

# The Linkage Among Demographic Factors, Perceived Mindful Marketing, and the Purchase Intention of Hand-weaving Products Customers

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## ABSTRACT

This research aims to examine the linkage among demographic factors, the perceived value of mindful marketing, and the purchase intention of customers of hand-weaving products in Suphanburi, Thailand. The samples of this study were 388 people visiting a community enterprise in Suphanburi. Questionnaires were employed as a tool for data collection. The data were analyzed using percentage, mean and standard deviation. One-way ANOVA, t-Test, and multiple regressions were employed to test the hypotheses. The findings indicate that age, educational level, and income affect the purchase intentions among customers of hand-weaving products. Furthermore, perceived mindful marketing, naturalness, safe product, and mindful intention of production have a positive effect on customers' purchase intention, but cultural preservation has a negative effect on purchase intention. The researchers recommend that entrepreneurs should communicate with prospective customers about the production process using natural ingredients. Genuine commitment and intention to produce safe products and preserve cultural heritage should also be disseminated to customers. These will help to raise the level of purchase intention among the prospective customers.

**Keywords:** *Perceived value of mindful marketing, purchase intention, hand weaving products.*

## 1 INTRODUCTION

In Thailand, OTOP's hand weaving products have been growing successfully, as evidenced by its 5-star production standard level, which is considered the highest. However, some OTOPs, even though they have a 5-star production standard, but the sales or revenue of the community enterprises do not increase consistently with the quality of the products. For instance, woven fabrics of Ban Nong Ling community enterprise, located in Bo Suphan Subdistrict, Song Phi Nong Dis-

trict Suphanburi, have been supported by the government agency in developing the fabric pattern. Its products have received awards for many consecutive years. The fabric price is 400-500 baht per piece, with an increase in value by having embroidery and the use of natural dyes; the fabric has an increased the price to 700 -1,500 baht.

The woven fabrics of this community have various patterns that uniquely reflect the traditions and culture of Mon ethnic. It seems to have a high and reasonable price, but most customers still do not accept the

price criticizing that it is too expensive. According to the preliminary survey by the research team, the authors find that the cost of production is massive since all process is 100 percent handmade. Hence, it costs wages and takes time to finish a piece of product. However, the designs are unique and beautiful. In addition, dyeing with colors obtained from natural materials, such as marigold flower seeds and other various seeds, requires complicated steps and processes. The color obtained in each dyeing process is different depending on the season. It will get a darker color in the dry season and get a lighter color in the rainy season. The community enterprise also faces a lack of weavers and weaving experts since the wages and benefits are not high. For example, weaving 2 meters of fabrics will earn 60 baht (\$2).

Consequently, none want to do this occupation. This will directly affect the inheritance of the weaving mentioned above profession. This weaving group still has another necessary process, which is mud fermentation to soften the fabric. The mud used in this process must be a mud pond with stagnant water aged ten years or more. They need to dive down to dig up the mud, which is relatively complex. These things are social values indicating a simple way of living. It is a culture that has been passed from generation to generation and can add economic value to this community's products. It is something unique that is "difficult" to emulate and replace (Barney 1991). These advantages are realized only when the consumers are perceived and aware that the products are easy to get. From the manufacturer's view, production standards must be maintained with an entrepreneurial spirit and are a form of responsibility towards buyers or consumers.

From the explanation above, the approach to create a marketing strategy with mindful marketing is the solution that will make the manufacturer be able to sell products at a higher price and for the long term as buyers or consumers will continue to understand and buy. Mindful marketing is trading on understanding between the seller and the

consumer. The vendor has been committed to producing safe products for both consumers and the environment. The consumers are aware of the dedication of the manufacturer's attention. The consumers not only support the production of products by purchasing products for consumption but also still consume the products as they consider the products as safe products. Furthermore, the customers are willing to help and support other matters and pay for merchandise at fair prices (Malhotra et al. 2012).

Based on previous literature reviews, it is found that the creation of perceived value of the entrepreneurial spirit of the production, and acknowledgment of the process that is difficult in production, will result in better understanding and encourage customers to buy the product even if the product has a high price (Wang et al. 2013, Chiu et al. 2012, Ponte et al. 2015, Lien et al. 2015). In this study, the researchers are interested in studying the linkage among demographic factors, the perceived value of mindful marketing, and purchase intention among hand weaving products' customers in Suphanburi. The study results will provide information to the weavers, community enterprises, and those interested in planning and formulating marketing strategies with a mindful production to create sustainability in the community.

## 2 RESEARCH METHODS

### 2.1 *Research questions*

- What are the personal factors of tourists who are prospective customers of hand-weaving products in Suphanburi?
- What are the levels of the perceived value of mindful marketing and purchase intentions of hand-weaving products' customers?
- What are the relationships among demographic factors, the perceived value of mindful marketing, and purchase intention of hand-weaving products' customers?

2.2 Research objectives

- To study the demographic factors of tourists who are hand-weaving products' customers in Suphanburi.
- To study the perceived value of mindful marketing and purchase intentions of hand-weaving products' customers.
- To examine the linkage among demographic factors, the perceived value of mindful marketing, and purchase intention of hand-weaving products' customers in Suphanburi.

According to the literature review, concepts, and theories, the conceptual framework of this study is proposed in Figure 1.

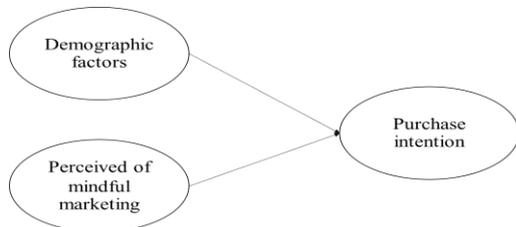


Figure 1. Conceptual framework

The hypotheses of this study are as follows:

- Demographic factors have an effect on purchase intention.
- Perceived mindful marketing has a positive effect on purchase intention.

The participants of this study were 388 tourists who visited the hand-weaving community enterprise in Suphanburi province. Most of the respondents were female (283 persons), representing 72.9%, aged 40-49 years (143 persons), accounting for 36.9%. 221 respondents have a bachelor's degree, representing 57% percent. Approximately 50.10% of them are working for government and state enterprises. The majority has monthly income between 10,000-19,999 Baht, accounting for 38.40%. More than 70% of the respondents has social media such as Facebook, Line, and Instagram.

The primary data were collected using a questionnaire as a research tool to collect data from 388 respondents visiting a hand-weaving community enterprise in Suphanburi. The secondary data were collected from official documents, meeting documents re-

ports, research articles, theses, and other related publications.

Data analysis was divided into three parts. Frequency, percentage, mean, and standard deviation were employed to analyze the demographic information such as gender, age, occupation, educational level, and income. Testing the hypotheses was conducted using t-Test, One-Way ANOVA, and multiple regression analysis.

3 RESULTS AND DISCUSSIONS

This section is divided into two parts which are demographic factors and purchase intention, and perceived mindful marketing and purchase intention.

3.1 Demographic factors and purchase intention

The results indicate that the demographic factors, which are age, educational level, and income, have an effect on purchase intention.

Age: The study results show that respondents of different gender have different purchasing intentions with a statistically significant level at .05 ( $p = .002$ ), as illustrated in Table 1.

Table 1 Purchase intention classified by age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.429	3	.476	4.920	.002
Within Groups	37.187	384	.097		
Total	38.617	387			

As the null hypothesis is rejected, the least significant difference (LSD) test is used to compare the populations taken in pairs. The results show that respondents aged 50 or older have more purchase intention than younger people at all levels, as illustrated in Table 2.

Educational level: The results of the study show that respondents with different educational levels have different purchasing intentions with a statistically significant level at .05 ( $p = .000$ ) as illustrated in Table 3.

Table 2 Least significant difference (LSD) test (Age)

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.
50 or older	29 or younger	.18247*	.06156	.034
	30-39	.14957*	.04464	.011
	40-49	.13792*	.04380	.020

As the null hypothesis is rejected, the least significant difference (LSD) test is used to compare the populations taken in pairs.

Table 3 Purchase intention classified by educational level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.024	2	1.512	16.357	.000
Within Groups	35.592	385	.092		
Total	38.617	387			

The results show that respondents with a postgraduate level of education are more willing to purchase than respondents with lower education at all levels, as illustrated in Table 4.

Table 4 Least significant difference (LSD) test (Educational level)

(I) Educational level	(J) Educational level	Mean Difference (I-J)	Std. Error	Sig.
Master degree or higher	Lower than Bachelor's degree	.24762*	.04904	.000
	Bachelor's degree	.24240*	.04426	.000

Income: The study results show that respondents with different incomes have different purchasing intentions with a statistically significant level at .05 ( $p = .000$ ), as illustrated in Table 5.

Table 5 Least significant difference (LSD) test (Income)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.343	3	.781	8.266	.000
Within Groups	36.274	384	.094		
Total	38.617	387			

As the null hypothesis is rejected, the least significant difference (LSD) test is used to

compare the populations taken in pairs. The results show that respondents with an income of 20,000 baht or more are more willing to purchase than respondents with lower income, as illustrated in Table 6.

Table 6 Least significant difference (LSD) test (Income)

(I) Income (Baht)	(J) Income (Baht)	Mean Difference (I-J)	Std. Error	Sig.
9, 999 or lower	10,000 – 19,999	-.08851	.04757	.327
	20,000 – 29,999	-.19524*	.04889	.001
	30,000 or higher	-.23072*	.05732	.001

### 3.2 Perceived mindful marketing and purchase intention

Multiple regression analysis is employed to examine the linkage between perceived mindful marketing and purchase intention. Based on the ANOVA test results, the model is statistically significant with a significant value of .000. The R square is .225, and F is 15.730, indicating that the independent variables jointly explain 25.50% of the variance in the dependent variable ( $F=15.730$ ,  $p < .05$ ) as illustrated in Table 7.

Table 7 Multiple regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.905	.303		6.288	.000
Naturalness	.254	.073	.220	3.489	.001
Cultural preservation	.229	.092	-.175	-2.501	.013
Safe product	.303	.089	.245	3.407	.001
Mindful intention of production	.228	.074	.203	3.057	.002
uniqueness	-.093	.076	-.076	-1.217	.224
Refinement	.004	.062	.004	.070	.944
Quality	.066	.058	.061	1.140	.255

R = 0.474, R<sup>2</sup> = 0.255, F = 15.730, p-value = 0.000

The results show that perceived mindful marketing, safe product, naturalness, cultural preservation, and mindful intention of production are the most influential factors affecting purchase intention in that order. However, cultural preservation has a negative effect on purchase intention. The study

also reveals that uniqueness, refinement, and quality have no influence on purchase intention. According to Table 7, the predictive equation is written as follow:

$$\text{Purchase Intention} = 1.905 + .254 (\text{Naturalness}) - .229 (\text{Cultural preservation}) + .303 (\text{Safe product}) + .228 (\text{Mindful intention of production}).$$

#### 4. CONCLUSION

This research aims to examine the linkage among demographic factors, the perceived value of mindful marketing, and purchase intention of hand-weaving products customers in Suphanburi, Thailand. The findings indicate that age, educational level, and income affect the purchase intentions among customers of hand-weaving products. The results show that respondents aged 50 or older have higher purchase intention than younger people at all levels. In addition, respondents with 20,000 Baht or higher incomes are more willing to purchase than people with lower incomes. It could be due to the older people are those in the contemporary era who know more Thai fabrics than the younger generation. Nowadays, older people have higher incomes and may afford to buy expensive Thai woven fabrics. Hence, they are more willing to purchase than the younger or the people with lower income. Also, respondents with a postgraduate level of education are more willing to purchase than people with lower education at all levels since they can obtain information about hand weaving products through various communication channels both online and offline. These findings are consistent with Sanaophol's (2020) study who stipulates that demographic factors, including age, education level, and income, affect purchase intention of fashion clothes via the Facebook Live channel. Prachayapanuchart (2018) also admits that people of different ages and incomes have different purchase intentions on house brand products. The results also show that perceived mindful marketing, safe product, naturalness, cultural preservation,

and mindful intention of production are the most influential factors affecting purchase intention in that order. In addition, Thai woven fabrics are unique products of the community. Therefore, this can have an effect on increasing the customer's purchase intention, even though Thai fabrics are quite expensive. These findings are consistent with previous studies (Wang et al. 2013, Chiu et al. 2012, Ponte et al. 2015, Lien et al. 2015), which indicate that creating an awareness of the value of the entrepreneurial production spirit and acknowledging the process that is a difficulty in production will enhance understanding and making customers decide to purchase the products. The researchers recommend that entrepreneurs should communicate with prospective customers about the production process that uses natural ingredients. Genuine commitment and intention to produce safe products and preserve cultural heritage should also be disseminated to customers. These will help to raise the level of purchase intention among the prospective customers.

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