

THE MARKETING STRATEGIES OF THAI INHALER AMONG CHINESE CONSUMER

กลยุทธ์การตลาดของยาสูดพ่นไทยในกลุ่มผู้บริโภคจีน

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ABSTRACT

This research examines the marketing strategies of Thai inhalers among Chinese consumers, focusing on their increasing popularity and acceptance. It analyzes how Thai inhaler brands effectively position themselves and attract Chinese consumers through targeted strategies. Key findings reveal that these brands utilize social media for influencer marketing, leverage cross-border e-commerce for product availability, and promote natural, health-focused brand images. Compelling brand stories and cultural alignment further enhance their appeal. However, challenges such as rising competition and changing consumer demands remain. The research recommends that Thai inhaler brands prioritize localized innovations, improve customer experiences, and build sustainable brand value to strengthen their market presence in China.

Keywords: Thai inhaler/Chinese consumers/marketing strategy/cross-border e-commerce/ brand positioning

INTRODUCTION

Thailand has become a key player in the global health and wellness industry with the Thai Inhaler, known for its effectiveness and convenience. China's health product market is rapidly expanding due to rising health consciousness and disposable incomes, creating opportunities for high-quality products like the Thai Inhaler. Unique herbal formulations and natural ingredients of the inhaler cater to modern consumers' needs for portability and mental alertness.

Economic initiatives, such as the Belt and Road Initiative, have improved access for Thai products in China. Chinese consumers are increasingly prioritizing health and quality, favoring natural ingredient products. The rise of social media and e-commerce has also transformed

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consumer behavior, allowing better visibility for the inhaler's benefits.

This research will highlight the growing market potential for the Thai Inhaler by focusing on its advantages, economic cooperation, evolving consumer preferences, and the role of digital marketing in developing effective strategies.

RESEARCH OBJECTIVES

1. To study the impacts of marketing mix on Chinese consumer purchase intention towards Thai inhaler
2. To compare the effectiveness of different marketing strategies used for Thai inhalers among various consumer demographics in China.
3. To examine the influence of Brand trust on purchase intention of Thai inhalers in the Chinese market.

RESEARCH HYPOTHESES

When a domestic brand incorporates global elements, consumers in emerging markets start to see it as a "global brand," enhancing its perceived value and providing functional and psychological benefits. This global image fosters consumer identity, increasing their willingness to purchase. Research shows that perceived brand globalization positively influences purchasing decisions, including increased purchase intention and brand equity.

In the paper titled "THE MARKETING STRATEGIES OF THAI INHALER AMONG CHINESE CONSUMERS," the independent variables are personal information, the 4Ps (Product, Price, Place, Promotion), and brand trust, while consumer purchase intention is the dependent variable.

Research hypotheses include:

Personal Information and Consumer Purchase Intention

H1a: Gender influences purchase intention for Thai inhalers.

H1b: Age influences purchase intention for Thai inhalers.

H1c: Occupation influences purchase intention for Thai inhalers.

H1d: Education level influences purchase intention for Thai inhalers.

The 4Ps and Consumer Purchase Intention

H2a: Inhaler quality correlates positively with purchase intention.

H2b: Reasonably priced inhalers attract more buyers, while high prices may deter them.

H2c: Convenient distribution channels enhance purchase intention.

H2d: Effective promotions can boost awareness and purchase intention.

Brand Trust and Consumer Purchase Intention

H3: High brand trust increases purchase intention among Chinese consumers.

LITERATURE REVIEW

This study examines the influence of demographics, 4Ps, and brand trust on the acceptance of Thai inhalers in China. Key demographic factors like gender, age, occupation, and education affect consumer preferences, necessitating targeted marketing. The 4Ps—product, price, place, and promotion—are crucial for effective marketing strategies, with a focus on natural ingredients, affordability, wide distribution, and digital marketing. Brand trust, based on reliability, sincerity, and cultural alignment, boosts consumer confidence and loyalty, helping Thai inhaler brands overcome market challenges and seize opportunities in China.

1. Demographics

Demographics influence consumer behavior and are vital for market segmentation.

Gender: Women prefer aesthetics, while men prioritize functionality.

Age: Younger consumers value trends, older ones prefer traditional health benefits.

Occupation: High-stress jobs increase demand for stress-relief products.

Education: Higher education levels correlate with a preference for natural, high-quality products.

2. Marketing Mix (4Ps)

Product: Emphasize quality, design, and variety to meet consumer needs.

Price: Focus on affordability, value, and tiered pricing to cater to different segments.

Place: Utilize e-commerce, pharmacies, and convenience stores for distribution.

Promotion: Combine digital marketing, traditional ads, sales promotions, and educational campaigns.

3. Brand Trust

Reliability: Consistently deliver quality to meet expectations.

Sincerity: Practice transparent marketing and CSR to build authenticity.

Ability: Innovate, ensure accessibility, and adapt to market feedback.

4. Purchase Intention

Influenced by brand trust, product attributes, price sensitivity, promotion, and distribution channels.

Cross-cultural factors play a role, with Chinese consumers valuing family recommendations and traditional remedies.

5. Situation About Inhalers

Global market sees growth in inhalers, especially natural and portable ones.

Thai inhalers, with their traditional medicine roots, offer dual functionality and unique

scents.

Chinese market trends show increased interest in health products, aromatherapy, and imported goods.

6. Related Research

Studies show consumer preference for natural health products and the importance of trust and cultural values in health product acceptance.

Thai inhalers can succeed in China by highlighting natural ingredients, building brand trust, leveraging e-commerce, and aligning with Chinese preferences.

In summary, Thai inhaler brands must emphasize natural benefits, cultural heritage, and digital marketing to connect with Chinese consumers, building brand trust and enhancing purchase intention. Understanding these factors is key to effective marketing in China.

RESEARCH METHODOLOGY

This chapter outlines the research methodology, focusing on group identification and sampling, data collection, processing, analysis, and statistical methods. The study examines how consumers' perceptions of brand globalization influence purchasing decisions, specifically regarding the Thai Inhaler through case analysis and questionnaire surveys.

Group Identification and Sampling: The research uses case studies to analyze brand development, globalization strategies, and consumer perceptions, complemented by a questionnaire to collect consumer data on brand globalization and purchasing decisions.

Measurement Tools (SPSS): SPSS software is used for data analysis, employing descriptive statistics for demographic analysis, T-tests for group comparisons, ANOVA for multiple groups, regression to explore relationships, and correlation analysis for variable connections.

Data Collection Methodology: The questionnaire consists of three sections: basic personal information, dimensions of perceived brand, brand trust, and consumer decision-making factors. Questions are clearly designed and neutral, distributed through email and online platforms, with responses analyzed using SPSS.

Data Processing and Analysis: Collected data is cleaned to eliminate duplicates, manage missing values, and detect outliers. Statistical analyses explore the relationships between consumer decisions and perceived brand characteristics, offering insights for Thai brand marketing strategies in China.

Statistics Used in Data Analysis: Various sampling methods are employed based on study objectives, with the questionnaire designed around theoretical frameworks. Analysis techniques include descriptive statistics, correlation, and regression, revealing important patterns and implications for brand management.

This streamlined approach delivers critical content while clearly focusing on the research objectives and methods.

RESULTS OF THE STUDY

This study examines the marketing strategies of Thai inhalers among Chinese consumers, emphasizing the role of the Marketing Mix (4Ps) and Brand Trust on purchase intention. The 4Ps entail Product, Price, Place, and Promotion, while Brand Trust is assessed through reliability, sincerity, and ability. The research aims to identify key factors influencing purchase intention and their relation to consumer behavior.

The chapter presents findings from 273 valid responses collected via convenience sampling, which may limit the applicability of the results to broader Chinese consumer groups.

Key Sections:

Demographics: The majority of respondents are young, educated professionals, with 58% females and 35% aged 26-33.

Marketing Mix Analysis: Consumer perceptions of Thai inhalers are generally positive, particularly regarding product quality and online accessibility.

Brand Trust: High scores for reliability (4.4), sincerity (4.2), and ability (4.5) indicate a strong trust foundation.

Correlations and Regression Analysis: Brand Trust ($r = 0.78$) and Promotion ($r = 0.72$) are notably influential on purchase intention.

Qualitative Feedback: Open-ended responses provide additional insights into consumer perceptions.

Statistical Analysis: Data is analyzed using SPSS, with positive correlations found across all variables impacting purchase intention. Notable mean scores suggest strong consumer interest and advocacy for Thai inhalers.

Key Findings:

Brand Trust is the most significant factor influencing purchase intention.

Promotion and Place strategies are particularly effective, while Product and Price have supplementary roles.

Digital marketing channels are essential for consumer reach.

CONCLUSION AND DISCUSSION

This study analyzes the marketing strategies for Thai inhalers in the Chinese market, focusing on the marketing mix (4Ps), brand trust, and demographic variations in purchase intention.

Marketing Mix Influence: Promotional strategies significantly drive purchase intention ($\beta =$

0.35, $R^2 = 0.25$), with digital platforms like WeChat and Douyin effectively engaging younger consumers through influencer collaborations. The place component ($\beta = 0.30$, $R^2 = 0.20$) underscores the convenience of purchasing on major e-commerce sites like JD.com and Tmall. Product quality ($\beta = 0.24$, $R^2 = 0.15$) resonates with consumers due to its natural ingredients, while price ($\beta = 0.15$, $R^2 = 0.10$) is the least influential, suggesting consumers prioritize quality over cost.

Role of Brand Trust: Brand trust is a critical predictor of purchase intention ($\beta = 0.40$, $R^2 = 0.30$), encompassing reliability, sincerity, and ability. Enhancing these elements is essential for fostering consumer loyalty.

Demographic Insights: Younger consumers (18–33 years), especially those with higher education, demonstrate the highest purchase intentions, driven by digital engagement. Professionals seeking health-conscious choices also form a key consumer base.

Purchase Intention: The overall purchase intention is high, illustrating strong consumer interest in Thai inhalers, which indicates effective marketing strategies and potential for growth.

Success of Promotional Strategies: Promotion remains the key driver, with influencer collaborations resonating with health-conscious audiences, though brands should also engage older consumers through offline strategies.

Importance of Accessibility: Accessibility is essential, particularly through e-commerce platforms, though offline availability in smaller cities needs improvement.

Dominance of Brand Trust: Brand trust is the strongest predictor of purchase intentions, highlighting the need for trust-building initiatives, such as certifications and testimonials.

Targeting Key Demographics: The study finds opportunities to target older consumers through offline campaigns and educational initiatives.

Implications for Product Pricing: Price had the least influence on purchase intention; consumers are willing to pay a premium for quality, reinforcing the need for value-based pricing strategies.

In conclusion, the study emphasizes the significance of promotional strategies, accessibility, brand trust, and demographic targeting in influencing purchase intentions for Thai inhalers in China, providing a foundation for future marketing strategies.

RECOMMENDATION

Based on the findings of this study, the following recommendations are outlined for Thai inhaler brands to enhance their marketing efforts in the Chinese market:

Strengthen Digital Marketing Efforts:

Social Media Campaigns: Create compelling, educational content for platforms like TikTok and WeChat that highlights the natural ingredients and benefits of Thai inhalers. Utilize trending

hashtags to boost visibility.

Influencer Partnerships: Collaborate with health and wellness influencers to enhance credibility, especially among younger consumers. Micro-influencers can effectively engage niche audiences.

Interactive Advertisements: Use engaging ad formats that encourage user interaction, such as quizzes and polls, while promoting user-generated content featuring customer experiences.

Expand Distribution Channels:

E-Commerce Expansion: Partner with emerging platforms like Pinduoduo and leverage livestream shopping to enhance real-time engagement.

F-Offline Channels: Collaborate with pharmacies and supermarkets to reach consumers who prefer traditional shopping. Position products in high-traffic locations to attract local and international customers.

Integrated Omnichannel Strategies: Offer seamless experiences that link online and offline channels, such as in-store pickups for online orders.

Build and Sustain Brand Trust:

Quality Assurance: Ensure rigorous quality control and highlight certifications from health authorities to reassure consumers.

Transparent Communication: Use clear labeling that details ingredients and benefits to appeal to health-conscious buyers.

Customer Feedback Mechanisms: Establish avenues for customer feedback, responding promptly to concerns to build trust.

Focus on Target Demographics:

Younger Consumers (18–33 years): Implement gamified and entertaining campaigns that resonate with their preferences.

Professionals and Educated Consumers: Highlight scientific validations and offer personalized wellness packages.

Develop Tiered Pricing Strategies:

Premium Products: Introduce premium versions for affluent consumers, featuring exclusive packaging or scents.

Entry-Level Products: Provide smaller, affordable packages for price-sensitive consumers.

Promotional Discounts: Use seasonal promotions to attract cost-conscious buyers.

Enhance Promotional Activities:

Health-Focused Campaigns: Emphasize the wellness benefits of Thai inhalers, targeting issues like stress relief.

Loyalty Programs: Create reward systems for repeat purchases to encourage customer

loyalty.

Collaborative Campaigns: Partner with wellness brands for bundled products or events, like collaborations with meditation apps.

Invest in Long-Term Research:

Trend Analysis: Stay updated on health and wellness trends to align product messaging.

Demographic Studies: Research underserved segments to identify growth opportunities.

Competitor Benchmarking: Regularly analyze competitors to find differentiation opportunities.

Practical Implications: Implementing these strategies will help Thai inhaler brands strengthen their market presence in China. Focusing on digital marketing, accessibility, brand trust, and demographic targeting will align with consumer expectations and foster long-term success. Investing in research and innovative promotions will ensure sustained growth in a competitive environment.

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