

# The Impact of the 4P Marketing Mix and Demographic Factors on Chinese Consumers' Purchase Intentions for Thai Beer

## การวิเคราะห์ความสัมพันธ์ระหว่างส่วนประสมการตลาด (4P) ปัจจัยประชากรศาสตร์ และความตั้งใจซื้อเบียร์ไทยของผู้บริโภคชาวจีน

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### Abstract

The rapid growth of the Chinese imported beer market has presented new opportunities for international brands such as Thai beer. 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 beer. A quantitative research approach was adopted, and data were collected from 400 valid survey respondents through an online questionnaire. Descriptive statistics, independent sample T-tests, one-way ANOVA, and Pearson correlation analysis were employed to analyse the data. The findings reveal that demographic variables such as age, education, and occupation significantly influence purchase intention, while gender and income show less impact. Among the 4P variables, Place was found to have the strongest correlation with purchase intention, followed by Promotion, Price, and Product. Notably, consumers showed a strong preference for convenient purchase channels, online availability, and social media promotions. The results provide practical implications for Thai beer companies seeking to penetrate or expand their presence in the Chinese market. Strategies such as expanding retail and online distribution, engaging in influencer-based social media promotions, and enhancing product differentiation through packaging and flavour innovation are recommended. This study also contributes to cross-cultural consumer behaviour literature by highlighting how localised marketing tactics can align with consumer expectations in a competitive import market.

**Key words:** 4P Marketing Mix, demographic factors, purchase intention, Thai beer, Chinese consumers

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## Introduction

In recent years, the rapid expansion of the imported beer market in China has provided new opportunities for foreign beer brands. Among them, Thai beer, known for its unique flavour and brewing techniques, has gradually gained attention. However, compared to well-established European and American beer brands, Thai beer still faces challenges in market penetration, consumer awareness, and effective marketing strategies.

Understanding consumer behaviour is essential for the successful entry of Thai beer into the Chinese market. The 4P marketing mix (Product, Price, Place, and Promotion) plays a critical role in shaping purchase intentions. Moreover, demographic factors such as gender, age, income, education, and occupation significantly influence consumer decision-making. While existing research has explored the impact of marketing strategies on consumer behaviour, limited studies have specifically analysed how the 4P marketing mix and demographic characteristics affect Chinese consumers' purchase intentions for Thai beer.

This study aims to fill this research gap by examining the relationship between the 4P marketing mix, demographic factors, and purchase intentions. By conducting a quantitative analysis, this research provides valuable insights for Thai beer brands and international beverage companies seeking to optimize their marketing strategies in China.

## Objectives of the Study

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

1. To examine the correlation between demographic factors (age, gender, education, income, occupation) and Chinese consumers' purchase intentions for Thai beer.
2. To analyse the correlation between product and Chinese consumers' purchase intentions for Thai beer.
3. To analyse the correlation between price and Chinese consumers' purchase intentions for Thai beer.
4. To analyse the correlation between place and Chinese consumers' purchase intentions for Thai beer.
5. To analyse the correlation between promotion and Chinese consumers' purchase intentions for Thai beer.

By achieving these objectives, this study will contribute to academic research and practical marketing strategies for international beer brands.

## Research Hypothesis

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

Hypothesis 1: Chinese consumers with different demographic factors have different purchase intentions for Thai beer.

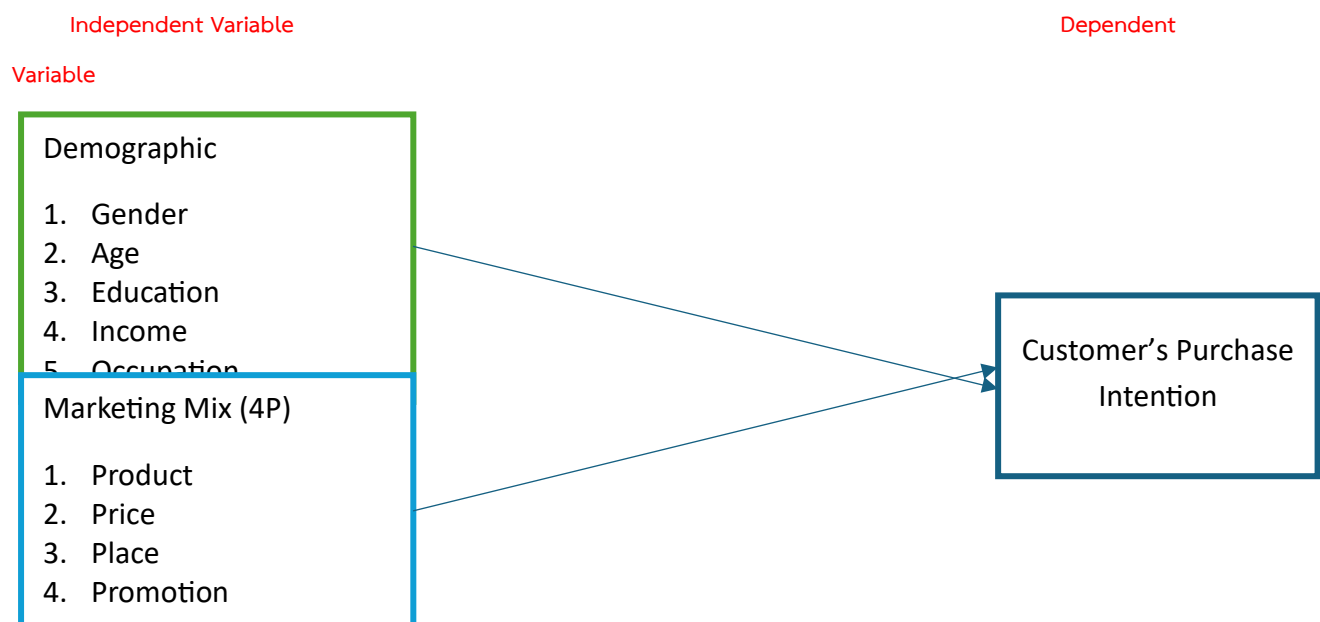
Hypothesis 2: Product is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 3: Price is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 4: Place is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

Hypothesis 5: Promotion is significantly and positively correlated with Chinese consumers' purchase intention of Thai beer.

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



## Literature Review

This section reviews existing literature related to the 4P marketing mix, demographic factors, 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:

1. Product: Prior studies have demonstrated that product attributes, such as quality, brand reputation, and unique selling points, influence consumers' willingness to purchase (Kotler & Keller, 2016). In the beer industry, taste, packaging, and authenticity significantly affect consumer choice (Smith, 2020).

2. Price: Price sensitivity varies across consumer segments. Research suggests that while some consumers prioritize affordability, others associate higher prices with better quality (Monroe, 2018).

3. Place (Distribution Channels): Availability and accessibility of products impact purchase decisions. Consumers prefer purchasing beer from convenient retail locations, supermarkets, or online platforms (Baker et al., 2019).

4. Promotion: Marketing communication strategies, including advertising, sales promotions, and brand endorsements, influence brand awareness and consumer engagement (Belch & Belch, 2021).

### **Demographic Factors and Consumer Behavior**

Demographic characteristics significantly influence purchasing behaviour:

1. Gender: Men and women may have different preferences regarding beer brands and consumption habits (Huang et al., 2021).

2. Age: Younger consumers are often more open to trying international beer brands, while older consumers may prefer familiar domestic brands (Zhao & Wang, 2020).

3. Income & Education: Higher-income consumers tend to have more purchasing power, and those with higher education levels may be more brand-conscious (Li et al., 2022).

### **Research Gap and Contribution**

While existing literature highlights the impact of the 4P marketing mix and demographics on consumer behaviour, few studies focus on Thai beer in the Chinese market. This research bridges this gap by exploring how these factors influence Chinese consumers' purchase intentions for Thai beer, offering insights into international beer brands entering China.

## **Methodology**

### **5.1 Research Design**

This study adopts a quantitative research approach to analyse how demographic factors and the 4P marketing mix influence Chinese consumers' purchase intentions for Thai beer. A structured questionnaire survey was employed to collect data, allowing for statistical analysis to test the proposed hypotheses.

## 5.2 Sampling Method and Data Collection

### 5.2.1 Target Population

The study focuses on Chinese consumers who have experience purchasing or considering purchasing Thai beer. Given the increasing popularity of international beer brands in China, respondents from various backgrounds were included to ensure a diverse sample.

### 5.2.2 Sample Size and Sampling Technique

A total of 400 valid responses were collected.

The study used convenience sampling (via online survey distribution) combined with stratified sampling to ensure balanced representation across different age groups, income levels, and education levels.

### 5.2.3 Data Collection Procedure

The questionnaire was distributed online through survey platforms such as Wenjuanxing and shared via social media channels (e.g., WeChat, Weibo).

The survey was conducted over four weeks, ensuring a sufficient response rate.

Incomplete or inconsistent responses were removed to maintain data quality.

## 5.3 Measurement and Statistical Analysis

### 5.3.1 Reliability and Validity Tests

Cronbach's Alpha was calculated to assess the internal consistency of the measurement items (threshold:  $\alpha > 0.7$ ).

Kaiser-Meyer-Olkin (KMO) test and Bartlett's test were performed to confirm the suitability of factor analysis.

### 5.3.2 Statistical Analysis Methods

**Descriptive Statistics:** Used to summarize demographic characteristics and provide an overview of respondent profiles.

**Independent Sample t-tests and ANOVA:** T-tests assessed differences in purchase intention based on gender. ANOVA examined variations in purchase intention across different income levels, age groups, and education levels.

**Pearson Correlation Analysis:** Used to evaluate the strength and significance of relationships between the 4P marketing mix (Product, Price, Place, Promotion) and purchase intention.

## Finding

### 6.1 Gender Differences

The t-test showed that gender had no significant effect on purchase intent ( $P > 0.05$ ).

There was no significant difference between male and female consumers in their intention to purchase Thai beer.

## 6.2 Age Differences

The results of the ANOVA analysis showed that age had a significant effect on purchase intent ( $p < 0.05$ ).

Younger consumers (18-35 years old) have significantly higher purchase intent than consumers aged 36 and older.

Consumers aged 18-25 have the highest interest in Thai beer and are more sensitive to product innovation, social media marketing and promotional activities.

## 6.3 Income and Education Level Differences

Income level had a significant impact on purchase intention ( $P < 0.05$ ), and the acceptance of Thai beer was higher in the high-income group.

Education level had no significant effect on purchase intention ( $P > 0.05$ ), i.e., consumers at different educational levels had similar preferences for Thai beer.

## 6.4 Correlation Between the 4P Marketing Mix and Purchase Intention

### 6.4.1 Product

Moderately positive correlation ( $r = 0.482$ ,  $p < 0.01$ ).

High-quality products with unique flavors are more likely to appeal to consumers, especially young people and high-income groups.

### 6.4.2 Price

A weak but significant positive correlation ( $r = 0.315$ ,  $p < 0.05$ ).

Price rationality is more influential for younger consumers, but overall consumer price sensitivity is less important than product quality and promotional efforts.

### 6.4.3 Place

A weak but significant positive correlation ( $r = 0.268$ ,  $p < 0.05$ ).

Online sales channels (e.g., e-commerce platforms) are more popular with younger consumers, especially those aged 18-35, than traditional offline channels.

### 6.4.4 Promotion

The strongest positive correlation ( $r = 0.529$ ,  $p < 0.01$ ).

Promotions such as discounts, social media ads, and celebrity endorsements can significantly increase purchase intent, especially for Gen Z and young millennials.

## 6.5 Summary of Key Findings

### Influence of demographic factors

Age and income have a significant impact on purchase intent, with 18-25 years olds and high-income consumers more likely to buy Thai beer.

Gender and education level had no significant effect on purchase intent.

#### 4P impact of the marketing mix

Promotion and Product are the strongest factors influencing purchase intent.

Price and Place also have an impact on purchase intent, but to a lesser extent.

Younger consumers (18-35 years old) are the most sensitive to promotions, product innovations, and social media advertising.

The results of this study suggest that brands should develop more attractive promotional strategies and product innovations for young consumers, and strengthen online channels to further enhance market competitiveness.

## Conclusion and Discussion

### 7.1 Conclusion of the Key Results

#### Demographic Factors:

Age and income significantly and positively influence purchase intentions. In particular, consumers aged 18–25 and higher-income groups exhibit stronger purchase intentions.

Gender and education level do not show a significant effect.

#### 4P Marketing Mix:

Promotion and product factors have the strongest positive correlations with purchase intentions, while price and place have a weaker influence.

These findings suggest that Thai beer brands in China should focus on enhancing product quality, innovation, and promotional strategies and tailor their marketing segmentation based on consumer age and income profiles.

### 7.2 The Implication and Limitations of this Research

#### Implications:

Brands should leverage effective promotional tools (e.g., discounts, social media advertising, influencer collaborations) to enhance brand awareness and emphasize product differentiation.

Tailored marketing strategies targeting young and high-income consumers can boost Thai beer's competitiveness in the Chinese market.

#### Limitations:

The use of cross-sectional data limits the ability to observe long-term changes in consumer behaviour.

The sample is geographically limited, and future studies should include a broader regional representation.

The study focuses on the 4P marketing mix and basic demographic factors, while consumer psychology and cultural influences are not examined.

### 7.3 Theoretical and Practical Implications

#### Theoretical Implications:

This study contributes to the literature by enhancing the understanding of how the 4P marketing mix influences consumer behaviour in a cross-cultural context, providing data and a theoretical foundation for future research.

#### Practical Implications:

The findings offer empirical support for Thai beer brands to develop targeted marketing strategies.

Companies can optimize product, pricing, distribution, and promotional strategies based on the study's results to enhance brand competitiveness.

## Suggestion

### Product Strategy

While consumers generally responded positively to product-related attributes such as brewing techniques and availability of various sizes, other aspects, like packaging and perceived product quality, received lower ratings. To enhance product appeal, Thai beer companies should consider developing lighter and smoother flavor profiles tailored to local preferences. Seasonal or culturally themed packaging aligned with Chinese festivals, such as the Chinese Lunar New Year, could further increase emotional engagement and product differentiation.

### Price Strategy

Consumers indicated a willingness to pay a slightly higher price for quality, suggesting that mid- to premium-tier pricing is acceptable when perceived value is high. Rather than competing on low pricing, Thai beer brands should highlight product uniqueness and origin to justify their pricing. Value-added bundles, such as promotional gift boxes or multi-pack offers, can further enhance price perception without eroding brand equity.

### Place Strategy

“Place” emerged as the most influential marketing factor, with strong consumer preference for availability at night markets, food stalls, and online platforms. Thai beer marketers should expand distribution in informal and lifestyle-focused venues like BBQ restaurants and small bars. Additionally, strengthening online presence through popular e-commerce platforms such as Tmall, JD.com, and Douyin Mall is essential to improving product accessibility and increasing purchase conversion.

### Promotion Strategy

Promotion strategies should focus on interactive digital content, particularly on platforms such as Xiaohongshu, Weibo, and Douyin, where younger consumers are highly active. Collaborations with food and nightlife influencers, along with culturally resonant campaigns, are recommended. Promotional tactics like limited-time discounts, branded giveaways (e.g., beer mugs or openers), and festive campaigns may boost trial purchases and reinforce brand recall.

### Future Research Directions

Future studies should explore additional influencing factors such as brand awareness, cultural symbolism, and national image. Incorporating qualitative or mixed-method designs could offer deeper insights into consumer motivations. Regional studies comparing northern and southern Chinese markets may also uncover variations in drinking culture and preferences, enabling more targeted marketing strategies.

### Acknowledgements

As my master's thesis comes to a close, I am filled with gratitude for all the people who have provided support and assistance throughout this academic journey.

First, I would like to express my sincere thanks to my advisor, Professor Wasan, for your invaluable guidance and selfless help throughout the research process. Your rigorous academic attitude and pursuit of excellence have deeply inspired me. Your careful mentorship has not only supported me academically but also enriched my thinking and research methodology.

I would also like to thank the professors and fellow students of SWU for their insightful suggestions and encouragement during my academic growth. The discussions and exchanges with you have broadened my horizons and helped me continually refine my research.

I am especially grateful to my family for their unconditional support and encouragement throughout my academic journey. Your understanding and companionship have been the driving force behind my perseverance.

Finally, I would like to thank all the participants who took part in the surveys and questionnaires for this research. Without your active participation, this study would not have been completed successfully.

Once again, I would like to express my heartfelt thanks to everyone who has helped and supported me. It is your presence that has made this academic journey so much more meaningful.

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