

A LITERATURE REVIEW ON FACTORS RELATED TO THE RELATIONSHIP BETWEEN MIXUE'S 4P MARKETING MIX AND PURCHASE INTENTION IN THAILAND

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ABSTRACT

The rapid expansion of Thailand's bubble tea market has created new opportunities for both local and international beverage brands. Mixue Ice Cream & Tea, known for its affordable pricing strategy and diverse product range, has emerged as one of the key players in this sector. With Thailand's middle-income group expanding rapidly and social media usage reaching 78% of the population (Hootsuite & We Are Social, 2023), the market conditions have become highly favorable for low-cost beverage brands targeting young, tech-savvy consumers.

This study investigates how Mixue's 4P marketing mix—Product, Price, Place, and Promotion—affects consumer purchase intention in the Thai market. Drawing on the 4P marketing mix model and the Theory of Planned Behavior (TPB), the research explores how these marketing elements shape consumer behavior by influencing their attitudes, subjective norms, and perceived behavioral control.

The study is based on survey data collected from Thai bubble tea consumers, examining the relationship between each marketing mix factor and purchase intention. By identifying the most influential factors, this study aims to offer both theoretical insights and practical recommendations for brands like Mixue to enhance their market penetration in Thailand's dynamic beverage industry. The findings will also serve as a reference for other affordable beverage brands seeking to adapt their marketing strategies to similar emerging markets.

Keywords: 4P Marketing Mix, Purchase Intention, Consumer Behavior, Mixue, Thailand

INTRODUCTION

1 Research Background

Thailand is one of the fastest-growing economies in Southeast Asia and plays a vital role in the region's economic development (World Bank, 2023). As the second-largest economy in Southeast Asia, Thailand has witnessed significant growth in its food and beverage industry, particularly in the non-alcoholic beverage sector. Among these, bubble tea has become increasingly popular, evolving from a niche product into a mainstream beverage choice for Thai consumers. According to Zion Market Research (2023), the bubble tea market in Thailand reached \$300 million in 2022, and it is expected to grow at a compound annual growth rate (CAGR) of 8.2% until 2027.

Several factors contribute to this rapid growth. One major driver is the expanding middle-income population, which is expected to account for 55% of Thailand's population by 2027 (Statista, 2023). Middle-income consumers are willing to spend on affordable indulgence products like bubble tea, particularly when these products offer both quality and value for money. The increasing popularity of new flavors, healthier options, and customizable beverages has also helped sustain consumer interest and promote frequent purchases (Euromonitor International, 2022).

Another significant factor influencing consumer behavior in Thailand is the digitalization of lifestyles. Social media and online delivery platforms have changed how consumers interact with brands (Hootsuite & We Are Social, 2023). 80% of Thailand's population owns smartphones, and 78% are active social media users, making platforms such as TikTok, Instagram, and Facebook essential marketing channels for engaging with younger consumers. Additionally, the growth of food delivery services like GrabFood, Foodpanda, and LINE MAN has made it easier for consumers to access their favorite beverages, boosting sales for brands that prioritize online visibility and digital marketing strategies (Statista, 2023).

Young consumers, particularly those aged 18 to 35, dominate Thailand's bubble tea market (Zion Market Research, 2023). This group represents over 40% of the total bubble tea consumption and is highly influenced by social trends and online marketing campaigns. They prefer affordable, high-quality beverages and are constantly seeking new flavors and experiences. For this demographic, price sensitivity is balanced by a desire for convenience and innovative product offerings.

Mixue Ice Cream & Tea has positioned itself as a budget-friendly alternative to premium bubble tea brands. The company's pricing strategy, offering products priced between 35 and 60 THB per cup, is 30%–50% lower than competitors such as Gong Cha and CoCo (Mixue Thailand, 2023). Since its entry into the Thai market, Mixue has focused on rapid expansion, opening over 300 stores by December 2023 and aiming to reach 500 stores by 2025. The brand's success can be attributed to its affordable pricing, diverse product range, and effective use of digital marketing and delivery platforms (TikTok Thailand, 2023).

2 Research Questions

This study explores the impact of Mixue's 4P marketing mix (Product, Price, Place, Promotion) on Thai consumers' purchase intention, addressing the following research questions:

1. Does Mixue's product strategy affect consumer purchase intention?
2. Does Mixue's pricing strategy affect consumer purchase intention?
3. Does Mixue's place (distribution) strategy affect consumer purchase intention?
4. Does Mixue's promotional strategy affect consumer purchase intention?

3 Research Significance

1 Theoretical Significance

This study may offer a new perspective on understanding consumer behavior and marketing strategies in emerging markets. By examining the combination of the 4P marketing mix model and the Theory of Planned Behavior (TPB), it aims to deepen the understanding of how marketing strategies potentially influence consumer attitudes, subjective norms, and perceived behavioral control, especially in the context of a growing digital environment.

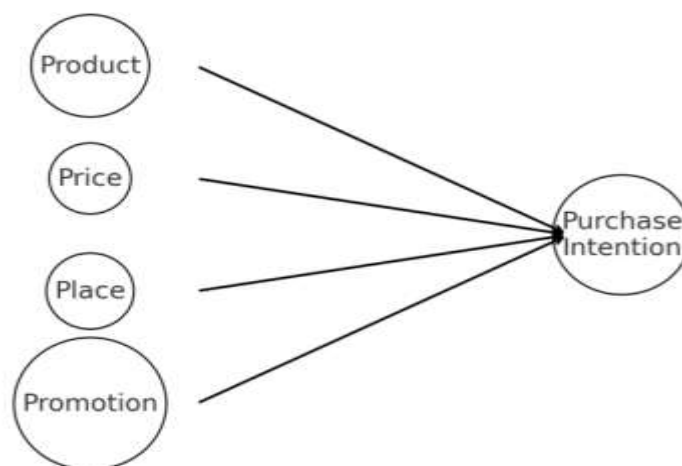
Future studies may build on this theoretical framework to explore its applicability in other emerging markets or different cultural contexts. Additionally, the findings may serve as a reference for understanding the diversity of consumer purchase intention in highly digitized and social media-driven markets.

2 Practical Significance

On a practical level, this study may provide valuable insights for marketing practitioners, helping them optimize their marketing strategies in an ever-changing market environment. By analyzing how product, price, place, and promotion influence consumer purchase intention, companies can better understand consumer needs and adjust their market positioning and resource allocation accordingly.

4 Conceptual Framework

The conceptual framework of this study illustrates the relationship between the independent variables (Product, Price, Place, Promotion) and the dependent variable (Purchase Intention). The following diagram visually represents this relationship:



OBJECTIVES

1. To explore whether Mixue's 4P marketing factors influence consumer purchase intention in Thailand.
2. To investigate the relationship between each 4P marketing factor and consumer purchase intention to identify the most influential marketing dimension.

METHODOLOGY

1 Research Framework and Hypothesis Development

This study is based on the 4P Marketing Mix Model (McCarthy, 1960) and the Theory of Planned Behavior (TPB) (Ajzen, 1991) to examine how Product (P), Price (Pr), Place (Pl), and Promotion (Po) influence Thai consumers' purchase intention (PI) of Mixue products.

The research framework is structured as follows:

Independent Variables (4P Marketing Mix):

Product (P): Variety, quality, and localization of Mixue's products.

Price (Pr): Mixue's low-price strategy and its effect on consumers' perceived value.

Place (Pl): Store locations, convenience, and partnership with food delivery platforms.

Promotion (Po): Social media marketing and in-store promotional activities.

Dependent Variable:

Purchase Intention (PI): The likelihood of Thai consumers purchasing Mixue products.

2 Research Hypotheses

Based on previous studies, the following hypotheses are proposed:

H1: Mixue's product strategy has a significant positive effect on consumer purchase intention.

H2: Mixue's pricing strategy has a significant positive effect on consumer purchase intention.

H3: Mixue's place (distribution) strategy has a significant positive effect on consumer purchase intention.

H4: Mixue's promotion strategy has a significant positive effect on consumer purchase intention.

These hypotheses are supported by literature on marketing mix effectiveness (Kotler & Keller, 2016) and consumer behavior in emerging markets (Euromonitor International, 2022).

3 Statistical Analysis Methods

This study employs Multiple Linear Regression (MLR) to analyze the effect of the 4P marketing mix on consumer purchase intention.

Regression Equation:

$$PI = \beta_0 + \beta_1 P_{Product} + \beta_2 P_{Price} + \beta_3 P_{Place} + \beta_4 P_{Promotion} + \epsilon$$

PI (Purchase Intention) is the dependent variable.

P, Pr, Pl, Po are the independent variables representing Product, Price, Place, and Promotion.

β coefficients measure the effect of each variable on purchase intention.

If the R^2 value is high (close to 1), the model effectively explains variations in purchase intention. If the F-test is significant ($p < 0.05$), the regression model is statistically valid.

RESULTS

If the regression results show:

Price strategy (highest β coefficient, $p < 0.001$): Price is the most influential factor affecting purchase intention.

Product strategy ($p < 0.05$): Product variety and quality significantly impact purchase intention.

Promotion strategy ($p < 0.05$, lower β coefficient): Social media ads and promotions have a moderate impact on purchase decisions.

Place strategy ($p < 0.05$): Store location and accessibility significantly influence purchase behavior.

CONCLUSION AND FUTURE WORK

Future research should explore real-world data analysis to validate the impact of Mixue's 4P marketing mix using actual sales figures. Additionally, studies can examine differences in consumer behavior across age groups, conduct comparative analysis with competitors, and investigate emerging digital marketing trends such as AI-driven promotions and influencer marketing. Expanding research to other Southeast Asian markets can also provide insights into Mixue's international strategy.

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