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Factors Influencing the Decision-making of Chinese People in choosing an overseas educational consultation firm in Beijing

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Abstract

The objectives of this study were (1) to study the market mix factors influencing the decision-making of Chinese people in choosing an overseas educational consultation firm in Beijing, (2) to study the brand trust influencing the decision-making of Chinese people in choosing an overseas educational consultation firm in Beijing, and (3) to study the brand image influencing the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing. The sample used in this study was 300 Chinese people living in Beijing. To identify suitable samples, the convenience sampling strategy was employed. The main data collection instrument in this study was a set of questionnaires. Statistics such as Frequency, Percentage, Mean, and Standard Deviation were utilized during the data analysis process. Additionally, the Partial Least Squares Structural Equation Modelling (PLS-SEM) Method was applied using the Adanco program. This study reports that marketing mix factors, brand trust, and brand image affect the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing at the statistically significant level of .001 with a predictive power of 78.9 percent.

Keywords: Marketing mix, Brand trust, Brand images, Decision-making, Choosing services from overseas

JEL Classification Code: M10

1. Introduction

From economic expansion society, technology, and culture have contributed to the People's Republic of China's role both in Southeast Asia and for the rest of the world. As can be seen from the fact that Mandarin has been designated as one of the five main languages used in U.N. communications (He, 2006) and given the importance of Mandarin on the world stage, Mandarin is one of the top foreign languages that has attracted the attention of language learners in many countries around the world no less than other major languages such as English, French, German, Spanish or Japanese.

The education system has always evolved due to changes, both internal and external factors, and society has changed. Education is therefore considered to be a very important element in the development of the country (Chienwattanasook & Jermisittiparsert, 2019). If a country

has a thoroughly educated population, then it tends to develop rapidly in all aspects. It is imperative that we prioritize education if we want to see development in any enterprise. In today's society Education is used in occupations and is a measure of the ability to attend work in each position of various organizations. Depending on the field of study and qualification level, students are currently interested in pursuing different levels of study. Abroad to increase potential, advancement and career positions. Trends among undergraduates studying today A bachelor's degree may not be enough to apply for a job in a major organization at home and abroad. Currently, the degree is considered a good thing for receiving and deferring to employees. Therefore, pursuing a master's degree is another option. One of the decisions of those who want to study further is used to choose both domestic and foreign institutions. Many families now prefer to send their children to study for a master's degree abroad, as well as a few

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months of short courses. Questions have been raised regarding the selection of educational institutions, which are many around the world, as a result of the fact that you want your child to have a knowledge of English and academics while also having the opportunity to experience life in a foreign country at the same time. Whether it is a concern given the country selection. Therefore, the following factors may be beneficial in deciding whether to pursue a master's degree abroad (Chen & Zhan, 2020):

1. Financial readiness Each country has a different high and low cost of living rates. Even in the same country, in different cities and states, there may be significant differences in the cost of living. Therefore, plan financially for the costs of the course, including tuition fees, meals, and accommodation. Travel and other recreational expenses must be included in the account of expenses that must be prepared in the first place. Getting sick while studying abroad can be a cost to spare. If you have not purchased health and accident insurance before your trip, you will be able to purchase health insurance. The benefit of preparing a deposit account is that it is collateral for obtaining visa approval.

2. The availability of the study subject, although financial readiness is a key factor. However, the readiness of the student is important to consider, whether it is language proficiency, which can be measured by each institution. If the student decides to study a language in the country with a native speaker, they will be able to learn a language in the country. Adapting to others A different environment and culture is also a must for educators to be prepared to face.

3. The reputation of the institution and credibility of the institution may be informed. Word of mouth from those who have studied, however, currently has rankings of educational institutions ranging from global, continent, country, and sometimes discrete rankings to disciplines. The rankings are based on the quality of the teachers. The performance of both students and professors, the ratio of professors to students, etc. When choosing to study for a master's degree, it may be necessary to take into account the quality of obtaining a quality certificate from some departments of that country. Invest in the future of further education because big organizations are ready to accept employees who have graduated from foreign universities.

Beijing Yinglu Education Technology Co., Ltd. was established on August 27, 2009, with its registered address in Xicheng District, Beijing. The company's main business is consulting services for studying abroad, involving undergraduate, master's and doctor's degrees. Currently, the countries that have cooperated include Spain, Thailand, Britain, Singapore, etc. The company pursues the school-running concept of unity, progress, innovation and service, advocates serving students and society, and cultivates

practical talents required by the country and society in an open, multi-channel and all-round way; However, doing business in modern times, brand trust and brand image can be considered an important part of the business due to the emergence of huge quantities of goods and services in the market. As well as in a particular category of products, there are many different brands, increasing the use of various marketing promotion strategies, especially the 7P's marketing strategy, so building trust and creating an image in the products and services is very necessary to make a difference in the product itself.

However, there are many private companies engaged in the business of providing advice, coordination, and consultation with those interested in studying abroad to reduce the hassle of contacting the university in person. It can be contacted through a private agent accredited by an educational institution abroad. It's all about Deciding which agency to choose. Therefore, it must be considered. Therefore, we are interested in studying the factors that influence the decision to choose The Services for Studying Abroad Firm in Beijing. In deciding on consulting services for a studying abroad firm in Beijing., this will guide the development of consulting services for a Studying Abroad Firm. To continue to be effective.

2. Research Objectives

2.1 To study the market mix factors influencing the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing.

2.2 To study the brand trust influencing the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing.

2.3 To study the brand image influencing the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing.

3. Research Hypothesis

3.1 The market mix factors influencing the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing.

3.2 The brand trust influences the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing.

3.3 The brand image influencing the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing.

4. Conceptual framework



Figure 1: Conceptual framework

5. Literature Review

5.1 Market mix factor theory (7Ps)

Market mix factor theory (7Ps) According to the concepts of Kotler and Keller (2016), the marketing mix factor is that (1) Product refers to a product and service consisting of a core product and ancillary products that demonstrate the benefits that the customer wants to create a competitive advantage (Reguia, 2014), (2) Price is the amount of money that must be paid to obtain the products, goods and/or services of an entity. Or it could be the total value that the customer perceives (Roy, 2015), (3) Place refers to when the service is delivered to the customer and how much time it takes to deliver the service, where it takes and how it is delivered (Dent, 2011), (4) Promotion means marketing communication tools to create motivation, feeling, need, and satisfaction in products and services (Ashraf et al., 2014), (5) Personnel mean employees who work for the benefit of various organizations. which counts from the owner of the business senior management middle management lower-level executives, general employees, housewives, etc. (Klonoski, 2016), (6) Physical evidence of the sector, the location and the environment, as well as the elements that are tangible and convenient to the operators and customers who come to use the service (7) Process, the means of creating and delivering products. It requires

designing and executing an effective process (Beuren et al., (2013).

5.2 Brand Trust

Brand Trust has proven to lead consumers to customer loyalty. Respectful value exchange and effective communication have helped build brand trust among consumers. According to research done by Singh (2016), a crucial factor for customer loyalty is brand trust. Customers that have brand trust are willing to spend extra money on specific preferred brands because they believe retaining the brand can provide elements such as uniqueness, function and most importantly quality that cannot be offered by their competitors. It proved that trust is an important factor in developing healthy and long-term relationships between brand and their customers. Li and Chaipoopirutana (2014), also found a positive trait offered by brand trust. It is believed that brand trust heavily influenced customer's attitudes. No customer is willing to spend their money on a brand that cannot provide some quality that indicates the ability to serve the consumers. It has been found that trust is a definite influence on commitment towards the brand. The qualifications set by the consumer are what help build brand trust. There are two approaches to this concept. The first one is the consumer's knowledge of the product and their emotions (Ramiz et al., 2014). The behavioural impact is the loped by confidence in the brand. It means that they believe in the brand and honesty of the firm in which the firm will deliver the expected products or services they needed. Compassion, competency, and honesty will create brand trust which becomes a major element and become a bridge between the brands and their customers. In much past research, trust function as an element of loyalty and when it is created, consumers will feel delighted.

5.3 Brand Images

Images of brands are assigned to serve as the product's name, symbol, and sign, respectively. The brand images act as symbols that represent products or services in the consumers' conscious or unconscious minds. The product can be derived from three different images which are functional, social and perceived. Brand images in customers' minds can be a result of product appearance, attributes, and how product market their functions in consumers' lives. Not only has it represented a functional aspect, but also as a representative of consumers' emotions (Yuan et al., 2023). On top of that, overall thought from a consumer perspective is connected to ideas from a consumer perspective of a particular product, brand, company, or person. Brand images are all impressions that came from the customers' perspectives that they get from various outputs.

By developing a positive perspective towards the brand, the brand images are formed in their minds (Pholchroen & Chumnanna, 2022). Having a good brand image is, therefore, a crucial step for the firm to help build an individual representation that can fulfil consumers' needs in a psychological aspect and connected it with value like prestige and high place in social class. Furthermore, using symbolism is one way to approach brand image and it can impact an effort on gaining and retaining customer loyalty. Companies must encourage adaptability and a lifestyle-focused perspective in consumers in today's quickly changing business climate to imply that they can identify with the brand. By doing this, they will attach themselves to the brand and at the same time it will create loyalty. In nowadays world that focuses on material aspects, brands have become an influencing aspect for consumers to consider choosing a product or service. There are many ways done by organizations to enhance and up-level the image of their brand, as they believe it can lead to consumer loyalty. For example, a brand name is one of the basic aspects that a firm need to focus on developing brand image. It all started with a name. Having a suitable product or services name is a gift that a firm needs to gain. From a name, a firm can then develop its brand identity. Brand names lead to consumer loyalty, according to branding theory. It stated that the brand image that a firm tries to portray should be similar to consumers' image so that it can meet consumers' psychological and social needs. Wealth, class, success and style if a few traits that consumers try to find in a certain Hypotheses Development brand (Shehzad & Zehra, 2013).

5.4 Consumer buying decision process

It is vital to know the consumer buying decision process. The consumer buying decision process is the decision-making process that begins with the consumer buying the goods or services in exchange for money in the market before, during and after the purchase of goods or services. It helps the seller/marketer for selling its goods or services in the market. If the marketer is successful to understand consumer behavior according to the consumer buying decision process towards the goods or services, then it may be successful in selling its goods or services (Kotler, 2017). Every human has a different mind to other humans. For instance, A person buys his/her regular brand of milk every day when the need arises. So, the chances of skipping information and evaluation are more as compared to the high-involvement products. It depends on the human nature. But in the case of buying a car where involvement is high. When the consumer going to buy a car, then the customer can't skip any step out of five. This process works especially for new purchases or highly involvement of consumer

purchases. Some companies focus on understanding the consumer experience in learning, choosing, using, and disposing of the product. (Kotler & Keller, 2016)

6. Research Methodology

6.1 Population and samples: The population of this research were Chinese people who used to study abroad or live in Beijing. The sample group used in the research were people who used to study abroad or live in Beijing. Hair et al., (2010) stipulated a ratio of no less than 1:20 between the number of parameters and the number of observed variables, and this was followed by the researcher. There were 22 different observed variables in this study. A non-probability sampling technique was utilized to determine the sample. The sampling technique employed was the convenience sampling technique. The number of samples in this study was 440 samples.

6.2 Research Instruments: Questionnaire developed from the study research literature review and related research to define the scope of the questions to match the research objectives. It is divided into 7 parts as follows: (1) a Screen Question, (2) a questionnaire on demographic factors; (3) Questions about Marketing Mix Factors (7P's); (4) a Questionnaire about Brand Trust. (5) Questions about Brand image; and (6) Questionnaire about the Decision to use the Services and Part 7 Suggestions. The reliability testing value of 0.711-0.825, which is greater than 0.7 indicates that the questionnaire was reliable how to collect information.

6.3 Data analysis: Statistics used in data analysis were frequency, percentage, mean, and standard deviation and use partial least squares structural equation modelling (PLS-SEM) with the Adanco program.

7. Findings

Table 1: Findings regarding participant demographics

Respondent Information	Amount	Percent
Gender		
- Male	135	45.00
- Female	165	55.00
Age		
- 18 -30 years old	90	30.00
- 31 - 40 years old	107	35.67
- 41 - 50 years old	82	27.33
- 51 years old or older	21	7.00
Education level		
- High School	99	33.00
- Bachelor's degree	143	47.67
- Master's degree	58	19.33
Occupation		
- Students	126	42.00
- Employees of private companies	58	19.33

Respondent Information	Amount	Percent
- Government officer	36	12.00
- State enterprise employees	40	13.33
- Owner/Private Business	40	13.33
Average monthly income		
- does not exceed 2,000 yuan	112	37.33
- 2,001 – 4,000 yuan	115	38.33
- 4,001 – 6,000 yuan	49	16.33
- 6,001 – 8,000 yuan	24	8.00
Overall	300	100.00

Based on the findings presented in Table 1, the general analysis of respondents revealed some significant observations. 55.00% of the sample consisted of female

participants, constituting a sizeable plurality. In terms of age distribution, the highest proportion of respondents (35.67%) were between the ages of 31 and 40 years old. In addition, 47.67% of the sample was comprised of participants with a bachelor's degree or higher. Regarding vocation, the majority of respondents, comprising 42.0% of the sample, were students. In addition, the participant's average monthly income ranged from 2,001 to 4,000 yuan, with 38.33% of them lying within this range. In addition, it is notable that the majority of respondents exhibited a high level of overall and individual opinions regarding marketing mix factors, brand trust, brand image, and the decision to use service

Table 2: Results of structural fidelity and element weight tests

Factors	Loading	AVE	Dijkstra-Henseler's rho (ρ_A)	Jöreskog's rho (ρ_c)	Cronbach's alpha(α)
Marketing mix factor		0.622	0.909	0.920	0.897
- Product (X1)	0.645				
- Price (X2)	0.815				
- Place (X3)	0.879				
- Promotion (X4)	0.758				
- Personnel (X5)	0.750				
- Physical (X6)	0.805				
- Process (X7)	0.848				
Brand trust		0.554	0.824	0.858	0.793
- Trust in quality brand	0.742				
- Trust in a reputable brand	0.837				
- Trust in the credible brand	0.835				
- Trust in a special brand	0.745				
- Trust in effective communication technology brand	0.513				
Brand image		0.604	0.867	0.880	0.825
- Providing satisfactory customer service	0.814				
- The equipment provided is up-to-date and of quality	0.850				
- Responds to the needs of customers	0.884				
- Solves customer problems quickly	0.809				
- Reliable company	0.448				
The decision to use services		0.566	0.827	0.862	0.793
- Convenience to contact	0.771				
- Many good staffs	0.812				
- Cheap price	0.849				
- The famous company	0.820				
- The use of service	0.426				

According to Table 2, all observed variables in the model have element weight values between 0.448-0.884, which, according to Rogers (2021), should be 0.3 or higher, so it is considered appropriate. Also, there is a reliable measure based on Dijkstra-Henseler's rho (ρ_A) value. It has values

between 0.824-0.909, Jöreskog's rho (ρ_c). It is between 0.858-0.920, Cronbach's alpha(α). In addition, latent variables have classificational fidelity, considering AVE values above 0.5, with values between 0.554-0.622 (Henseler et al., 2016).

Table 3: Shows classificational fidelity comparisons, according to Fornell-Larcker criteria.

Construct	Marketing mix factors	Brand trust	Brand image	Decision making
Marketing mix factors	0.622			
Brand trust	0.620	0.554		
Brand image	0.558	0.546	0.604	
Decision making	0.573	0.539	0.521	0.566

According to Table 3, the classification fidelity is derived from the mean of the extracted variances. (Average Variance Extracted: AVE) is higher than the correlation with other latent variables. This is observed by diagonal

numbers (Fornell & Larcker, 1981) and has a correlation between latent variables between 0.521-0.620, which is highly correlated.

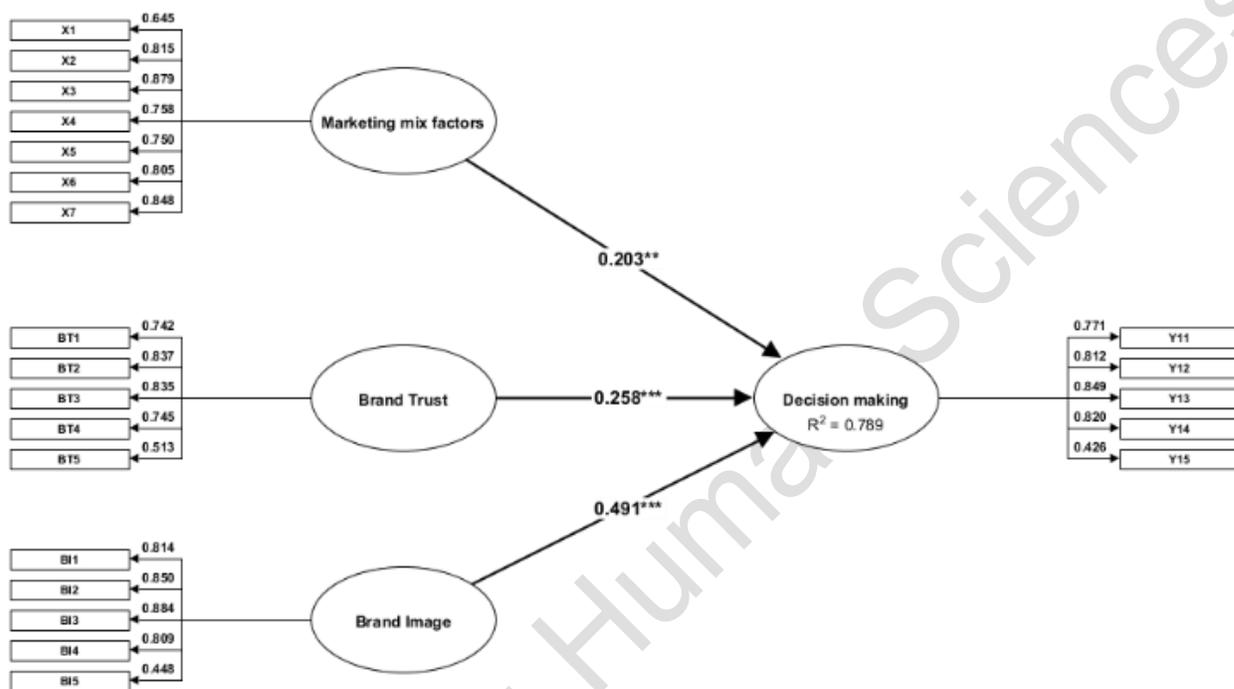


Figure 2: Results of hypothesis tests

Table 4: Show effects between marketing mix factors, brand trust, and brand image on a decision to use a service

Effects	Beta	t-value	p-value	Cohen's F ²
Marketing mix > Decision making	0.203	3.123	.001***	0.041
Brand trust > Decision making	0.258	3.999	.000***	0.083
Brand image > Decision making	0.491	8.439	.000***	0.376

Note: ***Statistically significant at .001 level.

According to Table 4, the path coefficient of marketing mix factors is equal to 0.203 (t = 3.123, p-value = .001). brand trust is equal to 0.258 (t = 3.999, p-value = .000), and brand image is equal to 0.491 (t = 8.439, p-value = .000), all three latent variables affect the decision to use the services from studying abroad choose a firm in Beijing statistically significantly at the level of .001 and together predict up to 78.9% (R² = 0.789).

The latent variables that influence the decision to use the services from studying abroad choose a firm in Beijing the most are Brand image, followed by Brand trust and least Marketing mix.

8. Discussions

From the study of the marketing mix factors, it can be concluded that most of the respondents had opinions related to marketing mix factors in overall and individual aspects at a high level. When considering each side, it was found that most of the respondents had the most opinions on a product, followed by price. Concerning the study about the effect of marketing mix factors on the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing, it was found that marketing mix factors affected the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing. This is because the customers want to know more about the product. The product should have a good presentation, and the teaching curriculum is up to date, and interesting. In addition, the customers who will

decide to study abroad focus so much on a wide variety of teaching programs, the course of instruction which is appropriate for learners' objectives as well as the duration of study per course is appropriate. Another important factor that the customers are still considering is the price. The price can help the customers decide to use the services from studying abroad and choose a firm in Beijing. The price such as being appropriate for the quality of teaching, being cheaper than other institutions with similar quality, being paid in instalments in a reasonable time, and having a clear set of tuition fees can motivate the customers to make their decision easily (Sodsri, 2022). This study is consistent with the study done by Suhaily and Darmoyo (2017) who found that product quality can have an impact on customers' decisions. In addition, the study also corresponds to the study done by Brata et al. (2017) who found the influence of quality products, price, promotion, and location on product purchase decisions on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta. Also, the study done by Whatley (2017) supported that financial support can be the factor influencing student study abroad patterns referring to the price of the programs should be appropriate and affordable. Even the service marketing mix is important, the study done by Fierro et al. (2017) suggested that digital marketing is a new tool for international education.

According to the study on the effect of brand trust on the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing, it was found that brand trust affected the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing. This is because the brand can provide confidence to the customers and the customers will believe in the brand's ability to deliver on what it promises (Srisornkompon, 2021). Customers will trust a quality brand, a reputable brand, in someone recommending the brand (Tangjitcharoen & Sulong, 2022), a brand that specializes in studying abroad and in a brand that uses effective communication technology. Accordingly, brand trust is important in the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing. This finding is similar to the study done by Lăzăroiu et al. (2020) and Akoglu and Özbek (2022) who indicated the significance of brand trust on decision-making.

Lastly, due to the study on the effect of brand image on the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing, it was found that brand image affected the decision-making of Chinese people in choosing the service from an overseas educational consultation firm in Beijing. This is because the brand image can represent the perception of the brand in the minds of the customers. It is an aggregate of beliefs, ideas, and impressions that customers see the

products and services. If the brand image is effectively built, it can then link to persuade the customers to make the decision. The study result of this research is consistent with the study done by Sudaryanto et al. (2021) who found the relationship between brand image and buying decisions using the evidence from East Java, Indonesia. Similarly, the study done by Novansa and Ali (2017) and Widyastuti and Said (2017) indicated the significance of brand image on buying decisions.

9. Implications of the study

9.1 The overseas educational consultation firm in Beijing should focus on using appropriate marketing mix factors to create marketing strategies to persuade the customer's decision. The firm may consider doing the following suggestions:

9.1.1 A strong service presentation that includes compelling curricula for efficient education should be a key component of the product strategy. The company ought to provide a wide selection of instructional programs that complement the goals of the students. The length of each course should be acceptable, and teaching courses should be standardized by respectable organizations.

9.1.2 When compared to other similar schools, the price approach should be affordable and reflect the calibre of instruction. Additionally, it must provide adaptable instalment payment plans within a practical period to guarantee transparency and clarity.

9.1.3 The promotion strategy should make use of a range of media platforms, including social media, billboards, radio, and television. It is advisable to develop partnerships with educational institutions and participation in educational exhibitions held in various areas. A further way to encourage customer decision-making is to give discounts.

9.1.4 The personnel strategy should place a premium on hiring employees with strong interpersonal skills, a track record of promptness and efficiency in providing services, a commitment to maintaining good manners, and the ability to give accurate and thorough information.

9.1.5 The physical evidence strategy should emphasize the creation of an aesthetically pleasing setting, including tastefully appointed places, modern tools and equipment, well-lit and comfortable rooms with the right temperature, as well as clean and ample lavatory facilities.

9.1.6 The process strategy should be centred on optimizing service processes and making it simple to pay tuition fees via various channels, including banks, credit cards, or cash at the counters. A system that sends prompt notifications about application outcomes and program updates should enable an application process that is simple,

quick, and hassle-free. To increase efficiency, adequate documentation resources should be made available.

9.2 The owners of The overseas educational consultation firms in Beijing should create brand trust by building the customers' trust in a quality brand, a reputable brand, a brand that is recommended by someone credible, a brand that specializes in studying abroad, and in a brand that uses effective communication technology by utilizing a variety of promotion and public relation channels and providing good services.

9.3 The owners of overseas educational consultation firms in Beijing should place a strong emphasis on building the company's brand image by ensuring that the company provides satisfactory customer service, that the provided equipment is both up-to-date and of high quality, that the company responds to the needs of customers in an all-encompassing manner, that the company solves customer problems quickly, and that the company is reliable and reliable.

10. Future research

Firstly, future research should focus on other factors besides service marketing. The other factors can include students' abilities such as self-adaptation, the culture of the host country, and others.

Secondly, future research should study after-sale services. Many customers make a decision when the entrepreneur can still provide the services.

Thirdly, to achieve the objectives of this study, a significant focus was placed on quantitative research methods. Consequently, future research may use different research methods, such as qualitative research, which employs interview techniques to get insights from influential persons, or a hybrid method, which mixes qualitative and quantitative research.

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