Online Marketing Mix Factors Affecting the Consumer's Purchase Decision on River Snail Rice Noodle Products in Guangxi, the People's Republic of China

Yueming Li[1,*], Siriporn Lertyingyot[2] and Nutcharee Pakdeechoho[3]

[1]Master of Business Administration, Program in Business Administration, Faculty of Management Sciences, Nakhon Ratchasima Rajabhat University

[2,3]Faculty of Management Sciences, Nakhon Ratchasima Rajabhat University

*Corresponding author's email: 176424744@qq.com

ABSTRACT

The purposes of this research were (1) to study the important level of the online marketing mix factors on River Snail Rice Noodles products, and (2) to study the importance of consumers' purchase decisions on River Snail Rice Noodles products and (3) to study online marketing mix factors affecting the consumer's purchase decision on River Snail Rice Noodles products in Guangxi, the People's Republic of China. The sample group was 400 people who had experience using River Snail Noodles products on their own through online business. The research tool was an online questionnaire. Data were analyzed using descriptive and inferential statistics with MRA.

The online marketing mix concerning the place was the first very high importance, followed by product and people, price, process, and the physical, respectively, according to the consumers' purchase decisions. The results showed that all factors were highly important. These findings showed that the online marketing mix (product) had a direct effect on the purchase decisions of consumers, with coefficient equal to ($β$=.304). The online marketing mix (price) had a direct effect on the purchase decisions of consumers, with a coefficient equal to ($β$=.266). The online marketing mix (promotion) had a direct effect on the purchase decisions of consumers, with a coefficient equal to ($β$=.185). The online marketing mix (physical) had a direct effect on the purchase decisions of consumers, with a coefficient equal to ($β$=.181). The online marketing mix (process) had a direct effect on the purchase decisions of consumers, with a coefficient equal to ($β$=.089). Lastly, the online marketing mix (people) had a direct effect on the purchase decisions of consumers, with a coefficient equal to ($β$=.077). All the factors were significant at 0.05 level. While the variable online marketing mix

(place) had a direct effect on consumer's purchase decisions, a coefficient equal to (β=.048), Adjusted R^2 = 0.584, which was not significant at 0.05 level. The research contributed to understanding how social media marketing and influencer endorsements affected the purchase decision process for traditional or regional food products, offering insights into the influence of digital word-of-mouth on niche products.

Keywords: Online Marketing Mix, Consumer's Purchase Decision, River Snail Rice Noodle Products

Introduction

Online business is very popular in this era. It is comfortable with the lifestyle of people in modern times and helps consumers to access consumer products and consume. It is easy to reach target customers because opening an online store helps to save costs for entrepreneurs. They have transformed the way commerce operates, offering numerous advantages to both businesses and consumers. Online businesses have the potential to reach a global audience, breaking down geographical barriers and allowing businesses to expand their customer base far beyond their local region (Ngamchoom, 2020). The online business environment encourages innovation and agility. Businesses can quickly adapt to market trends, test new ideas, and respond to changing consumer demands. Include lower overhead costs, running an online business typically involves lower overhead costs compared to physical stores. There is no need for expensive retail space, utilities, and other overhead expenses. Now, cost-effective digital marketing allows online businesses to target specific audiences and measure the effectiveness of campaigns, leading to cost-effective and efficient marketing strategies. Online businesses have revolutionized the way commerce is conducted, offering unparalleled reach, accessibility, cost-efficiency, and innovation. As technology continues to advance, online businesses will likely continue to play a vital role in shaping the future of the global economy.

The online marketing mix refers to the adaptation of the traditional marketing mix for the digital environment. It helps businesses craft strategies to reach their target audience effectively in the online space (Li et al., 2022). The online marketing mix provides a comprehensive framework for businesses to design their digital strategies effectively. Each element is crucial for driving traffic, building trust, and converting customers in the competitive online environment. Adapting the marketing mix for online channels ensures businesses stay relevant and successful in the digital age. However, it involves adapting the four key elements of price, place, product, and promotion to the digital marketing context (Sulistijono, 2019). When planning for an online

service, it is also possible to consider including physical evidence, people, and processes in the marketing mix. The online marketing mix refers to the strategies used to satisfy consumer needs and position our offering effectively in their minds. The 7 P's version of this paradigm, which includes product, price, place, promotion, people, process, and physical evidence, is currently more commonly used. These are the marketing mix elements for service businesses applied to purchasing products on online platforms. This is particularly true for any business that deals with intangible services and even more so for the online marketing mix (Kotler and Keller, 2009). The significance of the online marketing mix in shaping consumer purchase decisions is well-established, as it combines essential strategies that influence consumer behavior in the digital landscape. A summary of its impact, based on the research by Muliyana and Suyanto (2019), indicates that all elements of the marketing mix; product, price, place, promotion, people, process, and physical evidence—significantly affect consumer purchasing decisions in online environments. High-quality products, competitive pricing, and convenient purchasing processes particularly contribute to positive decision-making. Marketing mix elements not only directly influence purchasing decisions but also mediate the relationship between consumer behavior and decision-making. The online marketing mix significantly shapes consumer purchase decisions by addressing price sensitivity, convenience, trust, and personalization. Businesses that optimize their online marketing mix can better meet consumer expectations, build trust, and drive conversions effectively.

Guangxi is a city rich in cultural tourism and has a long history. It is the birthplace of many cultures, including Chinese folk art, such as the century-old Liuzhou Industrial Museum, Liuzhou River Snail Rice Noodle Industrial Park, and Longdu Tourist Road. The market context for River Snail Rice Noodles products is influenced by the region's rich cultural tourism and historical significance. Yufeng District in Liuzhou City is a focal point for attracting investments and government support to promote historical and cultural attractions. One of the unique local products that has gained attention is River Snail Rice Noodles products. The Yufeng District in Liuzhou City is an important area of historical and cultural significance that has been promoted through investment attraction and support. The River Snail Rice Noodles products market is a niche segment within the culinary industry that centers around a unique noodle dish featuring snails as the primary ingredient. This market asters to individuals seeking diverse and adventurous culinary experiences. River Snail Rice Noodles products have become increasingly popular due to their unique flavor and the unique dining experience they offer. This dish is typically made by cooking rice

noodles in a delicious broth made from a combination of herbs, spices, and snail meat. To enhance its taste and appearance, it is often served with fresh herbs, vegetables, and condiments (Srivastava, 2023).

The market for River Snail Rice Noodles in Guangxi is driven by its soft power, cultural products and historical context, government support, and the growing interest in unique culinary experiences, flavor, and dining experiences. The market offers opportunities for both established food businesses and emerging entrepreneurs. Established restaurants can expand their menu options while aspiring chefs can set up specialized Rever Snail Rice Noodles product stalls or food trucks to cater to this unique culinary trend (Li Ning, 2023). Marketing strategies for promoting Liuzhou River Snail Noodles internationally through e-commerce platforms emphasize the importance of cultural appeal, customized packaging, and social media engagement. These strategies aim to address challenges such as food safety standards and logistics (Sun & Huang, 2023). It can further combine the characteristics of Guangxi's online shopping market and the psychological changes of consumer groups and even combine with big data to discuss the network marketing strategy to provide more comprehensive and effective operational suggestions for enterprises and shopping platforms.

The Objectives of the Research

1. To study the important level of the online marketing mix factors on River Snail Rice Noodles products in Guangxi, the People's Republic of China.

2. To study the importance of consumers' purchase decisions on River Snail Rice Noodles products in Guangxi, the People's Republic of China.

3. To study online marketing mix factors affecting the consumer's purchase decision on River Snail Rice Noodles products in Guangxi, the People's Republic of China.

Literature Review and Research Hypothesis

The marketing mix consists of strategies and actions used to meet customer demands and establish product value, encompassing the 7P's: Product, Price, Place, Promotion (McCarthy, 1960), and additional elements for services—People, Process, and Physical Evidence (Kotler & Armstrong, 2010). This framework is relevant in various contexts, including online marketing. The study focuses on the online marketing mix's impact on purchasing decisions for River Snail Noodles in Guangxi. The independent variable is the online marketing mix, as defined by Booms & Bitner (1982); Kotler & Armstrong (2010); Chaffey (2022). The dependent variable follows five consumer decision-making steps: problem recognition,

information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The research confirms that the online marketing mix significantly influences customer purchasing behavior.

The study examines the service marketing mix (7P's) in businesses operating on online platforms, highlighting its continued relevance alongside digital marketing strategies. In service-oriented businesses, the "product" includes both tangible and intangible elements, such as food delivery and the associated experience (Zeithaml et al., 2018). Pricing strategies incorporate dynamic pricing, subscriptions, and freemium models, shaping consumer perceptions. While traditional physical locations are replaced by digital platforms, accessibility factors like app performance and delivery coverage remain crucial (Grönroos, 1994). Digital channels, such as social media and email marketing, drive promotional strategies (Lovelock & Wirtz, 2021). Customer interactions via live chats and customer service reinforce the personal aspect of service businesses. The online marketing mix alone is insufficient, as it lacks emphasis on people, processes, and tangible evidence. It mainly focuses on digital strategies like SEO, content marketing, and paid ads. Integrating the service marketing mix ensures a holistic approach to service quality and customer satisfaction. This combination effectively addresses challenges unique to online service platforms (Chaffey & Ellis-Chadwick, 2019). This concept was introduced by Blackwell (2006) to identify the key factors that influence consumers' online product purchasing decisions. The independent variable, based on Kotler and Keller (2009), includes the 7 P's as follows: 1) The product includes both physical and digital offerings tailored to meet customer needs and scalability. 2) Pricing strategies incorporate dynamic pricing, freemium models, subscriptions, and transparent discounts. 3) The online "place" focuses on accessible digital platforms like e-commerce sites and mobile apps with user-friendly experiences. 4) Promotional efforts leverage social media, SEM, email, influencer partnerships, and content marketing for wider reach. 5) "People" emphasizes the role of customer service teams, social media managers, and AI chatbots in enhancing interactions. 6) Processes involve streamlined backend and frontend systems ensuring secure transactions and efficient order tracking and 7) Physical evidence is conveyed through digital touchpoints such as website design, branding, and high-quality product images. The purchase decision is a dependent variable influenced by multiple online marketing components. It involves the phases of problem recognition, active information search, and critical evaluation of alternatives. Finally, the decision-making

process culminates in a purchase decision and subsequent post-purchase behavior as conceptualized by Kotler & Keller (2006). See Figure 1
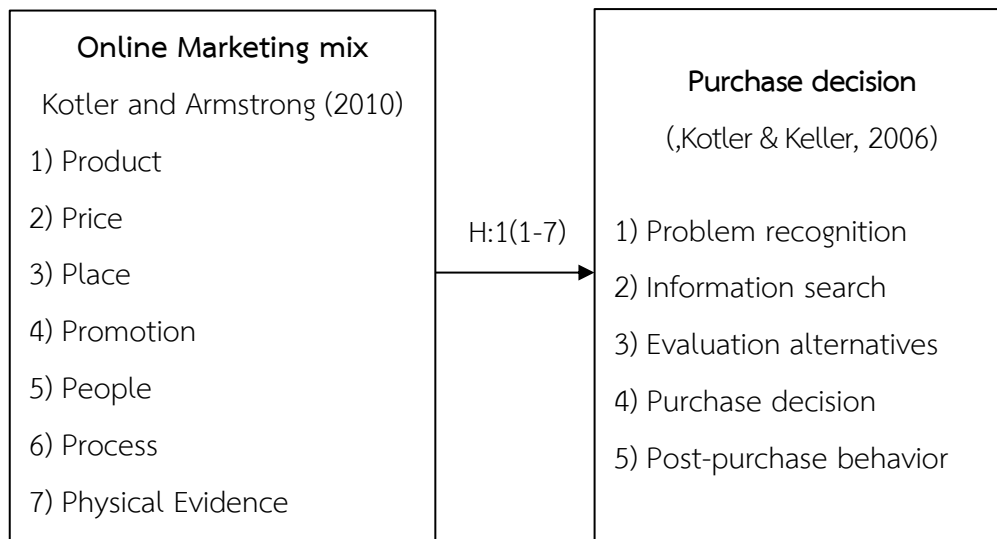
Figure 1 Conceptual Framework

Research Hypothesis

H1: Online marketing mix have a positive effect on purchase decisions on River Snail Rice Noodle products.

H 1.1: Product has a positive effect on purchase decisions on River Snail Rice Noodle products.

H 1.2: Price has a positive effect on purchase decisions on River Snail Rice Noodle products.

H 1.3: Place has a positive effect on purchase decisions on River Snail Rice Noodle products.

H 1.4: Promotion has a positive effect on purchase decisions on River Snail Rice Noodle products.

H 1.5: People has a positive effect on purchase decisions on River Snail Rice Noodle products.

H 1.6: Process has a positive effect on purchase decisions on River Snail Rice Noodle products.

H 1.7: Physical Evidence has a positive effect on purchase decisions on River Snail Rice Noodle products.

Research Methodology

1. Population and sample

The population studied consists of people who have experience using River Snail Noodles products independently through an online business in Guangxi. As indicated by the screening questions, the questionnaire is only intended for consumers who have experience purchasing River

Snail Rice Noodles products. For the sample groups, the researcher calculated the sample size using the formula of Cochran (1953) at a confidence level of 95% and a level of error of 5 percent. The sample size can be calculated as 384.16. The researcher defines the sample as 400 people.

2. Instrumentation

The questionnaires are based on the online marketing mix theories of of Kotler and Armstrong (2010); Booms and Bitner (1982); Chaffey (2022) covering seven factors: product, price, place, promotion, people, process, and physical evidence. Additionally, Kotler (2006) developed a questionnaire on five purchase decision factors: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The questions use a 5-level Likert scale (Likert, 1970), rating importance from 1 (very low) to 5 (very high).

3. Data collection

The researcher distributed online questionnaires via WeChat, websites, and apps, clarifying objectives for respondents. A pilot test with 30 Chinese consumers in Guangxi, experienced with River Snail Noodles, was conducted to assess reliability. Cronbach's Alpha was used, requiring a minimum reliability of 0.70 (Cronbach, 1951). The questionnaire achieved 0.809 reliability, with an overall reliability of 0.926. The revised questionnaire was then used for data collection. Multiple Regression Analysis with Enter Selection was applied to analyze the results. The researcher prepared a complete questionnaire. The revised questionnaire was used to collect data with the sample to collect data for further research. In this study, the researcher will apply descriptive statistics and inferential statistics to analyze the data with the following: (1) Descriptive statistics in the analysis of frequency, percentage, mean, and standard deviation. And (2) Influential statistics in the analysis of the synergistic by Multiple Regression Analysis.

Analysis and Discussion

1. Results percentage analysis of the personal information of the people who have experience using River Snail Noodles products on their own through online business in Guangxi, China.

The majority of respondents were female (67.25%) and under 30 years old (33.00%). Most were single (41.75%) and held a bachelor's degree (39.75%). Students made up the largest group (28.50%), with 34.00% reporting the highest income level. Online shopping was preferred by 38.25%, mainly on Taobao (58.75%). Credit cards were the most used payment method (26.25%).

2. Results descriptive, and mean analysis of the important level of the online marketing mix factors.

The online marketing mix concerning the place is of very high importance first (4.49), Followed by product and people of very high importance (4.48), and the online marketing mix concerning the price is of very high importance (4.45). The online marketing mix concerning the promotion is very high importance (4.47). The online marketing mix concerning the process is very high importance (4.58). Lastly, the online marketing mix concerning the physical is very high importance (4.57).

3. Results descriptive, and mean analysis of the operation of consumer purchase decisions.

The overall consumer purchase decisions are of very high importance, with a mean of 4.40.

The influence of the marketing mix on purchase decisions involves testing criteria such as the Normality Test and Correlation using Multiple Regression analysis.

The correlation coefficient is a tool in statistical analysis for determining the relationship between two variables. It is represented by "r" and measures the strength and direction of the linear relationship between the two variables. Testing the correlation coefficient enables researchers to determine whether the observed correlation in a sample is statistically significant or if it could have happened purely by chance. See Table 1

Table 1. Correlation Coefficient

Variable	Product (X1)	Price (X2)	Place (X3)	Promotion (X4)	People (X5)	Process (X6)	Physical (X7)	PD (Y)
Product (X1)		0.228**	.268**	0.426**	-0.021	0.694**	0.695**	0.619**
Price (X2)			0.092	0.129*	0.106*	0.500**	0.501**	0.499**
Place (X3)				0.143**	0.117*	0.040	0.039	0.148**
Promotion (X4)					0.003	0.338**	0.339**	0.440**
People (X5)						0.135**	0.134**	0.138**
Process (X6)							0.140**	0.671**
Physical (X7)								0.672**

Remark: **$p<0.01$, *$p<0.05$

Table 1, analyzing the correlation coefficient values between the online marketing mix variables and consumer's purchase decision using the Person correlation coefficient method, found that the value sig. is equal to 0.000, which is less than 0.01. It is statistically significant at the 0.01 level and has a moderate relationship (r=0.695, Sig.=0.000) when considering the elements of the online marketing mix in 7 areas: product, price, place, promotion,

people, process, and physical. and the relevant degrees are 0.619, 0.499, 0.148, 0.440, 0.138, 0.671, and 0.672, respectively. All variables are related, with every variable having a correlation coefficient between 0.106 and 0.695, which is not more than 0.80. This shows that all variables are independent, which can be considered in the multiple regression analysis model (Hair et al., 2019).

4. Results from Multiple Regression analysis of the factors affecting the consumer's purchase decision on River Snail Rice Noodles products in Guangxi, using the online marketing mix.

The influential statistical data of all items related to the online marketing mix on the consumer's purchase decision on River Snail Rice Noodles products in Guangxi, the People's Republic of China are presented in Table 2

Table 2 shows the result of the multiple regressions analysis by Enter Selection

| Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.518	.216	-	2.396*	.017	-	-
1. Product	.160	.025	.304	6.316***	.000	.449	2.227
2. Price	.215	.031	.266	6.986***	.000	.715	1.398
3. Place	.028	.020	.048	1.453	.147	.945	1.059
4. Promotion	.217	.042	.185	5.128***	.000	.799	1.251
5. People	.043	.019	.077	2.307*	.022	.941	1.062
6. Process	.066	.040	.089	1.664***	.000	.361	2.769
7. Physical	.134	.051	.181	2.651**	.008	.224	4.464

Remark: R Square = 0.592, Adjust R^2 Square = 0.584, F = 81.330, Durbin Watson 2.47

Note: * = Sig<0.05, ** = Sig<0.01, *** = Sig<0.001

Table 2 Results of the study online marketing mix's factors affecting the consumer's purchase decision on River Snail Rice Noodles products, found that the presence of the significant effect of the seven predicting variables on the purchase decisions of consumers was identified based on their significance. The effect of a predicting variable is significant. Value is less than 0.05.

1. The research found that the research identified a significant effect of 7 marketing mix variables on consumer purchase decisions, with significance determined at p < 0.05. The product had the highest impact (**β**=.304) on purchase decisions. Price followed with a regression coefficient of **β**=.266. Promotion showed a significant effect with **β**=.185. Physical evidence had a regression coefficient of **β**=.181. Process influenced purchase decisions with **β**=.089. People had an effect with **β**=.077. The place had the lowest regression coefficient (**β**=.048) and was not statistically significant at p < 0.05. All other factors significantly influenced

purchase decisions, emphasizing the importance of product, price, and promotion in driving online consumer behavior. See Figure 1 below.

Online Marketing Mix
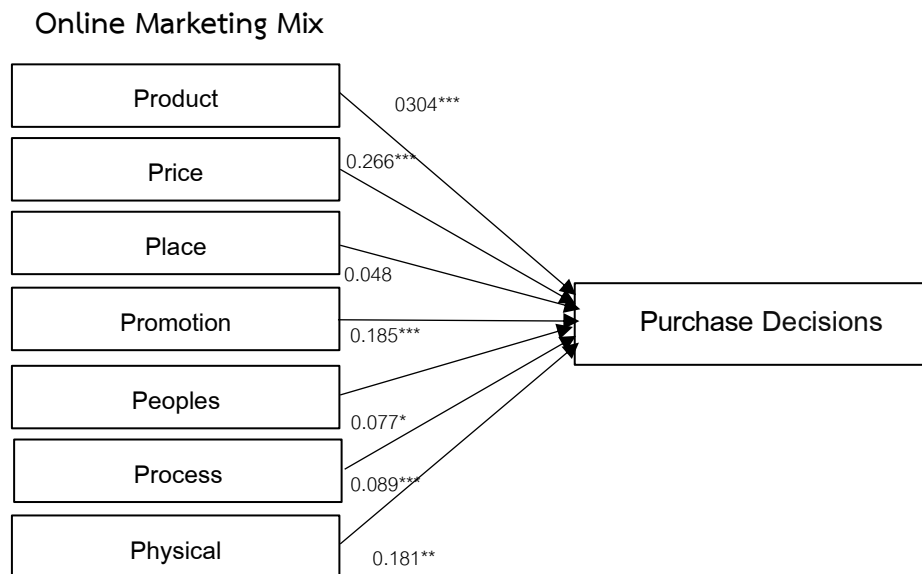
Note: *= Sig<0.05, **= Sig<0.01,*** =Sig<0.001

Fig. 2 Model of Multiple Regression

Discussion

This research aimed to study the online marketing mix concerning the product, which is of very high importance. Online shopping is increasingly popular due to its convenience and effectiveness. It also highlights digital marketing strategies, including the online marketing mix, and discusses the implications for businesses as outlined by Chaffey and Ellis-Chadwick (2019). Additionally, the elements of the online marketing mix can quickly change a company's competitive position through innovation, as suggested by Khan (2014). The online marketing mix also has two important benefits. First, it can be used as a tool to evaluate the work of marketing managers by exchanging benefits from the competitive strengths of online businesses and going through the process of online marketing mix with customer benefits and other stakeholders. Second, it helps reveal product information and commercial terms, whether it is a process, physical, or multidimensional factor of a marketing manager's job. Following the price, the price element of the online marketing mix is incredibly crucial. The results of this study 8 correspond with the study of Mahittivanich in 2022 via Facebook, the top 3 reasons for returning to buy things online and in stores are the same: price (50%), product quality

(38%), and ease of searching and finding products (38%). According to Hanaysha's et al., (2021) research, the price of a product plays a vital role in influencing a consumer's decision to purchase it.

Lastly, the online marketing mix concerning the price of very high importance. The price element of the online marketing mix is incredibly crucial. This is because online stores generally offer products at lower prices than physical department stores. Additionally, consumers prefer to purchase products online at cheaper rates, so online stores tend to set lower prices for their products. According to a survey conducted by Mahittivanich in 2022 via Facebook, the top 3 reasons for returning to buy things online and in stores are the same: price (50%), product quality (38%), and ease of searching and finding products (38%). According to Hanaysha's et al., (2021) research, the price of a product plays a vital role in influencing a consumer's decision to purchase it. Additionally, the study found that the store's image and location have a significant positive impact on purchase decisions.

The importance of consumer purchase decisions. 1) The overall consumer purchase decisions are of very high importance. In order to succeed in competitive markets, online businesses must understand the factors that influence purchase decisions, including price, quality, brand reputation, and convenience. By analyzing these factors, companies can refine their digital marketing strategies, product offerings, and customer experiences better to meet the needs and preferences of their target audience. According to Liuzhou (2023), both dishes are treasured for their unique tastes and are enjoyed by locals and visitors alike in their respective regions of origin. Related to the research of Chomraka et al., (2022) conduct, the consumer purchase decision process generally consists of five steps: problem perception, information search, alternative evaluation, purchase decision, and post-purchase evaluation.

The online marketing mix factors affect the consumer's purchase decision on River Snail Rice Noodles products in Guangxi, the People's Republic of China.

The online marketing mix significantly influences consumer purchase decisions for River Snail Rice Noodles, with the product being the most critical factor due to its cultural heritage and government promotion. Price follows as the second most influential factor, aligning with research emphasizing its role in attracting consumers (Thepnarong & Wisetprapha, 2021). Promotion, particularly through social media and advertising, effectively influences purchasing behavior (Chaffey, 2022; McCarthy, 1960). Physical aspects, such as website design, product presentation, and security, rank fourth, shaping consumer trust and shopping

experiences (Kotler & Keller, 2009). The process, including seamless ordering and secure online payment systems, ranks fifth in impact (Alzahrani, 2018). People play a crucial role in maintaining service quality, with personal interactions and staff professionalism affecting customer satisfaction (Hongyont, 2019). However, the place variable showed no significant correlation with consumer decisions, as convenience and usability matter more in digital shopping. The study highlights the importance of integrating digital marketing tools and omnichannel strategies for sustainable online business operations.

Suggestion

1. Operation of owner business suggestion

1. Emphasize authenticity and quality by highlighting the cultural significance of River Snail Rice Noodles, which will attract consumers seeking genuine local cuisine.

2. Focus on digital marketing strategies like content marketing, which includes sharing recipes and cooking tips, engaging with customers on social media, and collaborating with influencers. These efforts will help increase brand awareness and establish credibility.

2. Further research suggestion

Based on the finding that the product factor in the online marketing mix has a regression coefficient ($β=.304$), indicating the highest impact on consumers' purchase decisions. The way the product is presented online can significantly influence consumer decisions. Use high-quality images, detailed descriptions, and engaging videos that showcase the product in its best light. Highlight its authenticity, texture, and taste to make it appealing to potential buyers.

Research Conclusion

The online marketing mix influencing River Snail Rice Noodle purchases in Guangxi includes product quality, competitive pricing, availability, and effective promotions. Cultural and social factors, customer reviews, and user-generated content also impact decisions. Excellent customer service, including live chat, FAQs, and a flexible return policy, enhances trust and satisfaction. Secure transactions and data protection are crucial for consumer confidence. Fast and reliable delivery, along with convenient return options, improves the overall experience. Logistics and delivery location play a key role in purchase decisions. These factors collectively shape consumer buying behavior in the online market.

References

Alzahrani, J. (2018). The impact of e-commerce adoption on business strategy in Saudi Arabian small and medium enterprises. *Review of Economics and Political Science, 4*(2), 73–88.

Blackwell, R.J. (2006). *Consumer Behavior* (10th ed.). Harcourt College Publishers, South Western-Thomson Learning, Cincinnati.

Booms, B. H., & Bitner, M. J. (1981). Marketing Strategies and Organization Structures for Service Firms. In *Marketing of Services*. (pp. 47-51). American Marketing Association.

Chaffey, D. (2022, 23 December). *E-Marketing Mix or Digital Marketing Mix.* https://www.davechaffey.com/digital-marketing-glossary/e-marketing-mix/

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.

Chomraka, I. , Yeamkong, S. , Jindatawin, K. , & Jirawongsatian, S. (2022). Consumption behavior and marketing mix factors affecting buying decision of Longkong in Uttaradit Province. *Journal of Business Administration Maejo University, 4*(1), 57-76.

Cochran, W. G. (1953). *Sampling Techniques.* John Wiley & Sons.

Cronbach, L. J. (1951). Coefficient Alpha and the Internal Structure of Tests. *Psychometrika,* 16, 297-334. https://doi.org/10.1007/BF02310555.

Grönroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, *32*(2), 4–20.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Pearson Education.

Hanaysha's, J. R., Shaikh, M.E.A., & Alzoubi, H. M. (2021). Importance of marketing mix elements in determining consumer purchase decision in the retail market. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET), 12*(6), 1-17.

Hongyont, P. (2019). Factors Influencing the Decision to Purchase the Product Via Online Application (lazada) Consumer Digital Era in Bangkok. *Master's Degree, Graduate School, Siam University.*

Khan, S. N. (2014). Qualitative Research Method—Phenomenology. *Asian Social Science*, 10, 298-310.

Kotler, P. , & Armstrong, G. (2010). *Principles of Marketing* (14th ed.). Pearson Education, Essex, England.

Kotler, P., & Keller, K. (2006). *Marketing Management* (12th ed.). Prentice Hall, Upper Saddle River.

Kotler, P., & Keller, K. L. (2009). *Marketing Management* (13th ed.). Truth and Wisdom Press.

Li, C. H., Chan, O., Chow, Y., Zhang, X., Tong, P., Li, S. P., Ng, H. Y., & Keung, K. (2022). Evaluating the effectiveness of digital content marketing under mixed reality training platform on the online purchase intention. *Frontiers in Psychology, 13*(1),1-16.

Li, Ning. (2023, 12 September). *River snail rice noodles from Liuzhou in China's. Guangxi exported to 28 countries and regions.* http: // en.people.cn /n3/ 2023/0803/c90000-20053809.html.

Likert, R. (1970). *New Pattern of Management*. McGraw–Hill.

Liuzhou. (2023, 23 August). Exports of Chinese "stinky" snail noodles rise in 2023. https://eng.yidaiyilu.gov.cn/p/0GKP9826.html

Lovelock, C., & Wirtz, J. (2021). *Services Marketing: People, Technology, Strategy*. Pearson Education.

Mahittivanicha, N. (2022, 15 August). *Top reasons for making repeat purchases on an online shopping website among consumers global.* https://www.twfdigital.com/blog/2021/01/top-reasons-why-people-repeat-online-purchase/

McCarthy, E.J. (1960). *Basic Marketing: A Managerial Approach*. McGraw-Hill.

Muliyana, T., & Suyanto, A. (2019). Pengaruh Bauran Pemasaran Terhadap Proses Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Pijar MIP, 14*(1), 1–12.

Ngamchoom, K. (2020). The online marketing mix factors in consumers' behavior and decision-making process via digital channels. *Journal of MCU Social Development, 5*(2), 9– 15.

Srivastava, S. (2023, 13 October). *Snail Rice Noodles Market Analysis and Industry Trends Report: Navigating Opportunities and Challenges in a Dynamic Economic Landscape*. https://www.linkedin.com.

Sulistijono, A. K. (2019). The effect of digital marketing mix on consumers purchases intention. *In Bandung Creative Movement International Conference in Creative Industries* 6 th. (p.1-6). Indonesia.

Sun, Q., & Huang, Y. (2023, 27 September). *Marketing strategies for promoting Liuzhou River Snail Noodles internationally through e-commerce platforms*. DOI:10.61206/hass2023050006

Thepnarong, N., & Wisetprapha, P. (2021, 17 December). *Online Marketing Mix Factors Affecting Consumer Online Shopping Decision Via Applications in Bangkok*. Faculty of Business Administration, Ramkhamhaeng University. https://mmm.ru.ac.th/MMM/IS/twin-9/6214154034.pdf

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill.