

GUIDELINES FOR PROMOTING THE PURCHASE OF IMPORTED PRODUCTS FROM CHINA BY CONSUMERS IN BANGKOK

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ABSTRACT

This research aims at guidelines for promoting the purchase of imported products from China by consumers in Bangkok. The key informants were of 7 Thai consumers who had experience in purchasing imported products from China, 5 distributors of imported products from China, and 3 marketing academics. The in-depth interview was administered to collect the data, adopting purposive sampling methods. Content analysis for data analysis. The result indicated that guidelines for promoting the purchase of imported products from China by consumers in Bangkok; the entrepreneur must understand market and target groups; use popular online platforms such as e-commerce websites, social media and shopping applications; providing special discounts or promotions linked to purchasing products from China; use strategies that can create demand and make customers feel benefited; ensure financing and delivery using a secure and reliable payment system; using public relations and advertising activities in local languages; including presenting quick and accurate information about the product; build trust through articles and customer reviews.

Keywords: Promoting the Purchase, Imported Products from China, Consumers

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INTRODUCTION

Nowadays, the lifestyle of purchasing various products has changed to using online channels for quick convenience. Starting from finding information, Compare prices, Choose a platform to place an order until the process of receiving the product is so fast that you don't have to leave your house to buy the same products as before. In addition, the outbreak situation of the COVID-19 virus. That people have to keep their distance helps push e-commerce to grow, contrary to the current economic situation. In 2021, there was an e-commerce market value of over 693,000 million baht and in 2022, there was an e-commerce market value of over 900,900 million baht. Growing from 2021 to 30 percent (Ministry of Commerce, (2021)). Consumer products are considered one of the four important factors for humans in their lives. Before humans started using the internet to live their lives and communicate with each other. There is a direct exchange of goods using money as an intermediary between buyers and sellers. Currently, the Internet and technological devices are being developed to support working and storing enormous amounts of data in real time. Many organizations therefore invent, research, and create various innovations to take full advantage of the capabilities of these technologies. To facilitate Attract customer groups and generate more income into the organization. These things are considered to be the beginning of a change in human purchasing behavior in a society that is clearly different from the past.

Year 2021, China is an important trading partner of Thailand. Because China has a wide variety of products and they are cheap. The products that Thailand imports with the highest value are fuel products, including 1) crude oil, refined oil, natural gas, petroleum, coal, and other fuels, etc., with an import value of 19,430.05 million baht. 2) Capital goods, including animals and plants for breeding metal products. Products made from rubber, boats and floating structures, etc., have an import value of 384,446.58 million baht. 3) Raw materials and semi-finished products, including fresh, chilled, frozen, processed and semi-finished aquatic animals. Plants and plant products Pulp and waste paper It has an import value of 366,346.49 million baht, etc. 4) Consumer products, including soap, detergent, cosmetics, clothing, shoes and other textile products, miscellaneous appliances, etc., with an import value of 209,946.92 million baht. 5) Vehicles and transportation equipment, including cars, passenger cars. Trucks and motorcycles, etc., have an import value of 57,373.38 million baht and 6) weapons, ammunition, and other products, including weapons, ammunition, explosives, tank components, etc., have an import value of 873.64 million baht (Ministry of Commerce, 2021).

Nowadays, there are many people who choose to import products from China. Because there are many styles to choose from. The products are of high quality and cheap, especially ready-made clothing. The ready-made clothing business has been importing more ready-made clothes from China to sell online on social media such as Facebook, Instagram and Twitter in order to replace the cost of sewing products within the country. Production is higher due to many factors and to be able to compete in price and maintain sales of the business (Pudjad, 2019).

For the reasons mentioned above. This made the researcher interested in studying ways to promote the purchase of imported products from China by consumers in Bangkok. From past research data few studies have examined causal factors, including stimuli, the marketing mix. Perception of value and satisfaction that influence the intention to purchase imported products from China among consumers in Bangkok. Therefore, the researcher is interested in studying the causal factors that influence the intention to purchase imported products from China among consumers in Bangkok. So that entrepreneurs who sell imported products from China can use the results of this study to select products to support the growing trend of imported products from China. And it is an opportunity for new entrepreneurs to enter the business. Due to continuous growth and still having market gaps that can be competed for, along with the increasing popularity of imported products from China and the growth of the business selling imported products from China. This is to attract new entrepreneurs or startup groups to enter

the business of selling imported products more. If the entrepreneur knows the influence of the causal factors affecting the decision to purchase imported products from China. The information from the research results can be used as a guideline in formulating strategies for attracting customers to return for repeat purchases. The researcher sincerely hopes that the results of this research will be a guideline in devising marketing strategies to meet the needs of consumers:

LITERATURE REVIEWS

Concepts and theories regarding purchase intention

Purchase intention means showing the use of that service is the first option (Zeithaml, et al., 1990). Similarly Purchase intention is a mental process that indicates a consumer's plans to purchase a particular brand at any time Purchase intention arises from the consumer's positive attitude towards the brand and the consumer's confidence in past evaluations of the brand (Howard, 1994; Das, 2014). Purchase intention is influenced by attitude that consumers have towards producers Therefore, leading brands should maintain their brand image and brand loyalty among consumers. Because it is a strategy to increase the market value of products. In addition, awareness and awareness will make consumers behave and be more likely to have purchase intentions. In addition, social influence also enhances its role in causing purchase intentions of consumers (Kim & James, 2016). In addition, purchase intentions arise from consumer actions that arise from reason and intent It can describe relationships in terms of individual beliefs, attitudes, intentions, and behaviors (Rahman et al., 2015).

Ajzen and Fishbein (1980) stated that the relationship between beliefs, attitudes and purchase intentions is determined by consumer intentions causing purchase intentions to be influenced by positive and negative attitudes from consumers towards the component of the product, consistent with Zeithaml et al. (1990) stated that purchase intention is an indication of the use of that service is the first choice And it can be said that purchase intention is one dimension that shows loyalty and loyalty will consist of 4 dimensions: 1) the consumer's choice to use that service is the first option 2) that consumers say only good things about service providers and services Including recommending and encouraging other people to be interested and come use that service. 3) That consumers have no problem when service providers increase prices and consumers are willing to pay higher prices than anywhere else If the service is able to meet satisfaction and 4) when consumers complain when problems arise You may complain to the service provider, tell others, or send the matter to the newspaper.

Maneesong et al. (2018) stated that the consumer decision-making process begins with the consumer becoming aware of a need or problem. This may be an internal desire or an external factor. The search for information evaluates possible alternatives and a purchasing decision is made. In the same way as stated that the purchasing decision process includes 1) intention. It begins with the consumer having to know the product and service first. This happens when the consumer has the intention to receive the message. 2) Interest: Besides knowing the product is not enough, the consumer must have their interest stimulated. Until being able to distinguish that product from other products available in the market. 3) Desire (desire) Interest that is stimulated will become a desire and desire to possess that product. Normally, desire arises from seeing the benefits that the product offers or from seeing the solutions to existing problems that the product offers, and 4) action. When the desire arises, the purchase process is complete when the consumer takes the final step of purchasing the product. The purchasing decision process is a sequence of steps in the consumer's purchasing decision through a 5-step process in making the purchasing decision: awareness of needs; Searching for information Evaluation of alternatives purchasing decision and feelings after purchasing. This shows that the buying process really does have an impact after the purchase (Kotler & Keller, 2012).

Concepts and theories about the marketing mix

Kotler (2003), Lahtinen, et al. (2020) stated that the marketing mix is the set of marketing tools that a company uses to achieve its marketing objectives in the target market. Lamb et al. (2000), Wichmann et al. (2022) said: It is a strategy for distributing products marketing promotion and pricing combined into one Created with the aim of creating exchange with the target market and creating mutual satisfaction on both sides. But from the perspective of Wheelen et al. (2012), Mintz et al. (2021) views it as a combination of especially important variables under the control of an organization that can be used to create demand and gain competitive advantage. Those variables include product, channel (Place), marketing promotion (Promotion) and price (Price). These variables There will be sub-components that can be analyzed to adapt to the organization's capabilities, while Murphy (2000), Ndofirepi et al. (2020) add that There are 4 elements of marketing for the value chain: 1) Addressability is reaching customers close to them. Know the specific needs of customers. 2) Affordability is a combination of approaching customers and creating value for them. 3) Accessibility: Customers will be able to buy products wherever and whenever they want, and 4) Cheap. Must (accountability) Every marketing activity must be auditable and measurable. Communication with customers is two-way. A component of marketing operations. Including in line with marketing mix It is a controllable marketing variable that a company uses together to satisfy its target audience. Thomas & David (2012), Purohit et al. (2021) state that marketing mix refers to the combination of especially important variables under the control of an organization that can be used to create demand (Demand) and benefit from competition (Competitive Advantage). These variables include product (Product), channel (Place), marketing promotion (Promotion) and price (Price). These variables have sub-elements that can be used. Analyze to adapt to the organization's capabilities.

Basic information about products imported from China

The growth of online shopping in China The top online shopping website in China is definitely the Taobao/Tmall website, which is operated by Alibaba Company, which is the most talked about. Because it is the starting point of China's online product market service, originally, online shopping website services in China were still limited to only usage groups in major cities because of the development of the telecommunications network of the country. China at that time had not yet reached rural areas. The entire shipment is handled by China Post, the only major company that can deliver to remote destinations. Private transportation companies such as Shentong Company (申通快递), Zhongtong Company (中通快递), Yuantong Company (圆通速递) are examples of popular private transportation companies in China. At that time, it was not possible to provide services to cover all areas like at present. The development of the online market system initially encountered many problems and the growth rate was slow. After the economic development of China in the latter together with the policy to develop public utilities to reach remote areas As a result, China currently has opened online shopping websites and various e-commerce systems, including cross-border e-commerce, at present more than 2,000 websites.

Related research

Sittimanee (2019) studied factors affecting the purchase of products through channels. Online: A case study of Nan Province and Bangkok found that consumers in Bangkok with personal factors such as gender, age, education level, and occupation make the decision to purchase products via Online of people in Nan Province and Bangkok not different. In the case of different incomes, the decision to purchase products via online is different and the marketing mix factors of products and services, prices, distribution channels (locations), marketing promotions. Marketing communications Acceptance of technology and personnel that affect the decision to purchase products through online channels in Nan Province and Bangkok

Khan et al. (2012) researched on the impact of brand on consumer purchase intention. The research results found that creating knowledge about the brand to consumers is creating an image for consumers to remember the brand and improving the quality of advertising including making consumers have loyalty to the brand will affect consumers' purchasing decisions. Makes it easier for consumers to make purchasing decisions

Lin (2012) studied factors affecting customer satisfaction and mobile phone usage behavior in Bangkok. By studying the perceptions and experiences of consumers, the study found that service quality includes identity, reliability. Providing confidence in the quality of services to customers Affects customer satisfaction In addition, it was found that the marketing mix includes product side, process side and physical It also affects customer satisfaction.

Rahman et al. (2015) studied the factors of knowledge, religion, and attitude that affect consumers' intention to purchase cosmetics with the Halal logo. The objective is to increase knowledge about intentions in purchasing Halal cosmetic products. This study used 110 sets of closed-ended questionnaires, with the sample being Muslim consumers over the age of 18 years. It was found that attitude factors were positively related to intentions to purchase Halal cosmetic products. Differences were also found between consumers' attitudes towards Halal cosmetics and attitudes towards Halal food products. Including consumers' intention to choose Halal cosmetics and intention to choose Halal food products for Malaysian consumers.

RESEARCH METHODOLOGY

In response to investigating the ways in which consumers in Bangkok promote the purchase of imported goods from China, this study was designed to adopt a qualitative research approach. Key informants in this study included 7 Thai consumers who had experience in purchasing imported products from China, 5 distributors of imported products from China, and 3 marketing academics. 15 people. Sampling method that emphasizes the use of purposive sampling techniques. The in-depth interview questionnaire has 5 parts. In the first part of the interview form It will include information on key informants, including educational level. Job position, work experience, then Part 2, questions about factors that cause people to buy imported products from China, Part 3, questions about guidelines for promoting the purchase of imported products from China by consumers in Bangkok, Part 4 Questions about problems and obstacles in purchasing imported goods from China, and part 5, other suggestions for promoting the purchase of imported goods from China by consumers in Bangkok. Before using this tool to collect data a systematic test of item-objective consistency (IOC) and reliability of the questionnaire was carried out through Cronbach's alpha. From the investigation, the results showed that the IOC was 0.83 and Cronbach's alpha. The Bach score was 0.869, indicating that the research tools were of sufficient quality (Polit & Beck, 2006; Hair et al., 2012) to obtain the data. This study conducted in-depth interviews with key informants in person. Data analysis used content analysis. In response, achievement of results-oriented objectives is reported in descriptive form. All details are listed in the following sections.

RESEARCH RESULTS

Guidelines for Promoting the Purchase of Imported Products from China by Consumers in Bangkok

Promoting the purchase of imported products from China requires paying attention to appropriate marketing routes and be aware of the behavior of customers Here are some guidelines that may increase your chances of promoting purchases of imported goods from China: 1) understanding the market and target audience; analyze and understand the target local market, know the behavior and needs of your target audience. 2) Creating a vapor atmosphere in marketing, use promotional methods that focus on atmosphere and impression and presenting promotion formats that are popular in the industry. 3) Use of online media and social

media; give importance to promotion through online channels; use social media to generate interest and engagement from your customers. 4) Promotions and discounts; present promotions and discounts that are understandable and interesting; use strategies that create demand and make customers feel benefited. 5) Building financial immunity; provides confidence in financing and shipping; use a safe and reliable payment system. 6) After-sales service; create a good customer experience after the sale; provide responsive and efficient customer service. 7) Building trust through articles and reviews; presents quick and accurate information about products; build trust through articles and customer reviews. 8) Focusing on customer experience; offering an impressive purchasing experience; make customers feel like buying products in the store. And 9) Focus on local language; create local language advertising. Promoting the purchase of imported products from China by consumers in Bangkok requires a thoughtful and strategic approach. Here are some guidelines that businesses can consider; understand Local Preferences and Culture. Research and understand the local preferences, needs, and cultural nuances of consumers in Bangkok. Tailor your marketing strategies to align with the cultural values and lifestyle of the target audience. Online Presence and E-commerce; establish a strong online presence through e-commerce platforms and websites. Optimize your website and online stores for a user-friendly experience. Leverage popular online marketplaces and social media platforms to reach a wider audience. Quality Assurance and Certification; highlight the quality and safety of the imported products. Ensure that products meet relevant international standards and certifications. Clearly communicate the quality assurance measures in your marketing materials. Localized Marketing Campaigns; develop marketing campaigns specifically tailored for the Bangkok market. Use localized language, visuals, and references that resonate with the local audience. Showcase how the imported products fulfill the needs and preferences of consumers in Bangkok. Partnerships and Collaborations; collaborate with local influencers, bloggers, or celebrities to promote your products. Form partnerships with local businesses or retailers to expand your reach. Sponsor or participate in local events and activities to increase brand visibility. Customer Reviews and Testimonials; encourage and showcase positive customer reviews and testimonials. Build trust by sharing real-life experiences of consumers who have purchased and enjoyed your imported products. Promotional Offers and Discounts; implement promotional offers, discounts, or exclusive deals to incentivize purchases. Consider bundling products or offering limited-time promotions to create a sense of urgency. Local Customer Support; provide accessible and responsive customer support in the local language. Address customer inquiries and concerns promptly and effectively. Clear Communication of Benefits; clearly communicate the unique benefits of your imported products. Highlight factors such as affordability, innovation, or exclusive features that set your products apart. Social Responsibility and Sustainability; emphasize social responsibility and sustainability efforts in your business. Share information about eco-friendly practices, ethical sourcing, and corporate social responsibility initiatives. Mobile Marketing; recognize the prevalence of mobile usage in Bangkok. Optimize marketing materials for mobile devices and consider mobile advertising strategies. Localization of Customer Service; provide customer service that is responsive to the local time zone and cultural norms. Offer support through local channels, such as phone hotlines or messaging apps. Remember to continually assess the effectiveness of your strategies and be open to adapting your approach based on consumer feedback and market dynamics.

Conduct thorough market research to understand the preferences, needs, and behaviors of your target audience. Tailor your marketing strategies to align with the cultural and demographic characteristics of the market. Highlight Product Quality and Innovation: Emphasize the quality, uniqueness, and innovation of the imported products. Showcase any certifications, awards, or recognitions that demonstrate the product's excellence. Leverage E-commerce Platforms: Utilize popular e-commerce platforms to reach a wide audience. Optimize product listings with

high-quality images, detailed descriptions, and competitive pricing. Localized Marketing and Advertising: Create marketing materials that resonate with the local market. Translate content into the local language and adapt visuals to suit cultural preferences. Use localized advertising channels, including social media, search engines, and influencers. Build Trust Through Transparency: Provide transparent information about the origin, production process, and supply chain of the imported products. Share customer testimonials, reviews, and case studies to build trust. Offer Incentives and Promotions: Implement promotions, discounts, or special offers to incentivize purchases. Consider bundling products, offering free shipping, or providing limited-time discounts. Collaborate with Local Influencers: Partner with local influencers or celebrities who can endorse and promote your products. Influencers can help create awareness and build credibility among the target audience. Social Media Engagement: Utilize social media platforms to engage with your audience. Create engaging and shareable content to increase brand visibility and reach. Provide Excellent Customer Service: Establish responsive customer service to address inquiries and concerns. Offer multiple channels for customer support, including live chat, email, and phone. Educational Content: Create content that educates consumers about the benefits and features of your imported products. Use informative videos, blog posts, or infographics to showcase product usage and advantages. Cross-Promotions and Partnerships: Explore cross-promotions with other businesses or brands to expand your reach. Form partnerships with local retailers or distributors to increase accessibility. Highlight Cultural Relevance: Highlight any cultural aspects of the products that may resonate with the target audience. Incorporate elements that align with local traditions or trends. Optimize Online Presence: Ensure that your website is user-friendly and optimized for search engines. Implement digital marketing strategies such as SEO and online advertising to enhance visibility. Stay Informed About Market Trends: Stay updated on market trends, consumer preferences, and competitive landscape. Adapt your strategies based on evolving market conditions. Remember to continuously monitor the effectiveness of your promotional efforts and adjust your approach based on consumer feedback and market dynamics.

DISCUSSION & CONCLUSION

Guidelines for promoting the purchase of imported products from China must emphasize appropriate marketing routes, and being aware of customer behavior including understanding the market and target groups. This is consistent with the ideas of Howard (1994), Das (2014), which states that purchase intention is a mental process that indicates a consumer's plan to purchase a particular brand at any time. The purchase intention arises from the consumer's positive attitude towards the brand and the consumer's confidence in past evaluations of the brand. Additionally, the local target market should be analyzed and understood. Know the behavior and needs of your target audience. Creating a marketing atmosphere uses promotional methods that emphasize atmosphere and impression and offers promotional formats that are popular in the industry. This is consistent with the idea of Meechinda (2020) who said that post-purchase behavior. The consumer decides to purchase and use it. The consumer will evaluate whether the product or service is good or not, and how, which will form the consumer's attitude towards that product or service, leading to the consumer's next decision. Consumers' feelings of satisfaction with a product or service. Using online media and social media Give importance to promoting sales through online channels. Use social media to generate interest and engagement from your customers. Promotions and discounts Present promotions and discounts that are understandable and interesting. Use strategies that create demand and make customers feel benefited. Financial immunity, this is consistent with the idea of Lamb et al. (2000), Wichmann et al. (2022) who stated that It is a strategy for distributing products. Marketing promotion and pricing combined into one it is created with the aim of creating exchanges with the target market and achieving mutual satisfaction on both sides. Providing

financial and logistics assurance Use a secure and reliable payment system. After-sale service Create a good experience for customers after the sale. Provide responsive and efficient customer service. Build trust through articles and reviews. Provide fast and accurate product information Build trust through articles and customer reviews. Focus on customer experience Provide an impressive buying experience Make customers feel like they're shopping in-store and emphasize the local language. Create local language ads, this is in line with the research of Sittimanee (2019) who studied factors that affect purchasing products through various channels. Online: A case study of Nan Province and Bangkok. It was found that consumers in Bangkok There are personal factors such as gender, age, education level, and occupation that influence the decision to buy products online for people in Nan and Bangkok provinces. no different In case of different income The decision to purchase products online is different. and factors of the marketing mix of products and services, price, distribution channels (location), marketing promotion. Marketing communications Acceptance of technology and personnel that affect the decision to purchase products through online channels in Nan and Bangkok provinces and it is consistent with the research of Khan et al. (2012) that studied the impact of brands on consumers' purchase intentions. The research results found that Creating brand knowledge for consumers creates an image that consumers remember the brand and improves the quality of advertising. Including making consumers loyal to the brand will affect consumers' purchasing decisions. Makes it easier for consumers to make purchasing decisions. This is also consistent with the idea of Kim & James (2016) that purchase intentions are influenced by consumers' attitudes towards manufacturers. Therefore, leading brands should maintain their brand image and brand loyalty among consumers. Because it is a strategy to increase the market value of products. In addition, awareness and awareness will make consumers behave more and be more likely to have purchase intentions. In addition, social influence also plays an increasing role in shaping consumers' purchase intentions. And it is consistent with the research of Zhu (2013) who studied the practices of creating marketing plans for imported clothing. People's Republic of China From the study it was found that the majority of respondents were female, single, less than or equal to 25 years old, and had a bachelor's degree in education or equivalent I am an employee of a private company and have monthly income. 20,001-30,000 baht purchasing behavior mostly they buy t-shirts. They like the ESPRIT brand. They choose to buy it because of the quality of the product. They buy 1-2 times a month. The person who influences their decision is themselves and receive news from journals/magazines. Feedback received from the study of behavior and factors influencing the purchase of clothing imported from the country. People's Republic of China It can be concluded that consumers like to buy quality branded t-shirts. They buy because there are many styles to choose from. Satisfied with the store that can exchange products if not satisfied The researcher has suggestions from the study to create a marketing plan for clothing imported from the People's Republic of China as follows: Products: Entrepreneurs should focus on products that have a variety of styles and shapes. Style: You must find products that are modern and follow fashion trends. Also for sale as for distribution channels (locations), add stores by specifying locations in business areas or community areas that are convenient for travel. In terms of marketing promotion (Promotion), customers should be informed that they can exchange products if they are not satisfied with the product and sign up for membership so that members will receive a discount when purchasing a specified amount of products. It is also consistent with Kotler & Keller (2012), who stated that post-purchase feelings are feelings of satisfaction or dissatisfaction after the product has been purchased and used. This feeling depends on the product's features and the consumer's expectation that the purchased product can actually meet his needs as advertised or not and after purchasing and trying the product. Consumers will have experiences of satisfaction or dissatisfaction with the product. If they are satisfied, it will lead

to repeat purchases and word of mouth. If they are not satisfied, they may turn their attention to other brands of products instead.

Results of a study of guidelines for promoting the purchase of imported products from China by consumers in Bangkok. This allows entrepreneurs to understand the market in Bangkok in depth, such as consumer needs. Popular shopping destinations and trends in buying imported products from China. Know the needs and preferences of consumers in Bangkok. This makes it possible to adjust balance and change marketing approaches in a timely manner. Increase credibility helps build credibility in the market. By understanding consumer needs and responding to those needs. Create the right marketing strategy. An appropriate and effective marketing strategy can be created by studying how to promote the purchases received. Increase efficiency in marketing, this makes it possible to choose appropriate and efficient marketing channels. Strengthen customer relationships and help companies advance in technology and digital marketing.

Findings can be used to add to and expand academic knowledge. Factors affecting the intention to purchase imported products from China include stimulus, marketing mix, perception of value and satisfaction.

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