FBMS Journal of Family Business and Management Studies
Journal of Family Business and Management Studies
ISSN 2821-9643 (online) Volume 17 Number 1, January-June 2025

The Integrated Black Box Model for Gen Z Purchase Decision of Instant Noodle in Thailand: A Case Study of Mama OK

Received: 21.11.2023
Revised: 24.01.2024
Accepted: 02.02.2024

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Abstract

The purpose of this study is to understand the factors affecting Generation Z (Gen Z) purchasing decision of instant noodle in Thailand. From literature stream, there is a lack of study in Thais consumer behavior toward purchasing decision of instant noodle market which worth around 20 billion Baht in 2021. This study is a mix methods which applied both qualitative and quantitative approach. The theories of Kotler's Black Box model, promotion mixes, and celebrity-customer relationship are applied to investigate which factors can influence the purchase decision of instant noodle for Gen Z. The in-depth interview with 10 top executives of Thai President Foods PCL (TFMAMA) which is a main players of instant noodles to discover factor affecting purchasing decision of instant noodle in Thailand. Also, a purposive and stratified sampling of 495 questionnaires from Gen Z who has purchased MAMA OK brand in 5 regions of Thailand are used to discover a causal relationship between variables. The findings from MLR analysis and in-depth interview confirmed that under the mediated influence of promotion mix and decision making process are statistically significant with $P < 0.05$ and $R^2 = 0.67$. However, the celebrity endorsement and internal influence do not affect purchasing decision of Gen Z. This study provides evidence of a change in Gen Z buying behaviors to purchase decision toward instant noodle. The propose model can be used as guidelines for implication of a new business strategy for Instant noodles industry and a new knowledge to academic society.

Keywords: Consumer Behavior, Gen Z, Black box model, Celebrity-consumer relationship model, Instant Noodle

Introduction

Instant noodles have become a popular food choice among Gen Z which represents a significant portion, comprising about 16.5 million people of the total Thais population, who value convenience, affordability, and taste. Instant noodles have become an essential food in Thailand (Statista, 2023). As pandemic and the digitalization have changed how Gen Z selects and consume of food products, the convenience and affordability of instant noodles make them a popular choice among consumers. The instant noodle market in Thailand is a significant part of the country's food industry, with a high demand for these products among consumers. According to Yongpisanphob (2022), the market for instant noodles was worth around THB 20 billion Baht in 2021. In Thailand, instant noodle manufacturer are dominated by three brands that compete strongly for their combined 86.7% market share. These are: Mama by Thai President, which has a 47.6% market share; Waiwai by Thai Preserved Food Factory, which has a 23.7% market share; and Yum Yum by Wan Thai Foods Industry, which has a 15.4% market share. Also others active in the market is Nissin by Nissin foods (Thailand) that has a 0.7% market share and Nong Shim from South Korea that has 0.6% market share. This study is based on a Thai President Foods PCL which dominates the instant noodle market in Thailand.

From literature stream, there is a lack of study in Thais consumer behavior toward purchasing decision of instant noodle market. In order to understand research question of what factors affecting Gen Z purchasing decision of instant noodle in Thailand, this study has applied the fundamental of Kotler's Black Box and others theories. Also, using celebrity as influencers is one of the most effective methods to attract public attention towards the goals of the business (Pham, 2021). Businesses that wants to target Gen Z need to understand their values and preferences while keeping up with technological advancements (Sheng & Tian, 2021 and Lanier, 2017). Findings offer a practical model of buying factors toward instant noodles purchasing decision of Gen Z in Thailand. Significance of the study can lead to an understanding of impact factors for Gen Z towards better business strategy and new knowledge to academic field. The results of the study will offer information to enhance the business operation performance and enable practical model for Instant noodles industry.

Objective

From the gaps of literatures in what factor affects decision to purchase instant noodle in Thailand of Gen Z, the objectives are 1) to investigate what factors can influence the decision to purchase instant noodle of Gen Z in Thailand 2) to discover causal relationship between celebrity endorsement, promotion mix, and integrated black box model for decision to purchase and 3) to develop a practical model for business and academic society in the field of consumer behavior. The benefit of this study can make a contribution to business, consumer behavior study, marketing strategy, and academic fields.

Theoretical background and hypothesis development

According to Yongpisanphob (2022), the 2021 market for instant noodles was worth around 20 billion Baht and WINA (2023) stated that Thais consume 3,870 million serving per year which rank 9th in the world instant noodle consumption. However, the growing population of Gen Z raise the question of what factor can influence purchasing decision this emerging generation since there is few empirical evidence in this area. This study employed Kotler's Black Box and Celebrity-customer relationship theories to the understanding of consumer behavior. By delving these theories into framework, results can gain valuable insights into target audience, predict purchasing trends, and develop effective marketing strategies. Therefore, exploring of what factors can influences consumers in the purchase decision process which lead to the purchasing decision is important for capturing Gen Z customer and develop a practical model for marketing and consumer behavior fields.

Kotler's Black Box theory

Kotler's Black Box theory is the basis of decision-making process of consumers when purchasing product. According to Kotler et al. (2004), the Black Box theory divides the decision-making process into two components, namely external and internal factors: external factors, such as, culture, social networks, and economic factors can influence a consumer's perception of a particular food product, while internal factors, such as, motivation, learning, and attitudes can impact their decision to purchase the product as well (Kotler & Keller's 2012, Schiffman et al., 2010). This theory proposes that the process of making a purchasing decision is like a black box, with inputs entering the box and outputs coming out. The inputs are external factors that influence the consumer's decision-making process, while the outputs are the consumer's purchasing decisions. The Black Box theory include promotion mixes; advertising, direct sales, and promotion activities that influence a consumer's decision-making process. It embrace factors that are considered when marketing a product, including price, place, product and promotion which interacts with customer's buying decision (Kotler & Keller's 2012, Schiffman et al., 2010).

Celebrity-customer relationship theory

Using celebrity as influencers is one of the most effective methods to attract public attention towards the goals of the business (Pham, 2021). A person's beliefs in a certain outcome of a specific behavior, and to beliefs about objects, associating them with particular attributes towards decision (Ajzen, 1991). According to Tripp et al. (1994), Celebrity endorsement is a popular marketing strategy that uses well-known personalities to promote a product or service. Many businesses capitalize on the value of trustworthiness by selecting endorsers who are widely considered to be honest and trustworthy (Shimp, 1997). Companies can hire celebrities who have proper meanings to establish product positioning, for example, Pizza increased its global market share by utilizing global celebrities such as the supermodel, Cindy

Crawford, and the Baywatch star, Pamela Anderson (Erdogan, 1999). When consumers are evaluating a product's usefulness, the message of the product communicated by a trustworthy influencer will have a significant impact (Zhu et al., 2016).

Generation Z

Gen Z refers to young people born after 1995 (Lanier, 2017). This generation is currently in their late teens to mid-twenties and is the first generation to grow up entirely in a digital world. This generation are considered to be the most diverse and multicultural generation in history, with a global perspective on social issues. Gen Z represents about 16.5 million people, or approximately 24% of the total Thais population. Gen Z has grown up in a rapidly changing society, where technological advancements and globalization have greatly influenced their lives. In terms of consumer behavior. Gen Z are highly skeptical of traditional advertising methods and prefer authentic content that resonates with tradition aspect (Kotler and Keller, 2012, Levin, 2020, Sae-Eaw et al. 2022). Gen Z is a unique demographic cohort that has grown up in a rapidly changing world shaped by technology and globalization. Businesses that want to target this demographic need to understand their values and preferences while keeping up with technological advancements (Sheng & Tian, 2021 and Lanier, 2017).

Instant noodle market in Thailand

The market for instant noodles was worth around 20 billion Baht which are dominated by 3 brands that compete strongly for their combined 86.7% market share: Thai President Foods (Mama brand), which has a 47.6% market share; Thai Preserved Food Factory (Waiwai brand), which has a 23.7% market share; and Wan Thai Foods Industry (Yum Yum brand), which has a 15.4% market share (Yongpisanphob, 2022). Instant noodles are widely available and can be prepared quickly and easily, making them an ideal meal solution for those with busy lifestyles. Another key driver of the instant noodle market in Thailand is the high demand from the country's large student population (Gen Z) which is a quick and affordable meal option, and this has helped to drive the growth of the market over the years.

Thai president foods (Public company limited)

Thai President Foods (Public Company Limited) or TFMAMA is a Thai company that specializes in manufacturing and distributing instant noodles, foods and beverages. It is the market leader in the instant noodle category, with a market share of over 50% of all instant food products. Thai President Foods is well known for its Mama brand of instant noodles, which are sold in over 40 countries worldwide. As of 2021, Thai President Foods had a market capitalization of approximately 97.6 billion Thai baht (around 3.1 billion US dollars) and employs over 7,000 people. The company's MAMA Brand of instant noodles is one of the most popular brands in Thailand for mass market. The company's other products, including MAMA OK, had significant market shares in its respective categories for favor and packaging that capture younger generation.

Hypothesis

As Kotler et al. (2004) and Kotler & Keller (2012) suggest, the Black Box theory divides the consumer decision-making process into external and internal factors. These factors, as further elaborated by Schiffman et al. (2010), include cultural influences, social networks, economic considerations, individual motivations, learning experiences, and personal attitudes. Celebrity endorsement is a popular marketing strategy that uses well-known personalities to promote a product or service (Tripp et al., 1994). This strategy can be effective in attracting consumer attention and generating interest in a brand. In the context of stimuli, celebrity endorsement can be considered an external stimulus that influences consumer behavior (Tripp et al., 1994). Celebrities are often seen as role models or influencers, and their endorsement can provide a powerful message to consumers about the quality and value of a product or service. According to Ertugan & Mupindu (2019), when a celebrity endorses a product, it can create a positive association with the brand and increase consumer interest in the product. So, the first hypothesis is proposed as follows:

H_1 Celebrity endorsement for product impacts decision to purchase instant noodle

The Black Box theory include promotion mixes; advertising, direct sales, and promotion activities that influence a consumer's decision-making process. The promotion mixes are referred to as a part of the marketing mix. It is a crucial tool for businesses to reach their target audience and increase brand awareness. It consists of various communication channels such as advertising, sales promotion, public relations, personal selling, and direct marketing. (Kotler & Keller's 2012, Schiffman et al., 2010). According to Chaturvedi et al. (2013), cultural factors include the consumer's beliefs, values, and customs, while social factors refer to the consumer's family, friends, and other social groups that influence their behavior. According to Waterschoot and Van den Bulte, (1992), perception is the process by which a consumer interprets information, while motivation refers to the driving force behind a consumer's behavior. Learning refers to the process by which consumers acquire information, knowledge, and skills, while attitudes refer to the consumer's evaluation of the product or service (Kotler & Keller's 2012, Schiffman et al., 2010). The hypothesis is advised as follows:

H_2 Promotion mix impacts decision to purchase instant noodle

The effectiveness of internal influences as a stimuli depends on a variety of factors in Kotler's Black Box. According to Kotler & Keller's (2012), customer who is highly respected and admired by their internal influences is more likely to be an effective stimulus than one who is controversial or polarizing. In addition, the perceived credibility of the product can impact the ability to influence consumer behavior. If the product brand is seen as genuinely using or some presenter endorsing the product, it can create a more persuasive message than if the endorsement is perceived as being paid or insincere. Internal influences such as personal beliefs, attitudes, and personal brand can play a significant role in how Gen Z perceives celebrity endorsement

(Chaturvedi, et al., 2020).The next hypothesis is proposed as follows:

H_3 Internal influences impacts decision to purchase instant noodle

The decision-making process is a complex and multi-faceted process that involves considering a variety of factors before arriving at a final decision. Kotler et al. 2004's framework is used to guide decision-making which is the marketing mix: product, price, place, and promotion. While these elements are typically associated with marketing, they can also have a significant impact on the decision-making process in other contexts. By considering the elements of a decision, individuals can make more informed choices that align with their goals and values. Kotler's theory is a framework that helps in understanding how consumers respond to marketing messages. It highlights the importance of selecting the right celebrity for brand endorsement, communicating the right message, and understanding the target audience's response. The external stimulus in celebrity endorsement is the celebrity, and the consumer's response can be influenced by several factors, including their perception of the celebrity's image and reputation (Schiffman et al., 2010). The black box theory emphasizes the need to communicate the right message to the target audience, with a focus on the benefits of the product or service (Singh, 2012). The hypothesis is constructed as follows:

H_4 Decision making process influenced decision to purchase instant noodle

From literature review, there is a lack in study of what factors can influence the decision to purchase instant noodle of Gen Z in Thailand and whether celebrity endorsement for instant noodle is effective or not. Thus, the conceptual framework is developed as follow:

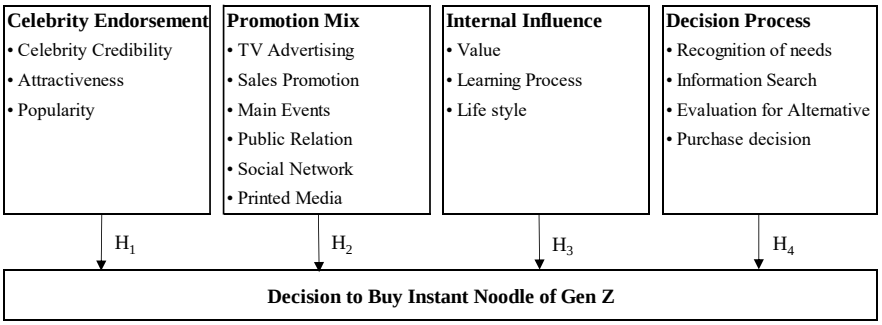


Figure 1 Conceptual Framework

Methods

Research design and sampling

This study discovered various scholars in marketing, consumer behaviors, and advertising fields which have demonstrated ground theories for conceptual framework development. This study are both qualitative and quantitative study. The first approach is to have the in-depth interview to gain extensive knowledge from experts in the field, observe marketing trend, and advertising campaign of TFMAMA. An in-depth interview is conducted with 10 top executives by purposive sampling of key decision marker in the company. TFMAMA has more than 50% market share of instant noodle market in Thailand. Data analysis can discover a relationship exist between variables derive from literature steam and the motive of promotion campaign following a major promote celebrity as product presenters to a consumer's buying process of instant noodle.

Then, the questionnaires are distributed to target population for Gen Z consumer who has experiences of purchasing "Mama OK" during 2020 – 2023 in 5 region: Bangkok, Central, North, North East, East, and South via online survey through TFMAMA database which has approximate 1.3 million active instant noodle consumers in 2022. From Yamane's formula, the population (N) is 1.3 million and error rate is 0.05% the sample size is 400.

Measurement

The measurement of dependent and independent variables is essential for conducting research. The independent variable is the variable that is derived from literature stream, while the dependent variable is the variable that is measured to see if it is affected by the independent variable. The independent variables are famous celebrity endorsement of the product, internal influence, promotion mixes, and decision making process (Kotler & Keller's 2012, Schiffman et al., 2010, Tripp et al., 1994). The dependent variable is decision to buy instant noodle of Gen Z (Ajzen, 1991, Schiffman et al., 2010, Zhang & Watts, 2008).

Reliability and Validity

This research has reliability and validity test by created questionnaire and sent to 5 marketing experts from TFMAMA to test the accuracy of the content (Content Validity) through considering the content in questionnaire Then, 30 sets of questionnaires that have been checked and corrected by experts were pre-tested with a non-sample group to find the confidence value (reliability) for Cronbach's Alpha Coefficient. The result is between 0.83 – 0.92 which related to the study of Hair et. al. (2006) for acceptable value of 0.7 or higher. Also, Pearson correlation matrix value are between 0.264 – 0.781 and no outliner is detected from scatter plot chart, it is indicate of linearity and normal distribution for multiple linear regression analysis (MLR).

Research methodology

Qualitative Analysis

Qualitative analysis can provide valuable insights into people's attitudes, opinions, and behaviors, and can be used to develop a deeper understanding of complex social and cultural phenomena (Miles, Huberman, & Saldana, 1994). Researcher perform a cross-sectional analysis to find

related word and information from semi-constructive question that related to the conceptual framework by using binary "Yes/No" questions to confirm variables and open-ended section to explore additional input. Data from in-depth interview transcripts were analyze to understand the process of organizing, interpreting, and making sense of qualitative data to develop themes, and patterns which ensure consistency of conceptual framework before quantitative analysis.

Quantitative Analysis

Descriptive Statistic uses frequency, mean and standard deviation (S.D.) to describe integrated black box factors of respondents and purchasing behavior of instant noodle. Moreover, the analysis is Likert scales of 1 = strongly disagree 2 = somewhat disagree 3 = medium 4 = agree 5 = strongly agree. Inferential Statistic studies the relationship between integrated black box factors and purchasing behavior of instant noodle using Pearson Correlation Coefficient and MLR analysis.

Results and discussion

From a theoretical framework and empirical evidences, the quantitative result is align with the qualitative result to confirm that conceptual framework and hypothesis are legitimated. From the in-depth interview, all executives agree that having celebrities endorse, promotion mix and internal stimuli of Kotler & Keller (2012) can help drive sales growth for Mama which related to positive perception to the brand and linked to customer decision to purchase the product. As a result of marketing campaign and selecting a right strategy to endorse products. TFMAMA sales growth is 11.7% in 2022 which bring the total revenue of 1,639 million Baht. Celebrity endorsement and right marketing campaigns are a powerful tool for driving sale growth (Kosasih, Sheng & Tian, 2021).. By increasing brand awareness, building trust, generating business buzz, and driving sales, brand ambassadors can help Mama reach new customers and grow its business (Singh, 2012). From the opinion, some interviewees were questioning that the sales growth is related to TFMAMA marketing campaign, such as, advertising, social media, and nationwide events or the brand MAMA OK itself fulfilled the consumer needs with right favor, package, and pricing. Also, consumers are more likely to choose instant noodles if consumer perceive them as a better option than other available choices in the market. The following table is the result of in-depth interview.

Table 1 Qualitative result from in-depth interview

Factor	Agreement	Remark From Participants
Celebrity Endorsement	100%	
• Celebrity Credibility	90%	One executive agree with celebrity endorsement strategy but must be incorporate with brand itself and product
• Attractiveness	90%	
• Popularity	100%	
Promotion Mix	100%	
• TV Advertising	80%	All executive agree with promotion mix strategy especially social network but there are some concern of effectiveness of TV advertising, main PR event, and printed media which have a high cost and difficult to measure.
• Sales Promotion	90%	
• Main Events	80%	
• Public Relation	100%	
• Social Network	100%	
• Printed Media	80%	
Internal Influence	90%	From Kotler's black box, in term of internal influence factors only 3 variables that has the level of agreement for more than 50% are selected for quantitative study
• Value for celebrity	80%	
• Learning Process	70%	
• Life style	100%	
Decision Process	90%	
• Recognition of needs	80%	From Kotler's black box, in term of decision process factors 4 variables that has the level of agreement for more than 50% are selected for quantitative study
• Information Search	90%	
• Evaluation for Alternative	100%	
• Purchase decision	90%	

In additional, content analysis of qualitative data depicted celebrity endorsement is effective stimulus for Mama OK to capture Gen Z. It is used in a strategic planning because Gen Z is emerging generation with unique life style and more purchasing power. Mama Brands should consider the unique values and behaviors of this generation and partner with celebrities and influencers who reflect those values. However, there are also concerns about the impact of celebrity influencers on Gen Z buying behavior (Bush, Martin, & Bush, 2004). The arguments that the use of celebrity influencers promotes a culture of consumerism and materialism, and that it can lead to unrealistic expectations about the products and lifestyles that are being promoted. In addition, there are concerns about the authenticity and transparency of some influencer marketing campaigns (Abidin, 2015). Despite these concerns, celebrity influencers remain a powerful force, when it comes to Gen Z consumers. The influence of celebrity on Gen Z buying behavior towards instant noodle in Thailand is a strategy that is likely to continue. By prioritizing authenticity, transparency, and personalization, Thai President Foods PCL can build lasting relationships with Gen Z consumers and stay ahead of the curve in a digitalize marketing landscape.

In term of quantitative result, variables which are effective for purchase decision of instant noodle for Gen Z in Thailand is derived from qualitative result and related literatures. Descriptive statistics are a set of tools used to summarize and describe the key characteristics of a dataset which can be used to identify trends, patterns, and outliers in the data. Analysis provides a concise and informative overview of the data to describe percentage, mean, and

standard deviation of the 495 samples. The purposive sampling is used to explore the causal relationship among dependent and independents variables of Gen Z population who ever purchase MAMA OK instant noodles in the last 3 years which is an active customer in TFMAMA database. Then, researcher used stratified purposeful sampling which is divided into subgroups based on relevant factors, and then participants are chosen from each subgroup to ensure representation. The descriptive results are as follow:

Table 2 Descriptive Statistics (n = 495)

		Frequency	Percent	Cumulative Percent
Gender	Male	160	32.3	32.3
	Female	330	66.7	99.0
	Others	5	1.0	100.0
	Total	495	100.0	
Age	10 – 15	18	3.6	3.6
	16 – 20	54	10.9	14.5
	21 – 25	113	22.8	37.4
	Above 26	310	62.6	100.0
	Total	495	100.0	
Income	10,001 – 15,000	266	53.7	53.7
	15,001 – 20,000	48	9.7	63.4
	20,001 – 25,000	9	1.8	65.3
	Above 25,001	37	7.5	72.7
	5,001 – 10,000	88	17.8	90.5
	Less than 5,000	47	9.5	100.0
	Total	495	100.0	
Region	Bangkok	91	18.4	18.4
	Central	22	4.4	22.8
	East	94	19.0	41.8
	South	66	13.3	55.2
	North	105	21.2	76.4
	North East	117	23.6	100.0
	Total	495	100.0	
Occupations	Business Owner	58	11.7	11.7
	High School Student	92	18.6	30.3
	University Student	213	43.0	73.3
	Office Work	86	17.4	90.7
	Office Worker	46	9.3	100.0
	Total	495	100.0	

The table 2 shows that out of 495 people surveyed, 330 (66.7%) were female, 160 (32.3%) were male, and 5 (1.0%) identified as “Others”. The majority of the respondents were above 26 years old with 310 (62.6%) people, followed by 113 (22.8%) people aged between 21-25 years old. An income between 10,001 – 15,000 Baht with 266 (53.7%) people, followed by 88 (17.8%) people with an income between 5,001 – 10,000 Baht in term of income. The location were from the North East region with 117 (23.6%) people, followed by 105 (21.2%) people from the North region. The majority of the respondents were University Students with 213 (43.0%) people, followed by 92 (18.6%) High School Students.

The analysis of Likert Scales by scale of 4.21-5.00 has the strongly agreement level, 3.41-4.20 has an agreement level, 2.61-3.40 has a medium level of agreement and 1.81-2.60 has a low level of agreement and 1.00-1.80 has a level of strongly disagreement. Likert scales produce quantitative data that is easy to analyze statistically. It allows researchers to compare groups, identify trends, and draw meaningful conclusions from data. Likert scales are simple to understand and respond to, even for participants with limited backgrounds or language skills. This minimizes ambiguity and confusion, leading to more reliable data for quantitative data. 495 sets of questionnaire are conducted via online survey and field work throughout Thailand during fourth quarter of 2023 from 1.3 million active customer of TFMAMA. The results are as follow:

Table 3 Results from questionnaire

	Question	Mean	S.D.	Result
Celebrity Endorsement	1. Celebrity credibility effects your decision to purchase Mama OK	4.29	0.772	Strongly Agree
	2. Attractiveness of celebrity can trigger your purchase decision	4.47	0.707	Strongly Agree
	3. Popularity of celebrity play a part in purchase and consuming product	4.39	0.758	Strongly Agree
	4. TV Advertising which contains celebrity can get your attention	4.44	0.714	Strongly Agree
Promotion Mix	5. The factor that help you make purchase decision is sales promotion	4.2	0.845	Agree
	6. Main Events and fan meeting experiences of celebrity that Mama use in promoting product is effective	4.16	0.844	Agree
	7. You aware of Mama celebrity endorsement campaign thru public relations and publicity	4.18	0.837	Agree
	8. Marketing campaign of Mama thru social network effect your purchase decision	4.44	0.825	Strongly Agree
	9. Printed Media such as, Billboard and leaflets that you see in public effect your perception of purchase	3.44	1.192	Medium
Internal Influences	10. The way customer values for celebrity endorsement of product effect purchasing decision	4.47	0.69	Strongly Agree
	11. Product recognition can increase purchase intension	4.44	0.711	Strongly Agree
	12. Customer life style that match with product is important to purchases decision	4.29	0.774	Strongly Agree
Decision making Process	13. In decision making process, recognition needs for product is important	4.25	0.795	Strongly Agree
	14. Before purchase, customer search for product information	4.27	0.826	Strongly Agree
	15. After product is selected, customer also search for alternative	4.18	0.888	Agree

The results of the study found that the level of importance of celebrity endorsement factors affects overall purchasing decisions at the highest level (X= 4.47, S.D. = 0.707) as mention in Pham (2021), using celebrity as influencers is one of the most effective methods to attract public attention towards the goals of the business and internal influences of Kotler's Black Box at the highest level (X= 4.44, S.D. = 0.711) as Kotler et al. (2004) mention the Black Box theory internal factors, such as, motivation, learning, and attitudes can impact their decision to purchase the product as well. When dividing the results of the analysis into each aspect, it was found that decision making process which has the highest level at (X= 4.27, S.D. = 0.826) in term of information search and (X = 4.25, S.D.= 0.795) in term of recognition of needs but searching for

alternative at (X = 4.18, S.D.= 0.888) as mention in Kotler et al. (2004). The promotion mix seems to be less agreement compare to others variables. The result of TV Advertising and Marketing campaign of Mama thru social network (X = 4.44, S.D. = 0.714 and 0.825). The Printed Media is medium level (X= 3.44, S.D. = 1.192).

Table 4 Correlation Matrix

	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	VIF	Tolerance
Celebrity Credibility (X1)	1.000																2.596	0.385
Celebrity Attractiveness (X2)	0.693	1.000															1.667	0.600
Product Match-up (X3)	0.608	0.661	1.000														1.978	0.506
Advertising (X4)	0.485	0.552	0.533	1.000													2.511	0.398
Sales promotion (X5)	0.476	0.460	0.477	0.364	1.000												2.960	0.338
Events and experiences (X6)	0.467	0.444	0.499	0.364	0.564	1.000											1.395	0.717
Public relations and publicity (X7)	0.484	0.428	0.483	0.375	0.611	0.739	1.000										1.326	0.754
Social marketing (X8)	0.355	0.362	0.353	0.328	0.268	0.364	0.412	1.000									2.754	0.363
Printed Media (X9)	0.283	0.204	0.248	0.148	0.326	0.366	0.417	0.327	1.000								2.809	0.356
Values (X10)	0.583	0.633	0.641	0.506	0.468	0.491	0.461	0.359	0.264	1.000							2.370	0.422
Product recognition (X11)	0.542	0.599	0.666	0.514	0.440	0.473	0.509	0.416	0.277	0.719	1.000						2.713	0.369
Life style (X12)	0.528	0.541	0.601	0.427	0.491	0.519	0.515	0.388	0.303	0.628	0.638	1.000					3.481	0.287
Recognition Needs (X13)	0.572	0.561	0.564	0.393	0.522	0.550	0.571	0.398	0.380	0.598	0.595	0.643	1.000				3.038	0.329
Information Search (X14)	0.597	0.570	0.625	0.403	0.603	0.549	0.608	0.339	0.366	0.628	0.611	0.653	0.704	1.000			2.352	0.425
Evaluation of Alternative (X15)	0.542	0.494	0.524	0.353	0.570	0.507	0.604	0.350	0.383	0.586	0.588	0.603	0.699	0.766	1.000		1.205	0.830
Purchasing Decision (X16)	0.488	0.455	0.487	0.371	0.473	0.506	0.571	0.393	0.382	0.567	0.559	0.597	0.707	0.693	0.781	1.000	2.797	0.358

Table 4 demonstrates the analysis results illustrates correlation of factors affecting purchasing decisions by Pearson‘s Correlation Coefficient. Results found that every factor in the marketing has a positive relationship with purchasing decisions. The relationship value is between 0.264 - 0.771 at the statistical significance level of 0.01. The study also has analyze for variable problems of multicollinearity by considering the VIF value found to be between 1.205 - 2.960, which is less than 10. Considering the tolerance value of each independent variable. The value is between 0.287 - 0.830 which is greater than 0.10 meets the criteria of Hair et al. (1995) and is considered from the correlation coefficient. The value is less than 0.90 (Tabachnick & Fidell, 2001), indicating that the independent variables are not related to each other until there is a problem of internal relationships between the independent variables. The data can be used for multiple regression analysis to test the hypothesis in the next stage. Descriptive data illustrated how consumers respond to marketing messages. It highlights the importance of selecting the right celebrity for brand endorsement, communicating the right message, and understanding the target audience's response. However, for casual analysis, MLR analysis is used to understand and predict the relationship between two or more independent variables and one dependent variable by the Enter Regression method in SPSS

program at statistical significance level of $P < 0.05$. MLR builds a linear equation to predict the value of the dependent variable based on the values of the independent variables (Hair et al, 1995). Moreover, this study analyzes how changes in the independent variables influence the dependent variable. Findings provide coefficients for each independent variable, indicating the strength and direction of their effect on the dependent variable in the integrated model.

Table 5 Regression Analysis

Independent Variables	Unstandardized Coefficients		t	Sig.	Result
	B	Std. Error			
(Constant)	0.133	0.179	0.743	0.458	
Celebrity Credibility (X1)	-0.034	0.044	-0.773	0.440	Rejected
Celebrity Attractiveness (X2)	-0.058	0.051	-1.150	0.251	Rejected
Product Match-up (X3)	-0.053	0.047	-1.132	0.258	Rejected
Advertising (X4)	0.060	0.040	1.514	0.131	Rejected
Sales promotion (X5)	-0.078	0.037	-2.147	0.032*	Accepted
Events and experiences (X6)	0.024	0.041	0.575	0.565	Rejected
Public relations and publicity (X7)	0.058	0.045	1.282	0.200	Rejected
Social marketing (X8)	0.471	0.042	11.348	0.006*	Accepted
Printed Media (X9)	0.025	0.021	1.189	0.235	Rejected
Values (X10)	0.079	0.053	1.501	0.134	Rejected
Product recognition (X11)	0.004	0.052	0.074	0.941	Rejected
Life style (X12)	0.074	0.044	1.697	0.090	Rejected
Recognition Needs (X13)	0.248	0.045	5.444	0.000*	Accepted
Information Search (X14)	0.111	0.050	2.231	0.026*	Accepted
Evaluation of Alternative (X15)	0.453	0.043	10.514	0.000*	Accepted

R = 0.819, R2 = 0.671, Adjust R2 = 0.668, F = 4.211, Sig = 0.000*, D-W= 1.799, N = 403, *= p<0.05,

From Table 5 demonstrations the results of MRA analysis between the independent variables and the dependent variables. By including all 15 independent variables into SPSS, findings found that there were 5 independent variables which are Sales promotion (X5), Social marketing (X8), Recognition Needs (X13), Information Search (X14), and Evaluation of Alternative (X15) at $P < 0.05$. The equation of decision to purchases instant noodle of Gen Z in Thailand (Y) can be developed as follow:

Y = B - Sales promotion (X5) + Social marketing (X8) + Recognition Needs (X13) + Information Search (X14) + Evaluation of Alternative (X15)

Y = 0.133 - 0.078 Sales promotion (X5) + 0.471 Social marketing (X8) + 0.248 Recognition Needs (X13) + 0.111 Information Search (X14) + 0.453 Evaluation of Alternative (X15)

All 5 variables can explain the decision to purchases instant noodle of Gen Z in Thailand at 66.8% (Adjust $R^2 = 0.668$) at statically significant level $P < 0.05$. Test

the hypothesis with t-Test found significant level $P < 0.05$ in variables which are Sales promotion (0.032), Social marketing (0.007), Recognition Needs (0.000), Information Search (0.026), and Evaluation of Alternative (0.000).

From the data analysis, the results of each hypothesis according to the research objectives as follows:

Table 6 Hypothesis Results

Hypothesis	Result
H_1 Celebrity endorsement for product impacts decision to purchase instant noodle	Rejected
H_2 Marketing mix impacts decision to purchase instant noodle	Accepted
H_3 Internal influences impacts decision to purchase instant noodle	Rejected
H_4 Decision making process influenced decision to purchase instant noodle	Accepted

Conclusion

Research findings of qualitative results illustrates that variable in Kotler's Black Box both internal and external factors, celebrity & customer relationship, promotion mix are effective factors in the view of 10 top executive from TFMAMA which agree in each variable of more than 80% in the conceptual framework. The qualitative result depicts the marketing strategy with heavy promotion mix and celebrity endorsement campaign which can generate the sales growth of TFMAMA. Quantitative findings illustrates that celebrity endorsement (H_1) and internal influences of the buyer's mind in black box model (H_3) has no causal effect on decision to purchase instant noodle of Gen Z. In the contrary, the factor that help consumer makes purchase decision are sales promotion, marketing campaign of Mama thru social network which consists in promotion mix theory (H_2). As mentions in Kotler et al. (2004) one of the guide to decision-making which is promotion strategy. For Kotler's Black Box model which mentions in Kotler & Keller (2014), the only factor in buyer's minds which has statistically significant value $P < 0.05$ is decision making process, variables are recognition of needs, information search, and evaluation of alternative product. All variables can explain the decision to purchases instant noodle of Gen Z in Thailand at 66.8% (Adjust $R^2 = 0.668$) at statically significant level $P < 0.05$.

The propose model can be used to predict the value decision to buy instant noodle Gen Z = 0.133 - 0.078 Sales promotion + 0.471 Social marketing + 0.248 Recognition Needs + 0.111 Information Search + 0.453 Evaluation of Alternative, represents a linear regression model that attempts to predict the likelihood Gen Z buying instant noodles based on these factors. -0.078 Sales promotion indicates that sales promotions have a negative impact on the decision to buy instant noodles. In other words, the higher the sales promotion, the less likely someone is to buy instant noodles. This might be because promotions can lead to price

sensitivity or a perception of lower quality. 0.471 Social marketing suggests that social marketing efforts have a positive influence on the decision to buy instant noodles. Effective social marketing campaigns can create a positive brand image, increase awareness, and generate desire for the product. 0.248 Recognition Needs implies that people who have a higher need for recognition are more likely to buy instant noodles. This could be because instant noodles are sometimes associated with being convenient or trendy, fulfilling the desire to be seen as up-to-date or efficient. 0.111 Information Search shows that people who engage in more information search before buying are slightly more likely to purchase instant noodles. This might be because they are actively looking for options and instant noodles might fit their criteria. 0.453 Evaluation of Alternative indicates that the evaluation of alternative options has the strongest positive influence on the decision to buy instant noodles. People are more likely to choose instant noodles if they perceive them as a better option than other available choices.

Recommendation

The Kotler's Black Box is based on the idea that consumer decision-making is a complex process that involves both internal and external factors. Scholars like Kotler & Keller's (2012), Schiffman et al., (2010), Singh, (2012), Waterschoot & Van den Bulte, (1992) continue to use the black box model to develop effective marketing strategies that take into account the various factors that influence consumer behavior. However, a propose model with integrated promotion mix theory and decision making process are needed for purchasing decision of instant noodle among Gen Z in Thailand. Gen Z consumers are known for their strong sense of individuality and their willingness to try new things which highly attuned to issues of social and uniqueness, and are more likely to support companies that align with their values. This presents a challenge for companies in instant noodle industry looking to build brand, as Gen Z consumers are less likely to have different mindset toward brand or product.

Results of this study is illustrated the instant noodle market trends toward Gen Z consumer. The findings indicate TFMAMA need to engage Gen Z consumers by providing personalized experiences that resonate with their individual needs and preferences thru promotion mix and intense marketing campaign. Instant noodles market in Thailand is the high competitive market, with a wide range of brands and flavors available in market. Thus, this study discovers a part of key success for the food industry business. A causal relationship model which explain the consumer behavior among Gen Z consumers in purchasing instant noodle of Mama OK Brand is substantial. The MRA results can help business personalized marketing and advertising, customized products and services, and tailored customer service experiences. By providing personalized experiences, companies can build a deeper connection with Gen Z consumers and create a sense of loyalty based on a shared understanding of their needs and values. Instant noodles have become a popular food choice among Gen Z which represents a significant portion, comprising about 16.5 million people of the total Thais population.

Implication

This study suggests new knowledge to business field and academic society. Findings show that social marketing, recognition needs, information search, and evaluation of alternatives are the key factors driving the decision to buy instant noodles of Gen Z in Thailand, while sales promotions have a slightly negative impact. The propose of integrated black box model can build practical business model with Gen Z consumers by creating experiences that go beyond the product or service itself. This can include events, partnerships, and collaborations that engage Gen Z consumers and provide customer with a sense of community and belonging. According to Lanier, 2017, businesses that wants to target Gen Z need to understand their values and preferences while keeping up with technological advancements. Implication of business strategy can be creating social network campaign that are aligned with Gen Z values and interests, companies can build brand loyalty that grow customer expectation which can build deeper connections with Gen Z consumers and create a sense of loyalty that align the effect of right marketing strategy. As Gen Z consumers continue to shape the future of consumer behavior, companies should associate brand with relevant cultural trends or events with Gen Z. It will be better positioned to compete and thrive in the future of business. As the instant noodle market continues to evolve, companies will need to adapt to consumer preferences and needs, including selecting correct business strategy and practice. Moreover, academic scholars in business, consumer behavior, marketing study can benefits from the propose model in future research toward Gen Z and instant noodle industry in Thailand.

Limitations

Due to the limitation of time, the quantitative analysis is limited to MRA. Findings discovered celebrity endorsements and internal influence are ineffective factor for TFMAMA success toward Gen Z, several additional variables should be considered for future study, such as, other instant noodle brands, micro influencers, cost effectiveness, relevancy and other economic indicators. The propose model is constructed from theoretical and empirical evidence which limit to 495 samples. The quantitative study of other population group will be conducted in the next phrase for causal relationship among variables. Structural Equation Model (SEM) will be introduced to discover statistical evidence for more concrete result.

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