



**A STUDY OF FACTORS INFLUENCING CHINESE
CONSUMERS' PURCHASE INTENTION TOWARD THAI
SOUVENIRS IN THAILAND**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2026



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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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Title: A Study of Factors Influencing Chinese Consumers' Purchase Intention toward Thai Souvenirs in Thailand
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ABSTRACT

Thai souvenirs function not only as tourism products but also as carriers of local culture, destination memories, practical value, and interpersonal meaning. Chinese consumers constitute an important group in Thailand's souvenir market because many Chinese tourists, students, employees, businesspeople, and residents purchase Thai products for personal use and gift-giving. However, their purchasing decisions may differ according to their perceptions of the cultural characteristics, usefulness, price, and social media information associated with the products. Therefore, this study aimed to examine the effects of cultural uniqueness, practical value, price reasonableness, and social media recommendation on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

A quantitative research method was adopted in this study. Data were collected through a structured questionnaire survey of Chinese consumers who study, work, live, or stay in Thailand and have experience or intention to purchase Thai souvenirs. A total of 400 questionnaires were distributed, and 370 valid questionnaires were obtained after data screening, with a valid response rate of 92.50%. SPSS was used for data analysis.

The findings indicate that Chinese consumers' purchase intention toward Thai souvenirs is influenced by both product-related factors and digital media factors. Therefore, Thai souvenir sellers and tourism retailers should strengthen cultural elements, improve product practicality, adopt reasonable pricing strategies, and enhance social media marketing. This study enriches research on souvenir consumption and cross-cultural consumer behavior, and provides practical suggestions for Thai souvenir businesses to better understand Chinese consumers in Thailand.

Keywords: Thai souvenirs, purchase intention, cultural uniqueness, practical value

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor for his invaluable guidance, support, and encouragement throughout my Independent Study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

ZENG PENG

DECLARATION

I, ZENG PENG, hereby declare that this Independent Study entitled “A Study of Factors Influencing Chinese Consumers’ Purchase Intention toward Thai Souvenirs in Thailand” is an original work and has never been submitted to any academic institution for a degree.

ZENG PENG
Aug 18, 2026



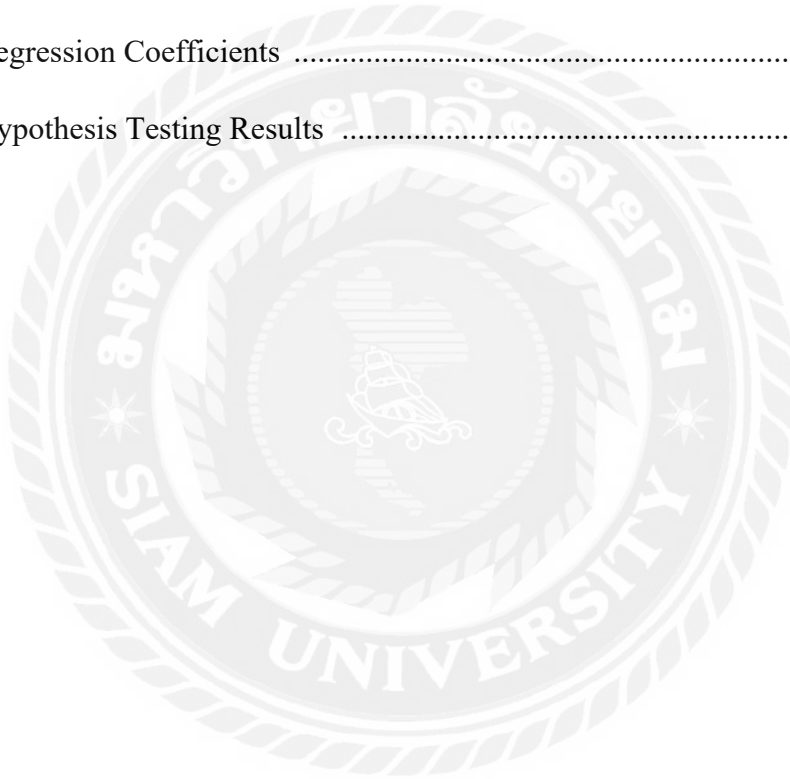
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Chapter 1 Introduction

1.1 Background of the Study

Souvenirs are an important component of tourism consumption because they connect physical products with destinations, personal memories, cultural experiences, and social relationships. Unlike ordinary consumer goods, souvenirs frequently possess both tangible and symbolic value. Consumers may purchase souvenirs to remember a destination, experience local culture, demonstrate that they have visited a particular place, or share their travel experiences with family members and friends. A systematic review by Shen and Lai (2022) indicated that souvenir research is closely connected with destination memory, cultural representation, tourism experiences, authenticity, gift-giving, and consumer behavior.

The purchase of souvenirs cannot therefore be explained only by product functionality. Consumers may assess whether a souvenir represents the destination, provides emotional or social meaning, offers practical benefits, and is worth the money paid. Wang et al. (2024) found that different dimensions of perceived value influence tourists' souvenir purchase decisions, indicating that consumers evaluate souvenirs from multiple perspectives rather than relying on a single product characteristic. Consumption value theory similarly explains that consumer choices may be influenced by functional, social, emotional, epistemic, and conditional values (Sheth et al., 1991).

Thailand is internationally recognized for its distinctive food culture, herbal traditions, handicrafts, cultural symbols, local products, and creative industries. Thai snacks, dried fruits, herbal balms, aroma products, skincare products, handicrafts, and cultural and creative products are frequently purchased as souvenirs. These products allow consumers to experience Thai culture through their ingredients, taste, design, packaging, craftsmanship, and product stories. Stone (2025) explained that food souvenirs have distinctive connections with place, taste, memory, local lifestyles, landscapes, and industries. Consequently, cultural characteristics can differentiate Thai souvenirs from ordinary products that consumers can obtain in their home country.

Chinese consumers were selected as the target group because they represent a meaningful cross-cultural consumer segment in Thailand. Chinese tourists, international students, employees, businesspeople, and residents may purchase Thai souvenirs for personal consumption or as gifts for family members, friends, classmates, colleagues, and business partners. Their purchasing decisions may involve several considerations. A culturally distinctive product may be regarded as more representative of Thailand, whereas a practical product may be considered more useful and suitable

for gift-giving. Consumers may also assess whether the price is reasonable, especially when they intend to purchase multiple items.

Cultural uniqueness is particularly relevant to souvenir consumption. For Chinese consumers in Thailand, cultural uniqueness may be an important factor influencing purchase intention toward Thai souvenirs. It represents the degree to which consumers perceive that a product has distinctive cultural characteristics, local identity, traditional elements, authenticity, and symbolic meaning. Guo and Zhu (2023) found that image congruity and brand-related perceptions influence tourists' purchase intention toward intangible cultural heritage souvenirs. Shen and Lai (2023) also demonstrated that the perceived value of craft souvenirs can shape recipients' destination image. These findings indicate that culturally meaningful souvenirs may strengthen consumers' association between the product and the destination.

1.2 Questions of the Study

This study aimed to answer the following research questions:

- 1) Does cultural uniqueness influence Chinese consumers' purchase intention toward Thai souvenirs in Thailand?
- 2) Does practical value influence Chinese consumers' purchase intention toward Thai souvenirs in Thailand?
- 3) Does price reasonableness influence Chinese consumers' purchase intention toward Thai souvenirs in Thailand?
- 4) Does social media recommendation influence Chinese consumers' purchase intention toward Thai souvenirs in Thailand?

1.3 Objectives of the Study

The objectives of this study are as follows:

- 1) To examine the influence of cultural uniqueness on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.
- 2) To examine the influence of practical value on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.
- 3) To examine the influence of price reasonableness on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.
- 4) To examine the influence of social media recommendation on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

1.4 Scope of the Study

This study focused on factors influencing Chinese consumers' purchase intention toward Thai souvenirs in Thailand. The study mainly examined how cultural uniqueness, practical value, price reasonableness, and social media recommendation influence purchase intention.

This study adopted a quantitative research method. A questionnaire survey was used as the main data collection method. The questionnaire was designed based on the research variables and measured using a five-point Likert scale. The population of this study consisted of Chinese consumers who study, work, live, or stay in Thailand and have experience or intention to purchase Thai souvenirs. The collected data were analyzed using SPSS.

1.5 Significance of the Study

Theoretical Significance: First, this study enriches research on souvenir consumption and purchase intention. Second, this study expands the application of consumer behavior theory in the field of Thai souvenir consumption. Third, this study contributes to research on cross-cultural consumer behavior. Fourth, this study also enriches research on social media recommendation and purchase intention.

Practical Significance: First, this study can provide useful suggestions for Thai souvenir sellers and local brands. Second, this study can help Thai souvenir businesses improve product development. Third, this study can help businesses improve the practical value of Thai souvenirs. Fourth, this study can provide suggestions for pricing strategy.

1.6 Definition of Key Terms

Cultural uniqueness The degree to which respondents perceive a Thai souvenir as distinctive, locally representative, authentic, culturally meaningful, and different from ordinary products.

Practical value: The perceived usefulness, quality, usability, portability, safety, shelf life, and suitability of a Thai souvenir for daily use, consumption, or gift-giving.

Price reasonableness: The perceived fairness and acceptability of a souvenir's price relative to its cultural, functional, emotional, and social benefits.

Social media recommendation: The influence of reviews, travel notes, influencer content, short videos, livestreams, demonstrations, and other online sharing on evaluation of Thai souvenirs.

Purchase intention: A Chinese consumer's self-reported willingness or likelihood to consider or purchase Thai souvenirs in Thailand; it is not equivalent to an actual transaction.

Chapter 2 Literature Review

2.1 Cultural Uniqueness

Cultural uniqueness refers to the extent to which consumers perceive a product as possessing distinctive cultural characteristics, local identity, traditional elements, symbolic meanings, and other features that differentiate it from products associated with other places or cultures. In tourism consumption, cultural uniqueness is particularly important because souvenirs are not only physical products but also carriers of destination identity, travel memories, and cultural meaning. Swanson and Timothy (2012) emphasized that souvenirs combine commercial functions with symbolic meanings, while Shen and Lai (2022) noted that souvenir research is closely related to local culture, destination memory, authenticity, and consumer behavior. Therefore, consumers often evaluate souvenirs according to both their tangible attributes and their ability to represent a specific destination.

Cultural uniqueness is closely associated with authenticity and local distinctiveness. Littrell et al. (1993) found that tourists often judge authentic craft souvenirs according to uniqueness, workmanship, aesthetics, cultural integrity, and genuineness. Elomba and Yun (2018) further showed that tourists' perceptions of souvenir authenticity vary according to cultural familiarity and nationality. These findings indicate that culturally unique souvenirs are more likely to be perceived as meaningful when consumers can clearly associate the product with its place of origin.

In souvenir markets, cultural uniqueness also contributes to product differentiation. Many destinations sell similar categories of products, such as food, handicrafts, decorative items, and daily-use goods. As a result, products that incorporate distinctive local ingredients, traditional craftsmanship, cultural symbols, regional stories, or characteristic design elements may be more attractive to consumers. He and Timothy (2024) found that tourists value souvenirs that clearly represent a place and may respond negatively when products sold at different destinations appear too similar. This suggests that cultural uniqueness can help reduce product homogeneity and strengthen consumers' perception of destination identity.

Cultural uniqueness is also related to the memorability and perceived value of souvenirs. Sthapit and Björk (2019) found that uniqueness, usability, and functionality contribute to tourists' memories of travel experiences. Similarly, Stone (2025) explained that food souvenirs are strongly connected with place, local lifestyles, taste, memory, and destination identity. These characteristics are particularly relevant to Thai souvenirs, including snacks, dried fruits, herbal products, handicrafts, aroma products,

and cultural creative products, because such products often communicate Thai culture through their ingredients, design, packaging, craftsmanship, and product stories.

Previous research also suggests that cultural uniqueness and authenticity can influence purchase-related behavior. Lin and Wang (2012) found that perceived authenticity influenced the perceived value and repurchase intention of ceramic souvenirs. Fu et al. (2018) similarly demonstrated that souvenir authenticity affected behavioral intention through perceived value. Guo and Zhu (2023) showed that authenticity and cultural image congruity were important factors influencing tourists' purchase intention toward intangible cultural heritage souvenirs. These findings suggest that culturally distinctive products can increase perceived value because they provide symbolic, emotional, and experiential benefits in addition to functional benefits.

For Chinese consumers in Thailand, cultural uniqueness is particularly important because Thai souvenirs are often purchased both for personal use and as gifts. A souvenir with recognizable Thai cultural characteristics is perceived as more representative, memorable, and suitable for communicating travel experiences to others. In this context, cultural uniqueness is reflected in Thai ingredients, traditional patterns, local craftsmanship, Thai food culture, herbal traditions, regional symbols, and culturally distinctive packaging. The study similarly defines cultural uniqueness in terms of distinctive cultural characteristics, local identity, traditional elements, authenticity, and symbolic meaning.

Based on the literature above, this study defines cultural uniqueness as the degree to which Chinese consumers perceive Thai souvenirs as possessing distinctive and recognizable Thai cultural characteristics, local identity, traditional elements, and symbolic meanings that differentiate them from ordinary or similar products.

2.2 Practical Value

Practical value refers to consumers' evaluation of whether a product provides useful, functional, and convenient benefits. In consumer behavior research, practical value is closely related to functional value, which reflects the utility derived from product quality, performance, reliability, and usefulness. Sheth et al. (1991) identified functional value as an important dimension of consumer choice, while Sweeney and Soutar (2001) emphasized that consumers evaluate products according to quality, performance, and value for money. In souvenir consumption, practical value therefore refers to whether a product can actually be used, consumed, carried, stored, or given to others.

Practical value is particularly important because modern souvenirs are no longer limited to decorative objects. Tourists increasingly purchase food, herbal products, cosmetics, clothing, household goods, and other items that combine destination symbolism with everyday usefulness. Wang et al. (2024) found that functional value significantly influenced tourists' souvenir purchase decisions, indicating that consumers are more willing to purchase souvenirs that provide tangible benefits in addition to cultural meaning.

Product quality is also an important component of practical value. Suttikun and Meeprom (2021) found that the perceived quality of authentic souvenir products in Thailand significantly influenced perceived value and customer satisfaction. This suggests that consumers are more likely to consider a souvenir worthwhile when they believe it is reliable, safe, well made, and able to provide the expected benefits.

Convenience and usability can further influence consumers' evaluation of souvenirs. Since tourists often face limitations related to luggage space, transportation, and storage, characteristics such as portability, packaging, shelf life, safety, and ease of use may affect purchase decisions. Wu et al. (2022) also found that perceived product value positively influenced tourists' continuous purchase intention toward souvenirs, showing that consumers place importance on whether products provide meaningful and useful benefits.

Practical value is especially relevant to gift-giving. Consumers frequently purchase souvenirs for family members, friends, classmates, colleagues, or business partners. Products that are useful or consumable may be easier to select as gifts because recipients can obtain practical benefits even if they have not personally visited the destination. Thai snacks, dried fruits, herbal balms, skincare products, aroma products, and other daily-use products can therefore provide both symbolic and functional value.

Based on the literature, this study defines practical value as the degree to which Chinese consumers perceive Thai souvenirs as useful, functional, convenient, reliable, and suitable for personal use or gift-giving. It includes evaluations of product quality, usability, portability, safety, and suitability for daily consumption.

2.3 Price Reasonableness

Price reasonableness refers to consumers' perception that the price of a product is fair, acceptable, and consistent with the benefits and quality they expect to receive. In consumer behavior research, price is not evaluated only as an absolute monetary amount; consumers also compare the price with product quality, alternative products, previous purchase experiences, and expected benefits. Zeithaml (1988) argued that

perceived value reflects consumers' overall assessment of what is received relative to what is given. Therefore, consumers are more likely to perceive a product as reasonably priced when they believe that its functional, emotional, social, and symbolic benefits justify the monetary sacrifice involved.

Price reasonableness is closely related to price fairness. Consumers tend to judge whether a price is appropriate by comparing it with reference prices, market conditions, and the value offered by the product. Chung and Petrick (2015) proposed that price fairness includes both cognitive and affective evaluations, meaning that consumers consider not only whether a price is economically justified but also whether it feels fair. In tourism consumption, this evaluation can be especially important because travelers frequently encounter products and services in unfamiliar markets and may have limited information about normal local prices.

The importance of price perception has also been demonstrated in tourism-related purchase decisions. Xu et al. (2024) found that tourists' perceptions of higher prices can increase feelings of relative deprivation and subsequently reduce purchase intention, while more favorable price perceptions can encourage purchasing behavior. This suggests that consumers may become less willing to purchase when they believe that prices are excessive, inconsistent, or unfair. Conversely, a reasonable price can reduce perceived financial sacrifice and increase consumers' confidence that they are making an appropriate purchase.

For souvenir consumption, price reasonableness is particularly relevant because tourists often purchase several items at the same time. Souvenirs may be bought for personal use as well as for family members, friends, classmates, colleagues, or business partners. As the number of products purchased increases, total expenditure becomes more noticeable, making price evaluation more important. Research on tourists' willingness to pay a premium for souvenirs shows that consumers may still accept relatively high prices when souvenirs provide strong authenticity, symbolic meaning, emotional value, or memorable tourism experiences (Yan et al., 2024). Therefore, price reasonableness should not be interpreted simply as "low price"; rather, it reflects whether consumers believe that the price is justified by the value offered.

Price value is also an important component of broader consumption value. Research on tourism purchasing has shown that price value can play a particularly strong role in consumers' purchase decisions. For example, studies of online travel products have found that price value is an important predictor of tourists' purchase intention, indicating that consumers evaluate whether the benefits of a tourism-related purchase justify its monetary cost. In the context of Thai souvenirs, consumers may

therefore compare product quality, cultural uniqueness, usefulness, packaging, and symbolic meaning with the price charged before deciding whether the product offers satisfactory value for money.

Based on the literature, this study defines price reasonableness as the degree to which Chinese consumers perceive the prices of Thai souvenirs as fair, acceptable, affordable, and consistent with the quality and benefits provided by the products.

2.4 Social Media Recommendation

Social media recommendation refers to the influence of product-related information, user reviews, influencer content, short videos, livestreaming, and online sharing on consumers' evaluations and purchase decisions. Compared with traditional advertising, social media allows consumers to obtain information from both firms and other users, making recommendations more interactive and socially embedded. Electronic word-of-mouth (eWOM) has therefore become an important source of product information. Erkan and Evans (2016) found that the quality, credibility, usefulness, and adoption of eWOM information on social media significantly influence consumers' purchase intentions.

Information credibility is particularly important in social media recommendation. Consumers are more likely to accept recommendations when they perceive the information source as trustworthy and relevant. Djafarova and Rushworth (2017) found that online celebrities and social media personalities can influence consumers' purchase decisions, especially when users perceive them as credible and relatable. Their findings suggest that consumers may respond more positively to recommendations from bloggers and online personalities because such sources are often perceived as more authentic and personally relevant than traditional celebrity endorsements.

Influencer-generated content may also shape purchase intention through information value and trust. Lou and Yuan (2019) demonstrated that the informative value of influencer content, together with perceived trustworthiness, attractiveness, and similarity, positively affects followers' trust in branded posts. This trust subsequently contributes to brand awareness and purchase intention. These findings indicate that social media recommendation is not effective simply because consumers are exposed to promotional content. Rather, its effectiveness depends on whether consumers regard the information as useful, credible, and relevant to their needs.

Social media recommendation is particularly important in tourism-related consumption because tourists frequently search for information before purchasing unfamiliar products. Reviews, travel notes, product demonstrations, and short videos

can help consumers understand product characteristics, compare alternatives, and reduce uncertainty. In the context of Thai souvenirs, social media content can introduce consumers to products that they may not otherwise discover and provide information about product quality, price, cultural characteristics, usage methods, and suitable places of purchase. The study also emphasizes that Chinese consumers may rely on platforms such as Xiaohongshu, Douyin, WeChat, TikTok, Instagram, and Facebook when evaluating Thai souvenirs.

The influence of social media recommendation is especially relevant to Chinese consumers purchasing products in Thailand. When consumers are unfamiliar with local brands or products, recommendations from other tourists, Chinese residents, influencers, or online communities can serve as reference information. Positive reviews and demonstrations may reduce perceived risk and increase confidence in the purchase decision. At the same time, social media recommendation provides social evidence by showing that other consumers have purchased, used, and evaluated the product. Therefore, credible recommendations can strengthen product awareness and increase willingness to purchase.

Based on the literature, this study defines social media recommendation as the degree to which Chinese consumers perceive product information, user reviews, influencer recommendations, short videos, livestreaming, and other social media content as useful and influential when evaluating Thai souvenirs.

2.5 Purchase Intention toward Thai Souvenirs

Purchase intention refers to an individual's willingness, tendency, or likelihood to purchase a particular product or service in the future. It is widely used in consumer behavior research as an indicator of consumers' readiness to perform an actual purchasing behavior. According to Ajzen (1991), behavioral intention represents an individual's motivation and willingness to perform a particular behavior and is an important antecedent of actual behavior. Therefore, purchase intention can be used to evaluate the degree to which consumers are willing to choose and purchase a product after considering its attributes, benefits, price, and available information.

In the tourism context, souvenir purchase intention is more complex than ordinary product purchase intention because souvenirs often combine functional, symbolic, emotional, cultural, and social values. Consumers may purchase souvenirs to preserve memories of a destination, obtain useful products, express cultural experiences, or provide gifts to others. Fu et al. (2018) found that souvenir authenticity and perceived value significantly influence tourists' behavioral intentions, demonstrating that

consumers' willingness to purchase souvenirs depends not only on physical product characteristics but also on the experiential and symbolic value associated with them.

Perceived value is particularly important in explaining souvenir purchase intention. Wang et al. (2024) examined tourists' souvenir purchase decisions and found that functional value and social value significantly influenced purchase intention. Their findings suggest that tourists are more willing to purchase souvenirs when products provide useful benefits and meaningful social value. Therefore, consumers' purchase intention toward Thai souvenirs may depend on whether the products are perceived as culturally distinctive, practically useful, reasonably priced, and appropriate for personal use or gift-giving.

The purchasing environment can also influence souvenir purchase intention. Su et al. (2024) found that different souvenir purchasing channels influence tourists' purchase intention through perceived convenience, usefulness, scarcity, and perceived value, while souvenir authenticity further affects these relationships. This demonstrates that souvenir purchase intention is influenced by both product-related attributes and external purchasing conditions. In contemporary tourism consumption, online information and social media recommendations may further shape consumers' evaluations before they make purchasing decisions.

For Chinese consumers in Thailand, Thai souvenirs can serve several purposes, including personal consumption, preserving travel or living experiences, sharing Thai culture, and gift-giving. The products considered in this study include Thai snacks, dried fruits, herbal products, skincare products, aroma products, handicrafts, and cultural creative products. The research also identifies these product categories and emphasizes that purchase intention reflects Chinese consumers' willingness to buy Thai souvenirs while studying, working, living, or staying in Thailand.

Based on the literature, this study defines purchase intention toward Thai souvenirs as the degree to which Chinese consumers are willing, likely, and prepared to purchase Thai souvenir products in Thailand. Purchase intention represents the final consumer response resulting from the evaluation of cultural uniqueness, practical value, price reasonableness, and social media recommendation.

2.6 Consumer Behavior Theory

Consumer Behavior Theory focuses on how individuals identify needs, search for information, evaluate alternatives, make purchase decisions, and respond after consumption. It provides a broad framework for explaining why consumers choose particular products and how internal and external factors jointly shape purchasing

decisions. Howard and Sheth (1969) proposed one of the earliest comprehensive models of buyer behavior, emphasizing that consumers process information from marketing and social environments before forming attitudes, intentions, and purchase responses. Their model demonstrates that purchasing behavior is not determined by a single product attribute but results from the interaction of stimuli, perception, learning, and decision processes.

The information-processing perspective further explains how consumers deal with product information during decision-making. Bettman (1979) argued that consumers have limited cognitive resources and therefore use selective information-processing strategies when evaluating alternatives. Rather than considering every available product characteristic, consumers generally focus on information that they regard as important to their goals. This perspective is relevant to souvenir purchases because tourists are often exposed to numerous products within a limited shopping period. They may therefore simplify their decisions by focusing on a small number of salient characteristics, such as cultural distinctiveness, usefulness, acceptable price, or recommendations from others.

Consumer choice is also influenced by the benefits and consequences associated with different alternatives. Foxall (2010) proposed the Behavioral Perspective Model, which interprets consumer choice through the reinforcing and aversive consequences associated with consumption situations. In this perspective, consumers are more likely to choose products when anticipated benefits outweigh the perceived costs or disadvantages of purchasing them. Applied to Thai souvenirs, consumers may evaluate whether the cultural meaning, practical usefulness, gift suitability, and social value of a product are sufficient to justify its monetary cost and purchasing effort.

Consumer Behavior Theory has also developed to account for increasingly complex information environments. Darley et al. (2010) reviewed consumer decision-making in online environments and showed that external factors can influence multiple stages of the decision process, including information search, alternative evaluation, purchase, and post-purchase behavior. Their framework emphasizes that digital environments provide consumers with additional information sources and influence how product alternatives are evaluated. This is particularly relevant to the present study because Chinese consumers may encounter recommendations, user reviews, travel notes, short videos, and influencer content on social media before deciding which Thai souvenirs to purchase.

Consumer decision-making in tourism is generally more complex than routine purchasing because tourism consumption involves uncertainty, unfamiliar

environments, symbolic meanings, and experiential considerations. Sirakaya and Woodside (2005) reviewed theories of traveler decision-making and argued that tourism decisions are influenced by multiple cognitive, psychological, social, and situational factors. Decrop (2006) similarly explained that tourism decision-making does not always follow a perfectly linear sequence and may involve changing preferences, situational constraints, interpersonal influence, and information collected at different stages of the travel experience. Therefore, souvenir purchasing can be viewed as part of a broader tourism decision process in which product characteristics, destination experiences, social relationships, and available information interact.

More recent tourism consumer behavior research further supports a multidimensional understanding of purchasing decisions. Cohen et al. (2014), based on an extensive review of tourism consumer behavior research, identified decision-making, values, motivations, attitudes, perceptions, satisfaction, trust, and external technological influences as important themes for understanding tourist behavior. Their review highlights that tourism consumption is shaped not only by the objective characteristics of products but also by consumers' subjective evaluations and the social and technological environments in which decisions occur. This provides a suitable theoretical basis for examining Thai souvenir purchasing, where product-related factors and social media information may operate simultaneously.

2.7 Perceived Value Theory

Perceived Value Theory explains consumer decisions through the trade-off between the benefits received from a product and the sacrifices made to obtain it. Zeithaml (1988) defined perceived value as consumers' overall assessment of a product's utility based on perceptions of what is received and what is given. In this perspective, value is subjective rather than determined solely by objective product characteristics. Consumers may consider quality, usefulness, emotional benefits, social meaning, and other advantages while simultaneously evaluating price, time, effort, and perceived risk. Therefore, consumers can form different value judgments toward the same product depending on their needs, expectations, and consumption situations.

Woodruff (1997) further conceptualized customer value as consumers' perceived preferences for and evaluations of product attributes, attribute performances, and the consequences arising from product use. His framework emphasizes that value is closely related to consumers' goals and desired outcomes. A product is therefore valuable when its characteristics help consumers achieve what they expect from the consumption experience. In souvenir purchasing, consumers may seek different outcomes, such as

obtaining a culturally representative product, acquiring something useful, finding an appropriate gift, or purchasing a product at an acceptable price. Perceived value provides a theoretical explanation for how these benefits are integrated into an overall product evaluation.

Perceived value has increasingly been regarded as a multidimensional construct. Rather than treating value as a simple comparison between price and quality, later research has recognized functional, emotional, social, and economic dimensions. Petrick (2002), for example, developed a multidimensional scale for measuring perceived value in service contexts that incorporated quality, emotional response, monetary price, behavioral price, and reputation. This multidimensional approach is useful in tourism because tourists often evaluate products according to both utilitarian and experiential criteria. Souvenirs may simultaneously provide functional usefulness, cultural meaning, emotional memories, social value, and economic value.

The importance of perceived value is particularly evident in tourism research. Sánchez et al. (2006) argued that perceived value in tourism is subjective and dynamic and may change before, during, and after a purchase. Their measurement of tourism-product value included functional value related to quality and price as well as emotional and social value. This perspective is highly relevant to souvenir purchasing because consumers evaluate not only the physical product itself but also whether the product reflects the destination, provides a memorable experience, is suitable for gift-giving, and represents acceptable value for money.

Perceived Value Theory can also explain why cultural uniqueness, practical value, and price reasonableness may influence purchase intention in different ways. Cultural uniqueness can enhance symbolic and experiential benefits by connecting a souvenir with Thai culture and destination identity. Practical value contributes functional benefits by making the product useful, usable, or suitable for gift-giving. Price reasonableness reflects the economic sacrifice involved in obtaining these benefits. Consequently, consumers are more likely to form favorable purchase evaluations when they perceive that the total benefits provided by a Thai souvenir are greater than or proportionate to the monetary and non-monetary sacrifices required.

2.8 Consumption Value Theory

Consumption Value Theory explains consumer choice from a multidimensional perspective. The theory suggests that consumers do not make purchasing decisions based on only one type of benefit; instead, different forms of value may simultaneously influence product choice. While functional benefits are important, consumers may also

seek emotional satisfaction, social recognition, novelty, knowledge, or benefits associated with a particular consumption situation. This perspective is particularly suitable for tourism and souvenir consumption because souvenirs often provide practical, symbolic, cultural, emotional, and social benefits at the same time.

Later research has reinforced the importance of treating consumer value as multidimensional rather than as a single economic evaluation. Babin et al. (1994) distinguished between utilitarian and hedonic shopping value, showing that consumers may obtain value both from accomplishing a practical shopping objective and from the enjoyment or experience associated with shopping itself. This distinction is relevant to souvenir purchasing because consumers may select a product not only because it is useful but also because it is culturally interesting, visually attractive, memorable, or emotionally meaningful.

Consumption value is particularly important in tourism because tourism products are highly experiential. Williams and Soutar (2009) examined value in an adventure tourism context and found that value-for-money, emotional value, and novelty value significantly influenced satisfaction and behavioral intentions. Their findings demonstrate that tourism consumers consider both functional and experiential dimensions when evaluating products and experiences. Therefore, consumers' willingness to purchase tourism-related products cannot be explained solely by price or practical usefulness.

Research has also shown that different dimensions of perceived value may have different effects on tourists' behavioral intentions. Dedeoğlu et al. (2016) examined functional and hedonic dimensions of tourist value and found that emotional, social, quality, and price-related value contributed differently to revisit and recommendation intentions. In particular, emotional value was especially important for revisit intention, while social value played an important role in recommendation behavior. This supports the argument that consumption decisions in tourism are based on combinations of economic, functional, emotional, and social evaluations rather than a single assessment.

The theory is also relevant to souvenir consumption because souvenirs contain both utilitarian and symbolic characteristics. A culturally distinctive souvenir may provide epistemic, emotional, or symbolic value by allowing consumers to experience and communicate Thai culture. A practically useful souvenir provides functional value through quality, usability, portability, or convenience. A reasonable price contributes economic value by reducing perceived monetary sacrifice. At the same time, recommendations on social media can provide informational and social value by helping consumers discover products, reduce uncertainty, and observe other consumers'

evaluations. Consequently, the four independent variables in this study represent different value-related considerations within the consumer decision process.

Empirical tourism research further suggests that perceived value is closely related to behavioral intentions. Williams and Soutar (2009) showed that several dimensions of value significantly predicted future behavioral intentions, while studies of tourism consumers have similarly demonstrated that consumers' value perceptions are important antecedents of satisfaction, recommendation, and future behavioral responses. These findings suggest that consumers are more likely to form favorable purchase intentions when a product provides multiple benefits that correspond with their practical, economic, emotional, and social expectations.

2.9 Conceptual Framework

Based on Consumer Behavior Theory, Perceived Value Theory, and Consumption Value Theory, this study developed a conceptual framework to explain Chinese consumers' purchase intention toward Thai souvenirs in Thailand. The framework includes four independent variables: cultural uniqueness, practical value, price reasonableness, and social media recommendation, while purchase intention toward Thai souvenirs is treated as the dependent variable. This structure is consistent with the research framework.

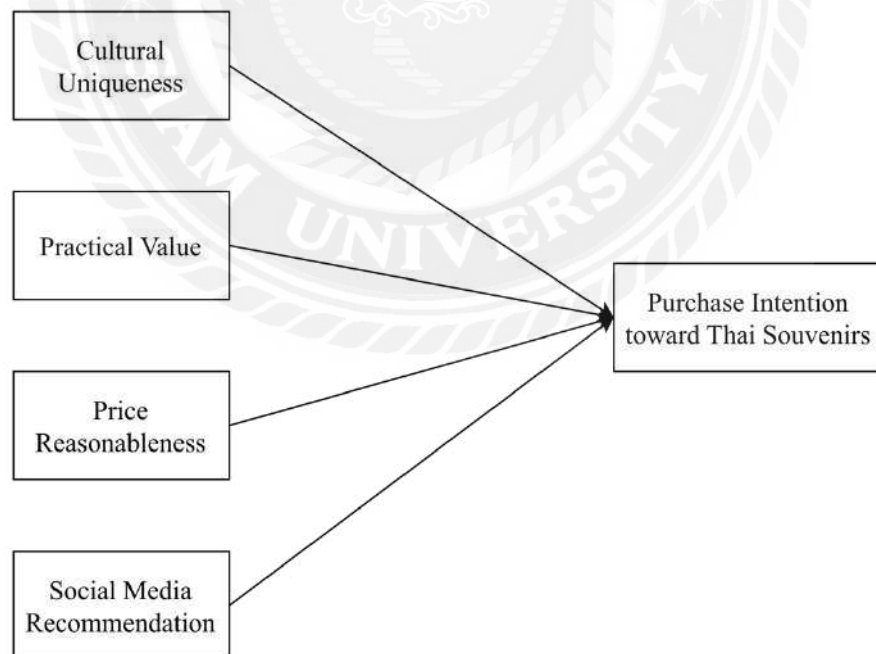


Figure 2.1 Theoretical Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative research design to examine the factors influencing Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

The independent variables were cultural uniqueness, practical value, price reasonableness, and social media recommendation, while purchase intention toward Thai souvenirs was treated as the dependent variable.

3.2 Questionnaire Design

The questionnaire consisted of two main parts. The first part collected respondents' demographic and consumption-related information. The second part measured the five research variables: cultural uniqueness, practical value, price reasonableness, social media recommendation, and purchase intention toward Thai souvenirs.

A total of 20 measurement items were included, with four items for each variable. All items were measured using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The items were adapted from established consumer behavior, perceived value, tourism souvenir, and electronic word-of-mouth studies and were adjusted to fit the context of Chinese consumers purchasing Thai souvenirs.

Table 3.1 Measurement Scales

Variable	Item Description	Scale Source
Cultural Uniqueness	Thai souvenirs have distinctive Thai cultural characteristics.	Littrell et al. (1993); He & Timothy (2024)
	Thai souvenirs clearly represent Thai local identity.	
	Thai souvenirs contain recognizable traditional or cultural elements.	
	Thai souvenirs are culturally different from ordinary products available elsewhere.	
Practical Value	Thai souvenirs are useful for daily life or consumption.	Sweeney & Soutar (2001); Suttikun & Meeprom (2021)
	Thai souvenirs provide good functional benefits.	

	Thai souvenirs are convenient to carry, use, or store.	
	Thai souvenirs are suitable for both personal use and gift-giving.	
Price Reasonableness	The prices of Thai souvenirs are reasonable.	Zeithaml (1988); Chung & Petrick (2015)
	The prices of Thai souvenirs are acceptable to me.	
	The prices of Thai souvenirs are appropriate for their quality.	
	Thai souvenirs provide good value for the money paid.	
Social Media Recommendation	Social media recommendations help me discover Thai souvenirs.	Erkan & Evans (2016); Lou & Yuan (2019)
	User reviews on social media influence my evaluation of Thai souvenirs.	
	Influencer or blogger recommendations increase my interest in Thai souvenirs.	
	Social media information helps me decide which Thai souvenirs to purchase.	
Purchase Intention toward Thai Souvenirs	I intend to purchase Thai souvenirs when I have the opportunity.	Dodds et al. (1991); Spears & Singh (2004)
	I am willing to purchase Thai souvenirs in Thailand.	
	I am likely to choose Thai souvenirs when buying gifts or products related to Thailand.	
	I would consider purchasing Thai souvenirs in the future.	

3.3 Hypothesis

H1: Cultural uniqueness has a significant positive impact on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

H2: Practical value has a significant positive impact on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

H3: Price reasonableness has a significant positive impact on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

H4: Social media recommendation has a significant positive impact on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

3.4 Population and Sample

The target population of this study consisted of Chinese consumers who study, work, live, or stay in Thailand and who have experience or intention to purchase Thai souvenirs.

A non-probability purposive sampling method was adopted because the study required respondents who were familiar with Thai souvenirs or had relevant purchase intention.

3.5 Data Collection

The questionnaire was distributed online through WeChat, Xiaohongshu, Facebook groups, Chinese student groups, Chinese community groups, and other online channels.

A total of 400 questionnaires were collected. After data screening, 30 invalid questionnaires were excluded because of incomplete responses, repeated answers, or obvious patterned responses. Finally, 370 valid questionnaires were retained for statistical analysis, resulting in a valid response rate of 92.50%.

3.6 Data Analysis

SPSS was used to analyze the collected data. The main statistical methods included descriptive statistical analysis, reliability analysis, validity analysis, Pearson correlation analysis, and multiple regression analysis.

Descriptive statistics were used to summarize the characteristics of the main variables. Cronbach's Alpha was used to assess the reliability of the measurement scales, while the KMO measure and Bartlett's Test of Sphericity were used to examine validity. Pearson correlation analysis was conducted to examine the relationships among the variables, and multiple regression analysis was used to test the effects of cultural uniqueness, practical value, price reasonableness, and social media recommendation on purchase intention toward Thai souvenirs.

3.7 Reliability and Validity Analysis of the Scale

3.7.1 Reliability Analysis

Cronbach's alpha was used to test the internal consistency of each variable. Generally, a Cronbach's alpha value greater than 0.70 indicates acceptable reliability.

Table 3.2 Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Cultural Uniqueness	4	0.884
Practical Value	4	0.872
Price Reasonableness	4	0.861
Social Media Recommendation	4	0.895
Purchase Intention	4	0.907
Overall Scale	20	0.936

The Cronbach's alpha values of all variables were higher than 0.80, and the overall Cronbach's alpha was 0.936. This indicates that the questionnaire had good reliability and internal consistency.

3.7.2 Validity Analysis

KMO and Bartlett's test were used to examine whether the data were suitable for factor analysis.

Table 3.3 Validity Analysis

Test	Result
KMO Value	0.912
Bartlett's Test Approx. Chi-Square	3258.476
df	190
Sig.	0.000

The KMO value was 0.912, which is higher than 0.70, indicating that the data were suitable for factor analysis. Bartlett's test was significant at the 0.001 level, showing that there were significant correlations among the questionnaire items. Therefore, the validity of the questionnaire was acceptable.

Chapter 4 Findings and Discussion

4.1 Demographic Characteristics of Respondents

Descriptive statistical analysis was conducted to summarize the demographic characteristics of the 370 valid respondents. The demographic information included gender, age, current status in Thailand, and length of stay in Thailand.

Table 4.1 Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	164	44.32
	Female	206	55.68
Age	18–25 years	128	34.59
	26–35 years	151	40.81
	36–45 years	63	17.03
	46 years and above	28	7.57
Current Status in Thailand	Student	118	31.89
	Employee	132	35.68
	Business/Self-employed	54	14.59
	Resident/Other	66	17.84
Length of Stay in Thailand	Less than 1 year	96	25.95
	1–3 years	142	38.38
	4–6 years	78	21.08
	More than 6 years	54	14.59
Total		370	100.00

As shown in Table 4.1, among the 370 respondents, 206 respondents (55.68%) were female and 164 respondents (44.32%) were male. Female respondents therefore accounted for a slightly larger proportion of the sample.

Regarding age, the largest group consisted of respondents aged 26–35 years, with 151 respondents (40.81%), followed by those aged 18–25 years, with 128 respondents (34.59%). Respondents aged 36–45 years accounted for 17.03%, while those aged 46 years and above represented 7.57%. Thus, most respondents were young and middle-aged consumers between 18 and 35 years old.

In terms of current status in Thailand, employees constituted the largest group, with 132 respondents (35.68%), followed by students with 118 respondents (31.89%).

Residents or respondents with other statuses accounted for 17.84%, while business owners and self-employed respondents represented 14.59%. The sample therefore included Chinese consumers with different study, employment, business, and residential backgrounds in Thailand.

Regarding length of stay in Thailand, 142 respondents (38.38%) had stayed in Thailand for 1–3 years, representing the largest group. This was followed by respondents who had stayed for less than one year (25.95%), 4–6 years (21.08%), and more than six years (14.59%). The distribution indicates that respondents had varying levels of familiarity with Thailand and Thai consumer products.

Overall, the demographic distribution shows that the sample covered Chinese consumers of different genders, age groups, occupational backgrounds, and lengths of stay in Thailand, providing a relatively diverse respondent profile for examining purchase intention toward Thai souvenirs.

4.2 Descriptive Statistics of Variables

Descriptive statistical analysis was conducted to examine respondents' overall evaluations of the five research variables. The mean and standard deviation were used to summarize the central tendency and dispersion of the responses.

Table 4.2 Descriptive Statistics of Variables

Variable	Mean	Standard Deviation
Cultural Uniqueness	3.91	0.612
Practical Value	3.86	0.628
Price Reasonableness	3.78	0.657
Social Media Recommendation	3.94	0.604
Purchase Intention	3.88	0.621

As shown in Table 4.2, Social Media Recommendation obtained the highest mean score ($M = 3.94$, $SD = 0.604$), followed by Cultural Uniqueness ($M = 3.91$, $SD = 0.612$), Purchase Intention ($M = 3.88$, $SD = 0.621$), Practical Value ($M = 3.86$, $SD = 0.628$), and Price Reasonableness ($M = 3.78$, $SD = 0.657$).

All five variables had mean values above 3.70, indicating generally favorable evaluations among the respondents. Social Media Recommendation received the highest evaluation, suggesting that social media information, reviews, and recommendations were particularly prominent in respondents' evaluations of Thai souvenirs. Price Reasonableness had the lowest mean score among the variables, although its value remained above the midpoint of the five-point scale.

4.3 Correlation Analysis

Pearson correlation analysis was conducted to examine the relationships among cultural uniqueness, practical value, price reasonableness, social media recommendation, and purchase intention toward Thai souvenirs.

Table 4.3 Correlation Analysis

Variable	Cultural Uniqueness	Practical Value	Price Reasonableness	Social Media Recommendation	Purchase Intention
Cultural Uniqueness	1				
Practical Value	0.562**	1			
Price Reasonableness	0.518**	0.546**	1		
Social Media Recommendation	0.584**	0.601**	0.557**	1	
Purchase Intention	0.638**	0.615**	0.587**	0.672**	1
Note. ** $p < 0.01$.					

As shown in Table 4.3, all four independent variables were significantly and positively correlated with purchase intention. Cultural Uniqueness was positively correlated with Purchase Intention at $r = 0.638$, $p < 0.01$, indicating that stronger perceptions of the cultural distinctiveness of Thai souvenirs were associated with higher purchase intention.

Practical Value showed a significant positive correlation with Purchase Intention at $r = 0.615$, $p < 0.01$. This suggests that respondents who perceived Thai souvenirs as useful, convenient, and suitable for personal use or gift-giving tended to report stronger purchase intention.

Price Reasonableness was also significantly and positively correlated with Purchase Intention at $r = 0.587$, $p < 0.01$, suggesting that more favorable evaluations of price fairness and acceptability were associated with stronger willingness to purchase Thai souvenirs.

Among the four independent variables, Social Media Recommendation showed the strongest correlation with Purchase Intention, with $r = 0.672$, $p < 0.01$. This indicates that favorable social media information, reviews, and recommendations were strongly associated with Chinese consumers' willingness to purchase Thai souvenirs.

Overall, the correlation coefficients ranged from 0.587 to 0.672 for the relationships between the independent variables and purchase intention, demonstrating moderate to relatively strong positive relationships and providing preliminary support for further regression analysis.

4.4 Regression Analysis

Multiple regression analysis was conducted to examine the effects of cultural uniqueness, practical value, price reasonableness, and social media recommendation on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

Table 4.4 Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig.	VIF
Constant	0.426	0.158	—	2.696	0.007	—
Cultural Uniqueness	0.248	0.041	0.244	6.049	0.000	1.684
Practical Value	0.217	0.043	0.219	5.047	0.000	1.742
Price Reasonableness	0.176	0.039	0.186	4.513	0.000	1.598
Social Media Recommendation	0.312	0.044	0.319	7.091	0.000	1.823

The regression results show that all four independent variables had statistically significant positive effects on purchase intention. Cultural Uniqueness had a significant positive effect with $B = 0.248$, $\beta = 0.244$, $t = 6.049$, $p < 0.001$. Practical Value also had a significant positive effect with $B = 0.217$, $\beta = 0.219$, $t = 5.047$, $p < 0.001$. Price Reasonableness showed a significant positive effect with $B = 0.176$, $\beta = 0.186$, $t = 4.513$, $p < 0.001$.

Social Media Recommendation had the strongest effect on Purchase Intention, with $B = 0.312$, $\beta = 0.319$, $t = 7.091$, $p < 0.001$. Based on the standardized Beta coefficients, the strength of the four predictors was ranked as follows: Social Media Recommendation ($\beta = 0.319$), Cultural Uniqueness ($\beta = 0.244$), Practical Value ($\beta = 0.219$), and Price Reasonableness ($\beta = 0.186$).

The VIF values ranged from 1.598 to 1.823, all well below the commonly used threshold of 5.00, indicating that there was no serious multicollinearity problem among the independent variables. Therefore, the regression coefficients could be interpreted reliably.

The regression equation can be expressed as:

$$\text{Purchase Intention} = 0.426 + 0.248(\text{Cultural Uniqueness}) + 0.217(\text{Practical Value}) + 0.176(\text{Price Reasonableness}) + 0.312(\text{Social Media Recommendation})$$

Overall, the results indicate that higher levels of cultural uniqueness, practical value, price reasonableness, and social media recommendation were associated with

stronger purchase intention toward Thai souvenirs, with social media recommendation demonstrating the strongest predictive effect.

4.5 Hypothesis Testing Results

Based on the multiple regression analysis, all four hypotheses proposed in this study were supported. Cultural uniqueness, practical value, price reasonableness, and social media recommendation all showed statistically significant positive effects on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

Table 4.5 Hypothesis Testing Results

Hypothesis	Relationship	Result
H1	Cultural Uniqueness → Purchase Intention	Supported
H2	Practical Value → Purchase Intention	Supported
H3	Price Reasonableness → Purchase Intention	Supported
H4	Social Media Recommendation → Purchase Intention	Supported

4.6 Discussion

The results show that H1 was supported, indicating that greater cultural uniqueness was associated with stronger purchase intention toward Thai souvenirs. Thai souvenirs that more clearly express Thai cultural characteristics, local identity, traditional elements, and symbolic meanings tended to generate stronger willingness to purchase.

H2 was supported, indicating that practical value was positively associated with purchase intention. When consumers perceived Thai souvenirs as useful, convenient, functional, and suitable for personal use or gift-giving, their purchase intention tended to increase.

H3 was supported, indicating that price reasonableness was positively associated with purchase intention. Consumers who regarded the prices of Thai souvenirs as fair, acceptable, and consistent with product quality and benefits were more willing to purchase them.

Finally, H4 was supported, indicating that social media recommendation was positively associated with purchase intention. Moreover, Social Media Recommendation produced the largest standardized coefficient ($\beta = 0.319$), making it the strongest predictor among the four independent variables. Overall, the findings confirm that all four proposed relationships were statistically supported, with social media recommendation showing the strongest association with purchase intention.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The results of this study show that all four hypotheses were supported. Cultural uniqueness, practical value, price reasonableness, and social media recommendation all had significant positive effects on Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

The support for H1 indicates that cultural uniqueness positively influences Chinese consumers' purchase intention toward Thai souvenirs. This means that the stronger consumers perceive Thai souvenirs as representing distinctive Thai culture, local identity, traditional elements, and symbolic meanings, the stronger their purchase intention tends to be.

The support for H2 indicates that practical value positively influences purchase intention. This means that when Chinese consumers perceive Thai souvenirs as useful, functional, convenient, and suitable for personal use or gift-giving, they are more likely to express willingness to purchase them.

The support for H3 indicates that price reasonableness positively influences purchase intention. This means that consumers are more willing to purchase Thai souvenirs when they perceive the prices as fair, acceptable, and consistent with product quality and benefits.

The support for H4 indicates that social media recommendation positively influences purchase intention. This means that favorable product information, user reviews, influencer recommendations, short videos, livestreaming, and other social media content can strengthen Chinese consumers' willingness to purchase Thai souvenirs.

Overall, the findings confirm that cultural, functional, economic, and digital information-related factors are all significantly associated with Chinese consumers' purchase intention toward Thai souvenirs in Thailand. Among the four predictors, social media recommendation showed the strongest statistical effect in the regression analysis.

5.2 Recommendation

Based on the findings of this study, several practical recommendations are proposed for Thai souvenir businesses, tourism retailers, local brands, and related marketers.

First, Thai souvenir sellers should strengthen the cultural uniqueness of their products. Product design, packaging, materials, ingredients, and promotional content should incorporate recognizable Thai cultural elements, such as traditional patterns, regional symbols, local ingredients, Thai lifestyle characteristics, craftsmanship, and cultural stories. Products with stronger cultural identity can help consumers distinguish Thai souvenirs from ordinary consumer goods and increase their symbolic and commemorative value. Businesses should therefore avoid excessive product homogenization and emphasize authentic local characteristics that clearly communicate Thai identity.

Second, businesses should improve the practical value of Thai souvenirs. In addition to cultural and symbolic characteristics, consumers may prefer products that are useful, easy to carry, convenient to use, and suitable for gift-giving. Businesses should pay attention to product quality, usability, portability, packaging, safety, shelf life, and storage requirements. For Thai snacks, dried fruits, herbal products, skincare products, aroma products, handicrafts, and other cultural products, both symbolic value and practical benefits should be emphasized.

Third, Thai souvenir sellers should adopt a reasonable pricing strategy. Price does not necessarily need to be low, but consumers should be able to understand why a product is worth its price. Businesses should maintain consistency between price, product quality, cultural characteristics, packaging, functionality, and overall consumer benefits. Clear pricing information and differentiated product options at different price levels may help consumers make purchase decisions according to their budgets. Businesses should also pay attention to consumers who purchase multiple souvenirs as gifts, for whom total expenditure may become an important consideration.

Fourth, businesses should strengthen social media marketing and recommendation strategies. Since social media recommendation showed the strongest relationship with purchase intention, marketers should pay particular attention to platforms commonly used by Chinese consumers, including Xiaohongshu, Douyin, WeChat, TikTok, Instagram, and Facebook. Short videos, user reviews, travel notes, influencer recommendations, livestreaming, product demonstrations, and consumer-generated content can be used to increase product exposure and provide useful purchase information.

At the same time, businesses should focus on the credibility and quality of social media content rather than relying only on promotional frequency. Product information should accurately describe characteristics, prices, ingredients, usage methods, cultural background, and suitable purchasing occasions. Authentic user experiences and

transparent recommendations can reduce information uncertainty and strengthen consumers' confidence in unfamiliar Thai souvenir products.

Finally, Thai souvenir businesses may consider integrating these four strategies rather than treating them separately. A culturally distinctive product should also provide practical benefits, be offered at a price that consumers consider reasonable, and be effectively communicated through social media. By combining cultural differentiation, functional product development, appropriate pricing, and credible digital promotion, businesses can more effectively strengthen Chinese consumers' purchase intention toward Thai souvenirs in Thailand.

5.3 Further Study

Although this study provides empirical evidence regarding the factors associated with Chinese consumers' purchase intention toward Thai souvenirs in Thailand, several directions can be considered for future research.

First, future studies may expand the sample to include Chinese consumers in different regions of Thailand. This study focused broadly on Chinese consumers who study, work, live, or stay in Thailand. Future research could compare respondents in Bangkok, Chiang Mai, Phuket, Pattaya, and other major tourism destinations to determine whether regional differences affect souvenir preferences and purchase intention.

Second, future research may examine additional variables beyond cultural uniqueness, practical value, price reasonableness, and social media recommendation. Factors such as perceived authenticity, product quality, brand image, emotional value, trust, perceived risk, packaging attractiveness, and destination attachment may also be relevant to souvenir purchase decisions. Adding these variables could provide a more comprehensive explanation of Chinese consumers' purchasing behavior.

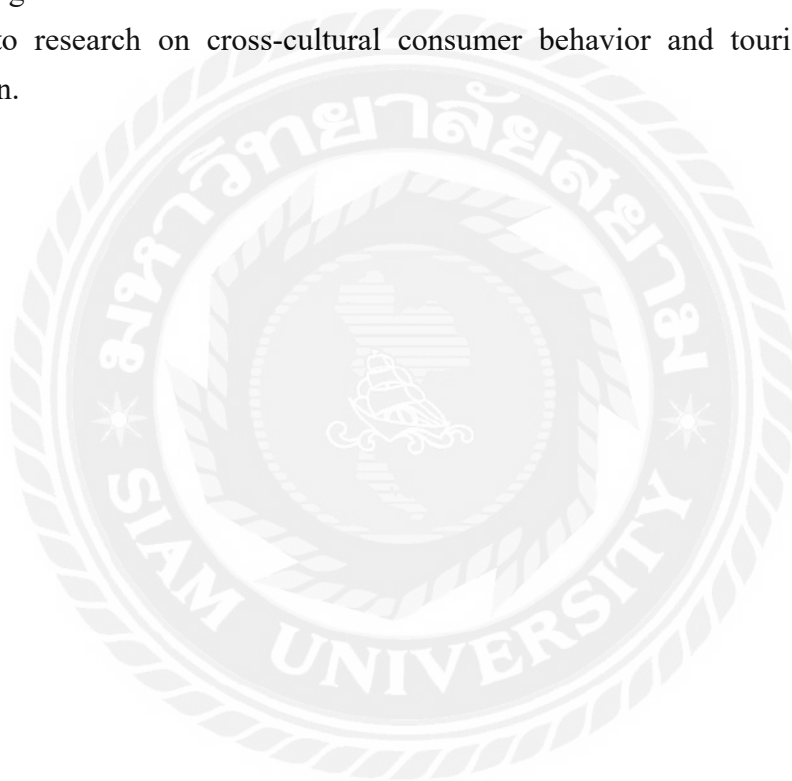
Third, future studies may further investigate the role of social media by distinguishing among different types of digital recommendations. For example, user-generated reviews, influencer recommendations, short-video content, livestreaming, and official brand content may have different effects on consumer trust and purchase intention. Researchers may also compare platforms such as Xiaohongshu, Douyin, WeChat, TikTok, and Instagram.

Fourth, future research could examine differences among different categories of Thai souvenirs. Consumers may evaluate food products, herbal products, skincare products, handicrafts, aroma products, and cultural creative products differently in

terms of cultural uniqueness, usefulness, price, and purchase intention. Product-category comparisons may therefore provide more specific managerial implications.

Fifth, this study adopted a quantitative and cross-sectional survey design. Future studies may use longitudinal research designs to examine whether consumers' evaluations and purchase intentions change over time. Qualitative methods, such as interviews or focus groups, could also be used to explore the reasons behind consumers' souvenir choices in greater depth.

Finally, future research may compare Chinese consumers with consumers from other countries or cultural backgrounds. Such comparative studies could help determine whether the factors identified in this study are specific to Chinese consumers or whether they can be generalized to a broader international tourist market. This would further contribute to research on cross-cultural consumer behavior and tourism souvenir consumption.



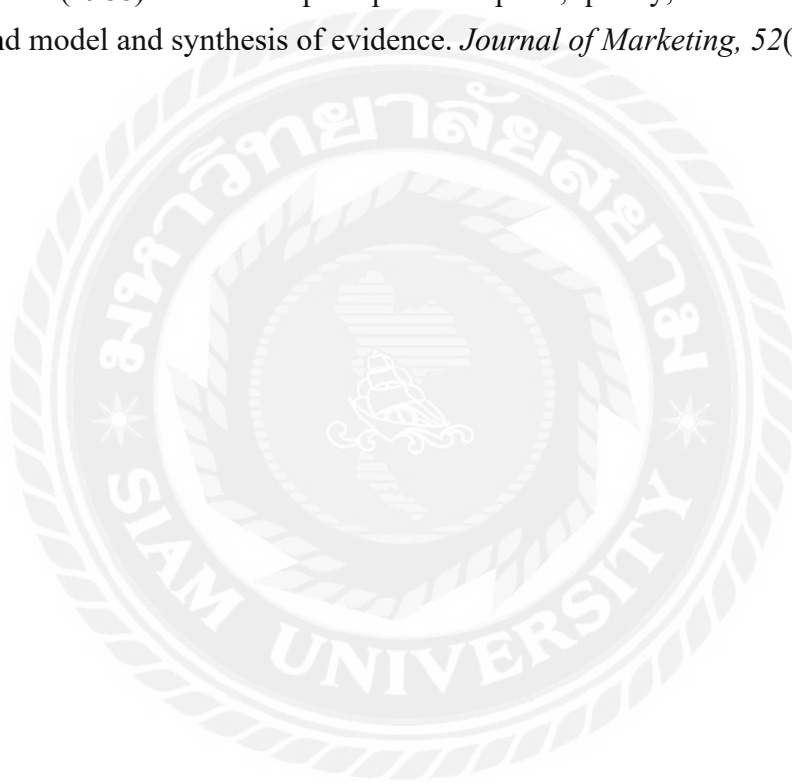
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Appendix

Dear Respondent,

This questionnaire is designed to examine the factors influencing Chinese consumers' purchase intention toward Thai souvenirs in Thailand. The information collected will be used for academic research purposes only. All responses will remain confidential and will be analyzed only in aggregate form.

Please answer the following questions based on your actual experience and opinions. There are no right or wrong answers. Thank you for your valuable participation.

Part 1: Demographic Information

Please select the option that best describes your situation.

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ 18–25 years
- ☐ 26–35 years
- ☐ 36–45 years
- ☐ 46 years and above

3. Current Status in Thailand

- ☐ Student
- ☐ Employee
- ☐ Business owner/Self-employed
- ☐ Resident/Other

4. Length of Stay in Thailand

- ☐ Less than 1 year
- ☐ 1–3 years
- ☐ 4–6 years
- ☐ More than 6 years

5. Have you purchased or considered purchasing Thai souvenirs in Thailand?

- ☐ Yes
- ☐ No

Part 2: Measurement Items

Please indicate the extent to which you agree with each statement according to the following scale:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Cultural Uniqueness

Code	Statement	1	2	3	4	5
CU1	Thai souvenirs have distinctive Thai cultural characteristics.	☐	☐	☐	☐	☐
CU2	Thai souvenirs clearly represent Thai local identity.	☐	☐	☐	☐	☐
CU3	Thai souvenirs contain recognizable traditional or cultural elements.	☐	☐	☐	☐	☐
CU4	Thai souvenirs are culturally different from ordinary products available elsewhere.	☐	☐	☐	☐	☐

Practical Value

Code	Statement	1	2	3	4	5
PV1	Thai souvenirs are useful for daily life or consumption.	☐	☐	☐	☐	☐
PV2	Thai souvenirs provide good functional benefits.	☐	☐	☐	☐	☐
PV3	Thai souvenirs are convenient to carry, use, or store.	☐	☐	☐	☐	☐
PV4	Thai souvenirs are suitable for both personal use and gift-giving.	☐	☐	☐	☐	☐

Price Reasonableness

Code	Statement	1	2	3	4	5
PR1	The prices of Thai souvenirs are reasonable.	☐	☐	☐	☐	☐

Code	Statement	1	2	3	4	5
PR2	The prices of Thai souvenirs are acceptable to me.	☐	☐	☐	☐	☐
PR3	The prices of Thai souvenirs are appropriate for their quality.	☐	☐	☐	☐	☐
PR4	Thai souvenirs provide good value for the money paid.	☐	☐	☐	☐	☐

Social Media Recommendation

Code	Statement	1	2	3	4	5
SMR1	Social media recommendations help me discover Thai souvenirs.	☐	☐	☐	☐	☐
SMR2	User reviews on social media influence my evaluation of Thai souvenirs.	☐	☐	☐	☐	☐
SMR3	Influencer or blogger recommendations increase my interest in Thai souvenirs.	☐	☐	☐	☐	☐
SMR4	Social media information helps me decide which Thai souvenirs to purchase.	☐	☐	☐	☐	☐

Purchase Intention toward Thai Souvenirs

Code	Statement	1	2	3	4	5
PI1	I intend to purchase Thai souvenirs when I have the opportunity.	☐	☐	☐	☐	☐
PI2	I am willing to purchase Thai souvenirs in Thailand.	☐	☐	☐	☐	☐
PI3	I am likely to choose Thai souvenirs when buying gifts or products related to Thailand.	☐	☐	☐	☐	☐
PI4	I would consider purchasing Thai souvenirs in the future.	☐	☐	☐	☐	☐

Thank you very much for your participation and valuable contribution to this study.