



**THE EFFECT OF MARKETING MIX (4PS) AND BRAND IMAGE
ON CONSUMERS' PURCHASE INTENTION-- TAKING HUAWEI
MOBILE PHONES IN HAIDIAN DISTRICT OF BEIJING AS AN
EXAMPLE**

**SONG WENQING
6317195860**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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SONG WENQING

This Independent Study has been Approved as a Partial Fulfillment of the Requirement
of International Master of Business Administration in International
Business Management

Advisor: *Ma Yu*
(Dr. Ma Yu)

Date: 31 / 1 / 2024

..... *Jomphon*
(Associate Professor Dr. Jomphon
Mongkhonvanit) Dean, Graduate School of Business
Administration

Date: 1 / 2 / 2024

Siam University, Bangkok, Thailand

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By: Song Wenqing

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Advisor: 

(Dr. Ma Yu)

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ABSTRACT

Huawei is one of the few Chinese brands that can expand globally with the help of its brand marketing strategy. This strategy aims to help customers recognize the product's value, create and maintain a positive brand image, and establish a brand reputation by catering to customer needs, choosing products strategically, highlighting unique features and quality, and aligning with corporate culture. The purpose of this study is to explore the relationship between Huawei's mobile phone marketing mix, purchase intention and brand image. The specific research objectives can be divided into: 1) To examine whether there is a positive effect of marketing mix on purchase intention; 2) To examine whether there is a positive effect of marketing mix on brand image; 3) To examine whether there is a positive effect of brand image on purchase intention; 4) To examine whether there is a mediating effect on brand image in the influence of purchase intention.

Based on the marketing mix (4P) theory, this study adopted a quantitative research method and selected the population in Haidian District of Beijing as the samples. A total of 420 questionnaires were distributed and 400 questionnaires were collected. In addition, relevant research hypotheses are put forward, mainly by exploring the internal relations and verifying the hypotheses to draw a conclusion: (1) Marketing Mix has a positive effect on purchase intention; (2) Marketing mix has a positive effect on brand image; (3) Brand image has a positive effect on purchase intention; (4) Marketing mix has a mediating effect on brand image in the influence of purchase intention.

Keywords: marketing mix, brand image, purchase intention, Huawei mobile phone



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Declaration

I, Wenqing Song, hereby certify that the work embodied in this independent study entitled “The Effect of Marketing Mix (4Ps) And Brand Image on Consumers' Purchase Intention-- Taking Huawei Mobile Phones in Haidian District of Beijing as An Example” is result of original research and has not been submitted for a higher degree to any other university or institution.

Song Wenqing

(Song Wenqing)

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Chapter 1 Introduction

1.1 Background of the Study

As a product of the information age, mobile phones have become a standard tool for people's lives and work due to their fashionable and convenient use (Zhou, 2008). Due to the increasingly reasonable prices of mobile phones and chargers, mobile phones have been transformed from luxury goods to mass consumer goods (Yueh, 2009). China's mobile phone market is growing and becoming increasingly competitive. According to the latest announcement by the China Institute of Information and Communications Research in December 2016, the annual shipment of domestic mobile phones was 560 million units in 2016, and the mobile phone industry has been put on the agenda as a new national economic growth point. Chinese mobile phone manufacturers dominated the Chinese smartphone market in 2017. China's mobile phone market has experienced three stages: MOTOROLA's dominance, Nokia's, MOTOROLA's, and Ericsson's three-way dominance, and now the dominant group. Domestic brands have made outstanding achievements by introducing technology and cooperating in development, from less than 3% of the market in 1999 to about 55% in 2003. However, there were many problems behind the achievements, which led to the rapid decline of domestic brand mobile phone market share to about 40% in 2004(Yin, 2008).

For a long time, to avoid excessive competition and other concerns, China's Ministry of Information Industry has exercised stringent control over manufacturers' entry into the mobile phone industry and scrutinized mobile phone licenses. Nevertheless, the massive attraction of the domestic market makes some manufacturers with capital and technical strength to borrow charges, cooperate, and find other ways to enter the mobile phone market. In 2005, the domestic mobile phone market manufacturers reached more than 40, and the market competition is becoming more and more white day by day. The mobile phone price drops sharply, which makes the profit space of the mobile phone industry gradually shrink. In this case, the license fee became an increasing burden for the manufacturers. They strongly urged the Ministry of Information Industry of China to reform the mobile phone license. To change the situation, The State Council Development and Reform Commission announced at the beginning of 2005 that the system to check licenses for mobile phones needed to add to the approval system; the purpose of that was to let some domestic manufacturers have the capital, technical strength to enter the mobile phone industry, and enhance the market competitiveness of domestic brand mobile phones. In March 2005, Huawei became one of the first manufacturers allowed to enter the Chinese mobile phone market after the mobile phone license changed to the approval system. Huawei phones have entered the domestic market and are already competing(Ding, 2016).

Huawei Technologies Co., Ltd. is an employee-owned private technology

company headquartered in Shenzhen, Guangdong Province, China, which produces and sells telecom equipment. Founded in 1987 by Ren Zhengfei in Shenzhen, China, Huawei Technologies Co. is the world's biggest supplier of telecom solutions and the second-biggest supplier of telecom base units. Huawei's main business scope is switching, transmission, wireless, and data communication telecommunication products. In the field of telecommunications, Huawei is a provider of network equipment, services and solutions for customers all over the world. On November 8, 2011, Huawei Technologies Co., Ltd. ranked top of China's list of 500 private companies. At the same time, Huawei is the only unlisted company in the World's top 500 and the sixth-largest mobile phone manufacturer (Zhang, 2019).

According to the 45th Statistical Report on the Development of Internet in China released by China Internet Network Information Center, as of December 2018, the number of Internet users in China was 829 million, among which 817 million were mobile phone users. The proportion of mobile Internet users increased from 97.5% in 2017 to 98.6% in 2018 (Yu, 2020). Mobile Internet access has become the most commonly used way for netizens to access the Internet. As the competition in the mobile communication market intensifies, the price of smartphones is becoming more and more common, the Internet charges of operators are decreasing, and the application of mobile Internet is expanding, which promotes the willingness of netizens to use mobile phones to surf the Internet. However, as mobile Internet becomes more widespread, the mobile communication market is becoming saturated, and the number of mobile Internet users is growing slower. In this context, the brand marketing of Huawei mobile phones has undergone new changes. Most people who might buy the industry's products are already using them (Peng, 2016). The success and profitability of the mobile phone industry entirely rely on its capability to entice new customers. Generally speaking, in the mature life cycle state, Huawei mobile phone company attracts buyers in two ways: The first is the service, making the price of the mobile phone more affordable to attract more consumers to buy their products. At the same time, the price for the service cost is lower to gain an advantage in the competition between companies. The second is innovation in mobile phone style, which attracts customers to buy its high-end products at higher prices through new designs and improvements in the appearance of mobile phones, as well as more additional features.

1.2 Problems of the Study

Meanwhile, service cost reduced to gain a competitive edge among businesses. As a high-tech product widely used by the public, the updated iteration of smartphones has also accelerated, and many mobile phone brands have emerged one after another, making consumers' choices more diversified. As a famous mobile phone brand in China, the operating status of Huawei mobile phones is also challenging. Therefore, this study focuses on Huawei's mobile phone brand marketing mix and analyzes explicitly the

influence of Huawei's mobile phone brand marketing mix (4P) on consumers' purchase intention.

The main research questions shows as below:

- (1) Whether marketing mix has a positive effect on purchase intention?
- (2) Whether marketing mix has a positive effect on brand image?
- (3) Whether brand image has a positive effect on purchase intention?
- (4) Whether marketing mix has a mediating effect on brand image in the influence of purchase intention?

1.3 Objectives of Study

This study mainly explores the relevant details of Huawei's mobile phone brand marketing in Haidian District, Beijing, and further analyzes how the marketing mix (4Ps), brand image and consumers' purchase intention interact with each other. Therefore, this study puts forward the following research objectives:

- (1) To examine whether there is a positive effect of marketing mix on purchase intention.
- (2) To examine whether there is a positive effect of marketing mix on brand image.
- (3) To examine whether there is a positive effect of brand image on purchase intention.
- (4) To examine whether there is a mediating effect on brand image in the influence of purchase intention.

1.4 Significance of Study

The mobile phone is a high-tech electronic consumer product, becoming increasingly popular and competing in China in recent years. After the rapid development in recent years, China has become the world's largest mobile phone market. Huawei researches, develops, manufactures and sells communication network technologies and products. Huawei's remarkable achievement is evident in its coordination across many areas, with marketing being the most prominent. This study mainly discusses Huawei's mobile phone marketing. Compared with solid mobile phone brands at home and abroad, Huawei entered the mobile phone industry relatively late, and there are still shortcomings in market operation experience and the ability to grasp the trend of mobile phone consumption, which makes Huawei face significant challenges. Formulating an effective marketing strategy and corresponding brand marketing strategy according to China's current market situation, development trend ,and Huawei's situation is of great importance to Huawei's survival, development ,and growth in the domestic market competition(Qiu , 2019).

For products and enterprises, its brand is a kind of security guarantee for product quality of consumers and the market. Once an enterprise establishes a good brand, it can win over consumers and the market, thus laying a solid foundation for the product brand marketing. Huawei's emphasis on creating its brand also benefits Huawei smartphones by enhancing its brand recognition. In terms of brand marketing strategy, Huawei has been adhering to independent innovation and research and development of products, insisting on customer-oriented, and also attaches great importance to building brand image, which has made certain contributions to the internationalization of Huawei's mobile phone brand. The brand marketing strategy is also because the brand effect can bring benefits. Huawei's brand performance in 2019 also dramatically proves the role of brand. As students' majoring in international economics and trade, the words "brand" and "marketing" are not unfamiliar. Huawei is also a nationally renowned independent research and development enterprise(Zhou, 2021). Huawei faces a challenge with the growing concern for consumer privacy protection and information security. Nowadays, there is tough competition in the mobile phone market in China. To succeed in the competition and occupy more market shares, it must develop new marketing strategies and adjust corresponding strategies according to market changes. Domestic mobile phone industry development deserves to be studied.

1.5 Scope of the Study

This study thoroughly investigates the impact of brand dimensions on consumers' decision to purchase Huawei's mobile phone. Additionally, it analyzes how marketing mix strategies affect consumers' purchase intention based on the brand image. Therefore, this study reviewed more than 50 relevant theories on marketing mix at home and abroad from 2018 to 2022, as well as more than 80 relevant literature on brand image, consumer purchase behavior, and the relationship between the three items, and then found the key factors related to this research variable, effectively exploring and supplementing the theoretical research on the relationship between brand image and consumer behavior, It provided a practical reference for clarifying the impact of Marketing mix strategies on consumers' purchase intention.

1.6 Hypothesis of the Study

The main purpose of this study is to explore the relationship between Huawei's mobile phone marketing mix and brand image and purchase intention. According to the relationship between variables(table 1.1), this study puts forward the following hypothesis, and discusses the influence and correlation between each dimension.

Table 1.1 Hypothesis Statement

H1: Marketing mix has a positive effect on purchase intention
H2: Marketing mix has a positive effect on brand image.
H3: Brand image has a positive effect on purchase intention.
H4: Marketing mix has a mediating effect on brand image in the influence of purchase intention.



Chapter 2 Literature Review

2.1 Introduction

This chapter discusses theories and concepts related to this research, which will be obtained through literature described to marketing mix, brand image, and purchase intention.

2.2 Marketing Mix(4P)

Marketing mix has been practiced for thousands of years, but marketing theory only emerged in the early 20th century. In 1985, the American Marketing Association (AMA) defined marketing as planning and executing business ideas, goods and services, price decisions, promotions, and distribution, through which exchange and learning activities are created to meet individual and organizational goals. The concept of marketing mix proposed by McCarthy (1960) and other scholars is the essential marketing model. A widespread and common marketing mix can be divided into four categories, namely Product, Price, Promotion, and Place, collectively known as the 4Ps of marketing. Kotler (2003) found that the marketing mix was a set of sales tools commonly used in marketing, which used to help companies target customers for marketing. It is a series of actions or strategies for enterprises to promote their brands or products in the market and becomes the main framework for marketing management decisions.

The marketing mix is the comprehensive marketing plan of the enterprise, that is, the optimized combination and comprehensive application of various marketing factors (product quality, packaging, service, price, place, advertisement, etc.) that the enterprise can control according to the needs of the target market, to develop strengths and avoid weaknesses, and take advantage of them to achieve marketing goals better. A strategic marketing plan is developed by the company to achieve the desired response from the target market. The marketing mix encompasses all factors that impact the product's requirements.

Some other scholars have extended McCarthy's (1960) marketing mix and applied it to the industry. The best-known one is the Service Marketing 7P, proposed by Booms and Bitner in 1981. Namely, the original 4Ps plus People, Process, and Physical Evidence. It still needs to produce Product, formulate commodity Prices, then Promotion activities and Place planning. Therefore, this study is based on the marketing mix proposed by McCarthy in 1960.

2.2.1 Product

Product refers to the things constructed or produced in the market to meet the needs

or desires of consumers. Products can be tangible physical commodities, people and organizations, or intangible forms of services, information, ideas, and locations, the product itself is the main factor affecting the use and experience of consumers and is also the basis of the marketing mix. A product is all the goods (tangible) and services (intangible) that an enterprise provides to the target market to meet the needs of customers (Kotler, 2003). Thus, a product is more than just a tangible good, and the definition has expanded to include services and benefits and services that can derive from the product.

Lin (2007) pointed out that the product was the first of the marketing mix. Without the product, it is impossible to set the price, arrange the place, and target object for promotion. The enterprise must have a product with buoyant demand for its market. Therefore, in a product development stage, the enterprise must conduct extensive research on the life cycle of the product it is creating. The Product Life Cycle (PLC) proposed by Raymond Vernon in 1966 indicates that products have a specific life cycle. It includes the Introduction Stage, Growth Stage, Maturity Stage, and Decline Stage. When a product faces a decline, marketing personnel should analyze the market, stimulate consumers' demand, and re-manufacture new products. This analysis enables marketing personnel to create an appropriate product portfolio, expanding it by diversifying and increasing the depth of product lines.

A prerequisite for an enterprise to develop a good marketing strategy is to meet the needs and demands of consumers, so that consumers can meet their expectations of the product. Different consumers will seek various benefits from their products. Therefore, enterprises must customize their products to meet the needs of each consumer. However, for many enterprises, this is not easy to achieve. Therefore, businesses require a consumer-centered product categorization approach that allows for the allocation of products to distinct consumer groups at the most affordable cost possible and facilitates market segmentation based on product positioning.

2.2.2 Price

The price is an index of the ratio of the commodity to the currency exchange, or the price is the currency performance of the value. Price represents the conversion of exchange value for goods produced during circulation. In modern market economics, price generates the interaction and balance between supply and demand. The price is based on different market positioning, and different price strategies formulate. Kotler (2000) suggested that pricing is determined by a company's brand strategy, focusing on the branding's perceived value. In classical and Marxist economics, price is an external manifestation of the intrinsic value of goods. Schindler (2011) believed that price is the payment or compensation provided by one party to another party in exchange for a good or service. Kotler & Armstrong (2014) defined price as the amount charged for a product or service. In a broad sense, price is the total amount a customer exchanged to

obtain the benefits of a product or service, and the value of the quantity and weight of a commodity or service purchased as the price of exchanging ownership. Price is an essential source of profit generation in the marketing mix. At the same time, the other three are cost generation, which also play different but important roles in various transactions in the market.

Price forms the necessary basis for commercial transactions. In commercial activities, the price depends on whether the buyer and seller are willing to pay and accept the value, so the complexity of the enterprise's pricing strategy will be undeniable. Rao (1984) stated that changing prices has the most direct and immediate impact among the components of marketing. Therefore, when making price decisions, enterprises will use different pricing strategies in other target markets and products to achieve various benefits, such as Pricing strategies for new products, namely penetration pricing strategy, pricing strategy of stable outcomes determined by competition, price leadership strategy, psychological pricing strategy, etc., show that price is an elastic competitive weapon and operating tool.

Each consumer has a different perception of price. How can consumers fully understand the price information? Fandy(2008)analyzed price had two leading roles. One is the role of allocation. Price can help consumers decide how to get the highest expected income according to their purchasing ability and the maximum amount they are willing to pay. The other is the function of information, through which an enterprise can convey the factors about product sales, such as quality and design, to consumers. Stanton (1998) also proposed four perceived indicators to measure price:

1. Affordability refers to the ability of enterprises to discuss and set prices based on consumers' purchasing ability.
2. Price competitiveness refers to the comparison and competition between the quotations provided by different enterprises or manufacturers and those offered by other manufacturers of the same type of products.
3. Price to quality, enterprises according to consumers' expectations of product benefits, to carry out the "price in line with product quality" pricing.
4. Price to benefit, enterprises according to consumers from purchasing products expected to obtain benefits, to carry out the "price and product benefit compatibility" of the price.

2.2.3 Place

In Bucklin's view(1996), access is a mechanism for transferring goods or services from manufacturers to consumers, which related to physical allocation, transfer of ownership, payment for transactions, promotion, and risk sharing. Kotler et al. (2010) viewed places as a group of interdependent organizations that help make products or services available to consumers, including a series of institutions that perform all

activities to transfer products and their ownership from production to consumption. There are many types of intermediaries, including wholesalers, agents, retailers, the Internet, etc., Therefore, the intermediaries must overcome many barriers between products, services, and consumers, such as time, space, ownership, etc.

When describing the length, it expressed the number of intermediate strata of the place. The zero-order place, also known as the direct marketing place, where the manufacturer directly sells the product to the final consumer. The first-order place includes a sales intermediary, such as a retailer. The second-order path contains two intermediaries, wholesalers and retailers, and the third-order path contains three intermediaries, such as wholesalers, middle traders and retailers.

2.2.4 Promotion

Kotler & Armstrong (2016) defined promotion as a communication place that promotes a product's value proposition to consumers and persuades them to purchase. In marketing, promotion refers to the marketing communication used to inform or convince consumers to know about products, services, brands, etc. The purpose of promotion is to increase consumer awareness of a business, which creates interest, boosts sales, or creates brand loyalty. Rajagopal (2007) believed that a promotion is one of the elements of promotion program, including personal sales, advertising, promotion, publicity, event marketing, exhibitions and trade shows, etc., and the plan can have a wide range to increase sales or enable enterprises to create brand equity and corporate image.

Lovelock (2010) believed that the promotion activities carried out by enterprises may affect consumers' purchase intention, belief in products, and brand image and attention. The marketing personnel should be careful when carrying out the promotion. Because the promotion covers the communication methods that the marketing personnel use to provide information about their products. The message can be either verbal or visual. Guo (2004) pointed out that the modes of communication include physical communication, schematic communication, sound and light communication, etc.

The communication media includes: 1. Paper media, such as books, magazines and newspapers; Electronic media, such as TV, radio, CD, etc.; 3. Network media, such as: blogs, Vlogs, etc., can choose different places according to other conditions. Takahashi (2008) asserts that the most effective means of communication between businesses and consumers is via advertising and reports. Advertising entails companies paying media outlets for promotional content, while news refers to the active reporting of information by media. Media is usually an impartial third party, which make it easy to gain consumers' favor.

Table 2.1 Marketing Mix and 4P Definitions

Scholars	Years	Content
McCarthy	1960	The broad and common marketing mix divides into four main categories: Product, Price, Promotion ,and Place.
Kotler	2013	A product is all the goods (tangible) and services (intangible) that a business provides to its target market to meet the needs of its customers
Lam Kin-huang	2007	Product is the most important element of marketing. If you don't have a product, you can't set a price, figure out where it should be sold, or target any promotions.
Schindler	2012	Price is the payment or compensation offered by one party to another in exchange for a good or service.
Kotler& Armstrong	2014	Price defines as the amount charged for a product or service
Bucklin	1996	Access is the mechanism for transferring goods or services from the manufacturer to the consumer, which relates to physical distribution, transfer of ownership, payment of transactions, promotion, and risk sharing.
Rajagopal	2007	Promotion is one of the elements of a promotional program. It includes personal selling, advertising, promotions, publicity, event marketing, exhibitions and trade shows, etc. The program can be broad in scope, resulting in increased sales or enabling a business to create brand equity and corporate identity.

2.3 Brand Image

"Brand" comes from the old Norse Brand, meaning to burn or brand. At first, people kept their animals with different irons. Until the Middle Ages in Europe, many artisans marked their works by branding to distinguish them from others and facilitate the identification of customers, thus giving rise to the first trademark, which also provides a guarantee for consumers and legal protection for producers. Today, the concept of a brand has extended widely. According to the American Marketing Association (AMA), a brand is a name, term, design, symbol, or any other feature used to identify a business's goods or services as different from other businesses. Chernatony & McWilliam (1989) believed that a brand is a recognizable icon used to distinguish it from its competitors. The provision of quality promises and guarantees can influence consumers to perceive the product's quality and added value even before purchasing it. It is a symbolic product used by consumers to distinguish others. As for the basis of relative positioning of products and consistent quality assurance, and functional attributes, it is a collection of information about product positioning, quality and functional attributes, which can use an auxiliary tool for customers to make decisions.

Brand image refers to consumers' perception and preference for the brand, and is the product of consumers' perception of the brand. Brand image, as per Keegan & Duncan's (1995) definition, refers to consumers' overall perception of a brand's reception, including its brand recognition, differentiation from other brands, brand personality, as well as promised benefits. Zeithaml & Bitner (1996) believed that brand image comes from customers' inner perception, which can affect customers' perception of products and services enterprises provide. Syed Alwi & Da Slive (2008) pointed out that brand image is a kind of emotional concept, including the feelings of customers and the response of a specific brand, which reflects in the connection and association with the brand in consumers' memory.

According to Schiffman & Kanuk (2010), a good brand image can effectively promote the implementation of marketing plans and make a unique brand association with customers. Keller (1993) posits that customer trust and association with the brand are essential determinants of brand image formation. The benefits provided by the brand can satisfy customers' needs and desires, thus creating a positive attitude towards the brand. Due to the increasingly fierce market competition, the uniqueness of enterprise brands can make competitive advantages and serve as the reason customers choose the brand. Brand image is a good impression of a brand in customers' minds, as pointed out by Hawkins, Best, & Coney (2004). Aaker (1997) believed that if the brand has unique advantages, a good reputation, is widespread, trustworthy, and willing to provide the best service, a good impression will be generated. Jacoby & Robert (1978) argued that brand image is not formed spontaneously, but is a systematic project that involves all aspects of product, marketing, and service. Brand image has shown in the literature for more than 30 years. Emphasis places on the definition of symbolic meaning, emphasis on brand personality, focus on psychological cognition and total purpose. Brand image is a kind of memory tendency of consumer to be influenced by the product's attributes and psychological feelings during use. This tendency will lead to consumers behavior. Brand image is a reminder, consumption.

Simamora (2011) proposed that brand image comprises three components: corporate image, user image, and product image. If an enterprise wants to build a brand image, it must carefully analyze consumers and competitors to determine the best brand positioning. To create favorable brand associations and form positive overall brand judgment, enterprises must convince consumers that their brand fulfills their needs. Thus, clear brand associations expect that consumers can be provided by products, and conveyed by marketing plans. According to Kelle (1993), factors shaping brand image are as follows:

1. The Strength of brand association depends on how the message enters consumers' memory and how it continues to be part of the brand image.

2. The keenness of the brand association. The success of the marketing process often depends on creating profitable brand associations that consumers can trust to meet their needs and needs.

3. The uniqueness of the brand association is rooted in the attention, functionality, and image of the products that consumers appreciate. A brand must have a competitive edge, which can be why consumers choose a different brand.

Brand image is a different form of association stored in the consumer's memory and can measure association. The brand image usually references psychological aspects such as image or impression, which constructs in consumers' subconscious through the expectation and experience of putting brand over products or services. Therefore, it is becoming increasingly important for enterprises to form a good and positive brand image. Park, Jaworski & MacInnis (1986) believed that the aspects of brand image that can develop functional (intrinsic advantage), symbolic (extrinsic advantage), and experiential (consumption advantage). Therefore, this study takes this as the basis of brand image.

2.4 Purchase Intention

According to the studies of Dodds et al (1991) and Shao, et al (2004), purchase intention results from subjective judgment made by individuals after evaluating products or services. According to Dodds, et al.,1991, Schiffman & Kanuk (2000) believed that purchase intention could measure the possibility of customers buying products. The higher the customer's purchase intention is, the higher the customer's purchase intention will be. Zeithal (1988) calcified that each customer has different consumption intentions. When making purchasing decisions, customers will collect information based on their purchasing experience, preferences, and external environment, evaluate alternative solutions ,and make purchasing decisions. Therefore, purchase intention uses to measure whether the marketing techniques of a manufacturer cause customers to buy products. When consumers make purchases, their positive attitudes reflect in their choices. Aaker (1991) pointed out that perceived quality is the overall superiority of the product and brand to its intended purpose, such as buying purpose. Other than the perceived quality of a product, it has also found influence consumer attitudes, preferences, and choices. Chow(2011) believed that price concern is among the determinants tested to measure the impact on smartphone demand. The research found that price significantly impacts the purchase intention of smartphone among young adults in UTAR, Perak, Malaysia, based on a study. The study indicates a substantial utilization of smartphones for medical applications, including disease diagnosis management and drug reference, among medical students and junior doctors for educational and clinical purposes. Instead of flipping books, medical knowledge can be speedy and convenient through Smartphone apps. Liew (2012) employed convenience as a determinant to examine the significant correlation between the demand for smartphones. Another study conducted by Ding et al. (2011) discovered a

strong correlation between convenience and the dependency of university students on smartphones in relation to their purchasing behavior.

Park et al.(2013) thought purchase intention is planning to buy certain goods or services in the future, not necessarily to implement the purchase intention because it depends on an individual's ability to perform. Purchase intention is a dependent variable that depends on several external and internal factors. According to Blackwell et al. (2001), what is crossed in the customers' minds signifies an intention to purchase . The researchers found that consumers typically go through a process of product recognition before making a purchase. Afterwards, they gather information about the product, evaluate it, make their purchase, and provide feedback. Therefore, they will research before buying a product to ensure they purchase the right one that meets their needs and wants. There are many choices of smartphones brands in the market to satisfy the customers' needs and wants. There are many choice brands of smartphones in the market to satisfy the customers' needs and wants. Therefore, different consumers will have different tastes and preferences. Therefore, how customers buy goods depends on their brand, price, and quality preferences, as well as other options and impulsive tendencies (Leo et al., 2005). Thus, it is important to examine factors that lead to the consumer's decision to purchase a smartphone.

Successful marketing techniques should make consumers feel that they need products and are willing to buy them, and how to make consumers have the willingness to buy them. Luo (2002) examined consumer psychology as the grounding for consumer actions and as a determining factor for consumer choices. Consumers will make decisions on whether to buy according to their feelings. Swinyard (1993) believed that when consumers are in a good mood, they will have positive thoughts when shopping, and their emotional response will reflect their purchase intention. Therefore, the consumers' feelings will reflect in their emotions, which will further affect their purchasing behaviors. Cronin, Brady & Hult(2000) believed that consumers' positive behavioral intention: consumers complain about the good performance of the company, are willing to recommend it to others, are loyal to the company, are willing to buy more and pay higher prices.

Before purchasing goods or services, consumers gather information, assess prices and behaviors, and engage in the decision-making process for market exchanges known as the Purchase decision. Kotler& Armstrong (2012) proposed that there are five stages in the purchase decision process:

1. The purchase process begins with need recognition when consumers become aware of problems or needs, which is the first and most crucial step in the purchase decision. If the consumer is unaware of the need, the purchase cannot be successful.

2. Information research, where consumers are diverted to seek additional information to find out what they think is the best solution. Consumers may increase their attention, or they may actively seek information.

3. Alternative evaluation is the stage at which the consumer uses information to assess options. During this phase, consumers assess and compare various products to determine which can offer greater benefits. This stage is heavily influenced by their attitude.

4. Once collection and evaluation are completed, the consumer makes the final purchase decision and forms the intention to purchase. However, at this stage, two factors may also influence the purchase. One is the influence of others. If others respond negatively to the product, it may influence consumers' purchase intention. The other is unexpected circumstances, such as natural disasters or sudden shutdown of enterprises, which may make consumers modify consumer's purchase intention.

5. Post-purchase behavior is when consumers take further actions after purchase according to their satisfaction or dissatisfaction with the products they use. This stage is the key to retaining consumers, who will classify their experience after use. Enjoy positive or adverse reactions to the product. If the customer is satisfied, it is possible to form brand loyalty so that customers can directly skip the information gathering and substitute evaluation stage when buying again. Companies that are not satisfied should actively and carefully track the problem to attract consumers to buy again.

The mood of consumers can impact the purchasing decision-making process, as well as their purchase intention. Rong (2015) believed that mood is a short emotional state, not triggered by external factors. The mood usually forms happy, sad, depressed, and other states, and it will affect the whole consumption process, television, radio, and other marketing tools presented content. Edell & Bukee (1987) said that emotion will affect cognition and is the key for consumers to pay attention to products. Tsai (2005) believed that consumer behavior is closely related to emotion, and consumers are often persuaded by emotion and human nature, thus changing their psychology and influencing their behavior. The stronger the emotional response, the more accessible consumer behavior will be. Emotions play a crucial role as the most significant factor in consumers' purchase decision-making. Therefore, predicting consumer behavior in purchase decisions becomes feasible. Folkes (1988) also believed that behavioral intention could be used to predict people's behavior. Bagozz and Bumkrant (1979) pointed that purchasing intention was an individual's action tendency towards a product and a consumer's subjective purchase tendency. It also can predict consumer behavior. When consumers have a favorable impression of a product, purchasing behavior will occur.

2.5 Research Relevant

In developing enterprises, it is essential to expand the marketing market share and win the maximum profit by using some marketing theories appropriately. Among them, the 4p marketing theory is a good choice. The brand is embedded in the 4P. It also said that the 4P supports the brand. In the long marketing career, we have made several conclusions about this. The most controversial is a "do not do brand sales," and "not famous brands also sell well." only strong performance can support a strong brand. The role of the brand is to create better performance, then, excellent performance also means brand value. For many companies, the brand does not exist, and with the improvement of performance, it slowly forms, and promotes the continuous improvement of performance. To perform means to do brand. Sales lift the brand, and bestselling accelerates the pace of brand maturity. At the same time, only a strong marketing force can hold up a strong brand. For enterprises, the process of creating 4P is the process of enhancing marketing power. What kind of 4P enterprises have, what kind of marketing power, what kind of marketing power, what kind of 4P. With the development of communication and the strength of influence, brands increasingly disconnect from the 4P. Therefore, only through brand awareness, it is more and more difficult to objectively and honestly evaluate the ability of enterprises, but if the perspective of the enterprise 4P, the evaluation is close to the truth. The rise of all enterprises can find reasons from the 4P, and the decline of all brands can find reasons from the 4P. Moreover, the four elements of 4p theory (product, sales, place and price) are also the focus of this paper, so this paper takes 4p theory as the critical theory.

2.6 Research Framework

Based on the theoretical basis of the aforementioned literature, this study explores the relationship between Huawei's mobile phone marketing mix, brand image and purchase intention and other different dimensions for analysis and research. Based on the relationship between the overall structure and each variable, the following sizes are: the influence of marketing mix on purchase intention, the influence of marketing mix on brand image, and the influence of brand image on purchase intention, and the hypothesis of this study. The structure of this study is shown in Figure 2.1.

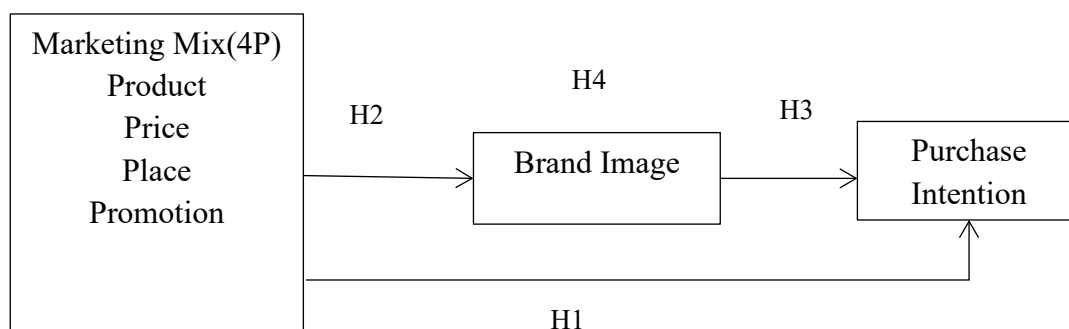


Figure2.1 Research Framework



Chapter 3 Research Methodology

3.1 Introduction

This study utilizes a quantitative research approach. It examines the sample size, formulates questionnaires based on various factors utilizing this method, subsequently identifies the research object, research tools, data processing techniques, and analysis methods.

3.2 Research Design

(1) Marketing Mix

This research paper focuses on the term "marketing mix," a concept suggested by McCarthy (1960) and other experts. The marketing mix categorizes into four groups including product, price, place, and promotion, each with 18 related questions. Table 3.1 lists the ways to define and measure the marketing mix aspect.

Table 3.1 Marketing Mix Survey Questions

Levels	Operational definition	Options
Products	The degree of influence of the product in the marketing mix	I believe the quality of Huawei mobile phone products is reliable I believe Huawei mobile phone products are comfortable to wear I believe the function of Huawei mobile phones is better than that of other brands I believe the product design of Huawei mobile phones is very distinctive I believe the after-sales service of Huawei mobile phones is guaranteed
Price	The extent to which price influences the marketing mix	I believe the price of the Huawei mobile phones is reasonable I recognize that the value of Huawei mobile phone products is acceptable as a pricing method I believe the price of Huawei mobile phone is attractive compared with other brands I believe the innovative raw materials and materials of Huawei mobile phones price at a higher price I believe Huawei mobile phones offer discounts
Place	The degree of	I believe there are many sales bases for

	influence of places in the marketing mix	<p>Huawei mobile phone products</p> <p>I believe it is convenient to buy Huawei mobile phone products through physical or network places</p> <p>I believe the supply of Huawei mobile phone products is stable</p> <p>I believe the Huawei mobile phone logistics is efficient</p>
Promotion	The degree of influence of promotion in the marketing mix	<p>I believe it is easy for the official website to obtain relevant information about Huawei mobile phones</p> <p>I believe the purchasing instructions of the Huawei mobile phone service staff are positive</p> <p>I believe Huawei will hold regular sales promotion activities and offer discounts to customers</p> <p>I believe the Huawei mobile phones often increase brand exposure through media advertising</p>

Sources: McCarthy (1960), Kotler & Keller (2006), Jianhe Chen (2010), Yizhen Ye (2011) and collated in this study.

(2) Brand Image

Based on the concept of brand image proposed by Park, Joworsk, and Machlunnis (1986), namely, functionality, symbolism, and experience, this study established eight questions. Moreover, Table 3.2 displays the operational definition and measurement of the brand image parameter.

Table 3.2 Brand Image Survey Questions

Level	Operational definition	Options
Brand image	The identification and impression of the brand, the measurement of the association between the brand and the individual, and the individual's experiential behavior	<p>I believe the performance design of Huawei mobile sports products is in line with my needs.</p> <p>I believe the Huawei mobile phone brand has a good and positive reputation</p> <p>I believe the Huawei mobile phone products are in continuous development or change</p> <p>I believe buying Huawei mobile phone can fit my image</p> <p>I believe the Huawei mobile phones are well-</p>

	after using the brand product	<p>known and I can trust them when I buy them</p> <p>I believe using Huawei mobile phone brand sports products can give me a comfortable experience and behavior</p> <p>I am willing to buy Huawei mobile phone-related products</p>
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Sources: Park, Joworski & Machlunis (1986), Taining Yang (2012), Zhongcheng Li (2014), and collated in this study.

(3) Purchase Intention

This study refers to the concept of purchase intention proposed by Bagozzi and Bumkrant (1979), which considers purchase intention as an individual's action tendency for a specific product to establish five questions; The operational definition and measurement of the purchase intention dimension in this study shows as Table 3.3:

Table 3.3 Purchase Intention Survey Questions

Levels	Operational definition	Options
Purchase intention	Personal inclination to act on branded products	<p>If there is a need to buy a phone, I will give priority to Huawei mobile phone products</p> <p>If there is an opportunity, I will take the initiative to recommend Huawei mobile phone products to others</p> <p>When other brands launch similar products, I will give priority to them</p>

Sources: Bagozzi and Bumkrant (1979), Wenjun Su (2016) and collated in this study

3.3 Population and Sample Size

The content of a qualitative analysis mainly focuses on Huawei's mobile phone marketing strategy, using the 4Ps theory for discussion. Descriptive research methodology aims to describe and explain existing phenomena, laws, and ideas through interpretation and verification. It is a summary of various theories, more of an explanation of others' arguments, but it is essential in scientific research. It can specifically ask questions, reveal shortcomings, describe phenomena, and introduce experiences;

In terms of quantitative analysis, this study developed a questionnaire to examine the impact of the marketing mix (4Ps) and brand image on consumers' willingness to purchase Huawei mobile phones. The marketing strategy, encompassing product, place, promotion, price, and brand image, affects consumer purchasing intentions.

This study will investigate young people in Beijing's Haidian district who own or buy Huawei phones. Participants were between 20 and 35 years old; 420 questionnaires were issued, and 400 were recovered. Therefore, 400 valid samples were obtained.

3.4 Data Collection

In this study, questionnaires were sent and collected anonymously and distributed via convenience sampling and network. Questionnaires were distributed in essential business areas, sports venues or densely populated areas in Haidian District, Beijing. Mobile software was used to survey Huawei mobile phone customers. Questionnaires were given to the participants. A survey created from research literature was used to collect the data. This study distributed the questionnaires randomly on We Chat APP, a Chinese online survey platform. A total of 420 questionnaires were distributed and 400 questionnaires were collected. Frequency and percentage analysis were descriptive. The reliability of the questionnaire was then determined using the alpha coefficient method. This hypothesis has been tested by regression analysis.

3.5 Data Analysis

This questionnaire is mainly divided into three parts. The first part is the primary demographic data, and the second part is the formal questionnaire items, all of which construct about scholars' research.

The first part is the primary demographic data, which are not quantified because they belong to categories. The second part is the formal questionnaire. The measuring tool of this study uses the Likert scale to measure the score. The options range from "very disagree," "disagree," "general," and "agree" to "very agree," giving 1, 2, 3, 4 and 5 points, respectively. The scores at all levels are summed up and averaged, and the degree of consent of the subjects to each statement item is given.

According to the research framework, the main variables are "marketing mix (product, price, channel, promotion)," brand image "and" purchase intention ", and the definition of operational variables and questionnaire measurement are established.

3.6 Reliability and Validity Analysis of the Scale

After receiving the surveys, this study utilized SPSS 21.0 statistical software to analyze the data using verification methods appropriate for this study. The following methods are :

- (1) Reliability analysis

Reliability analysis is mainly used to measure the reliability and stability of the questionnaire. Cronbach's α value was used for reliability analysis of the questionnaire to analyze the dimensions of the study, namely, marketing mix, brand image, and purchase intention. According to George & Mallery (2003), Cronbach's α value above 0.9 indicates Excellent reliability, and a value between 0.9 and 0.8 indicates Good reliability. A value between 0.8 and 0.7 indicates acceptable reliability (Good), and Cronbach's α value below 0.7 indicates low reliability. To evaluate reliability, this study chooses Cronbach's α values, which are ideal for analyzing the Likert scale measurement method and measuring internal consistency.

Table 3.4 Questionnaire Reliability Analysis

Items	Number of questions	Cronbach's Alpha value
Overall questionnaire	29	0.951
Marketing mix	18	0.913
Brand image	8	0.914
Purchase intention	3	0.914

Before sending out the questionnaire, this study checked it beforehand to ensure the questions made sense. This study revises any unclear items. As shown in Table 3.4, Cronbach's α values for the overall questionnaire were 0.951, while Cronbach's α values for marketing mix, brand image, and purchase intention were 0.913, 0.914, and 0.914, respectively, all of which were more significant than 0.7 and met the high-reliability standard. Therefore, this questionnaire has a high degree of consistency.

(2) Validity Analysis

Validity is the degree of accuracy, which refers to the degree to which a measuring tool can measure the traits it is trying to measure. Validity refers to whether the measuring tool can truly measure the problem that the researcher wants to measure. Validity divides into three categories: Content validity, criterion-related validity, and construct validity, of which construct validity is the most important. This study mainly focuses on creating validity and conducting validity analysis. Regarding construct validity, principal component analysis (PCA) in factor analysis is one of the most effective methods for measuring construct validity. It is combined with the varimax maximum variation method to perform orthogonal rotation and select significant.

Show the KMO measure and Batley sphere test results to confirm whether the data is suitable for factor analysis. Therefore, this study conducted a validity analysis of the questionnaire, mainly involving Marketing mix, brand image, and purchase intention. The specific breakdown shows as Table 3.5:

Table 3.5 Questionnaire Validity Analysis

Variables	Factor Load	KMO Value	variance explanation degree (%)	Bartlett Spherical Identification of Significance
Marketing mix	0.817	.880	75.943	.000
Brand image	0.894	.875	73.817	.000
Purchase intention	0.872	.704	74.008	.000

The KMO value of each variable in this study is not less than 0.70, and the probability of significance of Bartlett's spherical test is 0.000, which is less than 0.001 in line with the research standards proposed by scholars and can make factor analysis. The test results in Table 3.5 show that the degree of explanation of the research variables by the three metrics is more than 70%, which shows that the designed metrics of the research variables have a high degree of explanation of the research variables, i.e., the validity of the questionnaire is better, and the metrics of the research variables set are basically reasonable, and the research variables proposed in this study are also valid.



Chapter 4 Finding

4.1 Introduction

In this section, statistics such as the mean and standard difference of the samples were calculated based on the collected sample data to understand the distribution of the sample data and the responses of the subjects in each study variable.

4.2 Description of Statistical Variables

4.2.1 Sample Statistics

The sample data of this study (N=400) are shown in Table 4.1. In terms of gender, males account for 52% (N=208) and females account for 48% (N=192), and the sample distribution is slightly more male. In terms of age, the majority were 20-25 years old, accounting for 50% (N=200), followed by 26-30 years old, accounting for 41.5%(N=166), and 30-35 years old subjects accounted for the least proportion, accounting for 8.5%(N=34). In terms of education, the majority of the subjects were those with junior college or bachelor's degree, accounting for 63% (N=252), followed by those with master's degree or above, accounting for 20%(N=80), and those below high school accounted for the least, accounting for 17%(N=68). In terms of occupation, students were the majority, accounting for 55% (N=220), followed by the service industry, accounting for 20%(N=80), and the financial industry accounted for the least, accounting for 5%(N=20). In terms of monthly disposable income, the majority were below 5000 yuan, accounting for 56% (N=224), 5,000 ~10,000 yuan accounted for 40%(N=160), and more than 10,000 yuan accounted for 4% (N=16).

Table 4.1 Distribution of Information of Research Samples

Project	Type	Number of people	Proportion
Gender	male	208	52%
	female	192	48%
Age	Ages 20 to 25	200	50%
	20 to 25 years old	166	41.5%
	30-35 years old	34	8.5%
Education	High school or less	68	17%
	Junior college	152	38%
	Undergraduate	100	25%
	Master's and above	80	20%
Occupation	Student	220	55%
	White collar	50	12.5%
	Service staff	80	20%
	Civil servants	20	5%

	Other	30	7.5%
Income	Less than 5,000 yuan	224	56%
	5000-10,000 yuan	160	40%
	More than 10,000 yuan	16	4%

4.2.2 Marketing Mix

It can be seen from Table 4.2 that in the marketing mix, question PT2 "I believe Huawei mobile phone products are comfortable to use ".For PT1, the average of "I believe the quality of Huawei mobile phone products is reliable" is 4.13;It is speculated that the possible reason is that consumers give priority to the quality of products when making purchase decisions, so they can obtain a higher average value in the marketing mix. The three questions with the lowest average value all fall in the price perspective. The average value of PE1's "I believe the price of Huawei mobile phones is reasonable" (3.08) is the lowest, followed by PE3's "I believe the price of Huawei mobile phones is attractive compared with other brands" (3.14). PE2 "I recognize the value of Huawei mobile phone products is acceptable as a pricing method" is the third, indicating that the price strategy of Huawei's mobile phone marketing mix is the least acceptable to consumers and needs to be further discussed.

Table 4.2 Descriptive Statistical Analysis Table of Marketing Mix

Level	Options	Average	Standard deviation	Sort
Product	PT1 I believe the quality of Huawei mobile phone products is reliable	4.13	0.831	2
	PT2 I believe Huawei mobile phone products are comfortable to use	4.16	0.827	1
	PT3 I believe the function of Huawei mobile phones is better than that of other brands	3.76	0.881	15
	PT4 I believe the product design of Huawei mobile phones is very distinctive	3.62	0.960	8
	PT5 I believe the after-sales service of Huawei mobile phones is guaranteed	3.56	0.895	10
Price	PE1 I believe the price of Huawei phones is reasonable	3.08	0.970	17
	PE2 I recognize that the value of Huawei mobile phone products is acceptable as a pricing method	3.27	0.902	16
	PE3 I believe the price of Huawei mobile	3.14	1.058	18

	phones is attractive compared with other brands			
	PE4 I believe Huawei's innovative raw materials and materials are priced at a higher price	3.64	0.912	7
	PE5 I believe Huawei phones offer discounts	3.36	1.026	13
Place	PL1 I believe there are many sales points for buying Huawei mobile phones	3.56	0.912	5
	PL2 I believe it is convenient to buy Huawei mobile phone products through physical or network places	3.84	0.903	3
	PL3 I believe the supply of Huawei mobile phone products is stable	3.84	0.864	4
	PL4 I believe Huawei mobile phone logistics is efficient	3.50	0.802	11
Promotion	PN1 I believe it is easy for the official website to get information about Huawei mobile phones	3.84	0.903	6
	PN2 I believe the purchasing instructions of Huawei mobile phone service staff are positive	3.59	0.871	9
	PN3 Huawei mobile phones will hold regular promotion activities and offer discounts to customers	3.36	0.863	14
	PN4 I believe Huawei mobile phones often increase brand exposure through media advertising	3.54	0.966	12

4.2.3 Brand Image

It can be seen from Table 4.3 that in brand image, the average value of question BI5 "I believe Huawei mobile phone is well-known and can be trusted when buying" is 4.13, which is the highest. This study speculated that the possible reason is that consumers will collect relevant information as the basis for purchase decisions when making purchase decisions. Therefore, this question is included in the question of brand image. Can obtain a higher average value. The question with the lowest average is the average of 3.69 of "I believe buying Huawei mobile phone can fit with personal image" of BI4, which indicates that the brand image of Huawei mobile phone is not consistent with the personal image of consumers, that is, the symbolic part is the weakest.

Table 4.3 Narrative Statistical Analysis of Brand Image

Level	Options	Average	Standard deviation	Sort
Brand image	BI1 I believe the performance design of Huawei mobile sports products is in line with my needs	3.80	0.864	6
	BI2 I believe Huawei mobile phone brand has a good and positive reputation	4.03	0.838	3
	BI3 I believe Huawei mobile phone products are in continuous development or change	3.87	0.856	5
	BI4 I believe buying Huawei phones can fit my personal image	3.69	0.920	7
	BI5 I believe Huawei phones are well-known and I can trust them when I buy them	4.13	0.811	1
	BI6 I believe the use of Huawei mobile phone brand sports products can give me comfortable experience and behavior	4.05	0.833	2
	BI7 I am willing to buy Huawei mobile phone related products	3.94	0.848	4

4.2.4 Purchase Intention

It can be seen from Table 4.4 that in the purchase intention, the average value of question PI2, "I will actively recommend Huawei mobile phone products to others if given the opportunity" is 3.52, which is the highest. This study speculated that the possible reason is that consumers will provide other relevant information of consumers as the basis of purchase decision based on their own experience of using products. Therefore, the average value of "If I need to buy a phone, I will give priority to Huawei mobile phone products" in this question is 3.44, and the average value of "when other brands launch similar products, I will give priority to Huawei mobile phone products" in PI3 is 3.39.

Table 4.4 Descriptive Statistical Analysis of Purchase Intention

Level	Options	Average	Standard deviation	Sort
Purchase intention	PI1 If there is a need to purchase , I will preferentially buy Huawei mobile phone products	3.44	1.042	2
	PI2 If I have the opportunity, I will actively recommend Huawei mobile phone products to others	3.52	1.025	1
	PI3 When other brands launch similar	3.39	1.045	3

	products, I will give priority to them			
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4.3 Correlation Analysis Result

This section explores the correlation between marketing mix, brand image and purchase intention. Pearson Correlation analysis is used as a testing tool, with Pearson correlation coefficients ranging from +1 to -1, where +1 represents the total positive linear correlation, 0 represents no linear correlation, and -1 represents the total negative linear correlation. The greater the degree of correlation between two variables, the closer the absolute value is to 1; On the contrary, its absolute value is closer to 0. If the absolute value of Pearson correlation coefficient was equal to 1, it would be Perfect correlated. If the absolute value was greater than 0.7, it would be highly correlated. An absolute value of less than 0.4 would be Modestly correlated. The correlation between variables in this study was summarized as follows:

(1) Correlation Analysis Among Variables

According to Pearson correlation coefficient verification in Table 4.5, Pearson correlation coefficient among all variables reached a significant level ($P < 0.01$).

Table 4.5 Pearson Correlation Analysis Table for Each Variable

	Product	Price	Place	Promotion
Brand image	0.773**	0.564**	0.639**	0.684**
Purchase intention	0.551**	0.554**	0.363**	0.440**

Note: * $P < 0.05$ ** $P < 0.01$

(2) Correlation between Each Aspect of Marketing Mix and Brand Image

According to Pearson correlation coefficient verification in Table 4.6, Pearson correlation coefficients of the four dimensions of marketing mix: product, price, place, promotion and brand image all reach significant levels ($P < 0.01$).

Table 4.6 Pearson Correlation Analysis Table of Marketing Mix Dimensions and brand Image

	Product	Price	Place	Promotion
Brand image	0.681**	0.580**	0.565**	0.620**

Note: * $P < 0.05$ ** $P < 0.01$

(3) Pearson Correlation Analysis Table between each dimension of Marketing Mix

and Purchase Intention

According to Pearson correlation coefficient verification in Table 4.7, Pearson correlation coefficients of the four dimensions of marketing mix: product, price, place, promotion and purchase intention all reach significant levels ($P < 0.01$).

Table 4.7 Pearson Correlation Analysis Table between Marketing Mix Dimensions and Purchase Intention

	Product	Price	Place	Promotion
Purchase intention	0.540 **	0.579 **	0.326 **	0.324 **

Note: * $P < 0.05$ ** $P < 0.01$

4.4 Regression Analysis

to further explore the causal relationship between the three variables of marketing mix, brand image and purchase intention, this section is presented. Simple regression analysis was used to verify the hypothesis. The aggregation instructions are as follows:

(1) Causal relationship between each aspect of marketing mix and purchase intention

According to the analysis data in Table 4.8, VIF values are all less than 10, indicating that there is no obvious collinearity problem between the independent variables. $F = 29.861$ and $P = 0.000$ reached the significant level, indicating that the regression model was well matched. The determination coefficient $Adj-R^2 = 0.391$ has good explanatory power.

As shown in Table 4.8, the "product" and "price" of the marketing mix have a significant positive influence on the purchase intention, and the influence degree is 0.511 for product and 0.559 for price. Therefore, in view of the above, the positive effect of H1: marketing mix on purchase intention in this study is "partially valid".

Table 4.8 Regression Analysis of Each Aspect of Marketing Mix and Purchase Intention

Independent variables		Unstandardized coefficient		Standardized coefficient	t-value	p-value	VIF
		An estimate of beta	Standard error	Beta assignment			
Marketing Mix	Product	0.511	0.511	0.114	0.334	0.000 ***	1.651

	Price	0.559	0.559	0.105	0.427	0.000 ***	1.892
	Place	0.142	0.142	0.120	0.099	0.239	2.058
	Promotion	0.036	0.036	0.124	0.024	0.773	2.066
Mode Adj--R ² =0.391 F=29.861 p=0.000							

Note: 1. By variable: purchase intention 2.* p<0.05 ** p<0.01 *** p<0.001

(2) Causal relationship between each aspect of marketing mix and brand image

According to the analysis data in Table 4.9, VIF values are all less than 10, indicating that there is no obvious collinearity problem between the independent variables. F=63.756 and P=0.000 reached the significant level, indicating that the regression model was well matched. The decision coefficient Adj-R²=0.582 has good explanatory power.

As shown in Table 4.9, the "product" and "promotion" of the marketing mix have a significant positive impact on brand image, and the impact degree is 0.433 for product and 0.289 for promotion. Therefore, in view of the above, the positive impact of H2: marketing mix on brand image in this study is "partially valid".

Table 4.9 Regression Analysis of Each Aspect of Marketing Mix and Brand Image

Independent variables		Unstandardized coefficient		Standardized coefficient	t-value	p-value	VIF
		An estimate of beta	Standard error	Beta assignment			
Marketing Mix	Product	0.433	0.061	0.438	7.083	0.000 ***	1.774
	Price	0.094	0.056	0.111	1.671	0.097	1.773
	Place	0.068	0.064	0.073	1.059	0.291	2.246
	Promotion	0.289	0.066	0.302	4.365	0.000 ***	2.255
Mode Adj--R ² =0.582 F=63.756 p=0.000							

Note: 1. By variable: brand image 2.* p<0.05 ** p<0.01 *** p<0.001

(3) Causal Relationship between Brand Image and Purchase Intention

According to the analysis data in Table 4.10, VIF values are all less than 10, indicating that there is no obvious collinearity problem between the independent variables. F=185.263 and P=0.000 reached the significant level, indicating that the regression model was well matched. The determination coefficient Adj-R²=0.506 has good explanatory power. According to Table 4.10, brand image has a significant positive

influence on purchase intention, and the influence degree is 1.104 for products. Therefore, the hypothesis H3: brand image has a positive effect on purchase intention is valid.

Table 4.10 Regression analysis of brand image and purchase intention

Independent variables	Unstandardized coefficient		Standardized coefficient	t-value	p-value	VIF
	An estimate of beta	Standard error	Beta assignment			
Brand image	1.104	0.081	0.713	13.611	0.000***	1.000
Mode Adj--R ² =0.506 F=185.263 p=0.000						

Note: 1. By variable: purchase intention 2.* p<0.05 ** p<0.01 *** p<0.001

4.5 Analysis of Intermediary Function

This section will explore the intermediary effect of brand image by linear regression test, that is, to verify whether the influence of "marketing mix" on "purchase intention" is significantly different due to "brand image" Baron and Kenny (1986) thought that the mediation effect could be established when the following three conditions were met:

1. Independent variable (IV) and intermediate variable (M) have significant effects on dependent variable (DV);
2. The independent variable (IV) has a significant influence on the intermediate variable (DV);
3. After the intermediate variable is put into the regression equation, the influence of the independent variable on the dependent variable will be reduced; If the direct effect of independent variables on dependent variables is still significant after adding intermediary variables, it is a partial intermediary effect, and if it is not significant, it is a complete intermediary effect.

4.5.1 The Influence of Marketing Mix on Purchase Intention under the Mediation of Brand Image

According to the three verification steps proposed by Baron & Kenny(1986), after regression analysis, the path effect diagram is arranged as shown in Table 4.11 and Figure 4.1.

Table 4.11 Verification Results of Intermediary Effect of Brand Image

	model	Non-standardized coefficient		Standardization coefficient	t value	p value
		β estimated value	standard error	Beta allocation		
1	(constant)	-0.046	0.398	0.569	-0.115	0.909
	Marketing Mix	0.995	0.107		9.266	0.000***
	(constant)	-1.020	0.359		-2.839	0.005
2	Marketing Mix	0.147	0.138	0.084	1.067	0.287
	Brand Image	1.007	0.122	0.651	8.268	0.000***

Note: 1. Dependent variable: purchase intention; 2.*** is $p < 0.001$.

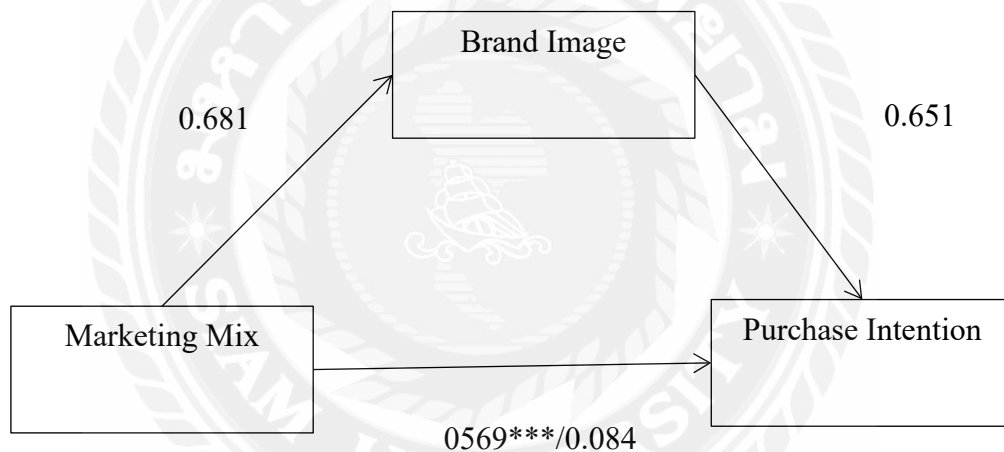


Figure 4.1 Path Effect Diagram

Table 4.12 Calculation Table of Mediating Effect

Total effect	Direct effect	Indirect effect
0.569	0.084	0.485 =0.745*0.651 =0.569-0.084
Significant	Significant	Significant

4.5.2 The Influence of Marketing Mix Factors on Purchase Intention under the Mediation of Brand Image

According to the three verification steps proposed by Baron & Kenny(1986), after

regression analysis, the path effect diagram is arranged as shown in Table 4.13 and Figure 4.2. Calculated by the intermediary effect in Table 4.14, the total effect of products on purchase intention is 0.540, and the direct effect is 0.101. The indirect effect produced by "brand image" is 0.439, and there is a complete intermediary effect. Therefore, the product structure of marketing mix will affect the purchase intention because of the increase of brand image. In terms of price, according to the regression analysis of price and brand image in the marketing mix in table 4.9, the p- value is 0.097; In terms of places, according to the regression analysis of place to purchase intention in Table 4.8 and the regression analysis of place to brand image in table 4.9, the p- value is 0.239 and 0.291 respectively. In terms of promotion, according to the regression analysis of promotion to purchase intention in the marketing mix in table 4.8, the P value is 0.773, and none of the above has reached the significant level of less than 0.05, that is, it is not significant, which means that steps 1 and 2 of the three verification steps proposed by Baron & Kenny(1986) are not valid, so the intermediary effect of brand image does not exist in the influence of price, place and promotion on purchase intention. Therefore, the hypothesis H4 :Marketing mix has a mediating effect on brand image in the influence of purchase intention is partially valid.

Table 4.13 Verification Results of Intermediary Effect of Brand Image (Marketing Combination "Product" Factor)

	Model	Non-standardized coefficient		Standardization coefficient	T value	P value
		β estimated value	standard error	Beta allocation		
1	(constant)	0.298	0.390	0.540	0.765	0.446
	Marketing Mix	0.826	0.096		8.581	0.000***
	(constant)	-1.061	0.357		-2.972	0.003
2	Marketing Mix	0.154	0.109	0.101	1.412	0.160
	Brand Image	0.998	0.111	0.645	9.029	0.000***

Note: 1. Dependent variable: purchase intention; 2.*** is $p < 0.001$.

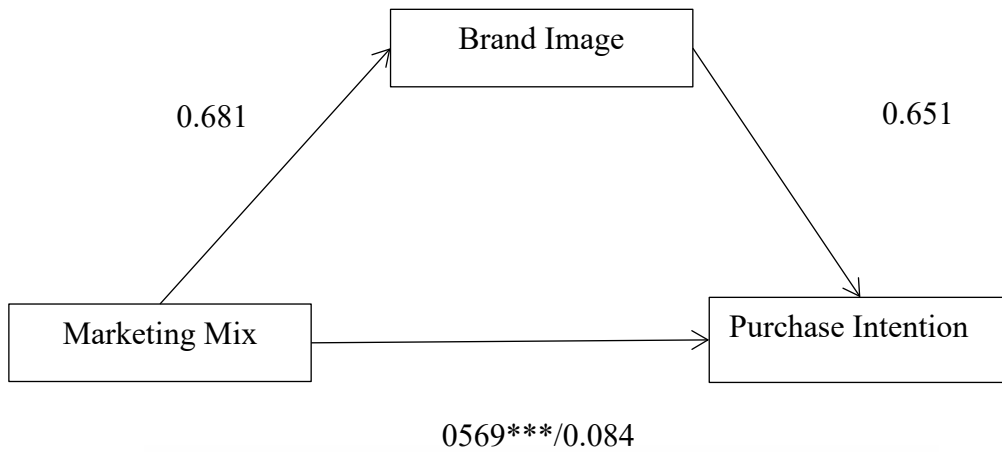


Figure 4.2 Path Effect Diagram (Product)

Table 4.14 Calculation Table of Intermediary Effect

Total effect	Direct effect	Indirect effect
0.540	0.101	0.439 =0.681*0.645 =0.540-0.101
Significant	Significant	Significant

Chapter 5 Conclusion and Recommendation

Based on the findings from the statistical analysis in Chapter 4, this chapter presents its conclusions and recommendations. It first summarizes and explains the research results before describing the management implications of the findings. Lastly; it proposes future research directions for scholars to follow up on.

5.1 Conclusion

According to the correlation analysis in Chapter 4, the marketing mix, brand image, and purchase intention have a moderate correlation across four dimensions. However, there is a limited connection between location and purchase intentions, as well as between promotions and purchase intentions.

5.1.1 Marketing Mix Has a Positive Effect on Purchase Intention

The highest Pearson correlation coefficient between product and brand image was 0.773, indicating a high correlation. The following is the order: The Pearson correlation coefficient between promotion and brand image is 0.684, the Pearson correlation coefficient between place and brand image is 0.639, the Pearson correlation coefficient between price and purchase intention is 0.564, and the Pearson correlation coefficient between price and brand image is 0.554. The Pearson correlation coefficient between product and purchase intention was 0.551, and the Pearson correlation coefficient between promotion and purchase intention was 0.440, both of which had moderate correlation, while the low correlation coefficient was 0.363 between place and purchase intention; The highest Pearson correlation coefficient between price and purchase intention was 0.579, indicating a moderate correlation. In the second order, 0.540 Pearson correlation coefficient between product and purchase intention was moderate correlation, 0.326 Pearson correlation coefficient between place and purchase intention, and 0.324 Pearson correlation coefficient between promotion and purchase intention was low correlation.

Thus, the analysis shows that the marketing mix hypothesis of H1 positively affects the intention to purchase. Specifically, "product" and "price" significantly impact, whereas "place" and "promotion" do not.

The combination effect of various marketing factors will directly affect the market competitiveness of enterprises. If a feasible arrangement can be established, it can enhance the marketing process. As a result, the importance of a combination strategy cannot underestimate. The so-called mixture of marketing is based on the product as the starting point, determining the suitable price according to the actual situation of the product, using the optimal sales place to push the enterprise's products to the market, and promoting sales through various marketing methods to ensure that the enterprise

profits in the sales process, with the primary purpose of selling more products. It is crucial to plan the product, price, sales locations, and promotion reasonably. These four aspects should be connected to build an efficient marketing strategy, ensuring its virtuous cycle. By doing so, the enterprise can increase its market share and improve its core competitiveness.

5.1.2 Marketing Mix Has a Positive Effect on Brand Image

The highest Pearson correlation coefficient between product and brand image was 0.681, indicating a moderate correlation. The correlation coefficient between promotion and brand image was 0.620, price and brand image was 0.580 and place and brand image was 0.565, all showed moderate correlation. Therefore, the H2 marketing mix has a positive impact on brand image; only "product" and "promotion" has a significant effect, but "place" and "price" have no significant impact.

Marketing is the operation and management strategy of an enterprise. Therefore, the analysis of the market Marketing mix also needs to be studied in the enterprise's general environment. The Marketing Mix is an essential tool for achieving business goals and fulfilling development tasks in the market. Technical abbreviations will explain when first introduced. Additionally; The text is free from grammatical errors and follows consistent citation and footnote styles. Biased and emotional language has been avoided in favor of a clear and objective tone, utilizing passive voice and impersonal construction. Based on market share, return on investment, and the current development of the business, the Marketing Mix provides the foundation for developing an enterprise's marketing strategy. Rational allocation of several Marketing Mix factors must be comprehensively applied to enhance product qualities, determine reasonable pricing, select sales channels, and encourage sales volumes. This concretizes and refines a responsible working process to complete marketing objectives. The marketing mix strategy of an enterprise is not a routine matter but a system designed by the management team based on past performance and prospects. Thus, it is essential to analyze the company's strengths and limitations while formulating marketing strategies to maximize and minimize the latter in the marketing mix. In this process, it is possible to examine itself and adjust Marketing strategy reasonably according to the sorted data, situations, examples, etc., to cope with market competition and achieve the optimization and maximum development of the enterprise.

5.1.3 Brand Image Has a Positive Effect on Purchase Intention

In terms of brand image, the average of "I believe the Huawei mobile phone is well-known and can make me trust when buying" of BI5 is 4.13, which shows that Huawei mobile phone brand image is good and can have high visibility. Therefore, consumers can have a relevant basis when making purchase decisions and shorten the

time. The lowest is 3.08 of BI4's "I believe buying the Huawei mobile phone is in line with personal image". There is no practical connection between Huawei mobile phone brand and consumers' image. This part must be strengthened to improve consumers' purchase intention and thus increase sales.

Therefore, the H3 brand image has a positive effect on purchase intention. The above shows that if Huawei wants to increase its sales volume, it can start with "price", "promotion", and "place", especially "place" to strengthen consumers' impression of "place".

There is an intermediate variable between a company's marketing strategy and marketing results, and the intermediate variable is the evaluation process of consumers. Marketing strategies should rely on consumers' behavioral beliefs. Based on explicit assumptions and research to increase the likelihood of success compared to purely intuitive choices. Only by exploring the factors and pathways that influence a company's marketing strategy on consumers' purchasing intention from the perspective of consumers can they open up a "black box" for the company and guide the company to formulate reasonable marketing strategies to attract potential buyers.

5.1.4 Marketing Mix Has a Mediating Effect on Brand Image in the Influence of Purchase Intention

Calculated by the intermediary effect, the total effect of the marketing mix on purchase intention is 0.569, and the direct impact is 0.084. The indirect impact produced by "brand image" is 0.485, and there is an intermediary effect. Therefore, the marketing mix will affect the purchase intention because of the increased brand image. In terms of price, according to the regression analysis of price and brand image in the marketing mix in table 4.8, the p- value is 0.097. In terms of places, according to the regression analysis of place to purchase intention in Table 4.7 and the regression analysis of place to brand image in table 4.8, the p- value is 0.239 and 0.291 respectively. In terms of promotion, according to the regression analysis of promotion to purchase intention in the marketing mix in table 4.7, the P value is 0.773, and none of the above has reached the significant level of less than 0.05, which is not substantial. Therefore, H4 "brand image has mediating effect in the influence of marketing mix on purchase intention", the product structure of the marketing mix will affect the purchase intention because of the increased brand image, the mediating effect of brand image in the influence in marketing mix (price, place, and promotion) on purchase intention does not exist.

The core of the marketing Marketing mix strategy is to formulate product strategies, along with price, promotion, and distribution strategies. The most critical factor for an enterprise's success is combining these factors to establish a perfect marketing system. After setting this system, the enterprise must consider market entry

to expand its strength and achieve profitability. The Marketing mix can be controlled by the enterprise. The enterprise can determine the combination of various factors according to its own development language and product positioning to fully reflect the characteristics of the enterprise's products, attract the attention of consumer groups, and realize the profit growth of the enterprise. No matter what combination is adopted, the enterprise should pay attention to the coordinated development between various combinations according to the characteristics of different products, Set different prices, and adopt additional marketing strategies. Therefore, the Marketing mix is dynamic and can be formulated by each enterprise according to its own development needs. With different product positioning and enterprise development philosophies, the combination of various factors will naturally be different.

5.2 Recommendation

Product characteristics play a vital role in consumers' purchase intention. Therefore, Huawei smartphone companies advise focusing on products, prices, locations, promotions, personnel, physical evidence, and brand image. When smartphones are sold to consumers, Huawei smartphone makers can emphasize the brand when promoting their smartphones to students. Also, a brand manager might have a good loyalty program for existing customers to keep them. To increase market share and attract potential new consumers, Huawei's smartphone companies should price their products appropriately.

1. According to the analysis results of this study, among the four aspects of the marketing mix, only "product" can significantly strengthen consumers' brand image and purchase intention. Product is the first aspect of the marketing mix (Lin, 2007). Without product, there is no need for a marketing mix. Huawei mobile phones are of great importance in a product quality. Through high-tech technology and materials, consumers can feel comfortable and free of burden when doing sports or training, which ensure the Huawei mobile phones to establish a good brand image and make consumers trust and buy. Additionally, this can create product differentiation and improve brand image of Huawei mobile phones in the highly competitive market for sports brands featuring homogenous products. Therefore, the "price" of Huawei mobile phones is higher than other brands, and consumers are still willing to spend money to buy them. Managers and marketers should exercise care when developing products to effectively win over consumer preference. High-quality products are crucial for establishing a unique brand image, increasing purchase intention, and convincing consumers to pay a premium price.

2. From the analysis of this study, it is found that "promotion" can also strengthen consumers' brand image. In addition to the conventional marketing techniques like extensive billboard and television ads, Huawei actively sponsors renowned

international competitions and extensively participates in public welfare activities. Such initiatives have helped establish a strong and positive brand image and fulfilled its corporate social responsibility (CSR). However, it may not substantially improve customers' purchase intention. Nonetheless, these efforts leave a lasting impact on customers' perception of Huawei mobile phones. As a result, this study recommends that when planning "promotion" activities and strategies, managers and marketers should consider not only short-term gains but also long-term benefits to the enterprise. It is essential to focus on the long-term image and impression of "consumers" to achieve the sustainable development of the enterprise.

3. "Place" is the mechanism to transfer goods or services from enterprises to consumers (Bucklin, 1996), an essential part of sales. However, Huawei mobile phones failed to influence brand image and purchase intention regarding "place" effectively. Huawei smartphones are sold worldwide, with numerous sales centers in Taiwan. This suggests that there is still potential for improvement in the "place" element of Huawei mobile phones. As a result, this research recommends that managers and marketers meticulously assess the advantages of different retail areas and ensure that consumers are well-informed about existing locations and their operations to optimize business profits.

4. To effectively increase consumers' purchase intention, managers should improve not only the product itself, pricing, placement, and promotion, but also their own brand image. The power of brand image has always been not underestimated, gradually becoming the key influencing the market. For the enterprise brand image building and improvement, is the enterprise must face and strive to the goal. In management practice, brand image is expected to be a strong competitive advantage. Therefore, this study suggests that enterprises should pay attention to the existence of brand image in addition toward Product, Price, Promotion and Place when formulating marketing strategies. Only a good brand image can promote the implementation of marketing strategies.

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Appendix

Questionnaire on Huawei Mobile Phone Brand Marketing Mix and Purchase Intention

Hello!

Thank you for taking time out of your busy schedule to accept this questionnaire, which is an academic study on the impact of marketing mix (4Ps) and brand image on consumers' purchase intention - Huawei cell phones in Haidian District, Beijing. Please take the time to answer this questionnaire. This questionnaire is for academic research only and is anonymous, never open to the public, so please feel free to fill out the questionnaire.

Part I: Basic Information

1. Gender: Male Female
2. Age:
 19 (Including) Years Old or Below 20-29 Years Old
 30-39 Years Old 40-49 Years Old 50-59 Years Old
 60 (inclusive) Years Old and Above
3. Education level:
 High School and Below Junior College Undergraduate
 Graduate and Above
4. Occupation:
 Student Teacher Service industry Manufacturing industry
 Finance Agriculture, Forestry, Fishery and Animal Husbandry
 Information Technology Communication Design
 Healthcare Others
5. Monthly disposable income is:
 Below 3,000 RMB 3,001-5,000RMB 5,001-10,000RMB Above 10,001RMB
6. How many times have you bought Huawei?
 0 Time 1 Time 2 Times 3 Times 4 Times and above

Part II Questionnaire

Please answer the questionnaire about Huawei's product, price, place, promotion and other strategies, select the degree of agreement with each statement, and circle the corresponding number.

Items	Rating Scale				
	Very disagree	Disagree	General	Agree	Very agree
01. I believe the quality of Huawei mobile phone products					

-
- can be trusted
02. I believe Huawei's products are comfortable to use.
 03. I believe the functionality of Huawei mobile phones is better than other brands.
 04. I believe the product design of Huawei's mobile phone is very unique.
 05. I believe Huawei's products have guaranteed after-sales service.
 06. I believe the price of Huawei mobile phones is reasonable.
 07. I believe the value of Huawei's mobile phone products is acceptable as a pricing method.
 08. I believe the price of Huawei mobile phones is attractive compared to other brands.
 09. I believe the price of Huawei's mobile phone is high.
 10. I believe Huawei offers discounts on its products.
 11. I believe there are many places to buy Huawei mobile phones.
 12. I believe it is convenient to buy Huawei mobile phones through physical or online places.
 13. I believe the supply of Huawei mobile phones is stable.
 14. I believe the logistics of Huawei mobile phones are efficient.
 15. I believe it is easy to get information about Huawei mobile phones from the official website.
 16. I believe Huawei mobile phone service staff guide instructions are positive.
 17. Huawei mobile phones
-

regularly organize promotions and offer discounts to customers

18. I believe Huawei cell phones often increase brand exposure through media advertisements.

19. I believe Huawei's products are designed to meet my needs.

20. I believe the Huawei mobile phone brand has a good and positive reputation.

21. I believe Huawei's products are constantly being developed or changed.

22. I believe buying a Huawei mobile phone fits my personal image.

23. I believe Huawei mobile phones are well-known and I can trust them when I buy them.

24. I feel comfortable using Huawei mobile phone branded sports products.

25. There are many brands of cell phones, but Huawei mobile phones have unique features and product advantages.

26. I would be willing to buy products related to Huawei mobile phones.

27. I would give priority to buying Huawei mobile phone products if I had to buy cell phone related products.

28. I would recommend Huawei mobile phones to others if I had the opportunity.

29. I would prioritize Huawei mobile phones when other brands launch the same type of product.
