



**THE MARKETING STRATEGY OF CHINESE BRAND ELECTRIC
VEHICLES IN THAILAND: A CASE STUDY OF GREAT WALL ELECTRIC
VEHICLES**

FENG SHIYI

6417192003

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2024



Title of Research: The Marketing Strategy of Chinese Brand Electric Vehicles in Thailand: A Case Study of Great Wall Electric Vehicles

Author: Feng ShiYi

ID: 6417192003

Major: International Business Management

Degree: Master in Business Administration (International Program)

This Independent Study has been Approved as a Partial Fulfillment of the Requirements for the degree of Master of Business Administration

Handwritten signature of Dr. Warangrat Nitiwanakul in blue ink.

(Dr. Warangrat Nitiwanakul)

Advisor

Date..... 17 July 2024

Handwritten signature of Assoc. Prof. Dr. Jomphong Mongkolvanich in blue ink.

Assoc. Prof. Dr. Jomphong Mongkolvanich

Dean, Graduate School of Business

Siam University, Bangkok, Thailand

Date..... 20 Sept 2024

Title: The Marketing Strategy of Chinese Brand Electric Vehicles in Thailand: A Case Study of Great Wall Electric Vehicles

By: Feng Shiyi

Degree: Master in Business Administration (International Program)

Major: International Business Management

Advisor:
Warangrat Nitiwanakul

(Dr. Warangrat Nitiwanakul)

.....
14 July, 2024

Abstract

Thailand is a specific market for Chinese electric vehicle (EV) exporters. Buyers benefit from high subsidies and a comparatively well-developed charging network. China's automakers have government support to master Thailand's safety ratings. The business of exporting to Thailand is a new challenge faced by Chinese automobile companies, prompting the rapid growth of the pure electric vehicle market around the world, centered in China and Asia. The main objectives of this research were: 1) To analyze the current status of the Great Wall electric vehicle marketing strategy; 2) To determine the influence of the 4Ps marketing strategy on customer purchase intention; 3) To recommend the future development of the 4Ps marketing strategy of Great Wall electric vehicles in the Thai market.

This study was based on the marketing management theory, using the quantitative method. This study collected 232 questionnaires based on the 4Ps marketing strategy of Great Wall electric vehicles.

The result showed that: 1) The four aspects of the 4Ps marketing strategy all had a significant impact on the purchase intention of customers of Great Wall electric vehicles after they entered the Thai market; 2) The analysis of the current status of the Great Wall electric vehicle marketing strategy indicates a positive influence of the 4Ps elements, Product, Price, Place, and

Promotion on customer purchase intention; 3) Product and price have a great impact on Thai people's purchase of EVs, including the preferential price of EVs and energy-saving and endurance of EV. This research recommends supplementing the marketing strategy of product, price, place and promotion of Great Wall electric vehicles in Thailand to increase brand awareness and market share.

Keywords: purchase intention, electric vehicles, 4Ps marketing strategy

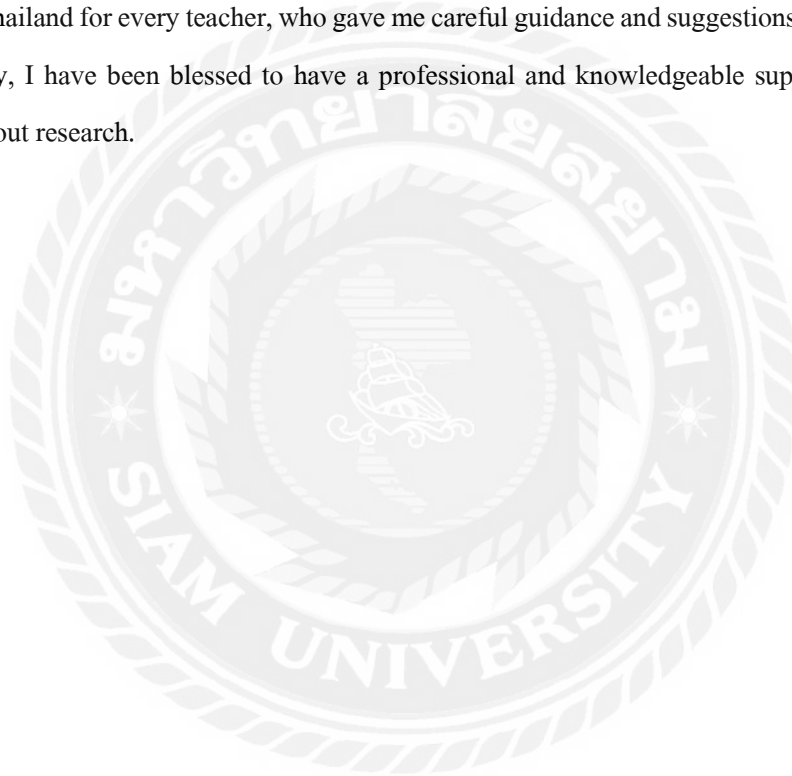


Acknowledgment

I would like to thank all my professors who taught me lessons during this remarkable year. Appreciations go firstly to my supervisor, Dr. Warangrat Nitiwanakul, whose advice and encouragement helped me learn more about this study. It has been my honor and joy to study under her guidance and supervision. Additionally, I was honored to benefit from her personality and hard work, which I will cherish for the rest of my life. My gratitude to her knows no bounds.

Secondly, my deepest gratitude goes first and foremost to Graduate School of Business, Siam University, Thailand for every teacher, who gave me careful guidance and suggestions for this thesis.

Finally, I have been blessed to have a professional and knowledgeable supervisor who is passionate about research.



Feng ShiYi

Declaration

I, Feng ShiYi, hereby certify that the work embodied in this independent study entitled “The Marketing Strategy of Chinese Brand Electric Vehicles in Thailand: A Case Study of Great Wall Electric Vehicles” is result of original and has not been submitted for a higher degree to other university or institution.



(Feng ShiYi)

June. 29, 2024

Contents

Abstract.....	I
Acknowledgment.....	III
Declaration	III
Contents	IV
List of Tables	V
List of Figures.....	VI
Chapter1 Introduction.....	1
1.1 Introduction.....	1
1.2 Background of the Study.....	1
1.2.1 Situation of Electric Vehicles	1
1.2.2 Growth of the Chinese Brand Electric Vehicles.....	2
1.2.3 Electric Vehicles in Thailand	3
1.3 Questions of the Study	5
1.4 Objectives of the Study	5
1.5 Significance of the Study	6
1.5.1 Theoretical Significance.....	6
1.5.2 Practical Significance	6
1.6 Scope of the Study.....	6
Chapter 2 Literature Review	8
2.1 Introduction	8

2.2 Research Relevant	8
2.3 International Market Target Strategy	11
2.3.1 Single Market Strategy	11
2.3.2 Mainstream Market Strategy	11
2.3.3 Growth Market Strategy	11
2.4 Purchase Intention to Buy Electric Vehicles	12
2.5 Consumer Behavior	13
2.6 Theory Review	13
2.6.1 4Ps Marketing Theory	13
2.6.2 Transaction Cost Theory (TCT)	16
Chapter 3 Research Design	19
3.1 Research Design	19
3.2 Population and Sampling Procedure	Error! Bookmark not defined.
3.2.1 Target Population	19
3.2.2 Sample Size	20
3.2.3 Sampling Procedure	20
3.3 Research Instrument	20
3.4 Questionnaire Design	21
3.5 Reliability and Validity Analysis	23
3.6 Hypothesis	24
3.7 Conceptual Framework	27
Chapter 4 Findings	28

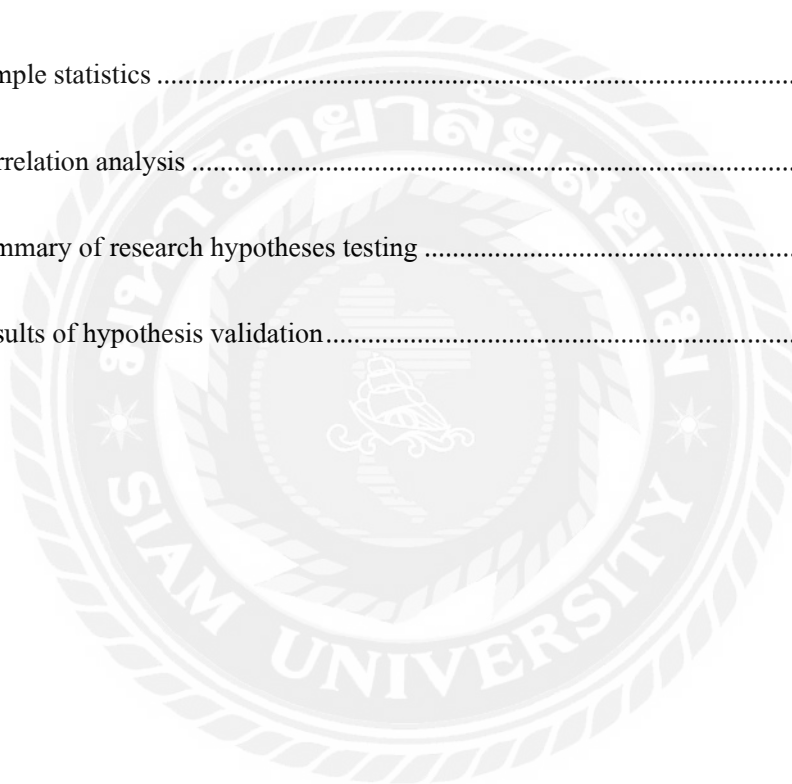
4.1 Descriptive Analysis	28
4.1.1 Demographic Characteristics of Samples.....	28
4.2 Current Situation of 4Ps Marketing Strategy of Great Wall Electric Vehicles.....	30
4.2.1 Current Situation of Product Strategy	31
4.2.2 Current Situation of Price Strategy.....	32
4.2.3 Current Situation of Place Strategy	34
4.2.4 Current Situation of Promotion Strategy	35
4.3 Marketing Strategy of Great Wall Electric Vehicles in the Thai Market.....	36
4.3.1 Unreasonable Price Positioning.....	36
4.3.2 Limitations of Promotional Methods.....	36
4.3.3 Shortcomings in Talent Cultivation and Management in the Thai Market	36
4.3.4 Shortcomings in the Tangible Display of Products in the Thai Market.....	37
4.4 Inferential Analysis	38
4.4.1 Hypotheses Testing Results	38
Chapter 5 Conclusion and Recommendation.....	44
5.1 Conclusion.....	44
5.1.1 Demographic factors.....	46
5.1.2 Factors affecting customer purchase intention towards Great Wall electric vehicles ..	47
5.2 Recommendation.....	48
5.2.1 Product Strategy	48
5.2.2 Price Strategy.....	49
5.2.3 Place Strategy	50

5.2.4 Promotion Strategy	50
5.3 Implications	51
5.4 Further Research	52
References.....	54
Appendix.....	60



List of Tables

Table 3-1 Questionnaire Design	21
Table 3-2 Questionnaire measurement items.....	22
Table 3-3 Reliability convergence.....	24
Table 3-4 KMO and Bartlett's Test.....	24
Table 4-1 Sample statistics	28
Table 4-2 Correlation analysis	29
Table 4-3 Summary of research hypotheses testing	38
Table 5-1 Results of hypothesis validation.....	49



List of Figures

Figure 3-1 Conceptual Framework 27



Chapter1

Introduction

1.1 Introduction

The performance of China's Great Wall brand electric vehicles in the market has attracted much attention. Since its launch, sales have continued to rise and it has won multiple industry awards. This not only demonstrates the technical and quality advantages of China's Great Wall electric vehicles, but also reflects consumers' increasing emphasis on environmentally friendly travel.

This paper studied the Chinese Great Wall electric vehicles sold in Thailand, and reviewed in detail the development history, product features, market performance of China Great Wall electric vehicles to fully understand the status and influence of China Great Wall electric vehicles in the field of new energy vehicles, and three main aspects of the Great Wall Electric Vehicle export to Thailand.

1.2 Background of the Study

1.2.1 Situation of Electric Vehicles

Nowadays, electric vehicles are being developed as an effective solution for the lack of fossil fuels and environmental issues, especially with carbon dioxide (CO₂) emissions. Environmental issues stemming from traditional transportation have been increasing. For example, transportation accounts for about a fifth of greenhouse gas emissions (Thananusak et al., 2017). Another example is about the United States, transportation accounted for the largest portion (28%) of total U.S. greenhouse gas emissions in 2016 (Kongklaw et al., 2021). Thus, in view of the importance of taking action to address climate change, many governments have implemented positive policies to reduce environmental issues which include encouraging people to drive electric vehicles (Abdelkafi & Pero, 2018).

Developed countries have been more active in promoting electric vehicles and have greatly improved in recent years. In the first quarter of 2019, the registered electric vehicles in Europe increased by 41% to 126,885 units (Haas, 2019). In more detail, many European countries have developed long-term electric vehicle development plans. For example, the target of France is to keep 2 million cumulative electric vehicles by 2020 and Germany aims to maintain 1 million cumulative electric vehicles by 2020. Meanwhile, the United States has one of the largest market shares of electric vehicles. According to the global sales data of pure electric vehicles released by EV Sales Blog, the total sales volume of the global pure electric vehicle market reached 2.2 million units in 2019, maintaining a rising trend. The market sales share increased from 2.1% to 2.5%, with a year-on-year growth rate of 10%. According to the forecast of the authorities in the industry, by 2025, it is expected that the global total sales of new energy vehicles is expected to reach about 12 million, among which pure electric vehicles (BEV) in the sales of all new energy vehicles will still be the largest, which is expected to reach the scale of about 8.4 million, which is expected to account for about 70%.

1.2.2 Growth of the Chinese Brand Electric Vehicles

In all the global new energy markets, in addition to China and the United States, Europe has gradually grown into a vital and important part of the global new energy vehicle market due to its good economic foundation, strict environmental regulations, and strong awareness of environmental protection. According to the data recently released by the China Automobile Dealers Association, in 2020, the total sales volume of China's automobile and passenger car market was about 25.269 million units, among which the sales volume of new energy vehicles was 1.178 million units, accounting for 4.6%. In the whole year of 2020, the European car market sold 15.41 million units, of which new energy passenger vehicles accounted for 1.25 million units, accounting for 8% (Abdelkafi & Pero, 2018). Despite being greatly influenced by the global outbreak, overall European car sales declined by 24%, but unlike the overall car market trend, new energy sales in the European market have achieved trend growth reached 144%, even more than the top two of China, the United States, to become the world's largest new energy automobile consumption market.

In the early years, it targeted the deployment of over 22,000 chargers, including 350 fast chargers, by 2014 (Lam & Wong, 2018). In 2018, the total U.S. electric vehicle sales came in at 361,307 units, which is a 70% increase in sales compared to 2017 (Ohy, 2019). These examples

indicate that the market prospects of electric vehicles are relatively optimistic in developed countries. As China is the largest carbon dioxide emitter in the world (Tan et al., 2014), the government has started to make positive policies to reduce carbon dioxide emissions. In order to achieve this target, China launched the Electric Vehicle Subsidy Scheme (EVSS) in 2009, followed by an update in 2013 (Abdelkafi & Pero, 2018). To promote electric vehicle adoption, China has also implemented a series of other measures, including a macroscopic demonstration policy, technical support policy, and charging infrastructure policy. Over the past decade, China has maintained its position as the world's second-largest producer, accounting for 20.5% of global vehicle production in 2018 (Mahmoud, 2018).

Therefore, it laid a solid foundation for the development of new electric vehicle business in China. For global electric vehicle sales in 2018, the largest growth area was China, where sales increased by over 500,000 units to 1.2 million and stood for 56 % of all electric vehicle sales (Husaini et al., 2023). In particular, a typical sample was about China's local brand, BYD, which sold nearly 250,000 electric vehicles in 2018. However, the major vehicle manufacturers in China are demonstrating their interest in the development of electric vehicles (Abdelkafi & Pero, 2018). Currently, China is the second biggest market for vehicle manufacturers in the world. Since the Chinese government has strong policy support for electric vehicles, more and more conventional vehicle manufacturers have started to invest and develop the business of electric vehicles.

It can be said that China's new energy, especially pure electric vehicles, has experienced a contraction in the domestic market due to comprehensive factors such as reduced policy support. To solve the problem of overcapacity in electric vehicles is necessary to improve the quality of products and services and firmly move forward to the global, especially the European market (Lam & Wong, 2018). Chinese independent brands should have the courage and confidence to sell our new energy vehicles to Europe and let European consumers share the development achievements of pure electric vehicles in China.

1.2.3 Electric Vehicles in Thailand

Thailand's energy consumption increased from 6.2395 million tons equivalent in 2005 to 7.5214 million tons in 2013, resulting in an increase of approximately 26 million tons of carbon dioxide equivalent in greenhouse gas emissions during this period (Thananusak et al., 2017). The

transportation sector is the sector with the highest energy consumption. It consumes over 35% of Thailand's total energy consumption, accounting for approximately 27% of Thailand's greenhouse gas emissions. Nowadays, the Alternative Energy Development and Efficiency Department of the Ministry of Energy of Thailand attempts to promote and support many policies and strategies in the transportation sector. Regarding EEP2015, energy efficiency improvements, and advanced transportation technologies have been implemented to reduce energy consumption and emissions in all sectors, especially in the transportation and industrial sectors, such as improving the fuel economy of gasoline and diesel engines and increasing the share of electric vehicles.

Additionally, electric vehicles use electric motors instead of internal combustion engines to provide power. Electricity comes from battery packs, which contain severe chemicals such as lead acid, nickel metal hydride, and lithium ions and must be charged through the electricity generated by the power plant. According to the information provided, the fuel economy of ICE and electric vehicles is 13.15 km/liter (or 17649.35 km/ton) and 2.63 km/kWh (or 30864.92 km/ton), respectively. It can be clearly seen that the fuel economy of electric vehicles is about 74.87% higher than that of ICE (Schröder, 2021). However, regarding technical information about electric vehicles, their fuel economy is about 2.3 times higher than Thai standards.

However, statistical data shows that as of the end of 2016, hybrid vehicles accounted for only 79711 vehicles, accounting for 0.220%, while the number of electric vehicles was only 1488, accounting for 0.004% of the total. This reflects that the lower sales figures are due to the premium of imported electric vehicles compared to traditional vehicles (Preedakorn et al., 2023). In addition, the number of electric vehicle charging stations is limited, with less than 10 in Bangkok and none in inland areas, which needs to be increased to stimulate consumer confidence. In addition, Thailand's technological capabilities cannot support the production of primary components for electric vehicles, such as lithium-ion batteries, motor drives, and control units, which has led consumers to question whether these automotive components can be used for automotive repair and maintenance at any time.

Nevertheless, cooperation between the government and the private sector can drive Thailand's future electric vehicle industry. According to the roadmap approved by the National Energy Policy Committee, electric vehicles are launched in three stages, marking a significant step

forward in developing Thailand's automotive industry. In the first phase, officials will prepare relevant infrastructure, taxes, laws, regulations, and service fee structures. Starting in 2017, the Bangkok Public Transport Authority will operate 200 electric bus fleets as demonstrations lead to the deployment of electric vehicles. Electric vehicles will be expanded in the second phase from 2017 to 2019 when the private sector can participate ((Schröder, 2021). Finally, in the third phase of 2020, the use of electric vehicles will be open to the public, and the government will provide support to help develop infrastructure, intelligent charging, and vehicle networking systems. The government plans to build 1.2 million electric vehicles in Thailand by 2036 and provide up to 1000 charging stations (Brinkman & Bhatiasevi, 2023).

This paper will comprehensively analyze the 4Ps marketing strategy of Chinese electric vehicle brands exporting to Thailand. Exporting to Thailand is a new business and challenge for Chinese car companies. In the future, the pure electric vehicle market will continue to grow rapidly around China and Asia globally, and with the continuous development of China's new energy vehicle technology and products, The development opportunities for China's new energy vehicles in various countries around the world will also become better and better.

1.3 Questions of the Study

The new wave of industrial and technological revolution is gradually emerging. In this era, entrepreneurs face unprecedented challenges and opportunities. A marketing strategy is a framework that outlines how a company creates, delivers, and captures value (Dai et al., 2020). Based on the above facts, the research questions are as following:

1. What is the current marketing situation of Great Wall electric vehicles?
2. What is the influence of the 4Ps marketing strategy on customer purchase intention ?
3. What marketing strategy should Great Wall electric vehicles adopt in the future?

1.4 Objectives of the Study

The purpose of this study is to analyze the marketing strategy of electric vehicles of the Chinese Great Wall brand.

1. To analyze the current status of the Great Wall electric vehicle marketing strategy
2. To determine the influence of the 4Ps marketing strategy on customer purchase intention
3. To recommend the future development of the 4Ps marketing strategy of Great Wall electric vehicles in the Thai market.

1.5 Significance of the Study

1.5.1 Theoretical Significance

This study was based on the marketing management theory and used a questionnaire survey. Taking the Great Wall pure electric vehicle export project to Europe as an example, it delves into the marketing strategy problems of the Great Wall electric vehicle export to Thailand. It proposes optimization methods in market strategy, product strategy, price strategy, place strategy, promotion strategy, service strategy, and other aspects, this provides reference and experience for other car companies to export pure electric vehicles to Thailand in the future, and assists Chinese electric vehicle companies in exporting to Thailand, which has important reference significance for the electric vehicle export industry.

1.5.2 Practical Significance

This paper combines the current situation of independent brand electric vehicles and Great Wall's export business, points out the many problems and challenges faced by Great Wall's export to Europe, and combines marketing management theories to supplement more appropriate, specific, and comprehensive strategic plans, implementation paths, and guarantee measures for Chinese electric vehicle enterprises exporting to Thailand, aiming to provide reference for domestic independent brand exports to Thailand.

1.6 Scope of the Study

Based on the above background, this study combines academic research results to conclude with practical significance. This study aims to promote China's independent brand cars in the Thai

market taking the export project of Great Wall pure electric vehicles to Thailand as an example. Combining the current situation of independent brand electric vehicles and Great Wall's export business, expert interview was used to point out the many problems and challenges faced by Great Wall in exporting to Thailand according to the marketing management theories in the market, product, price, and place.



Chapter 2

Literature Review

2.1 Introduction

This study aims to analyze the impact of current environmental changes on the marketing strategy of China's Great Wall electric vehicle brand in order to propose the development direction of innovation in marketing strategy. In today's internet age, innovation in marketing strategy is an effective means to improve the competitiveness of enterprises (Donner & de Vries, 2021). At present, there is no mature conclusion on the research of marketing strategies. There are different understandings of its meaning in the academic community, and a clear definition has not yet been formed.

This chapter outlines the review as follows:

1. Research relevant
2. International market target strategy
3. Purchase intention to buy electric vehicles
4. Consumer behavior
5. Theory review

2.2 Research Relevant

The literature for this study comes from various sources, covering a wide range of media and topics. Nowadays, the strategic research of enterprises is increasingly valued. Under the guidance of the National 14th Five-Year Plan, each enterprise is also formulating its own 14th Five-Year Plan based on its industry characteristics (Wu et al., 2010). In the strategic planning of various enterprises, marketing strategic planning plays a crucial role. Whether or not to achieve sales and profit goals directly determines the enterprise's survival, affects its brand effect and premium ability, and determines whether the enterprise can achieve sustainable development. How to implement marketing and corresponding strategies has gradually become the top priority of enterprise management. Specifically, in the automotive field, the role of marketing is more prominent.

Currently, the competition between joint venture brands, pure foreign brands, and domestic independent brands is becoming increasingly fierce in the domestic market. How to follow the steps of marketing management, analyze potential market opportunities for products, select suitable target markets, determine distinctive marketing strategies, and quickly implement marketing activities according to the strategies; these series of management activities directly determine whether automotive products can achieve sales targets, create brand effects, and even determine the survival of the enterprise.

In recent years, China's electric vehicles have achieved specific results by supporting policies such as purchase restrictions, new energy licensing, and subsidies in first-tier cities. Many new energy vehicle enterprises, such as Xiaopeng, Ideal, and NIO, have emerged. However, with the gradual adjustment of various policies and the opening up of joint venture equity in China, the development of China's new energy vehicle industry has gradually shifted from a policy-oriented to a market-demand-oriented stage (Lam & Wong, 2018). Major global first-tier brands have also flooded in, such as how the globally renowned Tesla brand can maintain its market share of domestic, independent brand new energy vehicles and fully participate in international competition and how to face technological solid strength. The disruptive innovation of management and marketing models for foreign brands is an unavoidable and essential issue that cannot be ignored.

The above-related issues have sparked research represented by industry associations, enterprise experts, and renowned scholars from universities. In the field of marketing, there are many similarities and differences. Most of them are based on the 4P marketing mix analysis method, PEST analysis method, product life cycle theory, etc., in marketing theory. They conduct comprehensive research based on industry trends, policy environment, enterprise status, etc. The research content mainly focuses on how new energy vehicles in China overtake curves, how to improve technology and research and development capabilities, how to create product line combinations, and how to improve quality levels. In terms of how some joint venture or pure imported vehicles models can adapt to the domestic market marketing environment, research is mainly focused on the domestic macro environment, domestic marketing strategies, and macro export marketing environment. There needs to be more in-depth research on specific export target markets, exceptionally pure electric vehicle marketing strategies for the Thai market.

Few research centers mainly focus on mid to low-end brand research, and there needs to be more research on exporting high-end domestic pure electric vehicle models to Thailand. For self-owned brands with higher positioning, similar to the Great Wall, they face more and more complex issues such as brand adaptability, product adaptability, pricing adaptability, place adaptability, and promotion adaptability (Wu et al., 2010). Especially in the Thai market, where global automotive brands compete intensively, more experience and resources must be invested, and various problems are more challenging to handle, requiring more in-depth research. Their main strategic goal for pure foreign brand new energy vehicle brands is to open up the domestic market in China quickly. Therefore, most scholars' research on related marketing strategies is based on conducting localization research in the Chinese market, such as product localization adaptive development, brand strategy localization, after-sales service localization, and other strategies.

The Thai market is already very mature for foreign brands, with a long history of inheritance in various aspects of work. For foreign brands, theoretical and practical research on marketing strategies in Thailand is also relatively limited, especially regarding marketing strategies for brand-new brands entering the Thai market. Experts in the industry attach greater importance to future research on developing new energy vehicle technology and industry trends in new energy vehicles (Lam & Wong, 2018). There needs to be more research on product adaptability, pricing, how to more efficiently open up place, and how to carry out promotional activities tailored to Thai consumption habits in the Thai market.

Therefore, this report adopts a comprehensive literature review approach, aiming to generate a new understanding of the topic by synthesizing existing academic and grey literature in the field. The synthesis and analysis of the reviewed literature and sources will be guided by the theoretical frameworks of marketing strategy innovation and value co-creation (Vargo et al., 2006). Since the comprehensive research strategy has few specific criteria for the form of the literature review, a detailed description of the review approach is necessary. After clarifying the scope, keywords and inclusion criteria, the articles were selected by reading the titles and abstracts, remove papers that are not directly related to the broader research objectives of the report. Articles identified as relevant were added to the database and then assessed through full-text reading and analysis to ensure suitability.

2.3 International Market Target Strategy

After evaluating different international target markets, companies must decide which markets to enter and which products or services to provide. Generally, the following strategies are summarized.

2.3.1 Single Market Strategy

This strategy refers to selecting a sub-market or several sub-markets to provide unique products and services. Although these markets are not the largest, they are found in certain products or services. A certain number of customers seek unique benefits. Many small and medium-sized enterprises choose this strategy to avoid direct competition with large companies in the primary markets (Lam & Wong, 2018). By concentrating limited resources and forming a competitive advantage in these small markets, focusing on these markets can reduce various cost inputs, establish one's market position, gain a deeper understanding of user needs, and establish a unique reputation.

2.3.2 Mainstream Market Strategy

Mainstream market strategy refers to the company directly targeting the mainstream market and facing major industry competition (Wu et al., 2010). There are two ways to implement mainstream market strategies: One is to implement an undifferentiated target market strategy. Adopting this strategy refers to ignoring differences in demand segmentation, emphasizing the need to meet consumers' homogenization needs, and designing an independent product and marketing plan targeting the most customers. The primary goal of this strategy is to occupy a sufficient number of customers to gain economies of scale and cost advantages (Liu et al., 2020). This strategy requires considerable resources, including production capacity and excellent mass marketing capabilities. Another approach is to implement a differentiated target market strategy: develop separate products and marketing plans for different segmented markets, aiming to meet the diverse needs of different consumers. Although such a strategy can generate more sales than a nondifferentiated strategy, it also increases product design, production, inventory, and marketing costs, primarily promotional.

2.3.3 Growth Market Strategy

This strategy refers to companies typically targeting one or more rapidly growing segmented markets, even though they may need to be more significant (Wu et al., 2010). This strategy is usually used by smaller companies, which can avoid direct competition with larger companies as they grow in size and market share. Most venture capital firms only invest in companies seeking market strategies for growth. Such a strategy generally requires strong R&D and marketing capabilities to identify and develop products that meet the needs of emerging segmented customers, thereby increasing the resources that can enable rapid growth of financial data. However, the problem is that sustained rapid growth will attract strong competitors. The goal of the first enterprise to enter the market is to gain a lasting competitive position through its products, services, distribution, costs, and brand before competitors enter.

2.4 Purchase Intention to Buy Electric Vehicles

Based on the literature review, common factors in previous studies on willingness to purchase electric vehicles were investigated, including performance attributes (Liu et al., 2020), costs (Bogicevic et al., 2013), and charging infrastructure (Gleissner et al., 2013), Government policies (Witell et al., 2016), social impacts (Wannasin, C2023), and six environmental awareness (Crujissen et al., 2017). Overall, factors such as performance, cost, and charging infrastructure hurt consumers' purchase of electric vehicles. Government policies, social influence, and environmental awareness positively promote consumers' willingness to purchase electric vehicles.

However, some studies have divergent opinions. Lévy et al. (2017) pointed out that compared to traditional cars, the high purchase cost is an essential obstacle to the sales of electric vehicles. However, Frick et al. (2017) study concluded that although high purchasing costs limit the adoption of electric vehicles, relatively low costs influence electric vehicle sales. Khanra et al. (2022) also demonstrated through a study of 1000 residents in the United States that residents who focus on low energy costs are more likely to purchase electric vehicles. In addition, Ho et al. (2022) surveyed 40 households in the UK. They found that some drivers were happy driving electric vehicles because it was related to environmental benefits, but some felt embarrassed due to the poor performance of electric vehicles. In addition, different researchers have different understandings of the same factor. For example, Manutworakit and Choocharukul, K. (2022) argue that government policies include monetary incentives (such as purchase incentives, charging infrastructure incentives, purchase tax exemptions, and electricity subsidies) and nonmonetary incentives (such

as road toll exemptions and free public charging). However, Winter et al. (2020) identified fiscal subsidies as a unique factor in government policy in their research.

Therefore, a review of previous studies indicates that the results of these studies are mixed. Different factors have been theorized to predict the purchase intention of electric vehicles and are considered proxy variables for behavior in many studies.

2.5 Consumer Behavior

According to the rational choice theory, some viewpoints can be used to understand consumer behavior in China. With the rapid development of electric vehicles, more and more researchers are starting to study electric vehicles. The study mainly investigates individuals' willingness to purchase electric vehicles and its influencing factors (Hidrue et al., 2011). Due to the concept of electric vehicles being driven by developed countries, researchers from Western countries typically participate in these studies, such as the United States (Wu et al., 2010), Germany (Lieven et al., 2011), and Sweden (Lam & Wong, 2018). However, few researchers have studied electric vehicles in developing countries such as China (Wang et al., 2015).

Due to energy depletion and environmental issues in recent years, developing countries have vigorously promoted electric vehicles, especially in China. According to a Global Burden of Disease Project report, air pollution (such as carbon dioxide) caused 1.6 million deaths in China and 4.2 million deaths worldwide in 2015 (Lam & Wong, 2018). The widespread use of electric vehicles is crucial for China's development and provides an opportunity for China to improve air quality by controlling emissions (Wang, 2013). Therefore, it is crucial to understand the willingness of Chinese consumers to purchase electric vehicles and study the key factors in making purchase decisions.

2.6 Theory Review

2.6.1 4Ps Marketing Theory

4Ps marketing theory was proposed by professor Jerome McCarthy, a famous American marketing scholar in the 1960s. 4Ps refers to the four marketing strategies of "product, price, place and promotion" (Dobbs & Hamilton, 2007).

In general, 4Ps focuses on the early marketing of products, prefers the product-oriented concept, only considering the seller and what the marketers, which is the basis of physical marketing, rather than the interests of customers and the society, which is the basis of physical marketing. From the standpoint, 4Ps is oriented to the enterprise; from the perspective of marketing process, 4Ps pays more attention to the macro level, from the birth of the product to the price, and then through the marketing place and promotion to reach customers, the whole process is relatively rough.

According to Kusumawati et al. (2021), "a marketing mix is a set of controllable variables that companies can use to influence the buyer's response". The controllable variables in this paper refer to the 4Ps (product, price, place, and promotion). Every company strives to build such a 4Ps component, and the Chinese Great Wall Electric Vehicle is no exception, which can create the highest level of consumer satisfaction while meeting its organizational goals. Therefore, this combination is combined while considering the needs of the target customers, and the combination of different organizations varies according to their available resources and marketing goals.

1. Product strategy

With the development of battery technology, the range of pure electric vehicles has gradually increased, becoming the mainstream model. In order to adapt to the large user market, ride comfort should be improved. While designing products that cater to the market, attention should be paid to the quality of electric vehicles, especially battery safety, which remains the main purchasing concern for customers. While ensuring battery safety, try to increase the range of electric vehicles as much as possible, thereby reducing the delay in operating revenue caused by charging (Duangsrikaew et al., 2019). At the same time, attention should be paid to the balance between the cost of electric vehicles and their range. Excessive increase in range can lead to an increase in the price of electric vehicles, which may have a counterproductive effect on the large user market that values car purchasing costs.

Thus, products can be described as a range of benefits that marketers offer to consumers at a certain price because they meet one or more of our needs. The analysis is based on the goods and

services provided by organizations like Chinese brand Great Wall for sale, not for tangible products, but for the benefits it will provide.

2. Price strategy

In the fiercely competitive pure electric vehicle market, price is an essential factor affecting sales. Most electric vehicles in the large user market are operating electric vehicles, and the price of electric vehicles significantly impacts operating costs. Determining the price of electric vehicles not only considers cost factors but also brand influence and premium ability, which cannot lower brand positioning due to price. Electric vehicle manufacturers can then increase their bargaining chips with customers and customize their electric vehicle configurations based on price.

Therefore, the price is a fee charged for a product or service. It is the second most important element in the marketing mix. Many factors must be taken into account when pricing, such as the demand for the product, the cost involved, the ability of consumers to pay, the price of similar products, government restrictions, etc. In fact, pricing like Chinese brand Great Wall is a very critical area of decision because it affects the demand for Chinese brand Great Wall electric vehicles and the profitability of Chinese brand Great Wall.

3. Place strategy

At present, it can be seen from the characteristics of large user market customers that they often need formal official places rather than market activities, and sales places need legal and formal enterprise qualifications. Due to limited sales capacity, it is generally only possible to cover customers who purchase small quantities within the sales area in the current electric vehicle industry. Therefore, the goods are produced to be sold to the consumers. They must be provided to consumers where it is convenient to purchase. This involves a range of individuals and institutions, such as distributors, wholesalers and retailers, which constitute the company's distribution network (also known as distribution places).

For customers with high demand, due to their capabilities being unable to cover fully, manufacturers must communicate at the manufacturer level, lock in procurement needs, and then

have regional distributors follow up on sales. By leveraging the unified sales place model of traditional store and manufacturer cooperation, customers with different demand levels can be fully contacted (Duangsrikaew et al., 2019). At the same time, manufacturers can face market changes and demand directly and quickly update personalized marketing strategies.

4. Promotion strategy

Promotion strategies include communication strategies and promotional strategies. Communication strategies can also be divided into online communication and offline activities. Online communication mainly focuses on online advertising, introducing the cost-effectiveness of electric vehicles and the reputation of old users. Offline activities mainly involve cross-industry cooperation to increase interaction between electric vehicle manufacturers and customers, such as organizing and hosting industry association meetings or forums, which can gather customers, generate word-of-mouth effects, and assist in electric vehicle sales (Duangsrikaew et al., 2019). The main barriers to entering pure electric vehicles into the large user market are battery safety, funding, and charging issues. The promotion strategy is mainly to address customer concerns. For battery safety concerns, manufacturers can offer lifelong warranty, free battery replacement, and free maintenance services to reduce customer battery concerns. In response to issues such as difficulty in charging, manufacturers can attract customers with gifts and installation of charging stations, free charging, and other benefits while reducing the cost of using electric vehicles throughout their entire lifecycle.

2.6.2 Transaction Cost Theory (TCT)

Transaction cost theory (TCT) considers the transaction the most basic unit of measure. It focuses on how much effort, resources, or cost is necessary for two parties to complete an exchange (Abdelkafi & Pero, 2018). "A theory was accounting for the actual cost of outsourcing the production of goods or services, including transaction, procurement, coordination, and retrieval. Consideration shall be given to integrating all costs, not only to market prices. The basic prediction of TCT is that organizational actors attempt to maximize the benefits of interdependence by allocating transactions (with different attributes) to governance structures (with different adaptability and related costs) in a differentiated manner (Schröder, 2021).

As a latecomer in the Thai market, Great Wall electric vehicles must have unique and innovative ways of promotion, enough to impress consumers' sincerity to seize a particular market share in the promotion competition of many first-tier Thai brands.

The Thai Great Wall Electric Vehicles business should develop an annual promotion plan in advance. Especially for promotional activities during significant holidays in Thailand, it is necessary to collaborate with local agents in advance to plan the event. Specific measures and policies should be implemented for the plan's details, and the expected effects should be evaluated in advance. For potential risks, contingency plans should be developed to make the event plan more detailed and accessible for various situations. At the same time, promoting it in advance at appropriate times is necessary to seize users' first impressions. Only by utilizing the preconceived mentality of potential users can we seize the opportunity.

Innovatively carry out promotional activities. Great Wall must combine its brand heritage from the East, identify differences in product, culture, and style compared to traditional Thai car companies, and create unique promotional activity plans to attract potential users and catch their attention. The prerequisite for potential users to enter the store for consumption is to be attracted by the promotional activity planning plan and have a certain probability of becoming actual users.

The promotional efforts for Great Wall electric vehicles in Thailand should have a certain degree of attractiveness (Kung et al., 2021). The prices of parts, labor, and aftermarket automotive products in Thailand are generally high. When formulating promotional activities, it is necessary to consider these factors fully. By giving away aftermarket products, extending a specific warranty period, providing financial support plans, organizing Great Wall electric vehicles in China, and other methods that have both strength and cultural taste of Great Wall, consumers can experience the benefits and appreciate the unique characteristics of the Great Wall brand, To have enough attraction.

The Great Wall electric vehicles should fully utilize digital promotional methods. To meet the personalized and digital needs of young consumer groups, and at the same time, to create an online Great Wall brand community, fully utilize the fission effect of community promotions on promotional activities through various cloud services, with the help of artificial intelligence

technology and various types of big data, quickly achieve rapid improvement in marketing work. Accelerate the efficiency of information dissemination, resonate with the circle, use a portion of existing users to drive potential user consumption, effectively integrate consumer behavior data from various place, summarize data characteristics, and use technical means to form potential user profiles, helping the Great Wall explore potential consumers and deepen understanding of consumers' deep-seated needs, and forming positive interactions with consumers, Accumulating valuable potential user behavior data for various promotional activities, providing high-quality and personalized services to consumers as soon as possible in the Thai market, and competing for Thai user resources, will undoubtedly become the winning strategy for the Great Wall Electric Vehicles to carry out promotional work in the current digital environment.

Due to the reliance of the exchange on general assets, disputes that may arise between trading parties can be resolved at a low cost by exiting the transaction. On the contrary, hierarchy is the lowest-cost governance solution when assets are transaction-specific (Preedakorn et al., 2023). Although hierarchical systems bring high private fixed setting costs and reduce incentives to maximize output, they help coordinate investments and activities that are difficult to manage through the market. Based on bounded rationality, transactions will be assigned to the governance structure based on three key attributes - asset specificity, uncertainty, and frequency.

Chapter 3

Research Methodology

3.1 Research Design

The study adopted the quantitative analysis method to conduct a questionnaire survey to collect data. This study used quantitative contextual tools as the first parameter for identification, with secondary data from literature research.

Based on a questionnaire survey of 232 Thai people from Bangkok, Thailand, this study used regression analysis and SPSS statistical software to investigate the purchase of electric vehicles, thus making some contributions to this field of study.

Questionnaire survey method: According to the research purpose, a questionnaire was designed in advance, and valuable research information was collected from the target research object face-to-face, filling out the questionnaire or creating a research website. In order to meet the research purpose, the reliability and validity of the questionnaire were tested. The collected information was then organized, counted, and analyzed to obtain relevant research conclusions.

Quantitative analysis method: An analytical method infers the development trend and properties of things based on the subjective judgment and logical deduction of relevant experts and scholars based on an inevitable development trend. After the design of the questionnaire, a small range of tests was conducted, and it was adjusted. The parameters for each variable were calculated, and the variables were calculated by SPSS statistical software.

3.2 Population and Sampling Procedure

3.2.1 Target Population

The target population of this study is Thai people in Thailand. This group is the focus of the study because they play an important role in the development of Thailand's economy, which means that they are native residents with in-depth knowledge of Thailand's social, cultural, and economic environment. They live in Thailand and have a deep identification with local values and traditions.

Secondly, this target group is people with a certain job and income in Thailand. This means that they are an active part of the economy and they have a certain status and ability in Thailand's labor market. They may be employed in a variety of occupations, ranging from workers to professionals, with a stable job and source of income. This creates a positive economic environment for them, allowing them to make meaningful choices and decisions to improve the living standards of themselves and their families.

3.2.2 Sample Size

Sample size is defined as the number of observations used to determine a given population estimate (França et al., 2017). The sample size is drawn from the population. Sample size determination means that people determine the number of individuals in the sample before sampling. The researcher took a cluster random sampling of 232 people, and conducted a survey with a sample size of 232 Thai people who provided valuable insights into the attitudes, opinions, and behaviors of the population of interest. These Thai people were between the ages of 18 to 60, with different speaking abilities and genders.

3.2.3 Sampling Procedure

This study conducted the cluster random sampling. All 232 Thai people participated in these focus group interviews. During the interviews, Thai people participating in focus group interviews were presented with a questionnaire, and the researcher recorded their answers, which were then further analyzed to support the idea of the 4Ps marketing strategy.

3.3 Research Instrument

In this study, a well-designed survey instrument was developed with clear and unbiased questions to collect data from the sample as shown in the below table:

Table 3-1 Questionnaire Design

Item	Scale
1) Product Strategy Asking in terms of the product factors whether they affect the intention to purchase Chinese brand Great Wall electric vehicle or not	Likert Scales
2) Price Strategy Asking in terms of the price factors whether they affect the intention to purchase Chinese brand Great Wall electric vehicle or not	Likert Scales
3) Place Strategy Asking in terms of the place factors whether they affect the intention to purchase Chinese brand Great Wall electric vehicle or not	Likert Scales
4) Promotion Strategy Asking in terms of the promotion strategy whether they affect the intention to purchase Chinese brand Great Wall electric vehicle or not	Likert Scales

Therefore, the use of 4Ps as a tool through which organizations evaluate their position in the market analysis can last for a long time.

3.4 Questionnaire Design

Questionnaires that are completed by participants themselves are one of the main instruments for collecting social data (Barkenbus, 2020). This means that this study was conducted to collect data. It has two parts. The first part collects the respondents' background, and the second part includes people's perceptions of electric vehicles. Decided to submit the questionnaire in English and Thai.

The English version was first designed and then professionally translated into the Thai version. Bahl and Chandra (2018). argue that due to the extensive distribution of survey questionnaires, there may be significant waste if there are any issues with the questions. The main issue is that these questions are unclear enough so that different interviewees may have different understandings. This study was conducted by employing the t statistic to test the average mean

difference of two groups of samples. i.e., those who use EV and those who intend to use EV soon. The level of importance for marketing mix (4Ps) has 5 levels.

Table 3-2 Questionnaire measurement items

Product Strategy	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the long life electric battery	Sovacool,2017; Barkenbus, 2020;
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the long life electric motor	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the effectiveness of electric motor power	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the driving mileage longer than fuel cars	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the safety system	
Price Strategy	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the reasonable price with high quality	Thananusak et al., 2020;
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the maintenance cost	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the cost of renew license plate	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the price of accessories	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the lifetime of battery	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the selling price of used EV	
Place Strategy	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the one-stop service center	Zhang,2011;Banna et al., 2023;
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the clean and well decorated service center	

	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the large service center	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the many services center branches	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the reserve new EV via online	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the delivery service to doorstep	
Promotion Strategy	purchasing electric vehicles from the Great Wall brand in Thailand, you care about is the cash discount	Sundararjun & Wongbandit, 2021;Zhao,2022 ;
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the free stuff	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the insurance	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the glass coating	
	purchasing electric vehicles from the Great Wall brand in Thailand, care about is the quality assurance for the battery	
Purchase Intention	I currently have a strong intention to purchase this product	Manutworakit, & Choocharukul. (2022)
	At this time, I will take the initiative to buy this product	
	In comparison with similar products of the same price range, I will give priority to this product	

Generally speaking, deviations can occur in research results. Therefore, the purpose is to ensure that every issue is unbiased.

3.5 Reliability and Validity Analysis

The proposed approach applies to the reliability analysis of the Attitude & Opinion Survey (Scale). The confidence factor is higher than 0.8, 0.7, and 0.8, the sub-scales confidence factor is higher than 0.7, and 0.6 ~ 0.7 is acceptable (França et al., 2017). Cronbach alfa Consideration

should be given to a new survey if this factor is less than 0.6; a detailed analysis is given in Table 3-3.

Table 3-3 Reliability convergence

Variate	Cronbach's	Item <input type="checkbox"/>
Product	0.744	5
Price	0.757	6
Place	0.734	6
Promotion	0.892	5
Purchase Intention	0.863	3
Total	0.746	25

From the table above, it can see that the reliability coefficient value is 0.746, greater than 0.7, indicating that the reliability quality of the research data is acceptable.

Table 3-4 KMO and Bartlett's Test

Sample a sufficient Kaiser-Meyer-Olkin metric.	0.771
The sphericity test of the Bartlett	Approximate chi square
	534.273
df	120
Sig.	0.000

Validity Analysis is an important part of the empirical analysis, use KMO and Bartlett's test to verify the validity: the KMO value is 0.771, between 0.7 and 0.8. The research data is suitable for extracting information.

3.6 Hypothesis

Great Wall Electric Vehicle is one of the brands under China Great Wall Motor Group, focusing on the research, development and sales of electric vehicle products. This research analyzed the 4Ps marketing strategy of Great Wall electric vehicles and made assumptions from the four aspects of product, price, place, and promotion.

Product strategy:

Great Wall Electric Vehicles adheres to "environmental protection, energy saving, fashion, and efficiency" concepts and continuously innovates and develops high-quality electric vehicle products to meet consumers' travel needs. Product strategy is mainly reflected in the following aspects: Complete product line: Great Wall Electric Vehicles has a variety of models, including small electric vehicles, medium electric vehicles, and large electric vehicles, to meet the needs of different consumer groups. At the same time, Great Wall Electric Vehicles also focuses on product quality and provides high-quality vehicle performance and safety through independent research and development and technological innovation. Wu et al. (2010) pointed out that innovative technology: Great Wall electric vehicles apply smart technology to product design to enhance user experience. For example, by connecting a smartphone to a vehicle, functions such as remote start, remote positioning, and charging status monitoring can be realized, making it convenient for users to manage the vehicle. This kind of personalized customization can meet the unique needs of consumers and enhance their desire to purchase.

Based on this, a hypothesis was formulated:

H1: There is a correlation between product strategy and purchase intention of Great Wall electric vehicles.

Price strategy:

Great Wall Electric Vehicles has adopted various flexible methods in its price strategy, which meets consumer needs and ensures its own interests. The price strategy is mainly reflected in the following aspects:

Different price strategies for different positioning products: Great Wall electric vehicles adopt different price strategies based on the positioning of different models. For entry-level models, adopt a low-price strategy to attract more consumers (Lam & Wong, 2018). A higher price strategy is adopted for high-end products to pursue high profits. Great Wall electric vehicles regularly launch promotions to attract consumers to buy. Improve product competitiveness and promote market sales through price reductions. And the Great Wall Electric Vehicles cooperates with some banks to provide financial services, such as installment payments (Schröder, 2021).

Based on this, a hypothesis was formulated:

H2: There is a correlation between price strategy and purchase intention of Great Wall electric vehicles.

Place strategy:

Great Wall Electric Vehicles sells its products through various Places to ensure they can quickly and widely cover various regions. Place strategy mainly includes the following aspects:

1. Combination of internal and external sales: Great Wall electric vehicles sell in the domestic market and develop foreign markets. Through internal and external sales, economies of scale can be achieved, production costs can be reduced, and market share can be increased (Schröder, 2021).

2. Specialized stores and online sales: Great Wall Electric Vehicles has established exclusive stores in various regions to provide one-on-one sales and after-sales services (Abdelkafi & Pero, 2018). At the same time, Great Wall electric vehicles are also sold through the Internet, making it easier for consumers to purchase products at home and improving sales efficiency.

Based on this, a hypothesis was formulated:

H3: There is a correlation between place strategy and purchase intention of Great Wall electric vehicles.

Promotion strategy:

Great Wall Electric Vehicles enhances the market competitiveness of its products and consumers' desire to purchase through promotional activities and marketing. Promotional strategies are mainly reflected in the following aspects: Product added value: Great Wall Electric Vehicles provides value-added products like extended warranty and free vehicle accessories installation. This idea can increase the product's attractiveness and improve consumers' decision-making rate for purchasing. Abdelkafi and Pero (2018) think that the Great Wall Electric Vehicles regularly holds promotional activities, such as new product launches and trial rides. This type of brand marketing

can increase consumers' trust and recognition of the brand.

Based on this, a hypothesis was formulated:

H4: There is a correlation between promotion strategy and purchase intention of Great Wall electric vehicles.

To sum up, Great Wall Electric Vehicles has adopted corresponding strategies in four aspects: product, price, place, and promotion.

3.7 Conceptual Framework

The marketing mix of 4Ps analysis is a framework for identifying the relationship among the final determined factors as shown in Figure 3-1:

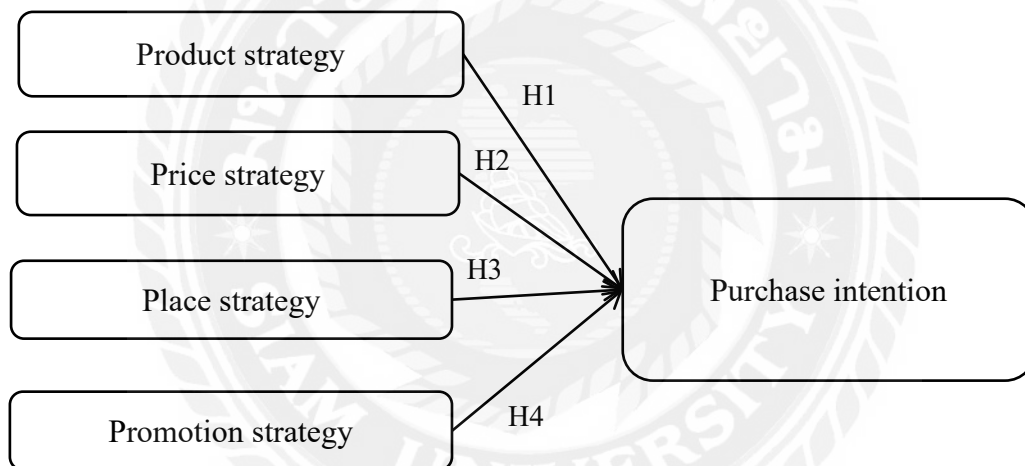


Figure 3-1 Conceptual Framework

Chapter 4

Findings

4.1 Descriptive Analysis

4.1.1 Demographic Characteristics of Samples

This study was conducted by collecting data using an online questionnaire from Thai consumers eligible for the target sample as described in Chapter 3, with a sample size of 232. Descriptive statistics were used to interpret the general information collected from the questionnaire.

The study applied multiple regression analysis for hypothesis testing to investigate the relationship between the marketing mix factors and the intention to purchase Chinese brand Great Wall electric vehicle.

Table 4-1 Sample statistics

Option	Items	Frequency	Percent (%)	Cumulative percentage (%)
1. Gender	Male	173	74.57%	74.57%
	Female	59	25.43%	100%
2. Age	18~30 years old	33	14.22%	14.22%
	30~40 years old	117	50.43%	64.66%
	Above 40 years old	82	35.34%	100%
	Total	232	100%	100%

From the Table 4-1, there were 232 people in this study, and the proportion of samples who chose "male" was 74.57%. The balance of female models is 25.43%. In terms of age, the survey is in line with the actual situation, with the purchase volume and the age range being between 30 and 40 years old, accounting for the largest proportion, with 50.43%, follow by age range above 40 years old (35.34%), 18-30 years old (14.22%). It shows that male, middle-aged consumers have the ability to buy electric cars.

In this study, Pearson coefficient was used to study the correlation between variables, and the value range was [-1, 1], generally represented by r letter.

Table 4-2 Correlation analysis

	Purchase intention	Product	Price	Place	Promotion
Purchase intention	1				
Product	0.528**	1			
Price	0.541**	0.589**	1		
Place	-0.163	-0.343**	-0.303**	1	
Promotion	-0.061	-0.006	-0.052	0.294**	1

Table 4-2 presents the results of correlation analysis conducted among the variables: Purchase intention, Product, Price, Place, and Promotion. Here's a description of the table:

Purchase Intention:

The variable is placed in the diagonal and represents itself. The correlation coefficient between Purchase Intention and itself is always 1, indicating a perfect positive correlation (as expected).

Product strategy:

Correlation with Purchase Intention: 0.528**

This indicates a moderately strong positive correlation between Purchase Intention and Product. As the Product variable increases, Purchase Intention tends to increase as well.

Correlation with other variables: 1 (Product is perfectly correlated with itself)

Price strategy:

Correlation with Purchase Intention: 0.541**

There is a moderately strong positive correlation between Purchase Intention and Price. As Price increases, Purchase Intention tends to increase as well.

Correlation with other variables:

Product: 0.589** (moderately strong positive correlation)

Place: -0.303** (moderately strong negative correlation)

Promotion: -0.052 (weak negative correlation)

Place strategy:

Correlation with Purchase Intention: -0.163

There is a weak negative correlation between Purchase Intention and Place. As Place increases, Purchase Intention tends to decrease slightly.

Correlation with other variables:

Product: -0.343** (moderately strong negative correlation)

Price: -0.303** (moderately strong negative correlation)

Promotion: 0.294** (moderately strong positive correlation)

Promotion strategy:

Correlation with Purchase Intention: -0.061

There is a weak negative correlation between Purchase Intention and Promotion. As Promotion increases, Purchase Intention tends to decrease slightly.

Correlation with other variables:

Product: -0.006 (very weak negative correlation)

Price: -0.052 (weak negative correlation)

Place: 0.294** (moderately strong positive correlation)

4.2 Current Situation of 4Ps Marketing Strategy of Great Wall Electric Vehicles

4.2.1 Current Situation of Product Strategy

Currently, there is no clear and clear product strategy, and the understanding of the needs of Thai consumers needs to be more accurate. No experience in the Thai market, no mature research conclusions such as user profiles, etc., for future product line planning and products. The combination only stays in the conceptual stage and has yet to truly land. There needs to be a clear implementation plan and path for building a brand through product landing.

Specifically, there needs to be a clearer understanding of specific indicators such as appearance, interior, performance, driving experience, functional experience, technological equipment, and level of autonomous driving for vehicles of different levels. Therefore, more is needed to sort out consumers' attractive, itchy, and painful points for vehicles of each level.

According to Rozmi (2018) study on the influencing factors of consumers in the Bangkok metropolitan area on their purchasing behavior of electric passenger vehicles, it was found that consumers believe that the most important factors affecting their purchasing behavior during the product purchase process should be taken seriously, including driving performance and durability, effective power consumption, and exterior design. This study is also related to Ho et al. (2022) study on the factors influencing the decision to purchase imported electric vehicles, which found that the sample group was interested in the design and performance of multi-purpose vehicles.

In addition, Randhawa et al., (2017). study on marketing mix factors found that the safety system had the greatest impact on the decision to purchase a four-wheel drive pickup truck. In summary, product factors such as performance, effective fuel consumption, design, and safety systems can affect purchasing behavior, as they are the basic needs that electric vehicles should serve consumers.

Only one medium to large pure electric product is undergoing adaptive development and certification for Thailand. Due to incomplete development and European standard certification, only pre-sale has been launched and has yet to enter the market terminal truly. In terms of product technology, compared with the mainstream new forces in domestic car manufacturing, there are no obvious advantages in battery range, intelligent control and internet connected services, and electronic control technology level.

The most important aspect is the need for detailed ideas on the future product platform, technology, and demand at the Thai business level of Great Wall electric vehicles. The main reason is that Great Wall electric vehicles have never entered the Thai market, and their understanding of the product needs of Thai consumers needs to be clearer and specific enough. They do not have a precise grasp of the future product research and development trends of mainstream Thai car companies, do not have sufficient research and judgment on the economic development trends and electric vehicle consumption trends in Thailand, and do not have sufficient human resources to carry out the above work in the current organizational structure, Resulting in insufficient and unspecified preliminary work for European product planning, there are significant work hazards.

4.2.2 Current Situation of Price Strategy

At present, the business of Great Wall Electric Vehicle in Thailand is in the stage of market development. The pricing strategy of Great Wall Electric Vehicle in Thailand is facing problems such as a lack of reasonable pricing management mechanism, unclear price positioning in the early stage of product planning, lack of evaluation of the impact of pricing on the market, and a lack of flexible price adjustment mechanism.

The internal procurement price mechanism for Thai car models is relatively single. Currently, the models of Great Wall electric vehicles sold to Thailand adopt a decision-making mechanism at the group meeting to determine the wholesale prices given by the group to import and export companies. When reporting at the meeting, it is generally done by comparing competitors' prices, considering cost prices, and reserving some profits. There is currently no pricing method based on competition and market demand.

In the early stage of product planning for the Great Wall electric vehicle in Thailand, the breakdown of costs such as factory prices, marketing fees, after-sales service fees, and promotional fees was not precise enough, and there was a lack of scientific and reasonable research and judgment on the future terminal pricing in the target market. In general, in a mature product planning and development system, during the product planning stage, the material costs, management fees, marketing fees, after-sales service fees, publicity fees, and other expenses of a single vehicle model are relatively specific. As the product approval and development progress, various expenses will

gradually be detailed within the cost framework of the planning stage, and the factory price of the vehicle model will also be basically determined during the development stage, the managers of the enterprise will determine the factory price and terminal sales price based on the cost situation of the vehicle model at this stage, combined with the strategic goals of the enterprise (França et al., 2017). The development of the Great Wall electric vehicle in Thailand is mainly based on domestic models.

In the planning stage, there needs to be more prediction for calculating various costs, and there is a lack of detailed calculation and demonstration of various cost changes caused by differences with domestic models. As a result, there needs to be detailed data as a decision-making basis for determining factory prices and terminal selling prices.

Marzan et al. (2017) studied the factors that influence purchase decisions in a survey of imported vehicles in Japan in the Bangkok district and found that price and maintenance costs affect car purchase decisions. The sample group considers the price and maintenance costs they can afford as factors in making the purchase decision. This study is also related to Ho et al. (2022) study on the factors influencing Bangkok consumers' purchasing behavior of electric and passenger vehicles. In the metropolitan area, it was found that the sample group highly values price factors in terms of component prices, maintenance costs, appropriate prices for used cars, and appropriate prices for EVs.

In addition, it is also related to Ohy (2019) study on the marketing mix factors that influence consumer purchasing behavior of electric vehicles in Chachoengsao Province, which found that consumers value the price, installation conditions, and maintenance costs of electric vehicles. In summary, price factors such as the price of electric vehicles, maintenance costs, installation conditions, and second-hand prices can affect purchasing behavior.

The most crucial aspect is the need for firm review and evaluation work on the pricing of Great Wall electric vehicle models in the Thai market. After the price is determined, sufficient market and user research has not been conducted, and user feedback on the price cannot be fully exposed and reflected (Schaltegger et al., 2012). It is impossible to determine the specific impact of pricing on terminal sales and evaluate the degree of impact of price on strategic implementation.

Finally, there needs to be more flexible price adjustment mechanisms. At present, the pricing of Great Wall electric vehicles for Thai models is only one-time pricing work, and the price cannot be adjusted after pricing. In the future, if there is a strong market reaction towards prices and the inability to achieve strategic goals, there is a lack of flexible price adjustment mechanisms and response strategies, and timely strategic responses cannot be made based on market reactions or the reaction speed to prices cannot keep up with market competition, it will inevitably affect the achievement of terminal strategic goals.

4.2.3 Current Situation of Place Strategy

In the Thai market, there is currently no mature place selection standard for Great Wall electric vehicles, no place evaluation rules have been formulated, and there is no clear place development plan. The existing place resources are limited.

In terms of place selection standards, due to the urgent demand for early market promotion, we are concerned that it will be challenging to find place resources in the short term if the standards are set high, and we are also concerned that the low standards will affect the brand image and various work standards of Great Wall Electric Vehicles. Therefore, place standard work has been put on hold in the early stage of Thailand market promotion. This affects not only the standardization work of place selection and construction but also the concerns of potential Thai agents about the Great Wall electric vehicle brand. Without standards, there are no rules, and there will be job gaps. Therefore, Great Wall electric vehicles urgently need to introduce corresponding evaluation standards for the agency's financial strength, store sales ability, second tier network quantity, business status, legal risks, and other aspects, and evaluate and score according to the standards, judging whether the place meets the standards by scores is a basic rule for developing place, which urgently needs to be established and improved.

Regarding Place development plans, there are also certain issues with the Thai business of Great Wall Electric Vehicle (Hanafizadeh & Marjaie, 2021). Whether to rely solely on the strength of agents for market development or to establish its own place models such as direct stores and brand display centers in Thailand based on the marketing characteristics of electric vehicles, has been pending. The place development plan for the next three years has not been substantially implemented, the working relationship between the place development plan and the overall strategic planning has yet to be clarified.

4.2.4 Current Situation of Promotion Strategy

Due to being in the early stages of product introduction and market development, Great Wall Electric Vehicle Thailand has not yet truly launched promotional activities, lacks a rhythmic promotional activity plan, and lacks a mechanism for project initiation, process supervision, and result summary of promotional activities. In the planning of promotional activities, although in the early stage of market introduction, the promotion plan for the next year should be prepared in advance. We should work with the agent to develop promotion plans or plans for key nodes such as local special festivals to ensure the achievement of annual goals (Sasongko et al., 2019). There currently needs to be a strict management mechanism in the initiation, process supervision, and result summary of promotional activities.

The 4Ps of marketing mix is like a funnel. Once a unique product is created and displayed in physical stores, most consumers are attracted, and when some consumers know the price of the product, it indicates that these potential consumers are more likely to purchase the product. However, in order for these potential consumers to continue choosing products, promotion will be the company's last and most powerful strategy, aimed at encouraging this group of consumers to make the final purchase decision in this place. In other words, promotional activities provide an effective communication place for target consumers to generate more product sales. At present, the promotion strategies in China and abroad are focused on digital marketing, domestic social media platforms, and influence marketing strategies.

According to the Bahl and Chandra (2018) study on the influencing factors of Toyota Corolla Altis in the Bangkok metropolitan area, promotional factors were positively associated with the decision to buy Toyota Corolla Altes in the Bangkok metropolitan area. The results show that promotion is considered one of the fierce competition in the car market, because there is no difference in the performance and price of competitors, and consumers will consider other factors, such as free accessories and first-class insurance. There is no management mechanism and rules for the application, use, effectiveness evaluation, and activity summary of promotional expenses, and there needs to be more hierarchical management mechanism for promotional activities. There is no clear management boundary for which should be taken responsibility by the manufacturer and which should be taken responsibility by the agent.

4.3 Marketing Strategy of Great Wall Electric Vehicles in the Thai Market

4.3.1 Unreasonable Price Positioning

Currently, the terminal pricing of Great Wall electric vehicles in Thailand is slightly lower than other brand models. However, considering the influence of local brands in Thailand, consumer preferences, and many other factors, there is no significant price advantage. In the early stage of entering the Thai market, if the Great Wall wants to open up quickly, it must give consumers enough sincerity regarding price. For products of the same level and models with the same configuration, the price needs to be about 10% -15% lower than competitors to make up for its shortcomings in brand influence and quickly attract consumers' attention.

4.3.2 Limitations of Promotional Methods

Currently, the sales scale of the Great Wall in Norway is limited, and in the early stages, it only relied on agents to achieve terminal promotions. The primary approach adopted is for the agent to use the local network of secondary agents to display the actual car in the store and, at the same time, to broadcast the official product promotional videos and advertisements produced by Great Wall in the local mainstream media to attract consumers' attention and generate interest in Great Wall's products. The secondary agents directly contact potential consumers.

From the perspective of the time rhythm of promotions, there is currently a lack of clear annual promotion plans, and there is a lack of detailed evaluation in the early stages of the timing, objectives, policies, inputs, and expected effects of various promotional activities, resulting in a certain degree of randomness.

4.3.3 Shortcomings in Talent Cultivation and Management in the Thai market

There are still areas for improvement in talent cultivation and management in the Thai market. Currently, only three full-time personnel are responsible for the Thai business, and the number needs to be increased (Hanafizadeh & Marjaie, 2021). The knowledge reserve in product, marketing, and brand aspects needs to be improved, which is insufficient to support achieving Great Wall's strategic goals in Thailand. It is urgent to strengthen the training and reserve of Thai business

talents and strengthen professional knowledge cultivation in product planning, market research, customer insight, marketing planning, and brand promotion.

In addition, the local business in Thailand has specific localized characteristics, and currently, there are no localized employees. There are certain areas for improvement in promoting work and improving agent communication efficiency.

There are many differences in the demand for talent management in the Thai market, such as multinational, multilingual, specific cultural differences, and national labor systems. It is difficult for the group headquarters to cover the management of all overseas employees directly. Currently, the management of self-employed and localized employees can only rely on regional leaders. It is still in a state where essential personnel work is difficult to standardize, and resources are challenging to share. Due to Thailand's highly localized legal policies and cultural characteristics, there are risks in the operation of overseas human resources. In managing localized employees in Thailand, consideration should be given to local labor laws and regulations overseas.

Regarding salary, personal income tax, vacation, etc., it is necessary to comply with the local government's regulations and policies for enterprise employees. In managing various privacy data for overseas employees, especially in the EU region after the introduction of the GDPR Act, due to the leakage of privacy data for EU employees, there is also a risk of massive fines. Based on the above issues, the management of overseas localized talents urgently needs improvement.

4.3.4 Shortcomings in the Tangible Display of Products in the Thai Market

Due to factors such as the pandemic, the effectiveness of traditional advertising is limited to some extent, and digital marketing methods urgently need to be strengthened. The Thailand business department of the Great Wall has two parts of demand for digital business. One is to improve management efficiency and business results through digital transformation and innovation (Abdelkafi & Pero, 2018); The second is to innovate and optimize marketing results and manage the digital ecosystem of consumers. In this normalization of epidemic prevention, digital marketing strategy is a strategic opportunity and effective means for enterprises to break through the economy's downward trend.

There are specific issues with process management in the Thai market region. This is mainly manifested in the following three aspects: firstly, managing regional sales indicators is relatively arbitrary, resulting in the agent's average cooperation with the completion of sales indicators. Secondly, there needs to be standardized sales and service process management relying on agents. Thirdly, the support for Thai agency Places is limited, and a community of interests has yet to be fully formed, resulting in slow progress in some work.

4.4 Inferential Analysis

4.4.1 Hypotheses Testing Results

Inferential analysis involves testing hypotheses to make inferences about the population based on sample data. Below table 4-3 are the hypotheses, paths in the model, standardized regression weights, critical ratio (C.R.), and p-values:

Table 4-3 Summary of research hypotheses testing

	Hypotheses and Paths in the Model		Standardized regression weights	Critical ratio (C.R.)	P-value
H1	Product	→ Purchase Intention	051 (.082)	1.267	.003**
H2	Price	→ Purchase Intention	.528(.159)	2.801	.005**
H3	Place	→ Purchase Intention	.294(.294)	6.882	.009**
H4	Promotion	→ Purchase Intention	792 (.402)	5.111	.007**

Note: Figure shown in each cell indicated the unstandardized coefficient

Figure in the brackets indicated the standardized coefficient

C.R. are significant at * $p < .05$, ** $p < .01$, *** $p < .001$, NS: Non Significant

The findings revealed that product strategy was significantly and positively related to purchase intention as proposed (C.R.= 1.267; $p < .05$). Price positively and significantly influenced

purchase intention (C.R. = 2.801; $p < .05$). Place positively and significantly influenced purchase intention (C.R. = 6.882; $p < .05$). Promotion also positively and significantly influenced purchase intention (C.R. = 5.111; $p < .05$). Thus, hypothesis 1 to 4 were supported by the data.

Firstly, the product strategy is essential for Great Wall Brand that effect purchase behavior among Thai consumer. Additionally, the result revealed that product differentiation strategies should be adopted to achieve better product competitive advantages and create a "sense of excess gain" for users, which is a necessary prerequisite for winning the Thai new energy market.

In terms of batteries, it has always adopted a technology and development path that not only cooperates with advanced companies in the industry but also continuously increases independent development. It must further develop the NEDC operating range of 700 For products with a mileage or more, it refer to technologies such as BYD's blade battery to reduce battery size, improve battery life, and solve users' battery life anxiety issues. Toward long life electric motor purchasing electric vehicles from the Great Wall brand in Thailand, care about is the long life electric motor, they are concerned about the long life of the motor, arrange routine inspections, and develop a maintenance plan to check the motor regularly. The frequency of inspections depends on the use of the motor, but a general guideline is to inspect it every 3 to 6 months.

Product strategy indicated toward guideline about the driving mileage longer than fuel cars, the product strategy points to a longer driving range than fuel vehicles, and provides an excess of the ultimate experience to meet the advanced needs of users, and only then can it have a chance to be favored by users.

Through the concept of independently defining software and hardware functions and interfaces and opening up corresponding software and hardware interfaces, purchasing electric vehicles from the Great Wall brand in Thailand, care about is the safety system, the product evolution and rich levels are constantly innovated, thus affecting the long-term user experience.

The findings indicated that the product strategy requires not only the deployment of high-end products, but also the deployment of mid- to low-end vehicle models suitable for most

consumers, in order to gain market share, gradually occupy a certain market share, and achieve both brand and sales targets.

Additionally, the marketing strategy toward product indicated that the pace of new products is strictly controlled according to the strategic plan. According to the product birth process of China Great Wall brand electric vehicles such as product planning, product definition, product development, production preparation, and mass production launch, and according to the strategic layout of China Great Wall electric vehicles in Thailand, this brand will handle the input of internal Thai market demand and the establishment of Thai product planning projects, Thai product development, Thai product certification and other key work paths.

Secondly, the pricing strategy indicate various guideline toward Great Wall Brand electric vehicle to motive Thai Consumer purchase behavior. After optimizing the product strategy, the first problem to be solved for Great Wall brand electric vehicles is the price strategy. When buying an electric car from Thailand's Great Wall brand, the concern is reasonable price and high quality, according to competition, this brand start from meeting consumer demands, use brand building and product quality as a means, and determine reasonable market pricing targets based on the actual market conditions. When purchasing electric vehicles from the Great Wall brand in Thailand, the main concern is the cost of maintenance and the cost of renewing the license plate. On the premise of ensuring that the marginal profit margin is less than 5%, a reasonable product price can be determined and implemented uniformly in Thailand. When purchasing electric vehicles from the Great Wall brand in Thailand, you are concerned about the price of accessories. this brand can set up a local standardization strategy for accessories, that is, the products provided throughout Thailand should be standardized, unified, and consistent, and be based on the needs of consumers. need. When buying an electric car from the Great Wall brand in Thailand, you are concerned about the service life of the battery. To save the cost of battery replacement, this brand can provide a preferential policy of free battery replacement for the car within a certain period of time. When purchasing electric vehicles from the Great Wall brand in Thailand, the concern is the price of second-hand electric vehicles.

Great Wall brand electric vehicles should implement unified regional sales prices in Thailand, form a complete model price management system, formulate corresponding management

measures, and standardize management agents from different countries in Thailand strictly follow the price policy. This can not only ensure that Thai consumers in different countries enjoy a unified price policy, but also avoid malicious competition between agents in different countries, which will lead to difficult market chaos. The ending is of great significance to brand image, customer credibility, agency fairness, etc.

This finding shows that the pricing strategy requires not only the deployment of high-end products, but also the deployment of mid- to low-end vehicle models suitable for most consumers, in order to gain market share, gradually occupy a certain market share, and achieve both brand and sales targets.

Moreover, the pricing marketing strategy shows that according to the strategic layout of China Great Wall brand electric vehicles in Thailand and its own actual situation, it is necessary not to rely solely on a certain pricing method.

After the product strategy and price strategy are determined, it is necessary to further improve the place strategy, expand the channel network and strengthen channel management.

People who buy electric vehicles from the Great Wall brand in Thailand are generally concerned about the one-stop service center. Here, its brand will evaluate the units applying to join the dealership based on the work process, and organize multiple rounds of evaluations based on work needs. When buying electric cars from the Great Wall brand in Thailand, you are concerned about clean and beautifully decorated service centers. When buying electric cars from the Great Wall brand in Thailand, it concerned about large service centers. Choose cars with strong comprehensive strength and further increase the intensity of service policies in the European region. Extended to 5 years or 120,000 kilometers to enhance European customers' trust in the Hongqi brand; for special maintenance technologies such as intelligent network connection, a special maintenance technical team will be established to conduct timely analysis of key and difficult technical cases and timely share the latest software upgrade solutions , 24-hour response, no problem the next day.

In short, only by fully trusting and fully supporting agents can this brand capture the hearts of dealers. Only then can dealers have the motivation and resources to market, and can this brand promote Hongqi's strategic goals in Europe and achieve cooperation with sufficient sales experience and rich distribution networks. As a general agent, the company can make up for its own shortcomings such as insufficient European distribution channel network and insufficient initial investment in personnel. Since car buyers in Thailand are relatively scattered, it is not easy to form a centralized display effect, and the convenience of vehicle repair and maintenance is relatively poor. Such a market needs to continue the traditional 4S store model and door-to-door service.

This finding shows that place strategies need to appropriately establish a brand display center in Thailand in order to achieve the strategic goal of building a brand. The brand display center is recommended to adopt a self-operated model, which only does publicity and display and product experience, and does not conduct sales business.

Thirdly, the place marketing strategy shows: According to the strategic layout of China Great Wall brand electric vehicles in Thailand, optimize the network structure, speed up network development, select the first echelon of the industry as partners, further improve network quality and coverage, and give full play to the local agency's advantages in sales, brand promotion resources, industry resources, network resources.

Finally, promotion is significant for marketer to attract consumer purchase Great Wall Brand. After having certain channels, we can rely on the power of China Great Wall brand electric vehicles themselves and channels to promote the implementation of various promotional strategies. Referring to the commonly used promotion methods and intensity in the domestic market, we combine online and offline marketing, as well as domestic and foreign events in China, to carry out matrix experiential marketing to shorten the user reach path.

Conventional promotion policies are mainly based on the historical export promotion methods and intensity, taking into account the profit and export volume targets of the Hongqi European system, and formulating annual promotion methods and intensity. Promotional methods include cash discounts in key markets, insurance, special support; free stuff promotions Policy: In order to meet the changes in the competition form of the overseas market or the opening of new

markets, the promotional methods that need to be used are not among the conventional promotional methods, or the promotional intensity is greater than the conventional promotional intensity; and in road tests, certification and other related test vehicles or Test drives, display cars and other marketing cars will be given a certain price discount, and the quality of the battery will be guaranteed.

When formulating promotional activities, we must fully consider these factors. By giving away aftermarket products, extending a certain warranty period, providing financial support plans, and organizing China Great Wall brand electric vehicles to be both powerful and characteristic of the Chinese Great Wall brand electric vehicles' cultural taste. Only by allowing consumers to experience benefits and allowing them to appreciate the unique brand characteristics of China's Great Wall brand electric vehicles can they be sufficiently attractive.

This findings point to the need for promotion strategies to be innovative in developing promotional activities. China's Great Wall brand electric vehicles should combine their own brand heritage from the East, find product differences, cultural differences, style differences and other differences with traditional Thai car companies, create unique promotional activities plans, quickly attract potential users, and seize potential users. The prerequisite for potential users to enter the store and make purchases is to be attracted by the promotional plan, and then this brand will have a certain probability of becoming actual users.

Secondly, the promotion marketing strategy shows that according to the Chinese Great Wall brand electric vehicle is a latecomer in the Thai market, so in terms of promotion, it must have unique new ideas and innovative methods to impress the sincerity of consumers. Thailand's electric vehicle brands have captured a certain market share in the promotion competition.

Chapter 5

Conclusion and Recommendation

5.1 Conclusion

This research aimed to analyze the 4Ps (Product, Price, Place and Promotion) of marketing mix influencing decision to use electric vehicles (EV). Increasing brand influence by entering the international market, Chinese electric vehicle companies are exporting to foreign countries, and annual sales targets and operating profits are still critical short-term tasks (Jabeen et al., 2023). Because the brand and product strategies discussed thoroughly without considering sales are empty talk, it is difficult for agents to cooperate with car companies in the short term without sales or profits. Great Wall still adopts sales as the leading assessment indicator for agent work in the short term, and the agent's goal is more straightforward: to achieve profitability. Therefore, in the short term, the goal between Great Wall electric vehicles and agents is unified, that is, to achieve sales targets and achieve profitability.

As a brand manufacturer, Great Wall electric vehicles must put effort into managing agents. When the sales volume does not reach the target, we should analyze the reasons with the agent, identify the problem points, fully support the agent in formulating corresponding countermeasures, and provide specific policies and resource support. When achieving sales targets, it is also essential to understand what positive measures the agent has taken, consider whether setting goals can be more challenging, and actively promote the agent to achieve them after setting relatively challenging goals. After achieving the goals, give specific policies or financial rewards.

With the rapid development of new energy electric vehicles, incredibly pure electric vehicles, in the Thai market, the Great Wall electric vehicles must keep up with market development trends and bravely enter the Thai market. The main strategic goal is to establish a high-end and luxurious brand image of the Great Wall in the Thai market and drive the domestic market brand and sales to increase through overseas sales.

In entering the Thai market, market selection strategies determine the success or failure of the entire Thai marketing strategy. Influenced by brand influence, economic development level, and the positioning of existing electric vehicle models, Great Wall can choose to first break through representative markets such as Norway and the Netherlands, verify product adaptability, consumer acceptance, brand and sales operations, and then gradually radiate the goal of the Thai market through these markets, Further breakthroughs will be made in larger markets such as Germany, gradually achieving strategic goals.

In promoting the marketing of the Great Wall electric vehicles in Thailand, based on the 4P marketing theory, targeted and implementable marketing strategies are formulated around four marketing elements: product, price, Place, promotion, and personnel. Based on the current situation of the Great Wall electric vehicles, various promotional activities tailored to local conditions are carried out frequently by ensuring product resources, dynamically managing prices, and continuously opening up Places, and various promotional activities tailored to local conditions. A combination of measures such as systematic management of relevant personnel, enhancement of the brand image of the Great Wall products, and standardized management of the marketing process are taken to form a marketing mix strategy that supports, supplements, and organically combines various elements, helping to implement the marketing strategy of the Great Wall pure electric vehicles in Thailand.

As a representative of domestic high-end independent electric vehicles, the Great Wall brand has the responsibility and obligation to work with domestic friends to join forces and set a benchmark for international advanced enterprises in the export of pure electric vehicles to the Thai market, explore new avenues, and dance with international first tier brands to create forward-looking and advanced technology adaptive products, attracting consumers with a high cost-effectiveness advantage. Through the joint efforts of self built brand exhibition centers and agency mechanisms, we aim to expand Places, gain brand attention and reputation through online digital marketing and offline experiential marketing, establish an international management and marketing system, strengthen the establishment of mutually beneficial mechanisms with the same agency, cultivate outstanding international talents, and build a global ecological circle of friends, thus accumulating valuable experience in the Thai market marketing of national brand cars, realize the

sharing of industry achievements and contribute to the development of national luxury brand electric vehicles in Thailand and even globally.

In addition, the Great Wall Electric Vehicles also need to establish a good work relationship network within the local industry and master significant strategic information of agents. Based on profit considerations, foreign agents often switch to other companies when they cannot generate profits in the short term. For similar scenarios, the Great Wall Electric Vehicles should strengthen communication with agents and gradually achieve strategic mutual trust through work progress and reserve their own contingency plans. If agents stop cooperation, they can promptly find the spare tire, analyze the reasons for failure, and make tactical adjustments on time to avoid a significant impact on work goals and pace.

5.1.1 Demographic factors

Based on the demographic collection and analysis in chapters 3 and 4, descriptive statistical factors were concluded. The demographic factor of this study is to include Thai people in Thailand who have a certain job and income. This group is the focus of our study because they play an important role in the development of the Thai economy.

First of all, this target group is Thai people in Thailand, which means that they are native residents and have a deep understanding of Thailand's social, cultural and economic environment. They may have been born in Thailand and have a deep identification with local values and traditions. Therefore, they have a natural interest in Thailand's economic development and are willing to actively contribute to it.

Secondly, this target group is people with a certain job and income in Thailand. This means that they are an active part of the economy and they have a certain status and ability in Thailand's labor market. They may be employed in a variety of occupations, ranging from workers to professionals, with a stable job and source of income. This creates a positive economic environment for them, allowing them to make meaningful choices and decisions to improve the living standards of themselves and their families.

For research on this target group, we can focus on their employment status, salary levels, savings and investment habits, etc., as well as study their consumption habits and preferences. This includes their consumption behavior in different areas, such as shopping, travel, dining, etc. By understanding their consumption habits, it can provide valuable information on market demand and positioning for industries and companies similar to Chinese brand electric vehicles, thereby promoting further economic development.

In summary, through research on Thais in Thailand, especially those with certain jobs and incomes, the development of the Thai economy and its influencing factors can be better understood. This provide valuable reference for businesses, governments and investors to promote sustainable development and prosperity of the Thai economy.

5.1.2 Factors affecting customer purchase intention towards Great Wall electric vehicles

For products, electric users emphasize safety systems, while prospective electric vehicle users emphasize long-life electric motors and long-life batteries. As for the hypothesis test between the Great Wall Chinese brand imported Thailand group, the results show that there is no significant difference between the Great Wall Chinese brand imported Thai team in terms of long life motor, motor power effectiveness, safety system, design and modernity, multiple charging support, and driving mileage compared with fuel vehicle length. The results show that the Great Wall Chinese brand import Thai group emphasizes reasonable price and high quality. For the hypothesis test between the Great Wall Chinese brand import Thailand group, the results showed that the Great Wall China brand import Thailand team emphasized no significant difference in reasonable price, high quality, high maintenance cost, high accessory price and high life battery.

For place, electric vehicle users emphasize multiple branches of service centers, while prospective electric vehicle users emphasize one-stop service centers. For the hypothesis test of the Great Wall China brand import Thailand group, the results show that there is no significant difference between the Great Wall China brand import Thailand team in one-stop service centers, multiple service center branches and through online booking of new electric vehicles. For

generalization, both sample groups emphasize battery quality assurance. For the hypothesis test between the Great Wall Chinese brands imported from Thailand, the results show that there is no significant difference between the two sample groups' emphasis on vehicle insurance, wall box and battery quality assurance.

Hypothesis Testing results are shown in Table 5-1 below:

Table 5-1 Results of hypothesis validation

No	Hypothesis	Result
H1	There is a correlation between product strategy and purchase intention of Great Wall electric vehicles.	Established
H2	There is a correlation between price strategy and purchase intention of Great Wall electric vehicles.	Established
H3	There is a correlation between place strategy and purchase intention of Great Wall electric vehicles.	Established
H4	There is a correlation between promotion strategy and purchase intention of Great Wall electric vehicles.	Established

Therefore H1-H4 are all established.

5.2 Recommendation

The research results show that car companies such as Great Wall China Brand Import Thailand Co., Ltd., which have an impact on purchasing consumers in the Bangkok metropolitan area, can apply this result to product and service development to better meet customer needs. The following are recommendations.

5.2.1 Product Strategy

The research results show that the factors affecting Great Wall's Chinese brand's product strategy for importing into Thailand are important. In terms of product technology, it needs to have obvious advantages in battery life, intelligent control and network services, and electronic control technology level. Like the long-life batteries, motors and safety systems of the car mentioned in the questionnaire (Snyder, 2019). Therefore, the conclusion of the product discussion is that the Great

Wall brand's product strategy should adapt its product strategy to Thai consumers, grasp the product needs of Thai consumers clearly and specifically, conduct market research, and conduct future product research and development trends of Thailand's mainstream electric vehicle companies. Carry out accurate grasp and build and package the current model products. In addition, with the development trend of electric vehicles in Thailand, consumers are concerned about longer driving range than fuel vehicles, which is also a good opportunity to prepare for policies to phase out fossil fuel vehicles in the future.

5.2.2 Price Strategy

According to the results, factors affecting price scored the highest. The intention to buy the Great Wall Chinese brand imported from Thailand is because the price of the vehicle is suitable, with the starting price being 1,109,000-1,579,000 baht. After all, when conducting questionnaire surveys, consumers are most concerned about reasonable prices and high quality, followed by additional expenses, such as maintenance costs, license renewal fees and accessories prices. In addition, due to consumers' consumption levels and demand are different. In addition, there is a second-hand car market in the automobile market. If there is demand, there will be a market. Therefore, some consumers will buy electric cars from the Great Wall brand in Thailand. They are concerned about the selling price of second-hand electric cars.

From the above, it can be explained that the car price and additional cost expenditure that consumers consider appropriate are important (Nedeliakova et al., 2016). Therefore, the price discussion concluded that the price strategy of the Great Wall brand should be adapted to Thai consumers, taking into account the adoption of terminal market pricing methods, decomposing annual export volume targets to the market, and providing incentives in the form of stepped tax rebates at the end of the year based on actual export conditions. Special support refers to the establishment of standard business processes and management principles for the application, use and supervision of the above policies in Great Wall Electric Vehicle's Thai business to support the introduction of new cars and the creation of mass models, such as test vehicles, certification vehicles, related test vehicles and marketing vehicles offering specific price discounts. Track the usage of Thailand's promotional fees every month, conduct self-examination of promotional policies every month, and issue early warnings based on target achievement. Submit self-inspection results and adjustment plans on time; timely summarize and evaluate the use of promotional policies

throughout the year to ensure that various promotional policies are implemented.

In addition, the Chinese brand Great Wall electric vehicles should maintain a fixed price in Thailand, conduct market research, and provide consumers with some additional preferential services, so that compared with the same choice, the Great Wall Chinese brand imports from Thailand the prices are more affordable than competitors.

5.2.3 Place Strategy

According to the results, the place strategy with the highest impact score. It can be explained that when there is a problem with the vehicle, consumers can access services in various regions.

After having a specific place, we can rely on the power of the Great Wall Electric Vehicle itself and places to promote the implementation of various promotional strategies. Because in the early stage of the product import and market development, need to develop rhythmic promotion plan, and the promotion project, process supervision and summarizes the working mechanism, and establish one-stop service center, cleaning, service, door-to-door delivery and spare battery these will be used as a new car plan for promotion. Establish the Great Wall brand in Thailand direct stores, brand display center and other promotion mode.

Therefore, Chinese brand Great Wall electric vehicles should expand their showrooms and service centers to major cities in various provinces, so that consumers can easily access services.

5.2.4 Promotion Strategy

In the questionnaire, consumers were asked about some points they are concerned about when purchasing electric vehicles from the Great Wall brand in Thailand. What they are concerned about are cash discounts, free gifts, insurance, glass coating and battery quality assurance, so the promotion strategy combines the The analysis conclusions in Chapters 3 and 4 should refer to the commonly used promotion methods and efforts in the domestic market, combine offline marketing, domestic and foreign activities, and carry out matrix experiential marketing to shorten the user's arrival path. Based on the common promotion methods and efforts used by Great Wall Electric Vehicles to export to other markets, and guided by the annual business goals of Great Wall Electric

Vehicles in Thailand, in order to achieve the annual export goals, the promotion policy will be more targeted. Promotional methods include the promotion of cash vouchers. Activities, giveaways, battery trade-in maintenance activities in the main market of Thailand (Atarodian, 2016).

5.3 Implications

As the global demand for sustainable transportation continues to grow, electric vehicles have received widespread attention as an environmentally friendly and efficient means of transportation (Adisak, 2020). As one of China's well-known automobile manufacturers, China Great Wall Electric Vehicles has actively expanded overseas markets and successfully entered the Thai market. This article aims to provide an overview of the research contribution of China Great Wall's electric vehicles entering the Thai market.

First, the study of China Great Wall's electric vehicles entering the Thai market provides a new case study for the global electric vehicle market. Since 2009, China Great Wall electric vehicles have been promoted and sold in the Thai market and have gained a certain market share. By studying the progress of Great Wall electric vehicles in the Thai market, we can gain an in-depth understanding of the successful experiences and challenges of cross-border market promotion of electric vehicles (Coenegrachts et al., 2021).

Secondly, the research on China Great Wall's electric vehicles entering the Thai market provides reference and inspiration for the development of Thailand's local electric vehicle industry. Thailand is an important Southeast Asian automobile manufacturing and market, with good automobile production conditions and economic foundation (Cannas et al., 2020). As a case in which a foreign brand has successfully established itself in the Thai market, China Great Wall Electric Vehicle provides reference guidance for local electric vehicle companies in Thailand in terms of market positioning, branding, and sales Places.

In addition, the research on China Great Wall's electric vehicles entering the Thai market also provides an opportunity to promote electric vehicle technology cooperation between China and Thailand. China is one of the leaders in the world's electric vehicle market and has rich electric vehicle technology and experience (Haugen et al., 2014). Thailand is one of the important countries in the manufacturing and market of electric vehicles in Southeast Asia. Through the successful

experience of Great Wall electric vehicles in the Thai market, it can promote exchanges and cooperation between the two parties in electric vehicle technology cooperation, market promotion, policy support, etc., and enhance the development level of the electric vehicle industries of both parties.

In summary, the research on China Great Wall's electric vehicles entering the Thai market has made important contributions to the global electric vehicle market, the development of Thailand's local electric vehicle industry, and Sino-Thailand electric vehicle technical cooperation. Through in-depth exploration of the successful experience and challenges of Great Wall electric vehicles in the Thai market, it provides useful reference and inspiration for promoting the innovation and development of electric vehicle technology. With the continuous expansion of the electric vehicle market and the in-depth advancement of global cooperation, I believe that the research on China Great Wall's electric vehicles in the Thai market will make more contributions to the academic and practical development of related fields.

5.4 Further Research

Overall, the results of this study confirm that the export of Chinese Great Wall brand cars and trams to Thailand is an important market opportunity that requires the development of targeted marketing strategies. Therefore, through the analysis and investigation in Chapters 3 and 4, and based on the research results, the brand positioning in the Thai market is determined. China's Great Wall brand car tram should emphasize its advantages in electric vehicle technology and performance, as well as its commitment to environmental protection and sustainable development. At the same time, positioning as cost-effective options can be considered to attract more consumers, of which the description of the current situation and limitations in Chapter 4 is the most critical reason proposed in the literature and observed in the case.

The innovation of this article lies in the realization of certain research and planning to promote China's Great Wall brand cars and trams to better enter the Thai market and increase brand awareness and market share. At the same time, it is also necessary to continuously conduct market feedback and data analysis, and make adjustments and improvements to adapt to changes in market demand. The shortcomings of this article lie in theoretical analysis and macro development

positioning. In the future, researchers will be able to analyze quality control and marketing patterns in detail.



References

- Atarodian, A. (2016). Service innovation driven enterprises in emerging markets: A contemporary new insight of firms in dynamic global context. *Tiziana Russo-Spena and Cristina Mele*, 861.
- Adisak, S. (2020). Logistics service innovation for business growth: a case study of logistics service entrepreneurs. *Polish Journal of Management Studies*, 21(1), 394-407.
- Abdelkafi, N., & Pero, M. (2018). Supply chain innovation-driven marketing strategys: Exploratory analysis and implications for management. *Business Process Management Journal*, 24(2), 589-608.
- Bahl, S., & Chandra, T. (2018). Impact of marketing mix on consumer attitude and purchase intention towards 'green' products. *A Journal of Research Articles in Management Science and Allied Areas (Refereed)*, 11(1), 1-11.
- Brinkmann, D., & Bhatiasevi, V. (2023). Purchase intention for electric vehicles among young adults in Thailand. *Vision*, 27(1), 110-118.
- Barkenbus, J. N. (2020). Prospects for electric vehicles. *Sustainability*, 12(14), 5813.
- Banna, S., Ottesen, A., & Alzougool, B. (2023). Reasons why only kuwaiti citizens drive electric vehicles despite being only a quarter of the population. *World Electric Vehicle Journal*, 14(10), 287.
- Bogicevic, V., Yang, W., Bilgihan, A., & Bujisic, M. (2013). Airport service quality drivers of passenger satisfaction. *Tourism Review*, 68(4), 3-18.
- Cannas, V. G., Ciccullo, F., Pero, M., & Cigolini, R. (2020). Sustainable innovation in the dairy supply chain: enabling factors for intermodal transportation. *International Journal of Production Research*, 58(24), 7314-7333.
- Coenegrachts, E., Beckers, J., Vanelslander, T., & Verhetsel, A. (2021). marketing strategy blueprints for the shared mobility hub network. *Sustainability*, 13(12), 6939.

- Crujssen, F., Dullaert, W., & Fleuren, H. (2007). Horizontal cooperation in transport and logistics: a literature review. *Transportation journal*, 46(3), 22-39.
- Dai, J., Che, W., Lim, J. J., & Shou, Y. (2020). Service innovation of cold chain logistics service providers: A multiple-case study in China. *Industrial Marketing Management*, 89, 143-156.
- Donner, M., & de Vries, H. (2021). How to innovate marketing strategies for a circular bio-economy?. *Business Strategy and the Environment*, 30(4), 1932-1947.
- Dobbs, M., & Hamilton, R. T. (2007). Small business growth: Recent evidence and new directions. *International Journal of Entrepreneurial Behavior & Research*, 13(5), 296-322.
- Frick, V., Seidl, R., Stauffacher, M., & Moser, C. (2017). Promoting energy-saving behaviour: Formal social groups as promising middle actors for municipal interventions. *Energy Efficiency*, 10, 1539-1551.
- França, C. L., Broman, G., Robert, K. H., Basile, G., & Trygg, L. (2017). An approach to marketing strategy innovation and design for strategic sustainable development. *Journal of Cleaner Production*, 140, 155-166.
- Gleissner, H., Femerling, J. C., Gleissner, H., & Femerling, J. C. (2013). Logistics systems. *Logistics: Basics—Exercises—Case Studies*, 19-35.
- Gleissner, H., Femerling, J. C., Gleissner, H., & Femerling, J. C. (2013). Logistics systems. In *Logistics: Basics—Exercises—Case Studies* (pp.19-35). [N.P.].
- Husaini, H., Nurazi, R., & Saiful, S. (2023). Moderating role of risk management effectiveness on corporate social responsibility-corporate performance relationship. *Cogent Business & Management*, 10(1), 2194465.
- Haas, R. H. (2019). Mitochondrial dysfunction in aging and diseases of aging. *Biology*, 8(2), 48.
- Hidrué, M. K., Parsons, G. R., Kempton, W., & Gardner, M. P. (2011). Willingness to pay for electric vehicles and their attributes. *Resource and energy economics*, 33(3), 686-705.
- Haugen, T. A., Tønnessen, E., Hisdal, J., & Seiler, S. (2014). The role and development of sprinting speed in soccer. *International Journal of Sports Physiology and*

- Performance*, 9(3), 432-441.
- Ho, C. I., Liu, Y., & Chen, M. C. (2022). Factors influencing watching and purchase intentions on live streaming platforms: From a 7Ps marketing mix perspective. *Information*, 13(5), 239.
- Hanafizadeh, P., & Marjaie, S. (2021). Exploring banking marketing strategy types: A cognitive view. *Digital Business*, 1(2), 100012.
- Jabeen, F., Belas, J., Santoro, G., & Alam, G. M. (2023). The role of open innovation in fostering SMEs' marketing strategy innovation during the COVID-19 pandemic. *Journal of knowledge management*, 27(6), 1562-1582.
- Kung, M. L., Wang, J. H., & Liang, C. (2021). Impact of purchase preference, perceived value, and marketing mix on purchase intention and willingness to pay for pork. *Foods*, 10(10), 2396.
- Kusumawati, R. D., Oswari, T., Yusnitasari, T., Mittal, S., & Kumar, V. (2021). Impact of marketing-mix, culture and experience as moderator to purchase intention and purchase decision for online music product in Indonesia. *International Journal of Business Innovation and Research*, 25(4), 475-495.
- Khanra, S., Kaur, P., Joseph, R. P., Malik, A., & Dhir, A. (2022). A resource based view of green innovation as a strategic firm resource: Present status and future directions. *Business Strategy and the Environment*, 31(4), 1395-1413.
- Lam, J. S. L., & Wong, H. N. (2018). Analysing marketing strategies of liner shipping companies. *International Journal of Shipping and Transport Logistics*, 10(2), 237-256.
- Le, T. V., & Ukkusuri, S. V. (2019). Crowd-shipping services for last mile delivery: Analysis from American survey data. *Transportation Research Interdisciplinary Perspectives*, 1, 100008.
- Lévay, P. Z., Drossinos, Y., & Thiel, C. (2017). The effect of fiscal incentives on market penetration of electric vehicles: A pairwise comparison of total cost of ownership. *Energy Policy*, 105, 524-533.
- Lieven, T., Mühlmeier, S., Henkel, S., & Waller, J. F. (2011). Who will buy electric cars? An empirical study in Germany. *Transportation Research Part D: Transport and*

- Environment*, 16(3), 236-243.
- Liu, C. H., Zhang, E., Wong, G. T. F., & Hyun, S. (2020). Factors associated with depression, anxiety, and PTSD symptomatology during the COVID-19 pandemic: Clinical implications for US young adult mental health. *Psychiatry Research*, 290, 113172.
- Kongklaew, C., Phoungthong, K., & Techato, K. (2021). SWOT Analysis for Electric Vehicles (EVs) in Thailand. *International Journal of Integrated Engineering*, 13(7), 20-26.
- Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and Applied Sciences*, 5(2), 127-135.
- Marzan, L. W., Hossain, M., Mina, S. A., Akter, Y., & Chowdhury, A. M. A. (2017). Isolation and biochemical characterization of heavy-metal resistant bacteria from tannery effluent in Chittagong city, Bangladesh: Bioremediation viewpoint. *The Egyptian Journal of Aquatic Research*, 43(1), 65-74.
- Manutworakit, P., & Choocharukul, K. (2022). Factors influencing battery electric vehicle adoption in Thailand—Expanding the unified theory of acceptance and use of technology's variables. *Sustainability*, 14(14), 8482.
- Nedeliakova, E., Sekulova, J., Nedeliak, I., & Abramovic, B. (2016). Application of Raymond Fisk model in research of service quality. *Communications-Scientific letters of the University of Zilina*, 18(2), 11-14.
- Ohy, J. (2019). Marketing mix strategy and consumer intention to buy (Empirical study on retail store at Manado city). *Asia Pacific Journal of Management and Education (APJME)*, 2(1).
- Preedakorn, K., Butler, D., & Mehnen, J. (2023). Challenges for the adoption of electric vehicles in Thailand: Potential Impacts, Barriers, and Public Policy Recommendations. *Sustainability*, 15(12), 9470.
- Schaltegger, S., Lüdeke-Freund, F., & Hansen, E. G. (2012). Business cases for sustainability: The role of marketing strategy innovation for corporate sustainability. *International Journal of Innovation and Sustainable Development*, 6(2), 95-119.

- Sasongko, G., Huruta, A. D., & Pirzada, K. (2019). Why labor force participation rate rises? New empirical evidence from Indonesia. *Entrepreneurship and Sustainability*, 7(1), 166-176.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333-339.
- Schröder, M. (2021). Electric vehicle and electric vehicle component production in Thailand. *Promotion of Electromobility in ASEAN: States, Carmakers, and International Production Networks*, (3), 3-60.
- Schröder, M. (2021). Electric vehicle and electric vehicle component production in Thailand. *Promotion of Electromobility in ASEAN: States, Carmakers, and International Production Networks*, (3), 3-60.
- Sovacool, B. K. (2017). Experts, theories, and electric mobility transitions: Toward an integrated conceptual framework for the adoption of electric vehicles. *Energy Research & Social Science*, 27, 78-95.
- Sundararjun, J., & Wongbandit, A. (2021). *Policies and regulations to promote electric vehicles in Thailand* (Doctoral dissertation, Thammasat University).
- Thananusak, T., Punnakitikashem, P., Tanthasith, S., & Kongarchapatara, B. (2020). The development of electric vehicle charging stations in Thailand: Policies, players, and key issues (2015–2020). *World Electric Vehicle Journal*, 12(1), 2.
- Thananusak, T., Rakthin, S., Tavewanaphan, T., & Punnakitikashem, P. (2017). Factors affecting the intention to buy electric vehicles: Empirical evidence from Thailand. *International Journal of Electric and Hybrid Vehicles*, 9(4), 361-381.
- Rozmi, A. N. A. (2018). The perception of ICT adoption in small medium enterprise: A SWOT analysis. *International Journal of Innovation and Business Strategy (IJIBS)*, 9(1).
- Randhawa, K., Josserand, E., Schweitzer, J., & Logue, D. (2017). Knowledge collaboration between organizations and online communities: the role of open innovation intermediaries. *Journal of Knowledge Management*, 21(6), 1293-1318.
- Wu, X., Ma, R., & Shi, Y. (2010). How do latecomer firms capture value from disruptive technologies? A secondary business-model innovation perspective. *IEEE Transactions*

- on Engineering Management*, 57(1), 51-62.
- Wang, Z., Liu, G., Zheng, H., Li, F., Ngo, H. H., Guo, W., ... & Xing, B. (2015). Investigating the mechanisms of biochar's removal of lead from solution. *Bioresource technology*, 177, 308-317.
- Wang, X. (2013). Why students choose STEM majors: Motivation, high school learning, and postsecondary context of support. *American educational research journal*, 50(5), 1081-1121.
- Witell, L., Snyder, H., Gustafsson, A., Fombelle, P., & Kristensson, P. (2016). Defining service innovation: A review and synthesis. *Journal of Business Research*, 69(8), 2863-2872.
- Wannasin, C. (2023). *Modelling and forecasting daily streamflow with reservoir operation in the upper Chao Phraya River basin, Thailand* (Doctoral dissertation, Wageningen University).
- Winter, C., Neumann, P., Meleagrou-Hitchens, A., Ranstorp, M., Vidino, L., & Fürst, J. (2020). Online extremism: research trends in internet activism, radicalization, and counter-strategies. *International Journal of Conflict and Violence (IJCV)*, 14, 1-20.
- Vargo, M. A., Voss, O. H., Poustka, F., Cardounel, A. J., Grotewold, E., & Doseff, A. I. (2006). Apigenin-induced-apoptosis is mediated by the activation of PKC δ and caspases in leukemia cells. *Biochemical Pharmacology*, 72(6), 681-692.
- Zhang, B. (2011). *Analysis of the current situation and marketing strategy research of electric bicycle enterprises in Taizhou City, Zhejiang province* (Doctor dissertation, Guizhou University)
- Zhao, X (2022). *Research on Marketing Strategy of FAW Volkswagen Electric Vehicle ID.4 CROZZ* (Doctor dissertation, Jilin University).

Appendix

Dear Madam/Sir,

Hello!

The survey results will only be used for my master's thesis research and will not involve any commercial purposes. Please fill in truthfully according to your own actual situation and feelings. Thank you for your support and help!

Part 1: Personal situation [Single choice question] *

*1. Your gender;

- A. Male
- B. Female

*2. Your age group:

- A. 18~30
- B. 30~40
- C. Above 40

*3. Your current occupation:

- A. Office workers
- B. Businessman
- C. Student
- D. Freelancer
- E. Professionals (such as teachers, accountants, lawyers, architects, journalists, etc.)
- F. Other

*4. The price range of electric vehicles that you are willing to accept

- A. 250,000 baht-1 million baht
- B. 1 million baht-10 million baht
- C. Above 10 million baht

*5. Have you ever heard of China's Great Wall brand electric vehicles

- A. I have heard of it and I am very familiar with it
- B. I've heard of it, but I'm not very familiar with it
- C. I haven't heard of it before

*6. What is the main purpose of purchasing China Great Wall brand electric vehicles for?

- A. Carry passengers
- B. Commuting
- C. Carrying cargo
- D. Other

*7. Which of the following marketing methods do you prefer? [Select at least 1 item]

- A. Test Drive
- B. Auto Show
- C. Media advertising
- D. Group buying meeting
- E. Maintenance of old customer relationships
- F. Externalization

Part 2: factor analysis

Below you can see some statements about your current work. Read these statements carefully to determine whether you agree with the sentence about your current work, and please mark "" on the answer that best fits your mind to show how well you are satisfied or agree with them. Only choose one item for each question. Thank you for your cooperation!

Response options: 5 strongly agree, 4 agree, 3 tend to agree, 2 tend to disagree, 1 disagree.

Product

Options	1	2	3	4	5
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the long life electric battery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

purchasing electric vehicles from the Great Wall brand in Thailand, care about is the long life electric motor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the effectiveness of electric motor power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the driving mileage longer than fuel cars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the safety system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Price

Options	1	2	3	4	5
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the reasonable price with high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the maintenance cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the cost of renew license plate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the price of accessories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the lifetime of battery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the selling price of used EV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Place

Options	1	2	3	4	5
---------	---	---	---	---	---

purchasing electric vehicles from the Great Wall brand in Thailand, care about is the one-stop service center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the clean and well decorated service center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the large service center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the many services center branches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the reserve new EV via online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the delivery service to doorstep	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Promotion

Options	1	2	3	4	5
purchasing electric vehicles from the Great Wall brand in Thailand, you care about is the cash discount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the free stuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the glass coating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchasing electric vehicles from the Great Wall brand in Thailand, care about is the quality assurance for the battery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Purchase Intention

Options	1	2	3	4	5
I currently have a strong intention to purchase this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At this time, I will take the initiative to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In comparison with similar products of the same price range, I will give priority to this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thanks!

