The Influencing Factors of Chinese Consumers' Purchase Intention on Thai Hom Mali Rice

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Abstract

This study aims to examine the purchase intention level of Chinese consumers towards Thai Hom Mali rice and to analyze the factors influencing Chinese consumers' purchase intentions for Thai Hom Mali rice. This study employs the Stimulus-Organism-Response (SOR) Theory, utilizing five variables to construct a theoretical model of external factors (product, shopping experience, and cultural value factors) and their relationship with perceived usefulness and purchase intention. The sample of this study consists of Chinese consumers who purchase Thai Hom Mali Rice, which is representative of an infinite population, and was collected using a multi-stage sampling method. The instrument used in this research is a questionnaire that has been validated (IOC=0.93). The statistics used in this research include percentages, standard deviations, means, and multiple regression analysis.

The data analysis yields the following research conclusions: 1. The purchase intention level of Chinese consumers towards Thai Hom Mali rice is uncertain (mean=3.32 and standard deviation=1.043); 2. The factors

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influencing Chinese consumers' purchase intention of Thai Hom Mali rice are product factors, shopping experience factors, cultural value factors, and perceived usefulness. The influence of these factors on purchase intention demonstrates a moderate trend, with a statistical significance level of 0.05.

Keywords: Purchase intention, Influencing factors, SOR (Stimuli-Organism-Response) theory, Thai Hom Mali Rice

Introduction

The trade exchanges between China and Thailand are rooted in a profound historical context. With the acceleration of globalization and the advancement of the "Belt and Road" Initiative, economic and trade relations between China and Thailand have become increasingly close. The entry into force and implementation of the Regional Comprehensive Economic Partnership (RCEP) Agreement have further promoted economic and trade exchanges between China and Thailand, providing both countries with broader market prospects and more cooperation opportunities. In this context, the bilateral trade volume between China and Thailand has continued to grow. In 2021, the trade volume between China and Thailand increased by 33%, reaching 131.2 billion, exceeding the 100 billion mark for the first time in history. In 2023, the total trade volume between China and Thailand reached $104.964 billion. China has become Thailand's largest trading partner, while Thailand, as the second-largest economy in Southeast Asia, is also an important source of agricultural products and food imports for China.

The rice trade between China and Thailand boasts a long history. Thailand, often referred to as the "rice barn of Asia," has had a significant impact on the global rice industry (Zheng Guofu, 2017). As early as the Qing Dynasty, China had become a significant export market for Thai rice (Ren Wei, 2020). Establishing the China-ASEAN Free Trade Area has promoted rice trade between China and Thailand (Ren Wei, 2020). Transportation networks, including land and port transportation, have been built between northern Thailand and Yunnan, China, creating a favorable environment for the development of rice trade between the two countries (Ren Wei, 2020). Thai fragrant rice has always been favored by consumers, and its total exports rank among the top in the world rice trade. The data from the Thai Ministry of Commerce showed that Thailand exports approximately 600,000 to 700,000 tons of rice to mainland China annually, mainly white rice and Thai jasmine rice. Additionally, about 170,000 to 180,000 tons of rice are exported to Hong Kong, China each year, with 70%-80% of this being Thai jasmine rice. In 2022, China was Thailand's third-largest rice importer, importing 750,000 tons, up 18.8% from 2021. Data released by China's General Administration of Customs showed that in 2023, the top three countries from which China imported rice, in order of import volume, were Thailand, Myanmar, and Vietnam, with Thailand being China's largest rice importer.

Numerous factors influence the sales status of Thai fragrant rice in the Chinese market. Thai fragrant rice entered the Chinese market in the 1990s and once enjoyed immense popularity due to its unique aroma and taste. The total imports of Thai fragrant rice into China have been increasing gradually, mainly because China is a significant grain consumer,

and the superior quality of Thai fragrant rice aligns with the trend of rising living standards among Chinese residents (Ren Wei, 2020). Due to the higher production costs and lower yields of Thai rice, the Thai government has set a higher mortgage price to incentivize more farmers to cultivate fragrant rice. This has led to a significant increase in cultivation acreage, resulting in a spillover effect and a continuous rise in export prices, which has adversely affected Thai fragrant rice exports to China (Ren Wei, 2020). Furthermore, with societal development and improving living standards, people's pursuit of rice quality has increased day by day, with taste and aroma being key indicators that affect the edible quality of rice (Verma DK et al., 2020; Zheng ZC et al., 2022). Due to the varying quality of Thai fragrant rice available domestically, consumers have certain doubts about its quality, and the entire Thai fragrant rice market is facing a crisis of trust. It was reported that during the "3·15" consumer rights protection event in 2023, an incident involving "Thai fragrant rice adulterated with flavoring agents" was exposed, generating negative impacts. Regarding the current sales status of Thai fragrant rice in the Chinese market, the combination of high quality and reasonable prices influences Chinese consumers' attitudes towards Thai fragrant rice. To gain more recognition and win long-term trust, it is crucial to understand Chinese consumers' needs and experiences with Thai fragrant rice better and create a mutually beneficial market environment.

Objectives

1. To study the purchase intention level of Chinese consumers on Thai Hom Mali rice.

2. To analyze the factors influencing Chinese consumers' purchase intention of Thai Hom Mali rice.

Literature Review

Stimuli-Organism-Response (SOR) theory

1. Concept of Stimulus-Organism-Response (SOR) Theory

The SOR (Stimuli-Organism-Response) theoretical model is an environmental psychology model designed by Mehrabian and Russell (1974). Donovan and Rossiter (1994) adapted the SOR model to include a range of psychological reactions encompassing changes in cognitive and emotional states within the Organism, and they were the first to apply SOR theory to the shopping environment. According to Donovan and Rossiter, the retail environment elicits psychological reactions of pleasure, arousal, and dominance, influencing consumers' behavior toward seeking benefits or avoiding harm. The Organism variables encompass both cognitive and affective aspects. Eroglu, Machleit, and Davis (2001) explained that cognitive reactions are the mental processes that occur when an individual receives external stimuli, often directed toward a specific goal, while emotional reactions are responses to three variables: pleasure, arousal, and dominance. The "Response" represents the ultimate behavioral decision made by the individual after encountering external stimuli, manifesting as either approach or avoidance behavior. SOR theory provides an objective framework for analyzing an individual's behavior and responses to external stimuli in specific situations.

2. Applications of Stimulus-Organism-Response (SOR) Theory

SOR theory was initially developed to analyze and explain human behavior and responses to environmental influences. Over time, it has gradually been applied to fields such as management and commerce, becoming one of the key theories for studying how individuals' emotions and behaviors are shaped by their environments. In 1982, scholars like Donovan and Rossiter pioneered the application of this theory to the retail industry, investigating the impact of external environments, products, and subjective experiences on consumers' purchase intentions and behaviors. Eroglu et al. (2001) introduced SOR theory into the study of online shopping, revealing that consumers' emotions and behaviors are influenced to a certain extent by the online shopping environment. Chen et al. (2018) applied SOR theory to validate that online shopping can stimulate consumers' pleasure, positively affecting their purchase intentions. Liu et al. (2016) utilized perceived similarity as an environmental stimulus to explore consumers' purchase intentions. Zhang et al. (2014) considered perceived interaction as an ecological stimulus variable to study consumers' intention to engage in e-commerce activities.

Product Factors

1. Conceptual Definition of Product Factors

The first is the internal factors of the product, referring to the product's own characteristics and quality features, which influence consumers' perception and purchase decisions. Luo Cheng (2013), based on theories related to behavioral intention, pointed out through empirical research that consumers pay attention to product quality and analyzed consumers' willingness to purchase products and their influencing factors. Similar conclusions were also drawn in a study by Tao Jinguo and Zi

Yongzhen (2017), which showed that product quality has a significant impact on consumers' purchasing behavior. Furthermore, Sweeney and Soutar (2001) found that product function is a vital product attribute and a driving factor influencing consumers' purchase choices.

The second factor is the external aspects of the product, such as price, variety, and brand, which also influence consumers' purchase intentions. The greater the perceived value, the more attractive the product price becomes and the stronger the purchase intention (Monroe, 1973). According to Chevalier's sales data analysis for books on Amazon's website, the sales of books decrease when prices increase (Chevalier J.A., 2006). Another study, conducted by Huo Jiazhen and Ma Xiaoyi (2016), investigated the factors influencing consumers' willingness to purchase retailers' own-brand products. The study found that consumers' perception of the quality of retailers' own-brand products determines their purchase intention.

In summary, this article defines product factors as the sum of various factors within and outside the product that directly affect the product's value and sales, ultimately influencing consumers' purchase intention and behavior.

2. Measurement Dimensions of Product Factors

First is the product variety. One view is that the diversity of product categories is an essential reason consumers choose products. Studies by Chae Minseo (2016) and Yoo Bokhee and Chae Myeongsoo (2015) demonstrate that product diversity has a significant impact on purchase intention in overseas direct purchases. The other view is that the richness of product categories is a prerequisite for consumers to evaluate

the usefulness of products. Wang Rong (2020) believes that providing more product categories on the platform allows consumers to choose and obtain a particular perceived utility.

The second is product quality. As found in Anna Kowalczyk's (2018) study, high brand awareness and product quality significantly influence consumers' perceived utility. On the other hand, domestic scholar Chen Meimei (2017) noted that the quality of products provided by merchants is the most significant factor influencing consumers' purchasing behavior.

Finally, product price. Fei L.W. (2013) pointed out that in a dynamic pricing mechanism, consumers prefer price discounts over gifts, and new customers are more sensitive to prices than regular customers. Chai Yixin et al. (2019) measured product factors using the cost-effectiveness of products and believed that specific cost-effectiveness is a crucial factor influencing consumers' product choices. There is a positive correlation between discounts and purchase behavior.

Based on the above analysis, this article will measure the dimensions of product factors from three perspectives: product richness, product quality, and product cost-effectiveness. This aligns with the research background and objectives of this study.

Cultural Value Factors

1. Conceptual Definition of Cultural Value Factors

Foreign scholars have analyzed the concept of cultural values from different perspectives. Representative scholars include Hofstede (1980), who believes that cultural values are a cognitive style generated

by an individual and differ from others. Henry pointed out in 1984 that cultural values are the ideas that govern individual behavior within a culture. Schwartze (2001) studied cultural values from a personal perspective, believing that they serve as guiding principles in people's lives. Domestic scholars have also conducted relevant research with slightly different views. Zhao Guochun (2010) and Gan Ping (2012) regard cultural values as a kind of "belief and attitude," believing that they are a lasting belief formed by people towards specific behavioral patterns and meanings of life, as well as a stable attitude held by people in dealing with issues. Other scholars, such as Qi Xingui (2013), synthesized the views of different scholars and proposed that cultural values form a value system that is widely believed and accepted by most members of society. It influences the consciousness and actions of social members by becoming a form of social normalization.

Analyzing the above, the definition adopted in this study encompasses the viewpoints and ideas held by individuals within specific social relations and environmental contexts. Different individuals have both commonalities and their characteristics.

2. Measurement Dimensions of Cultural Value Factors

Research on cultural values in Western cultural backgrounds. There are two representative researchers in this field. The first researcher, Hofstede (1984, 2001) divide them into six dimensions: individualism versus collectivism, masculinity versus femininity, power distance, uncertainty avoidance, long-term versus short-term orientation, and indulgence versus restraint. The second researcher is Schwartz (1992), who built a classification system of personal values, covering ten dimensions

such as power, achievement, stimulation, and hedonism, et al. After in-depth research, Schwartz expanded the dimensions to nineteen in 2012.

Research on cultural values under traditional Chinese culture. Taking Hong Kong consumers as the research object and divided cultural value dimensions into ten, including harmony between man and nature, relationship orientation, face concept, inferiority complex and situational orientation, man and humanity itself, time orientation, continuity in problem-solving, individual activity orientation, the doctrine of the mean, and maintaining harmony with others et al. (Liu Shixiong, 2005). Bond et al. (1996) studied four dimensions: integration, Confucian work motivation, benevolence, and moral responsibility. Domestic scholar Yang Guoshu (2004) examined the psychological and behavioral issues of the Chinese people. They divided them into five dimensions based on their social orientation characteristics: face relationship, familial, perseverance, modesty, and unity and harmony. Zhang Mengxia (2005) verified that Confucian, Taoist, and Buddhist cultural values can explain Chinese consumers' purchasing behaviors more effectively. Pan Yu et al. (2014) constructed eight dimensions: face image, practical rationality, differential relationship, human relationships, the doctrine of the mean, striving and progress, authority and conformity, and independence.

Considering the needs of this study, face image, practical rationality, authority, and conformity are selected as the research dimensions of cultural values.

2. Measurement Dimensions of Perceived Usefulness

Perceived usefulness is a vital core issue in studying purchase intention. Foreign scholars control the number of dimensions between

three and five. Sheth (1991, 1995) constructed five dimensions: functional value, cognitive value, emotional value, social value, and situational value. Based on Sheth's model, Sweeney et al. (1999, 2001) proposed that functional value should consist of quality and price, and consumers have different perceptions of these two parts. By eliminating functional value, cognitive value, and situational value, they finally divided it into four dimensions: emotional value, social value, quality value, and price value. Kantamneni (2015) derived four dimensions of functional, economic, market, and social value based on empirical research. Holbrook (1999) divided it into three dimensions: profit value, social value, and characteristic value. The division of perceived usefulness measurement dimensions among domestic scholars is relatively simple. Liu Gang and Gong Xiaobo (2007) proposed functional, symbolic, and experiential values as the three measurement dimensions.

Based on the research conclusions of domestic and foreign scholars, combined with the characteristics of this study, the following three measurement dimensions are adopted: functional value, social value, and emotional value.

Research Methodology

This study adopts a quantitative research method. Based on a review of relevant theoretical and practical advancements in consumer purchase intention, this study focuses on the current research topic of factors influencing consumer purchase intention. Through steps such as literature analysis, conducting surveys using a multistage sampling approach, and statistical analysis of survey data, this study presents

Chinese consumers' purchase intention level and the influencing factors on Thai Hom Mail rice from three dimensions: external influencing factors (product factors, shopping experience factors, cultural value factors), perceived usefulness and purchase intention.

Population and Sample

The research object of this study is Chinese consumers who purchase Thai Hom Mali rice, specifically Chinese consumers in Beijing, China, excluding foreign consumers who purchase Thai Hom Mali rice in Beijing, China.

Since the specific proportion of Chinese consumers in Beijing who purchase Thai Hom Mali rice within the population is unknown (p is unknown), this study ensures that the sample size calculation result and the adequate sample size cover possible extreme scenarios. Therefore, p is assumed to be 0.3. A confidence level of 95% (Z=1.96) and a margin of error of ±5% (e=0.05) are selected. Calculating the sample size for this study: n = [1.96² × 0.3 × (1-0.3)] / 0.05²≈324. Conservatively estimating, the sample size for this study is at least 324.

Research Tool

The questionnaire designed for this study on Chinese consumers' intention to purchase Thai Hom Mali rice is divided into three parts. The first part is the introduction, which aims to inform the respondents of the purpose of the questionnaire survey. The second part examines the personal background information of the questionnaire respondents, including their gender, age, education, occupation, and monthly income.

The third part comprises the core content of the questionnaire, consisting of 17 items based on the measurement dimensions of various variables. The answer options utilize a five-point Likert scale. The questionnaire was designed with two pre-screening questions: one to terminate the survey for consumers who have never purchased Thai Hom Mali Rice and the other to terminate the study for non-Chinese consumers.

Data Collection

This study adopts an online format, distributing and retrieving questionnaires for data collection. This study conducted a pre-survey and a formal survey consecutively. Before the formal distribution of the questionnaire, a pre-survey was conducted to assess the reliability and validity of the questionnaire's structural design and item content, ultimately informing the development of the formal questionnaire. Factors such as age, occupation, income, and others were considered when distributing the formal questionnaire, and it was distributed as widely as possible. The distribution period lasted for two weeks. The collected questionnaires were screened individually, excluding those with invalid responses. The recovery rate and efficiency of the valid questionnaires were calculated.

Data Analysis

This study primarily utilizes statistical analysis software to conduct a statistical analysis on the collected data.

1. Descriptive Statistical Analysis: Demographic characteristics, including gender, age, occupation, education level, income, etc., are

analyzed. Mean values, standard deviations, and other metrics of various variables are examined to determine the overall distribution of the sample.

2. Reliability Test: This study employs Cronbach's α coefficient to assess the consistency among various indicators within the scale. When Cronbach's α coefficient exceeds 0.7, it is considered highly reliable.

3. Validity Test: This study primarily employs confirmatory factor analysis indicators, such as the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test, to verify whether the measurement tool aligns with the pre-set hypotheses and theoretical models, and to evaluate its validity in measuring concepts or variables.

4. This study primarily uses the Pearson correlation coefficient, which ranges from -1 to 1, where -1 indicates a perfect negative correlation, 1 indicates a perfect positive correlation, and 0 indicates no linear correlation.

5. Regression Analysis: This study employs independent variables to explain or predict the dependent variable, namely purchase intention.

6. This study employs the Bootstrap method to elucidate the relationship between the independent variable, the dependent variable, and the mediator variable's role.

Research Finding

For the formal survey, 400 questionnaires were distributed, and 371 were returned, resulting in a recovery rate of 92.75%. Three hundred

forty valid questionnaires were collected, representing an effective rate of 91.64%.

Sample Basic Characteristics

Table 1: Distribution of Basic Characteristics of the Sample (N=340)

Variable	Option	Frequency	Percentage（%）
Experience	Yes No	340 0	100 0
Nationality	Chinese nationality Non-Chinese nationality	340 0	100 0
Gender	Male Female	159 181	46.76 53.24
Age	Under 30 years old 30-39 years old 40-49 years old 50-59 years old 60 years old and above	48 98 124 70 0	14.12 28.82 36.47 20.59 0
Education level	Junior college degree or below Bachelor's degree Master's degree Doctor's degree	119 187 34 0	35 55 10 0
Occupation	Student Private sector employee State-owned enterprise	0 183 29 40	0 53.82 8.53 11.76

Variable	Option	Frequency	Percentage （%）
	employee		
	Government/public	39	11.47
	institution employee	49	14.41
	Freelancer		
	Others		
Monthly income	Below 3000 yuan	0	0
	3000-6000 yuan	162	47.65
	6001-9000 yuan	98	28.82
	9001-12000 yuan	56	16.47
	Above 12000 yuan	24	7.06

Hypothesis Testing Results

Through empirical analysis, the strength and direction of the effects among these variables are verified. The ten hypotheses of this study were accepted and are presented in Figure 1.
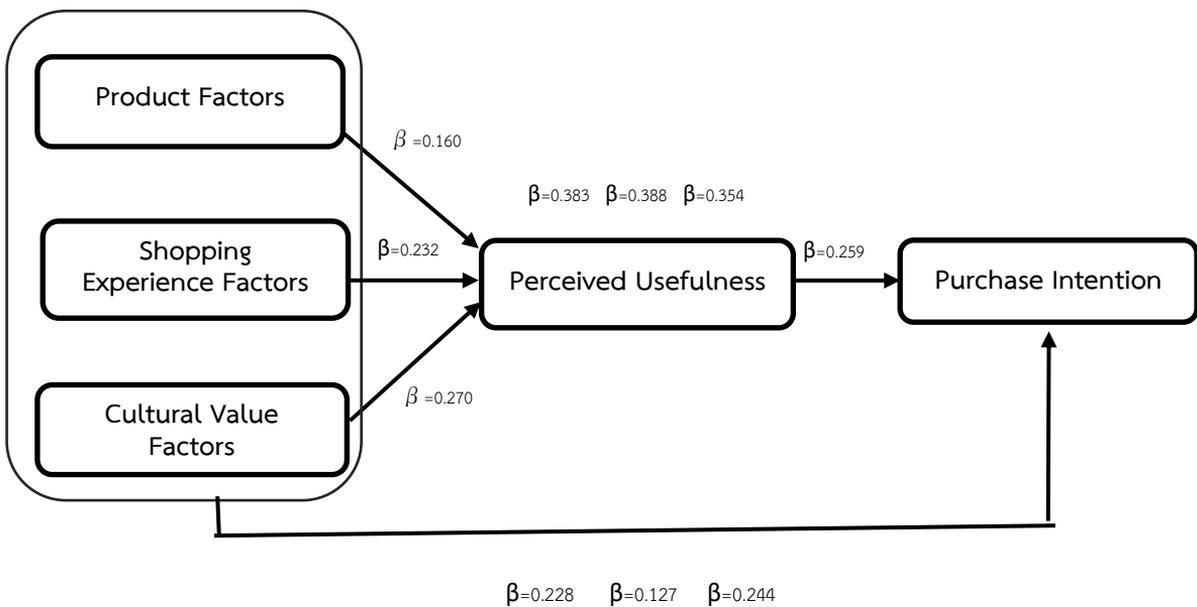
Figure1: Hypothesis Testing and Results of Factors Influencing Chinese Consumers' Purchase Intention on Thai Hom Mali Rice

Discussion

　　1. Product Factors, Shopping Experience Factors, And Cultural Value Factors Have A Neutral-To-Positive Impact On Purchase Intention

　　In exploring the impact of external variables (product factors, shopping experience factors, and cultural value factors) on purchase intention, this study proposed three research hypotheses, which were all confirmed to be valid through regression analysis. When confronted with different types of products, consumers' consumption judgment capabilities may vary due to their unique information backgrounds and access to relevant information (Zhang Mo, 2006). When Thai Hom Mali rice's quality, variety, and price cater to consumers' preferences, they can enjoy a comfortable and satisfying shopping experience. Cultural value is a crucial factor influencing consumer behavior and cannot be separated from the artistic traditions of Chinese consumers (Liu Chao et al., 2007). Therefore, it is essential to take targeted measures from the three dimensions of product factors, shopping experience factors, and cultural value factors to satisfy consumers' internal and external attributes and spiritual needs related to Thai Hom Mali rice. This will enhance purchase intention and promote purchase behavior.

2. Product Factors, Shopping Experience Factors, And Cultural Value Factors Have A Neutral-To-Positive Impact On Perceived Usefulness

In investigating the impact of external variables (product factors, shopping experience factors, and cultural value factors) on perceived usefulness, this study formulated three research hypotheses, all of which were confirmed through regression analysis. The richness of product variety can measure the perceived usefulness; the more types of products available, the more they can satisfy the diverse needs of consumers, leading to the attainment of utility (Yin Dongmei, 2020). Zhang Yulu (2012) found that promotional prices have a neutral impact on consumers' perceived value. The internal attributes of Thai Hom Mali rice, such as its types and prices, directly influence whether consumers perceive its utility. Consumers' unique needs drive them to prefer distinctive, personalized, and differentiated brands (Snyder, 1992). This involves enhancing the internal attribute value of the product to create quality goods, creating a convenient and comfortable shopping environment for consumers to enhance their shopping experience, and emphasizing the cultural value connotation of Thai Hom Mali rice to satisfy consumers' spiritual needs.

3. Perceived Usefulness Has a Neutral-To-Positive Impact On Purchase Intention

In this study, a research hypothesis was proposed regarding the influence of perceived usefulness on purchase intention, which was subsequently confirmed through regression analysis. This study reveals that during the process of consumers selecting Thai Hom Mali rice, both internal and external product attributes contribute to shaping their

perception of its usefulness. When consumers perceive a certain level of utility, they become less hesitant in their purchasing decisions (Wu Wei, 2015). Perceived usefulness is a crucial factor influencing consumers' purchase intention (Fei Xiaoyan, 2012). When consumers' perception of Thai Hom Mali rice's usefulness rises, they view it as a valuable option that can fulfill their needs. Cultural differences influence purchasing behavior (Zhang Xuan, 2020). Therefore, in practice, to boost consumers' willingness to purchase Thai Hom Mali rice, it is essential to comprehensively create Thai Hom Mali rice with superior internal and external attributes through product factors, shopping experience factors, and cultural value factors. Actively guiding consumers to perceive the usefulness of Thai Hom Mali rice and enhancing their perception of its usefulness are crucial steps in this process.

4. Perceived Usefulness Plays A Mediation Role Between Product Factors, Shopping Experience Factors, Cultural Value Factors, And Purchase Intention

Theoretical analysis has revealed that perceived usefulness mediates the influence of product factors, shopping experience factors, and cultural value factors on purchase intention. Consequently, this study proposed a research hypothesis. Based on the data results of the mediation test, the research hypothesis is confirmed. Product quality and service quality have a significant and positive influence on consumers' perceived usefulness (Tu Xia, 2017). Perceived usefulness is a crucial factor influencing purchasing behavior (He Qiguo et al., 2006). Xiao Kaihong et al. (2021) investigated consumers' purchasing behavior using the S-O-R model

and found that perceived value has an indirect effect on consumers' purchase intention. The information conveyed by the internal and external attributes of Thai Hom Mali rice enables consumers to perceive whether it is helpful to them, which in turn enhances their purchase intention. Therefore, this study effectively explains and analyzes the influence mechanism of product factors, shopping experience factors, and cultural value factors on purchase intention from the perspective of perceived usefulness.

Conclusion

Based on the Stimulus-Organism-Response (SOR) theory and related frameworks, this study reviews and synthesizes relevant domestic and international literature. Building upon previous research findings, this study selects the purchasing intention of Chinese consumers towards Thai Hom Mali Rice as its research question. Through empirical research, it analyzes the correlation between external variables (product factors, shopping experience factors, cultural value factors), perceived usefulness, and purchase intention. The results indicate that the influence of external factors on purchase intention all demonstrate a moderate trend, and mediator variables mediate the relationship between external variables and purchase intention. The findings of this study can serve as a reference for research on similar products in related fields. However, the variables influencing purchase intention may differ for similar products in related fields. Subsequent research can expand the scope of the study based on this foundation, conduct more in-depth explorations, and enhance the applicability of research conclusions.

Suggestion

1. Emphasize product quality and Introduce High-Quality Products

The study found that Thai Hom Mali Rice's wide variety and excellent quality can enhance consumers' perceived usefulness, influencing their purchase intention. As competition in the Chinese market for Thai Hom Mali Rice intensifies, consumer demands have become more diverse, with personalized and spiritual needs becoming increasingly prominent. To address this, it is crucial to understand consumers' evolving needs and preferences, and to offer a diverse range of products that satisfy their varying demands.

2. Emphasize the Shopping Experience of Consumers

According to the study's findings, consumer shopping experience factors can influence perceived usefulness, which in turn affects purchase intention. Enhancing the in-store shopping environment can provide a smooth and comfortable shopping experience, fostering consumer trust and security. Additionally, employees' demeanor and work efficiency and reliable after-sales services are all areas of concern for consumers. Therefore, businesses should consider managing and planning these aspects to enhance consumer purchase intention.

3. Emphasize Consumers' Cultural Value Psychology and Needs

Businesses must prioritize cultural value factors. By identifying and targeting these consumers, companies can diversify their offerings to

meet various needs, effectively drawing in customers, fostering a unique Thai Hom Mali Rice identity, increasing exposure, and enhancing consumer loyalty and retention.

4. Emphasize Consumers' Perceived Utility of the Product

Enhancing the perceived usefulness of Thai Hom Mali Rice can stimulate the consumer group's purchase intention. To improve consumers' perceived usefulness, a comprehensive analysis, improvement, and enhancement are required regarding Thai Hom Mali Rice's superior quality, unique taste, cooking methods, culinary pairings, and experience of exotic cultures, thereby boosting consumers' purchase intention.

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