



A Study of the Marketing Strategy of BYD Electric Vehicles in Chinese Market

Yue Zhen

6617190054

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

2025



Title of Research: A Study of the Marketing Strategy of BYD Electric Vehicles in Chinese Market

Author: Yue Zhen

ID: 6617190054

Major: Finance

Degree: Master in Business Administration

This independent study has been approved to be a partial fulfillment in
Master of Business Administration Program

A handwritten signature in blue ink, appearing to read 'Warangrat'.

(Dr Warangrat Nitiwanakul)

Advisor

Date 8 May 2025

A handwritten signature in blue ink, appearing to read 'Jomphong'.

(Assoc. Prof. Dr. Jomphong Mongkolvanich)

Dean, Graduate School of Business

Date.....

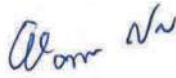
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Researcher: Yue Zhen

Degree: Master of Business Administration

Major: Finance

Advisor:



(Dr Warangrat Nitiwanakul)

8 / May / 2025

ABSTRACT

China's automotive industry is transitioning to new energy vehicles (NEVs). NEVs, led by companies like BYD, have shown significant progress, contributing to both environmental protection and industrial innovation.

The main objectives of this research were: 1) To explore the current situation of the BYD electric vehicle marketing strategy; 2) To examine factors that affect consumer purchase intention of BYD electric vehicles in China; 3) To synthesize insights from the analysis into actionable strategic recommendations that will support BYD's expansion and long-term growth in the Chinese electric vehicle market.

This study was based on the 7Ps marketing theory and employed a quantitative method. A total of 223 questionnaires were collected through the "Questionnaire Star" platform, with participants from various regions of China and diverse backgrounds, and SPSS software was used for data analysis. It was concluded that the seven aspects of the 7Ps marketing theory all had a significant impact on the purchase intention of customers of BYD electric vehicles in Chinese market. The results showed there is a correlation between product strategy, price strategy, place strategy, promotion strategy, people strategy, process strategy and physical evidence strategy on purchase intention of BYD electric vehicles. For managerial implication, this study proposes a series of marketing strategies for BYD electric vehicles in China, including the strategies for product, price, distribution, promotion, people, process, and physical evidence, to enhance purchase intention and market share. For academic contribution, this study contributes to the literature on the 7Ps marketing theory in the NEV sector, revealing key factors in consumer choice.

Keywords: consumer behavior, 7Ps marketing theory, electric vehicles

ACKNOWLEDGEMENT

In this section, I would like to express my gratitude to Dr. Warangrat Nitiwanakul and Assoc. Prof. Dr. Jompong Mongkolvaint, Dean, Graduate School of Business, Siam University, Bangkok, Thailand for their thoughtful and caring supervision through their educational excellence. I am most grateful to them, especially for their deep understanding of the Independent Study and their good communication skills. And also, I am thankful for the support and encouragement from my colleagues and friends. This work would not have been possible without their assistance.

Name: Yue Zhen

Date: 2024-11-08

Yue Zhen



DECLARATION

I, Yue Zhen, hereby certify that the work embodied in this independent study entitled “A Study of the Marketing Strategy of BYD Electric Vehicles in Chinese Market” is result of original research and has not been submitted for a higher degree to any other university or institution.

Name: Yue Zhen

Date: 2024-11-08

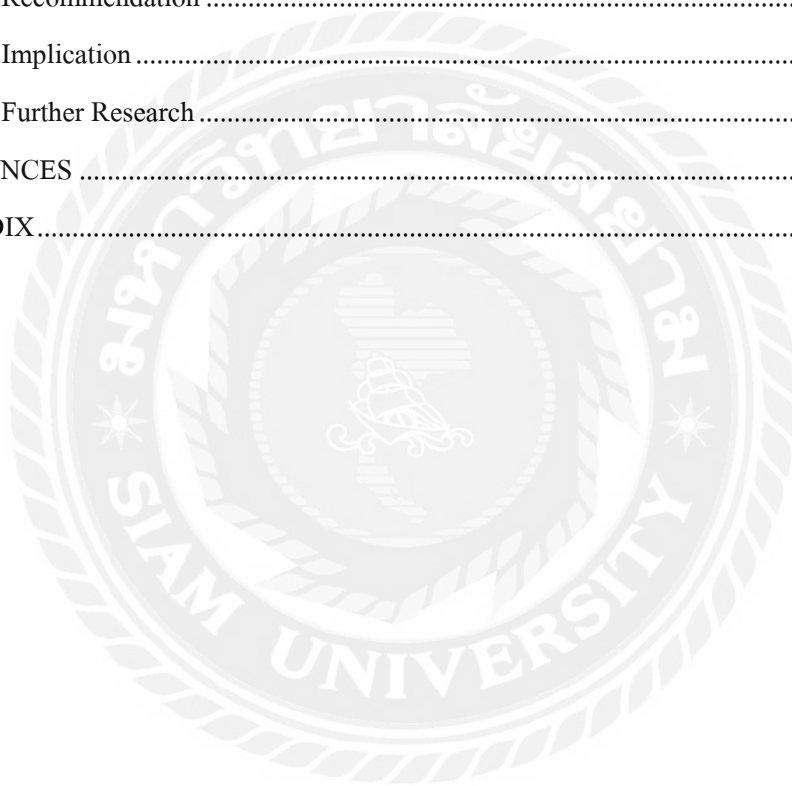
Yue Zhen



CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT	II
DECLARATION	III
CONTENTS.....	IV
LIST OF TABLES	VI
LIST OF FIGURES	VII
CHAPTER 1 Introduction.....	1
1.1 Background of the Study	1
1.2 Problem of the Study	1
1.3 Objective of the Study	1
1.4 Significance of the Study	2
1.5 Scope of the Study	2
CHAPTER 2 Literature Review	3
2.1 Theory of Consumer Behavior.....	3
2.2 7Ps Marketing Theory.....	3
2.3 Conceptual Framework.....	6
CHAPTER 3 Research Methodology	8
3.1 Research Design.....	8
3.2 Target Population and Sample.....	8
3.3 Hypothesis.....	8
3.4 Questionnaire Design.....	9
3.5 Reliability Analysis.....	11
3.6 Validity Analysis	12
3.7 Data Collection	12
3.8 Data Analysis	13
Chapter 4 Findings	14
4.1 Demographic Characteristics of Sample.....	14

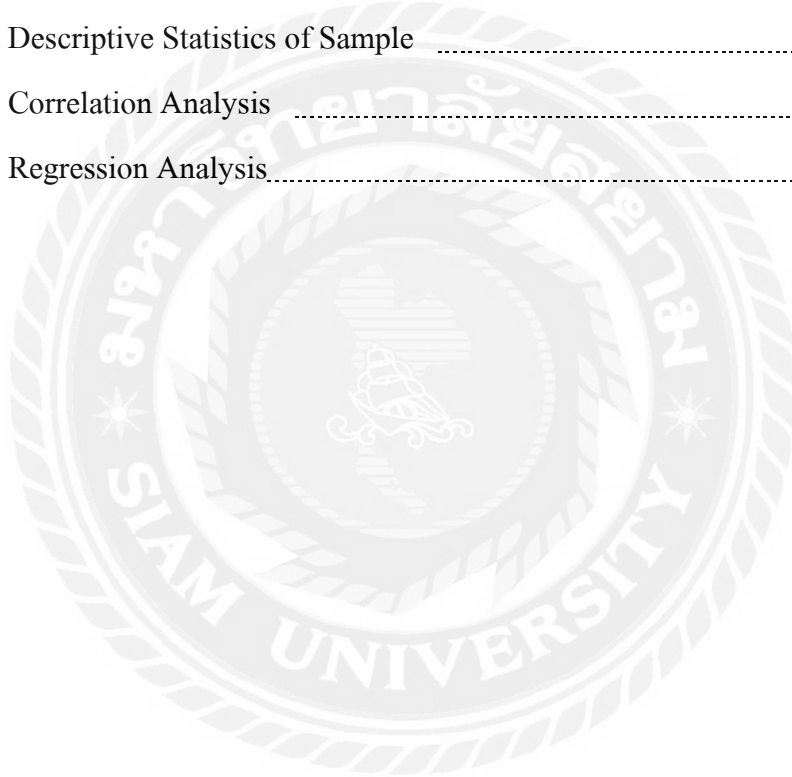
4.2 Correlation Analysis	14
4.3 Regression Analysis.....	17
4.4 Current Situation of 7Ps Marketing Strategy of BYD Electric Vehicles in China.....	17
4.5 Problem of 7Ps Marketing Strategy of BYD Electric Vehicles in Chinese Market	20
4.6 Discussion on Hypothesis Test Results	23
Chapter 5 Conclusion and Recommendation.....	25
5.1 Conclusion	25
5.2 Recommendation	26
5.3 Implication	30
5.4 Further Research	31
REFERENCES	33
APPENDIX.....	35



LIST OF TABLES

Table

Table 1: Consumer Attitude Values	9
Table 2: Questionnaire Items	9
Table 3: Reliability Analysis	12
Table 4: KMO and Barlett's Test	12
Table 5: Descriptive Statistics of Sample	14
Table 6: Correlation Analysis	15
Table 7: Regression Analysis.....	17



LIST OF FIGURES

Figure

Figure 1: Conceptual Framework	7
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CHAPTER 1 Introduction

1.1 Background of the Study

In the face of over-exploitation and increasing consumption of non-renewable resources, the world is facing a shortage of oil resources and environmental pollution is becoming more and more serious.

With the rapid development of the automobile industry, the contradiction between global crude oil supply and demand has gradually intensified. The environmental pressures of clean energy and climate warming faced by traditional energy have led to the transformation of the fuel vehicle industry to new energy vehicles. China's fuel reserves are very limited. Now we have begun to vigorously develop the new energy vehicle industry to reduce the use of fuel resources, playing a role in energy conservation and emission reduction, and also to overtake on the curve and open up a new way for Chinese automobile industry to innovate and develop. New energy vehicles are not only energy-saving and environmentally friendly, but can also effectively reduce air pollution. They also have low operating costs and are a new choice for many consumers. BYD, as a leading independent automobile company in China, was the first to enter the new energy automobile industry and has achieved considerable success which has contributed a lot to the development of the Chinese automobile industry.

1.2 Problem of the Study

This study aims to address the following key problems:

1. What is the current marketing situation of BYD electric vehicles?
2. What is the influence of the 7Ps marketing strategy on customer purchase intention?

1.3 Objective of the Study

The primary objective of this study is to explore BYD's marketing strategy and formulate strategic approaches that BYD can adopt to expand and strengthen its presence in the Chinese electric vehicle (EV) market. To achieve this overarching goal, the study focuses on the following specific objectives:

1. To explore the current situation of the BYD electric vehicle marketing strategy.
2. To examine factors that affect consumer purchase intention of BYD electric vehicles in China.

3. To synthesize insights from the analysis into actionable strategic recommendations that will support BYD's expansion and long-term growth in the Chinese electric vehicle market.

1.4 Significance of the Study

By applying the 7Ps marketing theory, this study analyzes the current deficiencies and problems in BYD's marketing strategies from seven aspects: product, price, place, promotion, people, process and physical evidence. Finally, the paper proposes targeted solutions and suggestions to enhance the brand influence, promote the development of domestic electric vehicle brands, continuously improve core competitiveness in the increasingly competitive electric vehicle market, and gradually drive China towards becoming an automotive powerhouse.

1.5 Scope of the Study

This study focuses on the strategic analysis of BYD's market operations within the Chinese electric vehicle industry. It seeks to investigate the internal and external challenges that BYD faces, including competition and consumer behavior trends in the domestic market.

By synthesizing academic theories with practical insights, the study develops targeted strategic recommendations for BYD. These include specific implementation paths and safeguard measures to enhance its operational efficiency, market presence, and long-term sustainability.

This study is confined to the Chinese electric vehicle market context and focuses on BYD as a case study, with broader implications for other domestic electric vehicle enterprises.

CHAPTER 2 Literature Review

2.1 Theory of Consumer Behavior

Consumers in a broad sense include demanders, buyers and users of products or services, while consumers in a narrow sense refer to individuals who purchase and use goods, services and use value.

Consumer behavior describes the many different reasons people consider when choosing and using a substance or service, and these reasons change over time and place. These principles are often called personal preferences, reflecting people's ability to choose and use a substance or service. In-depth exploration and analysis of consumer needs and preferences will greatly affect the company's marketing decisions and can greatly improve the company's success rate.

The theory of Consumer Behavior, also known as Utility Theory, aims to explore how humans can achieve a higher standard of living by purchasing different types of materials or services to get more rewards. When people choose to buy something, they hope that its actual usage rate will be as high as possible. Therefore, when manufacturing a new product, companies should give priority to the impact of the product on people's actual usage rate. The actual usage rate not only reflects economic benefits, but also reflects people's emotions and preferences. In order to make the company's products sell faster and gain more benefits, it is necessary to understand the needs of consumers and design products based on their needs.

2.2 7Ps Marketing Theory

The 7Ps marketing theory, an evolution of the original 4Ps framework by McCarthy (1960), offers a comprehensive model for understanding and developing marketing strategies in both product and service-based industries. The extended model includes Product, Price, Place, Promotion, People, Process, and Physical Evidence, which together aim to address the complexities of modern markets. This framework emphasizes not only the tangible aspects of marketing but also the intangible factors that influence consumer behavior, such as customer experience, service delivery, and perception of quality.

2.2.1 Product

The term "product" refers to all of the components and aspects required to provide a service that adds value to the client. Product is a part of the marketing mix that, when respected in

cooperatives, leads to member and consumer satisfaction. Utilizing consumer insights and market data has become essential in the development process to ensure that products meet market demands and preferences. Continuous advancements in technology are driving new product development trends.

Products require enterprises to pay attention to the development of functions, and require commodities to have their own selling points. More specifically, commodities in the entire production process can include types, quality, design and other aspects.

2.2.2 Price

Price comprises the item's price as well as product assortments and lines, price adjustments, and payment options, allows the organization to offer a competitive price (Jain, 2022).

Price requires the company (brand) to propose differentiated product pricing strategies for differentiated industry market product positioning, while the pricing basis of commodities is the company's brand value strategy, and emphasizes the value of brand economic value. For commodities with distinct selling points, how to set catalog prices, discounts, allowances, payment terms, etc. are issues that need to be considered in the price link.

2.2.3 Place

Place refers to the distribution location and sales area of the product. This link requires the company not to face consumers directly, but to focus on the cultivation of salesmen and the formation of a marketing service network. The connection between the company and consumers is also achieved through distributors. Effective distribution strategies are crucial for ensuring product availability and convenience, thereby influencing consumers' purchase intentions. Therefore, the marketing channels, scope, product types, locations, inventory, transportation, etc. of the priced goods should be targeted to find corresponding strategies.

Extensive distribution can increase product availability and customer convenience, enhancing satisfaction. By balancing brick-and-mortar locations with online sales platforms could maximize reach and accessibility. Distribution strategies that prioritize consumer convenience, such as online channels and omnichannel approaches, can positively influence purchase intentions.

2.2.4 Promotion

Promotion is an important part of product sales, requiring enterprises to focus on influencing consumers through changes in marketing activities, so as to achieve long-term

consumption growth through short-term profit-sharing activities, guiding consumers of other brands or lead them to early consumption to drive product sales growth. Promotional methods can be mainly divided into marketing promotion, advertising, personal marketing, public relations coordination, direct product sales and other methods.

The company should integrate all promotional tools for a consistent marketing message. Leverage social media for cost-effective, wide-reaching promotional campaigns. And customize promotions to address the specific preferences and needs of different market segments (Jain, 2022). Sales promotions, such as discounts, coupons, and special offers, are effective in attracting consumers and boosting purchase intention.

2.2.5 People

People refer to all individuals involved in the marketing and delivery of a product or service. This includes not only employees and sales staff but also customers who interact with the brand. The effectiveness of these interactions can significantly influence consumer purchase intentions and overall satisfaction.

The quality of interactions between employees and customers plays a crucial role in shaping customer perceptions and purchase intentions. Positive interactions can enhance customer satisfaction and loyalty, while negative experiences can deter future purchases. Research has shown that well-trained and motivated employees who provide excellent customer service are key to driving purchase intentions (Yu, 2023). The competence and behavior of sales staff can directly influence consumer decision-making.

Customers themselves play a significant role in influencing the purchase intentions of others. Positive reviews and word-of-mouth recommendations from satisfied customers can enhance brand reputation and encourage new customers to make purchases. Recent studies emphasize the growing importance of online reviews in shaping consumer behavior, particularly in the context of e-commerce (Zaidan, 2021).

2.2.6 Process

Process refers to the procedures, mechanisms, and flow of activities by which services are consumed. A well-designed process ensures that the service delivery is consistent, efficient, and satisfying for customers.

Efficient processes reduce waiting times and errors, contributing to a positive customer experience (Ongsiriporn & Krungthep, 2024). As businesses grow, their processes can become more complex. Managing this complexity while ensuring a smooth customer experience is a significant challenge.

2.2.7 Physical Evidence

Physical evidence is the physical environment where it is created and directly interacts with consumers. Physical evidence provides tangible cues of the quality of experience that a company is offering.

Physical evidence plays a crucial role in shaping the customer experience by providing tangible cues about the quality and nature of the service. A well-designed physical environment can enhance customer satisfaction and influence their perception of the service quality. While investing in physical evidence can enhance customer experience and satisfaction, it also incurs costs. Businesses must find a balance between creating impactful physical environments and managing expenses.

2.2.8 Purchase Intention

Purchase intention is a critical area of research in consumer behavior and marketing. It refers to a consumer's plan or willingness to buy a product or service in the future.

Various antecedents such as perceived value, brand image, and customer satisfaction have been identified as critical determinants of purchase intention. A study by Takaya. (2019) identified these factors through a survey method, emphasizing their direct influence on consumers' decision-making processes. Digital marketing strategies, including personalized advertising and social media engagement, significantly impact online purchase intention. A study conducted in Malaysia revealed that effective digital marketing could enhance consumer confidence and drive online purchases. The purchase intention towards electric vehicles has been a growing research area. Samarasinghe et al. (2024) identified factors such as environmental concern, government incentives, and perceived ease of use as critical drivers of purchase intention for EVs.

2.3 Conceptual Framework

This study constructed a theoretical model from these seven dimensions, and determine the theoretical model with BYD electric vehicle consumer purchase intention as the dependent variable and product strategy, price strategy, place strategy, promotion strategy, people strategy, process strategy and physical evidence strategy as the independent variables.

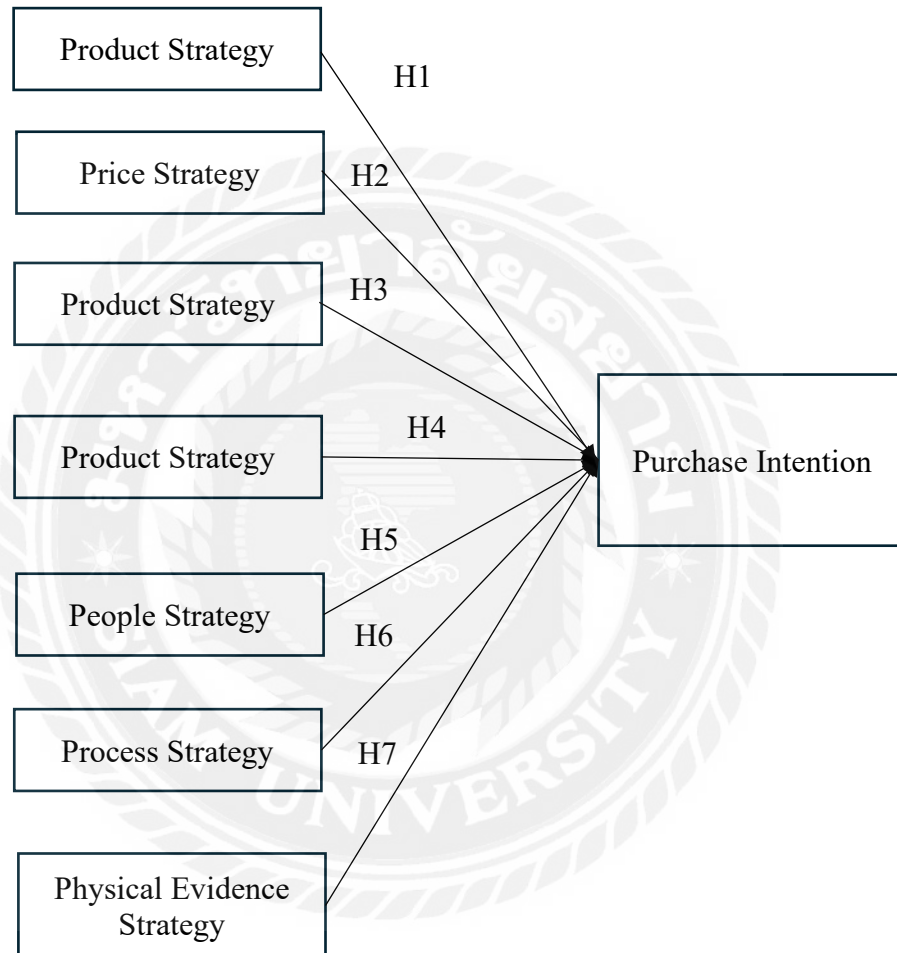


Figure 1 Conceptual Framework

CHAPTER 3 Research Methodology

3.1 Research Design

This study used the 7Ps marketing theory to analyze the current situation of BYD electric vehicle marketing strategy from the seven aspects of product, price, place, promotion, people, process and physical evidence, and explore the problems and shortcomings in the current marketing strategy of BYD electric vehicles. This study adopted a quantitative analysis method due to its strong emphasis on hypothesis testing. The primary focus of this research is to identify the factors that influence Chinese consumers' decisions to purchase electric vehicles. Given the nature of this inquiry, a quantitative method is more suitable compared to qualitative approach.

3.2 Target Population and Sample

The target population for this study was the Chinese residents living in China, with stable employment and income. These individuals were active participants in the economy, holding various positions in the labor market, from workers to professionals. Their stable jobs and sources of income create a positive economic environment, enabling them to make informed decisions to improve their living standards and those of their families.

For this study, 206 individuals from various regions across China were selected for investigation. This sample size aimed to provide a comprehensive understanding of the factors influencing Chinese consumers' decisions to purchase electric vehicles, thereby informing BYD's expansion and development strategies in the domestic market.

3.3 Hypothesis

This research analyzed the 7Ps marketing strategy of BYD electric vehicles and made assumptions from the seven aspects of product, price, place, promotion, people, process and physical evidence.

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

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

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

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

H5: There is a correlation between people strategy and purchase intention of BYD electric vehicles.

H6: There is a correlation between process strategy and purchase intention of BYD electric vehicles.

H7: There is a correlation between physical evidence strategy and purchase intention of BYD electric vehicles.

3.4 Questionnaire Design

A questionnaire was designed to collect data for analysis. The questionnaire is divided into three parts. The first part of the questionnaire clearly and in detail explains purpose and significance of the survey to the respondents, and emphasizes matters that need to be paid attention to when filling out the questionnaire. The second part is the personal information of the respondents. The third part is designed with eight variables: product, price, place, promotion, people, process, physical evidence and purchase intention. The Likert scale is used for measurement, and attitudes are divided into 5 categories and assigned different values. The respondents fill in the questionnaire according to their own subjective judgment.

Table 1 Consumer Attitude Values

Assignment	1	2	3	4	5
Consumer attitude	Disagree	Tend to disagree	Tend to agree	Agree	Strongly agree

The statistical variables of this study are: product, price, place, promotion and purchase intention. Corresponding items are set for each variable to examine the specific situation of the variable, as shown in Table 2.

Table 2 Questionnaire Items

Variable	Measurement items	
Product	Attractive interior design.	LAOVISETSRI, 2020
	Attractive exterior design.	
	Reliable safety system and applicable.	

Variable	Measurement items
	Interior option and facility e.g. Dual Zone Air Conditioning, USB Charging Station, Auto Brake Hold, etc.
	Long-lasting battery life.
	Performance and durability of a car engine.
Price	Appropriate price.
	Appropriate down payment.
	Appropriate installment options.
	Appropriate vehicle maintenance cost and parts price.
	Appropriate resale price.
Place	Locations of showrooms and service centers are easy to find.
	Nationwide coverage of showrooms and service centers.
	Various sales contact in online channels.
Promotion	Interesting advertising and media.
	Interesting payment discount.
	Interesting lower interest rate.
	Free first-class insurance.
	Free car accessory.
People	Prompt customer service and support from staff.
	Staff can recommend a suitable model for customers.
	Staff have product knowledge of all electric vehicles on the market.

Variable	Measurement items	
	Staff take good care of the customers with politeness.	
Process	Fast vehicle check-up process	
	Fast sales service process.	
	On-time delivery as promised.	
Physical Evidence	Showrooms and service centers are beautifully decorated, clean and tidy.	
	Showrooms and service centers have snack and coffee bar provided for customers.	
	Showroom and service centers facilities have free wi-fi provided for customers.	
Purchase Intention	When buying a vehicle in the future, I am willing to prefer a BYD electric vehicle.	Yeğın & Ikram, 2022
	When buying a vehicle in the future, I am thinking of choosing a BYD electric vehicle.	
	When buying a vehicle in the future, I plan to choose a BYD electric vehicle.	

3.5 Reliability Analysis

Cronbach's coefficient α is an indicator of measurement reliability, also known as the reliability coefficient. The higher α is, the higher its reliability is. Generally speaking, based on the use of the subscale, if its index is maintained at $\alpha \geq 0.7$, the subscale has a higher reliability; if $\alpha \leq 0.5$, then the reliability of the subscale is lower. In general, the coefficient of the α indicator must be at least higher than 0.60, that is, $\alpha \geq 0.7$, for the subscale to have an ideal reliability (Ling Chen, 2020). A detailed analysis is given in Table 3.

Table 3 Reliability Analysis

Variable	Item	Cronbach's	Results Analysis	Conclusion
Product	6	0.879	> 0.7	High reliability of the subscale
Pirce	5	0.819		
Place	3	0.827		
Promotion	5	0.828		
People	4	0.808		
Process	3	0.784		
Physical	3	0.801		
Evidence				
Purchase	3	0.792		
Intention				
Total	32	0.976		

3.6 Validity Analysis

Table 4 KMO and Barlett's Test

Sample a sufficient Kaiser-Meyer-Olkin metric		.965
The sphericity test of the Barlett	Approximate chi square	5355.003
	df	496
	Sig.	.000

Bartlett's test of sphericity evaluates whether the correlation matrix of the variables is an identity matrix (i.e., all variables are uncorrelated). A significant p-value (Sig = 0.000, which is < 0.001) indicates that the null hypothesis of an identity matrix is rejected. This suggests that there are meaningful correlations in the data, making it suitable for factor analysis.

The KMO statistic measures the adequacy of sampling. It ranges from 0 to 1, with higher values indicating that the data is more suitable for factor analysis. A KMO value of 0.965 is considered excellent (greater than 0.9). This indicates that the data has sufficient correlations to proceed with factor extraction.

3.7 Data Collection

A questionnaire survey was conducted using the online platform "Wenjuanxing" and promoted through WeChat groups and Moments. A total of 223 questionnaires were collected in

this survey, and 17 invalid questionnaires were deleted, resulting in a total of 206 valid questionnaires. This questionnaire survey is aimed at non-specific groups in society.

3.8 Data Analysis

The statistical analysis methods applied in this study included descriptive statistics, correlation analysis, and regression analysis to derive insights from the data gathered. These methods enabled a comprehensive understanding of the relationships between the 7Ps marketing strategies and purchase intention.



Chapter 4 Findings

4.1 Demographic Characteristics of Sample

This study gathered data through an online questionnaire survey targeting consumers who met the eligibility criteria outlined in Chapter 3, with a total sample size of 206 participants.

Table 5 Descriptive Statistics of Sample

Item	Option	Frequency	Percent (%)
Gender	Male	110	53.4%
	Female	96	46.6%
Age	18-30	62	30.1%
	30-40	43	20.87%
	40-50	55	26.7%
	Above 50	46	22.33%

As shown in Table 5, this study included 206 participants, with 53.4% identifying as male and 46.6% as female. In terms of age distribution, the majority of respondents, 30.1%, fall within the 18 to 30 age range. The results suggest that young male consumers are more likely to be inclined to buy electric vehicles.

4.2 Correlation Analysis

In this study, Pearson correlation coefficient was used to examine the relationships between variables. The coefficient ranges from -1 to 1 and is typically denoted by the letter r .

Table 6 Correlation Analysis

	Purchase Intention	Product	Price	Place	Promotion	People	Process	Physical Evidence
Purchase Intention	1							
Product	.856**	1						
Price	.856**	.926**	1					
Place	.804**	.850**	.859**	1				
Promotion	.850**	.911**	.904**	.839**	1			
People	.848**	.909**	.918**	.829**	.875**	1		
Process	.823**	.871**	.865**	.811**	.853**	.842**	1	
Physical Evidence	.812**	.863**	.873**	.764**	.848**	.840**	.803**	1

** . The correlation is significant at the 0.01 level (two-tailed).

As shown in Table 6, strong correlations between variables can positively influence the identification of the 7Ps marketing strategies to attract more consumers. Table 6 presents the results of the correlation analysis conducted among the variables: Purchase Intention, Product, Price, Place, Promotion, People, Process and Physical Evidence. Below is a description of the table:

Purchase Intention:

The correlation coefficient between Purchase Intention and itself is always 1, signifying a perfect positive correlation.

Product:

Correlation with Purchase Intention: .856**

This suggests a strong positive correlation between Purchase Intention and Product. As the Product variable increases, Purchase Intention also tends to rise.

Price:

Correlation with Purchase Intention: .856**

This suggests a strong positive correlation between Purchase Intention and Price. As the Price variable increases, Purchase Intention also tends to rise.

Place:

Correlation with Purchase Intention: .804**

This suggests a strong positive correlation between Purchase Intention and Place. As the Place variable increases, Purchase Intention also tends to rise.

Promotion:

Correlation with Purchase Intention: .850**

This suggests a strong positive correlation between Purchase Intention and Promotion. As the Promotion variable increases, Purchase Intention also tends to rise.

People:

Correlation with Purchase Intention: .848**

This suggests a strong positive correlation between Purchase Intention and People. As the People variable increases, Purchase Intention also tends to rise.

Process:

Correlation with Purchase Intention: .823**

This suggests a strong positive correlation between Purchase Intention and Process. As the Process variable increases, Purchase Intention also tends to rise.

Physical Evidence:

Correlation with Purchase Intention: .812**

This suggests a strong positive correlation between Purchase Intention and Physical Evidence. As the Physical Evidence variable increases, Purchase Intention also tends to rise.

4.3 Regression Analysis

Regression analysis was employed to determine the impact of the 7Ps marketing strategy on purchase intention. The analysis tested the hypotheses outlined in Chapter 3, with the results presented in Table 7.

Table 7 Regression Analysis

	Hypotheses and Paths in the Model	Standardized regression weights	Critical ratio (C.R.)	P-value
H1	Product → Purchase Intention	.097 (.090)	-48.259	<0.01
H2	Price → Purchase Intention	.081(.074)	-44.801	<0.01
H3	Place → Purchase Intention	.114 (.119)	-24.887	<0.01
H4	Promotion → Purchase Intention	.214 (.190)	-43.488	<0.01
H5	People → Purchase Intention	.212 (.192)	-36.281	<0.01
H6	Process → Purchase Intention	.150 (.153)	-28.559	<0.01
H7	Physical Evidence → Purchase Intention	.128 (.133)	-26.503	<0.01

Note: Figure shown in each cell indicate the unstandardized coefficient

Figure in the brackets indicate the standardized coefficient

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

The findings indicated that the product strategy had a significant and positive effect on purchase intention, as hypothesized (C.R. = -48.259, $p < .05$). Similarly, the price strategy significantly and positively impacted purchase intention (C.R. = -44.801, $p < .05$), as did the place strategy (C.R. = -24.887, $p < .05$). Promotion strategy also showed a significant positive relationship with purchase intention (C.R. = -43.488, $p < .05$). Furthermore, the people strategy (C.R. = -36.281, $p < .05$), process strategy (C.R. = -28.559, $p < .05$), and physical evidence strategy (C.R. = -26.503, $p < .05$) all had a significant positive influence on purchase intention. Therefore, H1- H7 were supported by the analysis results.

4.4 Current Situation of 7Ps Marketing Strategy of BYD Electric Vehicles in China

4.4.1 Current Situation of Product Strategy

BYD is leveraging its strengths in battery technology with innovations like the Blade Battery, which enhances safety and longevity. The blade battery is a battery product released by BYD on March 29, 2020. It uses lithium iron phosphate battery technology, has passed the battery safety test - the needle penetration test, and has successfully challenged the extreme strength test - the 46-ton heavy truck crushing test. It has the characteristics of super safety, super strength, super endurance and super life.

BYD offers a diverse range of electric vehicles, from affordable models to high-end options, to cater to various consumer needs and preferences.

The company places significant emphasis on vehicle performance, design, and technological features, such as advanced driver assistance systems and connectivity options. Based on the actual needs of the industry and users, BYD released its vehicle intelligence strategy. Through the Xuanji intelligent architecture, vehicle intelligence achieves an efficient integration of electrification and intelligence, making driving safer, more efficient, and more personalized.

Despite these strengths, BYD faces challenges in aligning its product offerings with rapidly changing consumer expectations and maintaining competitive advantage amidst growing competition in the EV market.

4.4.2 Current Situation of Price Strategy

BYD has recently slashed the prices of its entry-level model, the Seagull, by up to 54%. This move is part of a broader strategy to deepen its penetration in the highly competitive Chinese EV market and maintain dominance amidst a fierce price war. To combat slowing sales and growing competition, BYD is employing strategic price reductions to sustain its significant market share, which exceeds 40% of the new car market in China. This pricing approach has significantly impacted competitors in the Chinese EV market, leading to shifts in market shares among major brands.

4.4.3 Current Situation of Place Strategy

BYD has established a comprehensive network of dealerships across China. This extensive distribution helps ensure that its vehicles are widely available to consumers, including in tier-2 and tier-3 cities, which are increasingly important for EV adoption (Wang & Kimble, 2010). To support its extensive distribution, BYD has localized its manufacturing and assembly operations. This

includes several production facilities strategically located in different regions of China to optimize supply chain logistics and reduce production costs (Masiero et al, 2016).

BYD has formed partnerships with local governments and businesses to enhance its market presence. These partnerships often involve setting up local manufacturing plants and expanding its service network.

In addition to physical dealerships, BYD is leveraging online platforms to reach a broader audience. This approach is increasingly important as e-commerce grows in China and provides an additional sales channel (Wang & Kimble, 2010).

4.4.4 Current Situation of Promotion Strategy

BYD benefits from significant government support, which includes subsidies and tax incentives for EV buyers. This support helps promote the adoption of BYD's electric vehicles across China (Masiero et al, 2016).

BYD uses digital platforms and social media extensively to reach a wider audience. The company employs targeted online advertisements and collaborates with influencers to raise awareness about its EVs. BYD engages in sponsorships and participates in large-scale events and expos to showcase its latest innovations and models. This allows the brand to directly interact with potential customers and build its image as a leader in the EV space (He et al, 2022).

4.4.5 Current Situation of People Strategy

BYD emphasizes continuous employee training and development, particularly in the areas of innovation and sustainability. With the rapid technological advancements in EVs, BYD ensures its workforce remains skilled in cutting-edge technologies such as battery development and autonomous driving systems. BYD promotes a culture of innovation and collaboration within the organization. The company encourages its employees to contribute ideas and participate in the development of new products and processes, fostering a strong sense of ownership and motivation.

BYD's people strategy extends to customer service. The company has invested heavily in improving the customer experience through better training of sales and after-sales staff. BYD ensures that its employees are well-equipped to handle customer queries, offer personalized service, and build lasting customer relationships.

4.4.6 Current Situation of Process Strategy

BYD's process strategy focuses on vertical integration and streamlined production to maintain efficiency, innovation, and cost control. BYD controls the majority of its supply chain, from battery production to vehicle assembly. This approach allows BYD to manage costs, maintain quality, and innovate across different components, particularly in battery and EV technology (Jennifer, 2024). The company has optimized its manufacturing processes by building new plants in China, allowing faster scaling of EV production. These facilities use cutting-edge technology and automation to boost productivity while keeping costs low.

BYD leverages support from the Chinese government, which has implemented favorable policies and incentives for EV production. This collaboration enhances BYD's process efficiency and speeds up its innovation cycle (Masiero et al, 2016).

4.4.7 Current Situation of Physical Evidence Strategy

BYD's network of physical showrooms plays a significant role in presenting its EVs. These locations are designed to offer customers an immersive experience, allowing them to interact with the products firsthand, emphasizing the quality, design, and technology of the vehicles.

BYD has invested in after-sales service centers to ensure a seamless customer experience, which includes easy maintenance and repairs. These service centers act as physical proof of the company's commitment to customer satisfaction.

BYD showcases its eco-friendly approach through advanced production facilities that are open to select customers and stakeholders. These factories, which focus on sustainable practices, serve as a testament to BYD's commitment to innovation and environmental responsibility (Huang, 2023).

4.5 Problem of 7Ps Marketing Strategy of BYD Electric Vehicles in Chinese Market

4.5.1 Product Strategy

While BYD is a pioneer in electric vehicles, its products sometimes lack unique features compared to competitors. This makes it harder for BYD to stand out in a rapidly growing market where differentiation is crucial to maintain a competitive edge. BYD's extensive product lineup, including electric vehicles and hybrids, can create confusion for consumers. This wide range of models sometimes makes it difficult for BYD to focus on a clear product strategy, especially when compared to competitors that streamline their offerings.

BYD often focuses on technological advancements, such as blade batteries and hybrid systems. However, balancing these innovations with cost efficiency can be challenging, especially when competing with other manufacturers that may offer lower prices for similar technology.

In the Chinese market, BYD's brand is sometimes perceived as less premium compared to international competitors like Tesla, which can affect consumer choices in the high-end segment.

4.5.2 Price Strategy

The electric vehicle market in China is highly competitive. BYD adopts a price penetration strategy to attract customers, often positioning itself as a cost leader. However, this aggressive pricing leads to margin compression and puts pressure on profitability in the long run. Many Chinese consumers are price-sensitive, and while BYD offers value at lower prices, it faces challenges from low-cost competitors. This competition can lead to price wars and further erode profits.

4.5.3 Place Strategy

While BYD has an extensive network, its coverage in lower-tier cities remains a challenge. These cities are crucial for expanding its market share, especially as the EV market matures, but they often lack sufficient service and dealership support. The after-sales service and charging infrastructure in some regions are underdeveloped. Without strong support in these areas, customer satisfaction can suffer, affecting BYD's reputation in regions where infrastructure is lagging (Chang & Yang, 2022).

In major cities, BYD faces fierce competition from both domestic and international EV brands. This competitive pressure in densely populated regions makes it difficult for BYD to further increase its market share without aggressive promotional or logistical strategies (Yao, 2017).

4.5.4 Promotion Strategy

BYD often focuses on price-driven promotions, such as lowering prices when launching new models to clear out old inventory. While this tactic attracts cost-conscious consumers, it risks devaluing the brand and positioning it as a budget option (Chang & Yang, 2022).

Although BYD has established a strong distribution network, it relies heavily on traditional advertising and dealerships. This approach limits the brand's ability to engage with younger, tech-savvy consumers through digital and social media channels.

Some BYD models face unclear positioning in the market. Without clear differentiation, the promotion efforts may not effectively communicate the unique selling points of the products, reducing their appeal to target segments.

4.5.5 People Strategy

As BYD expands rapidly, retaining talent and managing employee development can become a challenge. The company needs to ensure that its internal workforce is equipped with the right skills to innovate and support its growth, particularly as it navigates complex technological advancements in the EV market (Soares, 2024).

BYD has also struggled at times to effectively use brand ambassadors or other influential figures to enhance its appeal among potential customers. Establishing a stronger connection between its employees, consumers, and broader stakeholders is crucial to improve the brand's image and trust among the public (He et al, 2022).

4.5.6 Process Strategy

Despite being a leader in the electric vehicle market, BYD's production processes have faced criticisms for inefficiencies. These can result from inadequate optimization of supply chain management, leading to delays and increased costs.

The regulatory landscape in China can be challenging to navigate, which complicates the processes for product compliance and market entry. BYD must adapt its processes to meet local regulations effectively, which can slow down operations.

While BYD invests heavily in technology, integrating advanced manufacturing technologies into existing processes remains a challenge. Failure to do so can hinder operational efficiency and innovation in product development.

4.5.7 Physical Evidence Strategy

While BYD has established a strong presence in the EV market, the physical branding of its dealerships and service centers can vary significantly. Inconsistent branding diminishes customer trust and makes it difficult for consumers to identify the quality associated with BYD (Dudovskiy, 2024). Many BYD dealerships lack adequate spaces for customer interaction and experience. Unlike competitors, whose showrooms are designed for customer engagement and product experience, BYD's physical locations may not effectively showcase their vehicles or

technology (Sha, 2022). The physical evidence of service quality, including maintenance facilities and customer service areas, often does not meet the expectations of premium customers.

The physical attributes of BYD's products and services may not align with consumer perceptions of quality, particularly in comparison to global competitors like Tesla. This disconnect can affect the overall brand image and customer loyalty (Hossain, 2024).

4.6 Discussion on Hypothesis Test Results

4.6.1 Product Strategy

The findings suggest a strong and significant positive relationship between product strategy and purchase intention (C.R. = -48.259, $p < 0.01$). The correlation coefficient (.856**) further supports this, indicating that enhancements in the product strategy, such as improving product quality, functionality, or design, are likely to positively influence consumers' intention to purchase.

4.6.2 Price Strategy

Price strategy also demonstrated a significant positive impact on purchase intention (C.R. = -44.801, $p < 0.01$) with a correlation coefficient of .856**. Competitive pricing strategies appear to enhance purchase intention. This finding underscores the importance of strategic pricing in maintaining competitiveness and consumer trust in the brand.

4.6.3 Place Strategy

Place strategy exhibited a significant positive influence on purchase intention (C.R. = -24.887, $p < 0.01$) with a correlation coefficient of .804**. Effective distribution channels and convenient product availability play a crucial role in facilitating consumer purchase decisions. This highlights the need for businesses to invest in robust supply chain management and optimize customer access points.

4.6.4 Promotion Strategy

Promotion strategy was found to have the highest standardized regression weight (.214) and a significant impact on purchase intention (C.R. = -43.488, $p < 0.01$), with a correlation coefficient of .850**. This suggests that well-designed promotional activities, including advertising, discounts, and social media campaigns, are instrumental in shaping consumer purchase intention. Companies should prioritize marketing communication strategies that resonate with their target audience.

4.6.5 People Strategy

Promotion strategy was found to have the highest standardized regression weight (.214) and a significant impact on purchase intention (C.R. = -43.488, $p < 0.01$), with a correlation coefficient of .850**. This suggests that well-designed promotional activities, including advertising, discounts, and social media campaigns, are instrumental in shaping consumer purchase intention. Companies should prioritize marketing communication strategies that resonate with their target audience.

4.6.6 Process Strategy

Process strategy had a significant positive impact on purchase intention (C.R. = -28.559, $p < 0.01$), with a correlation coefficient of .823**. Efficient service delivery processes and streamlined operations ensure a seamless consumer experience, which in turn enhances purchase intention. Companies should strive for operational efficiency and continuous process improvements.

4.6.7 Physical Evidence Strategy

Lastly, physical evidence strategy was also found to significantly impact purchase intention (C.R. = -26.503, $p < 0.01$), with a correlation coefficient of .812**. Tangible cues such as store layout, packaging, and branding contribute to consumers' perceptions of product quality and reliability. Investing in these elements can enhance brand image and attract more consumers.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This research examined the marketing strategy of BYD electric vehicles in the Chinese market, emphasizing the pivotal role of the 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence) in driving growth, and the impact of the 7Ps on purchase intention. Conclusions are drawn as follows:

BYD has focused on diversifying its product lineup to cater to different market segments, integrating advanced technologies to enhance performance and sustainability. This strategy not only meets consumer expectations but also positions BYD competitively against both domestic and international brands.

Competitive pricing has been critical for BYD, allowing it to penetrate various market segments effectively. By offering a range of pricing options, BYD attracts price-sensitive consumers while maintaining premium offerings for higher-end models.

BYD has established a robust distribution network across urban and rural areas, ensuring accessibility for consumers. This extensive reach is crucial for capturing a larger market share and improving brand visibility.

Effective promotional campaigns, including digital marketing and local community engagement, have strengthened BYD's brand image and consumer loyalty. By focusing on sustainability and innovation in its messaging, BYD aligns with growing consumer preferences for eco-friendly transportation.

BYD places significant emphasis on its human resources, focusing on attracting, training, and retaining skilled personnel. The company's staff includes engineers, sales professionals, and customer service representatives who are crucial in delivering a seamless customer experience. BYD prioritizes training programs that equip employees with the necessary skills and knowledge about electric vehicles, ensuring they can effectively communicate the brand's values and technological advantages to customers.

BYD's process strategy involves streamlining operations to enhance efficiency and customer satisfaction. The company has developed robust manufacturing processes that leverage automation and advanced technologies to ensure high-quality production. Additionally, BYD's

customer service processes are designed to be user-friendly, providing customers with clear information and support at every stage of the buying process, from inquiry to after-sales service.

Physical evidence plays a vital role in BYD's marketing strategy, encompassing all tangible elements that reinforce the brand's image. This includes the design of showrooms, product packaging, and promotional materials, all aimed at creating a high-end brand experience. BYD also utilizes test drive events and exhibitions to allow potential customers to experience their vehicles firsthand, strengthening the physical connection between the brand and consumers.

5.2 Recommendation

5.2.1 Product Strategy

Enhance product offerings by improving battery life, smart features, and safety systems to meet consumer expectations for performance and reliability. At the same time, BYD can increase R&D spending to upgrade the motors of their electric vehicles, improve the performance and durability of the motors, so as to attract more consumers who pay attention to cost-effectiveness.

Conduct regular market research to understand evolving consumer preferences and trends, enabling BYD to adapt its product lineup accordingly. Develop a diverse range of models targeting different segments, including budget-friendly options for price-sensitive consumers, as well as high-end models for premium buyers.

5.2.2 Price Strategy

Conduct thorough market research to understand consumer preferences and price sensitivity. This will help identify optimal price points that balance affordability with perceived value. Analyze the cost of production, including battery technology and manufacturing efficiencies. A focus on reducing costs without compromising quality can allow for more competitive pricing. Keep an eye on competitors' pricing strategies, particularly Tesla and other local brands. Positioning BYD vehicles as high-quality but reasonably priced options can attract budget-conscious consumers.

BYD can sign an agreement with the bank to provide consumers who choose to purchase BYD cars in installments with more favorable down payment and installment payment rates, thereby facilitating the completion of transactions.

Developing standardized parts across different models can lead to economies of scale, reducing production costs and, consequently, the prices for consumers. Utilizing technology such

as predictive maintenance tools can help consumers identify potential issues before they become costly repairs, thus managing maintenance expenses effectively. BYD can provide loyalty programs or discounts on parts and services for returning customers, encouraging them to maintain their vehicles through official channels. By implementing these strategies, automotive manufacturers can not only lower maintenance costs for consumers but also enhance customer satisfaction and loyalty.

Ensuring that vehicles are made with high-quality materials and are designed to last longer can increase their value in the resale market. Reliable cars tend to hold their value better over time. Manufacturers that offer extended warranties and maintenance programs increase consumer confidence, making their used vehicles more attractive in the resale market. Establishing strong Certified Pre-Owned programs allows buyers to trust the quality of used cars, which can help maintain higher resale values. A strong brand reputation for reliability, innovation, and quality ensures that consumers are willing to pay a premium for used vehicles, preserving higher resale prices. Encouraging trade-ins through special deals or loyalty programs can help BYD control the resale market, ensuring vehicles are maintained to a high standard and sold at competitive prices. By focusing on these factors, BYD can help their vehicles retain higher resale prices, benefiting both the brand and the consumers.

5.2.3 Place Strategy

Focus on establishing more dealerships and service centers in second- and third-tier cities, where the demand for electric vehicles (EVs) is rising but infrastructure may be less developed. BYD can capitalize on the growing market in these regions. Partner with charging infrastructure providers to ensure BYD's EVs have widespread access to fast-charging stations, particularly in urban areas. This will improve customer convenience and encourage the adoption of EVs.

Continue to enhance the digital purchasing experience by integrating online sales, virtual tours, and remote vehicle servicing platforms. This allows BYD to reach consumers in remote areas and those who prefer the convenience of online shopping.

Open flagship showrooms in key cities like Beijing, Shanghai, and Shenzhen to showcase BYD's latest models, technologies, and innovations. These centers can act as hubs for brand engagement and consumer education about EV benefits.

By implementing these place strategy recommendations, BYD can enhance its market reach, improve customer experience, and solidify its leadership in the Chinese EV market.

5.2.4 Promotion Strategy

Utilize data-driven digital marketing strategies to reach potential EV customers, focusing on social media platforms like WeChat, Douyin (TikTok), and Weibo. Highlight key selling points such as BYD's advanced battery technology and intelligent driving systems. BYD can invest in experiential events like test drive campaigns, EV exhibitions, and interactive roadshows. These activities allow potential customers to engage with the brand and experience the performance of BYD vehicles firsthand.

Offer time-limited promotions, such as cash discounts, free charging packages, or extended warranties. These deals could be tied to the release of new models or national holidays to create urgency. Enhance after-sales service promotions such as free maintenance for a specific period or discounted rates on battery replacement, which will build long-term customer loyalty and reduce ownership concerns.

BYD could create its own financing services or work with existing financial arms to offer exclusive financing packages. In-house financing allows more flexibility in setting interest rates and terms, making it easier to offer lower rates to customers. Leverage government policies and incentives that promote green energy and electric vehicle adoption. BYD should work closely with government programs that provide interest rate subsidies or rebates for EV purchases, helping reduce the overall cost of financing for consumers.

BYD could introduce a loyalty program where frequent customers or those who refer new customers receive free parts or services as rewards. This not only incentivizes customer retention but also reduces the cost of ownership for consumers. Partnering with authorized service centers to provide free parts during promotional periods can help reduce customer costs. These promotions can be tied to campaigns, such as free parts replacement for the first few years of ownership.

By implementing these promotion strategies, BYD can create greater brand awareness, attract new customers, and further consolidate its position in the competitive Chinese EV market.

5.2.5 People Strategy

BYD should invest in continuous learning and development programs to ensure that employees are well-versed in the latest electric vehicle technologies, customer service best practices,

and market trends. This can involve creating specialized training modules on EV advancements and customer-centric service delivery. BYD must align its people strategy with customer needs by ensuring that customer service teams are highly trained and responsive to feedback. This will help build a customer-first culture, which is critical for brand loyalty.

To remain competitive, BYD must attract top engineering, design, and marketing talent by offering competitive salaries, career growth opportunities, and a positive workplace culture. Retention can be enhanced through employee recognition programs and clear career progression pathways.

By focusing on these aspects, BYD can ensure it builds a strong, skilled, and motivated workforce, which is crucial for its growth and success in the Chinese market.

5.2.6 Process Strategy

BYD should adopt lean manufacturing principles to reduce waste, improve efficiency, and lower production costs. This includes optimizing the use of resources, minimizing downtime, and improving production line processes to reduce defects. Leveraging automation and advanced technologies like AI, robotics, and IoT in its manufacturing and supply chain processes can significantly enhance productivity, quality control, and operational efficiency. Automation can also help reduce labor costs and improve product consistency. BYD should focus on creating an efficient and agile supply chain to ensure timely availability of raw materials and components. By building strong relationships with suppliers and using digital tools for real-time inventory and logistics tracking, BYD can reduce delays and maintain steady production.

Implementing smooth, customer-friendly processes such as simplified vehicle purchasing, service scheduling, and after-sales support will enhance customer satisfaction. BYD should focus on process efficiency at every touchpoint to provide a seamless experience for its customers.

By focusing on these strategies, BYD can ensure that its operational processes are optimized for efficiency, quality, and customer satisfaction, which will support its expansion in the Chinese market.

5.2.7 Physical Evidence Strategy

BYD should design visually appealing, modern, and eco-friendly showrooms that reflect the brand's values of innovation and sustainability. These spaces should allow customers to interact with vehicles, showcasing features such as electric battery technology, safety systems, and smart

connectivity. Establish a wide network of well-equipped service centers, especially in key urban areas, to ensure that customers have convenient access to maintenance and repair services. Service centers should demonstrate efficiency, cleanliness, and advanced technology, reinforcing BYD's commitment to quality.

The physical appearance of BYD's vehicles should continue to reflect cutting-edge design and technological sophistication. Packaging elements like user manuals, vehicle accessories, and branding material should enhance the sense of premium quality and innovation. Use consistent branding across all touchpoints, including logos, colors, and in-store experiences, to create a unified and recognizable brand identity. This can be extended to uniforms of staff, promotional materials, and even the layout of dealership interiors.

BYD can offer a selection of free snacks and beverages, such as coffee, tea, bottled water, and light refreshments, in comfortable waiting areas. This makes the customer feel valued and creates a relaxed atmosphere while they wait for service or explore vehicle options. Providing fast and reliable Wi-Fi allows customers to stay connected while visiting. Whether they are waiting for vehicle maintenance or browsing in the showroom, customers can use the free internet to work, browse, or research BYD's vehicle offerings online, enhancing their overall experience. Pair these services with a comfortable, well-designed waiting area that reflects BYD's brand image—clean, modern, and eco-friendly. This makes the time customers spend in the showroom or service center more enjoyable and demonstrates BYD's focus on customer care.

By strengthening the physical evidence through tangible elements, BYD can create a consistent and trustworthy brand experience, crucial for retaining existing customers and attracting new ones.

5.3 Implication

As one of the largest electric vehicle manufacturers in China, BYD serves as a benchmark for innovation in the industry. The study of its development strategy offers insights into how a domestic brand can maintain technological leadership in battery technology, intelligent driving systems, and sustainable energy solutions. This sets an example for other automakers on how to integrate advanced technologies and foster innovation within the EV market.

The research highlights the importance of aligning business strategies with government policies, especially in the context of China's push for new energy vehicles. BYD's success

showcases how strong government incentives, such as subsidies and preferential policies, can accelerate the adoption of electric vehicles. This implies that automakers must adapt their strategies to take full advantage of policy support and adjust their pricing, production, and marketing tactics accordingly.

The study emphasizes the importance of understanding consumer behavior and preferences in the Chinese market. As BYD continues to expand its product offerings, the company's strategy reflects a growing focus on affordability, vehicle range, and intelligent features. The research underscores how understanding local consumer needs is critical for effective market penetration and customer retention.

BYD's strategy also opens the door for greater collaboration across industries, particularly in areas like renewable energy, battery production, and smart cities. The research suggests that expanding partnerships with other technology companies and sectors could enhance BYD's role as a key player in the broader ecosystem of clean energy solutions.

In summary, this research provides a roadmap for other electric vehicle manufacturers to navigate China's dynamic market. BYD's development strategy offers valuable lessons on leveraging innovation, aligning with policy and understanding consumer preferences to maintain a competitive edge in the fast-growing electric vehicle industry.

5.4 Further Research

While BYD has established itself as a leader in EV technology and manufacturing, further research should examine the company's quality control mechanisms and their impact on customer satisfaction. Investigating how BYD maintains product quality across its various production lines could provide valuable insights into sustaining consumer trust and loyalty in a highly competitive market.

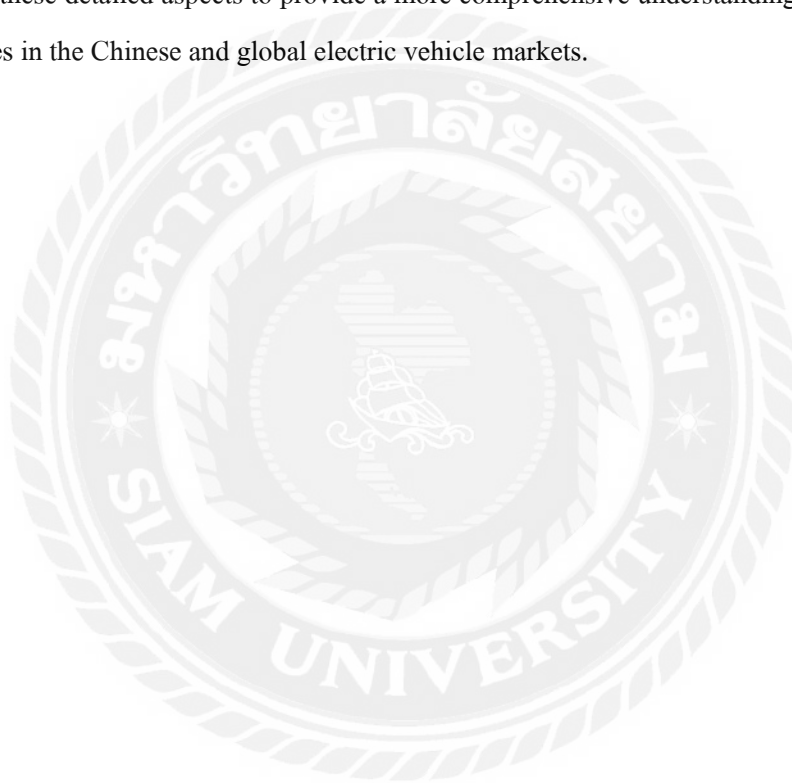
Future research should explore the specific marketing strategies employed by BYD, including digital marketing, social media campaigns, and influencer partnerships. Understanding how BYD adapts its marketing techniques to appeal to different consumer segments (e.g., urban vs. rural buyers, young vs. older generations) could reveal patterns that contribute to its market success.

Although BYD is renowned for its advancements in battery technology and electric drivetrains, future studies should focus on how continuous innovation in these areas impacts long-term competitiveness. Research into BYD's R&D investments, partnerships with technology firms,

and adoption of emerging technologies such as autonomous driving and vehicle-to-grid systems would provide a comprehensive view of its technological trajectory.

As China's government continues to evolve its policies around new energy vehicles, further research could explore how BYD navigates these regulatory changes. A detailed study on the company's ability to adapt to evolving subsidies, emissions standards, and tax incentives would offer valuable insights for both academics and practitioners.

In conclusion, future research on BYD's expansion and development strategies should focus on these detailed aspects to provide a more comprehensive understanding of its success and challenges in the Chinese and global electric vehicle markets.



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APPENDIX

Dear Sir/Madam,

Hello!

The results of this survey will only be used for my master's thesis research and will not involve any commercial purposes. Please fill in the results truthfully based on your 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. 40-50
- D. Above 50

*3. Your occupation:

- A. Office workers
- B. Businessman
- C. Student
- D. Freelancer
- E. Professionals (such as teacher, accountant, lawyer, architect, journalist, etc.)

*4. What is your budget for buying an electric car?

- A. ¥ 50,000- ¥ 100,000
- B. ¥ 100,000- ¥ 200,000
- C. ¥ 200,000- ¥ 300,000
- D. Above ¥ 300,000

Part 2: Factor Analysis

Factors that influence your choice of electric vehicles. Only choose one item for each question. Thank you for your cooperation!

5. Product

Question	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Attractive interior design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive exterior design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable safety system and applicable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interior option and facility e.g. Dual Zone Air Conditioning, USB Charging Station, Auto Brake Hold, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Long-lasting battery life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance and durability of a car engine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6.price

	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Appropriate price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate down payment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate installment options.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate vehicle maintenance cost and parts price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate resale price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.Place

Question	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Locations of showrooms and service centers are easy to find.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nationwide coverage of showrooms and service centers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Various sales contact in online channels.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8.Promotion

	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Interesting advertising and media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting payment discount.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting lower interest rate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free first-class insurance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Free car accessory.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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9. People

	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Prompt customer service and support from staff.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff can recommend a suitable model for customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff have product knowledge of all electric vehicles on the market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff take good care of the customers with politeness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Process

	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Fast vehicle check-up process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fast sales service process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-time delivery as promised.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Physical Evidence

	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
Showrooms and service centers are beautifully decorated, clean and tidy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showrooms and service centers have snack and coffee bar provided for customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showroom and service centers facilities have free wi-fi provided for customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Purchase Intention

Question	Disagree	Tend to Disagree	Tend to Agree	Agree	Strongly agree
When buying a vehicle in the future, I am willing to prefer a BYD electric vehicle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When buying a vehicle in the future, I am thinking of choosing a BYD electric vehicle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When buying a vehicle in the future, I plan to choose a BYD electric vehicle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thanks!



บันทึกข้อความ

ส่วนงาน บัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

โทร.ภายใน 5336

ที่ มส 0210.01 / 0191

วันที่ 29 กรกฎาคม 2568

เรื่อง ขออนุมัติสำเร็จการศึกษาประจำปีการศึกษา 2567

เรียน ท่านอธิการบดี

เรื่องเดิม นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต MR. YUE ZHEN รหัสนักศึกษา 6617190054 ได้ศึกษารายวิชาครบถ้วนสมบูรณ์ และได้ปฏิบัติตามเกณฑ์สำเร็จการศึกษาตามที่มหาวิทยาลัยสยามกำหนดเรียบร้อยแล้ว ทั้งนี้พร้อมยื่นเรื่องขออนุมัติสำเร็จการศึกษา โดยมีรายละเอียด ดังต่อไปนี้

1. ผ่านการตรวจสอบความเข้าใจด้วยโปรแกรม Grammarly เมื่อวันที่ 8 กรกฎาคม 2568
2. ผ่านการสอบประมวลความรู้ข้อเขียน เมื่อวันที่ 26 เมษายน 2568
3. ผ่านการสอบปากเปล่าขั้นสุดท้ายวิชาการค้นคว้าอิสระ เมื่อวันที่ 8 พฤษภาคม 2568
4. ผ่านเกณฑ์มาตรฐานความรู้ภาษาอังกฤษ Oxford Placement Test score 93 CEFR C1 เมื่อวันที่ 8 มีนาคม 2568
5. ผ่านการประชุมวิชาการระดับนานาชาติ at The 1st Thailand -Sino International Conference and 17th National and International Academic Conference on "Innovation and Management for Sustainability" Subject : Research on the Expansion and Eevelopment Strategy of BYD Electric Vehicles in Chinese Market on 14-16 November , 2024 at Siam University , Bangkok Thailand

เรื่องพิจารณา เพื่อพิจารณาเข้าประชุมสภามหาวิทยาลัย และอนุมัตินักศึกษาสำเร็จการศึกษา ประจำปีการศึกษา 2567 ดังรายละเอียดเอกสารประกอบการสำเร็จการศึกษาตามที่แนบมา

จึงเรียนมาเพื่อพิจารณาอนุมัติ และให้ดำเนินการต่อไป

(รศ.ดร.จอมพงศ์ มงคลวนิช)

คณบดีบัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

ดร.จกตพรพรหม 15 ก.ค. 68

ในนามคณบดี

รศ.ดร.จกตพรพรหม

1 ก.ค. 68

ขอเสนอมติให้สภาฯพิจารณา

เพื่ออนุมัติ

รศ.ดร.จกตพรพรหม

๕๐ ก.ค. 68