The Impact of Factors on Generation Y and Generation Z Chinese Consumers' Purchase Intention of Thai Local Perfume

ปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อน้ำหอมประเทศไทยของผู้บริโภคชาวจีน Gen Y และ Gen Z

Fan Cao [1]

Wanlapa Hattakitpanitchakul[2]

Abstract

This study investigates the factors influencing the purchase intention of Thai local perfumes among Chinese consumers, with a particular focus on Millennials (Generation Y) and Generation Z. Employing a comprehensive analytical framework, the research explores the roles of demographic characteristics, the 4P Marketing Mix, Social Media Marketing, and Brand Image in shaping consumer behaviour. The findings indicate that the 4P Marketing Mix, Social Media Marketing, and Brand Image are pivotal factors in influencing purchase intention, with Brand Symbolic Meaning identified as the strongest predictor of consumer behaviour. A notable finding is the discovery of an intriguing paradox: while purchase intention remains consistent across different demographic groups, significant differences exist in their perceptions of and engagement with marketing activities.

The findings under discussion highlight the significant influence of the 4P Marketing Mix, Social Media Marketing, and Brand Image on purchase intention, with the 4P Marketing Mix explaining 25.7% of the variance in purchase intention, Social Media Marketing contributing 22.6%, and Brand Image accounting for 20%. Among the 4P components, Place (B = 0.233) and Promotion (B = 0.183) are the most influential. Within the domain of Social Media Marketing, Interactive Marketing on Social Platforms (B = 0.239) and Electronic Word-of-Mouth (B = 0.214) have been identified as the most impactful. In the context of Brand Image, Brand Symbolic Meaning (B = 0.305) emerges as the foremost predictor, followed by Brand Uniqueness (B = 0.240).

The findings of this study provide valuable insights into the strategic prioritization of marketing components. The research extends existing theoretical frameworks by demonstrating how these factors interact with consumer purchase intention, with particular attention to generational differences between Millennials and Generation Z. The results emphasize the importance of integrating cultural and emotional elements into

[1]Business Administration (Management) Master of Business Administration Program Srinakharinwirot University

[2]Lecturer Faculty of Business Administration for Society Srinakharinwirot University

marketing strategies to effectively engage target consumers. In considering generational differences, Generation Z has been found to demonstrate a predilection for interactive and user-generated content, whilst Generation Y has been found to priorities practical information and social responsibility. Cultural identity and environmental responsibility have been found to exert a significant influence on purchase intentions, with 82% of respondents expressing a preference for brands that incorporate Thai cultural elements, and 65% supporting environmentally conscious brands. Furthermore, the study has revealed a complex relationship between price sensitivity, cultural uniqueness and brand value, thereby challenging traditional assumptions about price-purchase behaviour in emerging markets.

This research contributes to the cross-cultural marketing literature by emphasizing the role of emotional and cultural factors in shaping consumer behaviour. Practical implications include leveraging multi-channel strategies for enhanced convenience, strengthening brand uniqueness through cultural integration, and optimizing social media tools for interactive engagement. Enhancing brand symbolic meaning and emotional value is recommended to build long-term consumer loyalty. Whilst the study makes significant contributions to the field, it is important to acknowledge its limitations. Firstly, there is a question of the representativeness of the sample. Secondly, the reliance on cross-sectional data is also a limitation, as is the focus on purchase intention rather than actual behaviour. It is recommended that future research adopts longitudinal designs, broadens the sample scope, and explores additional variables, such as consumer trust and ethical consumption, to provide more comprehensive insights into sustainable consumer behaviour.

Keywords: 4P Marketing Mix, Social Media Marketing, Brand Image, Purchase Intention, Perfume, Generations

INTRODUCTION

The global fragrance market, valued at US$61.79 billion in 2023, is projected to grow 6.34% annually through 2028. This growth is driven by rising disposable income, evolving consumer preferences, and an increasing demand for natural ingredients in perfumes. The Asia-Pacific region, particularly China, is witnessing a surge in perfume consumption, fueled by younger generations' desire for high-quality, unique products. With their distinct fragrances and use of natural ingredients, Thai perfumes have gained popularity in China, especially among consumers seeking cultural connections. The influence of Social Media Marketing has further propelled Thai perfume brands, making them more accessible to a broader audience.

This study focuses on examining the factors influencing Chinese consumers' purchase intentions of Thai local perfumes, with a particular interest in how these factors vary between Generation Y and Generation

Z. While both groups exhibit a keen interest in perfume, their preferences and responses to marketing strategies may differ due to generational influences.

OBJECTIVES OF RESEARCH

This study mainly explores the relevant details of local perfume product marketing in Thailand and further analyses how the Marketing Mix (4P), Social Media Marketing (SMM), Brand Image (BI) and Consumer Purchase Intention (PI) interact with each other and their differences among different generations. Therefore, this study proposes the following research objectives:

1. To study the impact of the 4P marketing mix on Chinese consumers' purchase intention for local Thai perfume.
2. To study the impact of Social Media Marketing on Chinese consumers' Purchase Intentions of Thai local perfume.
3. To study the impact of Brand Image on Chinese consumers' Purchase Intention of Thai local perfume.

RESEARCH HYPOTHESES

Hypothesis 1: Different demographics have different impacts on Generation Y and Generation Z Chinese Consumers' Purchase Intention.

Hypothesis 2: 4P Marketing Mix has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention.

Hypothesis 3: Social Media Marketing has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention.

Hypothesis 4: Brand Image has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention.
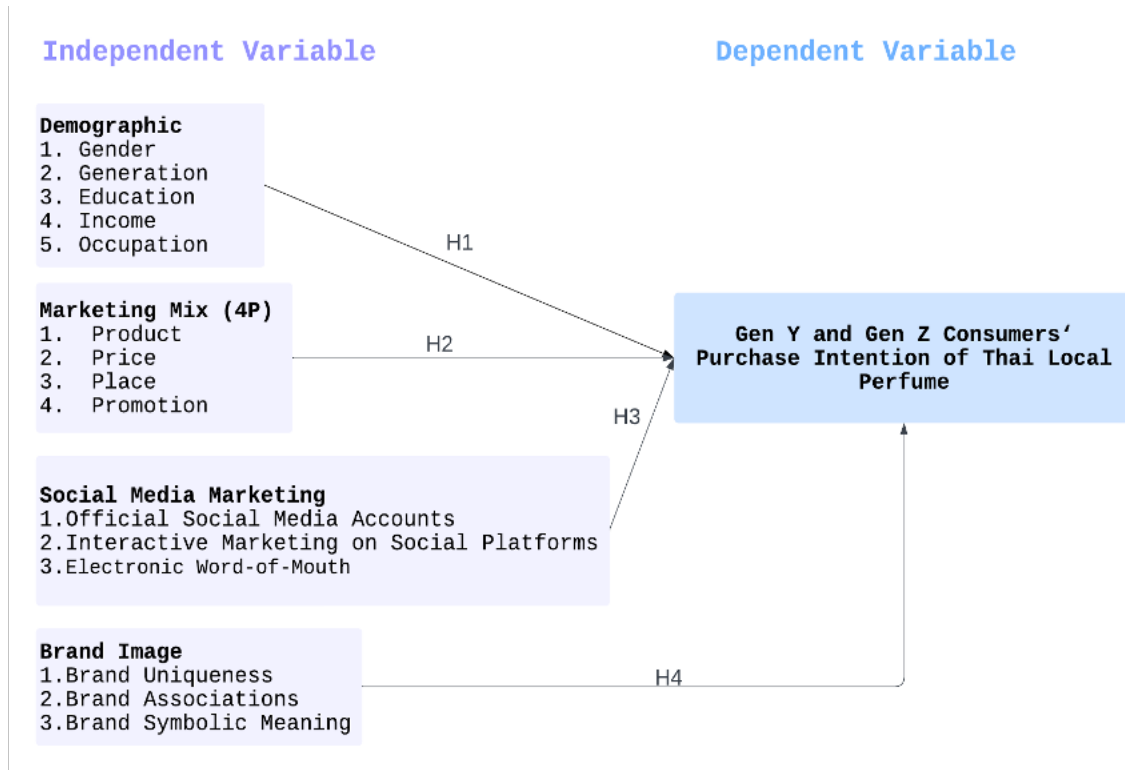
LITERATURE REVIEW

Thailand's Local Perfume: In the Chinese market, local Thai perfumes are gradually gaining consumer attention. Characterized by unique fragrances and ingredients sourced from natural plants, Thai brands such as "KARMAKAMET", "JOURNAL", and "PANPURI" have already established a significant market position. On the one hand, as Chinese consumers increasingly priorities product quality and environmental consciousness, the competitive potential of Thai perfume products continues to emerge. On the other hand, the growing demand among Chinese consumers for personalised and high-quality perfumes has attracted a substantial number of young consumers through the distinctive product characteristics of Thai perfumes.

The market expansion of Thai perfume brands in China depends on cultural differentiation and their unique fragrance, particularly in conjunction with brand image, which helps consumers establish emotional resonance. Consequently, Chinese consumers' purchase intentions for local Thai perfumes extend beyond sensory needs, involving consumer identification with Thai culture and the brand's distinctive nature.

4P Marketing Mix: The 4P marketing mix theory occupies a crucial position in modern marketing science, encompassing Product, Price, Place, and Promotion. In this study, the 4P marketing mix is used as the core framework for analyzing factors influencing Chinese consumers' purchase intentions for local Thai perfumes. Product quality, brand positioning, promotional strategies, and distribution channels are key influencing factors for consumer purchase intentions. Research indicates that adjusting 4P marketing strategies for different

consumer groups (such as different generational cohorts) can help improve consumer purchase intentions(Ahluwalia, 2022; Muralidhar, 2020; Sirajuddin et al., 2023).

Brand Image: The brand image represents consumers' overall perception of a brand, encompassing the brand's uniqueness, brand associations, and brand symbolic meaning. The brand image of local Thai perfumes plays a critically important role in enhancing consumer purchase intentions. Research has found that consumers' sense of brand identification directly influences their trust in the product and purchase intention, especially among young consumer groups who place greater emphasis on brand social responsibility and cultural identity (Ihzaturrahma & Kusumawati, 2021). In existing research, brand image has been used as a significant mediating variable affecting purchase intention, further proving its role in the 4P marketing mix (Yadav & Rahman, 2018).

Social Media Marketing: Social media marketing emerged as a vital factor influencing consumer behaviour in recent years, including official social media accounts, interactive marketing on social platforms, and electronic word-of-mouth (e-WOM) (Putri et al., 2022). With the proliferation of social media platforms, brands have established direct interactive relationships with consumers, thereby influencing their purchase intentions(Li et al., 2021; Vrontis et al., 2021). For local Thai perfumes, transmitting brand stories, promotional information, and user experiences through social media platforms can effectively enhance brand awareness and attractiveness. Research demonstrates that social media marketing not only increases brand exposure but also strengthens consumers' emotional connection to the brand, playing a crucial role, especially among young consumers(Ahmad & Juhari, 2023; Sirajuddin et al., 2023).

Purchase Intention: Purchase intention serves as an important indicator measuring whether consumers intend to purchase a particular product and holds a significant place in marketing activities. In this study, purchase intention serves as the dependent variable, influenced by factors such as the 4P marketing mix, brand image, and social media marketing. Research shows that consumers' purchase intentions are influenced not only by their cognitive and emotional perceptions of a brand but also by their responses to promotional activities, product quality, and social media marketing campaigns(Ihzaturrahma & Kusumawati, 2021). In the Chinese market, purchase intentions for local Thai perfumes are driven by multiple factors, including brand perception, social media promotion, and the attractiveness of promotional activities (Krishnan et al., 2022).

Generation and Demographic: Demographic variables significantly influence consumer behaviour, with young consumers, particularly Generation Y and Generation Z, representing a unique consumer group characterized by distinctive behavioural patterns. McCrindle (2018) emphasized the importance of understanding these generations and noted that modern marketing needs to be designed "with them" rather than "for them" (McCrindle, 2018). For this substantial consumer group, a transition from traditional marketing

strategies relying on factual evidence to more interactive and personalised communication approaches is necessary. Generation Y (1980-1994) and Generation Z (1995-2009) are the primary consumer market groups. Compared to other generational groups, consumers from these two generations place greater emphasis on brand social responsibility, product uniqueness, and cultural identification, particularly in terms of information needs and emotional factors (Cuesta et al., 2020). Specifically, Gen Y focuses more on brand social responsibility and emotional value, while Gen Z tends to prefer immediate product experiences and social media interactions(Raza et al., 2023). They are the first major media consumers primarily reliant on interactive media for information they are particularly susceptible to marketing strategies. However, this brings challenges: Gen Y and Gen Z have shorter attention spans, and digital media technologies can lead to constant distraction(Shin et al., 2021). Their purchase intentions are driven not just by product functionality but also by brand emotional value and social media information. Therefore, understanding the consumption characteristics of these two groups is crucial for developing effective marketing strategies (ILYAS et al., 2020).

4P Marketing Mix and Purchase Intention: The 4P marketing mix theory (Product, Price, Place, Promotion) is widely applied in purchase intention research, with each factor significantly influencing consumer purchase intentions. First, product factors (such as uniqueness, design, quality, and packaging) have a positive impact on purchase intentions (Miao et al., 2021; Suyanto & Dewi, 2023). Second, price factors are typically negatively correlated with purchase intentions, with higher prices reducing consumer purchase intentions. In terms of distribution channels, the combination of online and offline channels and a favourable shopping environment can also promote purchase intentions (Mekdussadeerom, 2020; Raza et al., 2023). Additionally, promotional activities (such as discounts and advertising) have been proven to positively attract consumers and stimulate purchase intentions (Jain & Hudnurkar, 2022). These studies provide a theoretical foundation for understanding the impact of the 4P marketing mix on purchase intentions. Most research indicates that promotion is the most important factor influencing purchase intentions(Muralidhar, 2020). Effective promotion can increase consumer purchase intent and thus impact sales outcomes. Overall, we know that promotion and price factors in the 4P marketing mix most significantly influence consumer purchase intentions, and the right marketing strategy can effectively stimulate consumer purchasing desire(Lahtinen et al., 2020).

However, how Thai perfumes can develop targeted marketing strategies for emerging Chinese consumer groups remains an unexplored area requiring in-depth research.

Social Media Marketing and Purchase Intention: Social media marketing has been extensively studied as an emerging marketing approach for its impact on consumer purchase intentions. Interactions through social media platforms enhance brand value and foster purchase intentions, particularly among younger Chinese consumers. Official social accounts also contribute to strengthening brand recognition, ultimately promoting

purchase intentions(Iglesias et al., 2020). High-quality social media content positively influences brand attitudes, indirectly boosting purchase intentions(Geng et al., 2020). Additionally, electronic word-of-mouth (eWOM), as a component of social media marketing, plays a significant role in shaping purchase intentions(Immawati & Anggi, 2023).

Brand Image and Purchase Intention: The brand image represents the overall perception of a brand by consumers and is a critical dimension of brand equity. Existing studies highlight that brand image is multidimensional, dynamic, and independent(Kotler & Keller, 2006; Parris & Guzmán, 2023). Furthermore, it encompasses all associations between consumers and the brand, including emotional and rational connections. Among these dimensions, brand uniqueness, quality, and overall brand image exhibit a positive correlation with purchase intention(Krishnan et al., 2022). Consumers tend to base their purchase intentions and decisions on the uniqueness, perceived quality, and emotional ties to a brand. In the service industry, the "meaning" of a brand often has a stronger influence on purchase decisions than the mere functional attributes of a product(Berry, 2000; Febriyantoro, 2020). Market positioning and service quality of a brand also play crucial roles in determining purchase intentions. In summary, a well-constructed brand image significantly enhances purchase intention. Maintaining a strong brand image requires companies to invest strategically and consistently in inappropriate marketing approaches (Hermiyenti & Wardi, 2019; Parris & Guzmán, 2023). As such, the relationship between brand image and purchase intention warrants in-depth exploration, as it holds substantial implications for the development of effective marketing strategies.

Conclusion: Existing literature indicates that the 4P Marketing Mix, social media marketing, and brand image are crucial factors influencing purchase intentions. With the rapid advancement of digital technologies, these factors interact in increasingly complex ways. Notably, the impact of social media marketing and brand image is more pronounced for Generation Y and Generation Z. However, empirical research on intergenerational differences remains insufficient, particularly concerning how these cohorts respond to marketing strategies for local Thai perfume brands. This study aims to bridge this gap by exploring the interplay between the 4P Marketing Mix, social media marketing, and brand image in shaping Chinese consumers' purchase intentions toward Thai local perfumes. By focusing on intergenerational differences and the interactive effects of these factors, this research provides theoretical and practical insights for the international promotion of brands in the Chinese market.

RESEARCH METHODOLOGY

Research Population and Sampling: The study targeted Chinese consumers from Generation Y (1980–1994) and Generation Z (1995–2009) interested in purchasing perfume. Using Yamane's (1967) formula with a

95% confidence level and a 5% margin of error, a convenience sampling method, a sample size of 400 respondents was collected. Data were gathered through online platforms such as WeChat and "Wen Juan Xing" and offline in Thailand's major tourist areas. Invalid responses were excluded to ensure data quality.

Measurement Instrument: The research instrument was a structured questionnaire developed through a comprehensive literature review. It comprised five distinct sections: demographic information, 4P Marketing Mix factors, Social Media Marketing elements, Brand Image components, and Purchase Intention measurement. A 5-point Likert scale (ranging from "Very Disagree" to "Very Agree") was employed to capture nuanced respondent perspectives.

Statistical Analyses and Hypotheses Testing: This study ensured that the proposed hypotheses were rigorously tested, and a series of statistical analyses were conducted, carefully aligning the independent and dependent variables. To begin, descriptive and frequency analyses provided an overview of the demographic characteristics and variable distributions of the 400 respondents. These analyses highlighted key demographic factors such as gender, generation (Generation Y and Z), education level, income, and occupation. These demographic attributes were further examined about their potential influence on Purchase Intention, forming the basis for Hypothesis 1 (H1). To evaluate the reliability and validity of the research instrument, reliability and validity analyses were performed. Cronbach's alpha confirmed strong internal consistency across all measured dimensions, with coefficients exceeding 0.7. Additionally, validity was supported by a KMO value of 0.909 and a significant Bartlett's test result ($p < 0.001$), affirming the structural integrity of the questionnaire and its suitability for the study.

Hypothesis 1: Different demographics have different impacts on Generation Y and Generation Z Chinese Consumers' Purchase Intention

Independent samples t-tests were conducted to compare the influence of gender and generation on Purchase Intention. ANOVA was used to analyse differences across categorical variables such as occupation and education. Regression analysis assessed the effects of continuous demographic variables, including age and income, on Purchase Intention.

Hypothesis 2: 4P Marketing Mix has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention

Multiple regression analysis was used to evaluate the overall influence of Product, Price, Place, and Promotion on Purchase Intention.

Hypothesis 3: Social Media Marketing has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention

Multiple regression analysis examined the effects of Social Media Marketing components, such as official accounts, platform interactions, and electronic word-of-mouth, on Purchase Intention.

Hypothesis 4: Brand Image has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention

Multiple regression analysis explored the impact of Brand Image dimensions, including uniqueness, associations, and symbolic meaning, on Purchase Intention.

Each hypothesis was tested at a 0.05 significance level. The relationships between variables were validated through correlation analyses, with Pearson's correlation coefficient indicating significant positive associations between the independent variables and Purchase Intention.

FINDING

The sample for this study consisted of 400 respondents, with an equal distribution between Generation Y (1980–1994) and Generation Z (1995–2006), each representing 50% of the sample. In terms of gender, 51.7% of the respondents were female, while 48.2% were male, indicating a fairly balanced gender representation. Regarding education, the majority of respondents (55.5%) held a bachelor's degree, followed by 18% with a master's degree and 10.2% with qualifications above a master's degree. This reflects a highly educated sample, with a significant portion of respondents having completed tertiary education. As for income levels, nearly half of the respondents (47%) earned over 8,000 yuan per month, and an additional 24.3% had an income between 6,001 and 8,000 yuan. This suggests that the sample was predominantly from the middle to upper-income brackets. Regarding occupation, the largest group of respondents (51%) were employed in private companies, followed by business owners (21%) and students (11.7%).

4P Marketing Mix: The overall mean score for the 4P Marketing Mix was 3.32, with a standard deviation of 0.72, indicating a generally positive evaluation of the 4P strategies by respondents. Among the components, Place had the highest mean score (3.37), followed by Promotion (3.32), Price (3.31), and Product (3.29). The product's overall mean score was 3.29. Among its subdimensions, product quality received the highest score (3.30), followed by fragrance longevity (3.29) and packaging design (3.28). Price's overall mean score was 3.31. The subdimension "price matching quality" scored the highest (3.34), followed by "high price for high-quality perfume" (3.30) and "the price of the perfume itself" (3.28). The place's overall mean score was 3.37. Subdimensions such as "good shopping experience" and "willingness to purchase a preferred local perfume despite travelling long distances" are tied for the highest score (3.40), followed by convenience (3.32). The promotion's overall mean score was 3.32. Subdimensions such as "advertising appeal" scored the highest (3.34), followed by "promotional activities" (3.33) and "actively paying attention to advertisements" (3.28).

Social Media Marketing: The overall mean score for Social Media Marketing was 3.30, with a standard deviation of 0.82, reflecting a positive attitude towards this strategy among consumers. Among the subdimensions, "interactive marketing on social platforms" scored the highest (3.33), followed by "official social media accounts" (3.31) and "electronic word-of-mouth" (3.25). Official Social Media Accounts' overall mean score was 3.31. Subdimensions such as "actively browsing official information" scored the highest (3.36), followed by "engaging with content on official platforms" (3.29). Interactive Marketing's overall mean score was 3.33. Subdimensions such as "live sales" and "online interaction" are tied for the highest score (3.36), followed by "interaction with official accounts" (3.36). Electronic Word-of-Mouth overall mean score was 3.25. Subdimensions such as "positive reviews" scored the highest (3.29), followed by "recommending satisfactory perfumes" (3.28).

Brand Image: The overall mean score for Brand Image was 3.299, with a standard deviation of 0.81, indicating that the brand holds a strong position in consumers' minds. Brand Uniqueness's overall mean score was 3.26. Among its subdimensions, "irreplaceability" scored the highest (3.29), followed by "unique positioning" (3.26). Brand Associations' overall mean score was 3.339. Subdimensions such as "association with personal taste" scored the highest (3.35), followed by "alignment with personal values" (3.34).

Hypothesis 1: Different demographics have different impacts on Generation Y and Generation Z Chinese Consumers' Purchase Intention

The results failed to support Hypothesis 1. The first key finding demonstrates that there were no statistically significant differences in purchase intention across various demographic characteristics. Specifically, the analysis using independent-measures t-tests and univariate ANOVA revealed no significant differences in purchase intention across gender ($t = -0.467$, $p = 0.641$), generation ($t = -0.827$, $p = 0.409$), education level ($F = 0.309$, $p = 0.819$), income level ($F = 0.255$, $p = 0.907$), and occupation ($F = 0.791$, $p = 0.531$). The second key finding, however, revealed significant demographic differences in marketing perception dimensions, particularly in social media marketing. The analysis indicated that education level ($F = 2.588$, $p = 0.049$), income level ($F = 2.584$, $p = 0.037$), and occupational background ($F = 3.669$, $p = 0.006$) demonstrated statistically significant differences in social media marketing perception.

Hypothesis 2: 4P Marketing Mix has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention

	B	S.E.	Beta	p	R^2	Adj-R^2	F
(Constant)	.834	.210		.000*			F (1,400)
product	.113	.052	.108	.029*	.265	.257	=35.539,
price	.179	.052	.172	.000*			p=0.000*

place	.245	.052	.233	.000*
promotion	.190	.051	.183	.000*

* The significant level at 0.05

The results support Hypothesis 2 and all its sub-hypotheses. The 4P marketing mix had a significant effect on purchase intent (p < 0.001), and the adjusted R² was 0.257, indicating that the 4P variable explained 25.7% of the purchase intention variation.

Hypothesis 3: Social Media Marketing has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention

	B	S.E.	Beta	p	R^2	Adj-R^2	F
(Constant)	1.259	.189		.000*			
Official Social Media Account	.160	.051	.162	.002*			F (1,400)
Interactive Marketing on Social Platforms	.241	.050	.239	.000*	.232	.226	=39.836,
Electronic Word-of-Mouth	.206	.049	.214	.000*			p=0.000*

* The significant level at 0.05

The results support Hypothesis 3 and all its sub-hypotheses. The effect of social media marketing on purchase intent was significant (p < 0.001), and the adjusted R² was 0.226, indicating that social media marketing variables explained 22.6% of the purchase intention variation.

Hypothesis 4: Brand Image has a positive impact on Generation Y and Generation Z Chinese Consumers' Purchase Intention

	B	S.E.	Beta	p	R^2	Adj-R^2	F
(Constant)	1.371	.193		.000*			F (1,400)
Brand Uniqueness	.249	.050	.240	.002*	.204	.200	=51.009,
Brand Symbolic Meaning	.322	.051	.305	.000*			p=0.000

* The significant level at 0.05

The results support Hypothesis 4 and all its sub-hypotheses. Brand image had a significant effect on purchase intent (p < 0.001), and the adjusted R² was 0.200, indicating that the brand image variable explained 20.0% of the purchase intention variation.

Multiple Response Analysis: The multiple-response analysis provided additional insights into the key factors that influence consumers' perceptions and purchasing behaviours. For instance, when asked about the elements that contribute to brand uniqueness, respondents highlighted cultural connotation (64.75%), raw material selection (59.5%), and packaging design (35%) as the most important factors. Similarly, when considering the symbolic meanings associated with Thai local perfume, personal expression (51.75%) and

cultural diversity (48.75%) were the most frequently selected responses, reflecting a strong association between the brand and cultural values. In terms of purchase intention, respondents indicated that cost-effectiveness (52%) and brand uniqueness (48.75%) were the most important drivers, followed by high product quality (45.75%). This suggests that while consumers appreciate the cultural and symbolic elements of Thai local perfumes, their purchase decisions are still largely influenced by practical factors such as price and perceived value.

CONCLUSION AND DISCUSSION

Conclusion of the Key Result

This study explores the determinants influencing the purchase intention of Thai local perfumes in the Chinese market, revealing several significant findings through four key dimensions. These findings not only validate existing theoretical frameworks but also provide new insights into consumer behaviour patterns.

The first key finding pertains to the influence of demographic characteristics on purchase intention. This study reveals an interesting paradox in consumer behaviour: while purchase intention remains consistent across different demographic groups, significant differences exist among these groups in terms of their perceptions and engagement with marketing activities. The findings challenge traditional demographic segmentation methods, suggesting that purchase intention may be driven by factors beyond demographic characteristics. This provides a new perspective on the relationship between demographic variables and consumer purchase intention, indicating that the purchase decision-making process may be more complex than previously theorized. The significant differences in marketing perception across demographic groups, particularly in terms of digital engagement, suggest that while the ultimate goal (purchase intention) may be consistent, there are substantial differences in how these groups process marketing information. This also supports the multi-path persuasion concept within marketing communication models. Although the conclusion contradicts the initial hypothesis, significant statistical differences were observed in the dimensions of marketing perception, particularly in social media marketing, concerning education level, income level, and occupational background.

The second key finding pertains to the impact of the 4P marketing mix (25.7%), which demonstrates significant explanatory power in predicting purchase intention. Among the components of the 4P marketing mix, Place is the strongest predictor, followed by Promotion. The effectiveness of an omnichannel strategy is particularly notable, with 92% of respondents indicating that the integration of online and offline channels significantly increased their likelihood of making a purchase. Price sensitivity also plays a crucial role, with 63% of respondents indicating a willingness to pay a premium for high-quality, unique Thai local perfumes.

Social media marketing is the third key factor, explaining 22.6% of the variation in purchase intention. The study found that Generation Z is more likely to use social media to obtain brand information and engage with highly interactive content, such as user-generated content (UGC) and brand live streaming, while Generation Y is more focused on practical information, such as product tutorials. The data shows that 70% of Generation Z respondents are likely to consider making a purchase based on recommendations from their favorite Key Opinion Leaders (KOLs), whereas only 55% of Generation Y respondents express the same intention. Additionally, social media marketing shows a strong correlation with brand image, indicating its significant role in enhancing brand value.

The fourth key finding involves the impact of brand image (20%) on purchase intention. The study shows that Generation Z tends to choose brands that reflect personal taste and cultural identity, while Generation Y places more emphasis on a brand's social responsibility and reliability. Cultural identity is a particularly powerful factor, with 82% of respondents indicating that they are more attracted to brands that embody the distinctive features of Thai culture. Environmental responsibility also proves to be significant, with 65% of respondents, particularly from Generation Z, preferring brands that demonstrate strong environmental awareness.

These findings both align with and extend existing literature. Although the significant impact of the 4P marketing mix and social media marketing confirms previous research, this study offers unique insights into the price perception of Thai perfumes in the Chinese market. Unlike traditional assumptions regarding the price-purchase intention relationship, consumers showed a positive attitude toward paying a premium. This suggests that in specific market environments, cultural uniqueness and brand premium effects may outweigh traditional price sensitivity.

Additionally, the research findings validate previous discoveries regarding the impact of social media marketing and deepen the understanding of generational differences in social media engagement patterns. The study particularly emphasizes that the role of social media has evolved from merely a communication channel to a platform for emotional connection with the brand.

The Implication and Limitations of this Research

The brand symbolic meaning (Beta = 0.51) is the strongest predictor of purchase intention, reflecting consumers' strong reliance on the emotional value and cultural identity associated with the brand. Therefore, Thai local perfume brands need to cultivate symbolic meaning on a deeper level to foster long-term consumer loyalty to the brand. Enhancing brand symbolic meaning not only directly influences consumers' purchase intention but also strengthens the emotional value dimension of the brand, thereby fostering higher brand loyalty and brand equity. Thai local perfume brands should focus on precise market positioning, align with core

consumer needs, and convey brand values through storytelling, cultural integration, and celebrity endorsements. For example, integrating brand values with sustainability and social welfare and using social media platforms to share brand stories can help cultivate emotional attachment and long-term resonance with consumers.

Brand uniqueness (Beta = 0.249) indicates that brands with a distinctive personality and differentiation are more likely to capture consumer attention and purchasing intent in a highly competitive market. Brand uniqueness helps to build unique associations with Thai local perfumes, enhancing brand recognition and creating competitive barriers. It is recommended that brands highlight their uniqueness through innovative designs (such as product functionality innovation, unique packaging, and visual elements) and cultural integration (such as combining traditional culture with modern design). For example, Thai perfume brands can combine Thai cultural elements with modern fashion, strengthening brand uniqueness through limited edition products or collaborations with artists, thereby enhancing market competitiveness.

Interactive Marketing on Social Platforms (Beta = 0.241) has a particularly significant impact on young consumers, especially Generation Z. The level of activity and frequency of interaction between Thai local perfume brands and consumers on social platforms directly influences purchase intention. In addition, interactive marketing not only enhances brand accessibility but also boosts consumer brand identification through a sense of participation. Brands should design a variety of interactive formats, such as live streaming, e-commerce platform activities, and user-generated content (UGC) to increase consumer engagement. At the same time, brands should regularly monitor and respond to consumer feedback, enhancing brand image through emotional interactions. For example, hosting regular prize-based interactive activities or collaborating with opinion leaders can strengthen the brand's social attributes and foster greater emotional attachment from consumers.

The consumer's purchasing experience is closely related to the convenience of the place (Beta = 0.245). A seamless multi-channel strategy is one of the key tactics to enhance purchase intention. Channel convenience reduces the decision-making process for consumers by simplifying their choices, thereby lowering purchasing costs and increasing purchase intention. Thai local perfume brands should optimize the integration of online and offline channels, such as expanding e-commerce platforms to offer a one-stop shopping experience while also enhancing logistics services. In addition, establishing offline experience stores in high-traffic areas and incorporating immersive shopping experiences will allow consumers to not only "purchase" the product but also "experience" the brand.

Consumers are more inclined to rely on authentic and trustworthy reviews, making electronic word-of-mouth (Beta = 0.206) a significant factor influencing modern purchase intention. Research on electronic word-

of-mouth extends the scope of brand communication theory, emphasizing the impact of trust mechanisms between consumers on brand communication. Thai local perfume brands should establish diverse incentive systems to encourage consumers to post reviews. For example, rewards such as points or incentives for sharing on social media can be used to increase the number and spread of positive reviews. Additionally, collaborating with Key Opinion Leaders (KOLs) to leverage their influence in conveying positive brand messages can enhance brand trust and improve market reputation.

Promotion (Beta = 0.183) activities can stimulate consumers' impulse buying intentions, especially in the context of digital promotions. Promotional activities not only directly influence purchase intentions but also indirectly enhance brand awareness and the likelihood of purchase by increasing the frequency of consumer brand interactions. Brands can design innovative and interactive promotional formats, such as online interactive games, time-limited discounts, or point redemption systems, particularly new promotional methods that cater to the preferences of Generation Z, to increase brand visibility and drive purchases.

Price (Beta = 0.172) and cost-effectiveness are key influencing factors in consumers' purchase intentions. Price attractiveness not only influences short-term purchase intentions but also impacts the long-term positioning and competitiveness of the brand. Thai local perfume brands should develop appropriate pricing strategies based on the purchasing power of their target consumer groups. For example, high-end products can enhance their premium capability through differentiated pricing combined with unique value (such as distinctive fragrances and luxurious packaging), while mass-market products can boost sales through periodic discounts.

Official Social Media Accounts (Beta = 0.162) have a relatively smaller direct impact; they play a crucial role in the brand's continuous communication and information dissemination. The official social media management of the brand expands the reach of brand communication and provides consumers with real-time information. Thai local perfume brands should regularly update content, including new product launches, promotional offers, and other relevant information, to maintain continuous interaction with consumers. For example, exclusive activities for fans or coupon distribution can be used to enhance consumer loyalty and brand recognition.

Although the impact on purchase intention is relatively small, product (Beta = 0.108) quality and packaging design still play a significant role in the consumer's final decision. Product characteristics are an essential component of a brand's core competitiveness. Enhancing these characteristics can increase consumer trust and satisfaction. Brands should focus on improving product quality and conveying unique value through innovative packaging design. For example, Thai perfume brands can use eco-friendly materials and incorporate

cultural elements into their packaging design, thereby attracting consumer attention both visually and experientially.

The findings of this study clearly highlight the differentiated impact of various marketing factors on consumer purchase intention. Brands need to tailor their strategies based on their market positioning and target audience to maximise marketing effectiveness while also providing theoretical support for future research. Although this study offers valuable insights, it still has certain limitations that require further research and improvement:

Although this study provides important insights, it still has certain limitations. Firstly, the sample is primarily concentrated in first- and second-tier cities in China, with the target group being Millennials and Generation Z consumers. Therefore, the research conclusions may not be broadly applicable to consumers from other age groups or regions. Secondly, data collection was conducted through a survey method, which may introduce social desirability bias or response bias, potentially affecting the objectivity of the results. In terms of research design, this study is a cross-sectional study, which limits the ability to infer causal relationships between variables. Future research could adopt a longitudinal design to further explore the long-term effects of marketing strategies on consumer behaviour. Additionally, this study focuses solely on specific factors, such as the 4P marketing mix, social media marketing, and brand image, without considering other potential variables that may influence purchase intention, such as consumer trust and ethical consumption. Finally, the research emphasises purchase intention rather than actual purchase behaviour, which may limit the comprehensive evaluation of the actual effectiveness of marketing strategies. Therefore, future research should improve the sample scope, data collection methods, research design, and variable selection to provide more comprehensive and practically meaningful conclusions.

Theoretical and Practical Implications

Theoretical Contributions: This research enriches the literature on cross-cultural marketing by highlighting generational differences in response to the 4P Marketing Mix, Social Media Marketing, and Brand Image. It underscores the role of cultural and emotional factors in shaping purchase intention, particularly in the context of emerging markets and younger consumer groups.

Practical Implications: Channel Optimization: Emphasize e-commerce platforms and multi-channel strategies to cater to the convenience-driven preferences of Gen Z. Interactive Engagement: Leverage social media tools like live streaming, UGC, and personalised promotions to foster deeper consumer-brand relationships. Cultural Branding: Strengthen brand identity by incorporating cultural narratives and symbols, enhancing consumer emotional connections.

SUGGESTION

Future research could extend to diverse cultural contexts to examine Thai perfume brands' performance in international markets. Comparative studies across Southeast Asia or Western countries would provide insights into how cultural differences influence purchase intentions. Additionally, adopting a longitudinal research design could reveal how consumer behaviour evolves, offering a deeper understanding of the long-term effects of marketing strategies.

Moreover, integrating qualitative methods such as in-depth interviews or focus groups would uncover the emotional and motivational drivers behind consumer preferences. These approaches would complement existing findings, enriching cross-cultural marketing theories and guiding practical strategies for Thai brands seeking global market success.

ACKNOWLEDGEMENTS

REFERENCES

Ahluwalia, I. (2022). TYPES OF CONSUMER BUYING BEHAVIOUR. *Journal of Contemporary Issues in Business and Government, 2022.* https://doi.org/10.47750/cibg.2022.28.04.026

Ahmad, M. A., & Juhari, S. N. L. (2023). THE IMPACT OF SOCIAL MEDIA MARKETING ON THE PURCHASE INTENTION OF GENERATION Z. *Advanced International Journal of Business, Entrepreneurship and SMEs, 5*(18), 01–10. https://doi.org/10.35631/AIJBES.518001

Berry, L. L. (2000). Cultivating Service Brand Equity. *Journal of the Academy of Marketing Science*, *28*(1), 128–137. https://doi.org/10.1177/0092070300281012

Cuesta, F., Paida, G., & Buele, I. (2020). Influence of Olfactory and Visual Sensory Stimuli in the Perfume-Purchase Decision. *International Review of Management and Marketing*, *10*(1), 63–71. https://doi.org/10.32479/irmm.8963

Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, *7*(1), 1787733. https://doi.org/10.1080/23311975.2020.1787733

Geng, R., Wang, S., Chen, X., Song, D., & Yu, J. (2020). Content marketing in e-commerce platforms in the internet celebrity economy. *Industrial Management & Data Systems*, *120*(3), 464–485. https://doi.org/10.1108/IMDS-05-2019-0270

Hermiyenti, S., & Wardi, Y. (2019). A Literature Review on The Influence of Promotion, Price and Brand Image to Purchase Decision. *Proceedings of the 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)*. Proceedings of the 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018), Padang, Indonesia. https://doi.org/10.2991/piceeba2-18.2019.34

Iglesias, O., Markovic, S., Bagherzadeh, M., & Singh, J. J. (2020). Co-creation: A Key Link Between Corporate Social Responsibility, Customer Trust, and Customer Loyalty. *Journal of Business Ethics*, *163*(1), 151–166. https://doi.org/10.1007/s10551-018-4015-y

Ihzaturrahma, N., & Kusumawati, N. (2021). INFLUENCE OF INTEGRATED MARKETING COMMUNICATION TO BRAND AWARENESS AND BRAND IMAGE TOWARD PURCHASE INTENTION OF LOCAL FASHION PRODUCT. *International Journal of Entrepreneurship and Management Practices*, *4*(15), 23–41. https://doi.org/10.35631/IJEMP.415002

ILYAS, G. B., RAHMI, S., TAMSAH, H., MUNIR, A. R., & PUTRA, A. H. P. K. (2020). Reflective Model of Brand Awareness on Repurchase Intention and Customer Satisfaction. *The Journal of Asian Finance, Economics and Business*, *7*(9), 427–438. https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427

Immawati, S. A., & Anggi, A. (2023). The Effects of e-WOM and Green Product Innovation on Consumer Purchase Decisions through Social Media Marketing on Beauty Products in Sociolla. *Telaah Bisnis*, *23*(2), 168. https://doi.org/10.35917/tb.v23i2.338

Jain, P., & Hudnurkar, Dr. M. (2022). Sustainable packaging in the FMCG industry. *Cleaner and Responsible Consumption*, *7*, 100075. https://doi.org/10.1016/j.clrc.2022.100075

Kotler, P., & Keller, K. L. (2006). *Marketing management* (Twelfth ed). Pearson Prentice Hall.

Krishnan, C., Agarwal, N., & Gupta, S. (2022). Factors Influencing Consumer Purchase Intention of Luxury Branded Perfumes. *Marketing and Management of Innovations*, *13*(3), 190–199. https://doi.org/10.21272/mmi.2022.3-17

Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, *10*(3), 357–375. https://doi.org/10.1108/JSOCM-10-2018-0122

Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, *49*(1), 51–70. https://doi.org/10.1007/s11747-020-00733-3

McCrindle, M. (2018). *The ABC of XYZ: Understanding the Global Generations*.

Mekdussadeerom, M. N. (2020). *A study of consumer behavior to develop perfume businesses on digital platforms*.

Miao, M., Jalees, T., Zaman, S., Khan, S., Hanif, N.-A., & Javed, M. (2021). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment-B2C. *Asia Pacific Journal of Marketing and Logistics*, *ahead-of-print*. https://doi.org/10.1108/APJML-03-2021-0221

Muralidhar, A. (2020). *A Study on the Logical Relationship Between Purchase Characteristics of Gen Y and Gen Z and Its Impact on Customer Satisfaction Mediated By 4 P's of Marketing*. *40*(60).

Parris, D. L., & Guzmán, F. (2023). Evolving brand boundaries and expectations: Looking back on brand equity, brand loyalty, and brand image research to move forward. *Journal of Product & Brand Management*, *32*(2), 191–234. https://doi.org/10.1108/JPBM-06-2021-3528

Putri, A. A., Rizan, M., & Febrilia, I. (2022). *IMPACT OF SOCIAL MEDIA MARKETING AND E-WOM ON PURCHASE DECISIONS THROUGH PURCHASE INTENTION: STUDY ON READY-TO-EAT FOOD*. *5*(2).

Raza, M., Uz Zaman, S., Qabool, S., Hasnain Alam, S., & ur-Rehman, S. (2023). Role of Marketing Strategies to Generation Z in Emerging Markets. *Journal of Organisational Studies and Innovation*, *9*(3), 16–43. https://doi.org/10.51659/josi.21.166

Shin, S.-A., Jang, J.-O., Kim, J.-K., & Cho, E.-H. (2021). Relations of Conspicuous Consumption Tendency, Self-Expression Satisfaction, and SNS Use Satisfaction of Gen Z through SNS Activities. *International Journal of Environmental Research and Public Health*, *18*(22), 11979. https://doi.org/10.3390/ijerph182211979

Sirajuddin, R. S. B., Senathirajah, A. R. B. S., Haque, R., & Isa, A. M. M. (2023). Marketing Mix Influence on Consumer Buying Behavior: A Case Study on the Cosmetics Industry. *International Journal of Professional Business Review*, *8*(5), e01499. https://doi.org/10.26668/businessreview/2023.v8i5.1499

Suyanto, A. M. A., & Dewi, D. G. (2023). Marketing Mix on Purchase Intention and its Impact on the Decision to Purchase Somethinc Products. *International Journal of Professional Business Review*, *8*(10), e03779. https://doi.org/10.26668/businessreview/2023.v8i10.3779

Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, *45*(4), 617–644. https://doi.org/10.1111/ijcs.12647

Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*, *25*(9), 3882–3905. https://doi.org/10.1108/BIJ-05-2017-0092