

Motivations and Marketing Mix Factors Affecting Foreign Consumers' Purchase Intentions for Luosifen Instant Noodles in Guangxi, China

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Abstract: The research objectives were 1) to examine the motivational factors influencing foreign consumers' purchase intention toward Luosifen instant noodles in Guangxi, China, and 2) to examine the marketing mix factors influencing foreign consumers' purchase intention toward Luosifen instant noodles in Guangxi, China. The sample were 300 foreign consumers aged between 18 and 35 who had purchased and consumed Luosifen instant noodles, selected through purposive sampling. The instrument used was a structured questionnaire with acceptable validity and reliability. The data were analyzed using descriptive statistics, correlation analysis, and multiple regression analysis. The findings revealed that 1) motivational factors had a significant positive effect on foreign consumers' purchase intention toward Luosifen instant noodles in Guangxi, China ($p < 0.001$), and 2) marketing mix factors also had a significant positive effect on foreign consumers' purchase intention toward Luosifen instant noodles in Guangxi, China ($p < 0.001$), with marketing mix factors having a slightly stronger influence ($\beta = 0.391$) than motivational factors ($\beta = 0.362$). In addition, the overall regression model explained 65.6% of the variance in purchase intention $R^2 = 0.659$; Adjusted $R^2 = 0.656$).

Keywords: Luosifen instant noodles, foreign consumers, purchase intention, motivational factors, marketing mix

1. Introduction

1.1 Research Background and Significance

Driven by consumption upgrading and rising cultural confidence, Chinese local specialty foods have become vital boosters of regional economic development. According to the China Food Industry Association^[1], the market scale of China's local specialty food industry has exceeded 2.5 trillion RMB with an average annual growth rate over 15%. Originating from Liuzhou, Guangxi, Luosifen instant noodles have evolved from street snacks into industrialized packaged products. By 2022, the total output

value of the Luosifen industry exceeded 60 billion RMB, and its products have been exported to more than 28 countries and regions^[2]. Supported by short-video platforms such as Douyin, Luosifen-related content has accumulated over 50 billion views online, forming the well-known "stinky economy"^[3].

As the core production base of Luosifen, Liuzhou accounts for more than 90% of China's total output of packaged Luosifen. Meanwhile, Guangxi attracts a large number of foreign students, expatriates and tourists through educational exchange programs and tourism development^[4], making Luosifen a typical carrier for foreigners to experience Chinese food culture. Nevertheless, cross-cultural consumption barriers widely exist: the strong odor of fermented bamboo shoots creates sensory resistance for foreign consumers^[5]; cultural differences, insufficient product adaptation and lack of multilingual promotion materials reduce foreigners' willingness to try and repurchase Luosifen^[6].

Research Gap: Existing relevant studies mostly focus on domestic consumers^[7] or overseas export markets^[8], while few empirical studies target foreign consumers residing in Guangxi—the origin of Luosifen. Specifically,^[9] previous research has three notable limitations: most studies adopt qualitative or policy-analysis approaches rather than quantitative empirical designs;^[10] the joint effect of internal motivation and external marketing mix on purchase intention has not been systematically examined in a single framework; and cross-cultural food consumption studies in China have largely overlooked the unique context of foreign residents experiencing local specialties within their place of origin. This study addresses these gaps by quantitatively investigating how both motivational and marketing mix factors shape purchase intentions among foreign consumers in Guangxi.

Theoretical Significance: This study constructs an analytical framework of "Consumption Motivation – 4Ps Marketing Mix – Cross-cultural Purchase Intention". It enriches the theoretical system of cross-cultural consumption behavior of local specialty foods, supplements research on the international communication and adaptation of intangible cultural heritage food, and offers theoretical references for the globalization research of similar regional snacks.

Practical Significance: Based on first-hand survey data of foreign consumers, this study puts forward targeted cross-cultural optimization schemes covering product, price, place and promotion. The findings help Luosifen enterprises deepen the local foreign consumer market and accumulate practical experience for subsequent overseas market expansion.

1.2 Conceptual Framework

Based on the theoretical foundations of Consumer Motivation Theory^[11] and the 4Ps Marketing Mix framework^[12], this study proposes a conceptual framework that identifies motivational factors (psychological, cultural, and social) and marketing mix elements (product, price, place, promotion) as independent variables, with purchase intention as the dependent variable. The framework posits that both sets of factors exert direct positive effects on foreign consumers purchase intention toward Luosifen instant noodles.

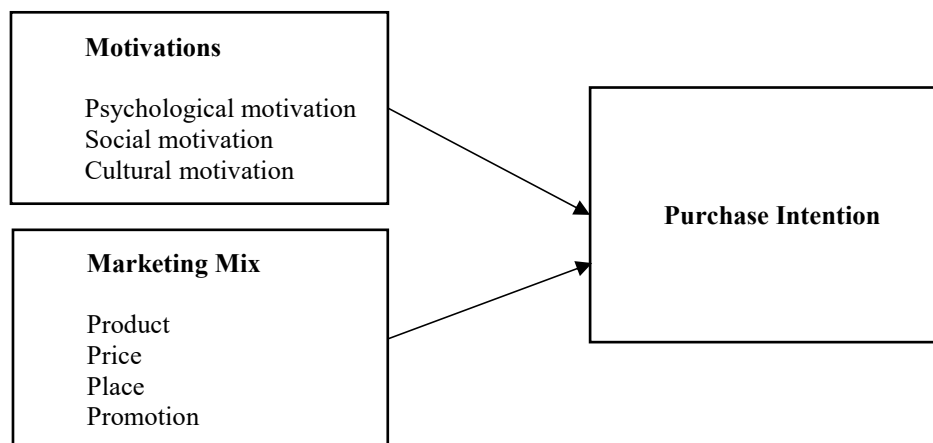


Figure 1.Conceptual Framework

1.3 Research Questions

1. What core motivations drive foreign consumers in Guangxi to purchase Luosifen instant noodles? Which marketing mix factors restrict their purchase intentions?
2. How do consumption motivations and 4Ps marketing mix jointly affect foreign consumers' purchase intentions of Luosifen instant noodles?

1.4 Research Objectives

1. Clarify the status quo of consumption motivations and foreign consumers' perceptions of Luosifen's 4P marketing elements among foreign consumers aged 18–35 in Guangxi.
2. Empirically test the significant impacts of motivational factors and marketing mix on foreign consumers' purchase intentions, and propose targeted marketing optimization strategies for food enterprises.

2. Literature Review

2.1 Theories of Local Specialty Food

Local specialty foods are unique flavors formed by regional geography, history and folk customs, carrying both economic value and cultural connotations^[13]. They can be classified into dine-in food, pre-packaged food and tourist souvenirs, among which Luosifen instant noodles fall into the category of industrial pre-packaged specialties^[14]. In recent years, short-video communication has boosted the popularity of Luosifen, forming a complete industrial chain covering raw material supply, processing, e-commerce and export^[15]. Nevertheless, sensory barriers from strong smell, spiciness and cultural cognitive gaps hinder foreign consumers' acceptance in cross-cultural contexts.

While existing studies have thoroughly documented the industrial development and domestic marketing of local specialty foods, they have paid insufficient attention to the cross-cultural consumption barriers that emerge when these products are introduced to international consumers. Specifically, the sensory and cognitive factors that facilitate or inhibit foreign consumers' acceptance remain underexplored, particularly in the context of origin-based consumption experiences. This study addresses this gap by examining how foreign consumers in Guangxi navigate these sensory and cultural barriers.

2.2 Consumer Motivation Theory

Consumption motivation refers to internal psychological driving forces that trigger purchasing behaviors, mainly supported by Maslow's Hierarchy of Needs and the Theory of Planned Behavior (TPB)^[16]. This study divides motivations for Luosifen consumption into three categories:

1. Psychological Motivation: Curiosity toward novel flavors and sensory stimulation brought by unique sour, spicy and aromatic taste^[17].
2. Cultural Motivation: Active willingness to experience Liuzhou's intangible food heritage and learn about the origin folk customs of Luosifen.
3. Social Motivation: Conformity consumption driven by recommendations from acquaintances, grass-planting content from food bloggers on overseas social media, and sharing within foreign social circles^[18].

Previous studies have confirmed that novelty-seeking and social drives are primary reasons for foreigners to try exotic ethnic food^[19]. However, these studies have typically examined motivations in isolation rather than comparing their relative strengths within a single product context. Moreover, the cultural motivation dimension—particularly in the context of intangible cultural heritage foods—has received limited empirical attention. This study contributes by simultaneously

measuring all three motivation types and identifying which dimension exerts the strongest influence on purchase intention for Luosifen instant noodles.

2.3 Marketing Mix (4Ps) Theory

Proposed by McCarthy in 1960, the 4Ps framework including Product, Price, Place and Promotion has become a classic analytical model for food marketing. For foreign consumer groups, enterprises need to balance flavor authenticity and cross-cultural adaptation of products (mild-spicy and vegetarian versions) and add bilingual instructions on packages. Tiered pricing should be set for student budget lines and high-end gift boxes. Distribution channels should cover campus convenience stores, cross-border e-commerce and scenic specialty shops^[20]. Promotion shall rely on TikTok, Instagram and other overseas platforms, combined with offline food tasting activities in universities to eliminate language and cultural barriers.

Although the 4Ps framework has been widely applied in food marketing research ^[21], most applications in the Chinese local specialty food context have focused on domestic consumers. Research examining how each of the four marketing mix elements specifically affects foreign consumers' purchase decisions in China remains scarce. Furthermore, existing studies rarely compare the relative effectiveness of the four elements, leaving unclear which dimension deserves priority investment for cross-cultural marketing. This study fills this gap by providing dimension-specific descriptive statistics and identifying promotion as the weakest performing element among foreign consumers in Guangxi.

2.4 Theory of Purchase Intention

Purchase intention represents consumers' subjective probability of conducting purchasing behaviors in the future. The Theory of Planned Behavior holds that attitude, subjective norms and perceived behavioral control jointly determine purchase intention^[22]. For foreign consumers, the strong odor of Luosifen easily generates negative attitudes, while high-quality products, convenient channels and positive social recommendations can effectively lift purchase intention^[23]. Previous research also indicates that most foreign consumers are willing to repurchase Luosifen, yet their willingness to recommend it to compatriots remains low, forming a prominent word-of-mouth communication bottleneck.

2.5 Review of Relevant Domestic and Foreign Studies

Smith & Lee confirmed that cultural curiosity and taste pursuit significantly raise purchase intentions of foreign consumers toward ethnic food. Fang & Liu pointed out that short-video marketing strengthens brand loyalty of Luosifen. Chen stated that geographical indication certification improves the international brand equity of Luosifen. Zhao found that young consumers aged 18 – 35 constitute the main online consumer group of Luosifen. Zhou compared the global expansion experience of Asian characteristic foods such as Korean kimchi and Thai durian, and proposed that localized product adaptation is the key to success in overseas markets.

While these studies provide valuable insights, four research gaps remain. First, most adopt qualitative or policy-oriented approaches, lacking quantitative empirical testing of the proposed relationships. Second, no study has simultaneously examined how internal motivational factors and external marketing mix elements jointly influence purchase intention within a unified analytical framework. Third, existing quantitative studies have focused on online sales data or domestic consumer samples, leaving foreign consumers physically present in China largely unstudied. Fourth, the cross-cultural consumption experience of specialty foods within their place of origin—rather than in overseas markets—has not been empirically investigated. This study addresses all four gaps through a quantitative survey of foreign consumers in Guangxi, thereby contributing empirical evidence to the literature on local specialty food internationalization.

3. Research Methodology

3.1 Research Design

This study adopts a quantitative cross-sectional research design with questionnaires as the sole data collection tool. Based on consumer motivation theory and 4Ps marketing theory, motivational factors and marketing mix are set as independent variables, and purchase intention as the dependent variable. Correlation analysis and multiple regression analysis are applied to test research hypotheses.

3.2 Population and Sample

1. Population: Foreign consumers aged 18 – 35 with purchasing and consumption experience of Luosifen instant noodles in Nanning, Liuzhou and Guilin, Guangxi.

2. Sampling Method: Purposive sampling combined. Questionnaires are distributed offline in university international offices, foreign communities and tourist attractions, and spread online via WeChat and Facebook. Screening questions are set to filter respondents without Luosifen consumption experience.

3. Sample Size: 300 valid samples are collected. According to multiple regression standards, at least 10 – 20 samples are required for each independent variable^[24] and 300 samples guarantee the stability of the regression model.

Because the purpose of this study was to examine the purchase intentions of consumers based on their actual consumption experience, only foreign consumers who had previously purchased and consumed Luosifen instant noodles were included in the survey. This sampling strategy ensured that respondents were able to evaluate the motivational factors, marketing mix factors, and purchase intentions based on real consumption experiences.

3.3 Research Instrument

A self-designed structured questionnaire consisting of five parts, with all items measured by a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The scoring standard follows Best (1977)^[25]: 1.00 – 1.49 = Very Low; 1.50 – 2.49 = Low; 2.50 – 3.49 = Moderate; 3.50 – 4.49 = High; 4.50 – 5.00 = Very High.

1. Demographic and consumption behavior information: gender, age, education, monthly income, Luosifen consumption frequency, main purchasing channels.

2. Consumption Motivation Scale (10 items covering psychological, cultural and social motivation).

3. 4Ps Marketing Mix Scale (20 items covering Product, Price, Place, Promotion).

4. Purchase Intention Scale (5 items).

5. Open-ended questions for collecting suggestions.

Reliability and Validity Test of Questionnaire: Three marketing experts conducted Item Objective Congruence (IOC) tests for content validity; all items obtained IOC values above 0.67, exceeding the qualified threshold of 0.5^[26]. A pilot survey of 30 respondents was carried out to test reliability, and Cronbach's α coefficients of all dimensions were higher than 0.84, surpassing the critical value of 0.7. ^[27]The questionnaire has satisfactory reliability and validity.

3.4 Data Collection Process

Data collection lasted one month in September 2025. Online questionnaires were distributed to foreign student groups and overseas social communities; offline questionnaires were issued in international dormitories, scenic spots and foreign-oriented supermarkets. Responses completed within less than 90 seconds were eliminated; duplicate submissions were removed through IP identification. Finally, 300 valid questionnaires were retained for analysis.

3.5 Data Analysis Methods and Tools

SPSS 26.0 statistical software is used for data processing:

Descriptive Statistics: Frequency and percentage to analyze demographic characteristics; mean and standard deviation to evaluate respondents' overall perceptions of variables.

2. Pearson Correlation Analysis: Examine the correlation among motivational factors, marketing mix and purchase intention.^[28]

3. Multiple Linear Regression: Test the predictive effects of two independent variables on purchase intention, with significance level $\alpha = 0.01$.

4. Multicollinearity Test: VIF < 10 indicates no serious multicollinearity problem.

4. Research Results

4.1 Demographic and Consumption Behavior Characteristics of Respondents

A total of 300 foreign consumers participated in the survey. The detailed demographic and behavioral characteristics are summarized in Table 1.

Table 1. Demographic and Consumption Behavior Profile of Respondents (N=300)

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	177	59.00
	Female	123	41.00
Age	18–22	104	34.67
	23–27	85	28.33
	28–32	61	20.33
	33–35	50	16.67
Education	High school or below	69	23.00
	Vocational/technical school	56	18.67
	Bachelor's degree	151	50.33
	Master's degree or above	24	8.00
Monthly Income (RMB)	≤ 3,000	37	12.33
	3,001–6,000	166	55.33
	6,001–10,000	66	22.00
	≥ 10,001	31	10.33
Consumption Frequency	More than 3 times/week	127	42.33
	1–3 times/week	78	26.00
	1–3 times/month	66	22.00
	Less than once/month	29	9.67
Main Purchasing Channel	Convenience stores	88	29.33
	Supermarkets	67	22.33
	Online platforms	74	24.67
	Specialty food stores	44	14.67
	Others	27	9.00

As shown in Table 1, male respondents (59%) outnumbered females. The largest age group was 18 – 22 (34.67%), followed by 23 – 27 (28.33%), together accounting for 63% of the sample. More than half held a bachelor's degree (50.33%), and the majority earned 3,001 – 6,000 RMB monthly (55.33%). Consumption frequency was high: 68.33% purchased Luosifen at least once per week. Convenience stores (29.33%), online platforms (24.67%) and supermarkets (22.33%) were

the top three purchasing channels.

4.2 Descriptive Statistics of Core Variables

Table 2 presents the mean and standard deviation for motivational factors, marketing mix factors, and purchase intention, along with their sub-dimensions. The sub-dimension means are presented for descriptive purposes only, the regression analysis was conducted at the overall construct level for both independent variables.

Table 2. Descriptive Statistics of Key Variables

Variable / Dimension	Mean	S.D.	Level (Best, 1977)
Motivational Factors (Total)	3.48	0.55	Moderate
- Psychological Motivation	3.49	0.58	Moderate
- Cultural Motivation	3.42	0.61	Moderate
- Social Motivation	3.48	0.59	Moderate
Marketing Mix Factors (Total)	3.49	0.57	Moderate
- Product	3.51	0.63	High
- Price	3.47	0.60	Moderate
- Place	3.50	0.62	High
- Promotion	3.45	0.64	Moderate
Purchase Intention (Total)	3.51	0.98	High

Motivational Factors: The total mean was 3.48 (Moderate). Among the three sub-dimensions, Psychological Motivation scored highest (M=3.49), followed by Social Motivation (M=3.48), while Cultural Motivation was the lowest (M=3.42). The highest-rated individual items were "Enjoyment from intense flavor/smell" (M=3.54) and "Encouraged by social media sharing" (M=3.54), both at High level. The lowest was "Interest in origin/traditions" (M=3.36, Moderate).

Marketing Mix Factors: The total mean was 3.49 (Moderate). Product dimension ranked first (M=3.51, High), followed by Place (M=3.50, High), Price (M=3.47, Moderate) and Promotion (M=3.45, Moderate). The top items were "Ingredient quality and safety" (M=3.61, High) and "Convenience of online platform purchases" (M=3.58, High). The lowest were "Packaging design attractiveness" (M=3.44) and "Ease of seeing social media promotional info" (M=3.45).

Purchase Intention: The total mean was 3.51 (High). The highest item was "I consider myself a loyal customer" (M=3.58, High), followed by "Willing to buy if price increases slightly" (M=3.55, High). The lowest item was "I will recommend Luosifen to my friends or family" (M=3.38, Moderate), indicating a clear word-of-mouth barrier.

4.3 Correlation Analysis Results

Pearson correlation coefficients among the three core variables are displayed in Table 3. All correlations were significant at $p < 0.01$.

Table 3. Correlation Matrix among Motivational Factors, Marketing Mix, and Purchase Intention

Variables	Motivational Factors	Marketing Mix Factors	Purchase Intention
Motivational Factors	1	0.678**	0.723**
Marketing Mix Factors	0.678**	1	0.735**
Purchase Intention	0.723**	0.735**	1

Note: $p < 0.01$ (two-tailed).

Interpretation: Both motivational factors ($r=0.723$) and marketing mix factors ($r=0.735$) showed strong positive correlations with purchase intention. A moderate-to-strong correlation ($r=0.678$) was also found between the two independent variables, suggesting that positive perceptions of marketing strategies are associated with stronger consumption motivation.

4.4 Multiple Linear Regression Analysis

The regression model predicting purchase intention from motivational factors and marketing mix factors was statistically significant ($F(2,297) = 92.357, p < 0.001$). The model explained 65.6% of the variance in purchase intention ($R^2 = 0.659$; Adjusted $R^2 = 0.656$). Detailed regression coefficients are presented in Table 4.

Table 4. Multiple Regression Analysis Results (Dependent Variable: Purchase Intention)

Predictor	Unstandardized Coefficient (B)	Standardized Coefficient (β)	t	Sig.	VIF	Tolerance
(Constant)	0.325	–	2.158	0.032	–	–
Motivational Factors	0.386	0.362	7.895	<0.001	2.47	0.405
Marketing Mix Factors	0.412	0.391	8.342	<0.001	2.47	0.405
Model Fit	$R = 0.812$	$R^2 = 0.659$	Adjusted $R^2 = 0.656$			
ANOVA	$F(2,297) = 92.357$	$p < 0.001$				

Both independent variables significantly and positively predicted purchase intention. The unstandardized coefficient for motivational factors ($B=0.386$) indicates that for each 1-unit increase in motivation, purchase intention rises by 0.386 units, holding marketing mix constant. Similarly, each 1-unit increase in marketing mix leads to a 0.412-unit increase in purchase intention. The standardized coefficients (β) show that marketing mix ($\beta=0.391$) has a slightly stronger predictive power than motivational factors ($\beta=0.362$). The VIF values (2.47) and Tolerance (0.405) indicate no multicollinearity issues, confirming the reliability of the regression estimates.

The regression equation is: $\text{Purchase Intention} = 0.325 + 0.386 \times (\text{Motivational Factors}) + 0.412 \times (\text{Marketing Mix Factors}) + \varepsilon$

4.5 Hypothesis Testing Outcomes

H1: Motivational factors significantly and positively affect foreign consumers' purchase intentions → Hypothesis Accepted.

H2: 4Ps marketing mix factors significantly and positively affect foreign consumers' purchase intentions → Hypothesis Accepted.

5. Discussion and Conclusion

5.1 Summary of Major Findings

1. The sample is mainly composed of young foreign undergraduates aged 18–27 with middle income. They have high repurchase willingness yet low initiative to recommend Luosifen to compatriots.

2. The respondents' primary driver for consuming Luosifen lies in psychological novelty-

seeking and sensory pleasure, while cultural experience motivation is the weakest dimension. Product raw material safety and online channel convenience are marketing strengths; insufficient multilingual promotion and cross-cultural packaging design are prominent weaknesses.

3. The regression analysis confirmed that both motivational factors and the 4Ps marketing mix significantly and positively predict purchase intentions. Marketing mix exerts a slightly stronger predictive effect ($\beta = 0.391$) than motivational factors ($\beta = 0.362$). External market strategies including product improvement, accessible distribution, reasonable pricing and targeted promotion effectively lower the respondents' trial barriers, even when their cultural curiosity motivation is weak.

4. The model explains 65.9% of purchase intention variance ($R^2 = 0.659$; Adjusted $R^2 = 0.656$); the remaining unexplained variance originates from unincluded variables such as dietary taboos, cultural distance and perceived health risks of instant food.

5.2 In-depth Discussion of Research Results

Comparison with Previous Empirical Studies: The finding that psychological motivation is the strongest driver ($M=3.49$) aligns with Smith & Lee^[17], who reported that taste-seeking and novelty are the primary motivators for ethnic food trial among urban consumers. However, the relatively weak cultural motivation ($M=3.42$) contrasts with Verbeke & López^[19], who found that cultural curiosity significantly predicted ethnic food acceptance in European contexts. This discrepancy may be attributed to the fact that the sampled the respondents in Guangxi encounter Luosifen primarily as a daily convenience food rather than through curated cultural experiences, suggesting that cultural motivation may be context-dependent and more salient in overseas or formal cultural settings.

The finding that marketing mix factors ($\beta = 0.391$) exert stronger predictive power than motivational factors ($\beta = 0.362$) extends Zhao's^[7] observation that online sales of Luosifen are driven largely by external marketing stimuli. While Zhao focused on domestic e-commerce dynamics, the present study demonstrates that this external dominance also holds for the respondents in the origin market. This suggests that well-executed marketing strategies may partially compensate for weak internal cultural motivation—a finding not previously documented in cross-cultural food consumption literature.

The relatively low promotion dimension score ($M=3.45$) corroborates Fang & Liu's^[18] finding that domestic short-video content does not effectively reach non-Chinese audiences. However, the present study further specifies that this is not merely a content issue but also a language barrier and platform mismatch problem, as the respondents in China primarily use international social media (e.g., Instagram, TikTok) rather than domestic platforms like Douyin for food information.

Theoretical Interpretation: From the perspective of the Theory of Planned Behavior^[16], the strong predictive effect of marketing mix factors can be interpreted as enhancing perceived behavioral control—accessible products, clear pricing, and convenient channels reduce the effort required to complete a purchase, thereby strengthening intention irrespective of initial attitudes. Conversely, motivational factors align more closely with the attitude component of TPB, suggesting that while positive attitudes are important, practical enablers (marketing mix) have a slightly larger impact on behavioral intention for cross-cultural food products.

5.3 Practical Marketing Recommendations

1. Product Strategy: Develop gradient spiciness options and bamboo-shoot-free vegetarian versions to accommodate foreign taste preferences and lower odor acceptance barriers. Add Chinese-English bilingual ingredient lists, cooking instructions and brief introductions of Liuzhou food culture on all product packages. Continuously strengthen visual publicity of raw material safety

to meet the sampled respondents' core demands for food safety.

2. Price Strategy: Implement tiered pricing: economical simple packages targeting foreign students and high-end gift boxes for tourist souvenirs. Simplify complicated discount campaigns and adopt fixed low-price modes to fit foreign consumption habits.

3. Place Strategy: Expand distribution in international dormitories and foreign-oriented convenience stores on university campuses; operate cross-border e-commerce stores with complete overseas logistics services. Set up Luosifen tasting counters in scenic spots of Liuzhou, Nanning and Guilin to support trial-before-purchase experience.

4. Promotion Strategy: Launch official TikTok and Instagram short-video accounts, invite foreign bloggers residing in Guangxi to shoot product evaluation content. Hold regular offline Luosifen tasting events in universities. Attach QR codes with bilingual videos introducing Luosifen's origin and culture on packages to boost cultural motivation.

5. Word-of-Mouth Incentive Strategy: Launch referral benefit programs for the sampled respondents to solve the low recommendation willingness problem. Collect continuous feedback from the sampled respondents to iterate product design and flavor.

5.4 Suggestions for Future Research

1. Expand sample coverage to the sampled foreign consumers in other Chinese cities and overseas markets to improve the generalizability of research conclusions.

2. Add mediating and moderating variables such as cultural distance, food neophobia and halal dietary restrictions to enrich the research framework.

3. Adopt mixed research methods combining questionnaires and in-depth interviews to explore the sampled foreign consumers' real concerns about cross-cultural food consumption.

4. Carry out longitudinal tracking research to observe dynamic changes of the sampled foreign consumers' long-term purchase intentions.

5. Explore the spillover effect of original-place consumption experience of Luosifen on the sampled foreign consumers' overseas purchasing and word-of-mouth behaviors.

This study employed purposive sampling and included only the sampled foreign consumers with prior Luosifen consumption experience. Therefore, the findings may not be generalizable to all the sampled foreign consumers, particularly those who have never tried Luosifen. Future studies are encouraged to include both consumers and non-consumers and adopt probability sampling methods to improve the representativeness and generalizability of the findings.

6. Conclusion

Taking 300 foreign consumers aged 18 - 35 in Guangxi as research samples, this study empirically tests the impacts of consumption motivation and 4Ps marketing mix on purchase intentions of Luosifen instant noodles. The regression results show that motivational factors as an overall construct and the 4Ps marketing mix as an overall construct both significantly and positively predict the sampled foreign consumers' purchase intentions. Currently, the sampled foreign consumers with prior Luosifen consumption experience mainly purchase Luosifen out of novelty-seeking and peer recommendations. They highly recognize product raw material safety and online purchasing convenience, while facing prominent problems including insufficient cultural cognition, lack of multilingual packaging, weak overseas channel promotion and barriers to cross-cultural word-of-mouth communication.

Luosifen enterprises should focus on cross-cultural adaptation by improving product flavor, packaging, pricing strategies, distribution channels, and multilingual promotional materials to better meet the needs of foreign consumers with prior Luosifen consumption experience in Guangxi. Meanwhile, enterprises should strengthen the cultural communication of Luosifen to enhance

consumers' cultural experience motivation and repurchase intention. The findings of this study provide practical implications for improving the marketing strategies of Luosifen among foreign consumers in Guangxi.

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