

# Deciding to Buy Durian of the Chinese People Living in Thailand

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**Abstract:** *Study of the purpose of studying the decision to purchase durian of Chinese people living in Thailand. Marketing mix factors in the purchase of durian by Chinese people living in Thailand. Durian purchasing decisions of Chinese people living in Thailand Compare the durian purchasing decisions of Chinese people living in Thailand. Classified according to personal information and Study the marketing mix factors affecting the durian purchasing decision of Chinese people living in Thailand. Using 400 questionnaires. To facilitate consumers in accessing products Organize interesting promotional activities to stimulate durian purchasing decisions among Chinese consumers living in Thailand during various festivals. Arrange for testing before purchasing, especially new varieties that Chinese people do not yet know or are familiar with. Create a membership system to create a special customer group for sending news about seasonal durian. Free delivery when purchasing up to a certain amount, etc.*

**Keywords:** *Marketing Mix Factors, Decision Making, Durian, Chinese People*

## 1. Introduction

Background and importance of studying Durian, whose scientific name is *Durio zibethinus*, is a tropical fruit that originates in Asia. Southeast thrives in the hot, humid equatorial climate. It is a highly valuable and popular fruit. of Asian consumers until it has been dubbed the King of the fruit. Because of the smell and taste It is unique and widely grown in Thailand. Thailand is the world's largest producer (2003-2009), averaging 700,129 tons per year. Durian is a type of high-value export fruit, both in the form of fresh and chilled durian. and various processed products that tend to increase every year. ( Ho, & Bhat, 2015)

Durian is one of the economic crops that Thailand has high production potential. Moreover, it has good quality, delicious taste, and can build a good reputation for the country. Therefore, durian exports are number one in the world and the average annual export value is 683,410 tons, which the southern region

It is one of the top durian growing areas in the country. There is an area connected to Malaysia which is the birthplace of durian. There is a cultivation area of approximately 293,002 rai, with a yield per rai of approximately 822 kilograms. It is expected that the yield per rai will increase. Because the weather conditions are conducive to flowering and fruiting. There is more maintenance and expansion of durian planting areas because the price is good. In fact, durian has a variety of species. It is reported that there are more than 200 varieties of durian in Thailand, but there are varieties that are popularly grown for commercial purposes. Monthong, gibbon, long stem, ear, and golden button varieties, etc. ( Panuwet et al 2012)

Popularity of domestic consumption between 2016 - 2020, the amount of demand for fresh durian and Durian products tend to increase by an average of 41.31 percent per year, with the majority of consumption coming in the form of fresh durian. In 2020, there was a domestic consumption of 435,505 tons of durian, an increase of 32.98 percent from 2019. In 2021, it is expected that domestic consumption demand will increase from 2020 by 17.89 percent, as a result of the expected production volume. increased (Bureau of Agricultural Economics Research Office of Agricultural Economics) China is currently a major consumer of durian and Thailand is the only country permitted to export fresh durian (peeled) to China. Because the Thai-Chinese government A protocol has been signed on Import-export of fruits and vegetables through 3rd countries. More than 75 percent of fresh durian that comes to be sold in China is durian that comes from Thailand. According to statistics from the China Agricultural Research and Development Center, in 2018, Thailand exported durian to 48 countries around the world, with a total export of more than 490 million kilograms, of which approximately 343 million kilograms were exported to China. Calculating from the weight of 3 kilograms of durian/fruit, it will be found that for every 100 Chinese consumers, there will be 8 consumers who consume durian, even though this is a small number. But when considering the number The Chinese population is as high as 1.4 billion people. (Keyfitz, 1984) As a result, the demand for durian among Chinese people is high. and is a large market for Thai durian exports to China. (Noodaeng, 2017) In addition, most Chinese consumers Yai who likes to eat fresh Thai durian often travels to Thailand. Due to the high price of durian consumption Cheap and good taste In this regard, the expansion of durian in the Chinese market as mentioned has resulted in a group of durian farmers There is a continuous increase in income and a better quality of life. In addition, farmers in many areas that grow rubber in Thailand have cut down rubber trees to plant durian instead. It also increases the quantity of durian in order to meet the demand of Chinese consumers, which is continually increasing.

## **2. Objectives of the study**

To study the marketing mix factors in purchasing durian by Chinese people living in Thailand. To study the durian purchasing decisions of Chinese people living in Thailand.

### **Literature Review**

Marketing mix theory (Seturi, M., & Urotadze, 2017) The 4P's marketing mix (Marketing Mix) refers to the marketing tools used in Carry out strategic planning to achieve business goals. and is a tool used to meet customer needs marketing mix Or Marketing Mix is 4 marketing tools that are the basis of marketing principles. The 4 marketing mixes of the Marketing Mix (4P) are Product, Price, Promotion, and Place, which is the origin of the name 4 P. Marketing mix is a marketing tool. commonly used for Marketing planning The important goal of marketing planning with all 4 marketing mixes or Marketing Mix is to make the brand's target customers decide to purchase products. The important thing about marketing planning with Marketing Mix is that each part of the 4 P's must be aligned in the same direction and must respond to the behavior and needs of the brand's target customers. (Išoraitė,2016)

### **Research Methodology**

The study of durian purchasing decisions of Chinese people living in Thailand aims to study the marketing mix factors in purchasing durian. Deciding to buy durian Compare durian purchasing decisions classified according to personal information. and marketing mix factors affecting the durian purchasing decision of Chinese people living in Thailand. Information from the study can be used as a guideline for sourcing durian to meet the needs of Chinese people living in Thailand in order to increase sales. The study method was determined as follows: The population used in the study was Chinese citizens living in Thailand, selecting a sample of 400 people. This study Use W.G.Cochran's calculation to find a sample (Sample Size) without knowing the exact population at a confidence level of 95% as follows.

### 3. Summary of Results, Discussion of Results, and Recommendations

A study on the decision factors for purchasing durian of Chinese people living in Thailand. The objective is to study the marketing mix factors in purchasing durian by Chinese people living in Thailand. Durian purchasing decisions of Chinese people living in Thailand. Compare the durian purchasing decisions of Chinese people living in Thailand. Classified according to personal information and studied marketing mix factors that affect the purchasing decision of Chinese people living in Thailand. Using 400 questionnaires. It is a tool for collecting data and using statistics to analyze the data, namely percentages, averages, hypothesis testing using t-tests, (One-Way ANOVA) and Multiple Regression Analysis. From the results of data analysis can be summarized as follows.

#### Personal Information

From the study of Chinese people's decision to purchase durian found that the majority of respondents were male, aged 21-30 years, marital status, self-employed. Average monthly income less than 15,000 baht and bachelor's degree level Information about marketing mix factors in the purchasing decisions of Chinese people for durian.

From a study of information on the importance of marketing mix factors in the purchasing of durian by Chinese people, it was found that overall the marketing mix factors had a high average level of importance. And when considering the level of importance, there are 4 very important items, consisting of price, marketing promotion. Distribution channels and Products in order, with details as follows:

Product side The results of the study found that the mean values were included at a very important level. And when considering the level of importance There are 4 items at a very important level, including having durian quality guaranteed. A variety of durian species, such as Monthong durian, Chanee durian, etc. Various sizes of durian such as small, medium, large. Durian has various flavors, respectively.

Price: Results from the study found that the average value was included at a very important level. And when considering the level of importance Four items are at a very important level, including: There are signs clearly indicating the price of each variety of durian. The price is appropriate for the quality received. Variety of prices according to durian grade and the durian price will be informed before ordering accordingly.

Distribution channels The results of the study found that the mean values were included at a very important level. And when considering the level of importance Four items are at a very important level, consisting of orders directly from durian shops. Durian is sold in department stores. Sold in gardens for tourists. and durian sold through online channels, respectively.

Marketing promotion The results of the study showed that the average values were included at a very important level. (and when considering the level of importance Five items are at a very important level, consisting of arranging packages for durian customers, purchase within due date, free delivery, advertising and public relations through the media. such as social media News updates on the website A booth was set up to organize promotional items at the fruit exhibition. There are promotions during various festivals, such as Songkran, with discounts for regular customers or member customers, respectively.

Deciding to buy durian The decision to purchase durian of Chinese people living in Thailand was found to be at a very important level. And when considering the level of importance 4 items are at a very important level, consisting of purchasing decisions based on ease of purchase. Make purchasing decisions by viewing reviews from buyers. I decided to buy it because it's the fruit I like to eat. and make purchasing decisions based on taste respectively

Compare the durian purchasing decisions of Chinese people living in Thailand. Classified according to personal information

### **Suggestions from the study**

This study revealed the factors that influence the purchasing decision of Chinese people living in Thailand. Used as a guideline in planning durian distribution services to increase the decision to purchase durian of Chinese people living in Thailand as follows:

**Product side** Durian sellers should focus on selecting quality durian in order to maintain product standards so that they are remembered and shared. Offering a variety of durian varieties and sizes, especially the durian varieties that Chinese consumers love, namely Monthong durian, Chanee durian, long stem durian, etc. There is a guarantee of durian quality to build confidence among consumers.

**Price:** Durian sellers should clearly display price tags for each variety of durian. Set the price to be suitable for the quality and size of durian to provide a variety of prices as options for consumers.

**Distribution channels** Durian sellers should offer a variety of sales channels, including buying at stores or places where durian is sold. Order online To facilitate consumers in accessing products

**Marketing Promotion:** Durian distributors should organize interesting promotional activities to stimulate the decision to purchase durian of Chinese consumers living in Thailand during various festivals. Arrange for testing before purchasing, especially new varieties that Chinese people do not yet know or are familiar with. Create a membership system to create a special customer group for sending news about seasonal durian. Free delivery when purchasing up to a certain amount, etc.

### **Suggestions for next study**

The Chinese people's behavior in deciding to consume durian should be studied. and durian varieties that are favored by Chinese consumers

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