

FACTORS INFLUENCING PURCHASE INTENTIONS FOR GOLD AND JEWELRY PRODUCTS OF CHINESE TOURISTS IN THAILAND

Donglin Li*, Panyada Chantakit**

Suan Sunandha Rajabhat University, Thailand

Email: s 64567810029@ssru.ac.th, panyada.ch@ssru.ac.th***

ABSTRACT

The research was to investigate actual Influencing factors in purchase intentions for Gold and jewelry products of Chinese Tourists in Thailand. The conceptual framework was developed from the literature review, survey in the area, and other contemporary research on purchase intention. Accordingly, the researchers consider the importance of quality products, innovative products, and after-sales service. In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 385 Chinese tourists who came to Thailand to buy Gold and jewelry in Bangkok Thailand. The data collected were analyzed using path modeling and on the basis of observing the actual purchase intention of the organizations studied through all operational links in the marketing management.

Findings are as follows: Applications of quality products, innovation products, and sales service were explanatory of the variance in purchase intention at 66.6 percent ($R^2 = 0.666$). Each factor involves significant aspects, with the total being 26. All elements should be addressed if problems are to be solved over the long haul.

INTRODUCTION

After the outbreak of the COVID-19 virus, businesses face many problems and must find measures to restore their business image. Initial efforts are focused on improving the brand's image and regaining consumer confidence. Jewelry and gold jewelry businesses are trying to develop their own businesses by designing new products to be beautiful and diverse, creating more product differences. (Sribenjachoti et al., 2010; Tongtawat, Chaokiritipong, and Wongnaya, 2007). Businesses compete in after-sales services such as product replacement, product return, and repair of damage, these services make a lot of interest for customers and can attract many customers to buy products. Our country's economic development level has continuously improved in the past few years. People's desire and desire for a high-quality life is becoming more and more, and Chinese people's demand for purchasing goods and services is increasing. (Sribenjachoti et al., 2010; Tongtawat, Chaokiritipong and Wongnaya, 2007, Victor, 2014). Rich people have traveled to buy a lot of gold jewelry with convenience. Moreover, Chinese customers are more private and have higher and higher demands. For businesses facing increasing competition and increasing demand for products and services, companies must have Improving to increase the number of customers, there are ways to improve the quality of service is very important.

Meanwhile, we also face challenges in developing the gold and diamond jewelry industry. Currently, the gold and diamond jewelry industry encounters human resource management problems in business development, such as severe loss of high-quality employees, shortage of skilled workers, and uneven personnel retention. In addition, the lack of personnel with backgrounds in production and management after the COVID-19 virus outbreak has resulted in the loss of employees in the gold and diamond jewelry industry becoming more serious. Many practitioners are confused about their own improvements and employee satisfaction is declining. It is urgent to improve the human resource management level of the service industry.

(Chen, 2016; Deng, Zhao, 2012; Dolezal, 2015; Sribenjachoti et al., 2010; Victor, 2014). Under the current severe development situation, the continuously increasing quality of Chinese customer service can determine the future of the enterprise. Product development for better quality products, production innovation, after-sales service, and customer safety are key issues to help enterprises. Explore topics, problems, and coping strategies of competition in the gold and diamond jewelry industry from the point of view of customer satisfaction which will help organizations Develop and improve product management, production innovation, and after-sales service to promote the enterprise's long-term development. (Chen, 2016; Deng and Zhao, 2012, Dolezal, 2015).

METHODOLOGY

In the study of Factors influencing purchase intentions of Gold and jewelry products of Chinese Tourists in Thailand, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Instrument-based interviews collected data. The scope of the population is Chinese tourists who come to buy gold and jewelry in Thailand which the researcher did not know the exact number during the research. The researcher chose the top Jewelry serving foreigners 5 Jewelry in Bangkok, Thailand, including Bangkok gem store, Siam Well, A&P Jewelry, Ananta Fine Jewelry, and Momo Gems from 1 May -1 June 2023. The sampling is 385 people by the formula W.G. Cochran (1953). The selected sample used in this study was for Chinese spa tourists who come to Bangkok, Thailand, and use only 10 spas on Mondays, Wednesdays, and Fridays for 4 weeks in May 2023, but the exact population was unknown. Therefore, a calculation method was used using the formula W.G. Cochran (1953) at a confidence level of 95% with a tolerance of $\pm 5\%$ as follows. The tool is a Questionnaire about quality products, innovation products, after-sale service, security, and purchase intention the nature of the questionnaire is a Rating Scale questionnaire with 5 levels. Weights are assigned according to the Likert method by determining each item's weights, scores, and performance levels. There are 5 levels of questions in the questionnaire. Multiple Regression Analysis to test the influence of variables between quality product, innovation product, after-sales service, security, and purchase intention.

RESULTS

This paper aims to study Factors influencing purchase intentions for Gold and jewelry products of Chinese Tourists in Thailand, and then provide some optimization ideas of purchase intention. We used a quantitative study approach. The instrument used in the study was a questionnaire survey. Researchers collected the data with a sample group of 253 samples.

Reliability Test (Reliability) The researcher used the revised questionnaire to try out the researcher (Try Out) with Entrepreneurs of SME businesses in Henan 30 people who are not a sample group. Internal consistency was tested using composite reliability and Cronbach's Alpha coefficients, where the researchers analyzed the reliability coefficients of each question and each measure. The alpha value is between 0.5 – 0.65, which is moderately reliable. At values from 0.7 and up, it has pretty high reliability. But if it is below 0.5, it is less reliable. Usually, the criterion used to measure these two values should not be less than 0.6 (Cronbach, 1990).

Validity checking after collecting the data, the researchers studied their reality using the corrected Item-total correlation. Which is a measure of the correlation between the score of any question and the total score of the category in which the query appears, in the calculation

process, the total score must be adjusted by deducting the data value of any question issued in order to prevent the information of the questionnaire from appearing in both places. The decision criteria were that the correlation must not be less than 0.70.

The reliability and validity test results are shown in the following table.

Table 3.2 Results of testing reliability and validity by statistical methods

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
Quality Product 1. The shop always controls the quality of gold and diamond jewelry to meet standards. 2. The store has a standard product placement that does not deceive customers. 3. The stores have product designs that meet the same standards as foreign countries. 4. Shops regularly participate in trade shows to keep their products up-to-date at all times. 5. The store has a study visit abroad to get products that are always new and modern.	0.785 0.857 0.852 0.828 0.813	0.949
Innovation Product 1. The store has a product design that focuses on product development to be beautiful. 2. The store has a design that focuses on durability and is equal to foreign products. 3. The shop uses technology to be used in design and production, such as gold designs, and diamond cutting. 4. The shop uses standard gold ingredients and is particularly durable. 5. The store has a hook design that is firm and safe, not easy to fall off.	0.864 0.811 0.898 0.845 0.873	0.882
After-sales service 1. The shop offers a repair service for the purchased product that has been damaged after multiple uses. 2. The store has designed products for each specific customer. 3. The shop has a service to clean the products always to look new. 4. The shop has a cleaning service with equipment that meets good standards. 5. The store has designed new products so as not to repeat the existing ones that customers have before.	0.729 0.848 0.869 0.911 0.858	0.887

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
Security		0.867
1. The store has a highly secure location that is invisible to outsiders.	0.791	
2. The store has a security system that can be connected carefully and trustworthy.	0.829	
3. The store is designed to store products safely.	0.766	
4. The store has a financial system that is safe for both buyers and sellers.	0.838	
5. The store has a package design that is safe for the product.	0.853	
6. The store has a product design that can prevent theft sufficiently.	0.993	
Purchase Intention		0.912
1. Customers have planned in advance to buy gold jewelry and jewelry for a long time.	0.943	
2. The customer has already thought and selected the design of gold jewelry and jewelry in mind before.	0.888	
3. Customers sacrifice their precious personal time to buy gold and jewelry.	0.853	
4. Customers use their personal vacations to come and buy gold jewelry and jewelry.	0.927	
5. Customers prepare a large amount of money to buy gold and jewelry.	0.873	

The results of the research hypothesis test

The results of the study of factors affecting purchase intention of Gold and Jewelry products of Chinese tourism in Thailand are as follows:

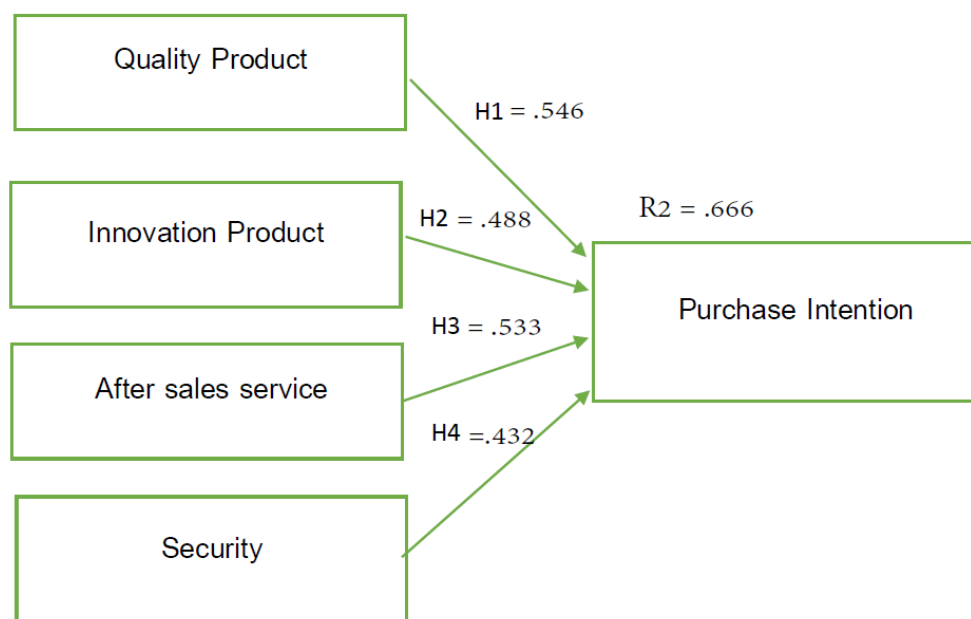


Figure 4 Results of path analysis

Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$EMS = \beta_0 + \beta_1 QUP + \beta_2 INP + \beta_3 ASS + \beta_4 SEC + \zeta_1 \dots \dots \dots (1)$$

Hypothesis 1 Quality product has a positive direct influence on purchase intention

Hypothesis 2 Innovation product has a positive direct influence on purchase intention

Hypothesis 3 After-sales service has a positive direct influence on purchase intention

Hypothesis 4 Security has a positive direct influence on purchase intention

Table 4.9 Hypothesis Testing Results

Path	Path coefficient	t-stat	p-value	Hypothesis
H1: Quality product → purchase intention	0.546	3.628***	0.000	support
H2: Innovation product → purchase intention	0.488	3.497***	0.000	support
H3: After sales service → purchase intention	0.533	4.429***	0.000	support
H4: Security → purchase intention	0.432	3.865***	0.000	support

CONCLUSION

The study of the factors affecting the purchase intention of Chinese tourism in Thailand was based on regression equation analysis. It was found that checking the preliminary terms of linearity and checking the regression coefficient had a positive linear relationship between the variables. All 5 factors including quality product, innovation product, after-sales service, security, and purchase intention of Chinese tourism in Thailand were positively linear, consistent with the agreement. It was also found that there were mutually positive influences, quality product, innovation product, after-sales service, security, and purchase intention. There is a positive direct influence on purchase intention, indicating that the study's results confirm the consistency of the Chinese tourism, purchase intention variable that is consistent and has a natural interplay and can be used in the business of Chinese tourism in Thailand.

DISCUSSION

The researcher would like to discuss the research results according to the following objectives.

Based on the literature review, this study determines the service quality theory and competitive theory of the study, proposes a theoretical model and research hypothesis, and divides the purchase intention affecting Chinese tourism business into five dimensions quality product, innovation product, after-sale service, security, and purchase intention, verifies the reliability of the survey data and the mean, standard deviation Regression analysis and structural equation test the hypothesis to confirm the significance of each dimension of Chinese tourism affecting purchase intention. In general, the research on the structure and dimensions of the assumed variables in this paper enriches the current theoretical achievements and provides an analytical basis for subsequent analysis. The results show that the effects of purchase intention are quality product, innovation product, after-sale service, security, and purchase intention.

Adjusted $R^2=0.666$ including the following aspects, the factors affecting purchase intention of Chinese tourism are quality product (Beta=0.456), innovation product (Beta=0.488), After-sale service (Beta=0.533) security (Beta=.432)

We will discuss the following results:

Quality products, innovative products, after-sales service, and security positively affect the purchase intention of Chinese tourism. From the above analysis, quality products, innovative products, after-sales service, and guarantees all have an essential impact on tourist satisfaction.

The research results of this paper show that high reliability is also the most critical indicator for tourists to measure the value of travel in the four dimensions related to the purchase intention of Chinese tourists, that is, tourists prefer the services provided by Chinese tourism to be reliable, have no consumption trap, and fulfill the service as promised. To perform the service to tourists in accordance with the contract is an essential requirement of tourism to provide services, but due to the vicious competition in the market, exaggerated to attract consumers, and other reasons, tourist complaints frequently, the service reliability of Chinese spa tourists is difficult to guarantee, which makes the essential commitment of travel agencies can be fulfilled can make tourists feel good value for money.

Purchase Intention makes it easier to contact visitors. The customer has already thought and selected the design of gold jewelry and jewelry in mind before, the customer has already considered and chose the design of gold jewelry and jewelry in mind before. In a foreign country, tourists face the language barrier, different dining habits, cultural and lifestyle differences, unfamiliar routes, and other troubles, so there will inevitably be a lot of discomfort. At this time, Customers have planned in advance to buy gold jewelry and jewelry for a long time, Customers use their personal vacations to come and buy gold jewelry and jewelry, Customers prepare a large amount of money to buy gold and jewelry

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