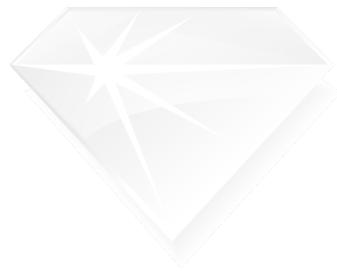


**PERCEPTION OF MARKETING MIX, INTEGRATED MARKETING  
COMMUNICATIONS, AND PERCEIVED VALUE AFFECTING FOREIGN  
TRAVELERS' PURCHASE INTENTION OF SOUVENIR PRODUCTS IN  
BANGKOK, THAILAND**



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Tin Chaiyaworn

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This Independent Study Manuscript Presented to  
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Master of Business Administration

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and Perceived Value Affecting Foreign Travelers' Purchase Intention  
of Souvenir Products in Bangkok, Thailand

Author: Tin Chaiyaworn



Independent Study Committee:

Advisor Dr. Chutimavadee Thongjeen

Field Specialist Dr. Papob Puttimanoradeekul

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### **ABSTRACT**

The main objective in this research study was to examine how Marketing Mixes (4Ps), Integrated Marketing Communication, and Perceived Value influence the Purchase Intention of Souvenir Products in Bangkok, Thailand. The study focused on foreign travelers interested in purchasing souvenir product, with a sample size of 400 traveler's residing in Bangkok selected through convenience sampling. Data analysis utilized frequency, percentage, mean, standard deviation, and multiple linear regression.

The findings revealed that Marketing Mixes (4Ps), Integrated Marketing Communication, and Perceived Value Factors significantly impact the Purchase Intention of Souvenir Products in Bangkok, Thailand at a significance level of 0.05.

*Keywords: Marketing Mixes, Integrated Marketing Communication, Perceived Value, Purchase Intention*

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 The Importance and Problem of the Study**

Thailand is the most famous tourism destination which play the huge role in economic that there are millions of foreign tourists visited in Thailand annually. The data from Tourism Authority of Thailand (TAT) (2019) mentioned that there was 39.77 million in 2019 which increased from previous year for 4%. Having large number of foreign tourists would lead to high demand of souvenir products that travelers could purchase to remind their trip experience in Thailand. The information from the Ministry of Tourism and Sports (2017) stated that Thai souvenir market has been steadily increased according to the increasing in number of foreign tourists. This could lead to benefit in term of revenue to local tourism in Thailand. The souvenir market in Bangkok, Thailand is very important in term of tourism industry that there are a variety of souvenir goods such as handicraft, traditional textiles, accessories, decorations and so on which these products are attractive to tourist. According to Tourism Authority of Thailand (TAT) projected that 8 million of foreign tourists at least visit Thailand during January and April of 2023. And this TAT assured that Thailand can meet the target for welcoming 25 million of foreign visitors. TAT aims to generate 2.38 trillion baht (71 billion USD) in tourism revenue. The COVID-19 caused the restrictions in China, where there are a lot of tourists that normally visit to Thailand. But after this pandemic, the restrictions are declining which would lead an increasing of Chinese traveler to visit in Thailand. In year 2023, TAT expects that there will be the arrivals from Asian countries which are Malaysia, India, and South Korea. And Chinese with estimated for 5 million tourists in the same year. This shows that Bangkok, Thailand has an opportunity to attract a large number of tourists which can generate potential income for local sellers in any aspect of industry and related activities. According to Thansettakij (2020) mentioned that there are over 6,000 businesses related with Thai lifestyle product selling the goods about the gift, souvenir and home decoration in the market. In 2019, souvenir market was valued at over 28 billion baht, while promotional gift market was value at 10 billion baht and basket gift was value at approximately 2 billion baht. Many entrepreneurs in souvenir and gift

industry were facing with the challenge of low liquidity because of COVID-19 that 81.3% of business owner's income are relied on foreign traveler's spending whether local selling or exporting goods abroad. As a result of this, the total market value decreased by 40% in 2020, along with the export also dropped by 20%. The souvenir market in Thailand is varied and offers a wide selection of items to suit different tastes and budgets of shoppers. Traditional handicrafts such as lacquerware, pottery and silk products are popular among tourists. As they are handicrafts that are truly unique and representative of Thai culture. These products are often made by hand by local craftsmen using traditional techniques that are inherited from generation to generation (Chifos & Looye, 2002). The souvenir market in Thailand is also driven by the country's efforts to promote sustainable tourism which includes a focus on environmentally friendly and socially responsible products such as those made from natural material products that support the local community and traditional crafts. This trend is driven by growing awareness among tourists about the impact of tourism on the environment and local communities. and a desire to support sustainable practices (Pratama & Mandaasari, 2020).

The souvenir market in Thailand is highly competitive with a wide range of suppliers and distributors providing to the needs of tourists including small and medium sized businesses as well as large corporations. Many operate in large corporations, with most operating in the informal sector. These businesses must be able to understand and respond to the needs and preferences of tourists, as well as adapt to changing trends and consumer behavior (Kotler, Kartajaya & Setiawan, 2019). Tourists are more likely to purchase souvenirs from shops that have a good reputation and offer high-quality customer service (Swanson, K. K., 2004). The use of digital marketing by souvenir shops in Bangkok has also been found to be effective way to reach and attract foreign travelers to come and visit to purchase local goods (Wahyuningsih, W. et al, 2022). Online platforms such as social media and e-commerce websites allow souvenir shops to showcase their products and reach a wider audience in both local and global before making decision (Gosal, J. et al, 2020).

Understanding the factors that influence the purchase intention of these consumers is important for businesses that sell souvenirs in Bangkok, as it can help to develop effective marketing strategy and improve the quality of products and services.

One of the main factors that affect consumer purchase intention is marketing mix comprises product, price, place and promotion (4Ps) can influence the perceived value of a product and affect the consumer's decision to purchase (Singh, M, 2012). Perception of Marketing Mix and Purchase Intention from this study aims to examine the impact of marketing mix on the purchase intention of foreign travelers in Bangkok. To understanding how each element are perceived by tourists and how tourists perceive that souvenir considering of high quality, fairly priced, easily accessible, and effectively promoted that may influence their purchase intention (Nugroho & Irena, 2017). While the traditional marketing mix consists of the 4Ps (Product, Price, Place, and Promotion), some variations include additional elements like People and Processes, in the 6Ps. However, in the context of souvenirs, the need for People (staff) or Processes (service) may not be as crucial. Souvenirs often have inherent value and can sell themselves with the support of attractive story attached to them. Therefore, while elements like Promotion and Product are still essential, the role of People and Processes may be less prominent in the souvenir industry compared to other sectors.

Integrated Marketing Communications (IMC) refers to the coordination and integration of various communication channels to convey a consistent and persuasive message to target audiences. Integrated Marketing Communication (IMC) consists of six key dimensions, which include advertising, sales promotion, public relations, personal selling, direct marketing, and events (Rivandi, 2021). According to Umbreen & Ali, (2013) the study found that the significance of IMC in targeting and influencing consumers, as they are well-informed and responsive to advertising and sales promotions. Consumers also expressed a preference for direct marketing and valued the use of technology, particularly social media. Digital marketing has become increasingly important in recent years, with the rise of social media and e-commerce (Kingsnorth, S., 2022). With the rapid growth of the internet and social media, businesses have been able to reach a wider audience and promote their products to the market globally. A study by Gong, T. (2017). found that tourists in Bangkok who used social media to research and plan their trips were more likely to purchase souvenirs. Social media platforms, such as Facebook, Instagram, and Twitter, allow businesses to connect with consumers and interact with them in real-time. In the context of souvenirs, effective IMC practices can create awareness, influence perceptions, and

ultimately impact purchase intention. By examining how IMC strategies are perceived by foreign travelers, this study aims to understand their influence on purchase intention in the Bangkok souvenir market

Perceived value plays important role in consumers' purchase intention. It represents the overall value that consumers perceive to product or service regard of their evaluation, its benefits and costs. In the context of souvenir products, perceived value can be influenced by factors such as emotional value, functional value and social value (Suttikun & Meeprom, 2021). This study aims to explore how perceived value affects the purchase intention of foreign travelers in Bangkok souvenir market.

This research is important as it provides valuable insights for businesses in the souvenir industry in Bangkok, helping them develop effective marketing strategies and enhance their service quality. By understanding how perception of marketing mix, integrated marketing communications, and perceived value influence purchase intention, businesses can adapt their offerings to meet the expectations and preferences of foreign tourists. In terms of the scope of the study, the population will consist of foreign travelers visiting Bangkok. The sample will be selected through a specific sampling method which will be determined based on the research design. All variables and sub-variables related to perception of marketing mix, integrated marketing communications, perceived value, and purchase intention will be measured and analyzed. The study will focus on foreign travelers in Bangkok, Thailand, and will be conducted within a specific time frame and location.

## **1.2 Research Questions**

1.2.1 Does Marketing Mix have an influence on Foreign Travelers' Purchase Intention?

1.2.2 Does Integrated Marketing Communication have an influence on Foreign Travelers' Purchase Intention?

1.2.3 Does Perceived Value have an influence on Foreign Travelers' Purchase Intention?

## **1.3 Objectives of the Study**

1.3.1 To study the impact of Marketing Mix Factor (Product, Price, Place

and Promotion) on Foreign Travelers' Purchase Intention.

1.3.2 To study the impact of Integrated Marketing Communication Factor (Advertising, Sales Promotion and Direct marketing) on Foreign Travelers' Purchase Intention.

1.3.3 To study the impact of Perceived Value Factor (Emotional value, Functional value and Social value) on Foreign Travelers' Purchase Intention.

#### **1.4 Method of Study**

The method of study for this research will be a quantitative method by using Google Forms online survey and prints survey. The survey will be conducted to a sample of foreign travelers who have recently visited Bangkok, Thailand and have purchased souvenir products. The survey will provide the Likert scale questions, designed to gather information on the participants' perceptions of marketing mix, integrated marketing communication, perceived value and their purchase intention. The sample will be selected through convenience sampling, where participants will be selected at popular tourist destinations in Bangkok, such as shopping malls and street markets. The data collected from online survey will be analyzed using statistical techniques.

#### **1.5 Tools and Statistics Used**

An online and print forms survey questionnaire was designed to collect data on the participants' perceptions of marketing mix, integrated marketing communication, perceived value and their purchase intention. The questionnaire included a combination of multiple-choice for demographic questions and Likert scale questions, which was conducted to the sample population. The respondents' demographics, preferences for souvenirs, driving forces, and shopping habits are the main data points gathered. The data collected from the online survey was analyzed using statistical techniques which are Descriptive statistics to summarize the data and describe the characteristics of the sample population. And Inferential statistics to test hypotheses and make inferences about the population from the sample data (Multiple linear regression analysis).

## **1.6 Scope of the Study**

### **1.6.1 Independent Variables:**

#### 1.6.1.1 Marketing Mix

1. Product
2. Price
3. Place
4. Promotion

#### 1.6.1.2 Integrated Marketing Communication

1. Advertising
2. Sales Promotion
3. Direct Marketing

#### 1.6.1.3 Perceived Value

1. Emotional Value
2. Functional Value
3. Social Value

### **1.6.2 Dependent Variable: Purchase Intention**

1. Attitude
2. Subjective Norms
3. Perceived Behavioral Control

### **1.6.3 Population and Sample:**

The sample for this study was selected through convenience sampling, where participants were at popular tourist destinations in Bangkok, such as shopping mall and street market. These locations were chosen due to their popularity among foreign tourists, and it is assumed that a significant number of people who have recently visited Bangkok, Thailand and have purchased souvenir products will be found in these places. According to the data reported by Mr. Yuthasak Supasorn, Governor of the Tourism Authority of Thailand (TAT, 2022), the total population visited Bangkok during January- October 2022 was 7,349,843. According to the data from Chatuchak Market (2022) reported that there is a huge entry of people to Chatuchak Market on weekends, with more than 200,000 people visiting. The official website states that approximately 30% of the visitors are foreign tourists. According to the Yamane's (1967) table from Figure 1.1, a sample size of 400 needs to be collected that would be

a sufficient level of precision in the analysis and provide a representative sample of the population of foreign travelers who have recently visited Bangkok and purchased souvenir products.

Figure 1.1: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±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 en

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

#### 1.6.4 Time of Study:

This study was explored about the perception of Marketing Mix, Integrated Marketing Communications, and Perceived Value affecting foreign travelers' purchase intention of souvenir products in Bangkok, Thailand. The study was conducted from July to February of 2024.



### **1.7 Benefits of the Research**

The major aim of conducting this research can provide several benefits. First, in term of academic contributions is to support the existing knowledge by examining the specific factors that influence customer purchase intention in the context of the Bangkok souvenir market. It provides empirical evidence and insights into the relationship between marketing mix variables, integrated marketing communications, perceived value, and purchase intention, thus adding to the academic understanding of consumer behavior in the tourism and souvenir industry.

Second, findings of the research will provide valuable insights for businesses operating in the Bangkok souvenir market. By understanding the factors that influence customer purchase intention, businesses can develop effective marketing strategies and enhance their competitiveness. The research can help marketers make informed decisions regarding product development, pricing strategies, distribution channels, promotional activities, and service quality improvements.

Moreover, the research outcomes can assist souvenir businesses in adapting their marketing efforts to meet the needs and preferences of foreign travelers. By aligning their marketing mix variables, integrated marketing communications, and perceived value with the expectations of customers, businesses can enhance the effectiveness of their marketing campaigns and attract more foreign tourists. This, in turn, can lead to increased sales and profitability.

Overall, the research on the perception of marketing mix, integrated marketing communications, and perceived value affecting customer purchase intention of souvenir products of foreign travelers in Bangkok, Thailand has significant benefits for academia, businesses, customers, and the local economy. It can provide useful data and practical implications that can drive improvements in marketing strategies, customer satisfaction, and economic outcomes.

### **1.8 Limitations of the Research**

The sample was selected from tourists visiting Bangkok, Thailand, and may not be representative of the entire population of tourists. The sample could be affected by convenience sampling and random sampling, which could introduce bias. Respondents may not accurately recall their buying behavior or may not be truthful in

their responses. The study was conducted within a specific time frame, which may not be representative of consumer buying behavior at other times. The findings may not be generalizable to other periods.

According to the Covid-19 Pandemic from World Health Organization (2020). As the study is focused on the souvenir market in Bangkok, Thailand it may be affected by the ongoing pandemic, which could have an impact on the number of tourists visiting Bangkok, their travel patterns, and the market conditions. This could limit the generalizability of the findings to other periods or countries.

## **1.9 Definition of Terms**

### **1.9.1 Marketing Mix (4Ps)**

Marketing Mix, also known as 4Ps is a tool used by marketers for managing their strategies. It includes four important factors which are price, place, product, and promotion (McCarthy, 1960).

### **1.9.2 Integrated Marketing Communication (IMC)**

Integrated Marketing Communication (IMC) is a strategic approach that combines various marketing communication elements such as advertising, public relations, sales promotion, and digital marketing into a consistent and compelling message to the target audience (Broderick & Pickton, 2005).

### **1.9.3 Perceived Value**

Perceived Value is the subjective assessment made by customers regarding the worth and benefits they believe they receive from a product or service relative to its cost" (Chahal & Kumari, 2012)

### **1.9.2 Purchase Intention**

Purchase intention the plan of an individual about the willingness to buy a product or service. It is the concept in consumer behavior and marketing research, influenced by factors like product quality, price, and brand reputation (Dodds, Monroe, & Grewal, 1991)

## CHAPTER 2

### LITERATURE REVIEW

This chapter will summarize the literature that is relevant to research project, bringing out where the gaps in the literature are, and how the research helps to fill in one or more of these gaps. For the research project, entitled “Perception of Marketing Strategies, Digital Marketing, and Service Quality Affecting Consumer Buying Behavior of Souvenir products of foreign travelers in Bangkok Thailand” can be divided into 8 elements. They are as follows:

2.1 The Background of Business Industry

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Purchase Intention

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

2.4 Theories Academic Concepts and Other Relevant Research Articles of Integrated Marketing Communication (IMC)

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

2.6 Previous Researches

2.7 Conceptual Framework

2.8 Hypotheses

#### **2.1 The Background of Business Industry**

The Tourism Authority of Thailand (2023) mentioned that 2023 will be "The Year of the Great Resumption" of the Thai tourism industry, especially the return of "Chinese tourists" both in terms of quantity and quality that have to spend more. According to statistics in 2019, before the COVID-19 outbreak, up to 11 million Chinese tourists traveled to Thailand, generating income of over 531 billion baht, with an average stay of 7.8 days, an average expense of 6,118 Baht per person a day and accounted for average expenses per trip 47,723 Bahts per person per trip. According to the Governor of the Tourism Authority of Thailand, Mr.Yuthasak Supasorn, said that from the success of tourism in the past year 2022, Thailand has the opportunity to

welcome foreign tourists. A total of 11.8 million people which is considered a higher result than the target. This could reflect to the positive signs of the recovery of Thai tourism very well after facing the pandemic. The return of Thai tourism in 2023 is considered to achieve the overall target, the income has returned not less than 80 percent of the year 2019 (TAT, 2023).

With the rise of tourism, the souvenir industry in Thailand also began to grow. Tourists began to purchase traditional handicrafts such as silk, lacquerware, and woodcarvings as reminders of their trips (Anderson L, 1995). In addition, modern souvenirs such as t-shirts, keychains, and other items featuring images of Thai culture and landmarks became popular among tourists. Many souvenir shops in Thailand also offer custom-made products, such as tailor-made silk clothing or customized woodcarvings. These services are mostly provided by skilled artisans and can take several days or even weeks to complete. From author Jerasilp, S. et al. (2019) mentioned that the top three Thai handicraft souvenirs most appreciated by Western-European tourists were ornament products, items shaped like Thai domestic animals such an elephant, and replicas of Thai architectures and vehicles. The most popular style was classical Thai, followed by country & folk and then modern Thai.

The souvenir industry in Thailand has continued to change and grow in recent years. The government and private sector have been working together to promote the country's traditional handicrafts and other products to tourists. The development of new technologies and the rise of e-commerce have also had a major impact on the industry, making easier for tourists to purchase souvenirs online. According to The Support Arts and Crafts International Center of Thailand, 2021 is anticipating that Thailand's exports of handicrafts will recover in 2021 due to the growing demand for artisanal and eco-friendly products around the world. In the first quarter of 2021, handicraft exports decreased by 8%, however, they surged by 12% in March. Silver and gold handicrafts, as well as ceramic products, were the top-selling products. The US was the largest export market, followed by Japan, Germany, Hong Kong, and the UK. To further accelerate growth in the handicrafts industry, the Thai government is providing more support for the market and The SUPPORT Arts and Crafts International Centre of Thailand (SACICT) is focusing on enhancing traditional and cultural handicrafts in order to increase acceptance among local consumers, promote

the national heritage, and contribute to sustainable development (Bangkok post, 2021).

Bangkok, the capital of Thailand, is a popular tourist destination, and as such, it offers a wide variety of souvenirs for visitors to purchase especially in Chatuchak Weekend Market. (Chatuchak Market, 2022). Chatuchak Market (also known as JJ Market) is the largest market in Thailand and one of the largest markets in the world. Located in Bangkok, it is a major tourist attraction, with over 200,000 visitors per day on weekends. The market has about 15,000 stalls, divided into 27 sections, selling a wide variety of products ranging from clothing and accessories to food, plants, and antiques. It is estimated that more than 200,000 items are sold on the marketplace every day. The market has been around since the late 1950s and has become a popular destination for locals and tourists alike (Chatuchak Market, 2022). Some of the most popular souvenirs can be found from Chatuchak Weekend Market and other markets like Silom Village. According to the article from Travelvui (2019) shown that there are souvenir items which is best to buy. First Thai Silk is known for high-quality silk, and Bangkok is home to many shops that sell silk products such as clothing, scarves, and other items. Silk is often hand-woven on traditional looms and can be purchased in a wide range of colors and designs that can be used to make a variety of items, such as a scarf, a tie, a pillow cover, a cushion cover, a bag, or a wallet. Second, Thai handicrafts that is typically made from materials such as wood, silk, stone, and glass. Common types of Thai handicrafts include jewelry, clothing, pottery, and sculptures. Third, Thai snacks as souvenirs, such as Thai sweet and spicy chili sauce, Thai tea, and Thai desserts like mango sticky rice, for example. These snacks can be found in most supermarkets, convenience stores, and street vendors around Bangkok. Fourth, T-shirts, keychains, and other items featuring images of Thai culture and landmarks such as small elephant-designed and so on.

Traditional Thai handicrafts are particularly popular among foreign travelers. The market has been growing in recent years; however, the ongoing COVID-19 pandemic has resulted in a decrease in the number of tourists visiting the city, which has led to a decline in demand for souvenirs and a decrease in sales for businesses in the market. In case the tourism and local traditional product are supported by the government, the result would affect to the overall market to be increased for demand and sales.

## **2.2 Theories/ Academic Concepts and Other Relevant Research Articles of Purchase Intention.**

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

### **2.2.1 Theories/Academic Concepts**

Understanding the factors that influence purchase intention is important for businesses working in the souvenir industry in Bangkok, this literature review aims to explore relevant theories and studies, with a focus on the Theory of Planned Behavior (TPB), to explore on the relationship between these factors and purchase intention of souvenir products.

The Theory of Planned Behavior (TPB), first proposed by Icek Ajzen in 1991, is a theory that seeks to explain how attitudes, subjective norms, and perceived behavioral control shape an individual's intention to perform a behavior and, ultimately, the behavior itself. According to the TPB, a person's attitude towards a behavior is determined by their beliefs about the behavior and its associated outcomes. Additionally, subjective norms, or the perceived social pressure to perform or not perform a behavior, and perceived behavioral control, or the perceived ease or difficulty of performing a behavior, also play a role in determining a person's intention to act.

The TPB has been applied to a variety of decisions and contexts, including consumer intention. In the context of consumer behavior, the theory has been used to explain how a consumer's attitude towards a product or brand, the perceived social pressure to buy or not buy a product, and the perceived ease or difficulty of purchasing a product all influence the consumer's intention to buy the product, and eventually their actual buying behavior (Ajzen,1991).

According to Li, Wang, Zhao, Tan, and Thanaphongsomboon (2022) the research study on factors influencing consumers' intention to purchase organic meat. The study highlights that subjective norms, moral ideas, environmental concerns, and health awareness are important factors influencing consumers' intention to purchase organic meat. Environmental concern has the greatest impact, followed by subjective norms. However, consumers' concerns for meat safety have minimal influence. Strengthening subjective norms, improving social cognition, and emphasizing

environmental and health aspects can enhance the promotion of green organic meat products (Li et al., 2022). Another conducted by Hasan and Suciarto (2020) study on Indonesian consumers who purchase organic food through Instagram. The findings show that adherence to organic food and perceived behavioral control significantly influence purchase intention, while subjective norms have no significant effect. Attitudes toward organic food have the strongest impact, while subjective norms have the weakest. External pressure to consume organic food does not play a significant role compared to individual attitudes and perceived behavioral control.

### 2.2.2 Other Relevant Research Articles

According to research article by Karsiningsih and Rafsanjani (2023) conducted a study to explore the relationship between tourists' attitudes, satisfaction, and purchase intention when buying food souvenirs. The research involved 200 domestic tourists, Indonesia who completed a questionnaire. The results revealed that tourists' attitudes had a direct positive impact on satisfaction and purchase intention. Satisfaction also directly influenced purchase intention. Additionally, attitudes indirectly influenced purchase intention through satisfaction. These findings suggest that food souvenir businesses can enhance their marketing strategies to satisfy tourists and increase their intention to purchase food souvenirs (Karsiningsih & Rafsanjani, 2023).

Another research from Meitiana et al. (2019) conducted a study to determine the factors influencing decision-making in souvenir purchases using the Theory of Planned Behavior. The research used a quantitative approach with convenience sampling, involving 150 souvenir buyers in Palangka Raya, Indonesia. The relationship between variables was tested using Partial Least Squares (PLS). The findings reveal that attitudes towards authenticity and aesthetics significantly impact purchase intentions and subsequently influence actual buying behavior. Stronger intentions to buy souvenirs correspond to increased buying behavior. These insights can assist marketers and the tourism industry in developing strategies to encourage souvenir purchases. The study suggests that the Theory of Planned Behavior is a useful framework for predicting souvenir buying behaviors. However, the study acknowledges limitations and suggests future research should explore variables such as subjective norms, perceived behavior control, and demographic factors to enhance

the understanding of souvenir buying behavior (Meitiana et al., 2019).

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

This part will describe 2 elements: theories /academic concepts and other relevant research articles. They are as follows:

#### **2.3.1 Theories /Academic Concepts**

One of the most widely accepted theories of marketing strategies is the 4Ps of marketing, which stands for Product, Price, Place, and Promotion. This theory was first introduced by E. Jerome McCarthy in 1960 in his book *Basic Marketing: A Managerial Approach*.

The 4Ps of marketing are the four essential components of a successful marketing strategy. These elements are interdependent and must be carefully balanced to effectively promote a product or service. **Product:** The product or service being offered must be carefully considered. It is important to understand the features and benefits of the product, as well as the target market's needs and wants. **Price:** The cost of the product or service must be considered. It is important to consider the target market's ability to pay and the competition's pricing when setting a price. **Place:** The location where the product or service is sold is also a key factor. This can include physical stores, online marketplaces, or a combination of both. **Promotion:** The method of advertising and promoting the product or service is also essential. This can include traditional advertising, social media, events, and more (McCarthy, E. J., 1960). The 4Ps of marketing are a useful framework for developing a marketing strategy, but it is important to note that there are other factors that can impact a marketing campaign's success, such as cultural and social factors (Masovic, A., 2018).

#### **2.3.2 Other Relevant Research Articles**

A research article by Kachaphol (2021) conducted to investigate the factors influencing the intention to purchase ceramic courses in Thailand, focusing on the marketing mix (4Ps) framework. The study found a significant relationship between the elements of the marketing mix (product, price, promotion, and place) and customers' intention to purchase ceramic courses. Specifically, the factors of place and promotion had the strongest correlation with the intention to purchase, followed by



product. While, the price factor had the weakest correlation. The linear regression analysis indicated that both the product and place factors significantly predicted the intention to purchase, with the place factor being more influential. The findings of this study can assist ceramic studios and other service providers in developing their business models and strategies for success in the niche market of ceramic courses (Kachaphol, 2021).

## **2.4 Theories/ Academic Concepts and Other Relevant Research Articles of Integrated Marketing Communication.**

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

### **2.4.1. Theories/Academic Concepts**

Integrated Marketing Communication (IMC) is a strategic approach that aims to ensure consistency and synergy in all marketing communication efforts of an organization. It involves the integration and coordination of various promotional tools and channels to deliver a unified message to target audiences (Broderick & Pickton, 2005). IMC emphasizes the importance of integrating different marketing communication tools, including advertising, public relations, sales promotion, direct marketing, and digital marketing, to achieve communication and marketing objectives effectively. In this research study focused on 3 elements which are advertising, sales promotion and direct marketing toward foreign tourist in souvenir market, Bangkok Thailand.

Advertising is a key component of IMC and involves the use of paid media channels to communicate with target audiences. It allows organizations to reach a large audience and create awareness, build brand image, and influence consumer behavior (Belch, 2004). Effective advertising campaigns utilize persuasive messages, creative visuals, and appropriate media selection to capture attention, create interest, and drive action.

Sales promotion is another integral element of IMC, focusing on short-term incentives to stimulate immediate sales or enhance brand loyalty (Clow, 2012). Sales promotion techniques include discounts, coupons, contests, giveaways, and loyalty programs. These tactics aim to motivate customers to make a purchase or engage with

the brand, often complementing other marketing activities such as advertising.

Direct marketing is a personalized communication approach that enables organizations to reach individual customers or target segments through various channels, including direct mail, email, telemarketing, and mobile marketing (Philip, 2002). It allows for direct interaction with customers, enabling tailored messages, precise targeting, and the ability to measure and track responses. Direct marketing can be highly effective in building customer relationships and generating direct sales.

The integration of advertising, sales promotion, and direct marketing within an IMC strategy offers advantages for the business that it ensures message consistency and synergy across different communication channels, leading to a stronger brand identity and customer recall (Duncan & Everett, 1993). According to the study by Todorova (2015) mentioned that investing a lot of money in advertising or sales promotion alone won't guarantee success if the product is not good, the pricing is wrong, or it's not distributed well. Marketers know that combining different elements of the marketing mix is important for a successful strategy. They also understand the need to use various communication methods like advertising, direct marketing, and public relations together for better results.

#### 2.4.2 Other Relevant Research Articles

The research article for marketing strategy on pricing strategies and its influence on consumer purchasing decision by Ali, B. J., & Anwar, G. (2021). This study found that young people in Iraq's Kurdistan region regularly visit websites that implemented pricing strategies, the spending hours on the websites and being influenced by advertising which greatly affects their purchasing behavior. The study recommends that marketers use customer experience management to improve the relationship between consumers and marketers, regularly update content, and carefully plan advertising messages. The study also found that penetration pricing, price skimming, marketing sharing sites, blogs, and competitive pricing have a positive impact on consumer behavior. The models used in the study were found to have a strong ability to explain variance in customer behavior, and the variables in the model were statistically important. The study also found that the models did not have autocorrelation.

For the sales promotion, the author has mentioned that sales promotions are the

most powerful tools that directly affect the perception of buyers which has significant impact toward the buying decision of buyers (Khan et al., 2019). The author Michael R. Czinkota (2021) stated that the sales promotion can be used to support other marketing activities since it is significant for short-term gains. There are some limitations in terms of effectiveness compared to advertising which sales promotion cost more overall spending. Moreover, there are the article by Ofose-Boateng, I. (2020) has investigated the influence of consumer sales promotion on consumers' purchasing behavior in the retailing of consumer goods in Tema, Ghana. Data was collected from 220 respondents. The study found that there is a significant relationship between consumer sales promotion and consumers' purchasing behavior. Price discounts were found to be the most effective sales promotion strategy, followed by extra packs, coupons, free samples, and contests and sweepstakes. The study recommends that retailers focus on using consumer sales promotions as a marketing strategy that can influence consumers' purchasing behavior, probably by using price discounts, extra packs, and coupons. The use of free samples and sweepstakes and contests should also be implemented increasingly.

For the advertisements on customer buying behavior research article conducted by Sama, R. (2019) has mentioned that discusses on how marketers use various media platforms to influence consumer behavior and the significant of understanding the effects of advertisements on different platforms. The study focused on how TV, radio, newspapers, magazines, and the Internet affect consumer awareness, interest, conviction, purchase, and post-purchase behavior. The data collected showed that newspapers advertisements have an impact on all five stages of consumer behavior, and TV and the Internet are effective for creating awareness, interest, and conviction. Magazines and newspapers were found to influence purchase and post-purchase behavior. The research can guide advertising managers in investing in appropriate media to enhance the objectivity of advertisements. Another research article the by Chukwu, B (2019), the author stated that the advertising is significantly impact on customer buying behavior. The study focuses on the influence of advertising on consumer buying behavior in Enugu State, Nigeria. Most organizations in Nigeria do not prioritize effective advertising, which results in reduced sales. The study revealed that emotional response, environmental response towards brand, brand awareness, and

sensory stimulated advertising has a positive and significant impact on consumer buying behavior.

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

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

### **2.5.1. Theories/Academic Concepts**

The idea of perceived value concept by Sweeney and Soutar (2001) focus on how valuable something to consumers is an important in studying their behavior. This review shows the different aspects of perceived value, focusing on emotional value, functional value, and social value. The relevant research and theories that emphasize the significance of these aspects in shaping how consumers see and decide to buy a product.

#### **Emotional Value:**

Emotional value refers to the personal and emotional experiences linked to a product or service. It involves how people feel and connect with a brand or offering. Sweeney and Soutar (2001) highlight emotional value as a critical part of perceived value. They say that emotional value comes from the pleasure people get from consuming and meeting their emotional needs. Emotional value can come from things like a brand's reputation, how the product looks or feels, and its ability to make people feel happy.

#### **Functional Value:**

Functional value is about the practical benefits and features that people see in a product or service. It focuses on how well it meets their practical needs. Sweeney and Soutar (2001) also recognize functional value as an important aspect of perceived value. People judge functional value based on things like product quality, reliability, features, and how well it does what they need it to do. Functional value directly affects how people see the product's usefulness and efficiency.

#### **Social Value:**

Social value is about how a product or service helps people meet their social and interpersonal needs. It includes things like the product's image, status, and what it

symbolizes. Sweeney and Soutar (2001) see social value as a significant part of perceived value too. Social value comes from factors like a brand's reputation, how much it is recognized socially, how it makes people feel like they belong, and whether it enhances their social image or helps them connect with others. Social value affects people's purchase decisions by matching their desired social identity and meeting their social expectations.

Perceived value, including emotional value, functional value, and social value, is important for consumers when making decisions about buying things. Emotional value is about personal and emotional experiences, functional value is about practical benefits, and social value is about the social and symbolic meanings of a product. Marketers need to understand and address these aspects of perceived value to position their products effectively, meet consumers' needs, and influence their purchase decisions.

#### 2.5.2 Other Relevant Research Articles

The study conducted by Worapongpat, Liu, & Niyomsilp (2020) examined the influence of different perceived value dimensions on the intention to purchase Intangible Cultural Heritage (ICH) souvenirs among Chinese tourists. The research found that perceived functional value, epistemic value, self-efficacy value, relationship support value, and price value significantly impacted the purchase intention for ICH souvenirs. These findings are valuable for both tourism enterprises and government agencies. The regression analysis revealed specific values (beta) for each dimension, indicating the extent to which an increase in each dimension affected the purchase intention score for ICH souvenirs. Overall, the study provides important insights into the factors influencing the purchase decision-making process for ICH souvenirs.

Another research article by Liu (2021), the study examined the relationship between perceived value dimensions, product involvement, and purchase intention for Intangible Cultural Heritage (ICH) souvenirs in China. The study examined the influence of perceived value dimensions on purchase intention and the moderating role of product involvement. The empirical study was conducted in Suihua city, with a sample of 400 tourists surveyed through purposive sampling.

The findings revealed that perceived value dimensions significantly and positively influenced purchase intention for ICH souvenirs. Additionally, hierarchy

regression tests demonstrated that product involvement played a moderating role specifically between price value and purchase intention for ICH souvenirs. However, it did not moderate the relationships between functional value, emotional value, social value, relationship support value, and purchase intention. The study provides recommendations for destination practitioners and marketers to enhance tourist purchase intention for ICH souvenirs. It emphasizes the importance of focusing on tourists' perceived value when designing and selling ICH souvenirs, incorporating traditional culture alongside modern technology to create customer perceived value, and improving tourists' product involvement (Liu, 2021).

## **2.6 Previous Researches**

### Marketing Mix

The research article titled "THE IMPACT OF MARKETING MIX (4P's) ON CONSUMER PURCHASE INTENTION OF COSMETIC PRODUCT" by Halim, Isham, and Amiruddin (2020) explores the influence of the marketing mix (4P's - price, product, promotion, and place) on consumers' intentions to purchase cosmetic products. The study, conducted at Politeknik Shah Alam with 300 student participants, found that promotion and product quality had the highest impact on consumer purchase intentions, followed by price and place. The researchers recommend that companies should focus on producing high-quality products, setting competitive prices, positioning their products effectively, using attractive packaging, offering after-sales service, and providing unique benefits to consumers (Halim, Isham, & Amiruddin, 2020). They also emphasize the importance of understanding which aspect of the marketing mix most influences sales. In this study, data was collected through a questionnaire-based survey and analyzed using the Statistical Package for Social Sciences (SPSS) software. This research provides valuable insights for cosmetic companies seeking to enhance their products and marketing strategies to attract more customers

H<sub>1</sub> Marketing Mixes affect to purchase intention of souvenir products.

### Integrated Marketing Communication

The research by Rivandi (2021) investigates how Integrated Marketing

Communication (IMC) affects consumer decisions in coffee shops in Surakarta City. IMC is a modern marketing approach that focuses on building and maintaining relationships with customers. The study aimed to find out if IMC has an impact on the stages of consumer purchasing decisions. The research surveyed customers who had made purchases at the "Dodolan Kopi" coffee shop in Surakarta City. They collected data from 272 respondents and used a non-probability sampling method. The independent variable tested was IMC, which includes dimensions like advertising, sales promotion, public relations, and more. The dependent variable was purchasing decisions. The findings showed that IMC had a positive influence on purchasing decisions. Among the IMC dimensions, public relations were the most dominant and had the strongest impact on consumer purchasing decisions at Dodolan Kopi. The study used a survey method to gather data from customers of Dodolan Kopi in Surakarta City, with a focus on those aged 17 and above. They found that IMC activities like advertising, public relations, personal selling, sales promotion, and direct marketing positively influenced purchasing decisions. In conclusion, IMC plays a significant role in shaping consumer decisions in the coffee shop industry.

H<sub>2</sub> Integrated Marketing Communication affect to purchase intention of souvenir products.

### Perceived Value

Liu (2021) explored the understanding on how tourists' perception of value in intangible cultural heritage (ICH) souvenirs influences their intention to purchase these items. The conceptual model introduced in the article identifies five dimensions of perceived value are functional, emotional, social, relationship support, and price value. These dimensions are used to measure tourists' perceptions of ICH souvenirs. To gather data, the research conducts a survey involving 401 tourists in Suihua city, China, where ICH souvenirs are available. The analysis used multiple regression and hierarchical regression techniques to test various hypotheses. The findings of the study reveal that all five dimensions of perceived value have a positive and significant impact on tourists' purchase intentions when it comes to ICH souvenirs. Furthermore, the research indicates that product involvement moderates the relationship between price value and purchase intention, although it does not have a similar moderating effect on

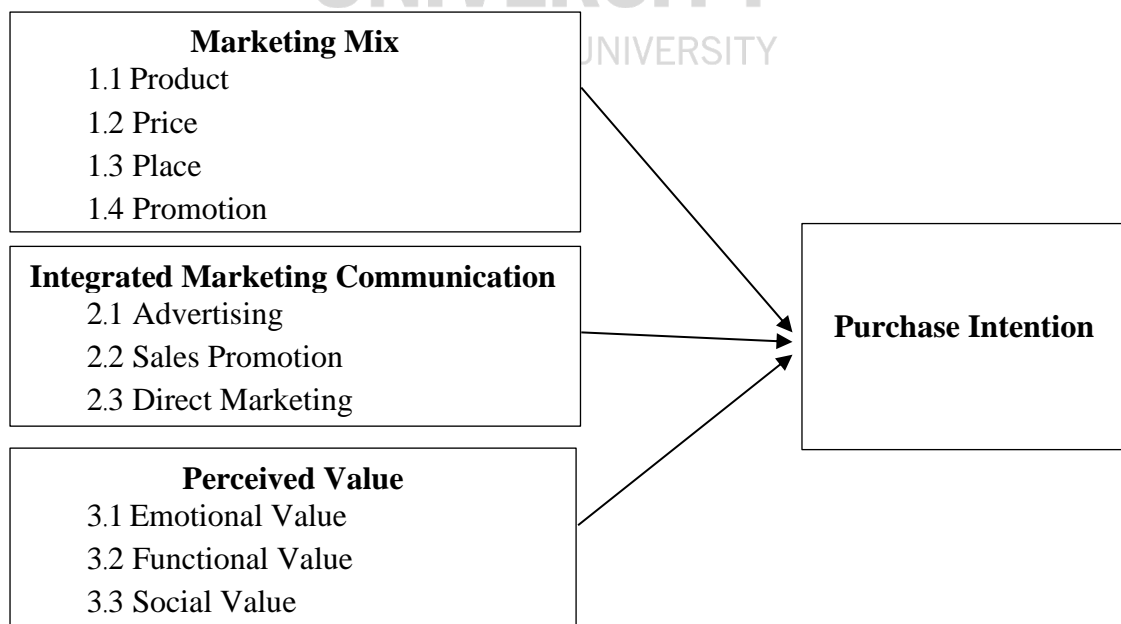
the other dimensions. The article suggests that both tourism businesses and government agencies should focus on enhancing tourists' perceived value and product involvement when designing and marketing ICH souvenirs. It also acknowledges certain limitations of the study and suggests potential avenues for future research in this area. (Liu, 2021).

H<sub>3</sub> Perceived Value affect to purchase intention of souvenir products.

## 2.7 Conceptual Framework

There is the relationship between the independent variables (Marketing Mix, Integrated Marketing Communication, and Perceived Value) and the dependent variable (Purchase Intention). The study will investigate how the perception of these factors (Marketing Mix, Integrated Marketing Communication, and Perceived Value) affect the purchase intention of foreign travelers in Bangkok, Thailand when purchasing souvenir products. The study will use quantitative research methods to gather data and analyze the relationship between the variables.

Figure 2.1: Conceptual Framework



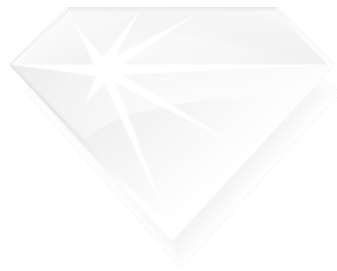


## 2.8 Hypotheses

H<sub>1</sub> Marketing Mixes affect to purchase intention of souvenir products.

H<sub>2</sub> Integrated Marketing Communication affect to purchase intention of souvenir products.

H<sub>3</sub> Perceived Value affect to purchase intention of souvenir products.



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## **CHAPTER 3**

### **METHODOLOGY**

The primary components of this chapter will include descriptions of the research design and rationale for the research, the methodology that will be used in the study. Additionally, threats to content validity and reliability test will be considered for the study. Therefore, this part will describe into 8 elements. They are as follows:

- 3.1 The Type of Research and 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 Hypotheses Test and Data Analysis

#### **3.1 The Type of Research and Tool**

A survey with 42 questions is conducted using a closed-ended questionnaire. This questionnaire consists of six sections that are designed to collect data from respondents. The first section consists of 10 general questions, and the next four sections have 32 questions that focus on the factor of Marketing Mix (Independent Variable1), the factor of Integrated Marketing Communication (Independent Variable 2), the factor of perceived value (Independent Variable 3), and the factor of Purchase Intention (Dependent Variable). The last part is the suggestions and recommendations from the participants.

##### Part 1: General Questions (10 questions)

This part of the questionnaire includes questions regarding the respondents' basic information such as age, gender, marital status, income, and education level. It also has inquiries that ask for specifics regarding their objectives and level of agreement to opinion.

Part 2: Factor of Marketing Mix (9 questions)

This section includes questions regarding objectives and level of agreement to opinion of the participants with respect to the Marketing Mix factors. There are 4 sub-variables in this section: Product, Price, Place and Promotion.

Table 3.1: The questions of Marketing Mix (4Ps)

1.	I feel confident in the quality of the souvenir products I bought.	Madhyamapurush et al., 2021
2.	I had a wide range of souvenir products to choose from in Thailand.	
3.	The packaging of the souvenir products added value and enhanced their appeal.	
4.	I received good value for the price I paid for souvenir products.	
5.	Price tags on souvenir products are clearly and visibly displayed.	
6.	Multiple channels to search for souvenir products in Thailand, such as brochures, websites, or mobile apps.	
7.	Locations were easily accessible from popular tourist areas for souvenir products.	
8.	Convenient public transportation options were available to reach souvenir stores.	
9.	Discounts made the products more attractive and influenced my purchasing decision.	

Part 3: Factor of Integrated Marketing Communication (5 questions)

This section includes questions regarding objectives and level of agreement to opinion of the participants with respect to the Integrated Marketing Communication factor. There are 3 sub-variables in this section: Advertising, Sales Promotion and Direct Marketing.

Table 3.2: The questions of Integrated Marketing Communication

1.	Advertisements offer valuable details about the souvenir products.	Ramadhani, D.,2022
2.	I am interested in buying souvenir products when I know there are free gifts.	
3.	Promotions like "Buy 1 Get 1" increase my desire to buy souvenir products.	
4.	Direct marketing makes it easier for me to purchase souvenir product.	
5.	Direct marketing simplifies the process of buying souvenir product.	

#### Part 4: Factor of Perceived Value (10 questions)

This section includes questions regarding objectives and the level of agreement to opinion of the participants with respect to Perceived Value factor. There are 3 sub-variables in this section: Emotional Value, Functional Value and Social Value.

Table 3.3: The questions of Perceived Value

1.	The souvenir products can be collected and viewed.	Liu, H., 2021
2.	The souvenir products can be used in daily life.	
3.	The souvenir products effectively remind me of my tourism experience in Thailand.	
4.	Possessing these souvenir products makes me feel happy.	
5.	These souvenir products feel novel and unique to me.	
6.	Possessing these souvenir products is interesting to me.	

(Continued)

Table 3.3 (Continued): The questions of Perceived Value

7.	Owning these souvenir products makes others think I have good taste.	
8.	These souvenir products contribute to safeguarding Intangible Cultural Heritage.	
9.	Purchasing these souvenir products supports the producers of Intangible Cultural Heritage souvenirs.	
10.	Storytelling can enhance the value and perception of souvenir products	Madhyamapurush et al., 2021

#### Part 5: Purchase Intention (8 questions)

This section includes questions regarding objectives and level of agreement to opinion of the participants with respect to the Purchase Intentions factor which are attitudes, subjective norms, and perceived behavioral control

Table 3.4: The questions of Purchase Intention

1.	I perceive souvenir products from Thailand to be reliable.	Kunkrom, C, 2022
2.	I believe that souvenir products from Thailand maintain high standards.	
3.	Souvenir products from Thailand are attractive to me.	
4.	It is better to buy souvenir products from Thailand rather than imported ones.	
5.	News and social media significantly influence my intention to purchase souvenir products from Thailand.	
6.	I have the financial capability to purchase souvenir products from Thailand.	
7.	I have sufficient time to go shopping for souvenir products from Thailand.	
8.	I have complete information on where to buy souvenir products from Thailand.	

### Part 6: Comments and suggestions

This section is available for gathering comments, suggestions, or any additional information from participants. Collecting participant's preferences and options when deciding to buy souvenirs in Bangkok.

### **3.2 The Research Design**

The online survey will be structured as follows:

Part 1: General questions using nominal and ordinal scales.

Parts 2-4: an interval scale ranging from least agree (1) to completely agree (5).

Part 5: Also uses an interval scale from least agree (1) to completely agree (5).

The scales are defined as:

Scale 5 - Completely Agree

Scale 4 - Strongly Agree

Scale 3 - Moderate Agree

Scale 2 - Slightly Agree

Scale 1 - Least Agree

For parts 2-5, which use Likert's 5-point scale, the mean range for interpretation is calculated as follows:

Range = (Maximum - Minimum) / Scale Level Range

Range = (5 - 1) / 5 = 0.8

The class interval scale is used to analyze the mean score, ranging from five to one.

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	Moderate Agree
3.41 - 4.20	Strongly Agree
4.21 - 5.00	Completely Agree

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

The statistics used will be 2 types:

1. Descriptive statistics, which is composed of frequency, percentage, mean, and standard deviation.
2. Inferential statistics, which is composed of the Multiple Regression Analysis Test.

### 3.3 The Quality of the Research Tool

The online questionnaire was checked for validity and approved by the advisor. The reliability test was conducted with a volunteer sample group of 40 respondents. The data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software. The reliability results have to be higher than 0.70, so the survey can be accepted and distributed (Cronbach, 1951). Upon evaluating reliability, the findings indicate that the Cronbach's Alpha coefficient for the Marketing Mix scale stands at 0.909, Integrated Marketing communication scale at 0.911, Perceived value at 0.860, Purchase Intention at 0.794, and an overall score of 0.956. So, meeting the benchmark, the questionnaire proved to be acceptable for use.

Table 3.6: The Total Reliability Test Results

Variable	Cronbach's Alpha	N (number) of Items
Marketing Mix	.909	9
Integrated Marketing Communication	.911	5
Perceived Value	.860	10
Purchase Intention	.794	8
Total	.956	32

### 3.4 The Data Collection

The data collection process is the key aspect of research study. For this research, the primary data collection method used is an online survey. The online survey questionnaire was designed using Google Forms and generated in English language. A link from Google Form survey was converted into QR code and sent to a

chosen group of individuals who had the ability to read and write in English. The convenience method was chosen to collect data by asking the sample who was able to participate by providing an online questionnaire to fill out the questions.

There are several benefits for conducting online questionnaires for researchers. First, an online questionnaire can be accessed from any location with internet access, making it convenient for participants to complete the survey as the target population consists of foreign travelers who may not be easily accessible in person. Second, conducting an online questionnaire is often more cost-effective than conducting a traditional survey, as it eliminates the need for printing and distributing paper surveys, and reduces the cost of data collection and analysis. Third, Online questionnaires can be designed to automatically collect data, reducing the time and effort required to manually enter data. This can result in more accurate and reliable data. Another benefit is online questionnaires can be completed more quickly than traditional surveys, as participants can complete the survey at their own time.

### **3.5 The Population and Sample**

The population in this study are foreign travelers who visited Bangkok, Thailand. The sample for this study was selected through convenience sampling, where participants were at popular tourist destinations in Bangkok, such as shopping mall and Street Market. These locations were chosen due to their popularity among foreign tourists, and it is assumed that a significant number of people who have recently visited Bangkok, Thailand and have purchased souvenir products will be found in these places. According to the data reported by Mr. Yuthasak Supasorn, Governor of the Tourism Authority of Thailand (TAT, 2022), the total population visited Bangkok during January- October 2022 was 7,349,843. According to the data from Chatuchak Market (2022) reported that there is a huge entry of people to Chatuchak Market on weekends, with more than 200,000 people visiting. The official website states that approximately 30% of the visitors are foreign tourists. According to the Yamane's (1967) table from Figure 1.1, a sample size of 400 needs to be collected that would be a sufficient level of precision in the analysis and provide a representative sample of the population of foreign travelers who have recently visited Bangkok and purchased souvenir products.



### **3.6 The Sampling Technique**

The sampling technique used in this research study is convenience sampling. Convenience sampling is a type of non-probability sampling technique where the sample is selected based on ease of access or availability of the participants (Stratton, S. J. 2021). In this study, the sample of foreign travelers visiting Bangkok, Thailand was selected based on their availability and willingness to participate in the online survey. The convenience sampling technique was chosen to be the most practical and efficient method for collecting data from the target population within a limited time frame. The advantage of using convenience sampling is quick and easy to implement and can provide a sufficient sample size for the study (Etikan, Musa, & Alkassim, 2016). The convenience sampling technique was suitable for this research study as the objective was to collect data from a specific sub-group of the population who are foreign travelers purchased souvenirs, and the results were not expected to be the wider population.

### **3.7 The Research Procedure and Timeline**

First, this involved identification of the research problem and research questions. Also, the research was extensively analyzed through secondary sources, which comprised of data and information gathered from prior studies by various researchers, academic journals, academic books, and related concepts.

Following that, a research questionnaire was developed to gather information on various factors affecting Purchase intention, including general questions, marketing mix, integrated marketing communications, perceived value, and recommendations.

The validity of the questionnaire was tested by an expert in the field, and its reliability was assessed through a pilot study using Cronbach's Alpha. Participants were asked to fill out the online questionnaire, which included all five aspects mentioned previously in research design. Finally, the collected data was organized and analyzed for the research findings.

### **3.8 The Hypotheses Test and Data Analysis Hypotheses:**

H<sub>1</sub>: Marketing Mixes affect to purchase intention of souvenir products.

H<sub>2</sub>: Integrated Marketing Communication affect to purchase intention of souvenir

products.

H<sub>3</sub>: Perceived Value affect to purchase intention of souvenir products.

The followings are the statistical tools used for data analysis:

### 3.8.1 Descriptive Statistics:

Part 1: General Data such as age, gender, marital status, educational background, occupation, income level, nationality, how many times have you visited Bangkok? how long did you stay in Bangkok for your most recent visit? what is the purpose of your trip to Bangkok? A descriptive statistic is used to analyze and summarize the characteristics and observations of the data and present them in the form of percentages and frequency.

Part 2: The questionnaire is about Marketing mix which affects purchase intention of souvenir products. The interval scale was used to measure the mean and standard deviation.

Part 3: The questionnaire is about Integrated Marketing Communication effect to purchase intention of souvenir products. The interval scale was used to measure the mean and standard deviation.

Part 4: The questionnaire is about Perceived Value affect to purchase intention of souvenir product. The interval scale was used to measure the mean and standard deviation.

Part 5: The questionnaire is about purchase intention affecting buyers of souvenir product. The interval scale was used to measure the mean and standard deviation.

### Part 6: Comments & Suggestions

The analysis of the survey from part 2 to part 5, which uses Likert's five-point scale, involves calculating the statistical mean range for interpreting the mean. This is done using the class interval scale to analyze the mean score, ranging from five to one (Best, John W, 1983: 181-184).

The class interval is calculated as follows:

$$\begin{aligned} \text{Class Interval} &= (\text{Maximum} - \text{Minimum}) / \text{Class Number} \\ &= (5 - 1) / 5 = 0.8 \end{aligned}$$

The interpretation of the rating scale can be as following:

1 = 1.00 – 1.80 means Least Agree

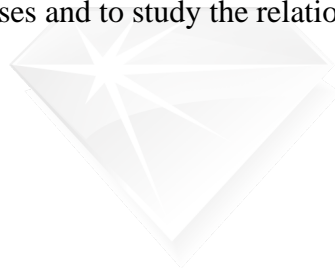
2 = 1.81 – 2.60 means Slightly Agree

3 = 2.61 – 3.40 means Moderate Agree

4 = 3.41 -4.20 means Strongly Agree

5 = 4.21 -5.00 means Completely Agree

3.8.2 Inferential Statistics: These statistics are used to interpret the meaning of the data, and the relationship between the variables. Multiple Regression Analysis was used to test the hypotheses and to study the relationship between the independent variables.



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## CHAPTER 4

### ANALYSIS AND FINDINGS

In this chapter is presented the results of the research finding along with the data analysis by using the statistical software for 400 respondents to test the hypotheses. The analyzed data is shown as follows:

- 4.1: Analysis of General data
- 4.2: Analysis of Marketing Mix factors
- 4.3: Analysis of Integrated Marketing Communication factors
- 4.5: Analysis of Perceived Value factors
- 4.6: Analysis of the relationship among Marketing Mix, Integrated Marketing Communication, Perceived Value and Purchase Intention
- 4.7: Results of the Hypothesis testing

#### 4.1 Analysis of Demographic data

The research finding of this table 4.1 is shown the personal data of participants such as age, gender, marital status, income, education level, occupation, nationality, what types of souvenirs do you usually purchase, where do you usually gather information about souvenir products in Thailand, what do you do with souvenirs you buy from Thailand?

Table 4.1: General Data of respondents

General Data	Frequency	Percentage (%)
<b>Age:</b>		
21-30	38	9.5
31-40	341	85.3
41-50	21	5.2
Total	400	100

(Continued)

Table 4.1(Continued): General Data of respondents

<b>General Data</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender:</b>		
Female	333	83.2
Male	67	16.8
Total	400	100.0
<b>Marital Status:</b>		
Married	308	77
Single	92	23
Total	400	100.0
<b>Education Level:</b>		
Bachelor's degree	373	93.3
College or vocational school	16	4
High school	2	0.5
Less than high school	2	0.5
Master's degree or higher	7	1.7
Total	400	100.0
<b>Occupation:</b>		
Business Owner/ Entrepreneur	6	1.5
Government Officer/ State Enterprise	82	20.5
Office employee	292	73
Unemployed	20	5
Total	400	100.0
<b>Annual Income:</b>		
10,001-20,000 USD	27	6.8
20,001-50,000 USD	360	90
50,001-75,000 USD	9	2.2
More than 75,000 USD	4	1
Total	400	100.0

(Continued)

Table 4.1(Continued): General Data of respondents

<b>General Data</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Nationality:</b>		
American	142	35.5
Chinese	85	21.3
Australian	71	17.8
German	20	5
Indian	16	4
Japanese	14	3.5
Korean	12	3
Canadian	10	2.5
French	8	2
Malaysian	4	1
Russian	4	1
English	2	0.5
Brazilian	2	0.5
Spanish	2	0.5
Other	8	2
Total	400	100.0
<b>What types of souvenirs do you usually purchase?</b>		
Accessories	3	0.8
Artwork	3	0.8
Artwork, Accessories	6	1.5
Clothing/Apparel	37	9.3
Clothing/Apparel, Accessories	80	20.0
Clothing/Apparel, Artwork	84	21.0
Clothing/Apparel, Artwork, Accessories	4	1.0
Clothing/Apparel, Handicrafts	105	26.3
Clothing/Apparel, Handicrafts, Accessories	3	0.8

(Continued)

Table 4.1(Continued): General Data of respondents

<b>General Data</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Clothing/Apparel, Handicrafts, Artwork	13	3.3
Clothing/Apparel, Handicrafts, Artwork, Accessories	1	0.3
Handicrafts	6	1.5
Handicrafts, Accessories	45	11.3
Handicrafts, Artwork	8	2.0
Handicrafts, Artwork, Accessories	2	0.5
Total	400	100.0
<b>Where do you usually gather information about souvenir products in Thailand?</b>		
Local markets	32	8.0
Local markets, Online websites	74	18.5
Local markets, Online websites, Recommendations from locals or friends	1	0.3
Local markets, Recommendations from locals or friends	108	27.0
Local markets, Tourist guides	106	26.5
Local markets, Tourist guides, Online websites	8	2.0
Local markets, Tourist guides, Recommendations from locals or friends	9	2.3
Online websites	2	0.5
Recommendations from locals or friends	2	0.5
Tourist guides	24	6.0
Tourist guides, Online websites	3	0.8
Total	400	100.0

(Continued)

Table 4.1(Continued): General Data of respondents

General Data	Frequency	Percentage (%)
<b>What do you do with souvenirs you buy from Thailand?</b>		
Displayed as home decoration	3	.8
Give as a gift to friends or family.	11	2.8
Give as a gift to friends or family., Displayed as home decoration	22	5.5
Give as a gift to friends or family., Use it for daily use	15	3.8
Keep it as a personal collection.	40	10.0
Keep it as a personal collection., Displayed as home decoration	99	24.8
Keep it as a personal collection., Give as a gift to friends or family.	98	24.5
Keep it as a personal collection., Give as a gift to friends or family., Displayed as home decoration	1	.3
Keep it as a personal collection., Give as a gift to friends or family., Use it for daily use	7	1.8
Keep it as a personal collection., Use it for daily use	96	24.0
Keep it as a personal collection., Use it for daily use, Displayed as home decoration	2	.5
Use it for daily use, Displayed as home decoration	6	1.5
Total	400	100.0

According to the data from Table 4.1, there are 3 main age ranges of target respondents which were between 21-30 years old 38 persons accounted for 9.5%, ages between 31-40 years old 341 persons accounted for 85% which was the highest frequency of respondent and age between 41-50 year's old was 21 persons as 5.2%



which was the lowest frequency. For the gender of 400 respondents, there were 333 females and 67 males which the portion were 83.2% and 16.8%. For the marital status of respondents, there have 308 were married which is 77%. The education, most of the respondents have a Bachelor's degree which was 93.3% (N=373). The occupation the most was office employees at 73% (N = 292) and the second was the government Officer/ State Enterprise 20.5% (N = 82) of respondents. For the annual income of respondents, the highest range was 20,001-50,000 USD at 90% (N=360), and the second was 10,001-20,000 USD accounting for 6.8% (N=27). As for nationality, the majority of respondents were American, 35.5% (N=142). The second was Chinese 21.3% (N=85) and the third was Australian 17.8% (N=71). For the question of What types of souvenirs do you usually purchase? (Can choose more than one) there were 2 items most selected which were Clothing/Apparel, Handicrafts at 26.3% (N=105), the second Clothing/Apparel, Artwork was 21% (N=84), and the third Clothing/Apparel, Accessories was 20% (N=80). So, the most single item selected is Clothing/Apparel at 9.3% (N=37) and the lowest selected were Accessories and Artwork both accounted 0.8% (N=3). For the question of Where do you usually gather information about souvenir products in Thailand? The most selected were Local markets, Recommendations from locals or friends at 27% (N=108). The second of most chosen were Local markets, Tourist guides at 26.5% (N=106). The third were Local markets, Online websites at 18.5% (N=74). So, the Local markets was the most selected from the target respondents. For the question of What do you do with souvenirs you buy from Thailand? There were 3 main groups of choices selected, first the most selected were Keep it as a personal collection., Displayed as home decoration at 24.8% (N=99), the second were Keep it as a personal collection, Give as a gift to friends or family at 24.5% (N=98) and the third were Keep it as a personal collection., Use it for daily use at 24% (N=96). So, the most chosen single choice was Keep it as a personal collection at 10% (N=40). However, the different places may offer different types of souvenirs based on their local culture and traditions, and also the data of the respondents will be different. Therefore, travelers may find a wide range of local products that meet the needs and characteristics of each destination.

## 4.2 Analysis of Marketing Mix Factors

According to the research finding from the survey, in this part presented the data and analysis of Marketing Mix Factors which consisted of mean standard deviation and interpretation. All research results were presented in the Table 4.2 as shown below:

Table 4.2: Marketing Mix

<b>Marketing Mix</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Interpretation</b>
I feel confident in quality of the souvenir products I bought.	4.57	0.530	Completely Agree
I had a wide range of souvenir products to choose from in Thailand.	4.14	0.461	Strongly Agree
The packaging of the souvenir products added value and enhanced their appeal.	3.85	0.690	Strongly Agree
I received good value for the price I paid for souvenir products.	3.90	0.678	Strongly Agree
Price tags on souvenir products are clearly and visibly displayed.	3.96	0.582	Strongly Agree
Multiple channels to search for souvenir products in Thailand, such as brochures, websites, or mobile apps	4.05	0.607	Strongly Agree
Locations were easily accessible from popular tourist areas for souvenir products.	4.16	0.634	Strongly Agree
Convenient public transportation options were available to reach souvenir stores	4.13	0.599	Strongly Agree
Discounts made the products more attractive and influenced my purchasing decision.	3.94	0.604	Strongly Agree
Total	4.074	0.1811	Strongly Agree

According to the table 4.2: Marketing Mix results showed that the total mean was 4.07 and Standard deviation was 0.18. The highest mean was “I feel confident in quality of the souvenir products I bought.” Which took (Mean = 4.57 and SD = 0.53). For the question “I had a wide range of souvenir products to choose from in Thailand.” which has (Mean = 4.14 and SD = 0.46). “I received good value for the price I paid for souvenir products.” which took (Mean = 3.90, SD= 0.67) “Price tags on souvenir products are clearly and visibly displayed.” which took (Mean = 3.96, SD = 0.58). “Multiple channels to search for souvenir products in Thailand, such as brochures, websites, or mobile apps” which took (Mean = 4.05, SD = 0.60). “Locations were easily accessible from popular tourist areas for souvenir products.” Which took (Mean = 4.16, SD = 0.63). “Convenient public transportation options were available to reach souvenir stores” which took (Mean = 4.13, SD = 0.59). “Discounts made the products more attractive and influenced my purchasing decision.” which took (Mean = 3.94. SD = 0.60). The lowest mean was “The packaging of the souvenir products added value and enhanced their appeal.” which took (Mean =3.85, SD= 0.69). Based on the research finding the most target respondents selected Strongly Agree

### 4.3 Analysis of Integrated Marketing Communication Factors

According to the research finding from the survey, in this part presented the data and analysis of Integrated Marketing Communication Factors which consisted of mean standard deviation and interpretation. All research results were presented in the Table 4.3 as shown below:

Table 4.3: Integrated Marketing Communication

<b>Integrated Marketing Communication</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Interpretation</b>
Advertisements offer valuable details about the souvenir products.	4.742	0.473	Completely Agree
I am interested in buying souvenir products when I know there are free gifts	4.20	0.473	Strongly Agree

(Continued)

Table 4.3 (Continued): Integrated Marketing Communication

<b>Integrated Marketing Communication</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Interpretation</b>
Promotions like "Buy 1 Get 1" increase my desire to buy souvenir products.	3.97	0.628	Strongly Agree
Direct marketing makes it easier for me to purchase souvenir product.	3.96	0.646	Strongly Agree
Direct marketing simplifies the process of buying souvenir product.	3.82	0.599	Strongly Agree
Total	4.136	0.2116	Strongly Agree

According to the table 4. 3: Integrated Marketing Communication results showed that the total mean was 4.13 and Standard deviation was 0.21. The majority of target respondents completely agree that “ Advertisements offer valuable details about the souvenir products.” which took (Mean = 4.74, SD = 0.47). For the question “I am interested in buying souvenir products when I know there are free gifts” which took (Mean = 4.20, SD = 0.47). “Promotions like "Buy 1 Get 1" increase my desire to buy souvenir products” which took (Mean = 3.97, SD = 0.62). “Direct marketing makes it easier for me to purchase souvenir product” which took (Mean = 3.96, SD = 0.64). The lowest mean of IMC was “Direct marketing simplifies the process of buying souvenir product” which took (Mean = 3.82, SD = 0.59). Based on the research finding the most target respondents selected Strongly Agree.

#### **4.4 Analysis of Perceived Value Factors**

According to the research finding from the survey, in this part presented the data and analysis of Perceived Value Factors which consisted of mean standard deviation and interpretation. All research results were presented in the Table 4.4 as shown below:

Table 4.4: Perceived Value

<b>Perceived Value</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Interpretation</b>
The souvenir products can be collected and viewed.	4.64	0.545	Completely Agree
The souvenir products can be used in daily life.	4.12	0.431	Strongly Agree
The souvenir products effectively remind me of my tourism experience in Thailand.	3.98	0.690	Strongly Agree
Possessing these souvenir products makes me feel happy.	4.03	0.667	Strongly Agree
These souvenir products feel novel and unique to me.	4.05	0.616	Strongly Agree
Possessing these souvenir products is interesting to me.	4.01	0.633	Strongly Agree
Owning these souvenir products makes others think I have good taste.	4.16	0.618	Strongly Agree
These souvenir products contribute to safeguarding Intangible Cultural Heritage	4.14	0.645	Strongly Agree
Purchasing these souvenir products supports the producers of Intangible Cultural Heritage souvenirs	4.13	0.588	Strongly Agree
Storytelling can enhance the value and perception of souvenir products	4.02	0.635	Strongly Agree
<b>Total</b>	<b>4.126</b>	<b>0.1690</b>	<b>Strongly Agree</b>

According to the table 4.4: Perceived Value results showed that the total mean was 4.12 and Standard deviation was 0.16. The majority of target respondents agree that “The souvenir products can be collected and viewed” which took (Mean = 4.64, SD = 0.54). “The souvenir products can be used in daily life” which took (Mean = 4.12,

SD = 0.43). “Possessing these souvenir products makes me feel happy” which took (Mean = 4.03, SD = 0.66). “These souvenir products feel novel and unique to me” which took (Mean = 4.05, SD = 0.61). “Possessing these souvenir products is interesting to me” which took (Mean = 4.01, SD = 0.63). “Owning these souvenir products makes others think I have good taste” which took (Mean = 4.16, SD = 0.61). “These souvenir products contribute to safeguarding Intangible Cultural Heritage” which took (Mean = 4.14, SD = 0.64). “Purchasing these souvenir products supports the producers of Intangible Cultural Heritage souvenirs” (Mean = 4.13, SD = 0.58). “Storytelling can enhance the value and perception of souvenir products” (Mean = 4.02, SD = 0.63). The lowest mean was “The souvenir products effectively remind me of my tourism experience in Thailand.” which took (Mean = 3.98, SD = 0.69). Based on the research finding the most target respondents selected Strongly Agree.

#### 4.5 Analysis of Purchase Intention Factors

According to the research finding from the survey, in this part presented the data and analysis of Purchase Intention Factors which consisted of mean standard deviation and interpretation. All research results were presented in the Table 4.5 as shown below:

Table 4.5: Purchase Intention

Purchase Intention	Mean	Std Deviation	Interpretation
I perceive souvenir products from Thailand to be reliable.	4.72	0.498	Completely Agree
I believe that souvenir products from Thailand maintain high standards.	4.17	0.449	Strongly Agree
Souvenir products from Thailand are attractive to me.	4.06	0.617	Strongly Agree
It is better to buy souvenir products from Thailand rather than imported ones.	3.96	0.670	Strongly Agree

(Continued)

Table 4.5 (Continued): Purchase Intention

<b>Purchase Intention</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Interpretation</b>
News and social media significantly influence my intention to purchase souvenir products from Thailand.	4.01	0.599	Strongly Agree
I have the financial capability to purchase souvenir products from Thailand.	4.11	0.653	Strongly Agree
I have sufficient time to go shopping for souvenir products from Thailand.	4.20	0.588	Strongly Agree
I have complete information on where to buy souvenir products from Thailand.	4.15	0.564	Strongly Agree
Total	4.172	0.1598	Strongly Agree

According to the table 4.5: Purchase Intention results showed that the total mean was 4.17 and Standard deviation was 0.15. The majority of target respondents completely agree that “I perceive souvenir products from Thailand to be reliable.” which took (Mean = 4.72, SD = 0.49). For the question “I believe that souvenir products from Thailand maintain high standards” which took (Mean = 4.17, SD = 0.44). “Souvenir products from Thailand are attractive to me” which took (Mean = 4.06, SD = 0.61). “News and social media significantly influence my intention to purchase souvenir products from Thailand” which took (Mean = 4.01, SD = 0.59). “I have the financial capability to purchase souvenir products from Thailand” which took (Mean = 4.11, SD = 0.65). “I have sufficient time to go shopping for souvenir products from Thailand” which took (Mean = 4.20, SD = 0.58). “I have complete information on where to buy souvenir products from Thailand” which took (Mean = 4.15, SD = 0.56). The lowest mean was “It is better to buy souvenir products from Thailand rather than imported ones” which took (Mean = 3.96, SD = 0.67). Based on the research finding the most target respondents selected Strongly Agree.

#### 4.6 Analysis of the relationship between Marketing Mix, Integrated Marketing Communication, Perceived Value and Purchase Intention.

In this part showed the analysis data of the relationship between independent variables which are Marketing Mix, Integrated Marketing Communication, and Perceived Value, and the dependent variable which is Purchase Intention. In this analysis was conducted by using multiple linear regression and the results are below:

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475a	.226	.220	.14115

a. Predictors: (Constant), Marketing Mix, Integrated Marketing Communication, Perceived Value

b. Dependent Variable: Purchase Intention

According to Table 4.6, the analysis data showed that R square value was 0.226, which means that 22.6% of variation of dependent variable that can be described by the three independent variables.

Table 4.7: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	2.302	3	.767	38.507	.000 <sup>b</sup>
Residual	7.890	396	.020		
Total	10.191	399			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Marketing Mix, Integrated Marketing Communication, Perceived Value

For the Table 4.7, the finding ANOVA result of F value = 38.507 and the significant value was .000 which indicated that P value < 0.05. So, the research result showed that the independent variables and dependent variable are statistically related.



Table 4.8: Correlation

		Marketing Mix	Integrated Marketing Communication	Perceived Value	Purchase Intention
Marketing Mix	Pearson Correlation	1	.299**	.445**	.341**
	Sig. (2-tailed)		.000	.000	.000
Integrated Marketing Communication	Pearson Correlation	.299**	1	.271**	.301**
	Sig. (2-tailed)	.000		.000	.000
Perceived Value	Pearson Correlation	.445**	.271**	1	.409**
	Sig. (2-tailed)	.000	.000		.000
Purchase Intention	Pearson Correlation	.341**	.301**	.409**	1
	Sig. (2-tailed)	.000	.000	.000	

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

In the Table 4. 8, the findings showed the correlation between all three independent variables and dependent variable (Purchase Intention). For the correlation coefficient Marketing Mix was .341, Integrated Marketing Communication was .301 and Perceived Value .409. So, the three independent variables and dependent variable were positive moderate relationship that the significant at 0.000 which less than 0.05.

Table 4.9: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.919	.210		9.122	.000
Marketing mix	.141	.045	.160	3.174	.002
Integrated Marketing Communication	.131	.035	.174	3.705	.000
Perceived Value	.275	.047	.291	5.811	.000

a. Dependent Variable: Purchase Intention

In the table 4.9 showed the relationship between the dependent variable and the three independent variable. From the results of coefficients, the regression equation can be created as follows.

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

Where: y = Purchase intention

a = Constant

b = Coefficient

x1 = Marketing Mix

x2 = Integrated Marketing Communication

x3 = Perceived Value

Purchase intention = 1.919 + .141 Marketing Mix + .131 Integrated Marketing Communication + .275 Perceived Value

For the first hypothesis, the coefficient between Marketing Mix and Purchase Intention was .141 with a significance level of 0.002 at 0.05 level, which means that as the value of Marketing Mix increases, the level of Purchase Intention will also be higher by .141 as well. The research result indicated that Marketing Mix influence on Purchase Intention of Souvenir product.

For the second hypothesis, the coefficient between Integrated Marketing Communication and Purchase Intention was .131 with a significance level of 0.000 at 0.05 level, which means that as the value of Integrated Marketing Communication increases, the level of Purchase Intention will also be higher by .131 as well. The research result indicated that Integrated Marketing Communication influence on Purchase Intention of Souvenir product.

The last hypothesis, the coefficient between Perceived Value and Purchase Intention was .275 with a significance level of 0.000 at 0.05 level, which means that as the value of Perceived Value increases, the level of Purchase Intention will also be higher by .275 as well. The research result indicated that Perceived Value influence on Purchase Intention of Souvenir product.

In conclusion, an analysis of Purchase Intention in respect to Marketing Mix, Integrated Marketing Communication, and Perceived Value indicated that all variables have a positive influence. However, the outcome demonstrated that Perceived Value has the most influence on Purchase Intention, with the highest beta values.

#### 4.7 Summary of Hypothesis Testing

The summary of hypothesis testing as follow:

Table 4.10: The Results of Hypothesis Testing

H <sub>1</sub> : Marketing Mix factor (Product, Price, Place and Promotion) influence on Purchase Intention	Accepted
H <sub>2</sub> : Integrated Marketing Communication factor (Advertising, Sales Promotion and Direct Marketing) influence on Purchase Intention	Accepted
H <sub>3</sub> : Perceived Value factor (Emotional Value, Functional Value, Social Value) influence on Purchase Intention	Accepted

## **CHAPTER 5**

### **SUMMARY, CONCLUSION AND DISCUSSION**

The objectives of this research finding are to discover the relationship between independent variables of Marketing Mix, Integrated Marketing Communication, Perceived Value on Purchase intention of souvenir products in Bangkok, Thailand. The key objectives of the research are as follows:

1. To determine the impact of the Marketing Mix on purchase intention of souvenir products in Bangkok, Thailand.
2. To explore the factor of Integrated Marketing Communication on Purchase intention of souvenir products in Bangkok, Thailand
3. To investigate the impact of Perceived Value on Purchase intention of souvenir products in Bangkok, Thailand

In this research study have collected 400 target respondents who are foreign travelers in Bangkok, Thailand. These questionnaires were 100% online collected by using Google form. The questionnaire consisted of closed-ended questions and a Likert scale. The data were analyzed by using software to process and analyze the data with descriptive and inferential statistics.

#### **5.1 Summary and Conclusion**

##### **5.1.1 General data**

The majority of target respondents are 31-30 years old. Most of respondents are females and married, also the educational level is Bachelor's degree. For the occupation most are office employee and have the annual income range of 20,001-50,000USD. The majority of respondents are American followed by Chinese and Australian respectively. The most common types of souvenirs purchased are clothing/apparel, handicrafts, and accessories. For the most sources of gathering information about souvenirs in Thailand are local markets followed by recommendations from locals or friends and tourist guides. The most usage of souvenirs purchased of respondents are keep souvenirs as personal collections followed by give them as gifts to friends or family and use them for daily use.

### 5.1.2 Marketing Mix

Based on the research finding of Marketing Mix variables, most of respondents were strongly agree with the Marketing Mix.

### 5.1.3 Integrated Marketing Communication

According to the research results from respondents were strongly agree for the Integrated Marketing Communication.

### 5.1.4 Perceived Value

The outcome from findings showed that the respondents were strongly agree with the Perceived Value.

### 5.1.5 Purchase intention

Overall, the target respondents were gained strongly agree toward Purchase intention.

### 5.1.6 Hypotheses Results

All three hypotheses were proposed in this study:

#### Hypothesis 1:

The Marketing Mix which are product, price, place and promotion from this research results showed that these factors are important and can make people's decision to purchase souvenir products in Bangkok. Thus, Marketing Mix significantly affected to Purchase Intention of souvenir products in Bangkok, Thailand.

#### Hypothesis 2:

The result from research finding showed that Integrated Marketing Communication is very affecting to purchase intention of souvenir products in Bangkok. These variables Advertising, Sales Promotion, and Direct Marketing are the important factors that affect to people's decision to purchase souvenir products. Therefore, Integrated Marketing Communication affected the purchase intention of souvenir products in Bangkok, Thailand.

#### Hypothesis 3:

The result from research finding showed that Perceived Value is very affecting to purchase intention of souvenir products in Bangkok. These variables Emotional Value, Functional Value, Social Value are the important factors that affect to people's decision to purchase souvenir products. Therefore, Perceived Value affected the purchase intention of souvenir products in Bangkok, Thailand.

## 5.2 Discussion

The research objective is to focus on the impact of Marketing Mix(4ps), Integrated Marketing Communication, Perceived Value factor toward Purchase Intention of souvenir products in Bangkok, Thailand.

According to the research results of the study show that:

(1) Marketing Mix from this study obviously influence the Purchase Intention of souvenir product in Bangkok. This concept can strengthen the business to be different from its competitors in term of product and service. The Marketing Mix or 4ps which are Product, Price, Place and promotion which was introduced to Marketing academic by E. Jerome McCarthy in 1960 (McCarthy, 1960).

(2) Integrated Marketing Communication factor have influenced on Purchase Intention of souvenir product in Bangkok. Integrated marketing communications (IMC) is a strategic approach that aims for collaboration across all aspects of an organization's marketing communications to deliver the core message to the target audience (Broderick & Pickton, 2005), IMC emphasizes the importance of integrating various marketing communication tools which including Advertising, Public relations, Sales promotion, Direct marketing and Digital marketing to achieve communication and marketing objectives effectively.

(3) Perceived Value factor have influenced on Purchase Intention of souvenir product in Bangkok. Perceived Value concept by Sweeney and Soutar (2001) is the values what customer expect to receive in which factors are focusing on emotional value, functional value, and social value toward customer's decision before purchasing the products.

In this research, the theories and concepts are explained as follows.

Hypothesis 1, The Marketing Mix factor has an influence on Purchase Intention of souvenir products in Bangkok, Thailand has accepted. The marketing mix theory by McCarthy (1960) projected that product, price, place and promotion can help marketers to manage and design the plans that fit with the social and satisfy the target market demand. The study by Halim, Isham, and Amiruddin (2020) explores the influence of the marketing on consumers' intentions to purchase cosmetic products. The study found that promotion and product quality had the highest impact on purchase intentions, followed by price and place. The research findings in this study concluded that

Marketing Mix which consisted of product, price, place and promotion affect the Purchase Intention. This study has also shown that the product quality has highest impact to Purchase intention. So, Marketing Mix has an influence on Purchase Intention of souvenir products in Bangkok, Thailand.

Hypothesis 2, The Integrated Marketing Communication has an influence on Purchase Intention of souvenir products in Bangkok, Thailand has accepted. Broderick & Pickton (2005) detailed that the importance of integrating different marketing communication tools, including advertising, public relations, sales promotion, direct marketing, and digital marketing, to achieve communication and marketing objectives effectively. The previous research finding by Rivandi (2021) investigates how Integrated Marketing Communication (IMC) affects consumer decisions in coffee shops in Surakarta City. They found that IMC activities like advertising, public relations, personal selling, sales promotion, and direct marketing positively influenced purchasing decisions. Among the IMC dimensions, public relations were the strongest impact on consumer purchasing decisions at Dodolan Kopi. From the previous, IMC plays a significant role in shaping consumer decisions in the coffee shop industry. This study has also shown that the Advertising is the most influence on Purchase Intention that people can gain the details and the story of the goods before decide to purchase. So, Integrated Marketing Communication has an influence on Purchase Intention of souvenir products in Bangkok, Thailand.

Hypothesis 3, The Perceived Value Communication has an influence on Purchase Intention of souvenir products in Bangkok, Thailand has accepted. The theory concept by Sweeney and Soutar (2001) shows the different aspects of perceived value, focusing on emotional value, functional value, and social value in determining how consumers see and decide to buy a product. Liu (2021) studied on how tourists' perception of value in intangible cultural heritage (ICH) souvenirs influences their intention to purchase. The conceptual model identifies of perceived value are functional, emotional, social, relationship support, and price value. The findings revealed that all dimensions of perceived value have a positive and significant impact on tourists' purchase intentions to ICH souvenirs. Compare with previous research, people focused on the core value of the goods before making decision to purchase. This show that people consider the overall value they receive from souvenir products which

positively affect to purchase intention. So, Perceived Value has an influence on Purchase Intention of souvenir products in Bangkok, Thailand

### **5.3 Recommendations for Further Application**

The suggestions from this research finding can help not just for the souvenir businesses, also for the other retail industry that pursue to increase customer engagement and satisfaction.

For the Marketing Mix towards the souvenir industry in Bangkok, Thailand that the business should focus improving on 4Ps which are product quality, pricing strategies, distribution channels and promotional activities in order to stay competitive and enhance the business capabilities. For the product quality can be done by creating unique designs and high- quality craftsmanship to attract more customers and introducing the diverse range of souvenirs product to satisfy the different tastes and preferences. Pricing can be implemented the dynamic strategy to reflect the value proposition for each souvenir while maintaining the competitive advantage. Also, consider the promotions such as offering bundled packages or discounts to gain more incentive and gather more sales volume. For the channel distributions, aside of high traffic tourist areas and online platforms, making partnerships with the travel agencies and hotel can be leveraged the channels of distribution. So, the prospect customer can easily access, feel and think about the souvenir product before decide to purchase.

According to the Integrated Marketing Communication (IMC) has played the important roles to the business that show how business deliver the key message across the various channels which are advertising, sales promotion and direct marketing. For the advertising can be done by conducting the creative campaigns that capture the essence of a destination to deliver emotional sense to travelers such as storytelling, images, and music to highlight the unique features of souvenir product. The direct marketing is to communicate through email, SMS, and social media campaigns to the customer in order to launch loyalty programs. This to maintain relationships by collecting customer data to offer the promotional campaign in order to encourage repeat purchases for souvenir product.

Regarding to the Perceived Value there have the different aspects focusing on emotional value, functional value, and social value. For the souvenir product these



values can enhance and foster the perception to customer by delivering the good value. For emotional value, providing craft souvenir that remind the positive memories associated with travel experiences. And can be done by offering personalized and customizable options to souvenir products that allow traveler to have their own uniqueness. For functional value, the business should focus on the utility and to its product such as innovative designs, durable materials, and user-friendly features to satisfy with customer preferences. And the social value that the business should position and present the souvenir as meaningful gifts to be the social symbols that help friends, family, and coworkers interact and communicate with one another. Also, the business can encourage the consumer to share their souvenirs story on social media and internet platforms to create conversations and community participation.

The souvenir business or related merchandise can implement and improve the mentioned recommendations above in which those factors can affect to the purchase intention of customer significantly.

#### **5.4 Recommendations for future research**

(1) In this research focused on Purchase Intention to buy the souvenir in Bangkok, Thailand. For the future research study can implement this conducted research as the reference to compare with the other products.

(2) In this research study focused on variable Marketing Mix, Integrated Marketing Communication and Perceived Value. For the future research can gain some knowledge and clue to develop and expand for further theories support.

(3) This research distributed to participants using online questionnaires via Google Forms. The quantitative methods were used to gain insights of individuals interested in souvenir products. For future research can could consider to adjust for more personal approach such as face to face interview or focus group to gain more insights data from target respondents in term of both emotional and experiential aspects towards souvenir purchasing behavior.

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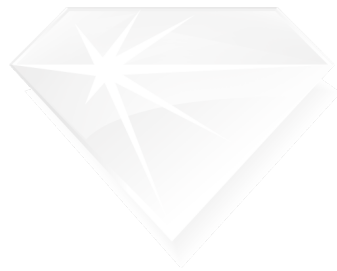
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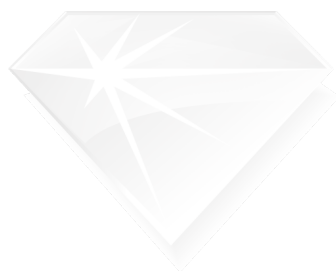
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**APPENDIX**

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## Questionnaire

Research Title: The perception of marketing mix, integrated marketing communications, and perceived value affecting foreign travelers' purchase intention of souvenir products in Bangkok, Thailand

Instruction: This research aims to investigate the perception of marketing mix, integrated marketing communications (IMC), and perceived value on purchase intention of souvenir products among foreign travelers in Bangkok, Thailand. The study will gather data through online surveys and analysis to determine the factors that influence the purchasing decisions of souvenirs in Bangkok. The findings of this research will provide insight for businesses looking to improve their Marketing Mix (4Ps), Integrated Marketing Communication and Perceived Value to attract and retain foreign customers in the souvenir market in Bangkok.

The component of this research will be covered 5 parts: the general data question, the Marketing mix, Integrated marketing communications, Perceived Value, and Purchase Intention.

The information provided will be kept strictly confidential and will be used only for academic research purpose.

### **Part 1: Demographic data**

Please choose (✓) the answer that match on your information.

1. Age

Less than or 20

21-30

31-40

41-50

Above 50

2. Gender

Male

Female

Other please specify: .....

## 3. Marital status?

- Single                       Married                       Other please specify: .....

## 4. Education

- Less than high school                       High school  
 College or vocational school                       Bachelor's degree  
 Master's degree or higher

## 5. Occupation

- Student                       Government Officer/ State Enterprise  
 Office employee                       Unemployed  
 Business Owner/ Entrepreneur

## 6. Annual income

- Less than 10,000 USD                       10,001-20,000 USD  
 20,001-50,000 USD                       50,001-75,000 USD  
 More than 75,000 USD

## 7. Nationality: \_\_\_\_\_

## 8. What types of souvenirs do you usually purchase? (Can choose more than one)

- Clothing/Apparel                       Handicrafts  
 Artwork                       Accessories  
 Other please specify: .....

## 9. Where do you usually gather information about souvenir products in Thailand?

- Local markets                       Tourist guides  
 Online websites                       Recommendations from locals or friends  
 Other please specify: .....

10. What do you do with souvenirs you buy from Thailand?

- Keep it as a personal collection.     Give as a gift to friends or family.
- Use it for daily use.                       Displayed as home decoration.
- Other please specify: .....

### **Part 2: Marketing Mix**

Please mark the most suitable response with a checkmark (✓) based on the provided scale; (1 = Least Agree, 2 = Slightly Agree 3 = Moderate Agree, 4 = Mostly Agree, 5= Completely Agree)

<b>Marketing Mix</b>						
1	I feel confident in quality of the souvenir products I bought.	1	2	3	4	5
2	I had a wide range of souvenir products to choose from in Thailand.	1	2	3	4	5
3	The packaging of the souvenir products added value and enhanced their appeal.	1	2	3	4	5
4	I received good value for the price I paid for souvenir products.	1	2	3	4	5
5	Price tags on souvenir products are clearly and visibly displayed.	1	2	3	4	5
6	Multiple channels to search for souvenir products in Thailand, such as brochures, websites, or mobile apps	1	2	3	4	5
7	Locations were easily accessible from popular tourist areas for souvenir products.	1	2	3	4	5
8	Convenient public transportation options were available to reach souvenir stores	1	2	3	4	5
9	Discounts made the products more attractive and influenced my purchasing decision.	1	2	3	4	5

### **Part: 3 Integrated Marketing Communication**

Please mark the most suitable response with a checkmark (✓) based on the provided scale; (1 = Least Agree, 2 = Slightly Agree 3 = Moderate Agree, 4 = Mostly Agree, 5= Completely Agree)

<b>Integrated Marketing Communication</b>						
1	Advertisements offer valuable details about the souvenir products.	1	2	3	4	5
2	I am interested in buying souvenir products when I know there are free gifts	1	2	3	4	5
3	Promotions like "Buy 1 Get 1" increase my desire to buy souvenir products.	1	2	3	4	5
4	Direct marketing makes it easier for me to purchase souvenir product.	1	2	3	4	5
5	Direct marketing simplifies the process of buying souvenir product.	1	2	3	4	5

### **Part: 4 Perceived Value**

Please mark the most suitable response with a checkmark (✓) based on the provided scale; (1 = Least Agree, 2 = Slightly Agree 3 = Moderate Agree, 4 = Mostly Agree, 5= Completely Agree)

<b>Perceived Value</b>						
1	The souvenir products can be collected and viewed.	1	2	3	4	5
2	The souvenir products can be used in daily life.	1	2	3	4	5
3	The souvenir products effectively remind me of my tourism experience in Thailand.	1	2	3	4	5
4	Possessing these souvenir products makes me feel happy.	1	2	3	4	5
5	These souvenir products feel novel and unique to me.	1	2	3	4	5

Perceived Value (Continued)						
6	Possessing these souvenir products is interesting to me.	1	2	3	4	5
7	Owning these souvenir products makes others think I have good taste.	1	2	3	4	5
8	These souvenir products contribute to safeguarding Intangible Cultural Heritage	1	2	3	4	5
9	Purchasing these souvenir products supports the producers of Intangible Cultural Heritage souvenirs	1	2	3	4	5
10	Storytelling can enhance the value and perception of souvenir products	1	2	3	4	5

### **Part 5: Purchase Intention**

Please mark the most suitable response with a checkmark (✓) based on the provided scale; (1 = Least Agree, 2 = Slightly Agree 3 = Moderate Agree, 4 = Mostly Agree, 5= Completely Agree)

Purchase Intention						
1	I perceive souvenir products from Thailand to be reliable.	1	2	3	4	5
2	I believe that souvenir products from Thailand maintain high standards.	1	2	3	4	5
3	Souvenir products from Thailand are attractive to me.	1	2	3	4	5
4	It is better to buy souvenir products from Thailand rather than imported ones.	1	2	3	4	5
5	News and social media significantly influence my intention to purchase souvenir products from Thailand.	1	2	3	4	5
6	I have the financial capability to purchase souvenir products from Thailand.	1	2	3	4	5
7	I have sufficient time to go shopping for souvenir products from Thailand.	1	2	3	4	5

<b>Purchase Intention</b>						
8	I have complete information on where to buy souvenir products from Thailand.	1	2	3	4	5

Part 6: Comments & Suggestions

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**Thank you for your cooperation.**



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**BIODATA**

**First Name - Last Name** Tin Chaiyaworn

**Email** tin.chaiy@bumail.net

**Educational Background** Business Administration at Assumption  
University

Master of Business Administration at Bangkok  
University

**Working Experience** Experience in Business Development and  
Marketing

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