotic fruits. 我认为购买榴莲有助于提高我对异国水果的整体满意度。					
5. The origin of the durian (e.g. southern or eastern Thailand) influences my choice. 榴莲的起源（例如泰国南部或东部）影响了我的选择。					
6. I consider the freshness of durian as important attributes in my purchasing decision. 我认为榴莲的新鲜度是我购买决策的重要因素。					

Part 5: Measurements of Consumers' purchasing decision 第五节：客户购买决定测量

Direction: Please rate the following statements by inserting $\sqrt{\quad}$ in number 1-5 to represent your opinion.

(1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

方向：请对以下陈述进行评分，在数字1-5中插入 $\sqrt{\quad}$ 以表示您的意见。

(1=最不同意，2=稍同意，3=中等级同意，4=非常同意，5=完全同意)

Consumers' Purchasing Decision客户购买决定	(1)	(2)	(3)	(4)	(5)
1. I recognize a need for durian when I feel a craving for exotic fruits. 当我渴望异国情调的水果时，我会想到榴莲。					
2. I will buy Durian based on word-of-mouth via comment from people. 我会根据人们的口碑购买榴莲。					

Consumers' Purchasing Decision客户购买决定	(1)	(2)	(3)	(4)	(5)
3. I evaluate the quality of durian before making a purchase decision. 在做出购买决定之前，我会评估榴莲的质量。					
4. I consider the reputation of the store when evaluating durian for purchase. 在评估购买榴莲时，我会考虑商店的声誉。					
5. I consider the reputation of the brand when evaluating durian for purchase. 在评估购买榴莲时，我会考虑品牌的声誉。					
6. Good evaluation of Durian shop influences my decision to buy it. 榴莲店的好评影响了我购买榴莲的决定。					
7. The purchase of durian is confirmed by my previous positive experiences with the product or brand. 在榴莲的购买过程中，得到了我之前对该产品或品牌的积极体验的证实。					
8. I will buy Durian with good quality. 我会购买质量好的榴莲。					
9. I feel satisfied with my purchase of durian if it meets my expectations in terms of taste and quality. 如果榴莲的味道和质量符合我的期望，我会对我的购买感到满意。					
10. I am likely to buy durian again if my overall experience with the product is positive. 如果我对榴莲的整体体验持积极态度，我可能会再次购买榴莲。					

Consumers' Purchasing Decision客户购买决定	(1)	(2)	(3)	(4)	(5)
11. I will recommend what I taste good Durian to people around me. 我会像我身边的人推荐我之前认为好的榴莲。					

Part 6: Comments & Suggestions 第六节：评价与建议

End of Questionnaire. Thank you for your time!

问卷结束。非常感谢你的参与！

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APPENDIX of Data

Frequencies

1、您的性别： Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	190	47.3	47.3	47.3
	2	212	52.7	52.7	100.0
	Total	402	100.0	100.0	

2、年龄： Age:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	9.0	9.0	9.0
	2	109	27.1	27.1	36.1
	3	160	39.8	39.8	75.9
	4	59	14.7	14.7	90.5
	5	20	5.0	5.0	95.5
	6	18	4.5	4.5	100.0
	Total	402	100.0	100.0	

3、婚姻情况： Marital Status:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	39	9.7	9.7	9.7
	2	363	90.3	90.3	100.0
	Total	402	100.0	100.0	

4、文化程度： Education:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	77	19.2	19.2	19.2
	2	252	62.7	62.7	81.8
	3	73	18.2	18.2	100.0
	Total	402	100.0	100.0	

5、收入情况： Monthly Income:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	120	29.9	29.9	29.9
	2	147	36.6	36.6	66.4
	3	92	22.9	22.9	89.3
	4	26	6.5	6.5	95.8
	5	17	4.2	4.2	100.0
	Total	402	100.0	100.0	

6、职业： Occupation:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	9.0	9.0	9.0
	2	37	9.2	9.2	18.2
	3	233	58.0	58.0	76.1
	4	94	23.4	23.4	99.5
	5	2	.5	.5	100.0
	Total	402	100.0	100.0	

7、你买一个榴莲花了多少钱？ How much money do you spend on buy a Durian?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	9.2	9.2	9.2
	2	166	41.3	41.3	50.5
	3	148	36.8	36.8	87.3
	4	25	6.2	6.2	93.5
	5	26	6.5	6.5	100.0
	Total	402	100.0	100.0	

8、你多久买一次榴莲？ How often do you buy Durian?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	118	29.4	29.4	29.4
	2	229	57.0	57.0	86.3
	3	37	9.2	9.2	95.5
	4	18	4.5	4.5	100.0
	Total	402	100.0	100.0	

9、为什么你想买榴莲？ Why do you want to buy Durian?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	176	43.8	43.8	43.8
	2	105	26.1	26.1	69.9
	3	55	13.7	13.7	83.6
	4	66	16.4	16.4	100.0
	Total	402	100.0	100.0	

10、你最喜欢什么品种的榴莲？ Which Kind of Durian you like most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	127	31.6	31.6	31.6
	2	68	16.9	16.9	48.5
	3	135	33.6	33.6	82.1
	4	72	17.9	17.9	100.0
	Total	402	100.0	100.0	



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Descriptive Statistics of Marketing Mix, Consumer Culture, Perceived Value, and Consumers' Purchasing Decisions

Descriptive Statistics of Marketing Mix

	N	Minimum	Maximum	Mean	Std. Deviation
11、1. 你对市场上榴莲的品种很满意。You are satisfied with the varieties of durian available in the market.	402	1	5	3.27	1.107
12、2. 榴莲总是美味的。The Durian always delicious.	402	1	5	3.25	1.118
13、3. 你对榴莲价格的变化很敏感。You are sensitive for the changing price of durian.	402	1	5	3.27	1.160
14、4. 你将榴莲的价格与其他卖家进行比较。You compare the price of durian with other sellers.	402	1	5	3.31	1.130
15、5. 当你周围商店有榴莲时，你会感觉更轻松。You feel easier when your convenient store has available Durian.	402	1	5	3.34	1.163
16、6. 购买榴莲时，线下商店比网上商店更受欢迎。Offline stores are preferred comparing to online stores while buying Durian.	402	1	5	3.31	1.166

17、7. 线上和线下的榴莲店 都很吸引你。Both online and offline durian stores are tempting for you to buy.	402	1	5	3.29	1.101
18、8. 你在购买榴莲时关心 折扣和优惠。You care about the discounts and offers while purchasing Durian.	402	1	5	3.28	1.158
19、9. 社交媒体推广会影响 您购买榴莲的决定。Social Media Promotion impacts your decision to buy Durian.	402	1	5	3.31	1.110
Valid N (listwise)	402				

Descriptive Statistics of Consumer Culture

	N	Minimum	Maximum	Mean	Std. Deviation
20、1. 比起朋友或家人，我 更信任专业人士的榴莲推 荐。I trust durian recommendations more from professional people more than friends or family.	402	1	5	3.33	1.131
21、2. 如果卖家有荣誉证 书，我会花更多的钱买榴 莲。I will pay more for durians if the seller has certification.	402	1	5	3.31	1.105

22、3. 我更喜欢买知名品牌的榴莲。I prefer buying durians from well-known brands.	402	1	5	3.37	1.154
23、4. 在你决定购买榴莲时，个人偏好很重要。It is significant of personal preferences in your decision to purchase durian.	402	1	5	3.35	1.109
24、5. 家人和朋友的意见会影响你购买榴莲的决定。The opinions of family and friends influence your decision to buy durian.	402	1	5	3.34	1.176
25、6. 比起数量我重视榴莲的质量。I value the quality of durians over availability.	402	1	5	3.33	1.134
26、7. 大多数女人更喜欢吃榴莲。Most women like to eat durian.	402	1	5	3.37	1.137
27、8. 我更倾向于从我曾经购买过的榴莲商家处购买榴莲。I prefer to buy Durian from sellers I have purchased from before.	402	1	5	3.34	1.124

28、9. 在购买榴莲之前，我会寻找详细的信息（例如产地、类型。I look for detailed information (e.g., origin, type) before purchasing Durian.	402	1	5	3.39	1.143
29、10. 除非有承诺，否则我避免尝试榴莲的新品种。I avoid trying new varieties of durian unless they come with a promise.	402	1	5	3.29	1.160
30、11. 我更喜欢从长期提供优质榴莲的商家那里购买。I prefer to buy from a merchant who has been providing quality Durian for a long time.	402	1	5	3.36	1.119
31、12. 我宁愿从一个不用等的商家那里买榴莲。I prefer to buy Durian from a merchant who doesn't have to wait.	402	1	5	3.29	1.111
32、13. 我总是买榴莲作为奖励。I always buy durian as a reward.	402	1	5	3.35	1.158
Valid N (listwise)	402				

Descriptive Statistics of Perceived Value

	N	Minimum	Maximum	Mean	Std. Deviation
33、1. 享受榴莲是享受生活的一种方式。Enjoying Durian is a way of enjoying life.	402	1	5	3.35	1.100
34、2. 吃榴莲符合我对高质量生活的追求。Eating Durian is in line with my quest for a high quality of life.	402	1	5	3.43	1.079
35、3. 我相信食用榴莲对健康有长期益处。I believe that consuming durian provides long-term health benefits.	402	1	5	3.41	1.140
36、4. 我认为购买榴莲有助于提高我对异国水果的整体满意度。I perceive the purchase of durian as contributing to my overall satisfaction with exotic fruits.	402	1	5	3.42	1.134
37、5. 榴莲的起源（例如泰国南部或东部）影响了我的选择。The origin of the durian (e.g. southern or eastern Thailand) influences my choice.	402	1	5	3.47	1.132

38、6. 我认为榴莲的新鲜度是我购买决策的重要因素。I consider the freshness of durian as important attributes in my purchasing decision.	402	1	5	3.44	1.109
Valid N (listwise)	402				

Descriptive Statistics of Consumers' Purchasing Decision

	N	Minimum	Maximum	Mean	Std. Deviation
39、1.当我渴望异国情调的水果时，我会想到榴莲。I recognize a need for durian when I feel a craving for exotic fruits.	402	1	5	3.38	1.106
40、2.我会根据人们的口碑购买榴莲。I will buy Durian based on word-of-mouth via comment from people.	402	1	5	3.36	1.101
41、3.在做出购买决定之前，我会评估榴莲的质量。I evaluate the quality of durian before making a purchase decision.	402	1	5	3.31	1.123
42、4. 在评估购买榴莲时，我会考虑商店的声誉。I consider the reputation of the store when evaluating durian for purchase.	402	1	5	3.36	1.124

43、5. 在评估购买榴莲时， 我会考虑品牌的声誉。I consider the reputation of the brand when evaluating durian for purchase.	402	1	5	3.33	1.108
44、6. 榴莲店的好评影响了 我购买榴莲的决定。Good evaluation of Durian shop influences my decision to buy it.	402	1	5	3.36	1.135
45、7. 在榴莲的购买过程 中，得到了我之前对该产品 或品牌的积极体验的证实。 The purchase of durian is confirmed by my previous positive experiences with the product or brand.	402	1	5	3.33	1.109
46、8. 我会购买质量好的榴 莲。I will buy Durian with good quality.	402	1	5	3.36	1.119
47、9. 如果榴莲的味道和质 量符合我的期望，我会对我 的购买感到满意。I feel satisfied with my purchase of durian if it meets my expectations in terms of taste and quality.	402	1	5	3.37	1.139

48、10. 如果我对榴莲的整体体验持积极态度，我可能会再次购买榴莲。I am likely to buy durian again if my overall experience with the product is positive.	402	1	5	3.33	1.187
49、11. 我会像我身边的人推荐我之前认为好的榴莲。I will recommend what I taste good Durian to people around me.	402	1	5	3.39	1.138
Valid N (listwise)	402				

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 ^a	.309	.304	.74508

a. Predictors: (Constant), PerceivedValue, MarketingMix, ConsumerCluture

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.848	3	32.949	59.354	.000 ^b
	Residual	220.945	398	.555		
	Total	319.794	401			

a. Dependent Variable: Consumers'PurchasingDecision

b. Predictors: (Constant), PerceivedValue, MarketingMix, ConsumerCluture

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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.970	.184		5.278	.000
	MarketingMix	.167	.046	.167	3.598	.000
	ConsumerCluture	.280	.047	.282	5.975	.000
	PerceivedValue	.262	.046	.267	5.654	.000

a. Dependent Variable: ConsumerPurchasingDecision

Correlations of Marketing Mix, Consumer Culture, Perceived Value, and Consumers' Purchasing Decision

Marketing Mix vs. Consumers' Purchasing Decision: Correlation Results

		Marketing Mix	Consumers' Purchasing Decision
Marketing Mix	Pearson Correlation	1	.373**
	Sig. (2-tailed)		.000
	N	402	402
Consumers' Purchasing Decision	Pearson Correlation	.373**	1
	Sig. (2-tailed)	.000	
	N	402	402

** . Correlation is significant at the 0.01 level (2-tailed).

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Consumer Cluture vs. Consumers' Purchasing Decision: Correlation Results

		Consumer Cluture	Consumers' Purchasing Decision
Consumer Cluture	Pearson Correlation	1	.453**
	Sig. (2-tailed)		.000
	N	402	402
Consumers' Purchasing Decision	Pearson Correlation	.453**	1
	Sig. (2-tailed)	.000	
	N	402	402

** . Correlation is significant at the 0.01 level (2-tailed).

Perceived Value vs. Consumers' Purchasing Decision: Correlation Results

		Perceived Value	Consumers' Purchasing Decision
Perceived Value	Pearson Correlation	1	.445**
	Sig. (2-tailed)		.000
	N	402	402
Consumers' Purchasing Decision	Pearson Correlation	.445**	1
	Sig. (2-tailed)	.000	
	N	402	402

** . Correlation is significant at the 0.01 level (2-tailed).

BIODATA

First Name - Last Name: Zijian Shang

Email: zijian.shan@bumail.net

Educational Background: Laiwu No. 1 Middle School,
Jinan City, Shandong
Province (in China)

Bachelor's Degree: Business English, Dhonburi
Rajabhat University

Master Degree: Business Administration,
Bangkok University

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