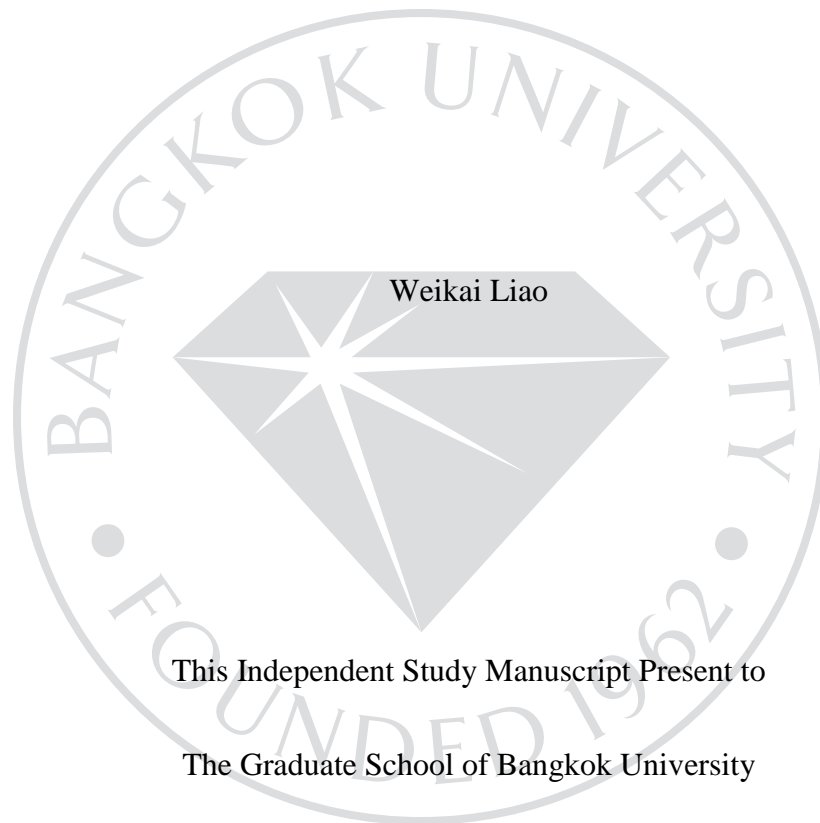


THE IMPACT OF BRAND AWARENESS, SALES PROMOTION, ONLINE  
ADVERTISING, PRODUCT ATTRIBUTES, ON CHINESE TOURIST'S INTENTION  
TO BUY THAI INSTANT NOODLE



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The Impact of Brand Awareness, Sales Promotion, Online Advertising, Product Attributes, on Chinese Tourist's Intention to Buy Thai Instant Noodle (41 pp.)

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### **ABSTRACT**

This independent study was aimed to explore the impact of brand awareness, sales promotion, online advertising, product attributes, on Chinese tourist's intention to buy Thai instant noodle. The survey questionnaire was used as an instrument for collecting the primary data. The sample size was 190 Chinese tourists in Bangkok. The statistics of data analysis were reliability analysis, descriptive statistical analysis, and multiple regression analysis. The results were found that the majority of respondents were females with 20-30 years of age. They were students and earned an average monthly income less than CNY 3,000. Most of them completed a bachelor's degree. Based on the findings, the product attributes, online advertising and brand awareness had influence while the sales promotion had no influence on Chinese tourist's intention to buy Thai instant noodle.

*Keywords: Instant Noodle, Chinese, Brand Awareness, Online Advertising, Bangkok*

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background:

Thailand has an emerged instant noodles market with popular brands in the world. “Mama Shrimp, Creamy Tom Yum Flavor Oriental Style Instant Noodles” is ranked on 10th position of all-time best noodles in the world in 2013 by “The Ramen Rater”. Thailand is also world’s 8th largest market for instant noodles with a sale of 3.05 billion units in 2014 (Murata, Chiba, Kohda, & Furue, 2018).

On the other hand, thousands of tourists come to Thailand, especially Chinese tourists are major factor for the increase of sales of instant noodles (Loi, 2016). The number of Chinese tourists traveling to Thailand increased from 2.7 million in 2012 to 4.7 million in 2013, it was approximately 68%. In recent years, this data has been continuously increasing, reached 5.3 million in 2014 and 7,934,700 in 2015. By 2016, this number reached 8.77 million. in 2017, 9 million Chinese People visited Thailand. According to news reports, Chinese tourists like the flavor of Thai instant noodles and are willing to buy it many times. So that it would be a huge potential market for Thailand instant noodle companies to sell products to Chinese tourists (Mathavee & Huang, 2016).

## 1.2 Statement:

A research of (Tali & Jacob, 2010) have shown that product attributes can influence the decision-making process regarding a product, the extent to which consumers will search for information about the product. Also, a study of (Jianping, Guoying, Shaoling, Xin, & Jing, 2014) indicated that Online advertising is one of the most attractive channels due to its advantages of rich content provision, strong interactivity, precise targeting, and low operating cost. A research made by (Begoña Alvarez & Rodolfo Vázquez, 2005) found the implementation of an adequate sales promotion can guarantee an increase in sales in a period of time. Moreover, the research of Tho, Nigel, and Kenneth (2011) pointed that brand awareness plays an important role in the explanation of consumer's brand loyalty. If consumer trusted in the products or services, then they were willing to buy or use those products and services again. Regarding the Thailand instant noodle business, it is very interesting for the present research to study about product attributes on-line advertising, sales promotion and brand awareness since both of them are related to the development of the Thailand instant noodle business towards Chinese tourist. The study would be essential for establishing the strategies for instant noodle business towards Chinese tourist. Therefore, it is important to understand how the product attributes, on-line advertising, sales promotion and brand awareness affect the Chinese tourist intention to buy Thai instant noodle.

### **1.3 Summary:**

As mentioned above, the researcher would like to study product attributes, on-line advertising, sales promotion and brand awareness affecting Chinese tourist intention to buy Thai instant noodle. Consequently, the researcher can understand the relationships among product attributes, on-line advertising, sales promotion, brand awareness and Chinese tourist intention to buy Thai instant noodle. Moreover, the research findings are also contributed to the instant noodle business for establishing its competitive strategies to attract more Chinese consumers eventually.

### **1.4 Purpose:**

To investigate the Chinese tourist's attitude toward Product attributes, on-line advertising, Sales promotion, brand awareness and Chinese tourist intention to buy Thai instant noodle.

To investigate the impact of product attributes, on-line advertising, sales promotion, brand reference on Chinese tourist intention to buy Thai instant noodle.

### **1.5 Contribution of study:**

The findings of this present study can be contributed to the individuals, and the related organizations in terms of academic performance and business managerial implication as follows:

According the business practices, the finds of the research can help business to understand Chinese tourist in terms of how to develop the product attributes, how to

use online advertising, and how to apply sales promotion to initiate customers with sales promotion to increase business decision to buy the products. The benefit that business organization can take advantages would be learning more about behavioral intention of Chinese tourist who come to Thailand.

According the academic performance, the findings of this research can enhance the knowledge about product attributes, on-line advertising, sales promotion, brand reference that influence Chinese tourist intention to buy Thai instant noodle.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Related Literature/Theories**

##### **2.1.1 Product attributes**

Product attributes reflects recognition that a particular product category may be more or less to people's lives (Havitz & Howard, 1995). Researchers who studied consumer behavior explained that attribute was a great deal of importance to the product-involvement variable. The study of Tali and Jacob (2010) had shown that Product attributes can influence the decision-making process regarding a product, the extent to which consumers will search for information about the product. The timing in adoption of the product, the manner in which the consumer's attitudes and preferences regarding the product are influenced, the consumer's perceptions of alternatives in the same product category and brand loyalty (Bauer, Sauer, & Becker, 2006). Moreover, studies have found that the product attributes variable was a constant and stable variable, relative to many other variables; consequently, it may serve marketers and advertisers in the long-term (Quester & Smart, 1996).

Product attributes, as perceived by consumers, are critical factors in the product choice process and are considered to be a major determinant for the success of many product marketing strategies (Kupiec & Revell, 2001).

Product attribute is a characteristic that defines a particular product and will affect a consumer's purchase decision (Havitz & Howard, 1995). Product attributes can be tangible or intangible. Tangible attributes can include such product characteristics as size, color, weight, volume, smell, taste, touch, quantity, or material

composition. For example, when someone wants to buy a new car, he might consider tangible attributes such as its size, color, and material composition. If he is looking for a 2-door, red sports car with a leather interior, he is searching for a product based on its tangible attributes. Intangible attributes may include such characteristics as price, quality, reliability, beauty or aesthetics, and *je ne sais quoi* (an indefinable, elusive pleasing quality). Again, if he is looking to buy a new car, he might also consider intangible attributes such as price, quality, and safety test scores. If he wants a new car that is relatively inexpensive but has garnered high marks on performance tests, he is searching for a product based on its intangible attributes.

### **2.1.2 Online advertising**

Advertisement is a big entity now. No business can stand or survive without having one. There are a lot of ways of doing it. But we mainly categorize it into two modes: online and offline. Online and offline marketing may belong to the same principle, but they are different as in approach they use and the kind of results they produce (Jianping, Guoying, Shaoling, Xin, & Jing, 2014).

Basically, there's no doubt that online advertising can cover more traffic in short interval of time as compared to offline advertising. Naturally, an online marketing campaign has the potential to reach far more people than an offline campaign. With offline mode, companies are restricted by the limited readership of the publication as maximum people don't really read what they don't find interesting, and offline campaigns can't go viral like they can online. Business to Business (B2B) companies usually enjoy more online success. Online advertising has also been experimenting with various formats: virtual exhibition, public online forum, video display, search engine, mobile application, etc., online advertising is no longer effective by simply



using banner displays on web-pages, utilization and combination of various online formats are essential for successful advertising (Jianping et al., 2014).

Furthermore, Eshghi, Sarkar, and Sarkar (2017) showed that crude online advertisement was associated with low attitude click to the web site which in turn had an impact on users' behavioral intention.

Now, most people use social media, social networks are all trying to monetize their audiences as much as possible. The quickest and most effective way to meet the audience where they spend most of their time is through social advertising. Advertisers have a lot of opportunity to optimize their campaigns. They can choose the objective of their ad campaigns, the type of ad they promote, and the targeting of their ads, which can get incredibly granular. For example: Facebook, LinkedIn, Instagram, and Twitter's advertising capabilities. Facebook With almost 1.5 billion daily active users who spend an average of 41 minutes on the platform every day, Facebook boasts the largest and most engaged user base out of all the social media platforms. And to effectively monetize their audience, they've built the best targeting tools and the most cost-effective ads for advertisers. LinkedIn has a significantly smaller reach than Facebook, which hovers around 250 million monthly active users, but since professionals constantly update their career information and specifically look for content about business on the platform, LinkedIn is considered the best social network for B2B lead generation. Instagram with 500 million daily active users, and 64% of their users aged 18-29, Instagram is the best platform for attracting the attention of millennials and Gen Z'ers. Online advertising can help reach a better kind of customer and can create a big fan-base. These social media can target people based on their age,

Gender, Languages Income, Education Level, Relationship, Status location, demographics, interests, and behaviors.

Online advertising significantly influence consumer purchasing intention.

Delivering a message of good and accurate advertising of a product is very influential on the creation of messages or advertisements useful information for those products which includes in it the quality of the product, price, and where these products can be obtained as well as the use of a good way, so that it becomes a major consideration for

Consumers to buy. consumer attitudes toward advertising online form various kinds of feelings and judgments as a result of ad views, feelings and judgments affect consumer attitudes toward advertising and beliefs related to online advertising. It also

Illustrates that consumer behavior before acting, consumers often develop a desire to behave based on the possibility of an attitude or action taken. Online advertising is good in consumer perception can form a good attitude toward the ad. Online advertising to influence consumer attitudes when forming various feelings and considerations as a result of exposure to advertising. Feelings and considerations in turn affect consumer attitudes toward advertising. Good advertising messages to contribute to consumer attitudes. It means that the quality of advertising messages delivered to consumers will arise a strong consumer confidence against the existence of these products and the value of the product will be higher so as to realize consumer attitudes.

### **2.1.3 Sales promotion**

Sales promotion is common strategies for attracting consumers and increasing sales on business (Raghubir & Corfman, 1999). Companies usually use sale promotion to increase trials, attract brand switchers, motivate price sensitive buyers

(Huff & Alden, 2000). It is important to understand the effects of sales promotion, including their influence on consumer purchase behaviors. A positive product evaluation may help to retain consumers and encourage repeat purchases, whereas a negative evaluation may reduce consumer purchasing behavior when the promotion ends (Ueda, 2012).

The most common type of sales promotions is consumer discounts. We are bombarded with discount offers every day. Be it E-commerce stores, retail stores or anything else (Ueda, 2012). The reason discount is most used is because it actually works. If there is a 10% discount on the product for the consumer, then it is known as consumer discount. One of the most common ways to promote the store during festival time or when there is a huge walk in expected is Gifting. It is also a way to increase the sales of the products because customers have an anticipation that they might win a gift from the store.

Another popular way to use gifting is to advertise “Assured gifts”. Basically, someone have different gifts on offer like a mixer grinder or a steam iron. A customer who purchases a set amount of products will get the “Assured gift” from his. This creates excitement in the mind of the customer and he received something for “free”. He might visit again and again. Bundling is also a good way. when put a combination of products on sale for the same price. So, for example, normally a 100 dollars might buy just a shirt. However, with product bundling, 100 dollars might buy y a set of shirt and pants. As a result, the consumer is much more likely to buy this bundled offer as compared to a single offer. Quantity discount, the more quantity of the product people buy, the more is the discount. So for example, a single soap may cost \$1 but a combined package of 5 units of soap might cost people \$4, giving people a

20% discount on the purchase. Such type of quantity discount is common for customers. Free trial, she has come across several software or online programs which offer a free trial to her before she purchase the product. Shareware programs are also a kind of free trial programs where she can use the product for some time but later on have to purchase the product to use it completely.

#### **2.1.4 Brand awareness**

There are many different models of brand equity; however, common across all is the inclusion of brand awareness as a key (Heckler, Keller, Houston, & Avery, 2014). Brand awareness is the degree to which customers are aware of the brand as a member of the category, and typified by the link between the brand and the category cue (Stahl, Heitmann, Lehmann, & Neslin, 2012).

Brand awareness is an essential pre-requisite to brand equity, and in dynamic and highly competitive marketplaces in sectors such as the telecommunications industry, and in emerging marketplaces, such as the Middle East, where loyalty may be elusive, brand awareness takes on a special significance (Ahmed & Jennifer, 2011).

The more positive the brand awareness is, the higher the consumers' purchase intention toward the brand would be (Wang & Yang, 2008). There are some example about brand awareness. The first brand is RedBull. Even though RedBull have always been associated with very bold, adventurous and risk-taking campaigns, back in 2012 they took the experiential marketing to a whole new level with their Stratos campaign. RedBull partnered with the professional skydiver Felix Baumgartner, who performed a stunt to drop from an altitude of 128,000 feet. The jump was successful and Felix broke the world record, turning the stunt to one of the most successful freefall jumps

in history. There was quite a buzz generated around this campaign, giving the brand of RedBull huge exposure without focusing solely on their product. And the second brand is Volkswagen, Volkswagen literally incorporated fun experience in the lives of hundreds of people, associating the brand with positive feelings without positioning their product directly in the campaign. The team created “piano” stairs in a subway stop in Germany, right next to the escalator, allowing the people to play their unique melodies by stepping on the stairs. The campaign had the goal to motivate more people to get active by inspiring them to actually take the stairs instead of the escalator. At first glance, it is difficult to understand why a car company would create such a campaign as it doesn’t directly promote any of their products. Actually, the idea behind is to generate more positive experience for the people and to help the brand to be associated with having fun. It is a great way to appeal to broader audience, especially to the younger generation.

Brand awareness significantly influence consumer behavior. Brand awareness is a key component of marketing efforts, as harried consumers overwhelmed by the amount of commercial messaging they see or hear use mental shortcuts to make their decision. Imprinting in their minds what the brand is and what it stands for can increase sales, particularly in areas where few obvious differences are apparent among competitors. Being the first to get the brand implanted in customers' minds increases the barrier to entry that other brands may face later. If the industry is more competitive or already has established players, he will likely have to be more aggressive in his approach, but he still can become one of the brands consumers consider if they become more aware of his name. The customers decide more quickly from among a number of options that includes one known brand than they decide with

a set that includes only unfamiliar ones. Upon exposure to other brands, the instances of selecting the original based on awareness declined, but most will chose the same high-awareness brand they picked initially.

### **2.1.5 Behavior intention**

Behavioral intention is a plan that a person will perform some behavior in specific situations and usually measured by Likert scale. The question on intention to perform made by respondents show that behavioral intention has predicted to have highly relation toward behavior (Ajzen, 1991). There are 2 well known models of behavioral intention, theory of reasoned action (TRA) and theory of planned behavior (TPB).

Theory of reasoned action (TRA) was established by Martin Fishbein in 1960s. But was well known in 1970s after getting help from Icek Ajzen to expand the theory. TRA focus on individual intention to perform actions. In order to understand behavioral intention, TRA combine attitude, internal influence, and external influence that might affect people intention toward behavior (Lezin, 2007). For example, someone intends to climb the wall. TRA uses attitude and norm to predict the cat action. Attitude come from belief in outcome of behavior and evaluation of outcome. As the result from TRA, attitude on intention have impact on behavioral outcome. Positive attitude will lead to desirable outcomes while negative attitude lead to undesirable outcomes (Ajzen & Fishbein, 1975).

## **2.2 Hypothesis Preposition**

The summary of hypothesis would be as follows:

Hypothesis 1: There is positive relationship between product attributes and behavior intention. (Ajzen, 1991); Quester & Smart, 1996; Kupiec & Revell, 2001(Ajzen, 1991).

Hypothesis 2: There is positive relationship between online advertising and behavior intention. (Ajzen, 1991); Eshghi, Sarkar, and Sarkar 2017; Jianping, Guoying, Shaoling, Xin, & Jing, 2014(Ajzen, 1991).

Hypothesis 3: There is positive relationship between sales promotion and behavior intention. (Ajzen, 1991); Huff & Alden, 2000; Ueda, 2012).

Hypothesis 4: There is positive relationship between brand awareness and behavior intention. (Ajzen, 1991); Ahmed & Jennifer, 2011; (Ajzen, 1991).

### 2.3 Conceptual Framework

As shown in the figure 2.1, it depicts, the important variables of this research include product attributes, online advertising, sales promotion and brand awareness as independent variables and customer's behavior intention as dependent variable.

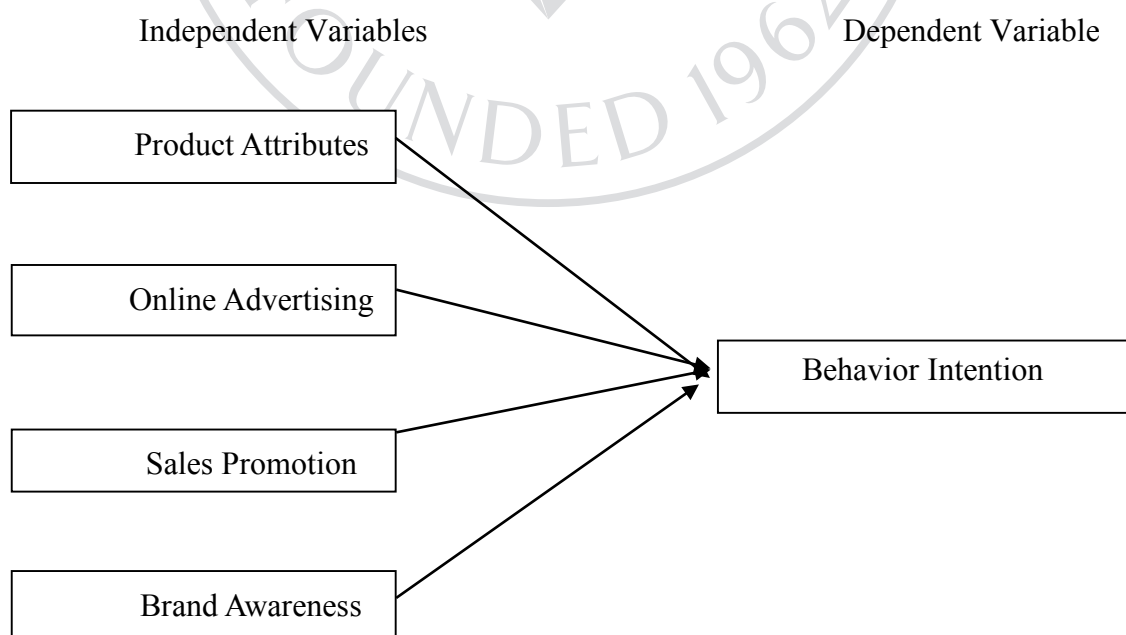
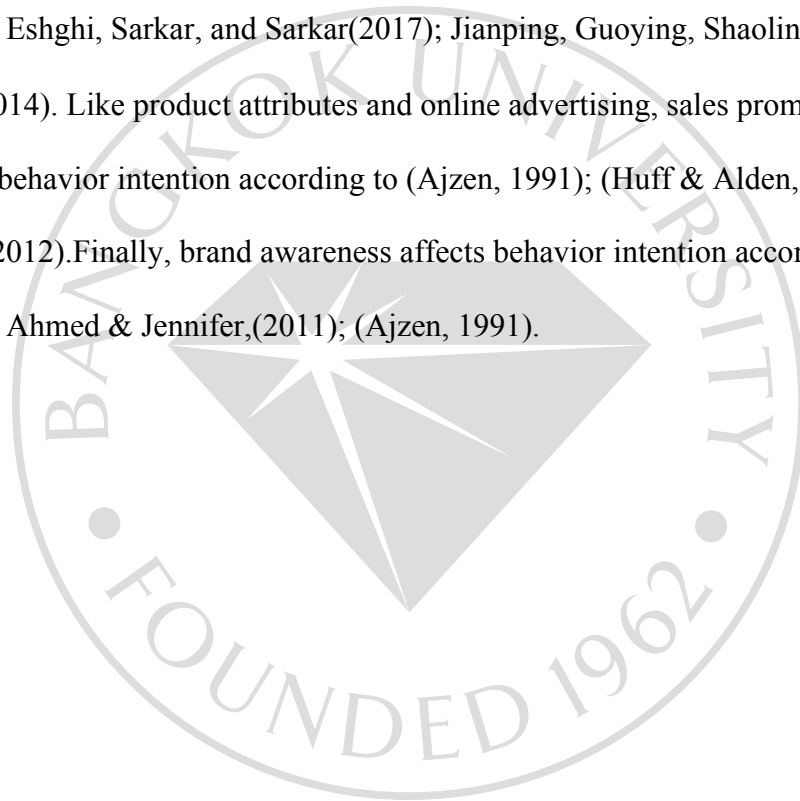


Figure 2.1: Theoretical framework for purchase intention

The figure above shows the relationships between independent and dependent variables. Regarding online advertising, sales promotion, brand awareness, and product attributes. All of them are designed to be the independent variables that affect behavior intention. As shown in the figure, product attributes affects behavior intention according to (Ajzen, 1991); Quester & Smart, (1996); Kupiec & Revell, (2001). Additionally, online advertising affects behavior intention according to (Ajzen, 1991); Eshghi, Sarkar, and Sarkar (2017); Jianping, Guoying, Shaoling, Xin, & Jing, (2014). Like product attributes and online advertising, sales promotion also affects behavior intention according to (Ajzen, 1991); (Huff & Alden, 2000); Ueda, (2012). Finally, brand awareness affects behavior intention according to (Ajzen, 1991); Ahmed & Jennifer, (2011); (Ajzen, 1991).





## CHAPTER 3

### RESEARCH METHODOLOGY

The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The samples of the research were selected from the population which included the people who had the direct experiences of using or well understanding of the product specified by this study. Moreover, the samples were randomly selected regarding purposive sampling method. The statistical techniques used for data analysis and interpretation included descriptive and inferential statistics. The details as mentioned above were described as these followings

#### 3.1 Research Instrument

The researcher designed the questionnaire as the research instrument by applying the explanations and evidences of the related theories and the precious research findings. The questionnaire which consisted of four parts were as follows:

**Part 1:** The close-ended demographic questions consisted of gender, age, education, occupation, and salary.

**Part 2:** The close-ended questions about “The impact of Product attributes, on-line advertising, Sales promotion and brand awareness on Chinese tourist intention to buy Thai instant noodle”. consisted of 5 statements as follows:

Product Attributes (PA)

Online Advertising (OA)

Sales Promotion (SP)

Brand awareness (BD)

Behavior Intention (BI)

Regarding part 2, the researcher exercised on the liker's 5-point scale for measuring the statistical mean range for mean interpretation as follows:

$$\begin{aligned} \text{Range} &= \frac{\text{Maximum-Minimum}}{\text{Scale level}} \\ &= \frac{5 - 1}{5} = 0.80 \end{aligned}$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Strongly disagree/ High importance
1.81 - 2.61	Disagree/ Rather high importance
2.62 - 3.42	Neutral/Mondale importance
3.43 - 4.23	Agree/ Rather low importance
4.24 - 5.00	Strongly agree/ Low important

## **3.2 Measurement of Instrument**

### **3.2.1 Content Validity**

The researcher has measured the content validly by considering the comments of experts specialized in the fields of this study. The statements of questions in the questionnaire were developed according to those comments.

### **3.2.2 Reliability**

The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. Consequently, the questionnaire would be approved when the alpha value must be 0.65-1.00 (Cohen, 1977). The researcher conducted a pilot kept for this concerns by using 40 qualified people who were not in the group of samples of this study.

Table 3.2 illustrated that each part of the questionnaire had accepted value of the Cornbrash's alpha coefficient. The results indicated that the questionnaire had an acceptable reliability value which was equal to or more than 0.65 (Nunnally, 1978).

Table 3.2: The Reliability Value of Each Part of The Questionnaire

Statements of each part	Alpha coefficient	Accepted/ Not
Product Attributes (PA)	0.691	Accepted
Online Advertising (OA)	0.774	Accepted
Sales Promotion (SP)	0.798	Accepted
Brand awareness (BD)	0.786	Accepted
Behavior Intention (BI)	0.704	Accepted
Total value	0.751	Accepted

### 3.3 Population and Sample

#### 3.3.1 Population

Population included the Chinese people in Bangkok, including Chinese tourists, Chinese students as well as Chinese business men and women.

#### 3.3.2 Sample and Sampling Method

The 190 of samples who were assigned by using the G\*Power method (Cohen, 1977). All of samples were Chinese people in Bangkok, were randomly selected from each outstanding places located in Bangkok. The specific places where the researcher chose were illustrated in Table 3.3

Table 3.3: The Locations of Data Collection

Locations	Quota (n = 190)
Siam Paragon	92
Terminal 21	88
Central World	10
Total	190

### 3.4 Data Analysis

The statistical techniques applied for data analysis were as follows:

1. Demographic data including gender, age, education, occupation, and salary would be measured by using percentage ratio and frequency counting.

2. Respondents' attitudes toward dependent and independent variables of this study which were measured by using the value of mean and standard deviation

Table 3.4 illustrated the summary of descriptive statistics for data analysis of each variable.

Table 3.4: Summary of Descriptive Statistics for Data Analysis

Variable	Type of Variable	Descriptive Statistics
Demographic	Independent	Percentage / Frequency
Product Attributes (PA)		
Online Advertising (OA)	Independent	Mean and Standard Deviation
Sales Promotion (SP)		
Brand awareness (BD)		
Behavior Intention (BI)	Dependent	Mean and Standard Deviation

Multiple Regression technique was used for analyzing the relationship between independent variables and dependent variable. The purpose of conducting this relationship analysis was to find out the degree of influence of the independent variables on the dependent variable. However, such relationship was proposed in each hypothesis of this study Moreover, the analysis was conducted at 0.05 level of statistical significance.

## CHAPTER 4

### DATA ANALYSIS

#### 4.1 Demographic Data

The research findings of this part presented the respondents' personal data including gender, age, education, occupation, and salary. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Summary of Demographic Data (n = 190)

Demographic Data	Frequency	Percent
Gender:		
Male	74	38.9
Female	116	61.1
Age:		
less than 20	0	0
20 – 30	164	86.3
31 – 40	0	0
41 – 50	22	11.6
more than 50	4	2.1
Monthly income: (RMB)		
less than 3,000	59	31.1
3,001 – 5,000	51	26.8
5,001 – 7,000	20	10.5
7,001 – 9,000	30	15.8
more than 9,000	30	15.8

(Continued)

Table 4.1 (Continued): Summary of Demographic Data (n = 190)

Demographic Data	Frequency	Percent
Education background:		
Middle school & below	0	0
High school	3	1.6
College	33	17.4
Bachelor's degree	118	62.1
Master's degree	36	18.9
Doctor's degree	0	0
Occupation		
Student	55	28.9
State enterprises employee	42	22.1
Private enterprises employee	32	16.8
Self-employed	20	10.5
Retired	0	0
Other	41	21.6

Table 4.1 illustrated that most respondents were female (61.1%), aging between 20–30 years (86.3%), having monthly income between 3,001 – 5,000 RMB (26.8%). Moreover, it was also found that most respondents' education background was Bachelor's degree (62.1%), most of them were students (28.9%).

#### 4.2: The analysis of product attributes



Table 4.2: Mean and Standard Deviation of Product Attributes.

Product Attributes	Mean	Std.Deviation	Interpretation
1 I prefer instant noodle which is easier to cook.	3.85	.779	Agree
2 I prefer instant noodle with good packing.	3.45	.957	Agree
3 I prefer instant noodle with unique favor.	3.36	.860	Neutral
4 I think the price of instant noodle is important.	3.58	.756	Agree
Total	3.56	0.838	Agree

According to the customer's attitude most respondents rather agreed that they prefer instant noodle which is easier to cook (Mean=3.85, S.D.=.779), followed by "I think the price of instant noodle is important." (Mean=3.58, S.D.=.756), "I prefer instant noodle with good packing." (Mean=3.45, S.D.=.957) and "I prefer instant noodle with unique favor" (Mean=3.36, S.D.=.860) respectively.

### 4.3 The analysis of online advertising

Table 4.3: Mean and Standard Deviation of Online Advertising.

Online Advertising	Mean	Std.Deviation	Interpretation
1 Online advertising is a good source of product/service information.	3.82	.763	Agree
2 Online advertising is enjoyable.	3.46	.846	Agree
3 Online advertising is credible.	2.59	1.013	Disagree
4 Online advertising is more efficient than conventional one.	3.38	.888	Neutral
Total	3.31	0.877	Neutral

According to the customer's attitude most respondents rather agreed that Online advertising is a good source of product/service information. (Mean=3.82, S.D.=.763), followed by online advertising is enjoyable (Mean=3.46, S.D.=.846), Online advertising is more efficient than conventional one (Mean=3.38, S.D.=.888) and Online advertising is credible. (Mean=2.59, S.D.=1.013) respectively.

#### 4.4 The analysis of sales promotion

Table 4.4: Mean and Standard Deviation of Sales Promotion.

Sales Promotion	Mean	Std.Deviation	Interpretation
1 I tend to buy instant noodle which has discount.	3.34	.875	Neutral
2 I was satisfied of promotions about instant noodle.	3.17	.722	Neutral
3 I use the discount coupon when I have the chance.	3.55	.773	Agree
4 I like to take part in promotions that offer extra amounts of products.	3.63	.861	Agree
Total	3.42	.808	Neutral

According to the customer's attitude most respondents rather agreed that they like to take part in promotions that offer extra amounts of products. (Mean=3.63, S.D.=.861), followed by "I use the discount coupon when I have the chance." (Mean=3.55, S.D.=.773), "I tend to buy instant noodle which has discount." (Mean=3.34, S.D.=.875) and "I was satisfied of promotions about instant noodle." (Mean=3.17, S.D.=.722) respectively.

#### 4.5 The analysis of brand awareness

Table 4.5: Mean and Standard Deviation of Brand Awareness.

Brand Awareness	Mean	Std.Deviation	Interpretation
1 I tend to buy instant noodle from well-known brands.	4.00	.731	Agree
2 I think famous brand's products are generally good.	3.75	.656	Agree
3 I tend to buy instant noodle which people often mentioned.	3.97	.734	Agree
4 It is important for instant noodle companies to have good brand's reputation.	3.95	.602	Agree
Total	3.92	.681	Agree

According to the customer's attitude most respondents rather agreed that they tend to buy instant noodle from well-known brands. (Mean=4.00, S.D.=.731), followed by "I tend to buy instant noodle which people often mentioned." (Mean=3.97, S.D.=.734), "It is important for instant noodle companies to have good brand's reputation." (Mean=3.95, S.D.=.602) and "I think famous brand's products are generally good." (Mean=3.75, S.D.=.656) respectively.

#### 4.6: Relationship between independent variables and dependent variable.

The research findings of this part presented the relationship in terms of the degree of the effect of product attributes, online advertising, sales promotion, brand awareness on behavior intention. The Multiple Regression Analysis was used for analyzing such relationship. The findings were presented in Table 4.6 as follows.

Table 4.6: The Relationship Between Independent Variables and Dependent Variable.

Independent Variables	b	Beta	T	Sig
Product Attributes	0.468	0.448	6.75	.000*
Online Advertising	0.155	0.163	2.54	.012*
Sales Promotion	0.116	0.117	1.85	.066
Brand awareness	0.265	0.227	4.06	.000*

Adjusted R-square =0.513, F =50.852, \*p≤0.05

Table 4.6 showed that product attributes (Beta =0.448, Sig =.000), online advertising (Beta =0.163, Sig =.012), brand awareness (Beta =0.227, Sig = .000) affected behavior intention at 0.05 level of statistical significance. While it was found that sales promotion did not affect behavior intention (Sig > 0.05). The summary of the results of hypothesis testing was illustrated in Table 4.7.

#### 4.7: Summary of Hypothesis Testing

Table 4.7: Summary of Hypothesis Testing

Hypothesis	Result
Hypothesis 1: There is positive relationship between product attributes and behavior intention.	Supported
Hypothesis 2: There is positive relationship between online advertising and behavior intention.	Supported
Hypothesis 3: There is positive relationship between sales promotion and behavior intention.	Not supported
Hypothesis 4: There is positive relationship between brand awareness and behavior intention.	Supported

Table 4.7 showed that both hypothesis 1, hypothesis 2 and hypothesis 4 were supported while hypothesis 3 was not supported.

## CHAPTER 5

### CONCLUSION AND DISCUSSION

#### 5.1 Discussion

From the hypothesis testing, the finding proved that there is a positive influence of product attributes, online advertising and brand awareness on customer's intention to purchase instant noodle. According to the finding, which were related to Wang and Yu (2016) findings about "Coffee product attributes have a crucial influence consumer's purchase intention" product attributes have effect on consumer's purchase intention. And the findings of this study is also consistent with Jianping, Guoying, Shaoling, Xin, and Jing (2014) and Lemmetyinen, Dimitrovski, Nieminen, and Pohjola (2016), that they proved online advertising and brand awareness have effect on purchase intention.

Even through every factor should be concerned with purchase intention, however sales promotion could not influence. This finding were related to the explanation depicted by Smith (1994). They explained "Therefore, sales promotion is not always related to consumer's intention".

## **5.2 Recommendation of Managerial Implementation**

5.2.1 In order to increase customer's intention to purchase Thai instant noodle, those companies should make sure they provide high quality products to consumers and develop different types of products to meet different consumer's needs.

5.2.2 In order to increase customer's intention to purchase Thai instant noodle, those companies should make some online advertisements to attract more customers.

5.2.3 In order to increase customer's intention to purchase Thai instant noodle, those companies should consider that brand awareness is an important component for customer to make purchase decision, hence, they should provide better products and service to their customers.

## **5.3 Recommendations for future research**

The researcher would like to recommend the additional interesting issues for future research in order to enhance the knowledges which were important to the academic concerns as follows:

Future researchers can include data collection in other big cities in Thailand like Chiangmai or Phuket to compare the results.

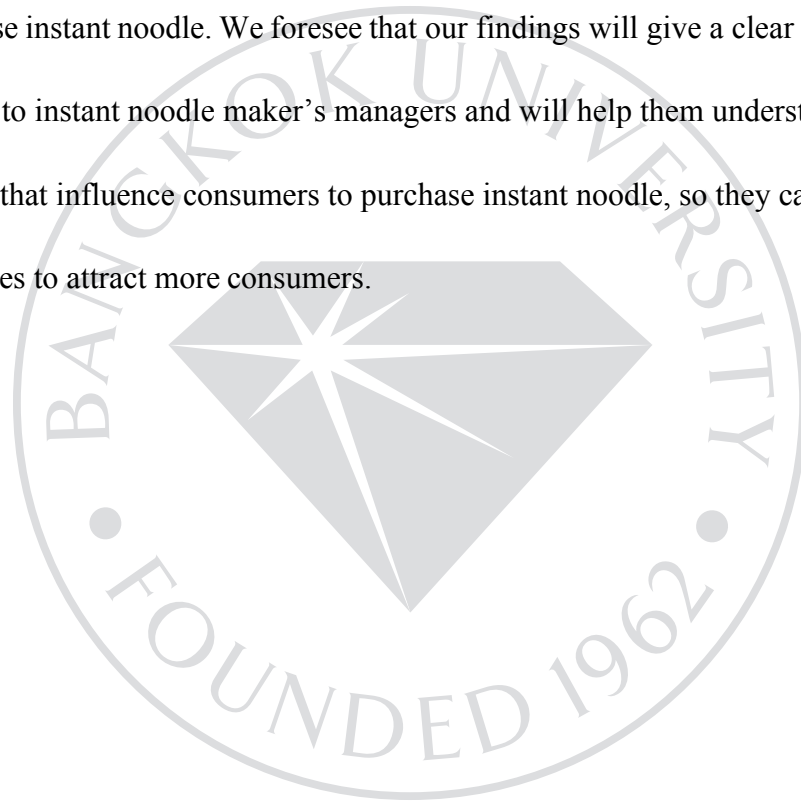
Also, the data can be collected, compared, and analyzed between the Chinese and the other foreign tourists in Thailand.

Finally, the future researches should consider about why sales promotion can not related to buying intention as mentioned in this present research findings.



#### 5.4 Conclusion

Instant noodle is convenient for people who want to have a quick meal, and there are many tourists come to Thailand every year, most of them, which is a huge amount, would be the potential consumers of instant noodle, therefore our study has focused mainly on research question: what are factors that influence consumers to purchase instant noodle. We foresee that our findings will give a clear and wide picture to instant noodle maker's managers and will help them understand the specific factors that influence consumers to purchase instant noodle, so they can build up their strategies to attract more consumers.



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**QUESTIONNAIRE:**

**Brand awareness, Sales Promotion, Online Advertising, Product Attributes  
affecting Chinese tourist's intention to buy Thai instant noodle**

This survey research was aimed to comprehend Brand awareness, Online advertising, Product attributes affecting Chinese tourist's intention to buy Thai instant noodle. This study is a part of BA715: Independent Study, Graduate School and Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. 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.

MBA Student, Bangkok University

**Part 1: Consumer Information**

**Explanation:** Please mark ✓ into  that matches your information the most.

1. Gender:

- 1) Male  2) Female

2. Age:

- 1) Under 20 years old  2) 20 – 30 years old  
 3) 31 – 40 years old  4) 41-50 years old  
 5) Above 50 years old

3. Educational level:

- 1) Middle school & below  2) High school  
 3) College  4) Bachelor's degree  
 5) Master's degree  6) Doctor's degree

4. Occupation:

- 1) Student  2) State enterprise' employee  
 3) Private Company employee  4) Self-employed

- 5) Retired  6) Other (please specify) .....

5. Monthly income:

- 1) Below 3,000 CNY  2) 3,001 - 5,000 CNY  
 3) 5,001-7,000 CNY  4) 7,001-9000 CNY  
 5) Above 9,000 CNY

**Part 2: Brand awareness, Sales promotion, Online advertising, product attributes**

**affecting Chinese tourist’s intention to buy Thai instant noodle**

**Explanation:** Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

<b>Brand awareness, Sales promotion, Online advertising, product attributes affecting Chinese tourist’s intention to buy Thai instant noodle</b>	<b>Level of opinions</b>				
	<b>Strongly Agree</b>	←	↔	→	<b>Strongly Disagree</b>
<b>Brand awareness: BD</b>					
1. I tend to buy instant noodle from well-known brands.	(5)	(4)	(3)	(2)	(1)
2. I think famous brand’s products are generally good.	(5)	(4)	(3)	(2)	(1)
3. I tend to buy instant noodle which people often mentioned.	(5)	(4)	(3)	(2)	(1)
4. It is important for instant noodle companies to have good brand’s reputation.	(5)	(4)	(3)	(2)	(1)
<b>Sales promotion: SP</b>					
1. I tend to buy instant noodle which has discount.	(5)	(4)	(3)	(2)	(1)
2. I was satisfied of promotions about instant noodle.	(5)	(4)	(3)	(2)	(1)
3. I use the discount coupon when I have the chance.	(5)	(4)	(3)	(2)	(1)
4. I like to take part in promotions that offer extra amounts of products.	(5)	(4)	(3)	(2)	(1)
<b>Online advertising: OA</b>					



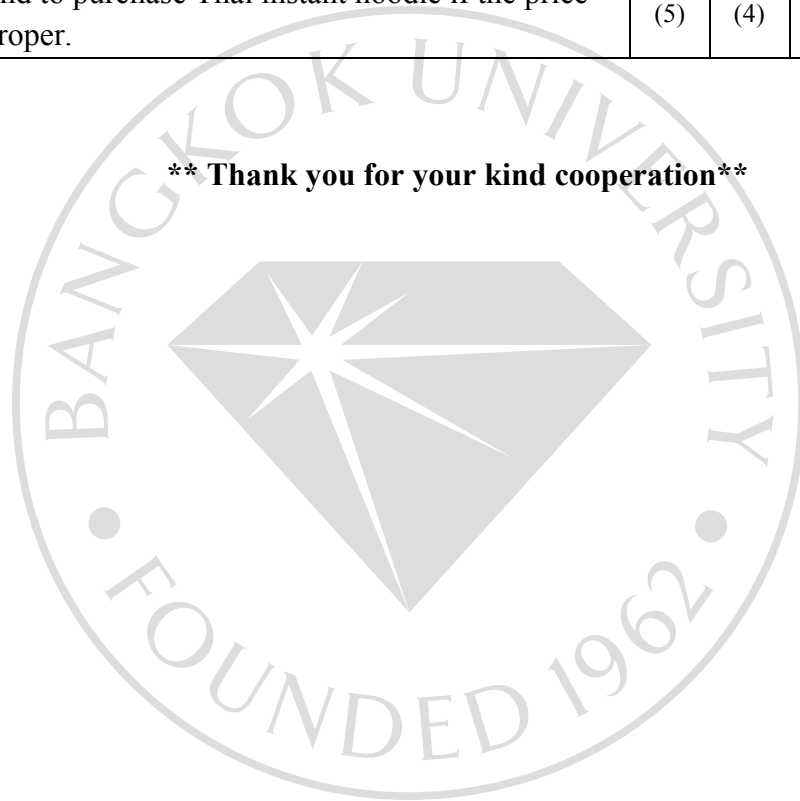
Brand awareness, Sales promotion, Online advertising, product attributes affecting Chinese tourist's intention to buy Thai instant noodle	Level of opinions				
	Strongly Agree	↔			Strongly Disagree
1. Online advertising is a good source of product/service information.	(5)	(4)	(3)	(2)	(1)
2. Online advertising is enjoyable.	(5)	(4)	(3)	(2)	(1)
3. Online advertising is credible.	(5)	(4)	(3)	(2)	(1)
4. Online advertising is more efficient than conventional one.	(5)	(4)	(3)	(2)	(1)
<b>Product attributes: PA</b>					
1. I prefer instant noodle which is easier to cook.	(5)	(4)	(3)	(2)	(1)
2. I prefer instant noodle with good packing.	(5)	(4)	(3)	(2)	(1)
3. I prefer instant noodle with unique favor.	(5)	(4)	(3)	(2)	(1)
4. I think the price of instant noodle is important.	(5)	(4)	(3)	(2)	(1)

### Part 3: Intention to buy Thai instant noodle

**Explanation:** Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Intention to buy Thai instant noodle: IBTN	Level of opinions				
	Strongly Agree	↔			Strongly Disagree
1. I will recommend my friends to buy Thai instant noodle more than other brands.	(5)	(4)	(3)	(2)	(1)
2. I intend to buy Thai instant noodle in the future.	(5)	(4)	(3)	(2)	(1)
3. I intend to look for Thai instant noodle although they will be sold far away from where I live.	(5)	(4)	(3)	(2)	(1)
4. I intend to purchase Thai instant noodle if the price is proper.	(5)	(4)	(3)	(2)	(1)

**\*\* Thank you for your kind cooperation\*\***



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