

Marketing Strategies of Thai Jewelry Products Among Chinese Consumers

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Abstract

The Chinese luxury jewelry market has experienced remarkable growth, with sales revenue projected to reach 110 billion RMB in 2023. This study investigates the correlation between the 4P marketing mix (Product, Price, Place, and Promotion), demographic factors (gender, age, income, education, and occupation), and Chinese consumers' purchase intentions for Thai jewelry products. A quantitative research approach was adopted, and data were collected from 400 valid survey respondents through online questionnaires distributed across first and second-tier Chinese cities. Descriptive statistics, independent sample T-tests, one-way ANOVA, and multiple regression analysis were employed to analyse the data. The findings reveal that demographic variables such as age and income significantly influence purchase intention, while gender differences are relatively minimal. Among the 4P variables, Promotion was found to have the strongest correlation with purchase intention ($\beta = 0.34$), followed by Product ($\beta = 0.29$), Price ($\beta = 0.18$), and Place ($\beta = 0.11$). The consumer decision process analysis confirms the applicability of the classic five-stage model, with brand reputation playing a crucial role in information gathering, quality certification in trust-building, and promotional incentives in final decision-making. The results provide practical implications for Thai jewelry companies seeking to penetrate or expand their presence in the Chinese market. This study contributes to cross-cultural marketing theory by establishing a hierarchical structure of marketing mix influence and identifying specific demographic patterns unique to luxury jewelry consumption in China.

Keywords: 4P Marketing Mix, demographic factors, purchase intention, Thai jewelry, Chinese consumers, consumer decision process

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Introduction

In recent years, the Chinese luxury jewelry market has demonstrated unprecedented expansion, creating significant opportunities for international brands, particularly Thai jewelry products. The Chinese market's appreciation for jewelry among middle-to-high-income groups and growing awareness among young consumers has established a dynamic and competitive landscape where cultural authenticity and superior craftsmanship serve as key differentiators.

Thai jewelry exports have shown robust performance, with total export value reaching 13.664 billion USD during January-November 2023, representing 5.22% of Thailand's total exports. The jewelry sector specifically demonstrated strong growth of 9.09% year-on-year, indicating sustained international demand. Looking at the comparison between the original and modified texts, I can identify several errors in proper nouns, data, and grammar that need correction:

Market opportunities have also been improved by the Chinese tourism recovery to Thailand after lifting international travel restrictions. China's position as a key trading partner has further enhanced these opportunities.

Thai jewelry finds a special place with Chinese consumers due to its cultural authenticity, superior craftsmanship, and distinctive design features. These preferences are consistent with broader themes in Chinese luxury consumption patterns, where customers are developing a preference towards products that meet simultaneous demands for quality and cultural significance. Thai jewelry, however, compared to well-established European luxury jewelry brands, still faces challenges in market penetration, consumer awareness, and effective marketing strategies tailored to Chinese consumer preferences.

Consumer behaviour needs to be understood for the successful expansion of Thai jewelry in the Chinese market. The 4P marketing mix (Product, Price, Place, and Promotion) plays a critical role in shaping purchase intentions. Moreover, demographic variables like gender, age, income, education, and occupation significantly influence consumer decision-making patterns. While existing research has explored the impact of marketing strategies on luxury goods consumption, limited studies have specifically analysed how the 4P marketing mix and demographic characteristics affect Chinese consumers' purchase intentions for Thai jewelry products.

This study aims to fill this research gap by examining the relationship between the 4P marketing mix, demographic factors, and purchase intentions through comprehensive consumer decision process analysis. By

conducting quantitative analysis, this research provides valuable insights for Thai jewelry brands seeking to optimize their marketing strategies in China's rapidly growing luxury market.

Objectives of the Study

The primary objective of this study is to analyze the factors influencing Chinese consumers' purchase intentions for Thai jewelry products. Specifically, this research aims to:

- 1.To examine the correlation between demographic factors (gender, age, income, education, occupation) and Chinese consumers' purchase intentions for Thai jewelry products.
- 2.To analyse the correlation between product strategies and Chinese consumers' purchase intentions for Thai jewelry products.
- 3.To analyse the correlation between price strategies and Chinese consumers' purchase intentions for Thai jewelry products.
- 4.To analyse the correlation between place (distribution) strategies and Chinese consumers' purchase intentions for Thai jewelry products.
- 5.To analyse the correlation between promotion strategies and Chinese consumers' purchase intentions for Thai jewelry products.
- 6.To explore the decision-making process of Chinese consumers when purchasing Thai jewelry products and identify key influencing factors at each stage.
- 7.To provide empirical evidence and specific recommendations for Thai jewelry enterprises to develop differentiated marketing strategies targeting the Chinese market.

By achieving these objectives, this study will contribute to academic research on cross-cultural luxury marketing and provide practical marketing strategies for international jewelry brands seeking to enter or expand in the Chinese market.

Research Hypothesis

Based on the theoretical framework of consumer behaviour, the 4P marketing mix, and consumer decision process theory, the following hypotheses are formulated:

Hypothesis 1: Demographic characteristics (gender, age, income, education, occupation) significantly influence Chinese consumers' purchasing decisions for Thai jewelry products, with different demographic variables showing varying degrees of influence across product perception, price sensitivity, and brand loyalty dimensions.

Hypothesis 2: Younger consumer groups demonstrate significantly greater preference for fashionable and uniquely designed Thai jewelry products compared to older age groups, with age-related differences manifesting in design preferences, promotional responsiveness, and digital engagement patterns.

Hypothesis 3: Higher-income consumers show significantly greater inclination toward purchasing premium Thai jewelry products compared to lower-income segments, with income level moderating the relationship between product quality perception and purchase intention.

Hypothesis 4: Product strategies focusing on design uniqueness and craftsmanship quality significantly influence purchasing decisions for Thai jewelry products, with distinctive design elements and superior quality more effectively attracting Chinese consumers than standardized product attributes.

Hypothesis 5: Moderate pricing strategies significantly influence Chinese consumers' purchasing decisions for Thai jewelry products, with appropriately calibrated pricing approaches effectively increasing purchase willingness across different income segments while maintaining brand positioning integrity.

Hypothesis 6: Distribution channel strategies significantly influence Chinese consumers' purchasing decisions for Thai jewelry products, with convenient and accessible purchasing channels, particularly integrated online-to-offline (O2O) experiences, enhancing consumer purchase intentions and brand accessibility.

Hypothesis 7: Promotional strategies significantly influence Chinese consumers' purchasing decisions for Thai jewelry products, with effective promotional activities and marketing communications, especially those leveraging digital platforms and cultural narratives, increasing consumer willingness to purchase Thai jewelry products.

Hypothesis 8: During the information gathering stage of the decision process, brand reputation and product information richness significantly influence Chinese consumers' purchasing intentions for Thai jewelry products, with higher brand credibility and more comprehensive product information enhancing consumer confidence and purchase likelihood.

Hypothesis 9: During the trust-building stage, product certification authenticity and positive user testimonials significantly influence Chinese consumers' purchasing decisions for Thai jewelry products, with stronger verification mechanisms and favorable reviews increasing consumer trust and conversion rates.

These hypotheses will be tested through quantitative analysis, allowing for an in-depth examination of the key determinants of consumer behaviour in the Thai jewelry market in China.

Literature Review

This section reviews existing literature related to the 4P marketing mix, demographic factors, consumer decision process, and purchase intentions, providing a theoretical foundation for this study.

4P Marketing Mix and Consumer Purchase Intention

The 4P marketing mix (Product, Price, Place, and Promotion) is a widely used framework in marketing research. Each component plays a crucial role in shaping consumer behaviour in luxury markets:

1.Product: Prior studies have demonstrated that product attributes, such as quality, brand reputation, design uniqueness, and cultural authenticity, influence consumers' willingness to purchase luxury goods (Czinkota et al., 2021). In the jewelry industry, craftsmanship quality, design aesthetics, and cultural significance serve as primary differentiators that attract quality-conscious consumers.

2.Price: Price sensitivity varies across consumer segments and cultural contexts. Research suggests that while some consumers prioritize affordability, others associate moderate-to-premium pricing with better quality and exclusivity (Coutelle et al., 2020). Effective pricing strategies must consider consumer psychology and competitive positioning within specific market contexts.

3.Place (Distribution Channels): Distribution strategies must accommodate modern consumer preferences for integrated online-to-offline experiences. Lee and Lee (2021) emphasized that optimal distribution systems should address complex functional requirements while minimizing total channel costs and meeting consumer service demands across all touchpoints.

4.Promotion: Marketing communication strategies, including digital platform engagement, social media marketing, and cultural narrative messaging, significantly influence brand awareness and consumer engagement (Schultz, 2024). Promotional strategies benefit from leveraging platforms popular among Chinese consumers, particularly WeChat and Weibo.

Demographic Factors and Consumer Behavior

Demographic characteristics significantly influence luxury purchasing behaviour:

1.Gender: Traditional assumptions about heavily female-dominated jewelry consumption may not reflect contemporary luxury market patterns, where gender differences in luxury goods purchasing are becoming less pronounced (Almendral, 2023).

2.Age: Generational differences manifest across multiple dimensions of jewelry consumption behavior. Chen and Prompanyo (2021) found that younger shoppers demonstrate greater susceptibility to fashion-oriented messaging and digital engagement, while older customers prioritize investment aspects and traditional craftsmanship elements.

3. Income & Education: Higher-income consumers demonstrate greater purchasing power and sophisticated evaluation processes. Zhang and Cude (2020) found that high-income and highly educated individuals show significantly greater likelihood of purchasing luxury jewelry, with income emerging as a crucial determining factor in luxury purchase decisions.

Research Gap and Contribution

Although the literature currently available shows the influence that the 4P marketing mix and the demographics have on consumer behaviour, little emphasis has been put on Thai jewellery within the Chinese market setting. The study illuminates how these variables affect the purchase intentions of Chinese consumers in buying Thai jewelry by studying the overall decision processes, thus providing an understanding into cross-cultural luxury marketing techniques.

Methodology

5.1 Research Design

This study adopts a quantitative cross-sectional survey methodology to analyse how demographic factors and the 4P marketing mix influence Chinese consumers' purchase intentions for Thai jewelry products. A structured questionnaire survey was employed to collect data, enabling statistical testing of hypotheses and generalization of findings across the target population.

5.2 Sampling Method and Data Collection

5.2.1 Target Population

The study targeted Chinese consumers residing in first and second-tier cities, including Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou, Chengdu, and Chongqing, representing approximately 60 million consumers with documented luxury goods purchasing experience. These cities were selected based on their substantial consumer purchasing power and mature luxury goods markets.

5.2.2 Sample Size and Sampling Technique

A total of 400 valid responses were collected from an initial distribution of 500 questionnaires

The study used mixed-mode sampling through online platforms (WeChat, Weibo, luxury e-commerce forums) and offline locations (shopping malls, jewelry exhibitions)

Sample size was determined using established statistical formulas: $n = (Z^2 \times p \times (1-p)) / e^2 = 384.16$, rounded to 400

5.2.3 Data Collection Procedure

The survey specifically targeted consumers who had purchased luxury jewelry within the past 12 months

Questionnaires were distributed through multiple channels over four weeks

After systematic screening for incomplete responses, 400 valid questionnaires remained, yielding an effective response rate of 80%

5.3 Measurement and Statistical Analysis

5.3.1 Reliability and Validity Tests

Cronbach's Alpha coefficients ranged from 0.74 to 0.84 across different dimensions, indicating strong internal consistency

The questionnaire measured seven main dimensions: demographic characteristics, product perceptions, price perceptions, place preferences, promotion responsiveness, information gathering behaviors, trust-building factors, and final decision influences

5.3.2 Statistical Analysis Methods

Descriptive Statistics: Used to summarize demographic characteristics and provide respondent profiles

Independent Sample t-tests and ANOVA: T-tests assessed gender differences; ANOVA examined variations across age groups, income levels, and education levels

Multiple Regression Analysis: Evaluated the relative influence of 4P marketing mix elements on purchase decisions

Sequential Mediation Analysis: Examined indirect effects through decision process stages

All analyses were conducted using SPSS version 28.0 at a 95% confidence level ($\alpha = 0.05$), with effect sizes reported using Cohen's d and eta-squared (η^2).

Finding

6.1 Sample Characteristics

The demographic profile demonstrated appropriate representation across all key variables. Gender distribution slightly favored females (53.75%) over males (46.25%), challenging conventional assumptions about heavily female-dominated jewelry consumption. Age distribution showed strong representation of younger and middle-aged adults, with 21-30 (36%) and 31-40 (27%) age groups constituting the majority. Educational attainment revealed that most respondents held bachelor's degrees (58%), with income distribution concentrated in middle-income brackets: 8,001-15,000 RMB (34%) and 3,001-8,000 RMB (31%).

6.2 Demographic Influences on Purchasing Behavior

6.2.1 Gender Differences

The analysis revealed minimal gender differences across all measured dimensions, with no statistically significant differences between male and female respondents (all $p > 0.05$). This finding challenges traditional assumptions about gender-based jewelry purchasing patterns.

6.2.2 Age Differences

Age demonstrated substantial influence across multiple dimensions, emerging as one of the most significant demographic predictors. One-way ANOVA revealed significant age effects in:

Product perception ($F = 3.56$, $p = 0.007$, $\eta^2 = 0.035$)

Price sensitivity ($F = 2.78$, $p = 0.027$, $\eta^2 = 0.027$)

Promotion responsiveness ($F = 4.22$, $p = 0.002$, $\eta^2 = 0.041$)

Information gathering behaviors ($F = 2.45$, $p = 0.046$, $\eta^2 = 0.024$)

Final decision factors ($F = 3.78$, $p = 0.005$, $\eta^2 = 0.037$)

Younger consumers (21-30 age group) showed significantly higher appreciation for unique designs ($M = 4.12$, $SD = 0.71$) compared to older age groups and demonstrated greater sensitivity to promotional activities ($M = 4.25$, $SD = 0.68$).

6.2.3 Income Level Differences

Income level exhibited the strongest demographic effects, with significant influences across six of seven measured dimensions. Higher-income consumers (15,000+ RMB) showed significantly greater appreciation for product quality and craftsmanship ($M = 4.23$, $SD = 0.68$) compared to lower-income groups ($M = 3.62$, $SD = 0.81$).

6.3 Correlation Between the 4P Marketing Mix and Purchase Intention

Multiple regression analysis revealed a hierarchical structure of influence, with the marketing mix elements collectively explaining 47% of the variance in purchase decisions ($R^2 = 0.47$, $F(4, 395) = 87.9$, $p < 0.001$).

6.3.1 Product

Strong positive correlation ($\beta = 0.29$, $p < 0.001$). Unique design elements showed the strongest influence ($\beta = 0.31$, $p < 0.001$), followed by product quality ($\beta = 0.28$, $p < 0.001$), confirming the importance of design innovation and craftsmanship quality.

6.3.2 Price

Moderate positive correlation ($\beta = 0.18$, $p < 0.001$). Appropriately calibrated pricing strategies effectively influenced purchase willingness across different income segments while maintaining brand positioning integrity.

6.3.3 Place

Weak but significant positive correlation ($\beta = 0.11$, $p = 0.033$). Integrated online-to-offline experiences and convenient purchasing channels enhanced consumer purchase intentions, particularly among younger demographics.

6.3.4 Promotion

The strongest positive correlation ($\beta = 0.34$, $p < 0.001$). Digital platform engagement, cultural narrative messaging, and promotional incentives significantly increased purchase intentions, especially among younger consumer segments.

6.4 Consumer Decision Process Analysis

The analysis confirmed the applicability of the classic five-stage decision model:

Information Gathering Stage: Brand reputation emerged as the strongest influencer ($\beta = 0.29$, $p < 0.001$), followed by information richness ($\beta = 0.24$, $p < 0.001$).

Trust-Building Stage: Quality certifications showed the most influence ($\beta = 0.31$, $p < 0.001$), followed by brand reliability ($\beta = 0.28$, $p < 0.001$) and user reviews ($\beta = 0.27$, $p < 0.001$).

Final Decision Stage: Promotional incentives demonstrated the strongest influence ($\beta = 0.33$, $p < 0.001$), followed by channel convenience ($\beta = 0.27$, $p < 0.001$).

Sequential mediation analysis confirmed that marketing mix elements influence purchase decisions through the pathway of information gathering \rightarrow trust-building \rightarrow final decision, with all indirect effects statistically significant (β ranging from 0.06 to 0.14, all $p < 0.05$).

6.5 Summary of Key Findings

Demographic Influences:

Age and income significantly impact purchase intentions, with 18-35 year-olds and higher-income consumers showing stronger purchase likelihood

Gender and education level showed no significant effects

4P Marketing Mix Impact:

Promotion and Product emerged as the strongest factors influencing purchase intentions

Price and Place also influenced purchase intentions but to a lesser extent

Younger consumers demonstrated highest sensitivity to promotional activities and digital engagement

Conclusion and Discussion

7.1 Conclusion of Key Results

Demographic Factors: Age and income significantly and positively influence purchase intentions, with consumers aged 21-35 and higher-income groups exhibiting stronger purchase intentions. Gender differences were minimal, contradicting traditional jewelry market assumptions and suggesting evolving consumer patterns in contemporary China.

4P Marketing Mix: Promotion and Product factors demonstrated the strongest positive correlations with purchase intentions, while Price and Place showed moderate influence. The hierarchical structure provides clear strategic guidance for resource allocation in marketing strategies.

Consumer Decision Process: The classic five-stage model proved applicable, with specific factors proving pivotal at each decision point. Brand reputation dominated information gathering, quality certifications influenced trust-building, and promotional incentives drove final decisions.

7.2 Implications and Limitations

Theoretical Implications: This research would add more value to the cross-cultural marketing studies by creating a matrix ranking of the impact of marketing mix and also by finding the respective demographic trends related to the luxury jewelry consumption in China. The results are contrary to the traditional gender assumptions but are validating the effectiveness of age and income-based segmentation.

Practical Implications: Practical implications are that Thai jewelry brands need to invest in their promotional activities as well as product differentiation, they need to concentrate on cultural authenticity and quality of craftsmanship, and they should develop age-specific marketing across which they should use digital media that is popular among Chinese consumers.

Limitations:

Cross-sectional design will not allow long-term changes in a consumer behavior to be observed

The limits to generalizability follow geographic concentration on first and second-tier cities

Focus on quantitative methodology gives a narrow scope to emotional and experiential aspects

7.3 Future Research Directions

In future, mixed-method studies that would use a combination of quantitative surveys and qualitative interviews and perform longitudinal research that measures the evolution of preferences over time should be

used along with research that extends further geographically to cover smaller urban and rural markets with divergent consumption behavior.

1. Suggestions

Product Strategy

In developing their products, Thai companies in jewelry industry have to focus on their individual cultural heritage and high quality of craftsmanship. A unique positioning can be generated through design innovation that concentrates on traditional Thai motifs mixed with modern aesthetics. Certifications and authentication procedures must be given a dominant place to rid the issue regarding authenticity.

Price Strategy

Consider the concept of pricing by the income of the people so as to fit various purchasing powers without putting brand positioning at stake. Cultural authenticity and high craftsmanship story idea can be used to buttress the moderate-to-premium pricing instead of the low-pricing rivalry.

Place Strategy

Design comprehensive O2O experiences taking advantage of the digital medium to spread information and the physical touch we realize during our encounters. Optimize on the major Chinese e-commerce websites such as Tmall Global and JD Luxury, as well as having showrooms in major cities where the markets are.

Promotion Strategy

Focus promotion activities in areas relevant to Chinese consumers namely WeChat and Weibo. Create the age-differentiated language with the innovation-oriented content of the message to younger consumers and tradition-oriented positioning among the older ones. Create genuine brand communities by maximizing power of influencer collaborations and user generated content.

Decision Process Optimization

Target every part of the consumer journey: give as much information as possible about the product, establish brand reputation to be discovered about the product, establish strict processes to be certified, and maximize on marketing with timing and convenience of the channel to be converted to buy.

Acknowledgements

I would like to express sincere gratitude to all participants who contributed to this research through survey responses. Special thanks to the academic advisors who provided guidance throughout the research

process, and to the institutions that facilitated data collection across multiple Chinese cities. The insights gained from this study would not have been possible without the collaborative efforts of all involved parties.

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