



## **FACTORS INFLUENCING CHINESE TOURISTS' DECISION TO PURCHASE THAI AMULETS IN THAILAND**

**GUIYU SU**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE  
INSTITUTE OF SCIENCE INNOVATION AND CULTURE  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP  
ACADEMIC YEAR 2024  
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**Thesis** FACTORS INFLUENCING CHINESE TOURISTS' DECISION TO PURCHASE THAI AMULETS IN THAILAND  
**Author** Guiyu SU  
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<b>Year</b>	2024

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## ABSTRACT

With the continuing development of tourism and the pursuit of spiritual blessings, Thai amulets have become a unique cultural product that attracts Chinese tourists. However, there is a lack of in-depth research on the decision-making factors influencing Chinese tourists purchasing amulets in Thailand and the association between these factors. This study investigates demographic factors and which product features of Thai amulets significantly influence the decision to purchase Thai amulets in Thailand. This study utilized a questionnaire distributed to 400 Chinese tourists. The statistical analysis, frequency, percentage, mean, and standard deviation. The inferential statistics, independent samples t-test, one-way ANOVA, LSD, and multiple linear regression at a significant level of 0.05 were determined. The research found that gender, monthly income, and religion influence the decision to purchase Thai amulets. Product features, price, reputation, and advertising influence purchase decisions with multiple correlations ( $R = .843$ ). The ability to predict the analytical equation is 70.07%. Marketing strategies for Thai amulets include precision pricing strategies, utilizing the power of social media, and engaging in religious and community activities to further strengthen the product in the minds of Chinese tourists.

**Keywords:** Chinese tourist, purchase decision, Thai amulet

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background

Buddhism is one of the major religions in China, and Buddhist culture has had a long history and profound influence in China (Wan, 2022). With the development of China's economy and the improvement in people's living standards, more and more Chinese tourists are choosing to travel to Thailand (Supapakorn et al., 2022).

Census data released by the National Statistical Office of Thailand showed that the population of Thailand as of 2020 was 69.41 million, of which about 95% were Buddhist. The Thai government attaches great importance to Buddhist culture; many famous Buddhist monasteries and cultural heritage have been preserved and passed on. Buddhism is critical in politics, society, culture, and daily life and is the core of Thai culture (Naepimai & Chaisingkananont, 2023). In Thailand, due to the influence of Buddhism in society and culture, people are very devout in their beliefs and will visit Buddhist temples to worship and listen to the teachings and practices (Li & Siriphon, 2022).

Another expression of faith is wearing a Thai amulet, which is regarded as a talisman and a link to good fortune (Wong & Kuo, 2021). Wearing a Thai amulet is believed to bring people peace, health, and good luck and protect them from evil and bad luck. People worldwide love Thai amulets because of their mysterious and magical powers (Askew, 2007; Zhang et al., 2022). Thai amulets are believed and revered by many people for their mysterious and magical power, which is supposed to bring good luck and blessings to people (Bechter & Andrews, 2009; Chantavanich, 2021).

The materials and techniques used to make Thai amulets range from traditional metals such as brass, bronze, and tin to contemporary materials such as plastic and glass (Shi, 2007; Sun, 2020). The price of Thai amulets also varies greatly, ranging from a few tens of baht to several million baht (Jackson, 2016; Wong & Kuo, 2021).

The popularity of Thai amulets among Chinese tourists began in the late 1980s and early 1990s, when Thai TV dramas were very popular in China, and many

of them featured scenes of Thai amulets (Runra & Sujachaya, 2019; Sanders, 2022). This aroused the interest of many Chinese viewers in Thai amulets (Schedneck, 2021). Early studies found that the primary motivation for Chinese tourists to purchase Thai amulets was for faith and blessings, followed by as souvenirs and gifts (Supapakornet et al., 2022). With a deepening awareness of Buddhist culture, Thai amulets are becoming a cultural experience for Chinese tourists during their travels (Yasami et al., 2021).

Chinese tourists are a significant source of markets for the Thai tourism industry, and the purchasing behavior of Thai amulets is essential for developing Thai tourism. Data released by the Ministry of Tourism of Thailand show that Chinese tourists are among the highest-spending tourists in Thailand. Specifically, Tanes Petsuwan, deputy director of the National Tourism Administration of Thailand (NTAT), announced in Hangzhou, Zhejiang province, that Thailand has received more than 1.4 million Chinese tourists since January 2023 (Li & Siriphon, 2022).

Thus, it is essential to study the factors influencing Chinese tourists' purchasing amulets in Thailand (Wannasan & Jianvittayakit, 2022). By thoroughly exploring the behavior and motivation of Chinese tourists purchasing Thai amulets, this study will help researchers and sellers of Thai amulets better understand the needs and psychology of Chinese tourists and improve the competitiveness and market share for their products (Kaewyu et al., 2020; Zhu, Airey, & Siriphon, 2022).

## 1.2 Statement of the Problem

It is possible that Chinese tourists' decisions when purchasing Thai amulets are not solely influenced by their personal beliefs (Runra & Sujachaya, 2019). Many factors, such as socio-cultural and religious background, travel experiences, and marketing strategies, play an important role in purchase decisions. For example, Chinese tourists' religious beliefs and cultural traditions guide their choice of amulets. At the same time, the opinions of friends and family members and merchants' promotional activities also influence tourists' purchase intentions. With this multiplicity of influences, it becomes imperative to understand and analyze the factors that affect Chinese tourists' decisions to purchase amulets in Thailand (Sann & Lai, 2021).

A study of these factors will help marketers better target and meet the needs of Chinese tourists, develop more targeted promotional strategies, and offer valuable souvenir options (Zhu, 2022). This research provides a deeper understanding of cultural exchanges and tourism experiences, helping to promote friendly cooperation and exchanges between China and Thailand. A study of the factors influencing Chinese tourists' decisions to purchase amulets in Thailand is of great practical significance and academic value (Jia & Zhao, 2021).

### 1.3 Research Questions

- What aspects of demographic data affect the decision to purchase Thai amulets in Thailand?
- What features of amulets influence the decision to purchase Thai amulets in Thailand?

### 1.4 Research Objectives

- To understand the effects of demography on Chinese tourists' decision to purchase Thai amulets in Thailand.
- To investigate the features of Thai amulets that influence Chinese tourists' decision to purchase Thai amulets in Thailand.

### 1.5 Research Hypotheses

H1: Differences in age, gender, education level, income, and religion influence the decision to purchase Thai amulets in Thailand.

H2: Product features, including price, design, reputation, service, and advertising, influence the decision to purchase Thai amulets in Thailand.

### 1.6 Scope and Limitation of the Study

The scope of the study on the factors influencing Chinese tourists' decision to purchase Thai amulets in Thailand:

• **Area of the study:** Chinese tourists who traveled to Thailand during 2020–2023 and purchased Thai amulets while traveling in Thailand. The two independent variables are the demographic factors and the product features, price, design, reputation, service, and advertising. The dependent variable is the decision to purchase.

• **Population and sample:** The number of Chinese tourists who have traveled to and in Thailand, and whether they purchased Thai amulets while traveling in Thailand, is unknown. Therefore, the sample size determined from Taro Yamane's table is 400.

• **Sampling method:** the convenient sampling method was used to collect data.

• **Duration:** The study period was from June 2023 to October 2023.

Limitations in the study of the factors influencing Chinese tourists' decision to purchase Thai amulets:

• **Sample:** The survey sample may come from a specific region or group, and the results may not be representative.

• **Research method.** Different research methods, such as questionnaires or in-depth interviews, may produce different results. Therefore, multiple methods must be combined with analysis to ensure the reliability of the results.

• **Cultural and language differences.** When applying research tools and methods to the Chinese market, it is necessary to consider whether they are applicable in the Chinese cultural and linguistic context.

• **Market changes.** As the market environment changes, research results become less accurate, and surveys and studies need to be updated regularly to ensure validity.

## 1.7 Research Framework

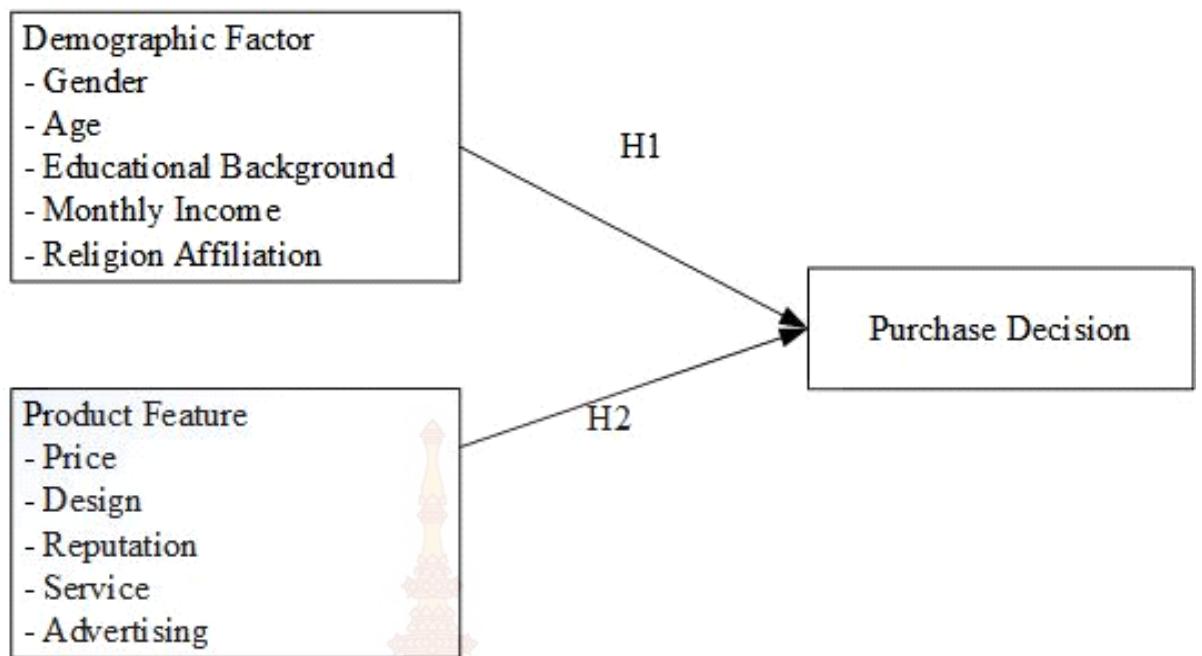


Figure 1.1 The Institute Established by Former Researchers  
(Weerapong & Sirisakvalakit, 2010; Ruan et al., 2018; Lu et al., 2021)

## 1.8 Definition of Key Terms

- Demographic Factors Refer to an individual's personal and social attributes that influence the behavior, decision-making, or attitudes of an individual or group. These factors include but are not limited to gender, age, education level, occupation, income level, marital status, and religious affiliation.
- Product features: Refer to the features and attributes of goods and services. They are essential factors that consumers consider when making purchasing decisions. Product features include quality, functionality, price, brand reputation, design, packaging, and after-sales service. In research, product features are used as independent variables, and researchers analyze the relationship between these features and consumer purchasing behavior to reveal the impact of product features on consumer decision-making.
- Purchase decision: The final decision of an individual or organization to purchase a specific product or service is made after considering several factors: price, product characteristics, brand reputation, service support, personal needs and

preferences, socio-cultural factors, and the influence of advertisements when shopping. This decision-making process encompasses the assessment of product value and satisfaction. It is an important marketing and consumer behavior research area that helps companies better understand consumers and develop effective marketing strategies.



## CHAPTER 2

### LITERATURE REVIEW

The research on factors influencing Chinese tourists' decision to purchase Thai amulets in Thailand conducted a review of documents, textbooks, articles, and relevant research to formulate research concepts.

#### **2.1 Concept of Thai Amulets and Amulets Market**

##### **2.1.1 Concept of Thai Amulets**

Thai amulets, often referred to as "Phra Kroeung" or "Phra Kreung" in Thai, are small religious charms or talismans that hold great cultural and spiritual significance in Thailand. These amulets are typically made of metal, clay, bone, or even precious stones and are often encased in a protective covering of plastic or gold (Krueaphat, 2018).

Thais believe amulets possess spiritual powers that can provide protection and blessings to the wearer. These amulets are divine protection against harm, accidents, or negative forces. Many Thai amulets feature Buddhist symbols, images of revered monks, or relics from sacred places. These elements are believed to imbue the amulets with the blessings and virtues of Buddhism.

There is a wide variety of Thai amulets, each with its specific purpose. Some are intended for protection, while others are believed to bring good luck, wealth, or success (Runra & Sujachaya, 2019). The type of amulet chosen often depends on the wearer's needs and beliefs. Buddhist monks or revered spiritual leaders typically create and consecrate Thai amulets. The consecration process involves rituals and blessings to infuse the amulets with sacred energy and protective qualities.

Collecting Thai amulets is a popular hobby among Thai people. Some amulets, especially those associated with famous monks or significant historical events, can become valuable collector's items. Thai amulets are not only spiritual items but also hold cultural significance. They are often worn as jewelry or carried in pockets to symbolize faith and protection. They are also given as gifts to loved ones. People may

consult experts or monks to choose amulets that align with their goals or needs. Some wearers may have rituals or practices associated with their amulets (Pathomakakul, 2015).

### **2.1.2 Features of Thai Amulets**

The features of Thai amulets, "*phra krueng*" or "*phra kreung*" in Thai, vary widely depending on their design, purpose, and the materials used to create them. Here are some standard features associated with Thai amulets:

**Material:** Thai amulets can be made from various materials, such as metal (bronze, silver, or gold), clay, bone, or even precious gemstones. The choice of materials affects the amulet's appearance and perceived value.

**Design:** Thai amulets come in a wide range of designs, each with its symbolism and significance. They may feature images of Buddhist deities, revered monks, sacred animals, or other religious and cultural symbols. The design often reflects the amulet's purpose, such as protection, luck, or prosperity.

**Size:** Thai amulets vary from small and discreet to larger, ornate pieces. The size of the amulet may impact how it is worn or displayed.

**Shape:** Amulets can have various shapes, such as rectangular, oval, round, or even more intricate forms. The shape may have symbolic meaning, such as representing a lotus flower, Buddha, or sacred scripture.

**Inscriptions:** Many Thai amulets bear inscriptions in Pali or Thai script. These inscriptions include sacred texts, blessings, or mantras believed to enhance the amulet's power.

**Color:** The color of an amulet varies depending on the material and design. Some amulets are left naturally, while others are painted or decorated with colorful enamel.

**Casing:** Amulets are often encased in protective coverings, such as plastic, glass, or gold casing. This casing helps preserve the amulet and serves as a decorative element.

**Rarity:** Some Thai amulets are rare and highly collectible due to their limited availability, historical significance, or association with famous monks or events.

**Consecration:** Thai amulets are consecrated by Buddhist monks or spiritual leaders. The consecration process involves rituals and blessings to imbue the amulet with sacred energy and protective qualities.

**Purpose:** Thai amulets serve various purposes, such as protection from harm, attracting good fortune, enhancing personal qualities, or offering spiritual guidance. The specific purpose of an amulet may influence its design and features (Sanders, 2022).

### **2.1.3 Thai Amulet Market**

The Thai amulet market is a complex and culturally significant domain that encompasses various aspects, reflecting the profound influence of Thai culture and religion.

The history of Thai amulets dates back to ancient times. These traditions encompass rituals, material selection, and specific crafting processes (Parasakul, 2020). The crafting of amulets typically involves blessing and consecration ceremonies by highly respected Buddhist monks. These rituals are believed to imbue the amulets with sacred powers. Some amulets are crafted by renowned Buddhist monks or spiritual practitioners and are considered incredibly potent and valuable (Sangkakorn et al., 2020). These amulets are often highly sought after by collectors.

Thai amulets can be found in various marketplaces, amulet shops, temples, market stalls, and online platforms. Notable markets like Wat Mahathat Amulet Market in Bangkok are prominent trading hubs. Amulet prices vary based on their type, rarity, and historical significance. Some amulets are expensive, while others are more affordable (Wan, 2022). The Thai amulet market attracts many collectors. Authentication and certification services play a crucial role in verifying the authenticity and value of collectible amulets.

The Thai amulet market has internationalized, drawing collectors and enthusiasts from around the world. This enhances market diversity and global participation. The Thai amulet market is a commercial endeavor and a vital component of Thai cultural heritage. The crafting and use of amulets reflect societal values and beliefs (Sun, 2020).

In summary, the Thai amulet market is a diverse and culturally significant market that captures people's interest not only for its beauty and craftsmanship but also

for its representation of essential aspects of Thai culture and spiritual traditions. This market enjoys global popularity, attracting individuals from various backgrounds and faiths (Zong & Barnes, 2020).

## 2.2 Chinese Tourist's Behavior

### 2.2.1 Chinese Tourists

The term "Chinese tourists" refers to tourists from mainland China, including domestic, overseas, and inbound tourism. With the rapid development of China's economy and the improvement of people's living standards, the number of Chinese tourists is increasing. It has become a key target for tourism industry players around the world. (Gao et al., 2019).

### 2.2.2 Features of Chinese Tourists' Behavior

#### (1) Attaching important souvenirs

Chinese tourists are accustomed to buying souvenirs during their tours, such as carved handicrafts, silk, tea, and porcelain. These souvenirs usually have strong Chinese cultural features and can meet tourists' wants and cultural needs on tour (Bechter & Andrews, 2009; Zhang et al., 2022).

#### (2) Group travel

Due to language differences, cultural differences, food tastes, and novelty, Chinese tourists prefer to undertake group tours. Group travel has greater security and more convenient services than independent travel. In addition, group tours are educational and help Chinese tourists better understand local culture and customs (Chantavanich, 2021).

#### (3) Shopping and food

Chinese tourists shop for local products and food during their travels. They usually look for discounts and offers on various products for more value. At the same time, they also have unique food needs, such as seafood, grilled meat, and hot pots (Shi, 2007; Krueaphat, 2018).

#### (4) Photos with cell phones

Chinese tourists also focus on recording and sharing during their travels. They use their cell phones to take photos and videos to record and share their travel

experiences with their friends and relatives. In addition, Chinese tourists tend to upload pictures to social media to showcase their travel experiences (Parasakul, 2020).

### **2.2.3 Impact of Chinese Tourists' Behavior**

#### **(1) Promoting tourism development**

The increasing number of Chinese tourists has driven tourism development in various countries. The rising spending power and demand of Chinese tourists not only drive employment and make an economic contribution to the tourism industry but also promote the development and innovation of tourism markets in countries worldwide (Li et al., 2021).

#### **(2) Promoting tourism, upgrading**

As the number of Chinese tourists continues to increase, their tourism needs are expanding. This has led to the need for tourism operators to plan their itineraries more carefully and provide higher-quality services and products to meet the needs of Chinese tourists, thus promoting the upgrading and transformation of the tourism industry (Sann & Lai, 2021).

#### **(3) Cultural exchange and opportunities for cooperation**

The growth in Chinese tourist numbers has led to cultural exchanges and cooperation between Thailand and China. Chinese tourists can better understand local culture and customs and spread their culture and customs while in Thailand. This lays a solid foundation for cultural exchange, cooperation between the two countries, and mutual understanding and friendship among people (Satchapappichit, 2020).

## **2.3 The Purchasing Decision**

A decision to purchase is made by a consumer when buying a product or service, and it involves many factors. Customers' decisions to purchase are of great importance to companies and have therefore attracted much scholarly attention (Sangkakorn et al., 2020).

### **2.3.1 Factors Influencing the Decision to Purchase**

#### **(1) Personal factors**

Personal factors are age, gender, educational background, occupation, and income level. These factors affect consumers' decisions to buy a product. These factors

affect consumers' demand for products, their consideration of quality and price, and their decision-making style (Wong & Kuo, 2021).

(2) Product, service, and stores

Product, service, and stores include brand, quality, price, advertising, word of mouth, promotional activities, after-sales service, and shopping environment. These factors influence consumers' perceptions and evaluations of products and thus influence the consumers' decisions (Supapakorn et al., 2022).

(3) Social factors

Social factors refer to the influence of the consumers' social environment on their decisions to purchase, such as family, friends, colleagues, and celebrities (Runra & Sujachaya, 2019).

(4) Emotional factors

Emotional factors refer to the influence of the consumers' feelings and attitudes on their decisions to purchase, such as brand loyalty and shopping experience. (Wongsunopparat & Jing, 2021).

### 2.3.2 Exploration of Influencing Factors

(1) The influence of demographic factors on the decision to purchase.

Age: Research shows that young consumers pursue fashion and personalization, while older consumers are more concerned about product quality and after-sales service (Chen & Tapachai, 2020).

Gender: Gender affects consumers' needs, evaluation, and product decision-making styles. Women are more concerned with reasonable prices, a comfortable shopping environment, and quality after-sales service (Schedneck, 2021).

Educational background: People with higher education are more selective and inclined to choose high-quality products (Sun, 2020).

Occupation and income level: Occupation and income level are important factors in consumers' purchasing power and affect their consideration of product quality and price (Wannasan & Jianvittayakit, 2022).

(2) Influence of product, service, and store on purchase decision

Brand: Brand is one of the most critical factors for consumers. A positive brand image and awareness can increase the sales of products (Liu & Guo, 2020).

Quality: Product quality is one of the factors that consumers are most concerned about, and companies need to be competitive in the market (Yasami et al., 2021).

Price: Price directly affects consumers' purchasing decisions. Products with reasonable prices are more popular (Jeerasantikul, 2018).

Advertising: Advertising is an essential means of marketing products. Good advertising can improve the product's visibility and reputation (Jackson, 2016).

Word-of-mouth: Consumer word-of-mouth influences the sales of a product or service, and good word-of-mouth is crucial to the development of a company (Zhu et al., 2020).

Promotion: Various promotions and incentives are effective ways to increase sales. Consumers tend to choose products that participate in promotional activities (Kang et al., 2023).

After-sales service: Good quality after-sales service can improve customer satisfaction, improve brand loyalty, and promote product sales.

Shopping environment: A comfortable and convenient shopping environment can improve consumers' favorable perception of the product or service, thus increasing sales (Zhang & Niyomsilp, 2020).

### (3) The influence of social factors on purchasing decisions

Social factors: 1) The influence of family, friends, and other social groups, and 2) The celebrity effect.

Influence of family, friends, and other social groups: Consumers are influenced by other people's opinions and suggestions when making decisions and are willing to accept recommendations from family and friends.

Celebrity effect: The celebrity effect refers to the impact of a celebrity endorsement or use of product-on-product sales. The celebrity attracts consumers and becomes loyal to the product (Qi & Tapachai, 2020).

#### **2.3.3 The Influence of Emotional Factors on a Decision to Purchase**

Emotional factors: consumers' loyalty to the brand and product purchase experience.

Brand loyalty encourages consumers to repurchase the same brand products and helps companies establish their brand image.

Shopping experience: A comfortable and pleasant shopping experience can improve consumers' feelings toward the brand and promote the purchase decision (Sanders, 2022).

#### **2.3.4 Factors Affecting the Customer's Decision-making Process**

##### **(1) Personal factors**

Personal factors include age, gender, educational background, and income level. These factors affect how consumers choose and decide about products or services. For example, older people are more concerned about product quality and after-sales service, while younger people are more willing to accept novel products and services (Kitiarsa, 2012).

##### **(2) Social factors**

Social factors include culture, social environment, family structure, and group pressure. These factors influence consumers' needs and behavioral habits; for example, certain regions' consumption habits and cultural backgrounds may affect consumers' purchasing decisions (Kaewyu et al., 2020).

##### **(3) Product and service factors**

Product and service factors include brand, quality, price, advertising, and after-sales service. These factors influence a consumer's evaluation and choice of products, as in the brand image and word of mouth consumers' choice and purchase intention (Yasri & Wiwanitkit, 2020).

##### **(4) An individual's psychological factors**

An individual's psychological factors include cognition, attitude, motivation, and personality. These factors affect consumers' demand and evaluation of products or services, as shown in how personal preference affects consumers' purchasing behavior (Jia & Zhao, 2021).

### **2.4 Consumer Decision-Making Journey**

Marketers employ the consumer decision-making journey (CDJ) model to understand consumer behavior and adjust their marketing plans accordingly. Kotler & Keller (2016) focus on marketing principles, the consumer decision-making process, problem recognition, information search, evaluation of alternatives, decision to

purchase, and post-purchase evaluation. Solomon (2019) delineates the stages consumers traverse when making purchasing decisions, encompassing problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Schiffman (2019) elucidates key concepts and models that underpin consumer behavior theory, one of which is the consumer decision-making process.

A paradigm created by McKinsey & Company, the Consumer Decision Journey or Customer Decision Journey, elucidates several stages a consumer goes through when deciding to purchase. The model has four stages: assessment, consideration, decision, and post-purchase experience. Several scholars demonstrated the importance of purchasing using the four stages. However, this study uses the decision to buy but combines the stages within the purchase decision factor.

## 2.5 Related Research

Thai amulets have become a cultural phenomenon in Thailand, where Buddhism is the main religion and Buddhist beliefs are deeply rooted. Many people believe that wearing them can bring good luck and protection. Therefore, the purchasing behavior of Thai amulets is a topic worthy of study. This paper will explore the research related to Thai amulet-purchasing behavior through a literature review.

### 2.5.1 Factors Influencing the Decision to Purchase Thai Amulets

Personal, cultural, and market factors influence the decision to purchase Thai Buddhists.

1) Personal factors: Personal factors include personal beliefs, economic status, and needs (Zong & Barnes, 2020). Thais believe in Buddhism, and Buddhist teachings emphasize kindness, compassion, and love, so Thai amulets are tools to bring good luck and protection (Jielin, 2020).

Thai amulets vary in price, with some being so expensive that only wealthy people can purchase them. The financial status of an individual influences the decision to purchase a Thai amulet (Nattakhan et al., 2020).

Personal needs are also a factor in Thai amulet-buying behavior. Some people may want Thai amulets for health, while others may wish them for love or wealth.

2) Cultural Factors: Thai amulet-buying behavior includes Buddhist beliefs, family traditions, and social values (Zhu et al., 2022). Thais believe in Buddhism, which emphasizes kindness, compassion, and love, so Thai amulets are considered a tool that can bring good luck and protection (Zhu, 2022).

Many important Thai families have a tradition of wearing Thai amulets, an essential factor in Thai amulet-buying behavior. Social values influence Thai amulet-buying behavior. In Thailand, Buddhism is considered a cultural heritage and a national treasure, and many people consider Thai amulets an important cultural symbol, so the purchase and collection of Thai amulets is considered honorable and respected.

3) Market Factors: Market factors include the price, quality, and availability of Thai amulets (Pathomakakul, 2015). In Thailand, amulets vary; some are expensive, and only rich people can buy them.

The quality of Thai amulets also influences buying behavior. Some are considered particularly valuable because famous Buddhist masters made them or because they have exceptional medicinal value.

Availability is also a factor that influences buying behavior. In the past, Thai amulets were usually made and distributed by temples, but as their popularity has grown, many traders have begun to manufacture and sell them (Zhang et al., 2023).

### **2.5.2 Factors Influencing Chinese Tourists' Purchase of Thai Amulets**

The factors influencing Chinese tourists' decisions to buy Thai amulets are complex and multifaceted, involving many aspects of culture, religion, and economics. The following is a review of relevant literature.

1) Beliefs and cultural factors: Buddhism is essential in Chinese artistic tradition. Therefore, many Chinese tourists are intensely interested in and pursue Buddhist culture. Thailand, as a Buddhist country, attracts Chinese tourists. Thai Buddhism has become a cultural experience for Chinese tourists (Kislenko, 2004; Damrongpipat, 2009).

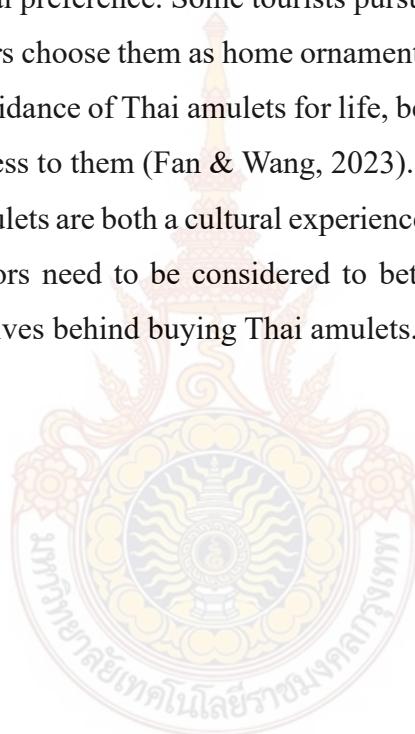
2) Economic factors: Thai amulets are relatively affordable compared to other cultural artworks, which makes them a choice for Chinese tourists when shopping.

In addition, some Chinese tourists also use Thai amulets as investments, believing that they have the potential to retain and appreciate value and, therefore, collect and invest in them (Chernbumroong et al., 2020).

3) Social factors: In traditional Chinese culture, giving gifts is a way to express gratitude and strengthen interpersonal relationships. In this context, Thai amulets become a unique gift that can be given to friends, relatives, teachers, and other important people to enhance the relationship (Kengpol et al., 2022).

4) Personal preference: Chinese tourists' choice of Thai amulets is also influenced by personal preference. Some tourists pursue the artistic and aesthetic value of Thai amulets; others choose them as home ornaments or collectibles; others focus on the inspiration and guidance of Thai amulets for life, believing that they can bring good luck and auspiciousness to them (Fan & Wang, 2023).

Thai amulets are both a cultural experience and a material need for Chinese tourists. Several factors need to be considered to better understand Chinese tourists' behavior and the motives behind buying Thai amulets.



## CHAPTER 3

### RESEARCH METHODOLOGY

The research on factors influencing Chinese tourists' decision to purchase Thai amulets in Thailand,

- 3.1 Research Design
- 3.2 Research Population and Samples
- 3.3 Data Collection
- 3.4 Research Instrument
- 3.5 Content Validity and Reliability
- 3.6 Data Analysis

#### **3.1 Research Design**

This research used a quantitative survey to examine factors influencing Chinese tourists' decision to purchase Thai amulets in Thailand. The objectives were to explore the effects of demographics on Chinese tourists' decision to purchase Thai amulets in Thailand and investigate the influence of Thai amulet features on Chinese tourists' decision to buy Thai amulets in Thailand.

The conceptual framework was developed using the theories and related studies from (Weerapong & Sirisakvalakit, 2010 Ruan et al., 2018; Lu et al., 2021). The framework consisted of two independent variables: demographic and product features. The dependent variable was the purchasing decision. The demographic data were age, Gender, Educational Level, Monthly Income, and Religion. The product features were Price, Design, Reputation, Service, and Advertising.

#### **3.2 Research Population and Samples**

##### **3.2.1 Research Population**

The population in this study were Chinese tourists who traveled to Thailand from 2020 to 2023 and purchased Thai amulets while traveling in Thailand.

According to data released by the Tourism Authority of Thailand, the following were the total number of Chinese tourists visiting Thailand in recent years (in millions):

1. 2020: 162
2. 2021: 48.8
3. 2022 (as of now): No data released yet
4. 2023: No data available yet.

It should be noted that the data for 2020 and 2021 were affected by the COVID-19 epidemic. Thailand had implemented strict border controls and travel restriction policies, resulting in a major impact on tourism and a significant drop in tourist arrivals. As the global epidemic was effectively controlled, Thailand's tourism industry was expected to recover gradually, and the number of Chinese tourists was expected to grow again. Therefore, the population in this study was unknown.

Cochran's formula was used to determine an unknown population's sample size. To ensure the validity of the survey samples, the sample size was based on the formula:

$$n = \frac{p(1-p)Z^2}{e^2}$$

$n$  = the sample size needed

$Z$  = the  $Z$ -value (the standard deviations from the mean, which corresponds to the desired confidence level = 1.96)

$p$  = estimated proportion of the population (= 0.5, unknown, then used the *maximum* variability)

$e$  = margin of error (= .05, confidence level of 95%)

$$n = \frac{0.5(1-0.5)*1.96^2}{.05^2} 385$$

An additional 15 samples were collected in case of error and to ensure the integrity of the data, for a total of 400 samples.

### 3.2.3 Sampling Method

The sampling method was the convenient sampling method.

### 3.3 Data Collection

The questionnaire was designed and distributed to Chinese tourists who traveled to and purchased amulets in Thailand. The questionnaire consisted of four parts: the demographic features of the respondents, their perceptions of the features of Thai amulets, their perception of the decision-making process to purchase Thai amulets, and their additional suggestions. The questionnaires were distributed online using Internet platforms, such as Questionnaire Star (a link to the questionnaire was sent to the target group through social media platforms WeChat and QQ, and respondents directly clicked on the link to answer the questionnaire).

### 3.4 Research Instrument

This research used a questionnaire for data collection and created the tools used in the study as follows:

1. Questionnaire development; literature survey, relevant documents, and textbooks as a guide to defining the conceptual framework.
2. Study the concepts, theories, and related research documents covering the objectives.
3. Drafting a questionnaire using the conceptual framework and research objectives.
4. Test the questionnaire's validity; 5 experts checked the comprehensibility of language usage and content suitability.
5. Test questionnaires verified for content validity with a sample of 30.
6. Revised questionnaires that passed the reliability criterion.

The questionnaire was divided into 4 parts:

Part 1. Questions to gather demographic data: *Age, Gender, Educational Background, Monthly Income, and Religion*. The questions are in the form of a checklist.

Part 2. The questions focused on the Chinese tourists' perceptions of product features, Price, Design, Reputation, Service, and Advertising. They used the 5-point Likert Interval Rating Scale.

Part 3. Questions about the Chinese tourists' decision to purchase. The questions used the 5-point Likert Interval Rating Scale.

Questionnaire parts 2 and 3 used a 5-point Likert score Interval Rating Scale.

1	Strongly Disagree
2	Disagree
3	Moderate
4	Agree
5	Strongly Agree

The Mean. Interpretation Criteria were used, as in Thanin Siljaru's (2012) Table 3.1.

Table 3.1 Mean Score Level and Interpretation

Score	Mean	Level of Perception
1	4.50 – 5.00	Strongly Agree
2	3.50 – 4.49	Agree
3	2.50 – 3.49	Moderate
4	1.50 – 2.49	Disagree
5	1.00 – 1.49	Strongly Disagree

### 3.5 Content Validity and Reliability

#### 3.5.1. Content Validity

The validity and reliability of the questionnaire were tested by IOC (Item Objective Consistency), and content validity was tested by five scholars: one senior Thai Buddhist researcher, two senior Thai Buddhist industry managers, and two senior Thai Buddhist salespersons.

The experts rate the questions for validity.

- +1 The question is consistent with the measurement objective.
- 0 Not sure that the question is consistent.
- 1 The question is not consistent.

The results of all expert evaluations were then used to calculate the IOC index using the formulas of Rovinelli and Hambleton (1977):

$$\begin{aligned}
 \text{IOC} &= R/N \\
 R &= \text{total rating score from all experts for each question} \\
 N &= \text{number of experts}
 \end{aligned}$$

The research objectives determine if the calculated IOC index is greater than or equal to 0.5. If any question has a value that does not reach 0.5 but is necessary, it will be revised according to the advice of experts.

### 3.5.2 Reliability Test

To test the reliability of the tools used in this research, the questionnaire was pre-tested with a group of 30 to test their understanding of the corresponding questions. Internal consistency was measured using Cronbach's alpha coefficient test. Hair et al. (2010) state that a Cronbach's alpha score higher than 0.70 denotes satisfactory dependability. The reliability findings after computation are shown in Table 3.2. All variables have Cronbach's alpha values greater than 0.70, indicating acceptable reliability for the questionnaire.

Table 3.2 Reliability of the Questionnaire

Item	Number of variable items	Cronbach's Alpha
Price	3	.828
Design	3	.707
Reputation	3	.753
Service	3	.750
Advertising	3	.931
Purchase decision	8	.764

## 3.6 Data Analysis

Data were analyzed using a statistical software package for descriptive and inferential statistics.

- Descriptive statistics

Descriptive statistics were used to analyze independent variables. The independent variables were demographic factors and product features. Demographic factors include gender, age, educational level, monthly income, and religion. The product features price, design, reputation, service, and advertising. The statistics used to analyze data were frequency, percentage, mean, and standard deviation.

- Inferential statistics

Hypothesis 1: Demographic data will show that age, gender, education level, income, and religion affect the decision to purchase Thai amulets in Thailand.

The independent samples t-test was used to analyze the effect of gender differences on the decision to purchase Thai amulets in Thailand.

One-way analysis of variance (ANOVA) or F-test was used to analyze the effect of age, education, monthly income, and religion on the decision to purchase Thai amulets in Thailand.

Hypothesis 2: Product features, price, design, reputation, service, and advertising influence the decisions to purchase Thai amulets in Thailand.

Multiple linear regression was used to analyze the influence of product features on decisions to purchase Thai amulets in Thailand.

## CHAPTER IV

### ANALYSIS RESULTS

#### 4.1 The Descriptive Statistics

The sample for this study was 400 Chinese tourists who traveled to Thailand and purchased Thai amulets while traveling in Thailand.

##### 4.1.1 Demographic Factor

Table 4.1 Demographic Factors Gender and Age

Variables	Classification	Frequency	Respondent Percentage
Gender	Male	184	46.0
	Female	216	54.0
	Total	400	100.0
Age	21- 30	125	31.3
	31-50	162	40.5
	51 yrs up	113	28.2
Total		400	100.0

Table 4.2 Demographic Factor: Education Income Religion

Variables	Classification	Frequency	Respondent Percentage
Educational Level	High school or lower	47	11.8
	Bachelor's degree level	252	63.0
	Master's degree level or higher	101	25.3
Income	Total	400	100.0
	Less than or equal to 3000	12	3.0
	3001-5000	119	29.8
	5001-7000	248	62.0
	More than 7000	21	5.3
	Total	400	100.0

Table 4.2 Demographic Factor: Education Income Religion (continued)

Variables	Classification	Frequency	Respondent
			Percentage
Religion	Buddhism	239	59.8
	Christianity	72	18.0
	Other	89	22.3
	Total	400	100.0

In Tables 4.1 and 4.2, the gender distribution of the respondents was 46% male and 54% female. Respondents were categorized into three age groups, with the 26-40 age group accounting for the majority. Regarding education, 63% of the respondents have a bachelor's degree, and 25.3% have a master's degree or above. Regarding income, the most significant percentage of the respondents had incomes between 5001 and 7000. Finally, in terms of religion, 59.8% were Buddhist, 18% were Christian, and 22.3% were other.

#### 4.1.2 Product Features

Chinese tourists' responses on the importance of the various features of Thai amulet's price, design, reputation, service, and advertising, Table 4.2

Table 4.3 Perception of the Product Feature of Thai Amulets

Product Feature	Level of Perception (Frequency)					$\bar{X}$	S.D.	Rank	Meaning
	1	2	3	4	5				
Price	11	61	112	172	44	3.44	0.969	4	Neutral
Design	0	140	75	154	31	3.19	1.0057	5	Neutral
Reputation	0	21	83	230	66	3.85	0.7497	2	Agree
Service	30	20	22	213	115	3.90	1.1009	1	Agree
Advertising	0	15	102	223	60	3.82	0.7238	3	Agree
Overview of product features	0	0	149	250	1	3.63	0.4885		Agree

Table 4.3 shows the frequency and percentage of each product characteristic based on the five-level scale. The mean value of 3.63 for Product

Characteristics indicates agreement on the level of importance with a frequency of 250, which suggests that most respondents agree on the importance of product characteristics. The mean values of 3.90, 3.85, and 3.82 indicate that service is the most important, followed by reputation and advertising. Price and design have medium mean values of 3.44 and 3.19, respectively, suggesting that most respondents have a moderate opinion about price and design price.

## 4.2 Inferential Statistics

In this survey, gender, age, educational level, monthly income, and religion are more than three discrete variables. Therefore, an independent sample t-test and One-way Analysis of Variance (ANOVA) were used to test how demographic factors affect Chinese tourists' decision to purchase Thai amulets in Thailand. The influence of product features on Chinese tourists' decision to purchase Thai amulets in Thailand was also analyzed.

This section.

Part I: The analysis of demographic factors affecting Chinese tourists' decision to purchase Thai amulets.

Part II: The analysis of amulet features that influence Chinese tourists' decision to purchase Thai amulets.

### 4.2.1 Demographic Factors, Purchase Decisions

Hypothesis 1: Differences in demographic data, such as age, gender, education level, income, and religion, affect the decision to purchase Thai amulets in Thailand.

H1a: Gender differences affect the decision to purchase Thai amulets in Thailand.

The mean values between the 2 groups of data were tested using an independent sample t-test at the statistically significant level of 0.05.

Table 4.4 The Independent Samples t-test of the Gender Factors Affect the Purchase Decision

Items	Gender	N	Mean	S.D.	t-value	df	Sig.
Purchase decision	Male	184	4.1630	.62336	2.735	398	.003*
	Female	216	3.9676	.77990			

Table 4.4 shows that the mean purchase decisions by male and female respondents are 4.16 and 3.96, respectively, with a standard deviation of 0.623 and 0.779 and a t-value of 2.735. The significance of 0.003 is less than the significance level of 0.05. The result shows that gender has a significant effect on the decision to purchase Thai amulets by Chinese tourists in Thailand.

H1b: Age

One-way ANOVA was used at the statistically significant level of 0.05.

Table 4.5 Age Affects the Decision to Purchase Thai Amulets

		Sum of	df	Mean	F	Sig.
		Squares		Square		
Age	Between Groups	2.483	2	1.241	2.426	0.090
	Within Groups	203.195	397	0.512		
	Total	205.677	399			

From Table 4.5, Age has no significant effect on a decision to purchase Thai amulets in Thailand. The F-value is 2.426, and the sig. value is 0.090.

H1c: Differences in educational background affect the decision to purchase Thai amulets in Thailand.

One-way ANOVA was used to analyze data.

Table 4.6 Educational Background

		Sum of Squares	df	Mean Square	F	Sig.
Education	Between Groups	0.408	2	0.204	0.394	0.674
	Within Groups	205.270	397	0.517		
	Total	205.677	399			

Table 4.6 shows that educational background has no significant effect on the decision to purchase a Thai amulet in Thailand, with an F-value of 0.394 and a sig. value of 0.674.

H1d: Monthly income.

One-way ANOVA was used.

Table 4.7 Monthly Income and the Decision to Purchase

		Sum of Squares	df	Mean Square	F	Sig.
Monthly income	Between Groups	21.431	3	7.144	15.354	.000*
	Within Groups	184.247	396	0.456		
	Total	205.678	399			

Monthly income significantly affects the purchase decision of Thai amulet in Thailand with the F-value of 7.144 and the sig. value is 0.000. The analysis of monthly income using LSD Table 4.7.

Table 4.8 The Multiple Comparisons of the Monthly Income Level that Affect the Decisions to Purchase Thai Amulets in Thailand

Monthly income	Mean Difference (I-J)			
	Group J			
	Mean	< 3,000	3,001-5,000	5,001-7,000
		yuan	yuan	yuan
Group I		2.58	3.70	3.96
<= 3,000RMB	2.58	-	-1.124*	-1.380
			(0.00*)	(0.00*)
3,001-5,000 RMB	3.70	-	-0.256	0.089
			(0.00*)	(.612)
5,001-7,000 RMB	3.96	-	-	.345
				(0.00*)
> 7,000 RMB	3.61	-	-	-

Table 4.8 Mean comparison of tourists' monthly income that affects the decision to purchase Thai amulets in Thailand. The tourists in the monthly income group "<= 3,000 RMB" have a lower mean than those who are in the monthly income group "3,001-5,000 RMB ", "5001-7,000 RMB ", and ">7,000 RMB" group with a significant value of 0.00.

The tourists in the monthly income group "3,001-5,000 RMB" have a lower mean than those in the monthly income group "5,001-7,000 RMB", with a significant value of 0.00.

The tourists in the monthly income group 5,001-7,000 RMB have a lower mean than those in the monthly income group >7,000 RMB, with a significant value of 0.00.

H1e: That religion affects the decision to purchase Thai amulets in Thailand.

The data were analyzed using one-way ANOVA, which tested the difference in mean values among more than 2 data groups at a statistically significant level of 0.05.

Table 4.9 Religion and the Decision to Purchase Thai Amulets in Thailand

		Sum of Squares	df	Mean Square	F	Sig.
Religion	Between Groups	7.569	2	3.784	7.583	.000*
	Within Groups	198.109	397	0.499		
	Total	205.678	399			

The results from Table 4.9 show that religion significantly affects the decision to purchase Thai amulets in Thailand, with an F-value of 7.583 and a sig. value of 0.000.

The analysis of monthly income levels using LSD, Table 4.9.

Table 4.10 Comparisons of Religions

Religion	Mean Difference (I-J)			
	Mean	Group J		
		Buddhist	Christianity	Others
Group I		4.09	3.89	3.54
Buddhist	4.09	-	.196 (.105)	.548* (0.00*)
Christianity	3.89		-	.351* (0.00*)
Others	3.54			-

Table 4.10 shows the influence of tourists' religions on their decision to purchase Thai amulets in Thailand. The tourists in the Buddhist group have a higher mean than Christianity and others, with a significant value of 0.00.

#### 4.2.2 Multiple Linear Regression of Product Features on Purchase Decisions

H2: Product features, price, design, reputation, service, and advertising influence the decisions to purchase Thai amulets in Thailand.

Multiple linear regression was used to calculate the relationship between two or more independent variables, price, design, reputation, service, and advertising, and one dependent variable, the decision to purchase. The form of the equations is,

$$\hat{Y}_T = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$$

Where the dependent variable is  $\hat{Y}_T$  = Purchase decision

Independent variables are:

$X_1$  = Price

$X_2$  = Design

$X_3$  = Reputation

$X_4$  = Service

$X_5$  = Advertising

Multiple linear regression was used to analyze data and develop the forecasting equation at a % confidence level of 95%.

Table 4.11 Multiple Correlation Coefficient of the Decision Purchase

Model	R	R Square	Adjusted R Square	Std. Errors of Estimates
1	.843a	.711	.707	.26434

a. Predictor variables: (constant) advertising, design, service, reputation, price

Table 4.11 shows that product features positively affect the decision to purchase, with multiple correlations ( $R$ ) = 0.843. The ability to predict the analytical equation is 70.7% at the statistically significant level of 0.05

Table 4.12 The Multiple Linear Regression Coefficients for the Influence of Product Features on the Decision Purchase

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Error	Beta	t	Tolerance		VIF
					Std.	Sig.	
3 (Constant)	.708	.182		3.804	.000*		
Price	.069	.022	.093	3.091	.002*	.940	1.064
Design	.039	.022	.054	1.793	.074	.839	1.192
Reputation	.124	.028	.130	4.419	.000*	.865	1.157
Service	.051	.019	.078	2.746	.006	.842	1.188
Advertising	.794	.028	.801	28.133	.000*	.821	1.219

a. Dependent Variable: purchase decision

Table 4.12, multiple regression analysis found that price, design, reputation, service, and advertising do not cause multicollinearity problems because the tolerance values for every variable are more significant than 0.1 and the VIF for every variable is less than 10, indicating that there is no relationship among the independent variables.

The correlation coefficient R between product features and purchase decisions is 0.843, indicating a moderate level of correlation. Therefore, there is a correlation between product features and purchase decisions of Thai amulets in Thailand with an adjusted R square value of 0.707, or 70.7 percent.

Table 4.12 5 predictor variables price, design, advertising, reputation, service, and advertising developed with the prediction equation as follows

$$\hat{Y}_T = 0.708 + 0.069X_1 + 0.124X_3 + 0.794X_5$$

The coefficients of each independent variable ( $X_1, X_3, X_5$ ) indicate their influence on the purchase decision. The constant term 0.708 indicates the initial level of purchase decision when all independent variables are zero. This equation can predict

the purchase decision and assess the contribution of different independent variables to the decision. The factors influencing the purchasing decision can be ranked as follows: advertising has the most significant influence on the purchasing decision, with a standardized coefficient of 0.801, followed by reputation at 0.130, which has a significant favorable influence; The price factor has a slightly smaller but significant impact, with a standardized coefficient of 0.093.

#### 4.2.3 Summary

Table 4.13 Summary Results for Religion Affecting the Decision to Purchase Thai Amulets in Thailand

Demographic factors	Purchase Decision	Analysis Results
Gender	-	T (398) = 2.735, p = 0.003*
Age	-	F (2,397) = 2.426, p = 0.090
Educational background	-	F (2,397) = 0.394, p = 0.0647
Income	-	F (3,396) = 7.144, p = 0.000*
Religion	-	F (2,397) = 7.583, p = 0.000*

• *No different effects at the statistically significant of 0.05*

Table 4.13 shows that age, gender, and educational background do not significantly affect purchasing decisions. Monthly income and religiosity significantly influence the decision to purchase at the statistically significant level of 0.05. The study shows that monthly income and religiosity significantly influence the decision to buy Thai amulets in Thailand. In contrast, age and educational background did not significantly affect this study.

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes the results, discussions, and recommendations. It begins with the research conclusion, followed by a discussion of the findings and limitations, and finally, suggestions for future research.

The objectives of this research were to explore whether the differences in demographic data significantly affected the decision to purchase Thai amulets in Thailand and to investigate whether the product features of Thai amulets influence this decision.

#### **5.1 Conclusion**

##### **5.1.1 Descriptive Statistics**

The demographic factors in the survey indicate that the respondents were relatively balanced in gender and age, with a predominant age range of 26-40. A high percentage had a Bachelor's degree. Most of them have a monthly income between 5,001RMB and 7,000RMB, while the dominant religion is Buddhism.

The survey also summarized data on perceptions of product characteristics of Thai amulets, which showed that most respondents had positive attitudes towards product reputation and service and neutral attitudes towards price, design, and advertising. This provides in-depth market insights to help us understand the target audience's characteristics, awareness level, and product feature preferences.

##### **5.1.2 Inferential Statistics**

###### **(1) Demographic factors leading to differences in purchasing decisions.**

In terms of gender, age, and educational background, the results indicate that the difference in gender, age, and academic background does not affect the decision to purchase Thai amulets in Thailand. The difference in monthly income and religion significantly affects the purchase decisions of Thai amulets in Thailand. Religion is statistically significant in the purchase decisions of Thai amulets in Thailand, with substantial differences between religious affiliations. These results deepen our

understanding of the relationship between differences in the decision to purchase Thai amulets in Thailand and demographic factors, providing vital information for developing targeted marketing strategies.

(2) Product features influence on the decision to purchase Thai amulets in Thailand

The multiple correlation coefficient analysis found a moderate correlation between product features and the decision to purchase Thai amulets in Thailand. The multiple regression analysis demonstrates that price, reputation, and advertising significantly influence this decision.

Ranked: Advertising has the most significant influence on purchasing decisions, followed by reputation and price. Advertising has a significant effect on the decision to buy. The impact of Thai amulet design on the decision to purchase is weak; more data and research are needed to confirm the extent of its impact.

Overall, this multiple regression model helps explain the decision to purchase and provides essential insights into the factors influencing consumer decisions.

From the prediction equation, product features, price, design, reputation, service, and advertising impact the purchase decision. The coefficients of the respective variables indicate the extent to which they influence it. This analysis provides a practical model for predicting purchase decisions and an essential reference for developing targeted marketing strategies.

## 5.2 Discussion

### 5.2.1 Research Findings

Demographic factors impact the decision to purchase, and gender, monthly income, and religion significantly affect purchasing behavior. Although age and educational background may not have a statistically significant effect, there are mean differences between age groups and academic backgrounds, indicating that these factors have some influence on purchase decisions.

The multiple linear regression analysis reveals that advertising, design, service, reputation, and price positively link purchase decisions. Price, reputation, and

advertising significantly influence the decision to purchase. The effect of design on purchase intention may be weak and needs further verification. These findings provide important clues for understanding the decision to buy and informing them of the development of accurate marketing strategies.

### 5.2.2 Literature

The results of this study accord with the literature, which states that personal, cultural, and market factors influence the decision to purchase Thai Buddhist amulets. Individual factors include personal beliefs, economic status, and needs; cultural factors include Thai Buddhist beliefs, family traditions, and social values; and market factors include price, quality, and availability.

Personal factors. Studies have shown that personal beliefs, economic status, and needs significantly influence Thai amulet-purchasing behavior (Zong & Barnes, 2020; Jielin, 2020; Nattakhan et al., 2020).

Cultural factors. Thai Buddhist beliefs, family traditions, and social values significantly influenced purchasing behavior (Zhu et al., 2022; Pathomakakul, 2015). In addition, market factors such as price, quality, and availability also play a key role in purchasing behavior (Zhang et al., 2023).

The factors influencing the purchase of Thai amulets by Chinese tourists in this study are in accord with the literature demonstrating that beliefs, cultural, economic, social, and personal preferences play a significant role in purchasing behavior (Kislenko, 2004; Chernbumroong et al., 2020; Kengpolet al., 2022; Fan & Wang, 2023).

Behavioral characteristics of Chinese tourists who value souvenirs, prefer group travel, favor shopping and food, and focus on cell phone photography during their travels also have an impact on purchasing behavior (Bechter & Andrews, 2009; Shi, 2007; Krueaphat, 2018; Parasakul, 2020).

This study found that demographic factors and product features impact purchasing decisions. Gender, age, education, income, and religion influence purchasing decisions. Product features, price, design, reputation, service, and advertising significantly affect buying decisions. Linear regression analysis shows the degree of influence of product features on purchasing decisions. Decisions can be

derived from regression analysis, in which advertising, design, service, reputation, and price have a positive linear relationship with the purchase decisions.

Taken together, Chinese tourists' motivation to purchase Thai amulets is jointly influenced by cultural experience, economic considerations, gift-giving, and personal preferences. These factors shape Chinese tourists' purchasing behavior and impact the tourism market and cultural exchange.

These findings provide important insights into understanding the Thai amulet market, covering personal, cultural, and market factors in purchasing behavior. They also inform the development of precise marketing strategies and meet the needs of PRC tourists.

### 5.3 Marketing Recommendations

#### 5.3.1 Differentiated Marketing Strategies for Different Demographic Factors

##### (1) Gender Differentiation Strategy

Customization of advertising content: Given the significant differences in purchasing decisions by gender, advertising content should be customized to address the different attributes of male and female purchasers. Emphasize the product's ability to satisfy gender-specific needs, for example, the protective power of wearing it for male users, while highlighting the aesthetic and spiritual qualities of Buddha amulets for female users.

Design of promotional activities: Customized promotional activities can be designed to address gender differences. For example, male users may prefer price discounts or products with unique features. In contrast, female users may pay more attention to the aesthetics of the design and may consider products with gifts and unique designs.

##### (2) Age Differentiation Strategy

Social media marketing: Choose different social media platforms for various age groups and attract young consumers by posting creative advertisements on platforms commonly used by young people. Traditional media or offline activities can be considered for older groups.

Product design: Create different styles of Buddha amulets for various age groups, catering to the aesthetics and tastes of each group.

#### (3) Education Level Differentiation Strategy

Detailed product: Provide detailed product description according to the audience's education level, emphasizing the product's historical background, production process, and special functions to satisfy the curiosity of highly educated audiences.

Educational advertisements: Produce professional educational advertisements that explain in depth the production process of Buddhist amulets and their connection with Buddhist culture to attract highly educated audiences.

#### (4) Income Level Differentiation Strategy

Hierarchical product pricing: Introduce product lines with different price levels to cater to varied-income consumers. High-end product lines emphasize rare materials or unique designs, while low-end product lines focus on practicality and affordability.

Regular Promotions: Conduct regular promotions targeting users at different income levels, offering price discounts or shopping incentives to facilitate purchasing decisions.

#### (5) Religion Differentiation Strategy

Religion linkage activities: Cooperate with local temples and religious institutions to launch linkage activities to emphasize the spiritual significance of Buddha amulets. This can help attract consumers with strong religious beliefs.

Customized services: Provide customized services, according to the differences in religious beliefs, to customize the Buddha amulets for consumers in line with their religious beliefs.

### **5.3.2 Market Communication for Strengthening Product Characteristics**

#### (1) Accurately locate the target audience

Through market research, accurately locate potential buyers' characteristics, including age, gender, education level, religious beliefs, and income level. Ensure that the marketing communication strategy closely matches the specific needs and preferences of the target audience.

**(2) Comprehensive Communication Channels**

Develop integrated marketing communication channels, including online and offline media, social media platforms, television, radio, and religious communities. To ensure that the message of product features can be widely disseminated to different audience groups.

**(3) Create compelling advertisements**

Design creative and compelling advertisements highlighting the product's unique selling points, such as special design, exceptional materials, or a deep connection to Buddhist culture. Such advertisements can arouse potential buyers' interest and curiosity.

**(4) Emphasize positive word-of-mouth and service**

In marketing communications, emphasize positive word-of-mouth about the product and quality service. Cite testimonials or comments from satisfied customers to build trust. Emphasize the advantages of after-sales service and product warranty to increase consumer confidence.

**(5) Leverage the power of social media**

Regularly post information about product features, including user tips, design and production processes, and unique product benefits, on social media platforms. Interacting with the audience establishes a close connection between the brand and users, improving product recognition and brand loyalty.

**(6) Participation in religious activities and communities**

If the product is related to religious beliefs, sellers can actively participate in religious activities and communities by sponsoring temple activities and organizing Buddhist lectures. This helps to integrate the product within religious culture and increases awareness in the religious community.

**(7) Specialized display and experiential activities**

Organize product demonstrations and experiential activities in shopping malls, exhibitions, or specific venues. Through hands-on experience, consumers will understand the product features and thus increase their awareness.

## 5.4 Suggestions for Future Research

### (1) In-depth research on the influence of design factors

This study suggests that design may have a weak influence on purchasing decisions. More in-depth studies are recommended to confirm the exact extent of this influence. Further consumer surveys or field observations may provide more detailed information.

### (2) Exploring the specific mechanism of advertising on purchase intention

The study points out that advertisements have a significant impact on purchase decisions. Future research could explore the specific mechanisms by which advertisements influence the decision to purchase, for example, through eye-tracking experiments or in-depth interviews to understand which elements of ads have the most significant impact on consumers.

### (3) Examining the influence of cultural factors on purchase decisions

As cultural factors influence the Thai amulet market, future research could further explore the influence of cultural context on purchase decisions to understand better and meet the needs of different cultural groups.

### (4) Cross-country comparative study

To further study the differences in tourists' decision to purchase Thai amulets from different countries. Provide a more comprehensive insight into international marketing by comparing different cultures and markets.

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## APPENDICES

### Appendix A

#### 1. English Version

#### Questionnaire for "Factors Influencing Chinese Tourists' Decision to Purchase Thai Amulets in Thailand

This questionnaire was developed for information collection for a master's thesis. Its purpose is to study and investigate the factors influencing Chinese tourists' decision to purchase Thai amulets. Your information will be strictly confidential and used for academic research only.

<b>Confirmation of Identity</b>	
Have you ever bought a Thai amulet?	
Yes <input type="checkbox"/> (You can go forward)	No <input type="checkbox"/> (# You can stop here #)

#### Part 1. The demographic features of respondents

Please mark the appropriate box.

<b>Gender</b>	
Male <input type="checkbox"/>	Female <input type="checkbox"/>
<b>Age</b>	
21- 30 years old <input type="checkbox"/>	31-50 years old <input type="checkbox"/>
51 years old or higher <input type="checkbox"/>	
<b>Educational Background</b>	
High school or lower <input type="checkbox"/>	Bachelor's degree level <input type="checkbox"/>
Master's degree level or higher <input type="checkbox"/>	
<b>Monthly Income (yuan)</b>	
Less than or equal to 3000 <input type="checkbox"/>	3001-5000 <input type="checkbox"/>

5001-7000	<input type="checkbox"/>	More than 7000	<input type="checkbox"/>
<b>Religion</b>			
Buddhism	<input type="checkbox"/>	Christianity	<input type="checkbox"/>
Other	<input type="checkbox"/>		

## Part 2: Chinese Tourists' Perception of the Importance of Product Features of Thai Amulets

Please mark your opinion on the agreement level of quality and value of Thai amulet in the box. (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Variables	Items	Agreement Level				
		1	2	3	4	5
Price	1. The price of Thai amulets.	<input type="checkbox"/>				
	2. I can afford the price of Thai amulets.	<input type="checkbox"/>				
	3. Thai amulets are reasonably priced and give me a sense of value for money.	<input type="checkbox"/>				
Design	4. The design of the Thai amulet is very traditional	<input type="checkbox"/>				
	5. The design of the Thai amulet reflects the culture of the regions of Thailand.	<input type="checkbox"/>				
	6. The culture that each pattern conveys makes	<input type="checkbox"/>				

	me feel a bond with Thai culture.					
<b>Reputation</b>	7. I believe that the Thai amulets can bring good luck.	<input type="checkbox"/>				
	8. The Thai amulet is very famous for protection against danger.	<input type="checkbox"/>				
	9. I believe that the Thai amulet enlightens the spirit.					
	10. Many people have shared their stories of good luck due to Thai amulets, which gives me confidence in them.	<input type="checkbox"/>				
<b>Service</b>	11. The salesperson of Thai amulet is very professional.	<input type="checkbox"/>				
	12. They patiently answered my questions and allowed me to make an informed purchasing decision.	<input type="checkbox"/>				
	13. I had an excellent customer service experience when purchasing Thai amulets. Their warmth	<input type="checkbox"/>				

	and care made me feel valued and respected.					
<b>Advertising</b>	14. The stories are shown in the advertisements of people whose fortunes have been transformed by the amulets inspired by my faith in them.	<input type="checkbox"/>				
	15. Advertisements played a vital role in influencing me to purchase Thai amulets.	<input type="checkbox"/>				
	16. The persuasive and appealing nature of the advertisement made me feel that the Thai amulet is a unique item worth having.	<input type="checkbox"/>				

### Part 3: Chinese Tourists' Decision to Purchase Thai Amulets

Please mark your opinion on the purchase decision level for Buddhist amulets in Thailand in the box. (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Variables	Items	Opinion Level				
		1	2	3	4	5
Purchase decision	17. Before deciding to purchase, I typically seek information about the supernatural aspects of the Thai amulet.	<input type="checkbox"/>				
	18. Before deciding to purchase, I looked for ways to prove the originality of the Thai amulet.	<input type="checkbox"/>				
	19. I searched for information on the Thai amulet consecration ceremony through social media.	<input type="checkbox"/>				
	20. Based on the supporting stories, I purchased the Thai amulet.	<input type="checkbox"/>				
	21. The Thai amulet that I purchased met my expectations.	<input type="checkbox"/>				
	22. I purchased the Thai amulet while I was visiting Thailand.	<input type="checkbox"/>				
	23. I am a religious and cultural tourist.	<input type="checkbox"/>				
	24. I am willing to share my experience with the Thai amulet with others.	<input type="checkbox"/>				

## 1. Chinese Version

### 影响中国游客在泰国购买佛教护身符的因素调查

本问卷是为硕士论文收集信息，目的是研究和调查影响中国游客决定购买泰国护身符的因素。您的信息将被严格保密地对待，并仅用于学术研究。

<b>确认身份</b>	
你买过泰国护身符吗？	
是的 <input type="checkbox"/> (#继续前进)	没有 <input type="checkbox"/> (#在这里停止)

#### 第1部分：受访者的人口统计学特征

请在适合你的方框里做标记。

性别	
男性 <input type="checkbox"/>	女性 <input type="checkbox"/>
年龄	
21-30 <input type="checkbox"/>	31-50 <input type="checkbox"/>
51 或更高的 <input type="checkbox"/>	
教育水平	
高中或更低水平的 <input type="checkbox"/>	学士学位水平 <input type="checkbox"/>
硕士及以上 <input type="checkbox"/>	
月收入（元）	
小于或等于 3000 <input type="checkbox"/>	3001-5000 <input type="checkbox"/>
5001-7000 <input type="checkbox"/>	超过 7000 <input type="checkbox"/>
宗教信仰	
佛教 <input type="checkbox"/>	基督教 <input type="checkbox"/>
其他 <input type="checkbox"/>	

## 第二部分：中国游客对泰国护身符的质量和价值的认知

请在方框中标记符合您对泰国护身符的质量和价值的一致水平的意见。（1=强烈不同意，2=不同意，3=中立，4=同意，5=强烈同意）。

变量	项目	认同级别				
		1	2	3	4	5
价格	1. 泰国护身符和物品的价格相匹配。	<input type="checkbox"/>				
	2. 我能买得起泰国护身符的价格。	<input type="checkbox"/>				
	3. 泰国护身符的价格合理，让我觉得自己物有所值。	<input type="checkbox"/>				
设计	4. 泰国护身符的设计非常传统。	<input type="checkbox"/>				
	5. 泰国护身符的设计反映了泰国不同地区的文化。	<input type="checkbox"/>				
	6. 每种模式所传达的文化让我感到与泰国文化的联系。	<input type="checkbox"/>				
声誉	7. 我相信泰国的护身符能带来好运。	<input type="checkbox"/>				
	8. 泰国的护身符在抵御危险方面非常有名。	<input type="checkbox"/>				
	9. 我相信泰国的护身符会启发这个精神。					

	10. 很多人都分享了他们关于泰国护身符的好运的故事，这给了我对他们的信心。	<input type="checkbox"/>				
服务	11. 泰国护身符的销售人员非常专业。	<input type="checkbox"/>				
	12. 他们耐心地回答了我的问题，并让我做出了明智的购买决定。					
	13. 我在购买泰国护身符时获得了极好的客户服务体验。他们的温暖和关心让我感到被重视和被尊重。					
广告	14. 广告中展示的故事是那些命运被护身符改变的人的故事，激发了我对他们的信心。					
	15. 这些广告大大影响了我购买泰国护身符。					
	16. 这个广告的说服力和吸引力让我觉得这个泰国护身符是一件					

	值得拥有的特殊物品。					
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### 第三部分：中国游客购买泰国护身符的决定

请在方框中标记符合您对在泰国购买泰国护身符的决策过程的协议水平的看法。（1=强烈不同意，2=不同意，3=中立，4=同意，5=强烈同意）。

变 量	项目	认同级别				
		1	2	3	4	5
购 买决策	17. 在决定购买之前，我通常会寻找关于泰国护身符的超自然信息。	<input type="checkbox"/>				
	18. 在决定购买之前，我想办法证明泰国护身符的原创性。	<input type="checkbox"/>				
	19. 我通过社交媒体搜索泰国护身符的祝圣仪式。					
	20. 根据辅助故事					

	，我决定购买泰国护身符。				
	21. 我买的泰国护身符总是符合我的期望。				
	22. 我在访问泰国时购买了泰国护身符。				
	23. 我是一个有宗教和文化的游客。				
	24. 我愿意与他人分享我关于泰国护身符的经验。				

## Appendix B

### Reliability

#### Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.828	3

Item Statistics				
	Mean	Std. Deviation	N	
Q6price1	3.07	.785	30	
Q7price2	3.03	1.129	30	
Q8pirce3	3.73	.944	30	

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q6price1	6.77	3.289	.811	.682
Q7price2	6.80	2.786	.571	.917
Q8pirce3	6.10	2.921	.743	.705

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
9.83	6.213	2.493	3

#### Reliability

## Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics			
Cronbach's Alpha	N of Items		
.707	3		
Item Statistics			
	Mean	Std. Deviation	N
Q9design1	3.83	1.147	30
Q10design2	3.83	1.085	30
Q11design3	3.90	.960	30

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q9design1	7.73	3.030	.530	.615
Q10design2	7.73	3.444	.457	.701
Q11design3	7.67	3.402	.604	.534

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
11.57	6.461	2.542	3

## Reliability

### Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.753	3

Item Statistics			
	Mean	Std. Deviation	N
Q12reputation1	3.00	.947	30
Q13reputation2	2.67	1.241	30
Q14reputation3	3.03	1.217	30

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q12reputation1	5.70	4.355	.663	.612
Q13reputation2	6.03	3.620	.574	.686
Q14reputation3	5.67	3.816	.541	.723

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
8.70	7.872	2.806	3

## Reliability

### Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.705	3

Item Statistics			
	Mean	Std. Deviation	N
Q15service1	3.73	.907	30
Q16service2	3.83	.986	30
Q17service3	3.67	1.373	30

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q15service1	7.50	4.879	.310	.829
Q16service2	7.40	3.145	.809	.278
Q17service3	7.57	2.599	.556	.619

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
11.23	6.944	2.635	3

## Reliability

### Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.931	3

Item Statistics			
	Mean	Std. Deviation	N
Q18ad1	3.57	1.165	30
Q19ad2	3.97	.890	30
Q20ad3	3.77	1.165	30

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q18ad1	7.73	3.789	.905	.865
Q19ad2	7.33	4.989	.873	.912
Q20ad3	7.53	3.982	.841	.920

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
11.30	9.252	3.042	3

### Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.764	8

Item Statistics			
	Mean	Std. Deviation	N
Q21pd1	4.00	.743	30
Q22pd2	3.90	.403	30
Q23pd3	3.60	1.522	30
Q24pd4	4.13	.629	30
Q25pd5	3.40	1.380	30
Q26pd6	3.90	.403	30
Q27pd7	3.60	1.522	30
Q28pd8	4.13	.629	30

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q21pd1	26.67	20.851	.498	.738
Q22pd2	26.77	24.530	.022	.784
Q23pd3	27.07	13.720	.775	.666
Q24pd4	26.53	22.257	.359	.757
Q25pd5	27.27	15.030	.734	.678
Q26pd6	26.77	24.530	.022	.784
Q27pd7	27.07	13.720	.775	.666
Q28pd8	26.53	22.257	.359	.757

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
30.67	24.782	4.978	8



## Appendix C

### IOC Test Results

#### Part 2: Chinese Tourists' Perception of the Importance of Product Features

Variables	Items	Expert advice			IOC index	Results
		1	2	3		
Price	1. The price of Thai amulets.	1	1	1	1	1
	2. I can afford Thai amulets.	1	1	1	1	1
	3. Thai amulets are reasonably priced and give me a sense of value for money.	1	1	1	1	1
Design	4. The design of the Thai amulet is very traditional	1	1	1	1	1
	5. The design of the Thai amulet reflects the culture of the regions of Thailand.	1	1	0	0.667	0.667
	6. The culture that each pattern conveys makes me feel a bond with Thai culture.	1	1	1	1	1
Reputation	7. I believe that the Thai amulets can bring good luck.	1	1	1	1	1
	8. The Thai amulet is very famous for protection against danger.	1	1	1	1	1
	9. I believe that the Thai amulet enlightens the spirit.	1	0	1	0.667	0.667
	10. Many people have shared their stories of good luck due to Thai amulets, which gives me confidence in them.	1	1	1	1	1
Service	11. The salesperson of Thai amulets is very professional.	1	1	1	1	1
	12. They patiently answered my questions and allowed me to make an informed purchasing decision.	1	1	1	1	1
	13. I received an excellent customer service experience when purchasing Thai amulets. The warmth and care made me feel valued and respected.	1	1	1	1	1
Advertising	14. The stories are shown in the advertisements of people whose	1	1	1	1	1

	fortunes have been transformed by the amulets inspired by my faith in them.					
	15. Advertisements played an essential role in influencing me to purchase Thai amulets.	1	1	1	1	1
	16. The persuasive and appealing nature of the advertisements made me feel that the Thai amulet is a unique item worth having.	1	1	1	1	1

### Part 3: Chinese Tourists' Decision to Purchase Thai Amulets

Variables	Items	Expert Advice			IOC Index	Results
		1	2	3		
Purchase decision	17. Before deciding to purchase, I typically seek information about the spiritual aspect of the Thai amulet.	1	1	1	1	1
	18. Before deciding to purchase, I searched for ways to prove the authenticity of the Thai amulet.	1	1	1	1	1
	19. I searched for the Thai amulet consecration ceremony through social media.	1	1	1	1	1
	20. Based on the supporting stories, I purchased the Thai amulet.	0	1	1	0.667	0.667
	21. The Thai amulet that I purchased always meets my expectations.	1	1	1	1	1
	22. I purchased a Thai amulet when I visited Thailand.	1	1	1	1	1
	23. I am a religious and cultural tourist.	1	1	1	1	1
	24. I am willing to share my experience with the Thai amulet with others.					

## BIOGRAPHY

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- 2010.09-2014.06, Chengdu Sports University / Tourism Management / Bachelor of Science in Management
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- 2014.09-2017.06, Chengdu Sports University / Humanities and Sociology of Sport / Master of Education
- 2021.09-Present, Siam University, Thailand, PhD Program in Business Administration, Marketing/Doctoral Student (all but dissertation)
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- 2017-2021 Office of the President/Secretary, HeChi University
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