

THE IMPACT OF MARKETING MIX, CONSUMER CULTURE, AND PERCEIVED VALUE TOWARDS CONSUMERS' PURCHASE DECISION OF DURIAN FROM THAILAND

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Abstract

The aim of this study was to explore the influence exerted by marketing mix, consumer culture, and perceived value of the Durian from Thailand. A sample of 402 individuals was selected from the population of Chinese. The data collection was carried out via wjx.cn, an online questionnaire. For the statistical analysis, various methods were employed. Frequency and percentage calculations were used to summarize the distribution of responses across different categories. The mean and standard deviation were computed to measure the central tendency and the spread of the data respectively. Additionally, multiple regression analysis was utilized to determine the relationships between the independent variables (marketing mix, consumer culture, perceived value) and the dependent variable (consumer purchase decision in Durian from Thailand). The results revealed that marketing mix, consumer culture, and perceived value affected to consumers' purchasing decision of durian from Thailand at the statistical significant level of 0.05.

Keywords: Marketing Mix, Consumer Culture, Perceived Value, Purchase Decision, Durian

Introduction

Thailand's durian export industry has grown significantly. In 2023, it exported 480,000 tons of durians to China in the first five months, with an annual value of about 120 billion baht. Despite weather challenges, exports remain strong, and the 2024 harvest is forecast to increase by 6%. China's import of Thai durians is also on the rise (Thaiger, 2024).

The global demand for durians presents both opportunities and challenges. The marketing mix, consumer culture, and perceived value are crucial in influencing consumers' purchase decisions. The marketing mix shapes consumers' perception, consumer culture affects preferences, and perceived value determines the overall worth in consumers' minds.

Understanding these factors is important for marketers, policymakers, and the sustainability of Thailand's agricultural economy. However, there's a lack of comprehensive research on the interaction between these elements and consumer durian purchase decisions.

As the fruit market evolves, updated insights are needed. This study aims to fill this research gap, providing valuable insights for academia, businesses, and policymakers.

Marketing mix, with elements like product, price, place, and promotion, significantly impacts consumers' perception of Thai durian. Well - designed promotional strategies can highlight its unique features, enhancing its perceived value and attractiveness, and creating a favorable image in consumers' minds, thus influencing purchase decisions (Kotler & Keller, 2021).

Consumer culture, made up of shared beliefs, values, and behaviors in a society or group (Solomon et al., 2021), is crucial in shaping consumers' attitudes towards Thai durian.

Cultural factors such as familiarity, consumption traditions, and symbolism affect purchase decisions. For example, in Southeast Asian cultures, durian symbolizes luxury and status. Understanding these helps marketers tailor strategies to match consumers' cultural identities.

Perceived value plays a key role in consumers' purchase decisions. Consumers assess the expected benefits of Thai durian against its costs, both monetary and non - monetary. Effective marketing can boost the perceived worth of Thai durian, swaying consumers to choose it.

Research Objectives

1. To analyze the impact of the marketing mix—product, price, place and promotion—on consumers' purchase decisions of durian from Thailand.
2. To examine the influence of consumer culture—power distance, individualism vs collectivism, masculinity vs femininity, uncertainty avoidance, long term vs short term orientation, indulgence vs restraint —on consumers' purchase decisions of durian from Thailand.
3. To investigate the effect of perceived value—values, consequences, and attributes—on consumers' purchase decisions of durian from Thailand.

Scope of the Research

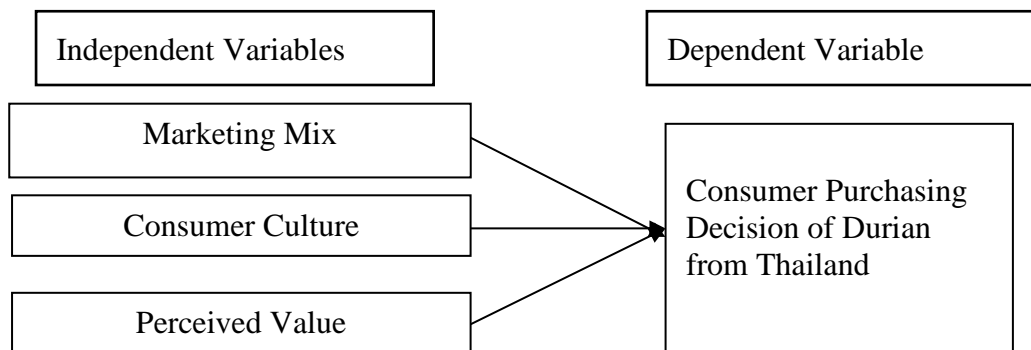


Figure 1: Conceptual Framework

Hypotheses

- H₁: Marketing Mix impact to consumers’ purchasing decision of Durian from Thailand.
- H₂: Consumer Culture impact to consumers’ purchasing decision of Durian from Thailand.
- H₃: Perceived Value impact to consumers’ purchasing decision of Durian from Thailand.

Literature Review

Consumer Purchase Decision: The consumer purchasing decision process encapsulates the series of steps consumers go through when acquiring goods or services in the marketplace. It involves several distinct stages that guide the consumer from identifying a need or desire for a product to evaluating options, making a decision, and reflecting on the purchase afterwards. This process is highly dynamic and is influenced by various factors such as personal preferences, cultural influences and marketing efforts. The decision-making process involves five stages: problem identification, information search, evaluation of alternatives, purchase

decision and post-purchase behavior (Kotler et al. 2017). The consumer purchasing decision process encapsulates the series of steps consumers go through when acquiring goods or services in the marketplace. It involves several distinct stages that guide the consumer from identifying a need or desire for a product to evaluating options, making a decision, and reflecting on the purchase afterwards. This process is dynamic and influenced by various factors such as personal preferences, cultural influences, and marketing efforts (Engel, Blackwell, & Miniard, 1990). The decision-making process consists of five stages: problem identification, information search, evaluation of alternatives, purchase decision and post-purchase behavior. (Kotler et al. 2017).

Marketing Mix: 4Ps (Product, Price, Place, Promotion) is a basic model in marketing that summarizes the key elements involved in successfully marketing a product or service. These elements are vital to developing an effective marketing strategy that meets consumer needs and preferences. The concept was first introduced by E. Jerome McCarthy in 1960 and has since been widely adopted in both academic and practical marketing contexts (McCarthy, 1960).

Consumer Culture: encompasses the behaviors, beliefs, and attitudes that shape consumers' interactions with goods and services in the marketplace. It influences how individuals perceive, evaluate, and consume products, highlighting the dynamic interplay between personal identity, societal norms, and marketing influences (Arnould & Thompson, 2005). Hofstede's theory of cultural consumption provides a framework for understanding the cultural influences on consumer behavior. The theory describes six dimensions that describe the impact of a society's culture on the values and behavior of its members (Hofstede, 1980). Hofstede's six cultural dimensions are Power Distance Index (PDI), Individualism vs. Collectivism (IDV), Masculinity vs. Femininity (MAS), Uncertainty Avoidance Index (UAI), Long-Term vs. Short-Term Orientation (LTO), and Indulgence vs. Restraint (IVR). These dimensions help to understand how cultural values shape consumer behaviors, preferences, and purchasing decisions (Arnould & Thompson, 2005).

Perceived Value: represents a consumer's comprehensive evaluation of a product's utility. This evaluation is founded on their perceptions of both what they receive (the benefits) and what they sacrifice (the costs) (Zeithaml, 1988). It plays a critical role in influencing purchasing decisions and customer loyalty. The Means-End Chain Theory provides a framework for understanding how consumers connect product attributes to their personal values through perceived value. This theory underscores the hierarchical nature of consumer decision-making, where product attributes lead to perceived value, which in turn aligns with personal values (Reynolds & Olson, 2001). The Means-End Chain Theory consists of three main levels: Attributes, Consequences, and Values. These levels describe how consumers perceive the value of a product and how these perceptions drive their purchasing decisions (Gutman, 1982).

Research Methodology

Population Scope: People who purchase Durian in China.

Sample: 400 responses from China (Including residents of all cities in China)

Variable Scope:

Independent Variables: Marketing Mix, Consumer Culture, Perceived Value;

Dependent Variables: Consumer Purchase Decision.

Sampling Method: Convenience sampling method was used to collect responses from the respondents regarding purchase decision of Durian. The data was collected through wjx.cn questionnaire method.

Research Steps: The study organized by using secondary data from internet sources such as, published articles, journals and books. For this study, key the factors were – Marketing mix, Consumer culture, and perceived values towards customer purchase decision for Durian. For data analysis, Cronbach's Alpha coefficient was used to check the reliability of data and validity was checked by experts. The questionnaire was created in English but for Chinese Market the questionnaire was distributed in Chinese language which had been translated by the expert. The questionnaire was sent using WeChat, The Red Book, and Weibo. for inviting people to complete the survey.

Data Collection: The target population of this study encompassed customers within China (Including residents of all cities in China). To obtain samples from this population, the convenience sampling method was employed. As per recent estimations by the World Population Review in 2024, the population of China stands at approximately 1,425,178,782. For a population exceeding 100,000, and aiming for a precision level of $\pm 5\%$, a sample size of 400 was determined in accordance (Yamane, 1967). Prior to the main data collection, a reliability test was carried out on a preliminary sample group of 40 individuals. The resulting Alpha coefficient was calculated to be .975, indicating a high level of reliability. For the main study, 400 samples were selected through the convenience sampling approach. Data collection was executed via an online survey in China, and the process continued until the sample group reached the requisite number of 400 participants.

Data Analysis:

Descriptive Statistics: This involved summarizing data using measures such as the mean, standard deviation, frequency, and percentage to provide a clear overview of the dataset.

Inferential Statistics: This involved analyzing the collected data to make inferences about the population, utilizing statistical software. Multiple regression analysis was employed to examine the relationships between independent and dependent variables.

Research Results

This part showcases the research findings derived from the data analyzed with the aid of statistical software. A total of 402 responses were gathered and subjected to data analysis in order to test the hypotheses.

General Data:

The respondents who participated in this study were 47.3% (190) were male and 52.7% (212) were female and age between 31-40 years old. Their marital status was single and with the bachelor degree education level. Majority monthly income was 4,000-8,000 RMB with the highest percentage of occupations being private employees. Most respondents bought Durian 3-6 times per year. Most respondents bought Durian because they liked the taste of Durian, and most respondents liked Durian Kanyao.

Mean and Standard Deviation of Variables:

The result showed that the respondents moderately agree with the variable marketing mix, Mean=3.29, SD=1.135.

The result showed that the respondents moderately agree with the variable consumer culture, Mean=3.34, SD=1.135.

The result showed that respondents strongly agree with the variable perceived value, Mean=3.40, SD=1.116.

The result showed that the majority of respondents moderately agree with the variable consumer purchase decision, Mean=3.39, SD=1.126.

Data Analysis:

The R-value was .556, and the range of values was -1 to 1, the closer to 1 the stronger

the explaining power of the model, revealed an R square value of .309, indicating that the three independent variables can account for 30.9% of the variability in the dependent variable.

Table 1: Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.970	.184		5.278	<.001
Marketing Mix	.167	.046	.167	3.598	<.001
Consumer Culture	.280	.047	.282	5.975	<.001
Perceived Value	.262	.046	.267	5.654	<.001

The coefficient between marketing mix and consumers’ purchase decision was (Beta=.373). The value of significant was <0.001 (less than 0.05). It means that if the level of marketing communication is higher, the consumer purchase decision level will be higher at same time. The coefficient between the consumer culture and consumer purchase decision was (Beta=.453). The value of significant was also <0.001 which is less than 0.5. It means that if the number of consumer culture is rise, the consumer purchase decision level will rise as well. The coefficient between the perceived value and consumer purchase decision was (Beta=.455). The value of significant was also <0.001 which is less than 0.5. It means that if the value of perceived value increase, consumer purchase decision level will increase too.

According to the results of the above coefficients, the following regression equation can be derived:

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

Where: y = Consumer Purchase Decision

a = Constant

b = Coefficients

x₁ = Marketing Mix

x₂ = Consumer Culture

x₃ = Perceived Value

$$\text{Consumer Purchase Decision} = .970 + .373 \text{ Marketing Mix} + .453 \text{ Consumer Culture} + .445 \text{ Perceived Value}$$

Discussion

H₁: Marketing Mix impact to consumers’ purchase decision of Durian from Thailand.

The result of this study is similar with theory proposed of McCarthy (1960). The Marketing Mix, commonly known as the 4Ps (Product, Price, Place, Promotion), is a foundational model in marketing that outlines the key elements involved in successfully marketing a product or service. These elements are crucial in developing effective marketing strategies that meet consumer needs and preferences. From the results, the correlation coefficient between marketing mix and consumer purchase decisions is .373, which means that for every one-unit change in marketing mix, consumer purchase decisions improve by 37.3 percent. Participants generally moderate agreed that marketing mix had an impact on their purchase decision to buy Durian for Thailand in this independent study. This finding matches the findings of McCarthy (1960). As the result of this study, no matter product, price, place, and promotion will affect consumer purchase a Durian from Thailand’s’ decision. For comparing to other researches, this study increased the research sample from different age,

genders, occupations, and income levels, providing a more comprehensive research perspective. In summary, this study not only validates the study for Inaolaji, A. T., & Narci, A. P. D. M. T. (2022), “The effect of marketing mix elements (4p) on consumers’ purchasing decision in Oyo state, but also can provide a more comprehensive understanding of consumers’ decisions when purchasing Durian.

H₂: Consumer Culture impact to consumers’ purchase decision of Durian from Thailand.

The result of this study is similar with theory proposed of Hofstede (1980). Hofstede’s six cultural dimensions are Power Distance Index (PDI), Individualism vs. Collectivism (IDV), Masculinity vs. Femininity (MAS), Uncertainty Avoidance Index (UAI), Long-Term vs. Short-Term Orientation (LTO), and Indulgence vs. Restraint (IVR). These dimensions help to understand how cultural values shape consumer behaviors, preferences, and purchasing decisions (Arnould & Thompson, 2005). From the result of this paper, the correlation coefficient between consumer culture and consumer purchase decisions is .453 which means that for every one-unit change in consumer culture, consumer purchase decisions improve by 45.3 percent. Participants generally moderate agreed that consumer culture had an impact on their purchase decision to buy Durian for Thailand in this independent study. This finding matches the findings of Hofstede (1980). From the results for this study, consumer culture influences consumer purchase decision on Durian form Thailand. For comparing to Putri, A. I. (2021)., the subjects of Putri are women who consume Korean cosmetics, while this research subjects are all gender, providing a more comprehensive research perspective.

H₃: Perceived value impact to consumer purchase decision of Durian from Thailand.

The result of this study is similar with theory proposed of Gutman (1982). The Means-End Chain Theory consists of three main levels: Attributes, Consequences, and Values. These levels describe how consumers perceive the value of a product and how these perceptions drive their purchasing decisions (Gutman, 1982). From the results of this paper, the correlation coefficient between perceived value and consumer purchase decisions is .445 which means that for every one-unit change in perceived value, consumer purchase decisions improve by 44.5 percent. Participants generally moderate agreed that consumer culture had an impact on their purchase decision to buy Durian for Thailand in this independent study. This finding matches the findings of Gutman (1982). The result of this study showed that values, consequences, and attributes are impact consumers’ purchase decision on purchasing a Durian from Thailand. For comparing to other studies, Kuncoro, H. a. D. P., & Kusumawati, N. (2021) study focus on Sleeping Product in Generation Z, this study increased the research sample from different age, genders, occupations, and income levels, providing a more comprehensive research perspective.

Recommendations

Recommendations for the application of research results

By the findings of this research, the following recommendations are provided for Durian merchants. The study results show how the factors examined in the research impact consumers’ decisions to purchase Durian from Thailand.

For marketing mix, at product side, Durian merchant should promise the quality of Durian, including the fruit is ripe or source of each Durian, etc. For price, the marketers should set a competitive pricing while ensuring profits. At same time, special promotions will launch during the Durian peak season to attract new consumers and repeat consumers. Place should open 2 sale line: online and offline. It can increase the sales volume and also expand the

popularity of Durian from Thailand. For the promotion, they should use the social media platform. Moreover, they should cooperate with the famous, let's them create engaging social media posts with high quality images or videos of Durian.

For consumer culture, merchants should organize a Durian exhibition to auction off some special and high-quality Durians at power distance area. Individualism can give some personalized option, such as Durian cake, Durian flavor ice cream. Collectivism can launch combination sets of different varieties of Durian for sharing with consumers at parties. Masculinity side can attract male customers to sports events or fitness activities (such as lifting a 100kg barbell to receive a free durian). Femininity can highlight the beauty benefits of durian, such as being rich in vitamins and antioxidants, which are good for the skin and body. Uncertainty avoidance should promise quality and safety of durian products, provide detailed Durian sources, planting processes, quality inspection reports and other information so that consumers can purchase with confidence. Long term or Short term orientation, for the long term can build the membership system which can give the special discount for people who with the high star membership level. For short term, they can promote limited-edition low-priced Durian promotion to attract novice consumers. For indulgence, they can emphasize the feeling of luxury and self-indulgence that the product brings. They should cooperate with high-end restaurants, bars, etc. to launch luxury dishes and drinks using Durian as raw material. For restraint, they can highlight Durian's health attributes and benefits of moderate consumption.

For perceived value, values side can be promoted through cultural symbolism value (the culture of Thai durian) and health value (nutritional value) to encourage consumers to purchase it. For consequences side, they can highlight the unique rich taste and aroma of Durian. Attributes side can be focus on the freshness and quality of durians. Implement strict quality control measures during the sourcing process, such as inspecting for proper ripeness, absence of pests, and good overall condition.

In conclusions, based on the findings of this study, gaining a deep understanding of the relevant factors and taking measures to enhance them can effectively attract customers. As a result, more consumers will be inclined to choose to purchase Durian from Thailand.

Recommendations for future research

1. The research product of this study is Durian from Thailand. Future researchers can understand consumer purchasing decisions and outcomes by studying different products from Thailand.
2. The independent variables in this study include Marketing Mix, Consumer Culture and Perceives Value. Future research can study other factors that may influence consumer purchase decision on Durian from Thailand.

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