THE RELATIONSHIP BETWEEN MARKETING MIX AND PURCHASING INTENTIONS OF GUANGXI HIGREEN MARKET BUYERS IMPORTING LONGAN FROM A THAI COMPANY X

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ABSTRACT

This study aims to investigate the factors influencing the purchasing intentions of Guangxi HiGreen Market buyers towards longan imported from Thai Company X, using the 4P marketing strategy theory as a framework. The study focuses on the unique dynamics of the cross-border longan trade between Thailand and China, particularly in the Guangxi region, which serves as a major distribution center for imported fruits. Employing a quantitative research approach, the study utilizes a questionnaire to collect data from a sample of 230 fruit market buyers, selected through simple random sampling from a population of 538 importers in the Guangxi HiGreen Market. The research instrument was rigorously tested for validity and reliability to ensure credibility. Data analysis involved both descriptive and inferential statistics, including correlation and multiple regression analyses, to examine the relative importance of each element of the 4P marketing strategy (Product, Price, Place, and Promotion) in shaping purchasing intentions. The study aims to provide valuable insights for Thai longan exporters, particularly Company X, to enhance their marketing strategies and improve their competitive position in the Guangxi market.

Keywords: Longan Export, Guangxi Fruit Market, 4P Marketing Strategy, Purchase Intention.

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INTRODUCTION

Statement of the Problem

The global fruit trade has experienced significant growth in recent years, with increasing cross-border transactions and evolving consumer preferences. The longan trade between Thailand and China, particularly the Guangxi region, has emerged as a notable area of interest. Thailand has long been a major supplier of longan to the Chinese market, with exports showing significant trends over the 2013-2023 period. According to UN Comtrade UN Comtrade Database (Online, 2025), Thai longan exports to China have shown significant fluctuations, reaching 507,069 tons valued at $600.7 million in 2021, demonstrating the substantial economic importance of this trade relationship. The Guangxi region handles approximately 65% of China's total fruit imports, with 91% of these imports originating from Thailand and Vietnam (Nanning Evening News, 2023). This substantial trade volume, worth hundreds of millions of dollars annually, underscores the critical importance of understanding the factors that drive purchasing decisions in this market.

Guangxi Zhuang Autonomous Region plays a crucial role in the import of Thai fruits into China. It is not only a major entry point for Thai fruit imports but also serves as a primary distribution center for the entire country. Thai longan is transported via land routes through a carefully designed cold chain logistics network, starting from production areas in Thailand, passing through Laos and Vietnam, and finally reaching the ports of Guangxi.

Thai suppliers, such as Company X in this study, face the challenge of standing out in this competitive market. The traditional 4P marketing strategy-Product, Price, Place, and Promotion-offers a framework for analyzing and understanding the factors that influence the purchasing decisions of these vendors. Several issues compound the complexity of this trade relationship:

1. Quality Assurance: Maintaining quality during transportation and storage.

2. Price Competitiveness: Offering competitive pricing while maintaining profitability.

3. Logistical Challenges: Ensuring efficient transportation and distribution systems.

4. Regulatory Compliance: Adhering to China's import regulations.

5. Market Understanding: Comprehending specific preferences of Guangxi vendors.

6. Marketing Strategies: Effectively applying the 4P marketing strategy.

Given these challenges, there is a need to investigate the factors influencing Guangxi HiGreen Marc market vendors' purchasing decisions for longan from Thai supplier Company X.

RESEARCH QUESTIONS

To address the research objectives and align with the thesis title, the following research questions have been formulated:

1. What is the marketing strategy for Thai company X?

2. What is the relative importance of each 4P marketing strategy (Product, Price, Place, and Promotion) in shaping the purchasing intentions of Guangxi fruit market buyers towards longan from Thai Company X?

3. Based on the analysis of the 4P marketing strategy, what are marketing strategies to improve Guangxi fruit market buyers' purchasing intentions towards its Longan?

OBJECTIVES

The main purposes of this research are as follows:

1. To study and identify the marketing strategy of Thai company X's longan.

2. To find the correlation between marketing strategy with buyers' purchasing intentions for longan from Thai supplier Company X.

SCOPE OF STUDY

Population and Sample

The study's population encompasses 538 fruit market importers operating within the Guangxi HiGreen Marc Market, including wholesalers, distributors, and retailers who actively engage in the imported fruit trade. To ensure statistical validity while maintaining practical feasibility, the study will employ the Taro Yamane sampling principle with a 0.05 acceptable sampling error, resulting in a target sample size of 230 respondents. The formula is:

$$n = \frac{N}{1 + N(e^2)}$$

Where:

n = sample size

N = population size (538)

e = acceptable sampling error (0.05)

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Calculation:

$$n = \frac{538}{1 + 538 \times 0.05^2}$$

Rounding up, this study will aim for a sample size of 230 respondents.

Variables of Study

The independent variables in this study are derived from the 4P marketing strategy framework: Product, Price, Place, Promotion. The dependent variable in this study is: Purchasing Intentions: Measured as the likelihood that Guangxi HiGreen market buyers will purchase longan from Thai Company X.

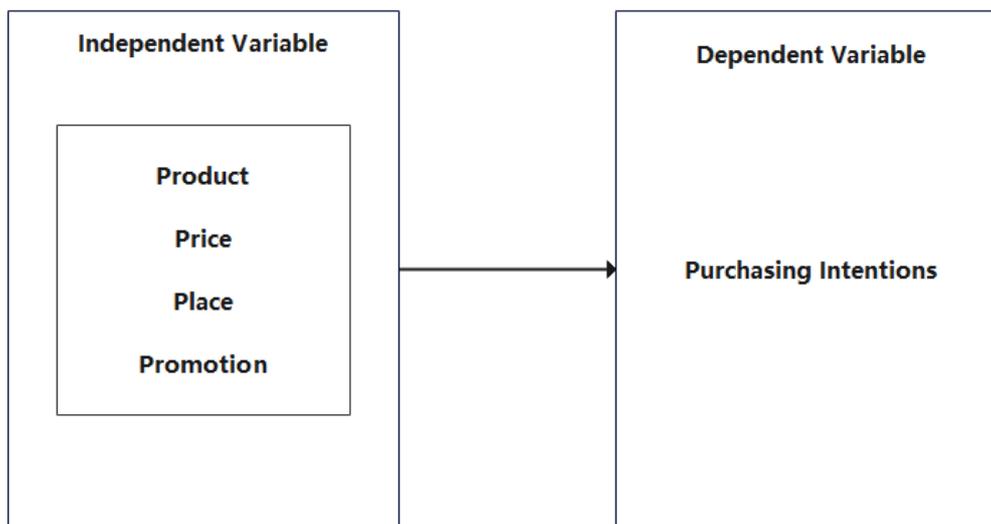Conceptual Framework: Facts that influence Buyer's Purchasing Intentions

Figure 1 Conceptual Framework

Time Frames for Study

The research will collect data between January and March 2025, for no more than three months.

Expected Benefits

This research is expected to yield several significant benefits:

For Thai Longan Suppliers: Enhanced understanding of Guangxi buyers' preferences and decision-making processes.

For Guangxi Fruit Market Buyers: Clearer understanding of Thai suppliers' capabilities and offerings.

For the Thai-Chinese Fruit Trade Industry: Identification of best practices in cross-border fruit trade marketing.

Definition of Terms

Marketing strategies (4Ps) Comprehensive plan adopted by a company to achieve marketing goals including Product, Price, Place, and Promotion elements.

Purchasing Intentions, The likelihood that Guangxi fruit market buyers will purchase longan from Thai supplier Company X.

Literature Review

Longan Export Business Overview

The longan export business from Thailand to China represents a complex international trade system involving multiple stakeholders and distribution channels. Thai longan is primarily traded in three forms: fresh fruit for immediate consumption, processed products for extended shelf life, and premium gift packaging for seasonal markets. (Xi, Online, n.d.).

The pricing mechanism in this trade follows a dynamic structure... The price differences between grades are significant; for instance, official data from the Thai Ministry of Commerce during the 2025 peak season showed Grade A prices (10-11 Baht/ kg) were approximately 80-100 higher than Grade B prices (5-6 Baht/ kg), with premium Grade AA prices (19-20 Baht/ kg) commanding an even higher premium (Money & Banking Online, Online, 2025). Distribution occurs through established cold-chain logistics networks, with major entry points including Pingxiang in Guangxi and subsequent distribution to wholesale markets across China. The Guangxi HiGreen Marc Market serves as a critical hub, where products are redistributed to secondary markets in major Chinese cities, creating a multi-tier distribution system that affects both pricing and product positioning strategies.

Concepts and theories of Marketing Strategies

Definition of Marketing Strategies

Marketing strategy represents an organization's integrated decisions and actions to achieve marketing objectives. McCarthy (1960, p. 45) introduced the 4Ps (Product, Price, Place, Promotion) as fundamental elements. Varadarajan (2010, pp. 119-140) emphasized alignment with organizational

strategy. Mooradian, Matzler & Ring (2012, p. 22) highlighted the importance of customer focus, competitor awareness, and adaptability to changing market conditions.

Product Strategy

Product encompasses both tangible items and associated attributes. Murad & Puspitasari (2023) emphasized alignment with consumer needs and quality. Melewar & Alwi (2017, pp. 27-28) highlighted the importance of cultural compliance in international markets.

Price Strategy

Price reflects monetary value and strategic positioning. Nagle & Müller (2018, p. 78) introduced the "value-based pricing pyramid" emphasizing proactive pricing decisions. Hinterhuber & Liozu (2014, pp. 413-423) identified four pricing approaches: cost-based, competition-based, customer-based, and value-based. Simon & Fassnacht (2019, p. 112) emphasized psychological factors influencing price perception, including reference pricing and price thresholds.

Place Strategy

Place involves distribution channels and availability strategies. Stern, Ansary & Coughlan (2015, p. 305) identified key dimensions including channel length, breadth, and intensity. Palmatier, Stern & El-Ansary (2016, p. 28) emphasized digital transformation enabling omnichannel approaches. Rosenbloom (2013, p. 241) introduced distribution intensity levels (intensive, selective, exclusive) and stressed the importance of relationship building in distribution partnerships.

Promotion Strategy

Promotion encompasses communication strategies to inform and persuade consumers. Fill & Turnbull (2019, p. 14) presented the DRIP framework (Differentiate, Reinforce, Inform, Persuade). Belch & Belch (2021, p. 31) emphasized Integrated Marketing Communications. Kitchen & Burgmann (2015, pp. 34-39) identified four dimensions: stakeholder-focused, relationship-driven, behaviorally oriented, and strategically directed approaches in modern promotion.

Concepts and theories of Purchase intention

Purchase Intention Theory

Purchase intention represents consumers' readiness to buy. Ajzen (1991, pp. 179-211) positioned it as mediating between psychological factors and buying behavior. Wu, Yeh & Hsiao (2011, pp. 30-39) identified five dimensions: transactional, referential, preferential, exploratory, and relational intentions. Dodds, Monroe & Grewal (1991, pp. 307-319) demonstrated how purchase intention is determined by perceived value emerging from quality and sacrifice considerations.

Definition of Purchase intention Types

Wu, Yeh & Hsiao (2011, pp. 30-39) categorized purchase intention into transactional, referential, preferential, exploratory, and relational types. Putrevu & Lord (1994, pp. 77-91) distinguished between cognitive and affective dimensions of purchase intention. Blackwell, Miniard & Engel (2006, p. 188) presented a temporal framework differentiating immediate/ future purchase intentions and planned/unplanned purchase intentions.

Related Concepts, Theories, and Research about the Influence of 4P Factors on Purchasing Intentions

Product quality and innovation significantly influence purchasing decisions (Kartawinata, Maharani, Pradana & Amani, 2020, pp. 3023-3033; Klein, Emberger-Klein, Menrad, Möhring & Blesin (2019, pp. 33-43). Price fairness and long-term value perception affect willingness to pay (Zhuang, Luo & Riaz, 2021; Herrmann, Xia, Monroe & Huber (2007, pp. 49-58) Effective promotion through personalization and real-time demonstrations increases purchase likelihood (Ahmadi & Hudrasyah, 2022, pp. 571-586; Sun & Wang, 2020, pp. 860-878). Multiple purchasing channels enhance convenience and accessibility (Sohn & Kim, 2020).

RESEARCH METHODOLOGY

This study employed a quantitative approach through a questionnaire survey. The population consisted of 538 fruit market buyers in Guangxi HiGreen Marc Market, and a sample of 230 respondents was selected using Taro Yamane's formula with a 0.05 error margin. Simple random sampling was used to ensure unbiased selection.

The research instrument was a structured questionnaire that covered demographics, 4P marketing strategies (Product, Price, Place, Promotion), and purchasing intentions, all measured using 5-point Likert scales. Content validity was established through expert review, and reliability was assessed via Cronbach's alpha coefficient from a pilot study with 30 respondents.

Data collection occurred from January to March 2025 through in-person surveys. The independent variables were the 4P marketing elements, while purchasing intentions served as the dependent variable.

Statistical analysis included descriptive statistics for demographic profiles and questionnaire responses, as well as correlation analysis using Pearson's coefficient to determine the relationships between marketing strategies and purchasing intentions.

Data Analysis

This research on "The Relationship Between Marketing Mix and Purchasing Intentions of Guangxi Higreen Market Buyers Importing Longan from a Thai Company X" presents the following data analysis results:

Results of Correlation Analysis

Statistical Symbols

$\bar{x}$ means Average.

S means Standard Deviation

R means Correlation coefficient

n means Sample Size

* means Statistical Significance at 0.05 level

Data Analysis

Part 1: Analysis of demographic characteristics of the buyers in Guangxi HiGreen Marc market who are the sample group.

Table 1 Demographic characteristics

Demographic Characteristics	Number (Person)	Percentage (%)
Gender		
Male	174	75.65%
Female	56	24.35%
Total	230	100.00
Age		
Under 30 years	14	6.09%
30-39 years	53	23.04%
40-49 years	105	45.65%
50-59 years	37	16.09%
Over 60 years	21	9.13%
Total	230	100.00
Role in the company		
Owner/ Manager	83	36.09%
Purchasing manager	76	33.04%
Sales manager	52	22.61%
Other (please specify)	19	8.26%
Total	230	100.00

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Table 1 (Continue)

Demographic Characteristics	Number (Person)	Percentage (%)
Years of experience in fruit trading		
Less than 1 year	13	5.65%
1-3 years	37	16.09%
4-6 years	46	20.00%
7-10 years	60	26.09%
More than 10 years	74	32.17%
Total	230	100.00
Monthly Trading Volume of Longan		
Less than 1 ton	0	0.00%
1-5 tons	69	30.00%
6-10 tons	98	42.61%
11-20 tons	45	19.57%
More than 20 tons	18	7.83%
Total	230	100.00

Table 1 shows the demographic profile of the 230 buyers in the Guangxi HiGreen Marc market. The majority of the sample were male (75.65%), and the largest age group was between 40-49 years old (45.65%). Regarding their professional roles, most were either Owner/Managers (36.09%) or Purchasing Managers (33.04%). A significant portion of the buyers, 32.17%, had more than 10 years of experience in fruit trading, and over 42% reported a monthly trading volume of 6-10 tons of longan. Notably, none of the respondents traded less than 1 ton monthly, indicating that all participants were engaged in substantial commercial volumes.

Part 2: Analysis of marketing strategies influencing purchase intention among Guangxi HiGreen Marc market buyers

Table 2 Marketing strategies

Marketing Strategies	n=230		Importance Level
	$\bar{x}$	S	
1. Product	4.21	0.59	Highest
2. Price	3.99	0.76	High
3. Place	4.01	0.71	High
4. Promotion	4.16	0.69	High
Total	**4.09**	**0.69**	**High**

Table 3 Marketing Strategies (Product)

Marketing Strategies (Product)	n=230		Importance Level
	$\bar{x}$	S	
1. The quality of longan from Thai Company X meets my expectations.	4.29	0.58	Highest
2. The size and appearance of the longan are consistent.	4.22	0.59	Highest
3. The packaging effectively protects the product during transportation.	4.08	0.60	High
4. The shelf life of the longan meets market requirements.	4.15	0.59	High
5. The product certifications and safety standards are reliable.	4.32	0.57	Highest
Total	**4.21**	**0.59**	**Highest**

Table 4 Marketing Strategies (Price)

Marketing Strategies (Price)	n = 230		Importance Level
	$\bar{x}$	S	
6. The price of longan from Thai Company X is competitive.	4.06	0.71	High
7. The payment terms offered are flexible and suitable.	3.92	0.77	High
8. The price-quality ratio provides good value for money.	3.99	0.70	High
9. The bulk purchase discounts are attractive.	3.89	0.82	High
10. The pricing stability helps with long-term planning.	4.09	0.77	High
Total	**3.99**	**0.76**	**High**

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Table 5 Marketing Strategies (Place)

Marketing Strategies (Place)	n=230		Importance Level
	$\bar{x}$	S	
11. The delivery time is reliable and consistent.	4.19	0.74	High
12. The cold chain management system is effective.	4.16	0.72	High
13. The order processing system is efficient.	3.84	0.69	High
14. The product availability meets seasonal demand.	3.91	0.64	High
15. The distribution network is well-organized.	3.95	0.70	High
Total	4.01	0.71	High

Table 6 Marketing Strategies (Promotion)

Marketing Strategies (Promotion)	n = 230		Importance Level
	$\bar{x}$	S	
16. The promotional materials effectively communicate product information.	4.10	0.63	High
17. The trade show presentations are informative and professional.	4.10	0.71	High
18. The sales representatives provide good service and support.	4.17	0.75	High
19. Using company X's overall brand reputation to promote private labels cost-effectively.	4.10	0.71	High
20. The company's brand reputation influences my purchasing decisions.	4.32	0.64	Highest
Total	4.16	0.69	High

From Tables 2-6, the overall marketing strategies had high importance in influencing purchasing intentions of Guangxi HiGreen Marc Market buyers ($\bar{x}$=4.09). All aspects showed high importance, with Product strategy rated highest ($\bar{x}$=4.21), followed Promotion ($\bar{x}$=4.16), Place ($\bar{x}$=4.01), and Price ($\bar{x}$=3.99).

Part 3: Analysis of purchase intention of Guangxi HiGreen Marc market buyers

Table 7 Purchasing Intentions

Purchasing Intentions	n = 230		Importance Level
	$\bar{x}$	S	
21. I intend to continue purchasing longan from Thai Company X.	4.27	0.59	Highest
22. I would recommend Thai Company X's longan to other buyers.	4.20	0.55	High
23. I plan to increase my purchase volume from Thai Company X.	3.96	0.59	High
24. I consider Thai Company X as my preferred longan supplier.	4.17	0.61	High
25. I will maintain a long-term business relationship with Thai Company X.	4.34	0.54	Highest
Total	**4.19**	**0.58**	High

From Table 7, it was found that the overall purchasing intentions were at a high level ($\bar{x}$=4.19). Long-term Relationship Commitment: The statement "I will maintain a long-term business relationship with Thai Company X" received the highest rating ($\bar{x}$=4.34), along with the lowest standard deviation (S=0.54). This indicates not only the strongest level of agreement but also the most consistent consensus among buyers about the importance of maintaining an enduring business relationship with the supplier. This finding suggests that buyers value stability and continuity in their supplier relationships.

Part 4: Correlation analysis and hypothesis testing

Table 8 Correlation analysis

Variables	Purchasing Intentions			Correlation Level
	n	r	p	
Marketing Strategies (Overall)	**230**	**0.54**	**0.00**	**Moderate**
Product	230	0.65	0.00	High
Price	230	0.42	0.00	Moderate
Place	230	0.49	0.00	Moderate
Promotion	230	0.60	0.00	High

From Table 8, overall marketing strategies showed a moderate positive correlation with purchasing intentions (r=0.54, p<0.01). Product strategy had the strongest relationship (r=0.65), followed by Promotion (r=0.60), Place (r=0.49), and Price (r=0.42). This indicates Product factors explain approximately 42% of variance in purchasing intentions, demonstrating their critical importance.

CONCLUSIONS

This research on "Analyzing Factors Influencing Purchasing Intentions of Guangxi HiGreen Marc Market Buyers Import Longan from A Thai Company X" presents the following conclusions:

The sample primarily comprised male respondents (75.65%), aged 40-49 years (45.65%), in management positions (36.09% Owner/Manager), with extensive experience (32.17% over 10 years), and substantial trading volumes (42.61% trading 6-10 tons monthly). Marketing strategies showed high importance in influencing purchasing intentions ($\bar{x}$=4.09), with Product strategy rated highest ($\bar{x}$=4.21), followed by Promotion ($\bar{x}$=4.16), Place ($\bar{x}$=4.01), and Price ($\bar{x}$=3.99). Overall purchasing intentions were rated high ($\bar{x}$=4.19). Correlation analysis revealed a moderate positive correlation between marketing strategies and purchasing intentions (r=0.54, p<0.01), with Product showing the strongest correlation (r=0.65), followed by Promotion (r=0.60), Place (r=0.49), and Price (r=0.42).

The high importance of certifications ($\bar{x}$=4.32) reflects China's stringent requirements for Thai longan exports, including Phytosanitary Certification, GAP, GMP, HACCP, and chemical safety testing (General Administration of Customs of the People's Republic of China Organizer, Online, 2018). Compliance ensures market access and buyer trust.

DISCUSSIONS

Marketing Strategy of Thai Company X

The prominence of Product strategy ($\bar{x}$=4.21) aligns with Chen & Chang (2013, pp. 63-82) emphasis on quality building trust. The high correlation (r=0.65) supports Verbeke, Rutsaert, Bonne & Vermeir (2013, pp. 790-797) findings on certification credibility. Promotions importance ($\bar{x}$=4.16) reflects Kitchen & Burgmann (2015, pp. 34-39) view of strategic communication, with brand reputation driving decisions. Places focus on logistics ($\bar{x}$=4.01) echoes Palmatier, Stern &

El-Ansary (2016, p. 28) distribution strategy framework, while Prices stability ($\bar{x}$=3.99) aligns with Simon & Fassnacht (2019, p. 112) price positioning.

Relationship between Marketing Mix and Purchasing Intentions

The strong Product-purchasing intentions correlation (r=0.65) supports Ajzen (1991, pp. 179-211) Theory of Planned Behavior, emphasizing product quality attitudes. High certification ratings align with Kartawinata, Maharani, Pradana & Amani (2020, pp. 3023-3033) findings on attribute-driven buying. Collectively, quality, certifications, brand reputation, and logistics are key drivers, consistent with cross-border trade literature.

RECOMMENDATIONS

Recommendations for Company X

Based on the findings of this study on factors influencing Guangxi HiGreen Marc Market buyers' purchasing intentions, the following recommendations are proposed for Thai Company X:

1. Strengthen Certifications: Maintain GAP, GMP, and HACCP compliance with digital docu- mentation for traceability.

2. Enhance Chemical Safety: Monitor sulfur dioxide levels (<30 ppm) and conduct third-party pesticide testing per GB 2763 standards.

3. Leverage Brand Promotion: Promote a zero-rejection compliance record via trade shows and WeChat videos.

4. Optimize Logistics: Ensure reliable delivery and cold chain management.

5. Stabilize Pricing: Offer competitive, stable price for long-term planning.

Recommendations for Future Research

1. Expand research to include additional fruit markets across different regions in China.

2. Conduct comparative analysis of factors influencing purchasing intentions for different Thai fruits.

3. Investigate the impact of digital marketing channels on purchasing intentions.

4. Explore the influence of cross-cultural factors on business relationships.

5. Examine the effects of seasonal variations on purchasing intentions.

6. Conduct longitudinal studies to track changes in purchasing intentions over time.

7. Investigate the role of sustainability certifications on purchasing intentions.

8. Conduct multiple regression analysis to determine the relative predictive power of each 4P element and identify the most influential factors in purchasing decisions.

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9. Expand data collection to include multiple Thai companies to enhance generalizability of findings.

10. Incorporate additional theoretical frameworks beyond the 4P model to provide more comprehensive understanding of buyer behavior.

Strategic Implications of Each Marketing Mix Element

The findings reveal distinct strategic implications for each 4P element in the context of Thai-Chinese longan trade. Product strategy emerges as the most critical factor, with certification requirements reflecting China's stringent import standards. Company X must prioritize maintaining GAP, GMP, and HACCP certifications while ensuring consistent quality standards that exceed buyer expectations. The emphasis on safety certifications ($\bar{x}$=4.32) indicates that buyers view compliance not merely as a regulatory requirement but as a fundamental trust-building mechanism.

Price strategy, while ranking lowest among the 4Ps, demonstrates that Guangxi buyers prioritize stability over discounts. This suggests Company X should focus on establishing transparent, predictable pricing structures that support long-term business planning rather than competitive price-cutting strategies. The moderate correlation (r=0.42) indicates that price alone cannot drive purchasing decisions in this market.

Place strategy findings emphasize the critical importance of cold-chain logistics and delivery reliability. Company X should invest in strengthening their distribution partnerships and implementing real-time tracking systems to ensure consistent delivery performance. Logistics excellence becomes a differentiation factor in this perishable goods market.

Promotion strategy results highlight brand reputation as the key driver ($\bar{x}$=4.32), suggesting that Company X should focus on building long-term brand equity through consistent quality delivery and relationship management rather than transactional promotional activities.

ACKNOWLEDGEMENT

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วารสารสหศาสตร์ศรีปทุม ชลบุรี (Online) ปีที่ 11 ฉบับที่ 3 กันยายน-ธันวาคม 2568
Sripatum Chonburi Interdisciplinary Journal (Online) Vol. 11(3), September-December 2025

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