

## ปัจจัยที่มีอิทธิพลต่อการตัดสินใจบูชาพระเครื่องของนักท่องเที่ยวจีนในประเทศไทย

## FACTORS INFLUENCING CHINESE TOURISTS' PURCHASE DECISION ON THAI AMULETS IN THAILAND

ก๊วยอู่ ซู<sup>1</sup> ดารณี พิมพ์ช่างทอง<sup>2</sup> และ ภารัตน์ รัน<sup>3</sup>  
 Guiyu Su<sup>1</sup> Daranee Pimchangthong<sup>2</sup> and Pharatt Run<sup>3</sup>

Received 02 June 2024

Revised 02 July 2024

Accepted 11 July 2024

## บทคัดย่อ

ด้วยการพัฒนาอย่างต่อเนื่องของการท่องเที่ยวและการแสวงหาความเป็นศิริมงคล พระเครื่องไทยจึงกลายเป็นผลิตภัณฑ์ทางวัฒนธรรมที่มีเอกลักษณ์เฉพาะที่ดึงดูดนักท่องเที่ยวชาวจีน อย่างไรก็ตาม จนถึงปัจจุบันยังขาดการวิจัยเชิงลึกเกี่ยวกับปัจจัยในการตัดสินใจของนักท่องเที่ยวชาวต่างชาติในการบูชาพระเครื่องในประเทศไทย และความเกี่ยวข้องระหว่างปัจจัยเหล่านี้ การศึกษาเรื่องนี้มีวัตถุประสงค์เพื่อ 1) สำรวจลักษณะทางประชากรศาสตร์ของนักท่องเที่ยวชาวจีนที่ส่งผลต่อการเลือกบูชาพระเครื่องไทยในประเทศไทย และ 2) สำรวจว่าพุทธคุณของพระเครื่องไทยมีอิทธิพลต่อการตัดสินใจของนักท่องเที่ยวชาวจีนในการบูชาพระเครื่องในประเทศไทยอย่างไร ทำการรวบรวมข้อมูลโดยใช้แบบสอบถามกับกลุ่มตัวอย่างนักท่องเที่ยวชาวจีนจำนวน 400 คนที่เดินทางมาประเทศไทยและบูชาพระเครื่องไทย สถิติที่ใช้ในการวิเคราะห์ข้อมูลเป็นสถิติเชิงพรรณนา ได้แก่ ความถี่ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และสถิติเชิงอนุมาน ได้แก่ การทดสอบความแตกต่างระหว่างค่าเฉลี่ยของกลุ่มตัวอย่าง 2 กลุ่มที่เป็นอิสระจากกัน การวิเคราะห์ความแปรปรวนแบบทางเดียว การเปรียบเทียบความแตกต่างค่าเฉลี่ยรายคู่ และการถดถอยเชิงเส้นพหุคูณ ผลการวิจัยพบว่าความแตกต่างด้านเพศ ระดับรายได้ต่อเดือน และศาสนา ส่งผลต่อการตัดสินใจบูชาพระเครื่องแตกต่างกัน พุทธคุณของพระเครื่องประกอบด้วย ราคา ชื่อเสียง และการโฆษณา มีอิทธิพลต่อการตัดสินใจบูชาพระเครื่องของนักท่องเที่ยวชาวจีนในประเทศไทย ผลของการศึกษานี้เป็นข้อมูลสนับสนุนในการทำความเข้าใจและส่งเสริมกระบวนการตัดสินใจ

<sup>1</sup> นักศึกษามหาบัณฑิต สถาบันวิทยาศาสตร์ นวัตกรรม และ วัฒนธรรม มหาวิทยาลัยเทคโนโลยีราชมงคลกรุงเทพ  
 Master's Degree Student., Institute of Science Innovation and Culture, Rajamangala University of  
 Technology Krungthep

<sup>2</sup> รองศาสตราจารย์, ดร., สถาบันวิทยาศาสตร์ นวัตกรรม และ วัฒนธรรม มหาวิทยาลัยเทคโนโลยีราชมงคลกรุงเทพ  
 Associate Professor, D.B.A., Institute of Science Innovation and Culture, Rajamangala University of  
 Technology Krungthep

<sup>3</sup> ดร., สถาบันวิทยาศาสตร์ นวัตกรรม และ วัฒนธรรม มหาวิทยาลัยเทคโนโลยีราชมงคลกรุงเทพ  
 D.B.A. Institute of Science Innovation and Culture, Rajamangala University of Technology Krungthep  
 Corresponding Author email: daranee.p@mail.rmutk.ac.th

บูชาพระเครื่องไทยของนักท่องเที่ยวชาวจีนที่เดินทางมาประเทศไทย โดยมีรายละเอียดกลยุทธ์ทางการตลาดและคำแนะนำ ในการพัฒนาโปรแกรมท่องเที่ยวที่น่าสนใจยิ่งขึ้นสำหรับนักท่องเที่ยวชาวจีนในประเทศไทย

**คำสำคัญ:** นักท่องเที่ยวชาวจีน การตัดสินใจซื้อ พระเครื่องไทย

### Abstract

With the continuous development of tourism and the pursuit of spiritual blessings, Thai amulets have become a unique cultural product that attracts Chinese tourists. However, to date, there has been a lack of in-depth research on the decision-making factors of PRC tourists purchasing amulets in Thailand and the association between these factors. This study aimed to 1) conduct a comprehensive investigation to explore how Chinese tourists' characteristics affect their choices to buy Thai amulets in Thailand, and 2) explore how product characteristics of Thai amulets influence Chinese tourists' decisions to purchase Thai amulets in Thailand. Data was collected through a questionnaire administered to a sample of 400 Chinese tourists who visited Thailand and purchased Thai amulets. The statistics used to analyze the data were descriptive statistics, including frequencies, means, and standard deviations, and inferential statistics, including the independent sample t-test, one-way ANOVA, LSD, and multiple linear regression. The results found that differences in terms of gender, monthly income level, and religious affiliation affect purchase decisions differently. Product characteristics, including price, reputation, and advertising, have influenced the purchasing decisions of Chinese tourists in Thailand. This study provides strong support for understanding and promoting the purchasing decision-making process of Chinese tourists towards Thai amulets. The marketing strategies and recommendations to develop a more attractive program for Chinese tourists in Thailand are provided in detail.

**Keywords:** Chinese tourists, purchase decision, Thai amulet

### Introduction

China is one of the major believers of Buddhism, and Buddhist culture has a long history and far-reaching influence in the country. With the development of China's economy and the improvement of its people's living standards, more and more Chinese tourists choose to travel to Thailand (Supapakorn et al., 2022). According to the National Statistical Office of Thailand (NSO), the total population of Thailand is about 69.41 million, of which about 95% are Buddhist. The Thai government attaches great importance to Buddhist culture and many famous Buddhist temples and cultural heritage have been preserved and passed on, Buddhism occupies a very important position in politics, society, culture, and daily life (Naepimai & Chaisingkananont, 2023). In Thailand, due to the high influence of Buddhism in society and culture, people are very devout to the faith, and many will visit Buddhist temples to worship,

listen to teachings and practice (Li & Siriphon, 2022). The wearing of Thai Buddha medals is believed to bring peace, health, and good luck, and protect them from evil and bad luck, and is therefore favored. Thai Buddha amulets among PRC tourists began in the late 1980s and early 1990s, when Thai TV dramas became very popular in China, sparking the interest of many Chinese viewers in Thai Buddha amulets (Runra & Sujachaya, 2019; Sanders, 2022). PRC tourists are one of the important source markets for Thailand's tourism industry, and their purchasing behavior is crucial to the development of Thailand's tourism industry. Therefore, it is crucial to study the factors that influence Chinese tourists to purchase Buddhist licenses in Thailand (Wannasan & Jianvittayakit, 2022). Understanding the needs and psychology of Chinese tourists can help sellers of Thai Buddhist licenses increase the competitiveness of their products and market share (Kaewyu et al., 2020; Zhu et al., 2022).

Chinese tourists' decision to purchase Thai Buddhist brands may be influenced by a variety of factors, including socio-cultural and religious backgrounds, travel experiences, and marketing strategies (Runra & Sujachaya, 2019). However, miracles of amulets such as protection from danger, wealth in business, kindness and popularity are still important, drawing tourists' attention to purchase Thai amulets (Krausz, 2019). Sann and Lai (2021) proposed that the influence of amulets feature on the purchase decision of Thai Buddha medals or amulets is essential for developing targeted promotional strategies and providing valuable souvenir options. One of the Chinese tourists' behavior is emphasized on purchasing souvenirs. Chinese tourists are accustomed to purchasing a variety of souvenirs during their travels. An appropriate marketing strategies to promote Thai amulets will support tourism business in Thailand. Therefore this study aims to find supporting information for promotional strategies of Thai amulets.

### **Research Problems**

1. What are the personal characteristics of Chinese tourists who purchase Thai amulets?
2. What features of amulets influence Chinese tourists' decisions to purchase Thai amulets?

### **Research Objectives**

1. To investigate how Chinese tourists' characteristics affect their choices to buy Thai amulets in Thailand.
2. To explore the influence of Thai amulets features on Chinese tourist 'decision to purchase Thai amulets in Thailand.

### **Research Hypotheses**

- H1: The differences in demographics affect the Chinese tourist's decision to purchase a Thai amulet in Thailand differently.
- H2: Product characteristics influence the Chinese tourist's decision to purchase a Thai amulet in Thailand.

## Research Framework

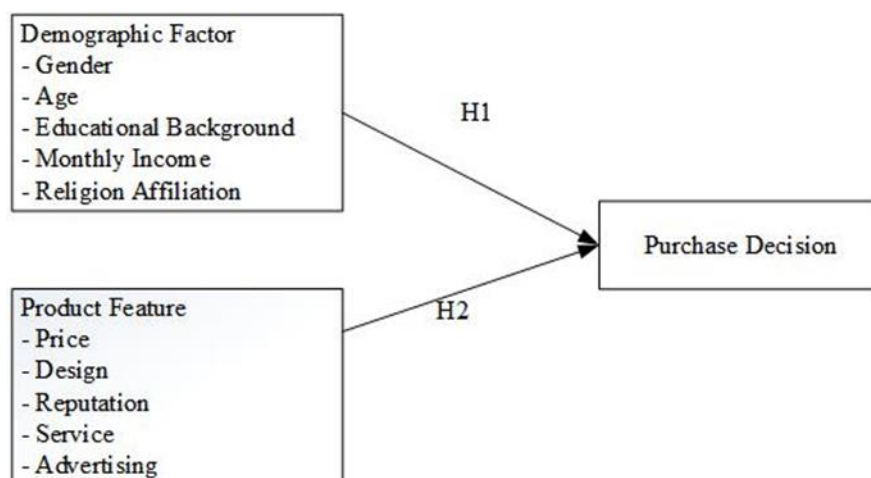


Figure 1 Research Framework

## Literature review

### Concept of Thai amulets and amulet market

Thai amulets, often referred to as "phra krueng" or "phra kreung" in Thai, are small religious magical objects or talismans of cultural and spiritual importance in Thailand. These amulets are usually made of a variety of materials, including metal, clay, bone, and even gemstones, and are often encased in a protective covering, such as plastic or gold (Krueaphat, 2018). Thais believe that amulets have spiritual powers that provide protection and blessings to the wearer. These amulets are often seen as a form of divine protection against injury, accidents, or negative forces (Pathomakakul, 2015; Krausz, 2019).

### Behavior of Chinese tourists

The term "PRC tourists" refers to tourists from mainland China, including domestic tourists, overseas tourists, and inbound tourists. With the rapid development of China's economy and the improvement of people's living standards, the number of Chinese tourists is increasing and has become a key target for the development of tourism around the world. Chinese tourists' behavior is characterized by the following features: emphasis on tourist souvenirs, favoring group tours, preference for shopping and taste local food, and focus on taking photos with cell phones. Thai Buddha amulets became very popular in China, sparking the interest of many Chinese tourists in Thai Buddha amulets for souvenirs (Runra & Sujachaya, 2019; Tantayotai, 2022; Sanders, 2022). The price of amulets varies depending on their type, rarity, and historical significance. Some amulets can be quite expensive, while others are more affordable (Wan, 2022). The Thai amulet market attracts many collectors. Authentication and certification services play a key role in verifying the authenticity and value of collectible amulets. The Thai amulet market has become internationalized, attracting collectors and enthusiasts from all over the world. (Sangakorn et al., 2020).

## **Purchase Decision Theory**

Purchase decision is a decision made by a consumer when purchasing a product or service and involves several factors. Customers' purchase decision is very important to the company, so it has attracted a lot of attention from the academic world. This study is based on the decision analysis model discussed by Santos and Goncalves (2021) which includes formulation, design, and appraisal. Formulation is the decision-maker's mental view of the problem, which includes situational awareness, criteria, and alternatives; design is the information search based on the formulation of the problem and assessment of generated alternatives in considering prior criteria; and appraisal is the decision-maker's selection of an alternative after it has been made and assessed.

## **Product Features**

Product features are a product's attributes that deliver value to end-users and differentiate a product in the market. Product features are one of the most important factors for consumers and are essential for a company to be competitive in the market (Yasami et al., 2021). Product features can be categorized in a variety of ways; however, for this research, multiple features, including price, design, reputation, service, and advertising, are considered. Price has been considered because it directly affects consumers' purchasing decisions, and reasonably priced products are more popular (Jeerasantikul, 2018). The design feature is often the first thing a customer notices about a product and can significantly influence their initial impression and purchasing decision. Advertising is an important feature of products because good advertising increases the awareness and reputation of the product (Jackson, 2016). Good-quality after-sales service can increase customer satisfaction and the reputation of the product, which will not only increase brand loyalty but also promote product sales.

## **Related Research**

In Thailand, where Buddhism is the main religious affiliation and Buddhist beliefs are deeply rooted in people's minds, Thai Buddha amulets have become a cultural phenomenon in Thailand, and many people believe that wearing them can bring good luck and protection. Thai people are generally Buddhist and Buddhist teachings emphasize kindness, compassion, and love; therefore, Thai Buddha amulets are viewed as a tool to bring good luck and protection (Jielin, 2020; Zhu, 2022). In addition, Thai Buddha amulets vary in price, with some being so expensive that only some wealthy individuals can afford to purchase them. Therefore, an individual's financial status also influences the purchase of Thai Buddha cards (Tunming et al., 2020). Individual needs are also factors that influence the buying behavior of Thai Buddha amulets. Cultural factors in Thai Buddha amulet purchasing behavior include Buddhist beliefs, family traditions, and social values (Zhu et al., 2022). Tantayotai (2022) described that millennial women between the ages of 25 and 34 who are residents of Bangkok, Thailand, purchase amulets to boost self-confidence, wealth, and career success, as well as to ward off evil spirits and promote a happy and fulfilling

love life while empowering the wearer's thinking, wisdom, and strength. Also holding positive attitudes towards amulet jewelry, key purchase motivations include user experience, product design, and desire for success. Many Thai families traditionally wear Thai Buddha amulets, which is an important factor in Thai Buddha amulet purchasing behavior. Societal values also influence Thai Buddha amulets purchasing behavior. Market factors include price, quality, and availability of Buddha amulets (Pathomakakul, 2015). In Thailand, the price of Buddha amulets varies; some are expensive and only some wealthy people can afford to buy them. The quality of the Buddha amulets is also a factor that influences purchasing behavior. Availability is also a factor that influences purchasing behavior.

The factors influencing Chinese tourists to buy Thai Buddha amulets are a complex and diverse issue involving many aspects such as culture, religious affiliation, and economy. In PRC cultural tradition, Buddhism occupies an important position. Therefore, many PRC tourists have a strong interest in and pursuit of Buddhist culture. Meanwhile, as a big Buddhist country, Thailand's Buddhist culture also attracts PRC tourists. Therefore, Thai Buddhism has become a form of cultural experience for PRC tourists during their travel (Kislenko, 2004; Damrongpipat, 2009). Compared to other cultural artifacts, Thai Buddhist medals are relatively affordable, which makes it a choice for PRC tourists when shopping overseas. In addition, some PRC tourists also view Thai Buddha amulets as an investment, collecting and investing in them as they have the potential to retain and increase in value (Chernbumroong et al., 2020). In traditional PRC culture, giving gifts is a way to express gratitude and strengthen relationships. In this context, Thai Buddha amulets become a special gift that can be given to friends, relatives, teachers, and other important people to enhance relationships (Kengpol et al., 2022) PRC tourists' choice of Thai Buddha amulets is also influenced by personal preference. Some tourists seek the artistic and aesthetic value of Thai Buddha amulets and use them as home decorations or collectibles; others focus on the inspiration and guidance of Thai Buddha amulets in their lives, believing that they can bring them good luck and good fortune (Fan & Wang, 2023). Overall, Thai Buddha amulets are both a cultural experience and a material need for Chinese tourists. There are multiple influences that can be considered to better understand the behavior of PRC tourists in purchasing Thai Buddha cards and the motivations behind them.

### **Research Methodology**

The conceptual framework was derived from theories and related studies, with demographics and product features as independent variables and purchase decision as dependent variable. Demographics factors include age, gender, educational background, monthly income, and religious affiliation; product features include price, design, reputation, service, and advertisement. The population of this research is PRC tourists who traveled to Thailand and purchased Buddha amulets in Thailand from 2020 to 2023. The sample size of 400 was determined using Taro Yamane's at a confidence level of 95% and the convenience sampling method was used to

collect data. The questionnaire consists of four sections to collect respondents' demographic characteristics, perception of product features, perception of the purchase decision, and additional suggestions. The demographic characteristics were check-list questions while the product feature and purchase decision were 5-point Likert rating scale questions. The IOC index was used to determine the consistency and rationality of the questionnaire. The pretest of 30 samples was conducted to analyze the reliability of the questionnaires. The results found that the Cronbach's alpha coefficient for price, design, reputation, service, advertising, and purchase decision were 0.868, 0.768, 0.719, 0.865, 0.913, and 0.835 which are greater than 0.7 and indicate the reliability of the questionnaire. The questionnaire was distributed online through the internet platform Questionnaire Star.

## Findings

The demographic factors of the survey indicate that the respondents were relatively balanced in terms of gender as well as the predominant age range of 26-40 years old with a high percentage having a Bachelor's degree. Most of them have a monthly income between 5,001 RMB and 7,000 RMB, while the dominant religion is Buddhism. Table 1 display the descriptive statistics of the important level of Thai amulets feature. The results revealed that the features of Thai amulets are in the important level were service, reputation, and consulting, respectively. Price and design were at a medium level of importance.

**Table 1:** Perception on the Product Feature of Thai amulets

Product Feature	Level of Importance (Frequency)					$\bar{X}$	S.D.	Rank	Meaning
	1	2	3	4	5				
Price	11	61	112	172	44	3.44	0.969	4	Neutral
Design	0	140	75	154	31	3.19	1.0057	5	Neutral
Reputation	0	21	83	230	66	3.85	0.7497	2	Importance
Service	30	20	22	213	115	3.90	1.1009	1	Importance
Advertising	0	15	102	223	60	3.82	0.7238	3	Importance

## *Inferential Statistics*

The independent sample t-test and ANOVA were used to test hypothesis 1. The results show that the difference in age and educational background have no different effects on purchase decision. The difference in gender, monthly income, and religious affiliation have different effects on purchase decision as shown in Table 2. The post-hoc analysis using LSD for the multiple comparison of the difference in monthly income group demonstrated that the tourists in the monthly income group " $\leq 3,000$ RMB" has lower mean and the group "5,001-7,000 RMB" has higher mean than those who are in the other groups. The post-hoc analysis using LSD for the multiple comparison of the difference in religious group indicated

that tourists in the Buddhist group has higher mean than those who are in the others religious groups.

**Table 2:** Summary results of the demographic factors affect purchase decision

Demographic factors	Purchase Decision
Gender	t(398) = 2.735, p = 0.003*
Age	F(2,397) = 2.426, p = 0.090
Educational background	F(2,397) = 0.394, p = 0.0647
Monthly income	F(3,396) = 7.144, p = 0.000*
Religious affiliation	F(2,397) = 7.583, p = 0.000*

Table 3 demonstrates the testing results for hypothesis 2 using multiple linear regression with stepwise model. The result indicates that the analysis results show that product feature has positive relation with purchase decision with multiple correlation (R) = 0.843. The ability to predict the analytical equation is 70.7% at the statistical significant level of 0.05

From Table 4, the results show that the tolerance values of all variables are greater than 0.1 and VIF values are less than 10 indicate that there are no multicollinearity problems.

**Table 3:** Multiple correlation coefficient of Purchase decision

Model	R	R Square	Adjusted R Square	Std. Errors of Estimates
1	.843a	.711	.707	.26434

a Predictor variables: (constant), advertising, design, service, reputation, price

**Table 4:** The multiple linear regression coefficients for the influences of product feature on purchase decision

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance VIF
(Constant)	.708	.182		3.804	.000*	
Price (X <sub>1</sub> )	.069	.022	.093	3.091	.002*	.940 1.064
Design (X <sub>2</sub> )	.039	.022	.054	1.793	.074	.839 1.192
Reputation (X <sub>3</sub> )	.124	.028	.130	4.419	.000*	.865 1.157
Service (X <sub>4</sub> )	.051	.019	.078	2.746	.006	.842 1.188
Advertising (X <sub>5</sub> )	.794	.028	.801	28.133	.000*	.821 1.219

a. Dependent Variable: purchase decision

Table 4 consists of 5 predictor variables including price, design, advertising, reputation, service, and advertising which developed prediction equation as follows.

$$\hat{Y}_T = 0.708 + 0.069X_1 + 0.124X_3 + 0.794X_5$$



The coefficients of each independent variable ( $X_1$ ,  $X_3$ ,  $X_5$ ) indicate their influence on the purchase decision. The constant term 0.708 indicates the initial level of purchase decision when all independent variables are zero. This equation can be used to predict the purchase decision and to assess the contribution of different independent variables to the decision.

## Discussion and Recommendations

### Effects of Demographic on Purchase Decisions

The research results demonstrated that the differences in gender, monthly income, and religiosity affect the decision to purchase Thai amulets in Thailand differently. Men and women may have different preferences and needs for products or services, so it makes sense to tailor different content in marketing strategies to appeal to consumers of different genders (Jielin, 2020). The findings suggest that an individual's monthly income level and religiosity affect their decision about whether to purchase a Thai amulet. The information can provide important clues for developing targeted marketing strategies and is consistent with the Zong and Barnes (2020) study in terms of consumption behaviors. However, most of the respondents to this research have a monthly income between 5,001 and 7,000 RMB, so the marketing campaign should be focused on this group because of their high purchasing power. People with higher income levels may be more inclined to purchase high-end products or enjoy a higher level of service, while religious beliefs may influence attitudes and purchase motivations for specific products (Zhu et al., 2022). Since the dominant religion in this study is Buddhism, the results show that differences in religion have a significant effect on purchasing decisions. Travel agencies should consider organizing programs to support this niche. The religious tourism or sacred tourism program might be of great interest to Chinese tourists.

Age and educational background do not have a significant effect on purchase decision of Thai amulets in Thailand, which means that people's purchase decision of this product is similar regardless of age or educational level. Although the effect of age and education level on purchase decision is not statistically significant differences, there are still some differences. This is also in line with common sense as people of different age groups and education levels may have different perceptions and needs for a product or service (Pathomakakul, 2015). For example, younger people may be more concerned with the fission and fashionability of a product, while seniors may be more concerned with the practicality and durability of a product (Chernbumroong et al., 2020). In addition, amulets are perceived differently by people with different levels of education (Kengpol et al., 2022). Therefore, these nuances must be considered when developing marketing strategies. In response to these demographic factors, marketing teams can develop differentiated advertising and promotional strategies to better meet the needs and preferences of different groups.

### Influence of Product Characteristics on Purchase Decisions

Linear regression analysis shows that price, reputation, and advertisement have a significant positive influence on Chinese tourist purchases of Thai amulets in Thailand, with

advertisement having the greatest effect, followed by reputation and price. This implies that these factors positively influence consumers' purchase decisions. For example, attractive and creative advertisements play an important role in the sales of Thai amulets. An advertisement filled with elements of traditional Thai culture demonstrating the magical effects of amulets and appealing to consumers' emotional resonance through a storyline can increase consumers' interest in Thai amulets and thus promote purchases (Tunming et al., 2020).

In addition, the reputation of Thai amulets is also one of the important factors that influence the purchase decision. For example, amulets made by some well-known temples or monks enjoy a good reputation because they are believed to have special spiritual effects. Consumers are more inclined to purchase these amulets with good reputations because they believe that these amulets will bring them more good luck and protection (Saminpanya, 2019; Zhang et al., 2023).

Finally, price is also one of the important factors that influence the purchase decision of Thai amulets. For example, some reasonably priced amulet products attract many consumers' attention and purchases because they are value for money and an affordable option (Kislenko, 2004). Therefore, attractive advertisements, good reputation, and reasonable prices all have a significant influence on the purchase intention of Thai amulets. These factors should be emphasized when developing marketing strategies and need to be strengthened to increase consumers' desire to buy (Fan & Wang, 2023).

### **Marketing Recommendations**

It is important to develop differentiated marketing strategies for different demographic factors. For example, advertising content can be customized according to gender to emphasize that the product meets the different needs of men and women, while different promotions can be designed to cater for gender differences. In addition, suitable social media platforms can be selected to customize different styles of Thai amulets to cater to the aesthetics and tastes of different age groups. Another important marketing suggestion is to enhance marketing communication by reinforcing product characteristics. To pinpoint the target audience, market research can be used to understand the characteristics of potential buyers and ensure that the marketing communication strategy closely matches the specific needs and preferences of the target audience. At the same time, develop integrated communication channels, including online and offline media, social media platforms, TV, radio, and religious communities, to ensure that the message of product characteristics is widely disseminated to different audience groups.

In addition, design creative and appealing adverts that highlight the product's unique selling points, such as special designs, unique materials, or a deep connection to Buddhist culture. Such advertisements can arouse the interest and curiosity of potential buyers. Meanwhile, in marketing communications, emphasize the positive word-of-mouth and quality service of the product, citing testimonials or reviews from satisfied customers to build trust. Use social media to regularly post information about product features, including user tips,

design and production processes, and special product benefits, to build a strong bond between the brand and its users through interaction with the audience, and to increase product awareness and brand loyalty.

### Recommendations for future research

Future marketing recommendations include precise pricing strategies, utilizing the power of social media, and engaging in religious and community activities to further strengthen the product in the minds of Chinese tourists. In-depth study of the impact of design factors to confirm the exact extent of their influence on consumer purchasing decisions. More detailed information can be obtained through more in-depth consumer surveys or field observations. Study the impact of cultural factors on purchase decisions to better understand and cater for the needs of different cultural groups. The Thai amulet market may be influenced by cultural factors, and future research could further explore the impact of cultural context on purchasing decisions. Conduct a cross-country comparative study to compare the differences in tourists' decisions to purchase Thai amulets from different countries. To gain a more comprehensive understanding of international marketing by comparing different cultures and markets.

### References

- Chernbumroong, S., Nunti, C., & Somboon, K. (2020, November). Forecasting Chinese tourism demand for Thailand: Using Markov switching autoregressive model. *Journal of Physics: Conference Series*, 1651(1), 12-27.
- Damrongpipat, N. (2009). *Determinants of souvenir purchasing behavior among international Phuket visitors* [Doctoral dissertation, Prince of Songkla University].
- Fan, K. K., & Wang, Y. C. (2023). Exploring the cultural meaning of Thai Buddha amulets from talisman worship. *AIP Conference Proceedings*, 2685, 1.
- Jackson, P. A. (2016). The supernaturalization of Thai political culture: Thailand's magical stamps of approval at the nexus of media, market and state. *Sojourn*, 31(3), 826-879.
- Jeerasantikul, Y. (2018). The influence of brand value and favorite of Thai products on online shopping behaviors of Chinese consumers. *Panyapiwat Journal*, 10, 43-58.
- Jielin, Q. (2020). The influence of media exposure to Thai drama in Sina Weibo on the precaution and intention to travel to Thailand among Chinese tourists. *Bangkok University*, 1-90.
- Kaewyu, P., Pakdeepinit, P., & Madtyampurush, W. (2020). Behaviour of independent chinese tourists travelling in Lanna civilization area, Thailand. *WMS Journal of Management*, 9(3), 102-112.
- Kengpol, A., Pichitkarnkar, T., & Elfvengren, K. (2022). A decision support system for consumer behavior of chinese in-bound tourists on functional beverage: An empirical study

- during COVID-19 with Thailand sandbox. *Applied Science and Engineering Progress*, 15(1). <http://doi.org/10.14416/j.asep.2021.09.001>
- Kislenko, A. (2004). *Culture and customs of Thailand*. Bloomsbury Publishing USA.
- Krausz, T. (2019). *World's biggest amulet marketing: Why Thais wear so many good luck charms, and why some cost so much*. South China Morning Post. <https://www.scmp.com/lifestyle/arts-culture/article/3010625/worlds-biggest-amulet-market-why-thais-wear-so-many-good>
- Krueaphat, K. (2018). *Cultural preservation of Mahayana Buddhism identity in the dimension of Chinese shrines: Case studies of Muang Phuket District, Phuket Province* [Doctoral dissertation, Prince of Songkhla University].
- Li, J., & Siriphon, A. (2022). Consumption, ongoingness and everyday-life embeddedness: Lifestyle experiences of Chinese transient migrants in Chiang Mai, Thailand. *Asian and Pacific Migration Journal*, 31(4), 511-535.
- Naepimai, N., & Chaisingkananont, S. (2023). Globalizing Thai amulets: The Chinese-Singaporean role in commoditizing objects of faith. *Inter-Asia Cultural Studies*, 24(5), 898-912.
- Pathomakakul, N. (2015). *An investigation of foreign tourists' risk perception on jewelry purchasing from Phuket, Thailand* [Doctoral dissertation, Prince of Songkhla University].
- Runra, P., & Sujachaya, S. (2019). Tradition and creativity of the Rahu symbol in Buddhist temples: Case study of paintings, sculptures and amulets in central and east of Thailand. *Journal of Humanities*, 22(2), 222-253.
- Saminpanya, P. (2019). *To explore the purchase intentions of magical and religious amulets in Thailand 2019* [Master's thesis, Mahidol University]. CMMU Digital Archive. <https://archive.cm.mahidol.ac.th/handle/123456789/3436>
- Sanders, A. (2022). *Function and aesthetic value: An analysis of the milwaukee public museum's Thai royal silver collection* [Doctoral dissertation, The University of Wisconsin-Milwaukee].
- Sangkakorn, K., Srichai, P., & Phoewhawm, R. (2020). Competing internationally for the Chinese tourist market with consideration for local Thai residents. *ASEAN Journal of Management and Innovation*, 7(2), 48-63.
- Sann, R., & Lai, P. C. (2021). Do expectations towards Thai hospitality differ? The views of English vs Chinese speaking travelers. *International Journal of Culture, Tourism and Hospitality Research*, 15(1), 43-58.
- Santos, S., & Gonçalves, H. M. (2021). The consumer decision journey: A literature review of the foundational models and theories and a future perspective. *Technological Forecasting and Social Change*, 173, 1-14.
- Supapakorn, T., Intarapak, S., & Vuthipongse, W. (2022). Factors affecting tourism demand of Chinese and Russian tourists traveling to Thailand. *Computer Science*, 17(3), 1439-1449.
- Tantayotai, N. (2022). *Millennial consumers' behavior on purchasing amulet jewelry*

- [Master's thesis, Chulalongkorn University, Faculty of Communication Arts].  
<https://doi.org/10.58837/CHULA.IS.2022.55>
- Tunming, N., Chaigasem, T., Siriwong, P., & Ngowtanasuwan, G. (2020). The strategy development of gastronomic tourism based on Tai-Dam's ethnic indigenous identities in Thailand. *Tourism and Leisure, 9*(2).
- Wan, C. (2022). *Marketing strategies of community-based tourism for Generation Y Chinese tourists the case of Andaman coast, Thailand*. Retrieved from:  
<https://repository.nida.ac.th/handle/662723737/6178>.
- Wannasan, S., & Jianvittayakit, L. (2022). Travel motivations of generation Y Chinese and Taiwanese tourists visiting thailand: The application of the travel career pattern approach. *International Journal of Multidisciplinary in Management and Tourism, 6*(1), 72-87.
- Yasami, M., Promsivapallop, P., & Kannaovakun, P. (2021). Food image and loyalty intentions: Chinese tourists' destination food satisfaction. *Journal of China Tourism Research, 17*(4), 592-612.
- Zhang, Y., Ruangnapakul, N., Leelapattana, W., & Kusirisin, P. (2023). Research on chinese tourists' satisfaction in Chiang Mai province (Thailand). *Journal of MCU Social Science Review, 415-429*.
- Zhu, B. W., Huang, Z., & Xiong, L. (2020). Application of the Kano model and DEMATEL technique to explore sustainable promotion strategies for Thai-Chinese temples as tourist attractions. *Religious Affiliations, 11*(4), 199.
- Zhu, J. (2022). *Outbound tourism and Chinese-style modernity: A reflexive study of the Chinese tourists in Thailand* [Doctoral dissertation, Chiang Mai University].
- Zhu, J. S., Airey, D., & Siriphon, A. (2022). Chinese outbound tourists as international consumer in Northern Thailand—A dynamic mobility perspective. *Journal of Consumer Culture, 22*(3), 692-710.
- Zong, X., & Barnes, J. (2020). Factors Affecting Chinese Tourists' Pro-Environmental Intention to Stay at Eco-Friendly Hotels in Thailand. *Journal of Multidisciplinary in Social Sciences, 16*(2), 49-56.