

Study of the Processed Fruit Market and Factors Affecting Chinese Tourists' Decisions to Purchase Processed Fruit

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Introduction

FTA Thailand - ASEAN + 3

In 2014 Thailand processed fruit export valued of 12,594.92 million baht

1st US 2nd Japan 3rd Russia
4th **China**

Many Thai SME are not potent enough to export.

In 2014 the number of tourist arrivals in Thailand, was 24,809,683 people

Chinese tourists
4,636,298 people

the Chinese tourist market in Thailand is an interesting market for the SME, and has the opportunity to access more than export markets.

The study of the processed fruit market and factors affecting Chinese tourists' decisions to purchase processed fruit

Get to know and understand the factors

To the development marketing and product development

The needs of Chinese tourists

Objectives of Research

1

To study the processed fruit market of the Chinese tourists in Thailand.

2

To explore the factors and the marketing communication strategies that might affect their decisions to purchase processed fruit.

3

To analyze the causal relationship between the factors and the marketing communication strategies that might affect their decisions to purchase processed fruit.

Research Methodology

Mixed Method Approach

1. Quantitative research:

To survey : The questionnaire (The minimum sample size was 405 people and accidental sampling.)

The population : The Chinese tourists who traveled to Thailand were 4,636,298 people

The samples : 411 tourists (Bangkok 155, Chiang Mai 130, Phuket 130) In the period of March - July 2017.

Define the size of 12 samples from the number of observed variables.

The degrees of freedom of the model free were 78 by configure effect size, was 0.30 as a moderate influence on the statistical significance level equaled to 0.05.

Power of test was 0.80.

Content Validity Ratio (CVR) by 5 experts.

The ratio of content validity was 0.99

The formula of Cronbach reliability was 0.943

Analyzed : t-test, F-test, Chi-Square, Scheffé's Multiple Comparison Test, ANOVA, Pearson's Correlation Analysis, and Structural Equation Modeling (SEM)

2. Qualitative research:

The focus group was 25 tourists and the in-depth interview with 13 processed fruit manufacturers. Analysis of data using content analysis.

Conclusion of Research Results

1. The processed fruit market of the Chinese tourists in Thailand

Thailand processed fruit market are highly competitive because of many entrepreneurs. Processed fruit products have many types, multiple processing and several brands. Buyers are divided into two groups: the consumer market and market intermediaries. The consumer market is divided into three levels: lower-level market, middle-class market and premium market.

Many small entrepreneurs focus on lower-level market with the pricing strategy is the key. Although the sales, but profitless and not sustainable. Therefore, enterprises must define the market or set the target group and marketing position is appropriate. Especially entrepreneur processed fruit which high costs: Durians, Longan.

The enterprises need access to Chinese tourists, but there are problems on the distribution channels that reach Chinese tourists directly, but indirect product sales channels.

The results of the focus group discussions showed that all groups are familiar and have been eating processed fruit of Thailand: Durians crispy, Durians fried dry, dried Longan, dried mango. Therefore, operators should be familiar fruits like Thailand and Thailand's famous fruit markets to Chinese tourists. It should improve the taste of some processed fruit by reducing the amount of sugar because they take into account health and safety.

Tourists think the price as China. While some people say that the expensive, not worth it. Therefore, entrepreneurs should create value-added products to Chinese tourists that worth the money paid.

Conclusion of Research Results

The Chinese tourists would like to have the promotion: tasting, promotion gifts and proposed that there should be public relations or advertising products on media access to Chinese tourists.

Travelers suggested the development of processed fruit products to Thailand or should be highlight interesting differences that should have multiple flavors to choose the variety of sizes to maintain clarity of standard to market expansion and export to China.

Conclusion of Research Results

The first priority of the Chinese tourist market is the development of fruit processing products to meet the needs of Chinese tourists.

To creating the unique product differently from the competition in the market, quality standards and certification standards internationally.

Developing the packaging is beautiful and creating value to the product branding themselves to be well-known for Chinese when Chinese tourists know the brands and then they have demanded and will search for the products and buy it when they come to Thailand.

The tour companies should take the product's brand to sell to tourists and then the restrictions of selling will be reduced.

2. The factors and the marketing communication strategies that might affect their decisions to purchase processed fruits

The measurement model of all two factors:

(1) the marketing mix factor (4Ps) is a component of the observed variables four variables

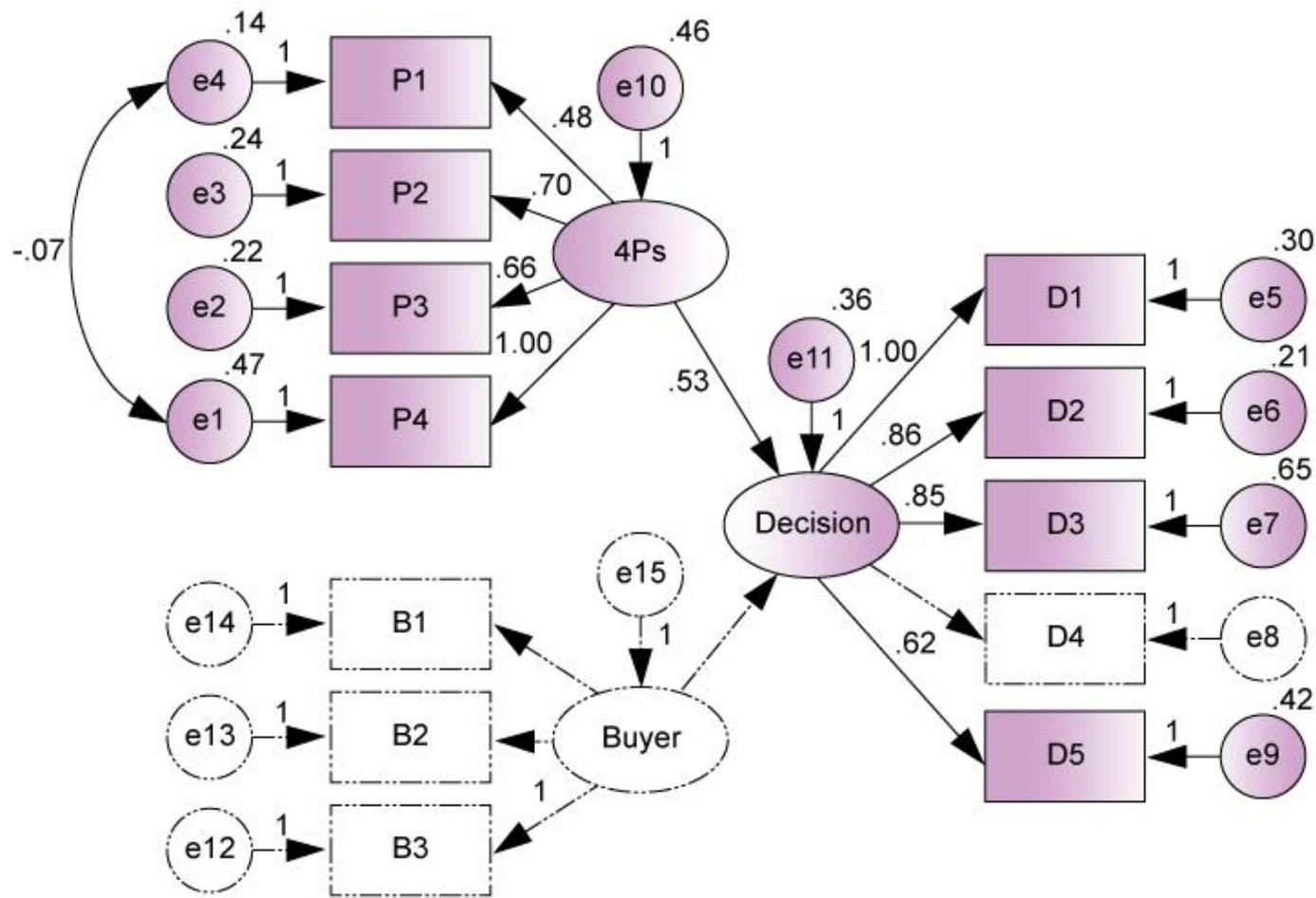
(1.1) product (P1)

(1.2) price (P2)

(1.3) place (P3).

(1.4) promotion and marketing communications (P4)

(2) the consumer characteristic factor is not consistent with the empirical data.



$\chi^2 = 0.339$, $df = 1.105$, CFI = 0.998, NFI = 0.979, RMSEA = 0.016, AGFI = 0.976, GFI = 0.988, IFI = 0.998, TLI = 0.997, RMR = 0.017

FIG. 1 Influence on the path of the structural equation model of factors and the marketing communication strategies that might affect their decisions to purchase processed fruit of Thailand

When considering the details found the marketing mix factors as follows:

(1) in products related to the decision to buy fruit processing of Chinese tourists in the medium.

(2) the price is related to the decision to buy a moderate Chinese tourists.

(3) Place is associated with the decision to buy fruit processing of Chinese tourists in the moderate

(4) promotion and marketing communication is associated with the decision to the tourists' decisions to purchase processed fruit at a high-level and is in the same direction.

Tourists have opinions about the decision to buy fruit processing overall average at the high-level of agreement with 3.97

The discussion showed that the structural equation model of factors and the marketing communication strategies that might affect their decisions to purchase processed fruit of Thailand. There are consistencies and the same direction as the empirical data.

3. The causal relationship between the factors and the marketing communication strategies that might affect their decisions to purchase processed fruit.

The research hypothesis test results found that there was a relationship between buyer's characteristics and the tourists' decisions at the statistical significance level of 0.01. The relationship between the tourists' decisions and psychological factors, cultural factors and the reference group was at the high-level and went in the same direction.

There was a relationship between the marketing mix and the tourists' decisions at the statistical significance level of 0.01. The relationship between the tourists' decisions and product price place was at the medium level and went in the same direction. There was a relationship between and the tourists' decisions and the promotion and the marketing communication was at the high-level and went in the same direction.

There was a relationship between the marketing communication strategies and the tourists' decisions at the statistical significance level of 0.01. The relationship between the tourists' decisions and the Chinese labels and the product recommendation in Chinese made at the point-of-sale was at the high-level and went in the same direction. However, the relationship between the tourists' decisions and the distributed leaflets and the online advertisement were at the medium level.

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