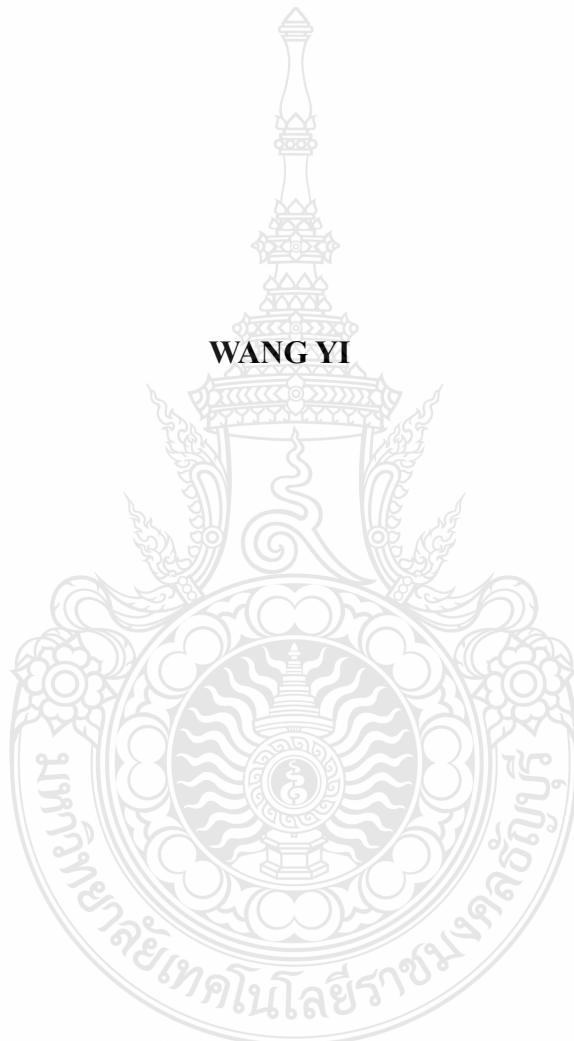


**THE EFFECTS OF 4P'S MARKETING MIX AND PERCEIVED  
VALUE ON CONSUMER REPURCHASE INTENTION  
OF THE HUAWEI MOBILE PHONE BRAND**

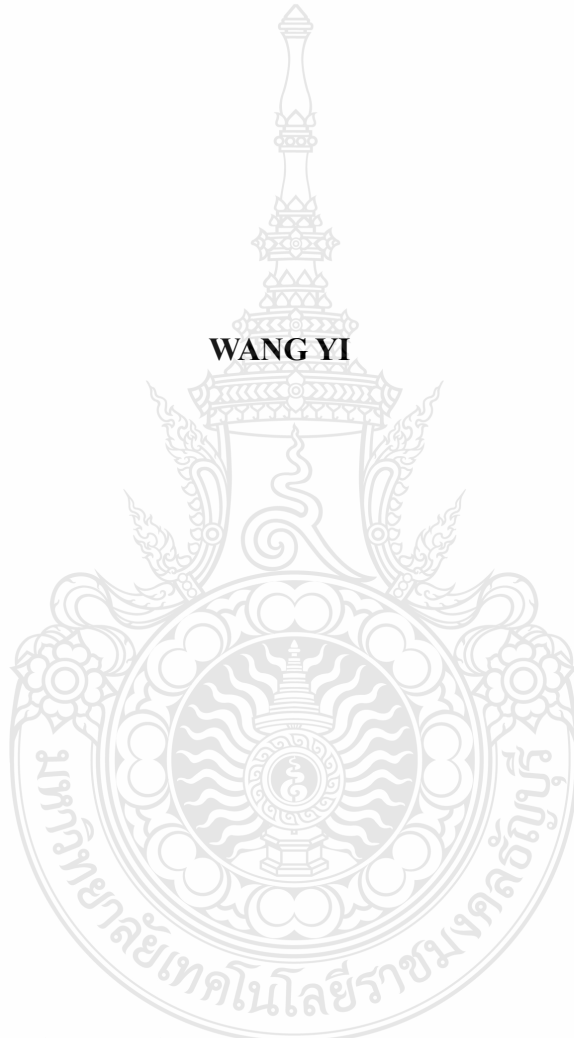
**WANG YI**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENT FOR THE DEGREE OF MASTER  
OF BUSINESS ADMINISTRATION  
PROGRAM IN MANAGEMENT  
FACULTY OF BUSINESS ADMINISTRATION  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI  
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**Independent Study Title**      The Effects of 4P's Marketing Mix and Perceived Value  
on Consumer Repurchase Intention of the Huawei  
Mobile Phone Brand

**Name - Surname**                Ms. Wang Yi

**Major Subject**                  Management

**Independent Study Advisor**   Assistant Professor Kanokporn Chaiprasit, Ph.D.

**Academic Year**                  2024

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5 October 2024

|                                  |                                                                                                                         |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>Independent Study Title</b>   | The Effects of 4P's Marketing Mix and Perceived Value on Consumer Repurchase Intention of the Huawei Mobile Phone Brand |
| <b>Name - Surname</b>            | Ms. Wang Yi                                                                                                             |
| <b>Major Subject</b>             | Management                                                                                                              |
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| <b>Academic Year</b>             | 2024                                                                                                                    |

### ABSTRACT

In the highly competitive environment of the Chinese mobile phone market, having a group of customers with a high degree of brand satisfaction is at the core of an organization's ability to survive and gain a competitive advantage. Therefore, the best way to create a strong brand is to increase consumers' brand loyalty so as to enhance repurchase intention. This article attempts to explore the relational factors influencing consumer repurchase intentions of mobile phone brands by proposing a framework based on the understanding of how the 4P's marketing mix and perceived value affect repurchase intention from the consumer's perspective.

Empirical analysis was used to conduct statistical tests on the two hypotheses proposed in this article, respectively verifying the impact of 4P's marketing mix on consumer repurchase intention and the impact of perceived value on consumer repurchase intention. In this study, 384 Chinese consumers of Huawei mobile phones formed the population of this study.

The data analysis results show that the questionnaire scales in this study have good reliability. The regression analysis results quantitatively verified that both 4P's marketing mix and perceived value have a significant positive impact on consumer repurchase intention ( $p < 0.001$ ), thus confirming the validity of both research hypotheses.

**Keywords:** 4P's marketing mix, perceived value, consumer repurchase intention, Huawei mobile phone

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Wang Yi





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## **CHAPTER 1 INTRODUCTION**

### **1.1 Background of The Study**

Along with the rapid development of communication technology, mobile phones have replaced computers, TVs and other basic office, leisure and entertainment and other traditional devices in most scenarios to become an important carrier for people's social shopping, light office and mobile payment. From the mobile phone can be solved after the basic call ability, the technology iteration time in the communication industry is getting shorter and shorter: 3G in 2G based on the expansion of the picture-based mobile interconnection network, consumers can send and receive pictures and MMS, and 4G brings a larger bandwidth and higher speed network, making the smartphone to become a replacement for computers and TV further possibilities for high-speed video streaming, live webcasting, cashless payment and so on. Smartphones became the perfect and only interface. In 2019, 5G became a hot topic. The 5G as the next generation of internet maximizes the transformation of the digital society.

Chinese domestic mobile phones have developed from the initial independent production to the present, and have experienced a period of rapid development by taking advantage of low prices, as well as setbacks due to the lack of core technology and poor marketing, which led to a decline in sales (Wu et al., 2021). Some domestic brands have been eliminated by market competition under the ever-changing trend of the times; some have developed more and more outstandingly, with increasing enterprise scale and reputation, gradually going international and occupying a certain market share with their own unique advantages. With the gradual improvement of the strength of domestic mobile phone manufacturing, domestic mobile phones are no longer Apple Samsung imitators, and no longer follow their footsteps, but the production of research suitable for their own development space, not only to attract more and more attention from the outside world, but also the brand awareness and acclaim is gradually improving, breaking the shackles of the cottage machine, and replaced by an increasingly progressive core technology. In a highly competitive market environment, having a group of customers with a high degree of brand satisfaction is at the core of an organization's ability to survive and gain a competitive advantage in this market (Erciş et al., 2012). Therefore, the best way to create a strong brand is to increase consumers' brand loyalty so as to enhance repurchase intention. In much of repurchase intention research, scholars often consider how transactional benefits (e.g., interface quality, effective web design, satisfaction, and lower price) affect repurchase intention (Anderson & Srinivasan, 2003; Jones et al., 2000). Those transactional benefit factors only partially explain the cause of repurchase intention, and others remain to be a large space to explore. Therefore, it is crucial to find out what constitutes consumer repurchase evaluation As Bansal et al. (2004) argue, there is a need to look beyond those transactional-type factors, and to include relationship factors in understanding consumer repurchase intentions.

This article attempts to explore the relational factors influencing consumer repurchase intentions of mobile phone brands by proposing a framework based on the understanding of how the perceived value and the 4P's marketing mix affect repurchase intention from the consumer's perspective.

## **1.2 Statement of the Problem**

With the continuous upgrading and landing of the US government's sanctions policy, the development of Huawei mobile phone business can be described as unable to move an inch. First, as the "brain" of the phone, the chip is crucial. Although Huawei can design high-end mobile phone chips, there is no high-end chip manufacturing foundry in China, and Huawei's existing high-end chips may not be able to support the continued development of Huawei's high-end mobile phone business. The supply of chips directly affects the production capacity of Huawei mobile phones, and after the new ban took effect in September 2020, the newly listed Hua P50pro, mate40pro and mate40E almost completely lost the chip supply, and the production capacity fell by more than 90% (Dmitrijevs, 2020). At the same time, the increase in manufacturing costs has forced Huawei to raise the price of the above three new models by 300 yuan to 500 yuan. From the perspective of customer cost, the price increase of Huawei mobile phone products makes the product price out of the actual purchasing ability of the target customer group, which will inevitably lead to the cold reception of the product in the market. The sharp price increase directly weakens Huawei's competitiveness and affects Huawei's brand reputation. There was also a rumor in the market that Huawei would sell its Huawei mobile phone business, although the rumor is false, but it is also a good indication of the huge impact of the current chip supply cut on Huawei's mobile phone business. Huawei launched its self-designed Hongmeng system and provided HarmonyOS to a large number of Huawei users through independent reservation. However, compared with Android system, which has been honed for a long time and has been applied in most mobile phone manufacturers, the performance of Android system can be guaranteed. Huawei mobile phones have only officially used HarmonyOS, and now HarmonyOS has been updated to version 2.0. Whether HarmonyOS can produce good performance with Huawei mobile phones, as well as the subsequent upgrading of HarmonyOS is also a huge problem. Therefore, the biggest marketing problem facing Huawei mobile phones, and the problem that has the most serious impact on Huawei, is Huawei's product problem, Huawei mobile phone production will face difficult production problems in the future, unless the domestic can break through lithography technology and rapidly improve the level of high-end chip manufacturing (Jiajia, 2021).

## **1.3 Research Objectives of the Study**

There are two research objectives in this article:

1. To study the effect of 4P's marketing mix on consumer repurchase intention to Huawei mobile phones.
2. To study the effect of perceived value on consumer repurchase intention to Huawei mobile phones.

## **1.4 Research Questions of the Study**

There are two research questions in this article:

1. How does 4P's marketing mix influence consumer repurchase intention to Huawei mobile phones?
2. How does perceived value influence consumer repurchase intention to Huawei mobile phones?

## 1.5 Research Hypotheses

There are two research hypotheses in this article:

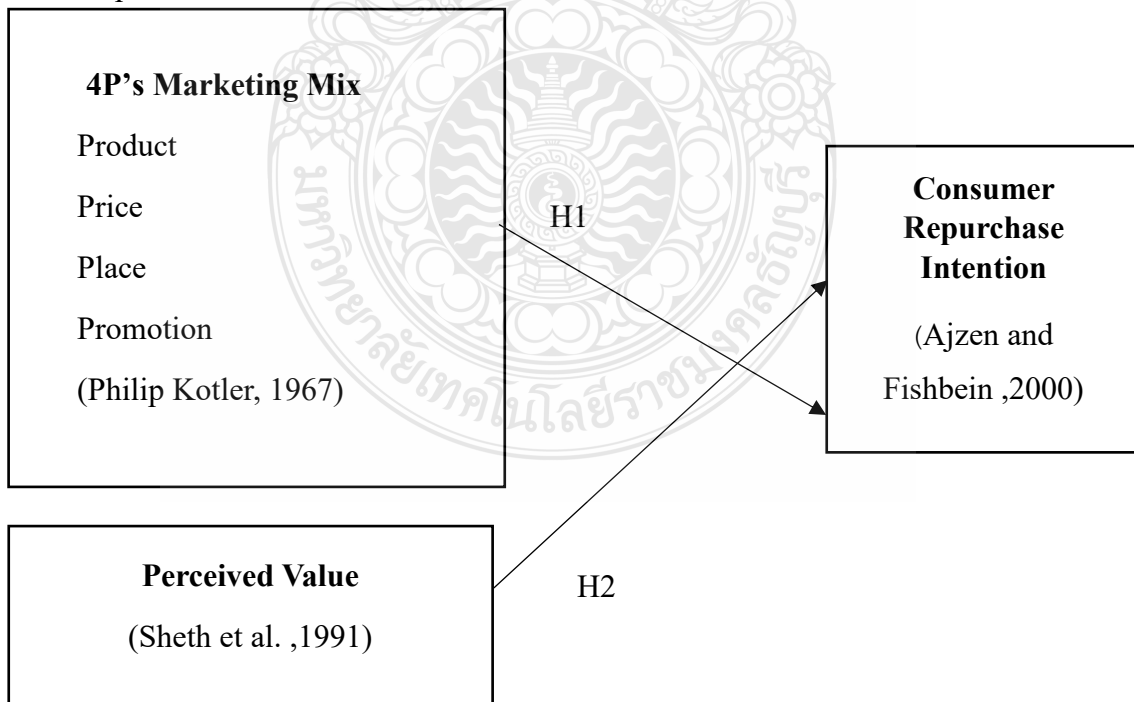
1. H<sub>1</sub>: The 4P's marketing mix has an effect on consumer repurchase intention to Huawei mobile phones.

2. H<sub>2</sub>: Perceived value has an effect on consumer repurchase intention to Huawei mobile phones.

In order to analyze the impact of perceived value and 4P marketing combination on consumers' repurchase intention of Huawei mobile phones, this study constructs a regression analysis. According to the 1-6 model framework, the independent variable is perceived value and 4P marketing mix, and the dependent variable is consumers' repurchase intention. Based on the summary of previous literatures and relevant theoretical basis, this paper constructs a regression analysis model of 4P marketing mix, perceived value and consumers' repurchase intention. This paper uses empirical analysis to statistically test the two hypotheses proposed in this paper to verify the impact of 4P marketing mix on consumers' repurchase intention and the impact of perceived value on consumers' repurchase intention respectively. The results of regression analysis quantitatively verify that the marketing mix and perceived value of 4Ps have a significant positive impact on consumers' repurchase intention, thus confirming the validity of the research hypothesis.

## 1.6 Conceptual Framework

Figure 1-1 displays the conceptual framework of the current study. In this conceptual framework, there are a total of 3 variables, among which the independent variable are the 4P's marketing mix and perceived value; Consumer repurchase intention is the dependent variable.



## **1.7 Significance of the Study**

1.7.1 Understanding Consumer Behavior: The study delves into the factors influencing consumer repurchase intention, providing valuable insights into how consumers perceive and interact with Huawei mobile phones. By examining the impact of the 4P's marketing mix (Product, Price, Place, Promotion) and perceived value on repurchase intention, the research contributes to a deeper understanding of consumer decision-making processes in the context of mobile phone purchases.

1.7.2 Strategic Marketing Insights: The findings of the study can inform Huawei's marketing strategies and tactics. By identifying which elements of the marketing mix and perceived value most strongly influence repurchase intention, Huawei can refine its product offerings, pricing strategies, distribution channels, and promotional efforts to enhance customer satisfaction and loyalty. This can ultimately lead to increased market share and profitability for Huawei's mobile phone business unit.

1.7.3 Competitive Advantage: Understanding the drivers of repurchase intention can help Huawei gain a competitive edge in the highly competitive mobile phone market. By focusing on factors that positively impact repurchase intention, such as product quality, pricing competitiveness, distribution efficiency, and effective promotion, Huawei can differentiate itself from competitors and attract and retain more customers over time.

## **1.8 Scope of the Study**

### **Content**

This study explores the effects of 4P's marketing mix and perceived value on consumer repurchase intention of mobile phone brand.

### **Population**

In this study, Chinese consumers of Huawei mobile phone are taken as the population of this study. According to sales statistics on Huawei's mobile phone market.

### **Time**

Online Questionnaires Star were employed as a data collection tool for this study in January 2024.

## **1.9 Definition of Terms**

### **Marketing Mix**

This concept was first adopted by Harvard professor Neil Bowden (N.H. Borden) in 1964, and identified 12 elements of the marketing mix. The marketing mix is a powerful tool for enterprises to deal with competitors, and it is the basis for rationally allocating the costs of the enterprise's marketing budget. Marketing mix is the enterprise in the selected target market, the comprehensive consideration of the environment, capacity, competitive situation of the enterprise's own control of the factors, to the best combination and use, in order to complete the enterprise's purpose and task.

### **4P's Marketing Mix**

4Ps combination of the proposed: 1953 Neil Borden (Neil Borden) used the term "marketing mix" for the first time. 1960 E. J. McCarthy (E. J. McCarthy) will be simplified to the marketing mix of the 4Ps combination of product (Product), price (Price), channels (Place), promotion (Promotion) four elements. 1967 Philip Kotler (Philip Kotler).

### **Perceived Value**

Zeithaml (1988) has suggested that perceived value can be regarded as a “consumer’s overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given.” Woodruff (1997) defines perceived value as: “Customer’s perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer’s goals and purposes in use situations”. Perceived value is a multidimensional construct that includes functional, experiential, and symbolic values (Vigneron & Johnson, 2004). The dimension of perceived functional value indicates the function and physical characteristics that a brand possesses (Hennigs et al., 2015).

### **Consumer Repurchase Intention**

According to Seiders et al. (2005), repurchase intention represents the consumer’s self-reported likelihood of engaging in further repurchase behavior. Hellier et al. (2003) defined consumer repurchase intention as “the individual's judgement about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances.”







## CHAPTER 2 LITERATURE REVIEW

- 2.1 Concepts and theories about of 4Ps marketing
- 2.2 Concepts and theories of perceived value
- 2.3 Consumer Repurchase Intention
- 2.4 Related research

### 2.1 Theory Basis

#### 2.1.1 4P's Marketing Mix Theory

Marketing mix is originating from the single P (price) of microeconomic theory (Chong, 2003). McCarthy et al. (1979) offered the “marketing mix”, often referred to as the “4Ps”, as a means of translating marketing planning into practice (Bennett, 1997). Marketing mix describes the set of tools that management can use to influence sales. The traditional formulation is called the 4Ps—product, price, place, and promotion (Kotler, 2003). From the very beginning questions were raised about the 4P formulation of the marketing mix. The ultimate goal of the 4Ps marketing mix theory is to enable customers to complete product purchases, and pricing, distribution, and promotional strategies all provide corresponding services for the product. The marketing mix (4Ps) is grouped under four elements i.e., Product, Price, Place, Promotion. A profitable formula of marketing operations is that mostly marketing mix changes as per marketing conditions and also with changing environmental factors. The marketing mix is a set of controllable variables that the company can use to influence the buyer's responses. Thus, marketing manager decides the level of marketing expenditure in order to achieve marketing objectives of the firm and after finalizing the market budget it is decided that how to divide total marketing budget among various tools in the marketing mix. Marketing decisions are categorized in the following Table 2-1 below:

**Table 2.1** Elements of 4P's Marketing Mix

| Product     | Price         | Promotion     | Place            |
|-------------|---------------|---------------|------------------|
| Design      | Retail        | Strategies    | Special offers   |
| Technology  | Wholesale     | Skimming      | Endorsements     |
| Usefulness  | Internet      | Penetration   | Advertising      |
| Value       | Direct sales  | Psychological | User trials      |
| Convenience | Peer to peer  | Cost-plus     | Direct mailing   |
| Quality     | Multi-channel | Loss leader   | Leaflets/posters |
| Packaging   |               |               | Free gifts       |
| Branding    |               |               | Competitions     |
| Warranties  |               |               | Joint ventures   |

Source: Kotler, (2003)

#### 2.1.2 Product

Radiman et al. (2019) defined product as anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, equipment, organization, information, and ideas. Product refers to a physical product or service for a consumer is ready to pay. It includes tangible goods like furniture; garments, grocery items etc. and intangible products like services are purchased

by consumers. The product is the key element of any marketing mix.

### **2.2.3 Price**

Price is the amount the consumer must exchange to receive the offering (Mathur, 2005). As the price of a product depends on different elements and hence it is changing constantly thus the pricing should be dynamic so that it can bear the changes over duration. The important factor in pricing is the deciding the cost of the product, strategy for marketing & its expenses related to distribution, advertisement expenses or any kind of price variation in the market. Nonetheless if there is change in all the variables then generally the pricing of the product may vary accordingly

### **2.2.4 Promotion**

Promotion is one of the most powerful elements in the marketing mix (Foster & Gupta, 1994). Sales promotion activities are publicity, public relations, exhibition and demonstrations etc. It is marketing manager who decides the level of marketing expenditure on promotion. Promotional activities are mainly intended to supplement personal selling, advertising and publicity. Promotion helps the trader and sales force to represent the product the consumers in an effective manner and induce them to buy. Promotion consists of different blends of its components which are used to achieve the company's marketing goals. According to Odunlami et al. (2014), promotion referred to the marketing communication mix or marketing communication mix, which is comprised of eight main communication models, namely: (1) advertising, (2) sales promotion, (3) events and experiences, (4) public relations and publicity, (5) direct marketing, (6) interactive marketing, (7) word of mouth marketing, (8) personal selling.

### **2.2.5 Place**

According to Susanto et al. (2016), place refers to design a store environment through visual communications, lighting, color, music and aroma that stimulate consumer perceptions and emotional responses and influence buying behavior. It includes distribution channels, warehousing facilities, mode of transportation and inventory control management thus it is a mechanism through which goods and services are moved from the service provider and manufacturer to consumer (Borden, 1964). If the product is a business product then a business team is required to interact with different clients and ensure the availability of the product for them. Distribution has a huge effect on the profitability therefore a firm should have excellent supply chain and logistics management plan for distribution.

This study suggests that this theory is applicable to branded mobile phone manufacturers. Currently, there is a serious problem of homogenization in mobile phone products. Guided by the 4P's marketing mix theory, the product can be a key development direction, providing a theoretical basis for branded mobile phone manufacturers to develop high-quality mobile phone products that are suitable for the market.

### **2.2.6 Customer Perceived Value Theory**

Holbrook (1999) was the first to link axiology and marketing when exploring customer-perceived value. He argues that axiology and value theory (James, 1979) have links to marketing and consumer behavior research because axiology is concerned with the internal systems used by individuals to value items. These systems impact upon the perceptions, judgments and behavior associated with consumer purchase decisions.

Zeithaml (1988) has suggested that perceived value can be regarded as a “consumer’s overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given.” She referred to this assessment as a comparison of a product or service’s ‘get’ and ‘give’ components. According to the definition of Zeithaml (1988), perceived value is based on customer's experience and is seen as a compromise between benefits and sacrifices (Flint et al., 2011) or between quality and sacrifices (Ravald & Grönroos, 1996), which can be divided into financial and psychological sacrifices.

Sheth et al. (1991) identified three dimensions of the concept of value: functional, emotional and social.

- Functional value is defined as the perceived usefulness of the service.
- Emotional value consists in feelings or affective states generated by consumption experience.
- The social value is given by the acceptability at the individual level and the relations with social environment.

#### **2.2.7 Functional value**

The functional aspect of perceived value refers to the rational and economic evaluations made by consumers (Carlson et al., 2019).

Functional value is defined as the “perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance” (Sheth et al., 1991), which is seen as the main driver of consumer choice. Tangible products reflect the functional value of products through their quality, reliability, durability and price (Tynan et al., 2010). Functional value was seen to be the key influence on consumer choice.

However, Sheth et al. (1991) found the other value dimensions were also influential in some situations. For example, while functional and social value dominated the decision as to whether to use filtered or unfiltered cigarettes, emotional value was key to the decision to smoke. It is clear that different value dimensions may be important depending on the decision level (e.g., buy/not buy or buy brand A/brand B), as well as on the type of product or service being considered. These functional values can promote the repeat purchase behavior of consumers.

#### **2.2.8 Emotional value**

Emotional value is related to various affective states, which can be positive (for example, confidence or excitement) or negative (for example, fear or anger). Emotional value is the utility derived from affective states or feelings that a product or service generates (Jiang & Kim, 2015).

According to the psychology literature, value is a “cognitive-based construct which captures any benefit/sacrifice discrepancy in much the same way as disconfirmation does for variations between expectations and perceived performance” (Patterson & Spreng, 1997).

Studies adopting Baggozi’s framework of customer-perceived value (Anderson et al., 1994) suggest that perceptions of good service quality enhance customer satisfaction and the value they attribute to the situation. In turn, this positive assessment of value directly influences satisfaction. Moreover, more cognitive service quality and value evaluation lead to a primarily emotive satisfaction assessment, which drives behavioral intentions.

### **2.2.9 Social value**

Social value is linked to user image, which is something that the consumer wishes to be aligned with (Lee et al., 2014). Social value is derived from the ability of the product or service to reinforce or improve the customer's social self-concept (Wang et al., 2004). Social value refers to an image that is congruent with the norms of a consumer's friends or associates and/or with the social image the consumer wishes to project.

The customer perceived value theory is commonly used in the study of customer purchasing behavior. In this study, this theory can explain the relationship between perceived value and customer repurchase intention.

### **2.2.10 Repurchase Intention Theory**

Repurchase intention is defined as the individual's judgement about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances. Based on the theory of reasoned action proposed by Ajzen and Fishbein (2000), intention is considered the best immediate factor in the relationship between attitude and behavior, and is appropriate to test consumers' behavior. Customers' repurchasing or loyalty is critical to the success and profitability of all stores.

A study by Mainspring and Bain & Company (2000) showed that the average customer must shop four times at a store before the store profits from that customer (Long & McMellon, 2004).

Repurchase intention indicates an individual's willingness to make another purchase from the same company, based on his or her previous experiences (Hellier et al. 2003).

The competitive advantage of an Internet business is obtained from customer loyalty and retention for repeat purchases (Tsai & Huang 2007).

According to Oliver (1980), repurchase intention greatly depends on prior satisfaction, while satisfaction is obtained from confirmation and expectation for products or services, of which confirmation has been found to have the strongest direct influence on satisfaction. Research supports the notion that shopping can provide both hedonic and utilitarian value (Babin & Darden, 1995).

Utilitarian value reflects task-related worth and is an overall assessment of functional benefits and costs, while hedonic value reflects entertainment and emotional worth, and is an overall assessment of experiential benefits and costs (Overby and Lee, 2006).

Some studies have modelled perceived usefulness and enjoyment as utilitarian and hedonic values respectively, and have linked them to customer attitude and behavioral intention towards shopping (Ahn et al., 2007).

Previous studies suggest that perceived service usefulness, on-line shopping satisfaction, and past online shopping experience are central factors influencing Internet consumer repurchase intention (Chen & Deng, 2016).

## **2.2 Related Research on Marketing Mix**

### **1) The Impact of Marketing Mix on Customer Satisfaction**

Ahmed & Rahman (2015) pointed out that in order for companies to achieve high customer satisfaction, they need to know when and how to make customers satisfied with products and services. They believe that "cooperation and moderation" are more conducive to promoting customer and seller satisfaction, achieving a "win-win"

situation, while "competition and profit maximization" will only satisfy sellers.

Rizal & Yusuf (2023) pointed out that the various elements of a marketing mix have an impact on customer perceived value, which in turn affects customer satisfaction.

Klichandeang & Singchai (2018) explored the impact of various elements of service marketing mix on customer satisfaction and suggested that service enterprises should develop excellent services based on customer needs.

Sudari et al. (2019) explored the impact of customer satisfaction on behavior and concluded that customer satisfaction is one of the key factors for business success, and all activities should also be customer-oriented.

Verma & Singh (2017) believe that there is a significant positive correlation between different marketing mix variables, as well as between marketing mix, customer satisfaction, and customer loyalty.

Rahardjo et al. (2019) pointed out that the products, prices, and channels of 4P have a significant impact on customer satisfaction.

## **2) The Impact of Marketing Mix on Performance**

Ndegwa (2021) proposed that superior performance is primarily determined by competitive advantage, and implementing the right marketing mix strategy can maximize organizational performance.

Finoti et al. (2017) proposed that the formulation of marketing strategies plays a mediating role in the relationship between innovation and organizational performance.

Wang & Liu (2012) found that the most effective marketing mix strategy in retail enterprises is service strategy, followed by environmental strategy and product strategy, in response to the marketing strategy and performance issues of retail enterprises.

Huai (2009) proposed a packaging marketing mix strategy with the goal of improving marketing performance, combining 4P+4C.

Wang et al. (2020) proposed that the perception and evaluation of frontline service employees towards the application of marketing mix tools in enterprises determine their emotional response and job satisfaction level towards the organization, which in turn affects the level of task performance.

Chen (2020) pointed out that brand image strategy, brand positioning strategy, brand extension strategy, and brand relationship strategy have a positive impact on marketing performance. He believes that strengthening brand building efforts, creating high-quality, soulful products, and reputable enterprises can gain customer trust and recognition.

## **2.3 Related Research on Perceived Value**

### **1) Research on the Antecedent Variables of Perceived Value**

Scholars have conducted research on the factors driving consumer perceived value based on different industry classifications. Firstly, factors such as product and service quality, practical functionality, and price drivers were studied.

Parasuraman et al. (2002) developed a Service Quality Measurement Table (SERVQUAL) that includes assurance, responsiveness, tangibility, reliability, and empathy. They also found that the main factors driving consumer perceived value include product and service quality, price, etc.

Dodds et al. (1991) proposed that consumer brand awareness can have an impact on consumer perceived value.

Woodruff et al. (1997) found that tangible features such as product and service quality, on-time delivery, and durability, as well as intangible features such as consumer trust, are all factors driving consumer perceived value.

Pai & Tsai (2016) found that consumers tend to support products or services recommended by important others and are emotionally attached to communities related to specific online shopping backgrounds, resulting in higher social and hedonic value.

Rizzon et al. (2023) studied the three important elements of product service portfolio, namely product attributes, brand, and additional services. The research results showed that brand is the benchmark factor. When it is a well-known brand, the sensitivity of perceived value to changes in product attributes and additional services is small. When the brand is average, the sensitivity of perceived value is greater.

## **2) Research on the Result Variables of Perceived Value**

Domestic and foreign scholars have found that consumer perceived value mainly affects consumer satisfaction and consumer behavior intention from two perspectives. Firstly, from the perspective of consumer satisfaction, as perceived value is a complex concept, there is some debate on which one is the cause and effect. However, more scholars believe that perceived value is the driving factor of consumer satisfaction, and consumer perceived evaluation affects their level of satisfaction. Salem & Alanadoly (2022) found that consumers compare their actual perceived value with their expected value to evaluate their level of satisfaction. Mohammed & Al-Swidi (2019) investigated the relationship between consumer perceived value, satisfaction, and loyalty in hotel environments and found that the dimensions of self-satisfaction, price, quality, transaction, and pleasure in consumer perceived value have a significant direct positive impact on customer satisfaction and loyalty. In addition, hedonism, price, quality, the four dimensions of perceived value in transactions, mediated by customer satisfaction, have an indirect and significant positive impact on customer loyalty. Secondly, from the perspective of consumer behavior intention, Zeithaml (1988) found that the perceived price of a product or service by consumers will have an impact on their perceived product or quality to a certain extent, thereby affecting their perceived value and ultimately influencing their purchasing decisions; Based on a survey of 245 mobile phone users, Hou et al. (2020) found that both emotional and social value gained by consumers from using products are related to product replacement intentions, but functional value is not related to product replacement intentions. Emotional value reduces satisfaction caused by repeated use, while social value enhances satisfaction, the sense of satisfaction felt by consumers significantly contributes to the intention of product replacement, which increases their willingness and behavior to purchase. Shi et al. (2022) empirically validated a PERVAL scale that measures consumer perceived value, mainly including the price, quality, emotional and social value of products or services.

Sánchez et al. (2006) conducted an empirical study on the free travel products of travel agencies and found that consumer perceived value has a significant positive impact on consumer behavioral willingness.

Terblanche & Taljaard (2018) conducted an empirical analysis on the tourist population and found that perceived functional value has a significant impact on tourist behavioral intentions through the mediating effect of consumer satisfaction.

## **2.4 Related Research on Consumer Repurchase Intention**

Previous studies on consumer repurchase intention have mainly focused on studying the influencing factors. Howard and Sheth (1969) hypothesize bounded rationality among consumers and categorize the factors that influence their repurchase behavior into three main points: consumer motivation, available products, and moderating factors in the final repurchase decision. Early theoretical research has created a solid foundation for later scholars to continue their research.

Dodds et al. (1991) found through multiple studies that perceived value plays the most important role in influencing consumer repurchase intention, and also conducted detailed research on perceived value. Philip and Hendry (2000) also classified the factors that can influence consumer repurchase intention, which are subjective and objective perspectives. Specifically, they are divided into material factors and psychological factors. Psychological factors can change and be easily controlled, and they can have a subtle and long-lasting impact on consumers.

Ramya et al. (2016) proposed that the main factors that can influence consumers when making repurchasing decisions are their psychological factors, and pointed out that consumers are relatively concerned about five factors when choosing products based on their own needs, namely utility, price, quality, brand, and service.

Madhavan & Kaliyaperumal (2015) proposed that brand perception also has a strong impact on consumer repurchase intention, and divided brand perception into three variables, namely brand differentiation, degree of involvement, degree of enjoyment, and degree of practicality, all of which directly affect the type of consumer repurchase intention.

Lohse et al. (2010) took the situational theory based on consumer purchasing behavior as the research object, used factor analysis method, proposed seventeen scenarios that can affect consumer repurchase intention, and extracted six factors from the variables for comprehensive analysis, namely psychological state, marketing mode, surrounding environment, material, time influence, and interaction factors. The research was conducted to improve the influencing factors of consumer repurchasing behavior.

With the development of the economy, research on consumer behavior has become more in-depth. More and more scholars have combined theories such as behavioral economics and social psychology, introduced multiple factor variables, and constructed decision-making behavior patterns to analyze and explain consumer behavior, emphasizing the psychological and emotional factors of consumers (Engel et al., 1969).

Some scholars have analyzed and summarized the variables in their proposed behavioral patterns. The main factors that affect repurchasing behavior can be classified into two types: intrinsic factors, namely demand, motivation, and attitude; The second is external factors, namely social, family, economic, and other aspects (Florenthal & Shoham, 2010). Gao & Bai (2014) found that consumers have a bounded rationality process when making repurchasing decisions, which is influenced by factors such as age, gender, culture, demographic characteristics, as well as individual characteristics such as cognition, abilities, emotions, and attitudes. Therefore, the study of consumer purchasing behavior is a trend research that combines multiple disciplines.

## **2.5 Hypothesis Development**

### **2.5.1 The Effect of 4P's Marketing Mix on Consumer Repurchase Intention**

#### **1) The Effect of Product on Consumer Repurchase Intention**

In the customer-value hierarchy, the level of the product served is the expected product, which needs group of attributes and conditions buyers normally expect when they purchase this product (Tanalo & Utami, 2014).

Han & Ryu (2012) in their research found that product quality and good service can influence customer satisfaction, which can affect the consumer repurchase intention. The quality of product design can affect the brand's image in the minds of consumers. The raw materials, craftsmanship, structure, durability, and pre-sales, in sales, and after-sales service of the product directly determine the perceived quality of furniture by consumers.

Ahmad et al. (2012) studied the impact mechanism of marketing strategies on the assets of leisure sports apparel brands and found that style design has a significant positive impact on consumer perceived quality and repurchasing behavior.

#### **2) The Effect of Price on Consumer Repurchase Intention**

Price is an important external clue for judging product quality. Usually, consumers believe that high prices mean high quality, and are less sensitive to price competition compared to low-priced brands (Blattberg & Winniewski, 1989).

Salelaw & Singh (2016) studied the impact of market price and marketing promotion on brand assets through an open-ended survey of consumers, and found a positive relationship between market price and brand assets. Brands with higher brand assets also have higher market prices. Consumers make judgments by perceiving prices when they are unable to determine product quality.

The techniques of sales promotions affect consumers before deciding; consumers consider whether a promotion exists that helps to decide which product to repurchase when two products are equally attractive (Alvarez & Casielles, 2005).

#### **3) The Effect of Place on Consumer Repurchase Intention**

Srivastava and Shocker (1991) proposed that channel design and management are becoming increasingly important as marketing tools for enhancing brand assets. Dodds et al. (1991) found that store image has a significant positive impact on perceived quality. In distribution channels, retailers face a large number of customers from the company. Therefore, selecting and managing retailers is the main marketing task for enterprises to meet consumer needs. Moreover, selling products through reputable shopping malls means that the brand's products have better quality. A well-designed shopping mall will attract more potential consumers to pay attention, interact with, and visit. In addition, these shopping malls will bring more customer satisfaction, stimulate consumer repurchase intention, and form a good reputation among consumers (Rao & Monroe, 1989). Therefore, for branded mobile phones, if their store image is good, it can create positive and positive brand associations; On the contrary, if the image of the store is poor, the brand association created will also be negative and negative. If the store image is inconsistent with the perceived image of the product, consumers will not develop loyalty to the product. Only when the product image and store image are consistent, consumers will develop brand loyalty to the product, which in turn stimulates repurchasing behavior (Zeithaml, 1988).



#### **4) The Effect of Promotion on Consumer Repurchase Intention**

Promotion is used to ensure that consumers are aware of the products that the organization is offering. The promotion mix variables are: advertising, sales promotion, direct marketing, internet, etc., which are internal to the firm. Numerous studies have been held to understand the role of promotion in influencing consumer repurchase intention. A study by Nicolas et al. (2020) explores the development of consumer behavior research trends that show high-frequency keywords at different time periods using the bibliometric methods to analyze publications between 1990 and 2017. The study shows the evolution of keywords to reveal emerging topics which includes “advertising,” “consumer behavior,” “trust,” “innovation,” and “customer satisfaction.” Palazón et al. (2005) found through experiments that promotions can help consumers further understand the brand, increase brand knowledge, and thus increase repurchases. Therefore, the conclusion drawn is that price promotions have a positive effect on consumer repurchase intention and can also create brand assets. Based on the above analysis, this article proposes the following assumptions:

H<sub>1</sub>: The 4P’s marketing mix has an effect on consumer repurchase intention of Huawei mobile phone brand.

#### **2.5.2 The Effect of Perceived Value on Consumer Repurchase Intention**

Academics attempt to use long-neglected perceived value to understand consumer's repurchase intention (Cronin et al., 2000; Sirdeshmukh et al., 2002). With prevalence of the customer-driven perspective, research shows that perceived value plays an important role during exchange activities. Consumer's value is the fundamental basis for all exchange activities (Holbrook, 1994) and can drive buying choice (Neal, 1999). For instance, Sirdeshmukh et al. (2002) posit that value acts as the superordinate consumer goal in relationship exchange. In fact, in observing the practical marketing methods or strategies of stores, many of them employ discount methods (e.g., no shipping charge, free sample gifts, and value discounts), complementary service, and other incentives (e.g., diverse payment options) to deliver superior consumer value of shopping, and thereby raise consumers' repurchase intentions. When the perceived value is high, the consumers will remain with the same store. Therefore, consumers' perceived value is likely to affect consumer repurchase intention. Based on the above analysis, this article proposes the following assumptions:

H<sub>2</sub>: Perceived value has an effect on consumer repurchase intention of Huawei mobile phone brand.

#### **2.6 Chapter Summary**

This chapter first reviews previous research on marketing mix, perceived value, and consumer repurchase intention. Next, this article proposes the research hypothesis by deducing the relationship between variables. This article argues that 4P’s marketing mix has a significant impact on consumer repurchase intention; Meanwhile, perceived value also has a significant impact on consumer repurchase intention.

## CHAPTER 3 RESEARCH METHODOLOGY

### 3.1 Research Design

There are two basic approaches to research, viz., quantitative approach and the qualitative approach (Kothari, 2004). Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose.

This dissertation studies the effects of 4P's marketing mix and perceived value on consumer repurchase intention of mobile phone brand. Lowhorn (2007) thinks that quantitative research is better than qualitative research at establishing causality because of the precise measurements and controlled environment of experiments. Therefore, this study adopts the method of quantitative analysis.

In this study, the quantitative research design includes the following content:

- 1) Defining the target population
- 2) Determine sample size and sampling method
- 3) Design survey questionnaire
- 4) Determine data collection procedures
- 5) Determine data analysis methods

### 3.2 Population and Sampling Technique

1. Population and sampling technique: In this study, Chinese consumers of Huawei mobile phone are taken as the population of this study. This study uses non probability sampling technique.

2. Location: Due to the wide scope and large total number of surveys, an online survey questionnaire was chosen to facilitate wider dissemination of data. After the online questionnaire is created, it is randomly sent to Chinese Internet users through WeChat, Weibo, Tiktok and other large social media.

3. Sample Size: If the population size is unknown, the population proportion is unknown, the following formula is appropriate to calculate sample size (Cochran, 1977).

$$n = \frac{z^2}{4(e^2)}$$

Where:

n = sample size (minimum size)

z = z value at reliability level or significance level

e = acceptable sampling error ( $e = 0.05$ )

Reliability level 95% or significance level 0.05;  $z = 1.96$

According to the above formula, input the relevant numbers and calculate the sample size as follows:

$$n = \frac{(1.96)^2}{4(0.05^2)} = 384$$

After we apply the above equation the required sample size is 384. This study selects 400 sampling Huawei mobile phone consumers for a questionnaire survey.

### 3.4 Questionnaire Instruments

The questionnaire for this study consists of two parts. The first part is the basic personal information of the respondents, including gender, age, educational background, monthly income, etc. The second part is a scale question about 4P's marketing mix, perceived value, and customer repurchase intention. The initial questionnaire designed in this article can be found in Appendix I.

(1) The measures of consumer repurchase intention assess the consumers' intentions to remain with Huawei mobile phones. This study measures repurchase intentions with three items and modifies the scales of Cronin et al. (2000) and Zeithaml et al. (1996). All measures are a 5-point Likert-type scale from one (strongly disagree) to five (strongly agree).

(2) The 4P's marketing mix are measured using five items adapted from Ngugi et al. (2020) Karim et al. (2021) the respondents were asked to rate their responses on a 5-point Likert scale from (1) strongly disagree to (5) strongly agree.

(3) The perceived value is measured by three dimensions: perceived functional value, perceived emotional value and perceived social value, which was developed by Sweeney & Soutar (2001). All measures are a 5-point Likert-type scale from one (strongly disagree) to five (strongly agree).

### 3.5 Item-Objective Congruence (IOC) Analysis

The index of item-objective congruence (IOC) introduced by Rovinelli & Hambleton (1976) is one method to quantitatively measure content experts' judgments of items to evaluate the fit between test items and the table of specifications (Berk, 1984). IOC is a process in which rate individual items on the degree to which they agree or do not agree with the specific objectives listed by the test developer. Accordingly, an expert evaluates each item. By giving a rating of 1 for clearly measuring objective, -1 for not clearly measuring, or 0 for the unclear objective. The IOC Scoring Table is displayed in Appendix II.

After the experts rate the items, the results are calculated to create the indices of IOC for each item on each objective. The item was considered valid if the results were at least 0.6 (Ismail & Zubairi, 2022). The item-objective congruence (IOC) index was calculated by the following Formula 3-1:

$$IOC = \sum R/N \quad (\text{Formula 3-1})$$

Where,  $\sum R$  = sum of scores from the experts and  $N$  = number of experts.

The item IOC result of perceived value scale is shown in table 3-1. According to table 3-1, items of Q3, Q7, Q8 and Q14 should be removed; The other items should be retained.

**Table 3.1** The Item IOC Result of Perceived Value Scale

| Item | Expert<br>A | Expert<br>B | Expert<br>C | IOC of<br>item |
|------|-------------|-------------|-------------|----------------|
| Q1   | 1           | 1           | 1           | 1.0            |
| Q2   | 1           | 1           | 1           | 1.0            |
| Q3   | 1           | -1          | 1           | 0.0            |
| Q4   | 1           | 1           | 1           | 1.0            |
| Q5   | 1           | 1           | 1           | 1.0            |
| Q6   | 1           | 1           | 1           | 1.0            |
| Q7   | 1           | -1          | 1           | 0.0            |
| Q8   | 1           | -1          | 1           | 0.0            |
| Q9   | 1           | 1           | 1           | 1.0            |
| Q10  | 1           | 1           | 1           | 1.0            |
| Q11  | 1           | 1           | 1           | 1.0            |
| Q12  | 1           | 1           | 1           | 1.0            |
| Q13  | 1           | 1           | 1           | 1.0            |
| Q14  | 1           | -1          | 1           | 0.0            |

The item IOC result of 4P's marketing mix scale is shown in table 3-2. According to table 3-2, items of Q15, Q20, Q24 and Q26 should be removed; The other items should be retained.

**Table 3.2** The Item IOC Result of 4P's Marketing Mix Scale

| Item | Expert A | Expert B | Expert C | IOC of<br>item |
|------|----------|----------|----------|----------------|
| Q15  | 1        | -1       | 1        | 0.0            |
| Q16  | 1        | 1        | 1        | 1.0            |
| Q17  | 1        | 1        | 1        | 1.0            |
| Q18  | 1        | 1        | 1        | 1.0            |
| Q19  | 1        | 1        | 1        | 1.0            |
| Q20  | 1        | 0        | 1        | 0.5            |
| Q21  | 1        | 1        | 1        | 1.0            |
| Q22  | 1        | 1        | 1        | 1.0            |
| Q23  | 1        | 1        | 1        | 1.0            |
| Q24  | 1        | 0        | 1        | 0.5            |
| Q25  | 1        | 1        | 1        | 1.0            |
| Q26  | 1        | -1       | 1        | 0.0            |

The item IOC result of consumer repurchase intention scale is shown in table 3-3. According to table 3-3, all items should be retained.

**Table 3.3** The Item IOC Result of Consumer Repurchase Intention Scale

| Item | Expert<br>A | Expert<br>B | Expert<br>C | IOC of<br>item |
|------|-------------|-------------|-------------|----------------|
| Q27  | 1           | 1           | 1           | 1.0            |
| Q28  | 1           | 1           | 1           | 1.0            |
| Q29  | 1           | 1           | 1           | 1.0            |

Based on the IOC result, 8 measurement items of the initial questionnaire designed in this study are deleted and the final questionnaire is formulated (see Appendix III). Next, 400 respondents will be selected for the questionnaire survey.

### 3.6 Data Collection

In the first step, 400 formal questionnaires were issued. The second step is to explain the purpose of the questionnaire and the explanation of the professional words in the questionnaire to the respondents, and explain the confusing questions in the questionnaire to the consumers. The questionnaires were distributed in six provinces and cities in East China, including Jiangsu, Zhejiang, Shanghai, Jiangxi, Fujian and Anhui. East China is a relatively developed province in China, most of China's population is concentrated, the survey is true, the population is relatively concentrated, the manufacturing industry is relatively rich. The economic aggregate occupies an important position in China's provinces and cities. Due to the wide scope of the survey and the large total number of surveys, online questionnaires were chosen in order to disseminate the data more widely.

The objects of the questionnaire should be those who have frequent contact with mobile phones and have certain opinions on new technologies and operations of mobile phones. Therefore, most of the respondents should be young people. Since the official introduction of new products and real word-of-mouth comments are included in the questionnaire, even if the respondents have no deep impression on the new products and word-of-mouth, the smooth measurement of the questionnaire will not be affected. In this paper, questionnaires are distributed online, including wechat, Weibo and QQ, and it can be verified that respondents use mobile phones frequently and have a basic understanding of mobile phone functions and operations.

In this paper, the paper questionnaire will be compiled into an online questionnaire through an online questionnaire survey platform, and a questionnaire link or two-dimensional code will be generated. The questionnaire link or two-dimensional code will be widely distributed through social media (such as wechat, Weibo, QQ, etc.), and the questionnaire will be distributed through Tiktok bloggers with a large number of fans to attract more people to participate. Questionnaires can be distributed by social media people with a large number of followers or who want to target specific people, which can attract more respondents. In order to ensure that some young Huawei mobile phone users are included in the questionnaire, social platforms such as QQ groups and Weibo hypertalk will be initiated. Young Huawei mobile phone users will fill in the questionnaire in detail through topics such as Weibo Hypertalk. The platform will look

for users with related topics for cooperation and promotion, or find people with common interests in QQ groups and wechat groups to help each other complete the questionnaire survey. In addition, there are some special mutual assistance platforms that can also be used to issue and collect questionnaires. Post survey links on social media platforms (such as Zhihu, Xiaohongshu, Weibo, etc.) and encourage users to participate and share. You can also reach out to influential bloggers or social media opinion leaders and ask them to share the survey. You can also use your personal network to publish the questionnaire link through your personal social media account or page, such as wechat, Weibo, Douyin, XiaoHongshu, etc., so that fans or followers can fill in the questionnaire. These survey tools provide dedicated mutual assistance features that make it easy for users to publish and share their own surveys. These survey tools offer custom templates, multiple question types, data analysis capabilities, and often specialized QR codes to facilitate online distribution of surveys. In addition, questionnaires are sent out by E-mail. The questionnaire was sent to a specific group of Huawei mobile phone users by email. Emails are sent in bulk, mailing lists are managed, and content can be automatically translated to suit respondents' native languages.

### **3.7 Data Analysis Techniques**

In this current study, the statistical software of SPSS will be used to process and analyse data, which is a very comprehensive and widely available package for statistical analyses. This study will analyse the collected questionnaire data as follows:

- 1) Reliability testing
- 2) Descriptive statistics
- 3) Correlation analysis
- 4) Regression analysis

#### **Reliability Test**

The test of reliability is an important test of sound measurement. A measuring instrument is reliable if it provides consistent results. Reliability is the measure of consistency (Davidhofer et al., 2005). A reliable instrument is one that could produce accurate result and such result shows consistency in repeated measurements.

#### **Correlation Analysis and Regression Analysis**

This study will first analyse the correlation among variables, and then analyse the regression relationship. In the regression model, consumer repurchase intention is set as the dependent variable; The 4P's marketing mix and perceived value are set as independent variables.

### **3.8 Chapter Summary**

This chapter comprehensively explains how the research was conducted. As indicated at the beginning of this chapter, study design is designed to help the reader understand the types of study design in the study. This chapter explains the sampling design and sample size. At the end of this chapter, data collection procedure and data analysis technology are described.

## CHAPTER 4 DATA ANALYSIS RESULTS

### 4.1 Respondents Profile

A total of 400 questionnaires were distributed in this survey, and 384 valid questionnaires were collected, with a questionnaire response rate of 96%. The demographic characteristics of the sample surveyed in this questionnaire are shown in Table 4.1

**Table 4.1** Respondents Profile

| Demographic      | Category                 | Frequency | Percentage |
|------------------|--------------------------|-----------|------------|
| Gender           | Male                     | 183       | 47.7%      |
|                  | Female                   | 201       | 52.3%      |
| Age              | Below 20                 | 36        | 9.4%       |
|                  | 20-30                    | 136       | 35.4%      |
|                  | 31-40                    | 110       | 28.6%      |
|                  | 41-50                    | 80        | 20.8%      |
|                  | Above 50                 | 22        | 5.7%       |
| Material Status  | Married                  | 160       | 41.7%      |
|                  | Unmarried                | 165       | 43.0%      |
|                  | Others                   | 59        | 15.4%      |
| Monthly Income   | Below RMB 3000           | 29        | 7.6%       |
|                  | RMB 3000-6000            | 52        | 13.5%      |
|                  | RMB 6001-10000           | 60        | 15.6%      |
|                  | RMB 10001-15000          | 202       | 52.6%      |
|                  | Above RMB 15000          | 41        | 10.7%      |
| Education Degree | Under high school        | 40        | 10.4%      |
|                  | High school students     | 101       | 26.3%      |
|                  | Undergraduate            | 111       | 28.9%      |
|                  | Master's degree or above | 132       | 34.4%      |

**Table 4.1.1** Number and percentage of personal information of respondents classified by gender .

| sex      | quantity | percentage |
|----------|----------|------------|
| man      | 183      | 47.7%      |
| female   | 201      | 52.3%      |
| together | 384      | 100        |

From Table 4.1.1 there are 183 males, accounting for 47.7% of the total number, and 201 females, accounting for 52.3% of the total number.

**Table 4.1.2** Number and percentage of personal information of respondents classified by age .

| age      | quantity | percentage |
|----------|----------|------------|
| Below20  | 36       | 9.4%       |
| 20-30    | 136      | 35.4%      |
| 31-40    | 110      | 28.6%      |
| 41-50    | 80       | 20.8%      |
| Above50  | 22       | 5.7%       |
| together | 384      | 100        |

From 4.1.2 In terms of age, it was distributed in all ages, 36 samples were under 20 years old, accounting for 9.4%; There were 136 samples between 20 and 30 years old, accounting for 35.4%; There were 110 samples aged 31-40, accounting for 28.6%; There were 80 samples aged 41 to 50, accounting for 20.8%; The sample size of over 50 years old was 22; That's 5.7 percent.

**Table 4.1.3** Number and percentage of personal information of respondents classified by Material Status.

| Material Status | quantity | percentage |
|-----------------|----------|------------|
| Married         | 160      | 41.7%      |
| Unmarried       | 165      | 43.0%      |
| Others          | 59       | 15.4%      |
| together        | 384      | 100        |

From 4.1.3 In terms of marriage status, the sample size of marriage was 160, accounting for 41.7%; The sample size of unmarried people was 165, accounting for 43.0%; The other sample size was 59, accounting for 15.4%.

**Table 4.1.4** Number and percentage of personal information of respondents classified by Monthly Income.

| Monthly Income | quantity | percentage |
|----------------|----------|------------|
| Below RMB3000  | 29       | 7.6%       |
| RMB3000-6000   | 52       | 13.5%      |
| RMB6001-10000  | 60       | 15.6%      |
| RMB10001-15000 | 202      | 52.6%      |
| Above RMB15000 | 41       | 10.7%      |
| together       | 384      | 100        |

From 4.1.4 the perspective of monthly income, there are 29 sample sizes below 3000 yuan, accounting for 7.6%; There are 52 samples with 3000-6000 yuan, accounting for 13.5%; There are 60 samples with 6001-10000 yuan, accounting for 15.6%; There were 202 samples with 10001-15000 yuan, accounting for 52.6%; There were 41 sample



sizes higher than 15,000 yuan, accounting for 10.7%.

**Table 4.1.5** Number and percentage of personal information of respondents classified by Education Degree.

| Education Degree         | quantity | percentage |
|--------------------------|----------|------------|
| Under high school        | 40       | 10.4%      |
| High school students     | 101      | 26.3%      |
| Undergraduate            | 111      | 28.9%      |
| Master's degree or above | 132      | 34.4%      |
| together                 | 384      | 100        |

From 4.1.5 In terms of education level, 40 samples had lower education level than high school education, accounting for 10.4%; The education level of 101 samples was high school, accounting for 26.3%; 111 samples had a bachelor's degree, accounting for 28.9%; The education level of 132 samples was master's or higher, accounting for 45.4%; The education level of 132 samples was master's or above, accounting for 34.4%.

## 4.2 Reliability Testing

This study used the Cronbach's Alpha coefficient as an indicator of the reliability of the scale. If the Cronbach's Alpha coefficient is higher than 0.70, it indicates that the questionnaire design is acceptable and can be used for general academic research. The survey questionnaire used in this study consists of three scales: perceived value, 4p's marketing mix, and consumer repurchase intention. Table 4-3 shows the reliability test results of this questionnaire scale.

From Table 4-3, it can be concluded that the perceived value scale contains a total of 10 measurement items, and its Cronbach's Alpha coefficient is 0.891, which is greater than 0.7, indicating that the perceived value scale has good reliability. Similarly, it can be concluded that both the 4P's marketing mix and consumer repurchase intention scales have good reliability in accordance with the questionnaire analysis. The questionnaire consists of a total of 21 measurement items, with a Cronbach's Alpha coefficient of 0.924 ( $> 0.70$ ).

**Table 4.2** Reliability Test Results

| Scale                         | Number of items | Cronbach's Alpha |
|-------------------------------|-----------------|------------------|
| Perceived Value               | 10              | 0.891            |
| 4P's Marketing Mix            | 8               | 0.856            |
| Consumer Repurchase Intention | 3               | 0.863            |
| <b>Total</b>                  | <b>21</b>       | <b>0.924</b>     |

### 4.3 Descriptive Statistics

The conceptual framework model constructed in this study (Figure 1-1) includes a total of three research variables, namely perceived value, 4P's marketing mix, and consumer repurchase intention. This article conducts descriptive statistical analysis on these three research variables, and the results are shown in Table 4-4.

From Table 4.3, it can be seen that all means of the 3 variables are greater than 3 but less than 4, indicating that the consumer repurchase intention to Huawei mobile phones needs to be improved; The perceived value and 4P's marketing mix of Huawei mobile phones both need improvement.

From Table 4.3, it can also be concluded that the standard deviation values of all measurement items for the 3 variables are small, indicating that there are no outliers in the data. In addition, the skewness absolute values of all measurement items do not exceed 3, and the kurtosis absolute values of all measurement items do not exceed 8, indicating that the data conforms to a normal distribution.

**Table 4.3** Descriptive Statistics

| Variable           | Item | Item Mean | Std. Deviation | Skewness | Kurtosis | Variable Mean |
|--------------------|------|-----------|----------------|----------|----------|---------------|
| Perceived Value    | Q1   | 3.36      | 1.334          | -.127    | -1.202   | 3.35          |
|                    | Q2   | 3.33      | 1.285          | -.077    | -1.169   |               |
|                    | Q3   | 3.31      | 1.338          | -.128    | -1.232   |               |
|                    | Q4   | 3.33      | 1.318          | -.165    | -1.178   |               |
|                    | Q5   | 3.49      | 1.292          | -.321    | -1.089   |               |
|                    | Q6   | 3.30      | 1.132          | -.241    | -.771    |               |
|                    | Q7   | 3.32      | 1.197          | -.305    | -.826    |               |
|                    | Q8   | 3.33      | 1.166          | -.241    | -.854    |               |
|                    | Q9   | 3.31      | 1.120          | -.214    | -.702    |               |
|                    | Q10  | 3.40      | 1.116          | -.480    | -.511    |               |
| 4P's Marketing Mix | Q11  | 3.17      | 1.282          | .025     | -1.154   | 3.19          |
|                    | Q12  | 3.24      | 1.265          | -.011    | -1.100   |               |
|                    | Q13  | 3.24      | 1.342          | -.119    | -1.211   |               |
|                    | Q14  | 3.12      | 1.295          | .120     | -1.096   |               |
|                    | Q15  | 3.44      | 1.293          | -.245    | -1.086   |               |

**Table 4.3** Descriptive Statistics (cont.)

| Variable                      | Item | Item Mean | Std. Deviation | Skewness | Kurtosis | Variable Mean |
|-------------------------------|------|-----------|----------------|----------|----------|---------------|
| Consumer Repurchase Intention | Q16  | 3.29      | 1.278          | -.084    | -1.094   | 3.16          |
|                               | Q17  | 2.98      | 1.298          | .176     | -1.085   |               |
|                               | Q18  | 3.05      | 1.253          | .077     | -1.055   |               |
|                               | Q19  | 3.16      | 1.276          | .115     | -1.243   |               |
|                               | Q20  | 3.16      | 1.212          | .107     | -1.179   |               |
|                               | Q21  | 3.17      | 1.213          | .114     | -1.198   |               |

#### 4.4 Correlation Analysis

Table 4.4 show the correlation analysis results between the 3 variables. From Table 4.4, it can be concluded that there is a significant positive correlation between perceived value and consumer repurchase intention ( $r=0.567$ ,  $p<0.01$ ); There is a significant positive correlation between 4P's marketing mix and consumer repurchase intention ( $r=0.526$ ,  $p<0.01$ ).

From Table 4.4, it can also be seen that the correlation coefficient between perceived value and 4P's marketing mix is 0.610 ( $< 0.80$ ), indicating that there is no serious multicollinearity problem between perceived value and 4P's marketing mix.

**Table 4.4** Correlations Analysis

|                               | Consumer Repurchase Intention | Perceived Value | 4P's Mix | Marketing |
|-------------------------------|-------------------------------|-----------------|----------|-----------|
| Consumer Repurchase Intention | 1                             |                 |          |           |
| Perceived Value               | 0.567**                       | 1               |          |           |
| 4P's Marketing Mix            | 0.526**                       | 0.610**         | 1        |           |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4.4 provided correlation matrix illustrates the relationships between various perceived values, marketing mix elements (Product, Price, Place, Promotion), and Consumer Repurchase Intention. Perceived Functional Value shows a strong positive correlation with Consumer Repurchase Intention (0.506), indicating that higher functional value enhances repurchase likelihood. Perceived Emotional Value correlates positively with repurchase intention (0.440), suggesting emotional attachment fosters repeat purchases. Perceived Social Value also positively correlates (0.435), implying that social benefits influence repurchase decisions. Product attributes correlate positively (0.388), indicating that product quality and features are relevant to repurchase intentions. Price demonstrates a positive correlation (0.464), suggesting that perceived value for money impacts repurchasing behavior. Place (distribution) correlates positively (0.451), highlighting the importance of accessibility and availability in repurchase decisions. Promotion activities positively correlate (0.394), suggesting effective marketing communication can increase repurchase intentions.

**Table 4.5** Correlations Analysis

|                                     | Perceived<br>Functional<br>Value | Perceived<br>Emotional<br>Value | Perceived<br>Social<br>Value | Product | Price   | Place   | Promotion | Consumer<br>Repurchase<br>Intention |
|-------------------------------------|----------------------------------|---------------------------------|------------------------------|---------|---------|---------|-----------|-------------------------------------|
| Perceived<br>Functional Value       | 1                                |                                 |                              |         |         |         |           |                                     |
| Perceived<br>Emotional Value        | 0.441**                          | 1                               |                              |         |         |         |           |                                     |
| Perceived<br>Social Value           | 0.455**                          | 0.769**                         | 1                            |         |         |         |           |                                     |
| Product                             | 0.358**                          | 0.279**                         | 0.262**                      | 1       |         |         |           |                                     |
| Price                               | 0.478**                          | 0.410**                         | 0.419**                      | 0.690** | 1       |         |           |                                     |
| Place                               | 0.521**                          | 0.449**                         | 0.485**                      | 0.429** | 0.688** | 1       |           |                                     |
| Promotion                           | 0.397**                          | 0.323**                         | 0.303**                      | 0.377** | 0.379** | 0.556** | 1         |                                     |
| Consumer<br>Repurchase<br>Intention | 0.506**                          | 0.440**                         | 0.435**                      | 0.388** | 0.464** | 0.451** | 0.394**   | 1                                   |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### 4.5 Regression Analysis

In order to analyze the influences of perceived value and 4P's marketing mix on consumer repurchase intention to Huawei mobile phones, this study constructed regression model. In this regression model, the dependent variable is consumer repurchase intention, and the independent variables are perceived value and 4P's marketing mix. The output results of this regression model are shown in Table 4-6 and Table 4.6

It can be seen from Table 4-6 that the R square of the regression model is 0.322 and the adjusted R square is 0.316, indicating that the regression model can explain 31.6% of the variation of dependent variable of consumer repurchase intention. Table 4-6 shows that the statistic of F test is 58.307 ( $p < 0.01$ ), indicating that the regression coefficients of the two independent variables are not all 0, that is, there is a significant linear relationship between the independent variables and the dependent variable. The coefficient of Perceived Functional Value is 0.363, which suggests that for each unit increase in perceived functional value, Consumer Repurchase Intention is expected to increase by 0.363 units, holding other variables constant. The coefficient of Perceived Emotional Value is 0.187, which indicates that a unit increase in perceived emotional value is associated with an increase of 0.187 units in repurchase intention, controlling for

other variables. The coefficient of Perceived Social Value is 0.157, which suggests that a unit increase in perceived social value leads to an increase of 0.157 units in repurchase intention, while other variables are held constant. Thus the research hypothesis H1 (Perceived value has an effect on consumer repurchase intention to Huawei mobile phones) is hold.

According to Table 4-6, the following regression model expressions can be derived:

Consumer Repurchase Intention

= 0.793 + 0.363 × Perceived Functional Value

+ 0.187 × Perceived Emotional Value

+ 0.157 × Perceived Emotional Value

**Table 4.6** Regression analysis of Consumer Repurchase Intention on perceived value

| Model                                                                                     | Unstandardized Coefficients |            | Standardized Coefficients |       | Sig.  | Collinearity Statistics |       |
|-------------------------------------------------------------------------------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
|                                                                                           | B                           | Std. Error | Beta                      | t     |       | Tolerance               | VIF   |
| (Constant)                                                                                | 0.793                       | 0.192      |                           | 4.128 | 0.000 |                         |       |
| Perceived Functional Value                                                                | 0.363                       | 0.048      | 0.369                     | 7.563 | 0.000 | 0.773                   | 1.294 |
| Perceived Emotional Value                                                                 | 0.187                       | 0.073      | 0.175                     | 2.577 | 0.010 | 0.399                   | 2.509 |
| Perceived Social Value                                                                    | 0.157                       | 0.081      | 0.133                     | 1.939 | 0.053 | 0.392                   | 2.550 |
| R = 0.567, R <sup>2</sup> = 0.322, Adjusted R <sup>2</sup> = 0.316, F = 58.307, p = 0.000 |                             |            |                           |       |       |                         |       |

a. Dependent Variable: Consumer Repurchase Intention

It can be seen from Table 4-7 that the R square of the regression model is 0.284 and the adjusted R square is 0.276, indicating that the regression model can explain 27.6% of the variation of dependent variable of consumer repurchase intention. Table 4-7 shows that the statistic of F test is 36.436 ( $p < 0.01$ ), indicating that the regression coefficients of the two independent variables are not all 0, that is, there is a significant linear relationship between the independent variables and the dependent variable. The coefficient of Product is 0.095, which indicates a small positive effect on repurchase intention, although it's not statistically significant ( $p = 0.106$ ). The coefficient of Price is 0.214, which indicates that price has a positive and significant impact on repurchase intention ( $p = 0.005$ ). The coefficient of Place is 0.163, which has a positive and significant impact on repurchase intention ( $p = 0.026$ ). The coefficient of Promotion is 0.164, which shows a positive and significant effect on repurchase intention ( $p = 0.001$ ).

Thus the research hypothesis H2 (Marketing mix has an effect on consumer repurchase intention to Huawei mobile phones) is hold.

According to Table 4.7, the following regression model expressions can be derived:  
 Consumer Repurchase Intention  

$$= 1.146 + 0.095 \times \text{Product} + 0.214 \times \text{Price} + 0.163 \times \text{Place} + 0.164 \times \text{Promotion}$$

**Table 4.7** Regression analysis of Consumer Repurchase Intention on 4P's marketing mix

| Model                                                                                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |       |
|-------------------------------------------------------------------------------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
|                                                                                           | B                           | Std. Error | Beta                      |       |       | Tolerance               | VIF   |
| (Constant)                                                                                | 1.146                       | 0.178      |                           | 6.445 | 0.000 |                         |       |
| Product                                                                                   | 0.095                       | 0.059      | 0.102                     | 1.619 | 0.106 | 0.491                   | 2.036 |
| Price                                                                                     | 0.214                       | 0.076      | 0.217                     | 2.812 | 0.005 | 0.328                   | 3.050 |
| Place                                                                                     | 0.163                       | 0.073      | 0.154                     | 2.233 | 0.026 | 0.410                   | 2.440 |
| Promotion                                                                                 | 0.164                       | 0.048      | 0.188                     | 3.440 | 0.001 | 0.652                   | 1.533 |
| R = 0.533, R <sup>2</sup> = 0.284, Adjusted R <sup>2</sup> = 0.276, F = 36.436, p = 0.000 |                             |            |                           |       |       |                         |       |

a. Dependent Variable: Consumer Repurchase Intention

## **CHAPTER 5**

### **CONCLUSION, DISCUSSION AND IMPLICATIONS**

#### **5.1 Conclusion**

The purpose of this study is to explore the effects of 4P's marketing mix and perceived value on consumer repurchase intention of mobile phone brand. This article summarizes the literature of previous scholars and relevant theoretical foundations, and constructs a research model of 4P's marketing mix, perceived value, and consumer repurchase intention. This article uses empirical analysis to conduct statistical tests on the two hypotheses proposed in this article, respectively verifying the impact of 4P's marketing mix on consumer repurchase intention and the impact of perceived value on consumer repurchase intention.

In this study, Chinese consumers of Huawei mobile phone are taking as the population of this study. In the empirical analysis section, this article sequentially conducted sample demographic analysis on the valid data collected from the questionnaire, reliability test of the questionnaire scale, correlation analysis of three research variables, and regression analysis. The data analysis results show that the questionnaire scales in this article have good reliability, meeting the basic requirements of data analysis. The regression analysis results quantitatively verified that both 4P's marketing mix and perceived value have a significant positive impact on consumer repurchase intention, thus confirming the validity of both research hypotheses. In addition, according to the size of the regression coefficients, the impact of perceived value on consumer repurchase intention is greater than that of 4P's marketing mix on consumer repurchase intention.

**Results Analysis:** The effect of 4P marketing mix and perceived value on consumers' repurchase intention of mobile phone brands. By verifying the 4P marketing mix, perceived value and consumers' repurchase intention, the regression analysis results quantitatively verify that the 4P marketing mix and perceived value have a significant positive impact on consumers' repurchase intention, and the 4P marketing mix has a significant positive impact on consumers' repurchase intention, and there is a relationship between the variables of marketing mix and consumers' repurchase intention. The right promotion strategy will also affect the potential consumers' willingness to re-purchase the product. The right place and time, when the product is available to the consumer, will generate a higher repurchase intention.

The perceived value has a significant positive impact on consumers' repurchase intention. The perceived value of the consumer affects the repeated purchase decision, and the greater the perceived value of the consumer, the higher the likelihood of purchasing the product.

## 5.2 Discussion

### 1) The effect of 4P's marketing mix on consumer repurchase intention

The empirical analysis results of this article confirm that 4P's marketing mix has a significant positive impact on consumer repurchase intention, that is, H1 holds, which is consistent with Nugroho & Irena (2017), Bootwala et al. (2009) and Parment et al. (2011).

According to American Marketing Association (2013), "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large" (Nugroho & Irena, 2017). Thus, marketing activity will help to encourage repurchase intention since marketing allows people to be aware of the products produced. In order to do so, effective marketing strategy is needed. To create an effective marketing strategy, product, price, place, and promotion need to be considered. These are the 4Ps of marketing mix, controllable variables that will help to create effective marketing strategies (Bootwala et al., 2009). Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response (Parment et al., 2011).

The 4P's of marketing mix have long been found to influence consumer repurchase intention. According to Dibb (2001), marketing mix provides a specific action plan to pursue the market and win customers. Furthermore, a study about facial make-up confirms that there is a relationship between all marketing mix's variables and consumer repurchase intention (Bootwala et al., 2009). Therefore, it is clear that there is relationship between marketing mix and repurchase intention.

The first element of marketing mix is product. Product is goods and/or service offered by the organization to satisfy the needs of a certain group of people (Eavani & Nazari, 2012). From this definition it can be seen that a product's ability to satisfy consumers' needs is what influence repurchase intention.

The second element is price. Good pricing strategy helps to determine consumer's choice. Consumers would have higher repurchase intention to product with a competitive price, especially since consumers have become more price sensitive (Kotler & Armstrong, 2010).

The fourth element is promotion. Promotion is defined as companies' activities to market the products and persuade consumers to buy the products (Kotler & Armstrong, 2010). Therefore, with the right promotion strategy, companies could better market their products and influence potential consumers to have repurchase intention on the products.

The third element is place. Lamb et al. (2011) claims that products need to be available in the right place and time. When products are available to customers, it would result into higher repurchase intention. Without the right place strategy, consumers cannot access the product.

### 2) The effect of perceived value on consumer repurchase intention

The empirical analysis results of this article confirm that perceived value has a significant positive impact on consumer repurchase intention, that is, H2 also holds, which is consistent with Chen (2022), Peng et al. (2020) and Zang et al. (2022).

Perceived value refers to the overall evaluation of the utility of goods or



services by consumers by measuring the benefits they feel and the costs they pay when purchasing them. When shopping, consumers not only buy things, but also notice the excess value of products, including various services provided by manufacturers, product packaging, etc. Consumers have comprehensively considered the relationship between the benefits and costs generated by a product, and the indirect composition of customer subjective emotions is determined by balancing perceived benefits and perceived costs. Higher perceived value, greater willingness to purchase, and active participation in shopping activities, as evidenced by relevant research.

Chen (2022) argues that there is a positive correlation between functional and social consumption values and consumer repurchase intention, and that functional and social values have a positive impact on consumer purchase intention. Peng et al. (2020) pointed out the problems faced by consumers due to financial pressure and development needs. For example, when consumers purchase mobile brand products and services again, they mainly consider total cost and total value. If the total value is higher, the overall cost is lower, and customer satisfaction is higher; On the contrary, the overall cost for customers is high, but the overall value is low, and customer satisfaction will decrease. Therefore, it is meaningful to focus on the perceived value of customers and investigate their views on value.

The consumer's decision to make a repeat purchase is carefully considered, and they will make a comprehensive evaluation of the purchased product, the purchasing experience, and after-sales service after purchase, and compare it with the time and effort they have invested. If consumers perceive greater benefits after comparison, their perceived value will increase accordingly. The perceived value of consumers greatly affects their repeat purchase decisions, and the greater the perceived value of consumers, the higher their likelihood of purchasing products (Zang et al., 2022).

### **5.3 Implications**

#### **5.3.1 Theoretical Implications**

This article supplements a new perspective on consumer repurchase intention research. This article takes Huawei's mobile phone brand as an example, based on the theoretical foundations of 4P's marketing mix and customer perceived value, explores the impact path of 4P's marketing mix and perceived value on consumer repurchase intention, and makes a reasonable analysis of the formation of continuous purchasing behavior among brand mobile phone consumers.

#### **5.3.2 Managerial Implications**

##### **(1) Product Optimization Suggestions**

1) Innovate high-end mobile phone models and enhance the competitiveness of mid to low-end mobile phone models

Huawei currently offers four series of mobile phones based on the needs of different consumer groups, namely the HUAWEI mate series, HUAWEI P series, HUAWEI nova series, and Huawei Imagination series. Huawei's core technology for mobile phones is excellent, and currently has a self-developed system: Harmony OS. In addition, Near Field Wireless Communication (NFC) technology is also a major selling

point of Huawei smartphones. NFC has brought great convenience to people's lives. It can serve as a bus card, access control card, and can also be used for direct payment. Recently, Huawei has also launched a special foldable phone, the HUAWEI P50 Pocket. The external screen of this phone and the functions of the smartwatch are similar, and AI technology is used to provide hyperspectral health skin measurement function, which is a manifestation of technological integration and innovation (Li, 2022). With technological progress and the gradual development and improvement of the current industrial chain, major manufacturers have accelerated their design and upgrading. In the context of consumer upgrading, consumer needs are gradually becoming differentiated and personalized. Only by increasing efforts in research and development can we meet the constantly changing needs of consumers. The research and development investment in Huawei MATE50 series's Beidou satellite positioning, Kunlun glass, foldable screen products, and P60 condensing fritillaria technology has not only responded to the sinking application of high-end mobile phone technology in mid to low-end phones, but also shared research and development costs. The performance and competitiveness of mid to low-end products have also been greatly improved.

Huawei's high-end Mate series and P series have made significant progress in product innovation, especially in Huawei's folding screen technology, dumpling chains, screen creases, body thickness, etc., which are at the international leading level and have received praise from consumers. However, there is still a certain gap compared to foreign manufacturers such as Samsung and Apple. Therefore, Huawei mobile phones still need to continue to strengthen product technology innovation. Huawei has independently developed HiSilicon Qilin chips, which can save hardware costs, improve product supply chain management capabilities, and increase customer brand recognition. The signal and performance quality of HiSilicon processors are at the forefront of the international market, but due to the inability of domestic chip manufacturers to produce 5nm chips, some of the advantages of HiSilicon chips have been diluted.

## 2) Improve the supply chain system and increase production volume

In 2022, the lack of chips and supply issues from foundries became the main reasons for Huawei's shortage of mobile phone supply, and the situation in 2023 remains very severe. Therefore, Huawei needs to establish a sound supply chain as soon as possible and form long-term stable strategic cooperation with suppliers to meet customer needs.

## **(2) Pricing Optimization Suggestions**

### 1) Midrange pricing strategy

At present, there is no significant difference between most mobile phones in the market, and these phones are concentrated between 2000 and 4000 RMB. Consumers at this stage usually have a certain level of purchasing power, and they mostly appear among college students, white-collar workers in enterprises, and individuals with medium to high education. They are economically independent and have independent cognition and preferences. They use mobile phones very frequently. They often use mobile phones to play games, browse microblogs, Tiktok, shop, take photos and other

activities. They can't work without mobile phones. Divide the products in the price range of 2000-4000 yuan, analyze the age, gender, occupation, and other consumer groups in this area, improve the comprehensive performance of the products, such as photography, appearance, etc., highlight the characteristics of the products, and attract these users. Due to the small battery capacity of smartphones, high battery life and fast charging performance will greatly enhance the product's color.

#### 2) A cost-effective pricing strategy for low-end devices

Given that the consumption level of most smartphone users in the domestic market is not high, with models priced below 1000 yuan, accounting for 48%, which is a considerable proportion, Huawei should expand the market share of mobile phone products in this price range in the domestic eastern market. Utilize its current technological advantages to create cost-effective smartphones at competitive prices. Low end mobile phones have lower profits, but their market share cannot be ignored. By utilizing high cost performance phones and spreading word of mouth among users, customer loyalty can be cultivated. With the development of the economy, these customers may upgrade to mid to high end consumers, and their usage habits of Huawei phones are conducive to the later replacement of Huawei mid to high end phones.

#### 3) Pricing strategy for high-end machines

The price difference between the MATE series and the P series, which are both high-end flagship phones, is not significant. The MATE series is usually launched in October of the second half of the year, while the P series is usually launched in April of the following year. The release time between the two series is six months, and at this time, the MATE series has just experienced a round of price reduction, usually between 300 and 500 yuan. The MATE series has strong performance parameters and is highly favored by both STEM and business professionals, while the P series, with its outstanding performance in photography, is mostly chosen by women. High end flagship aircraft represent brand image and awareness, and a good brand image is conducive to driving sales of mid to low-end products.

### **(3) Channel Optimization Suggestions**

#### 1) TO B Exclusive Channel Construction

Government and enterprise projects have purchasing inertia and leading effects, and with a single sales breakthrough, it is easy to expand their market share in the local area. Government and enterprises usually do not purchase low-end machines due to their own positioning, and can take the opportunity to alleviate inventory pressure in the end of high-end model sales. Due to the enormous growth potential of government and enterprise projects, such as traditional power, education, party and government, medical, education, and other projects, there is a high demand. For large government and enterprise orders, repurchase discounts are given, and group orders are negotiated with operators to maintain customer relationships.

#### 2) Exploring new cooperation models with communication operators

Mobile phones and communication packages are complementary products with more overlap in channels. Due to the lack of chip supply after the US sanctions, Huawei's mobile phone products are currently in a state of shortage. Huawei

actively explores flexible cooperation models with operators. Operators purchase SG chips from chip companies and entrust Huawei to produce them. At the same time, the phones they manufacture are defined as operator phones, which are then distributed through the sales channels of operators and Huawei for mutual benefit and win-win.

### 3) Explore new marketing channel models

Build a Huawei customer service center that combines technology and temperature. Focusing solely on sales and not on services is a common phenomenon in the mobile phone industry. Huawei customer service centers should strive to improve customer service standards by equipping their stores with intelligent robots and many automated devices, so that customers can feel professional and warm service from entering the store to leaving.

### 4) Strengthen cooperation with high-quality retailers

Sort out the basic situation of existing retailers, determine their breakeven point, provide more resources to retailers with strong cooperation, maintain cooperative relationships, and create a win-win situation for stores with real retail capabilities, sales guides, and Huawei image. Ensure business results, drive sales of the entire series of products, standardize operations, and maintain long-term stable cooperation.

Improve the hierarchical classification of retailers, allocate high-quality product resources to high-quality retailers, provide training and empowerment to retailers with good cooperation stickiness, conduct qualification certification for merchants, hold high-level meetings to deepen cooperation and achieve win-win results, and conduct periodic reviews to continuously strengthen cooperation with high-quality retailers.

## **(4) Promotion Optimization Suggestions**

Joint marketing with high-quality retailers, placing outdoor billboards and building LED screens in high traffic malls, office buildings, and neighborhoods, lighting up landmarks such as Jinan Greenland Center and Qingdao Haitian Center, promoting new product launches and promotional activities: advertising for elevators, targeted and phased placement in quality communities, and improving product awareness; Launch social media platforms, such as Weibo, Tiktok, Xiaohongshu, and Station B, to expand product influence.

Growing together with distributors and retailers, cultivating like-minded individuals: standardizing the operation mentorship system, and improving the quality of new talent cultivation. Daily product knowledge training covers both internal and external retail teams, experience stores, specialty areas, fortress stores, distributors, retailers, and government and enterprise sectors. The internal and external retail teams mainly gain comprehensive product knowledge and full scenario sales skills by participating in specialized training camps, obtaining expert certification, and obtaining Huawei Academy certification. These teams also follow up on their learning progress by creating local textbooks, setting benchmark figures, and extracting and sharing excellent cases. Experience stores, zones, and fortress stores mainly teach store management and operation standards, provide excellent experience cases for all scenarios of the store, and pass the certification of the store manager and staff growth plan. Distributors, retailers,

and government enterprises gain knowledge of full scene transformation strategies and successful cases through the full scene special training camp.

#### **5.4 Research Limitations and Future Prospects**

There is relatively little consideration given to consumer psychological changes during the purchasing behavior process, and research has certain limitations. This article introduces perceived value in psychology as an independent variable, constructs a perceived value consumer repurchase intention model, and studies the impact of consumer perceived value on consumer repurchase intention. Although the changes in consumer psychology during the purchasing process are considered, the process of consumer psychological changes is not detailed, this study has not conducted in-depth research on the psychological changes that consumers perceive during the process of purchasing behavior, in order to further demonstrate the research on purchasing behavior. In future research, we will consider the changes in consumer purchasing behavior and explore the factors that affect consumer purchasing behavior. For example, in this path, we will introduce mediating variables (such as psychological distance), further refine the impact process of perceived value on consumer repurchase intention.

In addition, the filling out of questionnaires by consumers is influenced by various factors, and the research has certain limitations. Factors such as consumer geography, mood, and whether they have purchased similar products can have a certain impact on questionnaire filling. Due to the influence of the environment and mood at the time of filling out the questionnaire, different consumers have different perceptions of product information. However, the data sample obtained in this study is small and does not include the majority of consumers. Therefore, the factors considered in the design of the questionnaire are not comprehensive enough, and factors such as different consumer personalities and purchase risks have not been studied. In future research, more attention will be paid to individual characteristics of consumers, and the measurement of perceived value will be further refined based on consumer characteristics, making the questionnaire more targeted and applicable.

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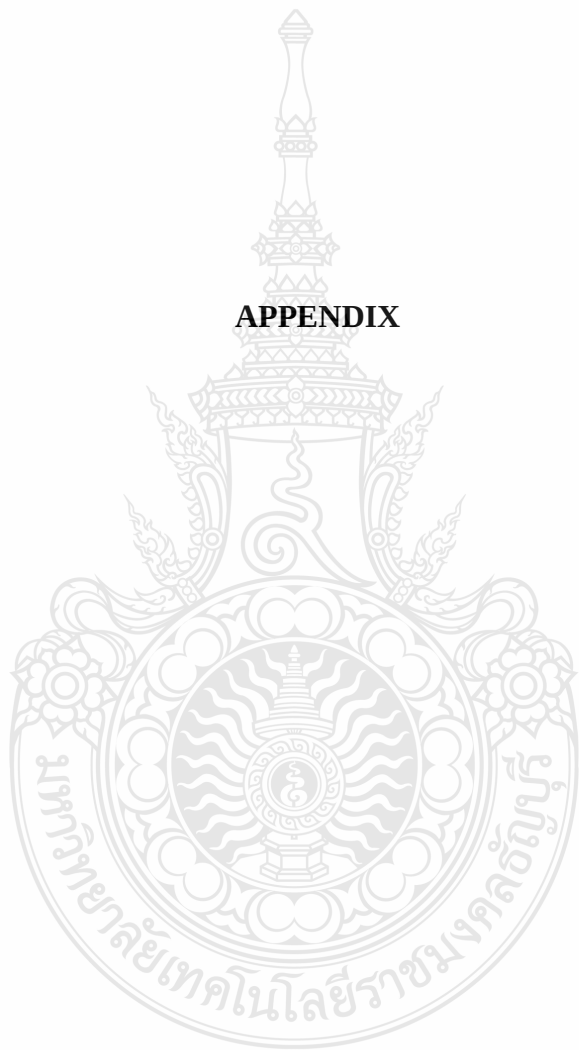
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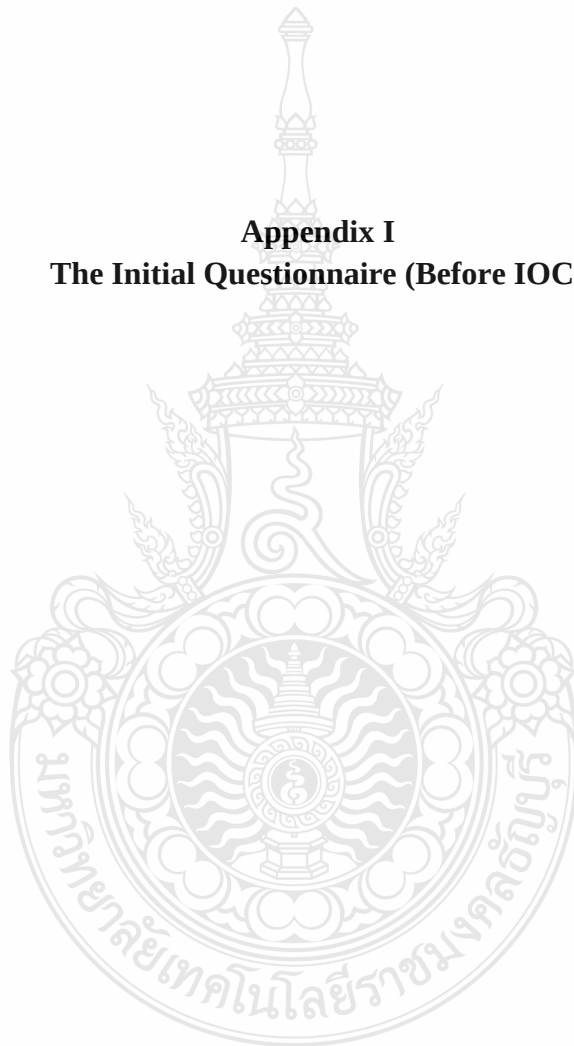
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## APPENDIX



**Appendix I**  
**The Initial Questionnaire (Before IOC)**



Hello:

Thank you very much for taking the time to cooperate with me in completing this survey questionnaire. This questionnaire survey is for the purpose of my thesis, to investigate your buying behavior and influencing factors towards Huawei mobile phones. Your answers and personal information will be strictly preserved and will not be used for commercial purposes. Please rest assured to fill out the questionnaire. Thank you again!

### **Section 1: Basic Information**

1. Your Gender:

Male

Female

2. Your Age:

Below 20

20-30

31-40

41-50

Above 50

3. Your Material Status:

Married

Unmarried

Others

4. Your Monthly Income:

Below RMB 3000

RMB 3000-6000

RMB 6001-10000

RMB 10001-15000

Above RMB 15000

5. Your Education Degree:

Under high school

High school students

Undergraduate

Master's degree or above

## Section 2: Marketing Mix, Brand Loyalty and Consumer Buying Behavior

Please answer the following questions based on your actual inner feelings about purchasing Huawei mobile phones.

1: Strongly Disagree

2: Disagree

3: Unclear

4: Agree

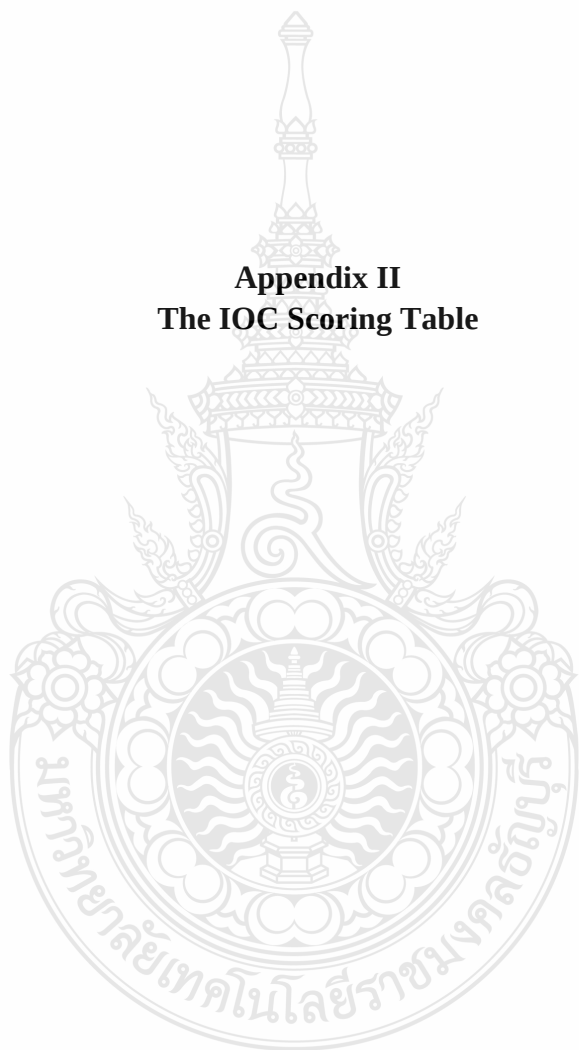
5: Strongly Agree

| Variable        | Dimension                  | Item                                                                                                            | 1 | 2 | 3 | 4 | 5 |
|-----------------|----------------------------|-----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| Perceived Value | Perceived Functional Value | Q1. The Huawei mobile phone has consistent quality.                                                             |   |   |   |   |   |
|                 |                            | Q2. The Huawei mobile phone is well made.                                                                       |   |   |   |   |   |
|                 |                            | Q3. The Huawei mobile phone has an acceptable standard of quality.                                              |   |   |   |   |   |
|                 |                            | Q4. The Huawei mobile phone would perform consistently.                                                         |   |   |   |   |   |
|                 |                            | Q5. The Huawei mobile phone is reasonably priced.                                                               |   |   |   |   |   |
|                 |                            | Q6. The Huawei mobile phone offers value for money.                                                             |   |   |   |   |   |
|                 |                            | Q7. The Huawei mobile phone is a good product for the price.                                                    |   |   |   |   |   |
|                 | Perceived Emotional Value  | Q8. The Huawei mobile phone is one that I would enjoy.                                                          |   |   |   |   |   |
|                 |                            | Q9. The Huawei mobile phone would make me want to use it.                                                       |   |   |   |   |   |
|                 |                            | Q10. The Huawei mobile phone is one that I would feel relaxed about using would make me feel good.              |   |   |   |   |   |
|                 |                            | Q11. The Huawei mobile phone would give me pleasure.                                                            |   |   |   |   |   |
|                 | Perceived Social Value     | Q12. The Huawei mobile phone would help me to feel acceptable.                                                  |   |   |   |   |   |
|                 |                            | Q13. The Huawei mobile phone would improve the way I am perceived would make a good impression on other people. |   |   |   |   |   |
|                 |                            | Q14. The Huawei mobile phone would give its owner social approval.                                              |   |   |   |   |   |



|                                                  |           |                                                                                                                       |  |  |  |  |  |
|--------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 4P's<br>Marketing<br>Mix                         | Product   | Q15. This brand of mobile phones has excellent craftsmanship and a sturdy structure.                                  |  |  |  |  |  |
|                                                  |           | Q16. This brand of mobile phones provides long-term warranty services.                                                |  |  |  |  |  |
|                                                  |           | Q17. The brand's mobile phone raw materials are environmentally friendly and pollution-free.                          |  |  |  |  |  |
|                                                  | Price     | Q18. The price of this brand's mobile phones is high.                                                                 |  |  |  |  |  |
|                                                  |           | Q19. The price of this brand of mobile phones is higher than that of other brands.                                    |  |  |  |  |  |
|                                                  |           | Q20. The pricing strategy for this brand's mobile phones is to move towards high prices.                              |  |  |  |  |  |
|                                                  | Place     | Q21. The physical store decoration of this brand is beautiful.                                                        |  |  |  |  |  |
|                                                  |           | Q22. The physical stores of this brand are usually located in large shopping malls, and the location is easy to find. |  |  |  |  |  |
|                                                  |           | Q23. The physical stores of this brand are convenient for shopping.                                                   |  |  |  |  |  |
|                                                  | Promotion | Q24. The brand's mobile phone promotion activities are frequent.                                                      |  |  |  |  |  |
| Q25. This brand often conducts price promotions. |           |                                                                                                                       |  |  |  |  |  |
| Q26. The brand has a strong price promotion.     |           |                                                                                                                       |  |  |  |  |  |
| Consumer<br>Repurchase<br>Intention              | -         | Q27. The probability that I will repurchase another Huawei mobile phone again is high.                                |  |  |  |  |  |
|                                                  |           | Q28. I consider myself a loyal patron of Huawei mobile phones.                                                        |  |  |  |  |  |
|                                                  |           | Q29. If I had to buy it over again, I would choose Huawei mobile phones.                                              |  |  |  |  |  |

**Appendix II**  
**The IOC Scoring Table**



### **The Index of Item-Objective Congruence Form for Inspector Questionnaire**

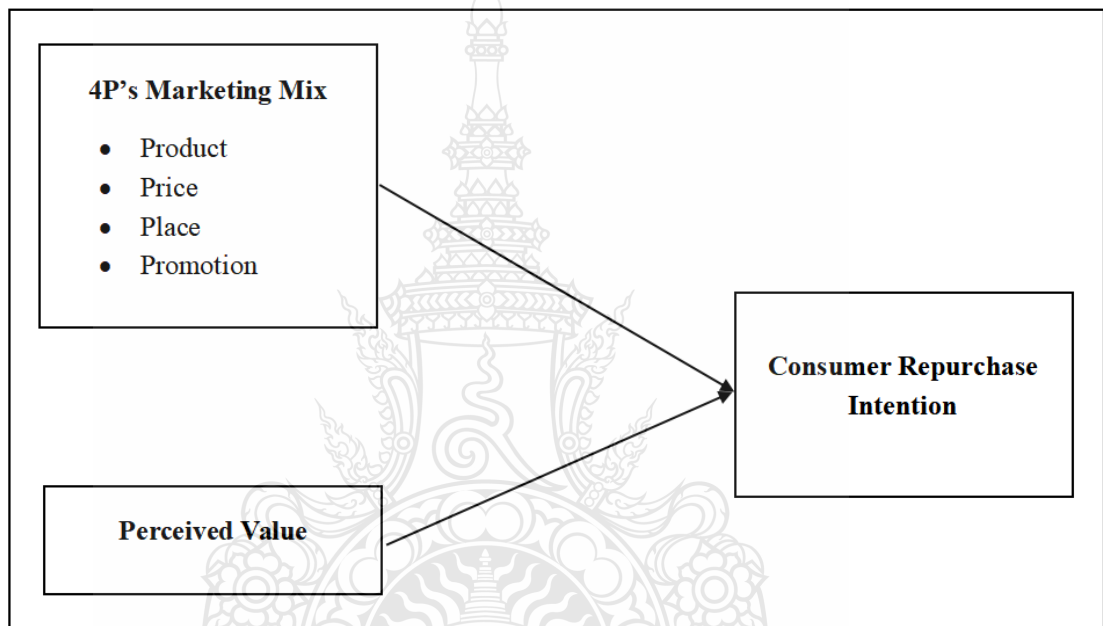
**Researcher Name:** Miss.YI WANG

**Research Title:** The Effects of 4P' s Marketing Mix and Perceived Value on Consumer Repurchase Intention of Mobile Phone Brand

**Research Objectives:**

- 1.To study the effect of 4P' s marketing mix on consumer repurchase intention of Huawei mobile phone brand.
- 2.To study the effect of perceived value on consumer repurchase intention of Huawei mobile phone brand.

**Research Framework:**



This Index of Item-Objective Congruence Form is used to examine whether each question is consistent with behavioral objectives.

With the following evaluation criteria below

+I: means Congruent

0: means Questionable

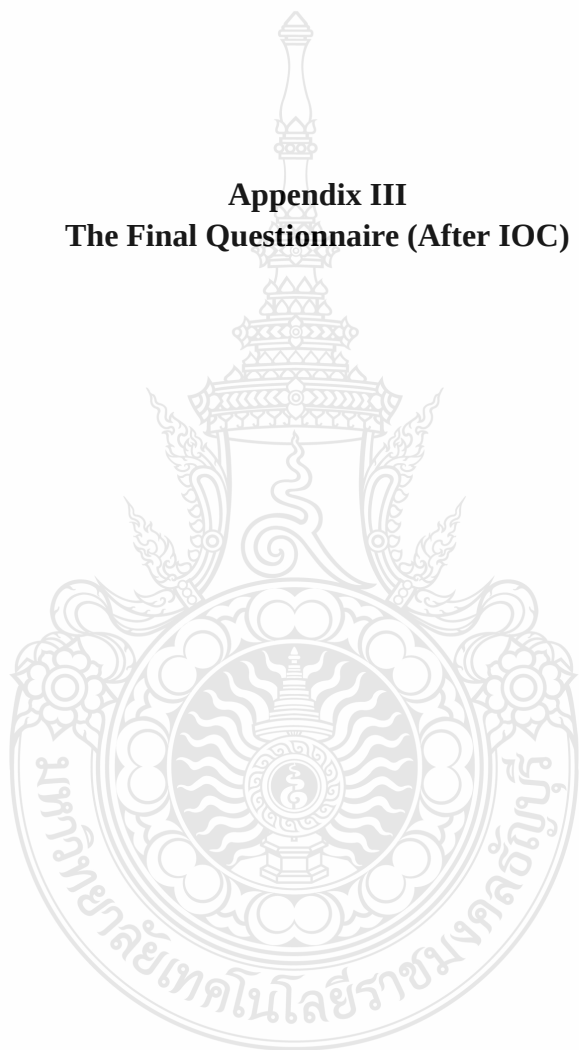
-I: means Incongruent

| Items                                                                                               | List                                                                                          | IOC Scale                |                          |                          | Suggestion |  |  |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|------------|--|--|
|                                                                                                     |                                                                                               | +1                       | 0                        | -1                       |            |  |  |
| <b>Part 1</b> The Effects of Perceived Value on Consumer Repurchase Intention of Mobile Phone Brand |                                                                                               |                          |                          |                          |            |  |  |
| <b>Perceived Brand Value</b>                                                                        |                                                                                               |                          |                          |                          |            |  |  |
| 1                                                                                                   | The Huawei mobile phone has consistent quality.                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 2                                                                                                   | The Huawei mobile phone is well made.                                                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 3                                                                                                   | The Huawei mobile phone has an acceptable standard of quality.                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 4                                                                                                   | The Huawei mobile phone would perform consistently.                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 5                                                                                                   | The Huawei mobile phone is reasonably priced.                                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 6                                                                                                   | The Huawei mobile phone offers value for money.                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 7                                                                                                   | The Huawei mobile phone is a good product for the price.                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| <b>Perceived Emotional Value</b>                                                                    |                                                                                               |                          |                          |                          |            |  |  |
| 1                                                                                                   | The Huawei mobile phone is one that I would enjoy.                                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 2                                                                                                   | The Huawei mobile phone would make me want to use it.                                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 3                                                                                                   | The Huawei mobile phone is one that I would feel relaxed about using would make me feel good. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |
| 4                                                                                                   | The Huawei mobile phone would give me pleasure.                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |  |  |

| Items                                                                                        | List                                                                                                       | IOC Scale                |                          |                          | Suggestion |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|------------|
|                                                                                              |                                                                                                            | +1                       | 0                        | -1                       |            |
| <b>Perceived Social Value</b>                                                                |                                                                                                            |                          |                          |                          |            |
| 1                                                                                            | The Huawei mobile phone would help me to feel acceptable.                                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |
| 2                                                                                            | The Huawei mobile phone would improve the way I am perceived would make a good impression on other people. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |
| 3                                                                                            | The Huawei mobile phone would give its owner social approval.                                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |
| <b>Part 2 The Effects of Marketing Mix on Consumer Buying Behavior of Mobile Phone Brand</b> |                                                                                                            |                          |                          |                          |            |
| <b>Product</b>                                                                               |                                                                                                            |                          |                          |                          |            |
| 1                                                                                            | This brand of mobile phones has excellent craftsmanship and a sturdy structure.                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |
| 2                                                                                            | This brand of mobile phones provides long-term warranty services.                                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |
| 3                                                                                            | The brand's mobile phone raw materials are environmentally friendly and pollution-free.                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |
| <b>Price</b>                                                                                 |                                                                                                            |                          |                          |                          |            |
| 1                                                                                            | The price of this brand's mobile phones is high.                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |
| 2                                                                                            | The price of this brand of mobile phones is higher than that of other brands.                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |
| 3                                                                                            | The pricing strategy for this brand's mobile phones is to move towards high prices.                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |            |

|                                             |                                                                                                                  |                          |                          |                          |  |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--|
| <b>Place</b>                                |                                                                                                                  |                          |                          |                          |  |
| 1                                           | The physical store decoration of this brand is beautiful.                                                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 2                                           | The physical stores of this brand are usually located in large shopping malls, and the location is easy to find. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 3                                           | The physical stores of this brand are convenient for shopping.                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| <b>Promotion</b>                            |                                                                                                                  |                          |                          |                          |  |
| 1                                           | The brand's mobile phone promotion activities are frequent.                                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 2                                           | This brand often conducts price promotions.                                                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 3                                           | The brand has a strong price promotion.                                                                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| <b>Part 3 Consumer Repurchase Intention</b> |                                                                                                                  |                          |                          |                          |  |
| 1                                           | repurchase another Huawei mobile phone again is high.                                                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 2                                           | I consider myself a loyal patron of Huawei mobile phones.                                                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |
| 3                                           | If I had to buy it over again, I would choose Huawei mobile phones.                                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |  |

**Appendix III**  
**The Final Questionnaire (After IOC)**



Hello:

Thank you very much for taking the time to cooperate with me in completing this survey questionnaire. This questionnaire survey is for the purpose of my thesis, to investigate your buying behavior and influencing factors towards Huawei mobile phones. Your answers and personal information will be strictly preserved and will not be used for commercial purposes. Please rest assured to fill out the questionnaire. Thank you again!

### Section 1: Basic Information

1. Your Gender:

Male

Female

2. Your Age:

Below 20

20-30

31-40

41-50

Above 50

3. Your Material Status:

Married

Unmarried

Others

4. Your Monthly Income:

Below RMB 3000

RMB 3000-6000

RMB 6001-10000

RMB 10001-15000

Above RMB 15000

5. Your Education Degree:

Under high school

High school students

Undergraduate

Master's degree or above



## Section 2: Marketing Mix, Brand Loyalty and Consumer Buying Behavior

Please answer the following questions based on your actual inner feelings about purchasing Huawei mobile phones.

1: Strongly Disagree

2: Disagree

3: Unclear

4: Agree

5: Strongly Agree

| Variable        | Dimension                  | Item                                                                                                            | 1 | 2 | 3 | 4 | 5 |
|-----------------|----------------------------|-----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| Perceived Value | Perceived Functional Value | Q1. The Huawei mobile phone has consistent quality.                                                             |   |   |   |   |   |
|                 |                            | Q2. The Huawei mobile phone is well made.                                                                       |   |   |   |   |   |
|                 |                            | Q3. The Huawei mobile phone would perform consistently.                                                         |   |   |   |   |   |
|                 |                            | Q4. The Huawei mobile phone is reasonably priced.                                                               |   |   |   |   |   |
|                 |                            | Q5. The Huawei mobile phone offers value for money.                                                             |   |   |   |   |   |
|                 | Perceived Emotional Value  | Q6. The Huawei mobile phone would make me want to use it.                                                       |   |   |   |   |   |
|                 |                            | Q7. The Huawei mobile phone is one that I would feel relaxed about using would make me feel good.               |   |   |   |   |   |
|                 |                            | Q8. The Huawei mobile phone would give me pleasure.                                                             |   |   |   |   |   |
|                 | Perceived Social Value     | Q9. The Huawei mobile phone would help me to feel acceptable.                                                   |   |   |   |   |   |
|                 |                            | Q10. The Huawei mobile phone would improve the way I am perceived would make a good impression on other people. |   |   |   |   |   |
| 4P's            | Product                    | Q11. This brand of mobile phones provides long-term warranty services.                                          |   |   |   |   |   |
|                 |                            | Q12. The brand's mobile phone raw materials are environmentally friendly and pollution-free.                    |   |   |   |   |   |
|                 |                            | Q13. The price of this brand's mobile phones is high.                                                           |   |   |   |   |   |

|                               |           |                                                                                                                       |  |  |  |  |  |
|-------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| Marketing Mix                 | Price     | Q14. The price of this brand of mobile phones is higher than that of other brands.                                    |  |  |  |  |  |
|                               | Place     | Q15. The physical store decoration of this brand is beautiful.                                                        |  |  |  |  |  |
|                               |           | Q16. The physical stores of this brand are usually located in large shopping malls, and the location is easy to find. |  |  |  |  |  |
|                               |           | Q17. The physical stores of this brand are convenient for shopping.                                                   |  |  |  |  |  |
|                               | Promotion | Q18. This brand often conducts price promotions.                                                                      |  |  |  |  |  |
| Consumer Repurchase Intention | -         | Q19. The probability that I will repurchase another Huawei mobile phone again is high.                                |  |  |  |  |  |
|                               |           | Q20. I consider myself a loyal patron of Huawei mobile phones.                                                        |  |  |  |  |  |
|                               |           | Q21. If I had to buy it over again, I would choose Huawei mobile phones.                                              |  |  |  |  |  |



## Biography

|                         |                                                                                                          |
|-------------------------|----------------------------------------------------------------------------------------------------------|
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