THE RELATIONSHIP BETWEEN MIXUE'S 4P MARKETING MIX AND PURCHASE INTENTION IN THAILAND

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ABSTRACT
This study explores how Mixue's 4P marketing mix (product, price, place, and promotion) influences consumers' purchase intention in the Thai market, drawing on the 4P marketing mix model and the theory of planned behavior (TPB). The study is based on survey data collected from Thai bubble tea consumers, examining the relationship between each marketing mix factor and purchase intention. By identifying the most influential factors, this study aims to offer both theoretical insights and practical recommendations for brands like Mixue to enhance their market penetration in Thailand's dynamic beverage industry. The findings will also serve as a reference for other affordable beverage brands seeking to adapt their marketing strategies to similar emerging markets.

Keywords: 4P Marketing Mix, Purchase Intention, Consumer Behavior, Mixue, Thailand

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INTRODUCTION

Thailand is one of the fastest-growing economies in Southeast Asia and plays a vital role in the region's economic development. As the second-largest economy in Southeast Asia, Thailand has witnessed significant growth in its food and beverage industry, particularly in the non-alcoholic beverage sector. Among these, bubble tea has become increasingly popular, evolving from a niche product into a mainstream beverage choice for Thai consumers. According to Zion Market Research (2023), the bubble tea market in Thailand reached $300 million in 2022, and it is expected to grow at a compound annual growth rate (CAGR) of 8.2% until 2027.Several factors contribute to this rapid growth. One major driver is the expanding middle-income population, which is expected to account for 55% of Thailand's population by 2027 (Statista, 2023). Middle-income consumers are willing to spend on affordable indulgence products like bubble tea, particularly when these products offer both quality and value for money. The increasing popularity of new flavors, healthier options, and customizable beverages has also helped sustain consumer interest and promote frequent purchases (Euromonitor International, 2022). Another significant factor influencing consumer behavior in Thailand is the digitalization of lifestyles. Social media and online delivery platforms have changed how consumers interact with brands (Hootsuite & We Are Social, 2023). 80% of Thailand's population owns smartphones, and 78% are active social media users, making platforms such as TikTok, Instagram, and Facebook essential marketing channels for engaging with younger consumers. Additionally, the growth of food delivery services like GrabFood, Foodpanda, and LINE MAN has made it easier for consumers to access their favorite beverages, boosting sales for brands that prioritize online visibility and digital marketing strategies (Statista, 2023). Young consumers, particularly those aged 18 to 35, dominate Thailand's bubble tea market (Zion Market Research, 2023). This group represents over 40% of the total bubble tea consumption and is highly influenced by social trends and online marketing campaigns. They prefer affordable, high-quality beverages and are constantly seeking new flavors and experiences. For this demographic, price sensitivity is balanced by a desire for convenience and innovative product offerings.Mixue Ice Cream & Tea has positioned itself as a budget-friendly alternative to premium bubble tea brands. The company's pricing strategy, offering products priced between 35 and 60 THB per cup, is 30%–50% lower than competitors such as Gong Cha and CoCo . Since its entry into the Thai market, Mixue has focused on rapid expansion, opening over 300 stores by December 2023 and aiming to reach 500 stores by 2025. The brand's success can be attributed to its affordable pricing, diverse product range, and effective use of digital marketing and delivery platforms. (THE ASSOCIATED PRESS. 2025) This research aims to investigate the impact of Mixue's 4P marketing mix in Thailand on consumer purchase intention.

LITERATURE REVIEWS

This study is grounded in the Theory of Reasoned Action (TRA), which suggests that an individual's behavioral intention is primarily influenced by two factors: attitude toward the behavior and subjective norms. TRA has been widely applied to explain consumer decision-making processes, especially in digital and social media environments. In recent years, Chinese scholars have empirically validated the applicability of TRA among Generation Z consumers. For example, a study focusing on college students' purchase of fast-moving consumer goods revealed that both attitude and subjective norms significantly influence their behavioral intention. Among them, subjective norms, such as peer approval and social conformity, were particularly influential (Li & Zhang, 2021). In the realm of digital marketing, another study examined how content on short video platforms affects Gen Z's attitudes and purchasing behavior. The findings demonstrated that when users are exposed to branded content or influencer recommendations on platforms like Douyin, their positive attitude toward the product is reinforced, while likes, shares, and comments contribute to stronger subjective norms (Chen

& Liu, 2022). Additionally, mobile social environments were found to play a key role in shaping brand perception. The number of “likes,” reposts, and friend endorsements on social media platforms significantly influence both consumers’ attitudes and their sense of social expectation, reinforcing the predictive power of subjective norms (Cq Li, 2024). Based on these recent findings, the TRA model provides a robust and relevant framework for this study. The model allows us to explore how the 4Ps (product, price, place, and promotion) influence Gen Z consumers’ purchase intentions for Mixue, including how social exposure and subjective norms shaped by platform-based interactions influence purchase intentions. Although the TRA model emphasizes that attitudes and subjective norms are the core drivers of behavioral intentions, in marketing practice, consumers often form these psychological perceptions through specific marketing stimuli (4Ps). This study considers the 4P marketing mix as an external stimulus influencing the mediating variables of TRA. Specifically, Product and Price directly shape consumers' attitudes towards the brand (i.e., positive or negative evaluations of purchasing behavior) primarily through the assessment of functional and economic value; while Place and Promotion, especially visibility and word-of-mouth on social media, significantly influence consumers' subjective norms (i.e., perceived social pressure or herd mentality) by enhancing social exposure and group identity. Therefore, the conceptual framework constructed in this study not only examines the direct impact of the 4Ps on purchase intention, but its underlying logic lies in revealing how the marketing mix, as an external cue, activates consumers' rational decision-making process.

Relationship between Purchase intention and Product

A relationship-oriented culture is critical, particularly in China’s impact nations, including Product refers to the goods or services offered by a company to meet the needs and preferences of its target customers. In the case of Mixue, its product strategy includes items such as soft serve ice cream, bubble tea, smoothies, and seasonal flavors that appeal to younger demographics—particularly Generation Z consumers in Thailand and other Asian markets. Recent Chinese studies have highlighted that Generation Z consumers are more likely to respond positively to products that are visually appealing, innovative in flavor, and socially shareable. Gen Z places significant value on a product's appearance, packaging, and novelty when making purchasing decisions, especially in the context of social media environments where products are often photographed and shared (Liu, W., & Wen N. 2022). Moreover, Liu (2017) found that functional attributes such as taste consistency and ingredient transparency play a critical role in establishing product trust and satisfaction among young consumers. This is especially relevant in beverage chains where Gen Z consumers often prefer customizable drinks with visible ingredients, which enhances their perception of product quality and control (Liu, Fq & Dai, Gy. 2017). Product differentiation also emerges as a vital factor. iiMedia Research (2022) conducted a study on tea beverage chains in China and found that brands offering seasonal or limited-time products generated significantly higher purchase intention among college-aged consumers. They concluded that novelty and product lifecycle diversity are effective in capturing Gen Z’s short attention span and curiosity-driven behaviors (iiMedia Research, 2022). Furthermore, aesthetic design also carries symbolic meaning. According to research by Niu (2024), Generation Z consumers often associate product design and brands with lifestyle identity. When product design resonates with their personal expressions—for example, through adorable mascots or minimalist packaging—it fosters emotional attachment and strengthens brand loyalty (Niu, Guang Hua, 2024). Mixue excels in this regard, with its memorable theme song and mascot.

Based on the above research results, from the perspective of the Theory of Reasoned Action (TRA), product-related characteristics primarily influence the attitudinal component of the model. If a product is perceived as high-quality, interesting, or socially engaging, it leads to a positive purchase attitude. For Generation Z consumers active on platforms like TikTok and Instagram, products that are "show-off-worthy" may be more motivating. This study will

statistically verify whether and to what extent product dimensions influence Generation Z consumers' purchase intention. Take Mixue as an example. Its affordable and innovative products, coupled with a simple, consistent brand image and a recognizable mascot, perfectly resonate with the preferences of Generation Z consumers. The continued launch of limited-edition drinks, collaborations with online trends, and innovative flavors enhance product appeal and encourage consumer trial and repeat purchases.

H1: Mixue’s product strategy affects consumer purchase intention.

Relationship between Purchase intention and Price

Price is a critical component of the marketing mix that directly affects consumer perceptions of value and affordability. For Generation Z consumers, who are generally more price-sensitive due to limited disposable income, pricing strategies play a central role in shaping purchase intention, especially in the food and beverage industry. A recent study in China emphasizes that Generation Z consumers aren't just looking for the cheapest options; they're also seeking a balance between price, perceived value, and brand experience. According to Chen (2021), university students are more likely to purchase food that offers a good value without sacrificing taste or appearance. The study also suggests that promotional pricing strategies, such as student discounts or bundled offers, can significantly increase consumers' willingness to try new brands (Chen, 2021). Similarly, Wang(2017) found that Gen Z consumers evaluate price in relation to peer comparison and online reviews. When a product is priced affordably and receives positive word-of-mouth or influencer endorsements, it is perceived as a “smart buy” rather than a “cheap product.” This pricing-perception alignment reinforces both individual satisfaction and social approval (Wang, X, & Wang, Y. 2017). Furthermore, Zheng,Haiyin. (2020) explored how dynamic pricing in online food delivery platforms affects young consumers. Their findings indicated that price transparency, such as clearly marked delivery fees and discount thresholds, contributes to higher purchase confidence. Gen Z consumers, being digital natives, are particularly sensitive to hidden costs or perceived pricing manipulations, which may deter repeat purchases (Zheng,Haiyin. 2020). Wei(2018) argued that psychological pricing—such as pricing a drink at 9.9 RMB instead of 10—still exerts subtle influence among Gen Z, although they are more analytically savvy than previous generations. This suggests that traditional pricing tactics can remain effective if combined with digital promotion and interactive engagement (Wei, 2018). Under the Theory of Reasoned Action framework, price predominantly affects attitude formation. If consumers perceive the product as “worth the price,” this creates a favorable evaluation, increasing purchase intention. Additionally, when a brand is seen as offering fair and transparent pricing, it fosters positive subjective norms, as consumers are more likely to recommend it within their peer groups. In Mixue’s case, its low-price strategy, exemplified by drinks starting at 19–29 THB, aligns with Gen Z expectations in Thailand. By maintaining affordability while delivering quality, Mixue positions itself as both accessible and respectable—a rare combination that enhances brand competitiveness among price-sensitive youth consumers.

H2: Mixue’s pricing strategy affects consumer purchase intention.

Relationship between Purchase intention and Place

Place refers to the channels and methods through which products are delivered and made available to consumers. In the context of food and beverage brands like Mixue, place strategies encompass not only physical store locations, but also digital accessibility, delivery services, and online-to-offline (O2O) integration. Recent Chinese research highlights that Generation consumers attach high importance to convenience, speed, and technological integration in place strategies. According to Wang XinYu (2022), university students prefer brands with widespread store coverage near campuses and commercial centers. This proximity not only increases walk-in traffic but also enhances brand familiarity and accessibility (Wang, 2022).digital transformation further amplifies the impact of place. A study by Wang and Qian (2016) found that O2O platforms like Meituan and Ele.me play a decisive role in purchase decisions among

Gen Z consumers. Brands that offer reliable delivery, clear location tracking, and mobile-first ordering options receive significantly higher user ratings and repeat orders (Wang & Qian, 2016). Moreover, Lv, & Yang. (2020) emphasize that location experience—such as store ambiance, layout, and service speed—also contributes to consumer satisfaction. Their study revealed that Gen Z customers are more likely to revisit stores that provide not just convenience, but also a clean, organized that enhances the dining or takeout experience (Lv, & Yang., 2020). Online visibility is another component of location. Gen Z consumers frequently search for places on digital maps, social media, and food review apps. Therefore, having a strong presence on location-based platforms like Dianping or Amap can significantly enhance a brand's discoverability and trust. Without a digital footprint, even well-located brick-and-mortar stores can be overlooked by young, app-dependent consumers. In line with the Theory of Reasoned Action, place strategies influence both attitude and subjective norms. A store that is easy to find, conveniently located, and well-reviewed contributes to a positive attitude toward the brand. Simultaneously, high foot traffic and online mentions generate social validation, reinforcing subjective norms that suggest the brand is popular and "worth trying." Mixue's store placement strategy reflects these expectations. Its Thai branches are often situated near universities, BTS stations, or busy street food zones, maximizing visibility and convenience. Additionally, Mixue leverages online food delivery partnerships to extend reach, allowing it to satisfy both impulse buyers and digitally driven customers

H3: Mixue’s place strategy affects consumer purchase intention.

Relationship between Purchase intention and Promotion

Promotion encompasses all communication strategies a company uses to inform, persuade, and remind its target audience about its products or services. For Generation Z consumers, traditional advertising methods should also emphasize interactive, digital, and socially integrated promotional techniques. Recent Chinese studies reveal that Gen Z responds most positively to social media marketing, especially when campaigns involve entertainment, influencer engagement, and peer participation. According to Qiao, XiaoNa (2024), short video platforms such as Douyin and Kuaishou have become primary channels through which Gen Z consumers discover and engage with brands. Promotional videos that feature humorous content, trendy music, or relatable storytelling generate higher engagement and stronger brand recall (Qiao, XiaoNa 2024).additionally, interactive promotions like gamified experiences, limited-time challenges, and user-generated content (UGC) significantly boost purchase intention. Wang Zhiran (2024) found that when brands encourage users to create and share their own content—such as drink reviews or product memes—young consumers feel a sense of involvement and personal relevance, which increases both brand affinity and word-of-mouth influence (Wang Zhiran,2024). Furthermore, influencer marketing is particularly impactful among Chinese Gen Z. According to Jiang (2022), collaborations with micro-influencers and niche KOLs (Key Opinion Leaders) who share lifestyle similarities with their audience lead to higher authenticity and trust. Their study showed that influencer-endorsed promotions result in significantly greater purchase intention than generic brand advertisements (Jiang, 2022). Digital integration also plays a role. Liang.,HF and Wang,Y(2024) emphasized the importance of synchronizing promotional efforts across online platforms (e.g., WeChat, Weibo, Xiaohongshu) and offline channels (e.g., in-store events, QR-code coupons). Such omnichannel coordination increases message consistency and expands promotional reach, especially in urban areas with high smartphone penetration (Liang.,HF & Wang,Y.,2024). Under the Theory of Reasoned Action, promotional strategies influence both attitude and subjective norms. Engaging content builds a favorable attitude by making the brand appear fun, innovative, and relevant. At the same time, widespread visibility across peer networks fosters subjective norms, suggesting that the product is not only desirable but also socially endorsed.

Mixue has effectively capitalized on these strategies by launching viral campaigns featuring its cartoon mascot, participating in online memes, and encouraging TikTok-style short videos in Thailand. These approaches have helped the brand create emotional resonance, cultural relevance, and continuous buzz among Gen Z audiences.

H4: Mixue’s promotional strategy affectsconsumer purchase intention.

From the literature review, the conceptual framework can be drawn as shown in Figure 1.

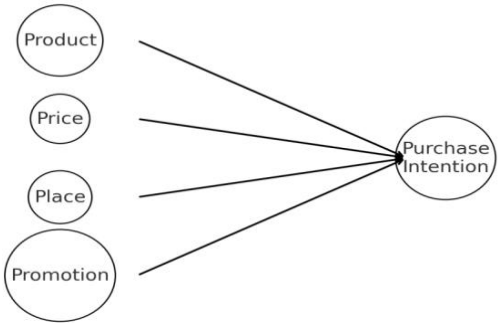

Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

This research employs a quantitative approach to examine the relationship between the 4P marketing mix (Product, Price, Place, Promotion) and consumer purchase intention. Quantitative methods are particularly suitable for this study as they allow for the collection and analysis of numerical data, enabling the researcher to identify patterns and test hypotheses objectively. A structured questionnaire was developed to gather data from a representative sample of Thai consumers who have experience purchasing Mixue products. The quantitative approach also facilitates statistical analysis, allowing the researcher to generalize findings within the study’s defined population. By applying this method, the study aims to provide empirical evidence of how different marketing strategies affect consumer decision-making behavior in the Thai beverage market. The study was conducted in Bangkok, Thailand, one of the most economically vibrant and densely populated cities in Southeast Asia. Bangkok was selected because of its well-developed retail infrastructure and the presence of numerous Mixue outlets, making it an ideal location to reach the target demographic. Additionally, the high penetration of mobile internet usage and social media in Bangkok facilitated efficient online survey distribution. The environment provided a rich context for exploring how marketing stimuli influence consumer behavior in urban settings where lifestyle and purchasing patterns are rapidly evolving. The final effective sample size was 328 Generation Z consumers (out of a total of 400 questionnaires returned). The sample size was determined following the statistical principles of multiple regression analysis. Based on Green's (1991) rule of $N \geqq 50 + 8m$ (where m is the number of independent variables), this study included four independent variables, requiring a minimum sample size far less than 328. Furthermore, the sample size to variable count ratio exceeded the recommended 10:1 ratio (Hair et al., 2010), providing sufficient power for robust statistical inference and ensuring the reliability of the analysis results. Although this study employed non-probability convenience sampling, a method with advantages in exploratory research such as cost-effectiveness and easy access to the target group, its limitations must be acknowledged. Because the sample primarily came from the vicinity of Mixue stores in specific areas of Bangkok and from online social circles, respondents may exhibit some homogeneity in terms of education level or lifestyle (e.g., a high proportion of students), which limits the full generalization of the research results to consumers in all regions of Thailand or across different socioeconomic classes. Future research that incorporates income and educational background as stratification criteria will be able to reveal the moderating effects of purchasing behavior more

comprehensively. Data collection used a combination of online and offline methods. Online questionnaires were distributed through Google Forms, which is widely used in Thailand. Offline data collection involved approaching customers near Mixue stores and inviting them to complete paper questionnaires. This approach ensured that respondents were actual customers of the brand, thereby increasing the relevance of their answers for the study. Participants were informed about the purpose of the research before completing the questionnaire and were assured of their anonymity and the confidentiality of their responses. To avoid participation bias, no incentives were provided. Data collection lasted for one month to ensure a sufficient response rate from different store locations and demographic groups. The collected data were checked for completeness before being coded and entered into SPSS for analysis. The questionnaire was carefully designed based on validated instruments from previous academic literature. Items for the four marketing mix variables (product, price, place, promotion) were adapted from Kotler and Keller (2016), a foundational source in marketing theory and practice. Measurement items for purchase intention were adapted from Zeng, MF. (2020), whose research explored online and offline consumer behavior through the theory of planned behavior. Each construct includes three items, ensuring appropriate representativeness without overburdening respondents. All items were rated using a 5-point Likert scale, with options ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale was selected for its simplicity, ease of understanding, and effectiveness in capturing degrees of agreement. The questionnaire was structured into six sections: demographic information, product, price, place, promotion, and purchase intention. A pilot test involving 20 respondents was conducted to assess the clarity and reliability of the instrument, and minor revisions were made accordingly. The data analysis process focused on examining the influence of the 4P marketing mix variables on consumer purchase intention using multiple linear regression analysis (MLR). MLR is a statistical technique that estimates the relationship between one dependent variable and two or more independent variables. In this study, the dependent variable is purchase intention, and the independent variables are product, price, place, and promotion. Descriptive statistics such as means, standard deviations, and frequency distributions were also calculated to summarize the demographic characteristics of respondents and provide an overview of their responses. The MLR model helped determine which of the 4P factors had the most significant effect on consumer behavior. The statistical significance of each factor was tested using p-values, and standardized coefficients (beta values) were used to compare the relative influence of each variable. All analyses were performed using SPSS. The regression equation used in this study is as follows:

$$PI = \beta_0 + \beta_1(\text{Product}) + \beta_2(\text{Price}) + \beta_3(\text{Place}) + \beta_4(\text{Promotion}) + \varepsilon$$

RESEARCH RESULTS

This chapter introduces the conclusions drawn from data analysis.This study collected data from customers at a physical Mixue store in Bangkok and through an online Google Form. The main purpose of this analysis was to explore the impact of the 4P marketing mix (product, price, place, promotion) on consumers' purchase intentions, and the research results were organized around the research objectives.

Personal information description

The study retained 400 questionnaire samples.Among these 400 respondents, 211 were men, accounting for 52.5% of the total respondents, and 189 were women, accounting for 47.5% of the total. This indicates that the gender ratio of the research data is relatively balanced, with a slightly higher proportion of male respondents. A relatively balanced male-to-female ratio enhances the reliability and comprehensiveness of the research analysis results. SPSS statistics show that 328 of the samples are aged between 14 and 30., Accounts for 82% of all respondents.Subsequent analysis will only include these 328 Gen Z consumers who meet the study's defined scope. This ensures that the research sample strictly represents the target

population, and the findings can directly reflect the perspectives of Gen Z consumers of Mixue in Thailand.

Scale question description

The scoring range for each dimension of the scale is 1-5 points. Among them, the average score for the product is relatively low, around 2.7, while the average scores for price and location are relatively high, around 4.2. The average scores for promotion and purchase intention are at a medium level, around 3.9. The normality of each measurement item was tested using skewness and kurtosis. According to the criteria proposed by Kline (1998), if the absolute value of the skewness coefficient is within 3 and the absolute value of the kurtosis coefficient is within 8, the data can be considered to meet the requirements of normality or approximate normality. Based on the analysis results, the absolute values of the skewness and kurtosis coefficients of each measurement item are within the standard range. Therefore, it can be concluded that the data of each measurement item approximately follow a normal distribution, allowing for subsequent regression analysis.

Dimensions	Minimum	Maximum	Average value	Standard deviation	Skewness	Kurtosis
Product	1	5	2.7152	0.60074	-0.795	-0.159
Price	1	5	4.2571	0.78827	-1.221	1.415
Place	1	5	4.2029	0.78293	-1.048	0.965
Promotion	1	5	3.999	0.97811	-0.932	0.143
Purchase Intention	1	5	3.979	0.95799	-0.876	0.26

Reliability and validity analysis

The reliability of the questionnaire data was analyzed using the Cronbach's alpha test. Generally, a

Topic	Options	Frequency	Percentage	Effective percentage	Cumulative percentage
Gender	Male	211	52.5	52.5	52.5
	Female	189	47.5	47.5	100
Age	Under 14 years old	39	9.7	9,75	9.75
	14-30 years old	328	82	82	91.75
	Over 30 years old	29	7.25	7.25	100
Total		400	100	100	

Cronbach's alpha greater than 0.9 indicates excellent data reliability, greater than 0.8 indicates good reliability, and less than 0.5 indicates that the data is unreliable.

The reliability analysis of the questionnaire data is divided into overall reliability analysis and reliability analysis by dimension. The product dimension has a total of 3 items, with a Cronbach's alpha coefficient of 0.857, which is greater than 0.8, indicating good reliability for the single product dimension of the questionnaire data. The price dimension has a total of 3 items, with a Cronbach's alpha coefficient of 0.83, which is greater than 0.8, indicating good reliability for the single price dimension of the questionnaire data. The place dimension has a total of 3 items, with a Cronbach's alpha coefficient of 0.822, which is greater than 0.8, indicating good reliability for the single place dimension of the questionnaire data. The promotion dimension has a total of 3

items, with a Cronbach's alpha coefficient of 0.901, which is greater than 0.9, indicating excellent reliability for the single promotion dimension of the questionnaire data. The purchase intention dimension has a total of 3 items, with a Cronbach's alpha coefficient of 0.876, which is greater than 0.8, indicating good reliability for the single purchase intention dimension of the questionnaire data. The overall reliability analysis of the data, with a total of 15 items, shows a Cronbach's alpha coefficient of 0.957, which is greater than 0.9, indicating excellent overall reliability of the questionnaire data and confirming its trustworthiness.

Reliability Analysis

Dimension	Cronbach's alpha	Number of items
Overall	0.957	15
Product Dimension	0.857	3
Price Dimension	0.83	3
Place Dimension	0.822	3
Promotion Dimension	0.901	3
Purchase Intention Dimension	0.876	3

The validity of the questionnaire data was analyzed using the KMO and Bartlett's sphericity tests. A KMO value greater than 0.8 indicates good validity of the questionnaire data, while a value less than 0.6 indicates poor validity. At the same time, the p-value of Bartlett's sphericity test must be less than 0.05 to indicate that the data are suitable for factor analysis. According to the SPSS analysis results, the overall validity of the research data analysis shows a KMO of 0.964, which is greater than 0.6, indicating excellent overall validity. For the single product dimension, the KMO is 0.735, greater than 0.6, showing good validity. For the single price dimension, the KMO is 0.716, greater than 0.6, showing good validity. For the single place dimension, the KMO is 0.714, greater than 0.6, showing good validity. For the single promotion dimension, the KMO is 0.753, greater than 0.6, showing good validity. For the single promotion dimension, the KMO is also 0.742, greater than 0.6, showing good validity. At the same time, the significance of the overall Bartlett's test of sphericity and the significance of each dimension are all <0.001 ($p<0.05$)), indicating that the research data is suitable for factor analysis.

Validity Analysis

Item		overall	Product Dimension	Price Dimension	Place Dimension	Promotion Dimension	Purchase Intention Dimension
KMO sampling suitability measure		0.964	0.735	0.716	0.714	0.753	0.742
Bartlett's test of sphericity	Approximate Chi-Square	4136.955	472.344	399.197	377.35	652.511	547.377
	degrees of freedom	105	3	3	3	3	3
	Significance	0	<0.001	<0.001	<0.001	<0.001	<0.001

Correlation analysis

Since the descriptive analysis of the research data follows a normal distribution, Pearson correlation analysis was used for the correlation analysis in this study. Here, *p<0.05 indicates a correlation, **p<0.01 indicates a significant correlation, and ***p<0.001 indicates a highly significant correlation. From the perspective of the relationship between the product and other indicators, the product is significantly positively correlated with price (r=0.718, p<0.01), which means that the higher consumers rate the product dimension, the higher they rate the price dimension. The product is also significantly positively correlated with place (r=0.745, p<0.01), indicating that the higher consumers rate the product dimension, the higher they rate the place dimension. The product is also significantly positively correlated with promotion (r=0.788, p<0.01), representing that the higher consumers rate the product dimension, the higher they rate the promotion dimension. The product is also significantly positively correlated with purchase intention(r=0.809,p<0.01), indicating that the higher consumers rate the product dimension, the higher their purchase intention. From the perspective of the relationship between price and other indicators, price is significantly positively correlated with the product (r=0.718, p<0.01), which means that the higher the consumers' evaluation of the price dimension, the higher their evaluation of the product dimension. Price is also significantly positively correlated with place (r=0.784, p<0.01), indicating that the higher the consumers' evaluation of the price dimension, the higher their evaluation of the place dimension. Price is similarly significantly positively correlated with promotion (r=0.683, p<0.01), representing that the higher the consumers' evaluation of the price dimension, the higher their evaluation of the promotion dimension. Price is also significantly positively correlated with purchase intention (r=0.666, p<0.01), meaning that the higher the consumers' evaluation of the price dimension, the higher their purchase intention. From the perspective of the relationship between place and other indicators, place has a significant positive correlation with product (r = 0.745, p < 0.01), which means that the higher consumers rate the place dimension, the higher they rate the product dimension. Place also has a significant positive correlation with price (r = 0.784, p < 0.01), indicating that the higher consumers rate the place dimension, the higher they rate the price dimension. Place also shows a significant positive correlation with promotion (r = 0.719, p < 0.01), which means that the higher consumers rate the place dimension, the higher they rate the promotion dimension. Place also has a significant positive correlation with purchase intention (r = 0.732, p < 0.01), indicating that the higher consumers rate the place dimension, the higher their purchase intention. From the perspective of the relationship between promotions and other indicators, promotions show a significant positive correlation with products (r = 0.788, p < 0.01), which means that the higher consumers' evaluation of the promotion dimension, the higher their evaluation of the product dimension. Promotions also show a significant positive correlation with price (r = 0.683, p < 0.01), indicating that the higher consumers' evaluation of the promotion dimension, the higher their evaluation of the price dimension. Promotions also show a significant positive correlation with place (r = 0.719, p < 0.01), meaning that the higher consumers' evaluation of the promotion dimension, the higher their evaluation of the place dimension. Promotions also show a significant positive correlation with purchase intention (r = 0.807, p < 0.01); the higher consumers' evaluation of the promotion dimension, the higher their purchase intention. It can be seen that the dependent variable, purchase intention, is significantly positively correlated with the other independent variables in the 4P marketing mix (product, price, place, promotion), among which the product and promotion dimensions have the highest correlation coefficients (r) with purchase intention.

Pearson correlation	Product	Price	Place	Promotion	Purchase Intention
Product	1	0.718**	0.745**	0.788**	0.809**
Price	0.718**	1	0.784**	0.683**	0.666**
Place	0.745**	0.784**	1	0.719**	0.732**
Promotion	0.788**	0.683**	0.719**	1	0.807**
Purchase Intention	0.809**	0.666**	0.732**	0.807**	1

*p<0.05 **p<0.01 ***p<0.001

Linear regression analysis results

The research data uses the 4P marketing mix (Product, Price, Place, Promotion) as independent variables and purchase intention as the dependent variable. Each dimension is measured with a three-item scale, and the mean of the three items is taken as the dimension's mean. The study examines the relationship between the independent variables of the 4P marketing mix and the dependent variable of purchase intention, using multiple linear regression to construct the model. The model obtained through SPSS analysis shows an overall significance of $F = 249.656$, $p < 0.001$. Among the variables, product (Beta = 0.378, $p < 0.001$), channel (Beta = 0.181, $p < 0.001$), and promotion (Beta = 0.388, $p < 0.001$) all had significant positive predictive effects on consumers' purchase intentions. However, the p-value for the price variable was greater than 0.05, indicating that price was not a significant predictor of purchase intention in the model of this study. Although this finding seems to contradict the theory of price sensitivity, it has special statistical implications in the specific context of Mixue (see discussion section). After removing insignificant price variables, the adjusted R^2 of the model is 0.74, indicating that the three independent variables (product, place, promotion) jointly explain 74% of the variance in the dependent variable (purchase intention). Among them, product (Beta = 0.378), place (Beta = 0.181), and promotion (Beta = 0.388) all have a significant positive predictive effect on consumers' purchase intention. The promotion dimension has the greatest influence (highest Beta value), suggesting that consumers' purchase intention may be more closely related to promotional activities. After eliminating the collinearity issue, all independent variables have VIF values close to 3: product VIF = 3.342, price VIF = 2.951, place VIF = 3.309, and promotion VIF = 2.989 (range 2.951 – 3.342), which are below the critical value of 5 (or 10). The tolerance values (range 0.299 – 0.339) are all greater than 0.7, indicating no serious collinearity among the independent variables and high reliability of the results.

The research data model's Durbin-Watson value (D-W value) is 1.944 (close to 2), indicating that there is no significant autocorrelation in the residuals and the regression independence assumption is satisfied. From this, the regression equation model can be obtained : Purchase Intention = -0.044+0.602（Product）+0.221(Place)+0.38(Promotion). The purchase intention of Generation Z consumers toward Mixue can be predicted and calculated using this forecasting equation.

	Unstandardized coefficients		Standardized coefficient	t	p	Collinearity statistics	
	B	Standard error	Beta			Tolerance	VIF
(constant)	-0.044	0.152	-	-0.292	0.771	-	-
Product	0.602	0.08	0.378	7.575	<0.001	0.299	3.342
Price	-0.015	0.057	-0.012	-0.256	0.798	0.339	2.951
Place	0.221	0.061	0.181	3.647	<0.001	0.302	3.309
Promotion	0.38	0.046	0.388	8.221	<0.001	0.335	2.989
R2	0.743						
After adjustment R2	0.74						
F	249.656						
D-W	1.944						

a Dependent variable：purchaseIntention

DISCUSSION & CONCLUSION

This study examined the impact of the 4P marketing mix model (Product, Price, Place, Promotion) on the purchase intention of Thai Generation Z consumers toward Mixue. A quantitative research method was employed, and from 400 respondents, 328 were selected whose ages fit the Generation Z criteria. Descriptive statistical analysis was conducted using SPSS, and the normality of the research data was verified to meet the requirements for regression analysis. Reliability and validity analyses were also performed, confirming the reliability and validity of the data. Additionally, correlation analysis was conducted to verify the relationships among variables. Finally, multiple linear regression was used to obtain the predictive equation for the dependent variable, purchase intention: Purchase Intention = -0.044 + 0.602(Product) + 0.221(Place) + 0.38(Promotion). The results confirmed three of the hypotheses: the three dimensions of the marketing mix—Product, Place, and Promotion—have a significant positive effect on the purchase intention of Mixue's Generation Z consumers. Although the Price dimension is correlated with purchase intention, it was not statistically significant in the regression model of this study. While price is generally considered a key factor influencing Generation Z, price did not show statistical significance in this study, likely due to Mixue's uniquely low-price positioning. In the Thai market, Mixue's pricing is already significantly below the market average, and this disappearance of the price barrier leads to reduced price variability. For respondents who had already visited Mixue stores or were familiar with the brand, the low price was a default expectation, no longer a variable differentiating between purchase intentions. In other words, within the ultra-low price range, consumers no longer compare prices but instead focus on product taste (product) and whether the brand is interesting (promotions). This indicates that Mixue has successfully eliminated price barriers, and the competitive focus has shifted to non-price factors.

Specifically, the promotion dimension has the highest significance with purchase intention, indicating that promotional methods such as social media recommendations and advertisements are most closely related to Generation Z consumers' intention to purchase Mixue. At the same time, the product dimension has the highest positive correlation with purchase intention, suggesting that the quality and creativity of the product itself have the greatest impact on Generatin Z consumers' purchase intention for Mixue. The place dimension also has a certain positive effect on purchase intention; although the effect is slightly weaker, it still indicates that the geographical location of stores plays an important role in consumers' purchasing decisions for Mixue. We can use the predictive equation: Purchase Intention = -0.044 + 0.602(Product) + 0.221(Place) + 0.38(Promotion), to predicto, calculate, and analyze Generation Z consumers' purchase intention for Mixue. These findings are largely consistent with existing literature, validating the relationship between the 4P marketing mix and purchase intention. The prominent impact of promotion and product dimensions aligns with previous studies that emphasized these aspects. In today’s increasingly developed Internet environment, Generation Z, who have grown up amid the surge of social media, place greater importance on the product itself and promotions, especially when promotional activities are conducted via social media. Social media advertising, reviews, and recommendations have become an important component of subjective norms, while product, price, place, and promotion collectively influence consumer attitudes and, from the perspective of the Theory of Planned Behavior, jointly explain the generation of consumer purchase intentions. Many studies mentioned in the literature review, such as product localization changes, peer recommendations on social media, digital location visibility, and the application of opinion leaders in social media promotions, should all become research directions for tea beverage companies developing in Thailand. This study also provides a predictive equation for forecasting purchase intention, showing the correlation and degree of influence of various dimensions on purchase intention, which can serve as a useful reference. Based on the high influence coefficients of promotion (Beta=0.388) and product (β=0.378) in the regression analysis, this study proposes the following specific recommendations for Mixue: Strengthen social interaction promotion strategies: Given that promotion has the highest β value, Mixue should shift from simple price reduction promotions to content-driven promotions. It is recommended to launch user-generated content (UGC) challenges on TikTok or Instagram to leverage Generation Z's desire for social sharing and strengthen the influence of subjective norms. Product innovation and localization: Product is the second major driving force. Mixue should not rely solely on best-selling products in the Chinese market but should develop seasonal limited-edition products tailored to Thai tastes (such as incorporating local Thai fruits or adjusting sweetness). Simultaneously, improve the Instagrammable packaging to meet the social display needs of young people. There are limitations in the collection of research questionnaire data. Some of the data in the questionnaires were collected from paper questionnaires at the entrance of Mixue stores, located at university entrances, predominantly involving students. This has a certain impact on the consideration and analysis of the price and place dimensions. This method of collecting questionnaires at the store entrance may lead to biased descriptions of the respondents' perceived impact of the place dimension.The effective sample size of 328 is relatively small, which also has some impact on the results.At the same time, the demographic section of the questionnaire was not deeply analyzed, and corresponding differentiated analyses are also missing. In this study, only gender and average scores across various dimensions were analyzed for differences, and the results showed no significant differences. However, there may be differences when broken down by individual items; for example, 'I would recommend Mixue to my friends,' which is worth studying. Additionally, because demographic information such as occupation and income is missing, differentiated analyses considering these potentially influential factors would also provide useful reference and guidance, which is lacking in this study. Moreover, the theory of planned behavior in this study is only used to explain the behavior

of purchase intention and serves as a reference in questionnaire design, lacking in-depth investigation such as the detailed relationship between attitude and subjective norms with the 4P marketing mix, or the extent to which attitude and subjective norms influence purchase intention, all of which are worth studying. Furthermore, regarding the internal consistency of the sample composition, this study excluded samples not belonging to the 14-30 age group during the data cleaning stage, and the final analysis was based on 328 core Gen Z users. While this ensured the accuracy of the study targeting a specific generation, it also meant that the conclusions could not be arbitrarily extrapolated to consumers over 30 years old. The high proportion of students in the sample due to convenience sampling may also explain, to some extent, why price factors were not sensitive, as this group is already the core audience of Mixue's low-price strategy and has long been desensitized to price advantages.Also, among the 400 questionnaires collected in this study, the proportion of other age groups was too small, so only 328 questionnaires from the Gen Z age group were directly analyzed. This means that analyses of differences across generations are missing, making it impossible to determine whether the research results are unique to Gen Z consumers, which is worth supplementing.Even introducing an analysis of the differences between Chinese and Thai consumers can provide more guidance for tea beverage companies expanding overseas.finally, research lacks specific attention to Generation Z as a segmented consumer base. Gen Z is often treated as a homogeneous group, without accounting for internal differences such as education level, digital engagement, and lifestyle patterns.

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