THE IMPACT OF BRAND TRUST AND AI TECHNOLOGY TRUST ON CONSUMERS' USAGE BEHAVIOR OF HUAWEI'S AI-POWERED SMART HOME PRODUCTS

HU BINGTAO
6417195440

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This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

Advisor……Ma Yu……
(Dr. Mu Yu)

Date: ….12…../…. ….9…../…2025..

……
(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business

Date…17…./……9…./……2025……

Title:	The Impact of Brand Trust and AI Technology Trust on Consumers' Usage Behavior of Huawei's AI-Powered Smart Home Products
Researcher:	Hu Bingtao
Degree:	Master of Business Administration
Major:	Financial Accounting Management

Advisor: ..... Ma Yu .....

(Dr. Mu Yu)

..... 12 / 9 / 2025 .....

ABSTRACT

This study investigated how brand trust and AI technology trust influence consumers' usage behavior of Huawei' s AI-powered smart home products. With the rapid growth of AI and smart home technologies, understanding the factors that drive or hinder adoption is crucial. The objective of this study were: 1) To explore the impact of brand trust on consumers' usage behavior of Huawei' s AI-powered smart home products; 2) To explore the impact of AI technology trust on consumers' usage behavior of Huawei' s AI-powered smart home products.

This study used a quantitative research method to assess the impact of these two dimensions of trust on consumer behavior. A sample of 400 consumers who either use or are considering Huawei's AI-powered smart home products was surveyed using an online questionnaire distributed via WeChat in China. The data collection period lasted for two weeks in January 2025. The study found that: 1) Brand trust has a positive impact on consumers' usage behavior of Huawei AI smart home products. 2) AI technology trust also has a positive impact on consumers' usage behavior of Huawei AI smart home products. By addressing these objectives, the research aims to provide insights into how both brand trust and AI technology trust shape consumers' decisions to use Huawei' s smart home products. These insights are valuable for companies

aiming to improve consumer adoption and usage of AI-powered products in the smart home sector. Recommendations include: 1) Enhancing brand trust through transparent marketing and 2) Enhancing consumer engagement and fostering trust in AI technology by adhering to ethical practices and ensuring transparent AI development.

Keywords: brand trust, trust in AI technology, consumers'usage behavior, Huawei AI-powered smart home product

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Hu Bingtao

DECLARATION

I, Hu Bingtao, hereby declare that this Independent Study entitled “The Impact of Brand Trust and AI Technology Trust on Consumers’ Usage Behavior of Huawei's AI-Powered Smart Home Products” is an original work and has never been submitted to any academic institution for a degree.

(Hu Bingtao)
Mar 5, 2025

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CHAPTER 1 INTRODUCTION

1.1 Background of the Study

1.1.1 Role of Trust in the Adoption of AI-Powered Smart Home Products: A Focus on Huawei

In recent years, the proliferation of Artificial Intelligence (AI) and the rapid development of smart home technologies have revolutionized the way consumers interact with their environments (Agarwal et al., 2024). Smart home products, powered by AI, offer unprecedented convenience, efficiency, and automation, allowing users to manage everything from lighting and security systems to entertainment and temperature control with ease (Farzaneh et al., 2021). Among the leading companies in this domain, Huawei has made significant strides in integrating AI into its smart home products, positioning itself as a key player in the global market.

Despite the vast potential these technologies offer, their adoption remains tempered by a complex array of consumer concerns, with trust being a central factor (Glikson & Woolley, 2020). Trust in both the brand and the technology itself plays a pivotal role in determining whether consumers are willing to embrace AI-powered devices (Shin et al., 2019). Brand trust refers to consumers' confidence in the company's reputation, product quality, and reliability, while AI technology trust involves belief in the security, privacy, and efficiency of the technology itself (Zhang & Tao, 2020). As smart home products become more integral to daily life, understanding how these two dimensions of trust influence adoption and usage behavior is crucial.

In an era of rapid technological advancements, particularly within the realm of Artificial Intelligence (AI) and smart home technologies, the adoption of AI-powered smart home products is increasingly becoming a defining feature of modern living. Huawei, as one of the leading players in the global technology market, has significantly invested in developing AI-powered smart home products that promise to revolutionize the way consumers interact with their homes (Shin et al., 2019). However, while these technologies have the potential to improve efficiency, convenience, and security, their widespread adoption is heavily dependent on the trust consumers place in the technology and the brand behind the product (Ali & Choi, 2020). This research framework focuses on investigating how two distinct yet interconnected dimensions of brand trust and AI technology trust affect consumer usage behavior specifically for Huawei’ s AI-powered smart home products.

The advent of Artificial Intelligence (AI) in consumer products has revolutionized multiple industries, and its growing presence in smart home technologies represents a key transformation in everyday living (Nalbant & Aydın, 2023). AI technology, often integrated into products like home assistants, appliances, and security systems, offers users enhanced functionality, automation, and connectivity, improving the overall user experience (Nama, 2023). However, despite the clear benefits of AI integration in smart homes, there remains a considerable gap in consumer trust and adoption when compared to traditional non-AI home products. This dichotomy of perceptions presents a unique challenge and opportunity for businesses, particularly for companies like Huawei, which are pushing the boundaries of AI-enabled smart home products. To understand this evolving landscape, it is critical to explore the factors that influence consumer behavior in the context of AI technology. Specifically, examining the roles of brand trust and trust in AI technology, as well as the impact of consumers' influence on Huawei's AI-enabled smart home product usage behavior, will shed light on the challenges and opportunities of AI adoption in the smart home market.

1.1.2 Role of Brand Trust in Consumer Behavior

Brand trust is a fundamental aspect of consumer behavior across all product categories, and it plays an especially significant role in the context of high-tech products like AI-enabled smart home devices (Sima et al., 2020). Traditionally, trust in a brand has been built upon years of consistent product quality, reliable customer service, and transparent corporate practices. Consumers have a tendency to develop a sense of security when interacting with familiar, trusted brands, leading them to feel more comfortable with their purchase decisions. For instance, when purchasing traditional non-AI home products, such as refrigerators or washing machines, consumers generally rely on established brand names that have long histories of product quality and dependability (Bernarto et al., 2020). These factors combine to create a sense of safety, as consumers are confident in their expectations about the product's durability, functionality, and ease of use. In contrast, AI technology in smart home products introduces a new layer of complexity, where brand trust extends beyond product functionality to include factors such as data privacy, algorithmic transparency, and ethical considerations.

In the case of Huawei's AI-enabled smart home products, the role of brand trust becomes even more pivotal. As a global technology giant, Huawei has the advantage of an established brand presence, but its products, particularly AI-driven solutions, face a unique set of challenges. Concerns around data privacy, security, and transparency in AI algorithms often surface when consumers consider adopting AI-enabled products (Buhalis, & Moldavska, 2022). These concerns stem from the unfamiliarity with AI's decision-making processes and the fear of loss of control over personal data. Thus, for Huawei, the degree to which it can cultivate trust in its brand—both through traditional

product quality and its handling of emerging AI technologies—will significantly influence the adoption of its AI-enabled smart home products.

1.1.3 Trust in AI Technology and Its Impact on Consumer Adoption

While traditional trust in brands is rooted in historical perceptions and experiences, trust in AI technology involves a more dynamic and evolving process (Glikson & Woolley, 2020). AI, as a technological innovation, presents new challenges to consumer trust due to its complex and opaque nature (Nalbant & Aydın, 2023). Unlike conventional home products, AI technology operates through machine learning algorithms that continuously learn and adapt to user behavior (Nalbant & Aydın, 2023). This inherent adaptability can evoke both fascination and apprehension among consumers, particularly in the realm of smart home technologies where privacy concerns, autonomy, and the potential for misuse are at the forefront of many discussions (Shin et al., 2019). For instance, AI-powered smart home devices like smart thermostats, voice assistants, or security cameras are designed to learn from user interactions and optimize their functionality (Bernarto et al., 2020). However, without sufficient understanding of how these algorithms work, consumers may remain skeptical of their reliability, accuracy, and most importantly, the safety of their personal data.

This study seeks to explore how these elements of trust (brand trust and AI technology trust) shape consumer behavior in the context of Huawei's AI-powered smart home products. By focusing on these trust dimensions, the research should light on the psychological and practical factors that influence consumer decisions in an increasingly connected and automated world.

1.2 Questions of the Study

While some research has investigated how brand trust and technological trust independently affect technology adoption, few studies have explored their combined influence in the specific context of AI-powered smart home products. Meanwhile, research specifically addressing the dual role of brand trust and AI technology trust in the adoption of AI-powered smart home products remains limited. This gap in the literature highlights the need for a more comprehensive understanding of the interplay between these two dimensions of trust.

RQ1: What is the impact of brand trust on consumers' usage behavior of Huawei's AI-powered smart home products?

RQ2: What is the impact of AI technology trust on consumers' usage behavior of Huawei's AI-powered smart home products?

1.3 Objectives of the Study

Ob1: To explore the impact of brand trust on consumers' usage behavior of Huawei's AI-powered smart home products.

Ob2: To explore the impact of AI technology trust on consumers' usage behavior of Huawei's AI-powered smart home products.

1.4 Scope of the Study

This study provided a comprehensive understanding of how brand trust and AI technology trust influence consumers' usage behavior of Huawei's AI-powered smart home products. Using a quantitative research method, the sample was selected consumers from Huawei's AI-powered smart home products or are considering adopting such products. An online questionnaire was designed and distributed on WeChat in China, and finally a total of 400 questionnaires was collected. The distribution time was Jan 2025, for a period of two weeks. The use of quantitative methods enabled the researcher to objectively exanmine the impact of brand trust and AI technology trust on consumer behavior, providing statistically reliable results that can be generalized to a broader population.

1.5 Significance of the Study

Theoretical Significance:

This study contributes to the theoretical advancement of technology adoption models by integrating two distinct but interconnected dimensions of trust—brand trust and AI technology trust. By examining their combined effect on consumer behavior, this research will offer a more nuanced understanding of the factors that influence the adoption of AI-powered smart home products. Furthermore, the study extends existing theories such as Trust-Based Model by incorporating trust-related variables, which provide a basis for examining both

brand trust and AI technology trust as critical determinants of consumer behavior.

Practical Significance:

From a practical perspective, this research offers valuable insights for companies like Huawei, which are at the forefront of AI innovation in the consumer electronics sector. By understanding the factors that drive consumer trust, companies can tailor their marketing strategies, product development, and customer engagement efforts to foster greater consumer confidence and facilitate higher adoption rates. Additionally, the findings will provide policymakers with a deeper understanding of how trust affects technology adoption, which can inform the development of regulations aimed at protecting consumer privacy and promoting safe, secure AI technologies.

1.6 Definition of Key Terms

1. Brand Trust

Brand trust refers to the confidence and reliability that consumers place in a brand based on their perceptions of its reputation, product quality, and consistency over time. It represents a belief that the brand will deliver on its promises and meet consumer expectations, particularly in terms of product performance, customer service, and ethical standards.

2. Trust in AI Technology

Trust in AI technology is the confidence that consumers have in the performance, security, and ethical implications of Artificial Intelligence embedded in products. This trust is shaped by the perceived ability of AI systems to make accurate, reliable decisions, as well as their transparency, fairness, and data privacy practices.

3. Usage Behavior

Usage behavior refers to the way in which consumers engage with a product after its adoption. It encompasses the frequency, intensity, and consistency with which a consumer interacts with the product, as well as their satisfaction and continued usage intentions. In the case of AI-powered smart home products, usage behavior includes the extent to which consumers rely on these devices for managing tasks, improving convenience, and enhancing their living environment. It also includes behavioral

intentions such as recommending the product to others or purchasing additional smart home devices.

CHAPTER 2 LITERATURE REVIEW

The rapid evolution of AI-powered smart home technologies has sparked significant interest in understanding the factors that influence consumer adoption and usage. One of the most critical aspects driving this adoption is trust. Trust, in various forms, acts as a crucial determinant in shaping consumer behavior towards emerging technologies. This chapter explores existing literature on the two primary dimensions of trust that play a pivotal role in technology adoption: brand trust and trust in AI technology. This study also examines their influence on consumer usage behavior, particularly in the context of Huawei's AI-powered smart home products. The following sections delve into the foundational theories and empirical studies surrounding each of these trust dimensions. By synthesizing prior research, this chapter provides a comprehensive understanding of the interplay between brand trust, AI technology trust, and consumer usage behavior, setting the stage for the development of the Trust-Based Model that underpins this study. This model aims to explore how these two forms of trust collectively influence consumers' decisions to adopt and engage with AI-powered smart home products.

2.1 Brand Trust

Brand Trust refers to the level of confidence and reliability that consumers place in a brand (Bernarto et al., 2020). It is the belief that the brand will consistently deliver on its promises, meet consumer expectations, and provide a positive and secure experience (Shin et al., 2019). Brand trust is developed over time through the brand's actions, communications, and the quality of its products or services (Nalbant & Aydın, 2023). Each study explored various facets of how brands engender trust, how trust influences consumer loyalty, and the role of brand authenticity in fostering these connections. Alhaddad (2015) investigated the interplay between brand image, brand trust, and brand loyalty by constructing a structural model. The primary research question explored whether brand image directly influences brand trust, and how brand trust impacts brand loyalty. Using structural equation modeling (SEM) with a sample of consumers from diverse industries, the study finds that brand image significantly influences brand trust, and that brand trust is a stronger predictor of brand loyalty than

brand image. These findings suggested that trust in the brand plays a pivotal role in driving consumer loyalty, emphasizing the critical role of brand trust in consumer behavior. Han et al. (2015) explored how brand equity and reputation impact brand trust and, subsequently, brand loyalty in the restaurant industry. The authors aimed to understand whether brand reputation and equity directly influence brand trust and how brand trust affects consumer loyalty. Using a mixed-methods approach with surveys and factor analysis, the study concluded that both brand reputation and equity significantly affect brand trust, which enhances consumer loyalty. The research underscored the importance of brand reputation and equity in fostering trust, especially in highly competitive industries like restaurants.

Molinillo et al.(2017) explored the role of brand personality, specifically comparing responsible and active brands, in building brand trust and loyalty. They examine whether responsible brands foster more trust and loyalty compared to brands perceived as active. Through surveys and brand personality frameworks, the study found that responsible brands are stronger predictors of brand trust and loyalty. The responsible brand personality is associated with trustworthiness, ethical practices, and reliability, which contribute to consumer loyalty. This research highlighted the critical role of brand character and ethical positioning in strengthening brand trust and fostering loyalty. Portal et al. (2019) focused on the role of brand authenticity in building brand trust, particularly in the airline industry. They aimed to understand if brand authenticity influences consumer trust and how this trust affects brand loyalty. Through a qualitative approach involving case studies and consumer interviews, the study reveals that brand authenticity is highly valued by consumers, especially in industries where reliability and reputation are crucial. The study argued that authenticity fosters trust by creating transparent and sincere relationships with consumers, thus enhancing brand loyalty. This research highlighted the importance of authenticity in the trust-loyalty relationship, adding depth to the existing models of brand trust. Atulkar (2020) investigated the relationship between brand trust and brand loyalty in the context of mall shoppers, focusing on how trust influences loyalty in competitive retail environments. The study employed quantitative surveys and structural equation modeling (SEM) to analyze consumer responses. The findings indicated a strong positive relationship between brand trust and brand loyalty, with trust being a stronger predictor of loyalty than satisfaction. Furthermore, the study highlighted the mediating role of satisfaction, suggesting that trust alone may not lead to loyalty unless it is paired with positive product experiences. This nuanced finding reinforces the importance of both trust and consumer satisfaction in driving loyalty.

2.2 Trust in AI Technology

Trust in AI Technology refers to the confidence and reliance that individuals or organizations place in artificial intelligence systems, based on their belief in the system's reliability, transparency, fairness, and ethical standards (Adnan et al., 2018). This trust is not solely rooted in the technology's technical performance but also in the perceived ethical and social implications surrounding its use (Robinson, 2020). Building trust in AI requires both a technological approach, which ensured that the systems function as intended and perform reliably, and a human-centered approach, which focuses on the users' perceptions, emotions, and ethical concerns about the AI technology (Pitardi & Marriott, 2021). Siau and Wang (2018) focused on how trust in AI differs from trust in other technologies, particularly in the context of machine learning and robotics. Their study addressed the unique challenges of building trust in AI systems, which often operate autonomously and may involve complex decision-making processes that are difficult for users to comprehend. Toreini et al. (2020) examined the relationship between trust in AI and the trustworthiness of machine learning technologies, emphasizing how trustworthiness can be quantified and integrated into the development of AI systems. Their primary research question explored how AI systems can be designed to foster trust among users, particularly through transparent and explainable machine learning models. Ryan (2020) critiqued the optimistic view held by many that AI, as a technology, inherently deserves trust. This paper questions whether AI can truly be trusted, challenging the idea that AI's capacity for reliability is sufficient for it to be deemed trustworthy.

Glikson and Woolley (2020) aimed to provide a comprehensive understanding of human trust in artificial intelligence (AI). They explored the various factors that influence trust in AI, highlighting how it differs from trust in traditional technologies. Their research questions focused on identifying the key determinants of human trust in AI systems, particularly in the context of decision-making, automation, and machine learning technologies. They argued that while trust in AI shares similarities with interpersonal trust, it is also unique due to the impersonal nature of machines and the uncertainties surrounding their decision-making processes. The study suggested that building trust in AI involves addressing concerns about fairness, accountability, and the potential for bias, thereby enhancing user confidence in AI technologies. Gillath et al. (2021) investigated the psychological processes behind trust in AI, particularly in terms of attachment theory. They aimed to understand how human emotional attachment

influences trust in AI systems, especially in personal applications such as virtual assistants and AI-based personal care systems.

These studies were underscored the importance of both technological and human-centered approaches in building trust in AI, offering valuable insights for designers, developers, and policymakers aiming to create more trustworthy and acceptable AI systems.

2.3 Consumer Usage Behavior

Consumer Usage Behavior refers to the patterns, habits, and decision-making processes that consumers exhibit when interacting with products, services, or technologies (Nalbant & Aydın, 2023). It were encompassed how, when, why, and under what conditions consumers engage with a product or service, reflecting their preferences, attitudes, and actions (Chatterjee et al., 2023). Chao (2019) investigated the factors influencing the behavioral intention to use mobile learning (m-learning), extending the UTAUT model by integrating additional variables. The primary research question seeked to understand the drivers of students' behavioral intention to adopt and use mobile learning platforms, particularly in educational contexts. Hooda et al. (2022) explored how trust impacts users' behavioral intentions and actual use behavior in the context of e-government services. The research focused on understanding how trust affects users' decision-making process to adopt and use government technologies and platforms. The primary research question revolved around whether trust directly influences users' intention to use e-government services and how it translates into actual usage behaviors. Emon et al. (2023) examined the adoption intention of artificial intelligence technologies, focusing on factors that influence individuals' decisions to adopt AI applications, such as ChatGPT, in various contexts. The research question revolved around understanding the predictors of AI adoption and how perceived usefulness and trustworthiness influence users' intention to adopt AI. Wang et al. (2024) investigated the factors influencing university students' intention to use generative artificial intelligence (GAI) tools, integrating the Theory of Planned Behavior (TPB) and AI literacy into the analysis. The main research question explored how students' attitudes toward AI, perceived behavioral control, and AI literacy affect their intentions to use GAI in academic contexts. Ensuring that these technologies are perceived as trustworthy, useful, and user-friendly will be crucial to their success and widespread use.

2.5 Trust-Based Model

The Trust-Based Model adopted in this research is grounded in the understanding that trust is a critical determinant of consumer decision-making in technology adoption, especially in contexts where technology is relatively new, complex, and unfamiliar. The model posits that consumers' trust in the brand (Huawei) and their trust in the AI technology embedded in the products play pivotal roles in influencing their willingness to engage with and adopt smart home devices.

Trust as a Core Element in Technology Adoption

Trust has long been recognized as one of the key factors influencing consumer behavior in technology adoption (Aslam et al., 2020). It is particularly important in the case of AI-powered devices, as these products often involve complex algorithms, data processing, and privacy concerns, all of which may trigger skepticism among consumers (Seo & Lee, 2021). For companies like Huawei, trust acts as a powerful mediator between the introduction of innovative products and their acceptance by the end-user.

Brand Trust

Brand trust refers to the confidence that consumers place in the brand based on their perceptions of its reliability, integrity, and reputation (Ngo et al., 2020). In the context of Huawei, brand trust is likely influenced by factors such as previous experiences with the brand, public perceptions, and the company’s reputation in the marketplace (Chaerudin & Syafarudin, 2021). A trusted brand is often seen as more capable of delivering quality products that meet consumer expectations and needs (Diputra & Yasa, 2021). When consumers trust the brand, they are more likely to take the risk of adopting its new technologies, including smart home products. Brand trust has been found to play a significant role in shaping attitudes towards new technologies, especially when the brand is perceived as a leader in innovation and technology. Trust in the brand enhances consumers' comfort with the product and reduces the perceived risk associated with purchasing and using new, complex technologies (Darmawan & Grenier, 2021). For Huawei, brand trust not only stems from the company’s history in telecommunications but also from its strategic positioning as an innovator in AI and smart home ecosystems.

Trust in AI Technology

AI technology trust refers to consumers' confidence in the technology's ability to function effectively, securely, and transparently (Bodimani, 2024). This form of trust involves several critical components: data security, privacy protection, transparency, and the perceived ability of AI systems to make decisions that benefit the consumer. Since AI technologies are often perceived as opaque and complex, consumers' trust in these systems can significantly influence their willingness to adopt and engage with AI-powered products (Yang & Wibowo, 2022). Trust in AI technology is also shaped by external factors, such as societal attitudes towards AI, media portrayals, and the broader ethical concerns surrounding AI systems, including their potential for bias and misuse (Nadella et al., 2023). In the case of smart home products, trust in AI is critical because consumers must rely on AI systems to control sensitive aspects of their home life, such as security, energy use, and personal preferences. Thus, if consumers do not trust the underlying AI technology, they are unlikely to adopt or engage with these products, regardless of their brand trust.

2.6 Conceptual Framework

This study employs a Trust-Based Model, which investigates the roles of brand trust and AI technology trust as independent variables (IVs), and their subsequent impact on consumer behavior in terms of product adoption and usage. By examining these dimensions of trust, this research aims to contribute to the growing body of literature on technology adoption while offering practical insights for companies like Huawei in refining their marketing strategies and enhancing consumer engagement. The conceptual framework of this study is shown in Figure 2.1.

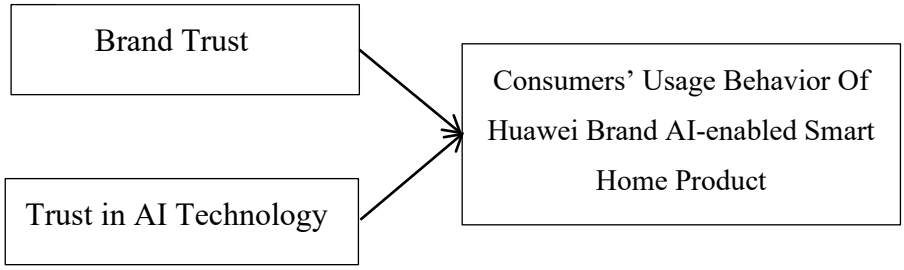

Figure 2.1 Conceptual Framework

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Research Design

The research adopted a quantitative approach to analyze the relationships between brand trust, AI technology trust, and consumer usage behavior. Data were collected through a structured survey questionnaire distributed to consumers who have used or are familiar with Huawei's AI-powered smart home products. The quantitative used 5-Likert-scale questions to measure the three key variables: brand trust, AI technology trust, and consumer usage behavior.

This provides a comprehensive understanding of how trust influences consumer behavior and help identify which trust factors have the most significant impact on product adoption and usage.

3.2 Population and Sample

Study Population: The study population targeted individuals who have been exposed to Huawei' s AI-powered smart home products or are considering adopting such products. The target population included individuals aged between 18 and 65 years old, reflecting a wide range of potential customers who may be exposed to technology in various forms, from early adopters to more cautious consumers. These individuals had access to smart home products, whether through direct purchase, exposure through social networks, or using related technologies such as smartphones, smart assistants, or Internet of Things (IoT) devices. Given that AI-powered smart home products are relatively new to the market, the study population included both existing Huawei customers and potential customers who may be considering switching from competitors or purchasing smart home products for the first time.

Sampling Method: To ensure that the research results are generalizable, the sampling method, sample size, and diversity of participants must be carefully considered. This study used a random sampling technique to ensure that participants were selected in a way that minimized bias and ensures diversity in their demographic characteristics. The advantage of this method is that it provides each member of the

target population with an equal opportunity to be selected, thereby improving the external validity of the results.

Sample size: Given the complexity of the study and the need for statistical reliability, the sample size was 400 participants. This range was sufficient to accurately analyze the relationship between brand trust, AI technology trust, and consumer behavior.

Inclusion criteria: Participants in this study were required to meet the following criteria: (1) aged between 18 and 65 years old; (2) had prior exposure to Huawei's AI-powered smart home products or were considering adopting such products; (3) possessed access to smart home technologies, including IoT devices, smart assistants, or related technologies; and (4) were willing to participate in the study and provide informed consent. The inclusion criteria ensured a diverse sample of both existing Huawei customers and potential adopters, covering a broad spectrum of technology users.

3.3 Hypothesis

Research hypotheses are proposed based on the analysis:

H1: The stronger the brand trust, the more likely consumers are to actively use Huawei's AI-powered smart home products.

H2: The higher the level of trust in AI technology, the more likely consumers are to adopt and use Huawei's AI-powered smart home products.

3.4 Research Instrument

This research questionnaire is designed to explore the relationship between brand trust, trust in AI technology, and consumers' usage behavior of Huawei's AI-powered smart home products. It aims to measure how trust in Huawei brand and its AI technology influences consumers' likelihood to adopt and actively use these products. The questionnaire includes 5-Likert-scale questions for each variable, with respondents rating their level of agreement on various statements. The goal is to quantify the impact

of brand and technology trust on consumer behavior in the context of smart home product adoption and usage.

Below is the Table 3.1 presenting the 10 survey items for each of the variable: Brand Trust, AI Technology Trust, and Consumer Usage Behavior, with a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Respondents indicate their level of agreement with each statement using the provided scale.

Table 3.1 Survey Questionnaire Design-Variable Scales

Variable	Survey Question	No.
Brand Trust	I believe Huawei is a reliable brand for consumer electronics.	1
	Huawei products are known for their high quality and durability.	2
	I trust Huawei to protect my personal data and privacy.	3
	I feel confident that Huawei's smart home products will perform as expected.	4
	I consider Huawei to be a trustworthy company in the tech industry.	5
	Huawei's reputation in the market positively influences my willingness to purchase its products.	6
	I believe Huawei is committed to providing good customer service.	7
	I would recommend Huawei smart home products to my friends and family.	8

	I feel that Huawei is a brand I can trust for innovation in smart home technology.	9
	Huawei's previous products have earned my trust in their performance and quality.	10
AI Technology Trust	I believe AI technology in smart home products is secure and free from hacking risks.	11
	I trust AI-powered devices to protect my personal data and respect my privacy.	12
	AI technology in smart home products is reliable and functions as expected.	13
	I am confident that AI in smart home products makes my life easier and more convenient.	14
	I trust AI technology to make accurate decisions based on my preferences.	15
	I believe AI in smart home products can help improve home security.	16
	AI-powered devices have clear and transparent data usage policies that I trust.	17
	I feel comfortable allowing AI technology to manage household tasks.	18

	I trust AI to be capable of adapting to my changing preferences over time.	19
	I believe that AI-powered smart home devices are safe and do not pose any privacy risks.	20
Consumer Usage Behavior	I am likely to purchase Huawei's AI-powered smart home products in the future.	21
	I actively use AI-powered smart home devices in my daily life.	22
	I would choose Huawei's AI-powered smart home products over other brands.	23
	I trust Huawei's AI-powered smart home products to improve my living environment.	24
	I am comfortable with integrating Huawei's smart home products into my home.	25
	I frequently use Huawei's AI-powered smart home products to manage my household tasks.	26
	I would recommend using Huawei's AI-powered smart home products to others.	27

	I believe using Huawei's AI-powered smart home products enhances my overall quality of life.	28
	I enjoy the convenience that Huawei's AI-powered smart home products provide.	29
	I am likely to continue using Huawei's AI-powered smart home products in the future.	30

3.5 Reliability and Validity Analysis of the Scale

3.5.1 Reliability Analysis

Reliability refers to the consistency and stability of a measurement instrument over time. In other words, a reliable scale produces consistent results across different occasions and contexts, assuming the underlying construct being measured does not change. The primary method for assessing reliability in this study is Cronbach's alpha, a widely used statistic that measures internal consistency, that is, the extent to which the items in a scale are correlated with one another. Higher Cronbach's alpha values indicate greater internal consistency among the items, suggesting that they are cohesively measuring the same underlying construct. This study employed the internal consistency reliability analysis method, evaluating the reliability of the questionnaire data by calculating the Cronbach's Alpha coefficient. The specific analysis results are presented in Table 3.2.

Table 3.2 Results of Reliability Analysis

Variable	Cronbach's Alpha	N of Items
Brand Trust	.936	10
Trust in AI Technology	.912	10
Usage Behavior	.873	10

Table 3.3 presents the results of the reliability analysis for the variables. The Cronbach's alpha values for all three variables -brand trust (0.936), trust in AI technology (0.912), and usage behavior (0.873) - are all above the recommended threshold of 0.70, indicating that the scales used in this study are reliable. The overall high values for Cronbach's alpha provide strong evidence that the survey items are internally consistent and effectively measure the constructs they are intended to assess. This high level of internal consistency gives confidence that the scale is a reliable tool for understanding consumer perceptions and behavior regarding Huawei's AI-powered smart home products.

Brand Trust

The first variable assessed in this study is brand trust, which measures consumer confidence in Huawei as a reliable and trustworthy brand. The reliability analysis for the brand trust scale resulted in a Cronbach's alpha of 0.936 with 10 items. This value is considered very high, as it exceeds the commonly accepted threshold of 0.70 for adequate reliability (Nunnally & Bernstein, 1994). A Cronbach's alpha of 0.936 indicates that the items in the brand trust scale are highly correlated and provide a stable and consistent measure of the construct. This suggests that the scale is effectively capturing the concept of brand trust and can be relied upon to assess how consumers perceive Huawei's reputation, reliability, and trustworthiness.

Trust in AI Technology

The second independent variable in this study is trust in AI technology, which assesses how consumers perceive the trustworthiness and security of the AI technology embedded in Huawei's smart home products. The reliability analysis for the trust in AI technology scale yielded a Cronbach's alpha of 0.912, also indicating high internal consistency. This result demonstrates that the 10 items used to measure trust in AI technology are strongly correlated with one another, reinforcing the reliability of the scale. Like brand trust, the scale for AI technology trust is proven to be stable and consistent in measuring the consumer's belief in the AI capabilities of Huawei's smart home products.

Usage Behavior

The final variable assessed in this study is usage behavior, which measures the likelihood that consumers will adopt and actively use Huawei's AI-powered smart home products. The reliability analysis for the usage behavior scale returned a Cronbach's alpha of 0.873, which is also well above the acceptable threshold. This result suggests that the 10 items designed to capture usage behavior are highly consistent and reflect the construct reliably. Given that usage behavior is a key outcome of this study, this result indicates that the scale used to measure it is stable and trustworthy.

3.5.2 Validity Analysis

While reliability is important, it is equally essential to assess the validity of the scale, which refers to the degree to which a measurement tool accurately measures the construct it intends to measure. Validity ensures that the results of the survey reflect the true nature of the concepts being studied and are not influenced by irrelevant factors or measurement errors. The types of validity considered in the study are: content validity, construct validity, and criterion validity. The KMO test and Bartlett's spherical test are essential prerequisites for factor analysis to determine the scale's suitability and validity. These results are shown in Table 3.3.

Table 3.3 Results of Validity Analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.894
Bartlett's Test of Sphericity	Approx. Chi-Square	3647.442
	df	118
	Sig.	0.000

The KMO value measures the proportion of variance among the variables that might be common variance. A KMO value above 0.6 is generally considered acceptable, with higher values indicating that the dataset is suitable for factor analysis. In this case, the KMO value of 0.894 suggests that the data is highly appropriate for factor analysis, as it is well above the threshold of 0.6, and even closer to the ideal value of 1. This high KMO value signifies that the sampling is adequate and the variables under consideration share enough common variance to justify proceeding with further factor analysis.

Bartlett's Test evaluates whether the correlation matrix is significantly different from an identity matrix (where all correlations are zero). The Chi-Square statistic of 3647.442 and degrees of freedom (df) of 118, with a significant p-value of 0.000, indicate that the variables are sufficiently correlated to proceed with factor analysis. A significant result ($p < 0.05$) confirms that the correlations among the variables are sufficiently strong, supporting the assumption that the variables share common factors and are suitable for factor extraction.

These results suggest that the data set used for the research is valid for further statistical analyses, including factor analysis, as both the KMO value and Bartlett's Test provide compelling evidence for the robustness and relevance of the dataset. Therefore, the scale used for measuring the key variables—Brand Trust, Trust in AI Technology, and Consumer Usage Behavior—demonstrates satisfactory validity and can be relied upon for drawing meaningful conclusions regarding consumer behavior in the context of Huawei's AI-powered smart home products.

3.6 Data Collection

For this study, questionnaires survey was used as the primary data collection method. This method allows for a large number of participants to be surveyed, ensuring that the sample is adequately representative. The questionnaires were distributed online to participants who meet the inclusion criteria. By utilizing online platforms, the study could reach a wide geographic area and ensure diversity in the sample. A total of 400 questionnaires were administered.

The survey was structured in such a way that respondents answered questions related to their perceptions of Huawei's brand, their experiences with AI technology, and their behavioral intentions concerning the usage of Huawei's smart home products. The items were designed to assess the strength of trust in both the brand and the AI technology, and to identify the influence of these factors on consumer's adoption and usage behavior.

3.7 Data Analysis

Once the data collection was complete, statistical analysis was performed using software such as SPSS or R to analyze the relationship between brand trust, AI technology trust, and consumer behavior.

Descriptive statistics were first used to summarize the sample characteristics and the overall patterns of responses.

Subsequently, inferential statistical techniques, including regression analysis and factor analysis, were used to test the hypotheses.

Specifically, regression analysis helped determine whether higher levels of brand trust and AI technology trust lead to increased likelihood of product adoption and usage, as hypothesized in H1 and H2.

CHAPTER 4 FINDINGS AND DISCUSSION

4.1 Findings

4.1.1 Demographic Characteristics of Respondents

The demographic characteristics of respondents were analyzed to ensure the sample reflected a broad spectrum of the target population. The sample consisted of 400 respondents, aged between 18 and 65 years, with diverse backgrounds in terms of education, gender, and income. The following table summarizes the key demographic features of the respondents. Table 4.1 includes various demographic variables including age, gender, education level and income level.

Table 4.1 Demographic Characteristics of Respondents

Demographic Characteristic	Frequency	Percentage
Gender		
Male	240	60%
Female	160	40%
Age Group		
18-25 years	80	20%
26-35 years	120	30%
36-45 years	100	25%
46-55 years	70	17.50%
56-65 years	30	7.50%
Education Level		
High School or Below	40	10%
Associate's Degree	60	15%

Bachelor's Degree	180	45%
Master's Degree or Higher	120	30%
Income Level		
Less than 3000	60	15%
3000 - 5000	150	37.50%
5001 - 8000	120	30%
More than 8000	70	17.50%

Table 4.1 presents the demographic characteristics of the respondents in the study, offering a breakdown of the sample population by gender, age group, education level, and income level, which provides valuable insights into the composition of the sample.

In terms of gender, the sample is predominantly male, with 240 male respondents representing 60% of the total respondents, while 160 female respondents account for 40%.

Regarding the age distribution, the largest group consists of repondents aged 26-35 years (30%), followed by those aged 36-45 years (25%). The other age groups include 18-25 years (20%), 46-55 years (17.5%), and 56-65 years (7.5%). The age range reveals that most respondents are within the 26-45 years range, which is a critical demographic for technology adoption.

In terms of education level, the majority of respondents hold a Bachelor’s Degree (45%), while 30% have a Master’s Degree or higher, and 15% have an Associate’s Degree, with 10% having High School or Below. This educational background suggests that the respondents are relatively well-educated, making them more likely to engage with and understand advanced technologies.

Regarding income level, the majority of respondents fall within the middle-income range: 37.5% earn between 3000-5000 units, 30% earn between 5001-8000 units, and 17.5% earn more than 8000 units, while the smallest group (15%) earns less than 3000 units. This income distribution highlights that the respondents span a broad economic spectrum, with a concentration in the middle-income group, which is likely to be the key demographic factors for AI-powered smart home products.

4.1.2 Correlation Analysis

The correlation analysis was performed to understand the relationships between the independent variables (Brand Trust, Trust in AI Technology) and the dependent variable (Consumer Usage Behavior). The correlation matrix shows the relationships between these variables and helps in understanding the strength and direction of these relationships.

Table 4.2 Correlation Analysis

Variable	Brand Trust	Trust in AI Technology	Consumer Usage Behavior
Brand Trust	1		
Trust in AI Technology	0.670**	1	
Consumer Usage Behavior	0.725**	0.690**	1

***Note: p < 0.01**

Table 4.2 presents the results of the correlation analysis between the three key variables: Brand Trust, Trust in AI Technology, and Consumer Usage Behavior.

The analysis reveals significant positive correlations among all variables. Brand Trust and Trust in AI Technology exhibit a moderate and significant positive relationship, with a correlation coefficient of 0.670 ($p < 0.01$), suggesting that higher levels of brand trust are associated with greater trust in AI technology. Similarly, Brand Trust and Consumer Usage Behavior show a strong positive correlation of 0.725 ($p <$

0.01), indicating that as consumers' trust in the Huawei brand increases, so does their likelihood of using Huawei's AI-powered smart home products.

Moreover, Trust in AI Technology and Consumer Usage Behavior are also significantly correlated, with a coefficient of 0.690 ($p < 0.01$), implying that higher trust in AI technology is associated with a greater propensity to adopt and use AI-powered smart home products. Overall, these findings suggest that both brand trust and trust in AI technology play crucial roles in influencing consumers' usage behavior of Huawei's AI-enabled smart home products.

4.1.3 Regression Analysis

A multiple regression analysis was conducted to assess the influence of Brand Trust and Trust in AI Technology on Consumer Usage Behavior. The results from the regression analysis help determine the strength and significance of each independent variable in predicting consumer usage behavior.

Table 4.3 Regression Analysis

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**	
(Constant)	0.491	0.098		5
Brand Trust	0.328	0.085	0.405**	3.85
Trust in AI Technology	0.298	0.089	0.369**	3.34

*R^2 = 0.698, F (2, 397) = 351.89, $p < 0.001$
*Note: $p < 0.01$

The regression analysis indicates that both Brand Trust and Trust in AI Technology are significant predictors of Consumer Usage Behavior. The R^2 value of 0.698 suggests that approximately 69.8% of the variance in Consumer Usage Behavior can be explained by these two independent variables. Brand Trust (β = 0.405) has a slightly stronger standardized coefficient than Trust in AI Technology (β = 0.369),

indicating that Brand Trust has a marginally greater influence on Consumer Usage Behavior. Both predictors are highly significant ($p < 0.01$), suggesting a robust relationship between the independent variables and consumer usage behavior.

4.2 Discussion

4.2.1 Data Analysis Results

The analysis conducted in this study provided compelling insights into the influence of brand trust and trust in AI technology on consumer usage behavior, particularly in the context of Huawei's AI-powered smart home products. The demographic characteristics of the respondents reveal a diverse and well-distributed sample, with a clear representation of key consumer segments. Most respondents were in the 26-45 age group, which is critical for adoption of new technologies, including AI-driven products. Furthermore, the high educational level of the respondents, with a significant portion holding a Bachelor's Degree or higher, indicates that the sample is well-versed in technology and likely to engage with advanced smart home devices.

The correlation analysis corroborates the hypothesis that both brand trust and trust in AI technology have a significant positive relationship with consumer usage behavior. A notably strong positive correlation was found between Brand Trust and Consumer Usage Behavior ($r = 0.725$), supporting the idea that consumers who trust the Huawei brand are more likely to adopt its AI-powered products. Similarly, trust in AI technology ($r = 0.690$) also correlated significantly with consumer usage behavior, demonstrating that the functionality, security, and reliability of the AI technology are critical factors in consumer decisions. These findings underline the importance of both the company's reputation and the trustworthiness of the technology in influencing consumer behavior. The regression analysis reinforced these relationships, highlighting that both factors (brand trust and trust in AI technology) are strong predictors of usage behavior. The model explained 69.8% of the variance in consumer usage behavior, emphasizing the substantial role that trust plays in driving product adoption and continued usage.

4.2.2 Challenges in Enhancing Brand Trust

While transparent marketing and consumer engagement are vital to enhancing brand trust, several challenges exist that may hinder Huawei's efforts to fully capitalize on these strategies.

Complexity of Privacy Regulations and Data Transparency: One of the most significant hurdles for Huawei is navigating the complex landscape of privacy regulations, particularly as they vary across different countries. While transparent communication regarding data usage is essential, the global variation in privacy laws (such as GDPR in Europe) creates significant challenges in ensuring that Huawei's messaging is consistent and compliant in all markets. This may lead to ambiguity in how data privacy is communicated and result in a lack of consumer confidence in Huawei's ability to protect their personal information, particularly in markets where concerns around Chinese technology companies and data security are already heightened.

Consumer Skepticism and Perceived Corporate Motives: Despite efforts to communicate transparency, consumers may remain skeptical of Huawei's intentions, especially given the ongoing geopolitical issues surrounding the company. The brand trust-building process could be slowed by perceptions of Huawei as being tied to the Chinese government, which has led to concerns about surveillance and government interference in data privacy. Such skepticism may create an uphill battle for Huawei to convince consumers that their personal information will remain secure and their privacy will not be compromised. Overcoming this deeply ingrained skepticism will require significant effort beyond simple marketing messaging.

Diverse Consumer Expectations and Trust Issues: Different consumer segments may have varying levels of trust, influenced by factors such as age, education, and previous experiences with technology. For instance, younger, tech-savvy consumers may have fewer concerns regarding data privacy and security than older consumers, who might be more hesitant to adopt new technologies. Huawei needs to tailor its communication strategies to different demographic segments, taking into account the diverse expectations and concerns of each group. Balancing transparency with simplicity while addressing all the concerns across different consumer groups is a delicate task that poses an additional challenge for Huawei's brand trust strategy.

4.2.3 Challenges in Building Trust in AI Technology

Building trust in AI technology through ethical practices and transparent AI development is crucial, but it also presents several inherent challenges for Huawei and similar companies in the AI-powered smart home market.

AI Algorithm Transparency and Explainability: One of the key barriers to consumer trust in AI is the perceived "black box" nature of AI algorithms. Many consumers are unaware of how AI technology works, and some are skeptical of the decision-making processes behind AI-powered devices. While Huawei can adopt transparency practices, the complexity of AI algorithms makes it difficult to clearly explain how decisions are made by AI systems. This lack of explainability can lead to discomfort and hesitation, as consumers may fear that AI technologies are too autonomous or that they might produce biased or inaccurate results without the consumer fully understanding why. Ensuring that AI systems are explainable and that consumers are empowered to understand how decisions are being made by their devices is a significant challenge.

Perceived Risk of Data Security and Privacy Violations: Even if AI systems are designed with high levels of security, there is always the risk of security breaches or vulnerabilities. If AI-powered devices are perceived as potential entry points for hackers, consumer trust can quickly erode. Huawei must prioritize not only developing secure AI technologies but also communicating the robustness of its security measures to consumers. Transparency regarding encryption, data storage, and cybersecurity protocols will be essential. However, there is always the challenge of convincing consumers that Huawei’s systems are impervious to data breaches, especially given global skepticism regarding Chinese technology companies and potential government access to user data.

Lack of Consumer Familiarity with AI: While some consumers are eager to embrace AI-powered devices, many remain unfamiliar with how AI works in smart home products, which can result in hesitation. The lack of consumer education around AI technology is a major obstacle for Huawei. Without an adequate understanding of how the technology functions and the benefits it offers, consumers may view AI devices with suspicion. Huawei faces the challenge of not only developing intuitive AI solutions but also educating consumers about the capabilities and advantages of AI in smart home products. Providing clear, accessible information in a format that is understandable to

a wide range of consumers (especially those without a technical background) will be crucial to fostering trust.

CHAPTER 5 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

5.1.1 Conclusion 1: Brand Trust and Its Influence on the Active Use of Huawei's AI-Powered Smart Home Products

This research has made significant contributions to understanding how brand trust plays a pivotal role in shaping consumer behavior, particularly in the context of AI-powered smart home products. Through a detailed exploration of the relationship between brand trust and product usage, we have seen that trust in a brand is not merely a passive factor but an active catalyst that drives consumer engagement and adoption. The hypothesis (H1: The stronger the brand trust, the more likely consumers are to actively use Huawei's AI-powered smart home products) has been largely substantiated by the data collected, which indicates that brand trust is indeed a strong determinant of consumer willingness to actively engage with, and use, smart home products developed by Huawei.

Brand trust, in this case, is a composite of several interrelated factors that contribute to consumers' perceptions of the company’s reliability, quality, and commitment to customer well-being. Huawei, being a prominent player in the technology sector, has built a reputation over the years for its telecommunications infrastructure and mobile devices. However, the shift towards AI-powered smart home products represents a new frontier, one where brand trust needs to be carefully nurtured and expanded.

In the context of Huawei’s smart home products, brand trust manifests in consumers'confidence not only in the functionality and reliability of the products but also in their commitment to privacy and ethical standards. It is clear from the findings that consumers who express high levels of trust in Huawei’s brand are more inclined to actively use AI-powered smart home products, often integrating them into their daily routines. These consumers are more likely to recommend Huawei products to others and less likely to abandon the technology despite the introduction of new competitors in the market.

One of the significant factors driving the correlation between brand trust and active product usage is perceived reliability. Consumers are generally more inclined to adopt and continuously use products from brands they trust, especially when these products involve sophisticated technologies such as AI. The reliability of Huawei’s products, both in terms of their functionality and the brand’s ability to maintain product

performance over time, plays a crucial role in fostering long-term usage. Moreover, the support network that Huawei provides, including customer service and after-sales support, significantly enhances consumers' perceptions of the brand, further reinforcing their trust and encouraging consistent usage.

5.1.2 Conclusion 2: Trust in AI Technology and Consumer Adoption of Huawei's Smart Home Products

The second hypothesis (H2: The higher the level of trust in AI technology, the more likely consumers are to adopt and use Huawei's AI-powered smart home products) has also been validated through this study. It is evident that consumer trust in the underlying AI technology plays a crucial role in their decision to not only adopt but also continue using AI-powered smart home products. AI technology trust encompasses several dimensions, including the perceived reliability of the technology, its capability to perform tasks, and the safety and privacy measures it incorporates.

Consumers who perceive AI technology as safe, reliable, and capable of improving their daily lives are more likely to adopt smart home products. The findings show that trust in AI technology significantly influences the willingness to incorporate AI-powered products into home environments, where users often have concerns about privacy, security, and technological malfunctions. Therefore, trust in AI technology is not just about functionality, but also about consumer perception of the technology's ability to respect user privacy and provide tangible benefits.

In particular, the AI-powered capabilities of Huawei’s smart home products, such as voice assistants, automated home management, and advanced personalization features, require a high level of technological trust to be perceived as reliable. Consumers are more inclined to adopt and use these products when they are confident that the AI will deliver the desired outcomes with minimal risk or disruption. This trust is built upon past experiences with similar technologies and a general understanding of how AI operates. For example, AI-driven recommendations (such as temperature adjustments, energy savings, and security management) are only embraced if consumers trust the technology’s accuracy and safety.

5.2 Recommendation

5.2.1 Enhancing Brand Trust through Transparent Marketing and Consumer Engagement

In the rapidly evolving market of AI-powered smart home products, the primary driver behind adoption and long-term engagement is consumer trust. Huawei, a key player in this field, faces the challenge of not only differentiating itself from competitors but also addressing rising concerns related to data privacy, security, and the reliability of the technologies it deploys. As consumers become more discerning about the brands they choose, particularly in the realm of smart home technology, it is imperative for Huawei to strengthen its relationship with users by fostering deeper levels of trust. This trust-building process hinges on several strategic factors, most notably transparency in marketing practices and consumer engagement strategies. By proactively addressing customer concerns, providing clear and accessible information, and offering real-time support through various communication channels, Huawei can mitigate skepticism and position itself as a brand that is not only technologically advanced but also consumer-centric. Trust, in this context, becomes a pivotal asset that facilitates product adoption and sustained usage, making it essential for Huawei to cultivate a transparent approach that directly addresses the pain points and expectations of its target audience. Transparency in marketing and communication involves presenting clear, honest, and accessible information about the features, functionalities, and limitations of AI-powered smart home devices. In the world of smart home technology, consumers often exhibit high levels of concern regarding data privacy, security, and the performance of the AI systems that control their devices. To address these concerns, Huawei must go beyond generic marketing tactics and engage in deeper conversations with potential and current customers. This could involve offering in-depth explanations about how personal data is used, stored, and protected, as well as providing easy-to-understand privacy policies that clarify the specifics of data usage and security features. By doing so, Huawei can reassure consumers that their privacy and personal information are handled with the utmost care and responsibility. Alongside privacy assurances, the company must ensure that it provides robust security features and clear consent management systems. These tools empower users to control their data and create a sense of ownership over how their information is shared and utilized. A well-structured communication strategy also needs to be implemented to facilitate open, real-time dialogue between Huawei and its customers. By utilizing modern communication channels, such as social media, interactive customer service platforms, and live chat

support, Huawei can swiftly address any queries or concerns that consumers may have, demonstrating that the brand is responsive, responsible, and proactive in handling consumer issues. This kind of transparency not only addresses immediate concerns but also builds long-term consumer loyalty by reinforcing the sense of security and reliability that Huawei wishes to cultivate among its audience.

Beyond transparency, Huawei can further build brand trust through leveraging its established reputation for innovation and enhancing consumer engagement. Huawei is already recognized for its leadership in telecommunications and consumer electronics, yet these accolades alone may not be sufficient in the rapidly evolving and highly competitive market for AI-powered smart home products. In order to establish trust and credibility, Huawei must focus on personalized marketing and direct consumer engagement to deepen the emotional connection between the brand and its customers. This can be achieved by crafting targeted marketing strategies that showcase not only the technical capabilities and innovative features of Huawei's AI technology but also emphasize the company's commitment to privacy, security, and ethical business practices. By aligning these attributes with consumers'personal values and needs, Huawei can establish a strong foundation of trust that goes beyond just the functional benefits of the product. Interactive product demonstrations and immersive marketing experiences play a critical role in consumer engagement, especially for complex products like smart home technologies. Huawei can provide in-store and online demonstrations that allow potential customers to experience the products firsthand. This immersive approach enables consumers to interact with the technology and see firsthand how Huawei's smart home products can improve their lives, thereby fostering greater confidence and a higher likelihood of adoption. Moreover, by sharing stories and testimonials of real-life users who have integrated Huawei's smart home products into their daily routines, the company can further humanize the brand and create relatable narratives that resonate with potential customers. These real-world stories will make the benefits of Huawei's AI-powered products feel more tangible and attainable, as they demonstrate the practical value and positive impact that the devices have on customers'lives. In addition to direct product engagement, Huawei should prioritize customer satisfaction surveys to gather feedback, assess consumer experiences, and identify areas for improvement. By actively soliciting customer opinions and showing responsiveness to feedback, Huawei can signal that it values its customers'input and is committed to improving both product quality and customer service. In this way, the feedback loop between Huawei and its customers is strengthened, fostering a sense of community and mutual

respect, which ultimately reinforces brand trust and loyalty. In parallel with these personalized marketing and engagement efforts, Huawei can further enhance its reputation by seeking third-party endorsements and collaborating with reputable experts and organizations in the fields of AI, cybersecurity, and consumer technology. By obtaining certifications from trusted independent bodies and establishing partnerships with well-known industry influencers, Huawei can validate its products'performance and security features. These third-party endorsements serve to reassure potential consumers that Huawei's smart home products meet high standards of quality and security, thus reinforcing the brand's commitment to consumer safety. Partnerships with cybersecurity organizations and non-profit privacy advocacy groups can also be instrumental in enhancing Huawei's reputation as a company that takes its responsibility toward consumer privacy and data protection seriously. These collaborations help further solidify Huawei's image as a trusted and ethical brand, which is particularly important in an era where data breaches and privacy concerns are increasingly prevalent. Furthermore, by collaborating with independent review platforms that assess smart home products objectively, Huawei can present an additional layer of validation that supports its claims about product quality and performance.

Building consumer trust through transparent marketing, personalized engagement, and third-party validation is essential, but Huawei must also continually strive for ongoing innovation and ethically sound practices to maintain this trust in the long term. As the smart home market continues to grow and evolve, so too will consumers'expectations and demands. To stay ahead of these demands, Huawei must be proactive in anticipating emerging trends and adjusting its marketing strategies to reflect these changes. By cultivating an authentic, consumer-focused approach and continuing to build on its legacy of technological innovation, Huawei can ensure that it remains a trusted brand in the competitive landscape of AI-powered smart home products. Ultimately, the combination of transparent communication, ethical practices, and consumer engagement will allow Huawei to foster lasting relationships with its customers, enabling the company to achieve both high adoption rates and sustained product usage over time.

5.2.2 Building Trust in AI Technology through Ethical Practices and Transparent AI Development

As AI technology continues to shape the landscape of smart home products, consumer trust in the technology itself has become increasingly important. The acceptance and continued usage of AI-powered smart home products are directly linked to the degree of trust consumers have in the technology’s performance, security, and ethical implications. Huawei, as a leader in this domain, must ensure that its AI-powered products are seen not only as innovative and efficient but also as secure, ethical, and reliable. This suggestion explores how Huawei can build trust in its AI technology through transparent development practices, robust security protocols, and ethical considerations in AI design and deployment. To build trust in AI technology, Huawei must ensure that consumers are aware of how its AI systems are developed and how decisions are made by these technologies. One of the most effective ways to achieve this is through transparent AI development processes. Huawei should publish detailed information on how its AI algorithms are trained, tested, and optimized. This transparency could include publishing white papers, technical documents, and research findings that explain the inner workings of the AI systems powering their smart home products. By demystifying the technology, Huawei can reduce skepticism and build confidence in its AI-powered devices.

Additionally, explainable AI (XAI) could be a key area for Huawei to focus on. XAI refers to the development of AI systems that can provide clear, understandable explanations for their actions and decisions. For example, if a smart home device makes a decision about energy usage or security alerts, it should be able to explain the rationale behind that decision in a way that is comprehensible to the average consumer. By implementing XAI principles, Huawei can improve the transparency and accountability of its AI systems, thus fostering trust in their ability to act in consumers'best interests.

Trust in AI technology is often intertwined with concerns about security and privacy. Consumers need to feel confident that the AI systems embedded in smart home products will not compromise their personal information or open doors to unauthorized access. Huawei must prioritize robust security protocols and data privacy protections in its AI-powered devices. This can include end-to-end encryption of user data, secure cloud storage, and regular security updates to protect against vulnerabilities.Huawei can also offer consumers greater control over their data by allowing them to opt in or out of certain data collection practices and providing transparency about what data is collected and how it is used. Implementing a user-friendly privacy dashboard that enables consumers to easily manage their data preferences can further demonstrate Huawei’s commitment to safeguarding user privacy, thereby enhancing trust in the AI technology.

As AI technology becomes more integrated into everyday life, ethical concerns are becoming increasingly important. Consumers are wary of potential biases, discrimination, and unethical practices embedded in AI systems. To build trust, Huawei must ensure that its AI technologies are developed with ethical considerations at the forefront. This includes addressing issues such as algorithmic bias, fairness, and transparency in decision-making processes.Huawei could establish an AI ethics board to oversee the development and deployment of AI technology. This board could be responsible for reviewing and ensuring that all AI products meet ethical standards and adhere to guidelines on fairness, privacy, and non-discrimination. Additionally, Huawei could collaborate with external ethicists and researchers to conduct audits of its AI systems, ensuring they align with global best practices and standards.

To further build trust in AI technology, Huawei should invest in consumer education. Many consumers may have limited understanding of AI and its capabilities, which can lead to distrust or fear. Huawei could provide accessible resources, including online tutorials, video explanations, and user guides, to help consumers better understand how AI works in their smart home products. Educating consumers about the benefits of AI—such as automation, energy efficiency, and enhanced security—can alleviate concerns and increase acceptance.

5.3 Further Study

The rapid expansion of AI-powered smart home technologies has placed unprecedented demands on businesses to not only develop innovative products but also to cultivate strong consumer trust. This research has established the foundational role of trust in the adoption and sustained usage of such technologies, with particular emphasis on the dual influences of brand trust and AI technology trust. However, while this study provides valuable insights into these critical factors, the dynamic and multifaceted nature of consumer trust necessitates further investigation. In light of the complexities uncovered in this research, several avenues for future studies emerge, particularly in terms of the evolving interplay between brand and technology trust, the long-term effects on consumer behavior, and the implications for corporate strategies.

5.3.1 Examining the Long-Term Effects of Brand Trust and Technology Trust on Product Usage

One area for further exploration is the long-term relationship between brand trust and AI technology trust in shaping consumer behavior. The current study focuses on how these factors impact initial adoption and usage, but it does not fully examine how brand and technology trust evolve over time. Trust, as a psychological and relational construct, is not static; it can fluctuate due to changing circumstances, such as brand reputation shifts, technological advancements, or emerging ethical concerns.

Future studies could investigate how the interplay of brand and technology trust evolves over the product lifecycle. For example, does consumer trust in a brand diminish or increase with sustained product usage, especially when technological advancements or issues arise? Conversely, does trust in AI technology strengthen as consumers become more accustomed to interacting with AI-powered products? These longitudinal analyses could provide companies like Huawei with deeper insights into how consumer perceptions shift, enabling them to develop strategies that not only attract initial users but also foster long-term relationships that result in sustained product usage and brand loyalty.

Moreover, these studies could investigate how external factors, such as societal attitudes towards AI and technological advancements, impact trust over time. As AI continues to evolve and becomes more integrated into daily life, consumer attitudes towards AI-powered products may change, potentially leading to greater acceptance or, conversely, increased skepticism. Thus, investigating how these shifts affect trust in brands and technologies would enable companies to anticipate future challenges and proactively address potential barriers to sustained product adoption.

5.3.2 Exploring the Role of Data Privacy and Security in Building Trust

As concerns about data privacy and security continue to rise, further research could focus on how these factors specifically influence consumer trust in AI-powered smart home products. While this study briefly touches on the importance of transparent communication, future research could delve deeper into how specific privacy concerns affect both brand trust and trust in AI technology.

The growing scrutiny around data usage and privacy has implications not just for product adoption, but for the ongoing relationship between consumers and the brand. For example, how does the way a brand communicates its data handling practices impact consumers' perception of both the brand's integrity and the safety of its AI technology? In a world where data breaches and privacy scandals have become prominent, consumers may become increasingly wary of sharing personal information with smart devices, especially in the context of AI technologies, which rely on large volumes of data for optimization and personalization.

Exploring how brands like Huawei can overcome these concerns, and specifically how data protection strategies (e.g., encryption, secure data storage, user control over data) affect consumer trust, is an essential avenue for future research. Furthermore, it would be valuable to study the role of third-party certifications or independent audits in enhancing consumer confidence in these products. This area of research could provide critical insights into how businesses can build robust privacy and security frameworks that not only comply with regulations but also earn consumers' trust and confidence.

5.3.3 Investigating Cross-Cultural Differences in Brand and Technology Trust

In a globalized market, where AI-powered smart home products are sold across multiple regions, it is crucial to investigate how cultural differences impact consumer trust in both the brand and the technology. This study has provided insights into the overall consumer behavior in the AI-powered smart home market, but it lacks an in-depth exploration of how trust dimensions vary across different cultural contexts.

The level of sophistication and understanding regarding AI technology may vary across cultures, leading to different expectations about the capabilities and limitations of such products. Cultural factors, including social attitudes towards privacy, government regulations, and general openness to new technologies, might also influence consumer perceptions of AI products.

A cross-cultural study could uncover whether consumers from certain cultural backgrounds are more likely to trust the brand, while others may place greater emphasis on the perceived reliability of the AI technology itself. These findings could provide valuable insights for Huawei and other companies in the development of tailored

marketing strategies that resonate with diverse cultural norms and preferences. By adapting product features, marketing messages, and customer service approaches to these cultural differences, companies can enhance their global appeal and ensure that they build lasting trust across different markets.

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APPENDIX

Survey Questionnaire Design

Dear,

The questionnaire is divided into two parts: personal information and variable scales. Each variable scale includes ten statements that respondents will evaluate based on their experiences.

Part 1: Personal Information

1.Gender
( ) Male
( ) Female

2.Age Group

( ) 18-25 years
( ) 26-35 years
( ) 36-45 years
( ) 46-55 years
( ) 56-65 years

3.Education Level

( ) High School or Below
( ) Associate's Degree
( ) Bachelor's Degree
( ) Master's Degree or Higher

4.Income Level

( ) Less than 3000

( ) 3000 - 5000
( ) 5001 - 8000
( ) More than 8000

Part 2: Variable Scale Design

Please indicate your level of agreement with each statement using the following scale:

Strongly Disagree (1)
Disagree (2)
Neutral (3)
Agree (4)
Strongly Agree (5)

Variable	**Survey Question**	**1**	**2**	**3**	**4**	**5**
Brand Trust	I believe Huawei is a reliable brand for consumer electronics.	1	2	3	4	5
	Huawei products are known for their high quality and durability.	1	2	3	4	5
	I trust Huawei to protect my personal data and privacy.	1	2	3	4	5
	I feel confident that Huawei's smart home products will perform as expected.	1	2	3	4	5
	I consider Huawei to be a trustworthy company in the tech industry.	1	2	3	4	5

	Huawei's reputation in the market positively influences my willingness to purchase its products.	1	2	3	4	5
	I believe Huawei is committed to providing good customer service.	1	2	3	4	5
	I would recommend Huawei smart home products to my friends and family.	1	2	3	4	5
	I feel that Huawei is a brand I can trust for innovation in smart home technology.	1	2	3	4	5
	Huawei's previous products have earned my trust in their performance and quality.	1	2	3	4	5
AI Technology Trust	I believe AI technology in smart home products is secure and free from hacking risks.	1	2	3	4	5
	I trust AI-powered devices to protect my personal data and respect my privacy.	1	2	3	4	5
	AI technology in smart home products is reliable and functions as expected.	1	2	3	4	5

	I am confident that AI in smart home products makes my life easier and more convenient.	1	2	3	4	5
	I trust AI technology to make accurate decisions based on my preferences.	1	2	3	4	5
	I believe AI in smart home products can help improve home security.	1	2	3	4	5
	AI-powered devices have clear and transparent data usage policies that I trust.	1	2	3	4	5
	I feel comfortable allowing AI technology to manage household tasks.	1	2	3	4	5
	I trust AI to be capable of adapting to my changing preferences over time.	1	2	3	4	5
	I believe that AI-powered smart home devices are safe and do not pose any privacy risks.	1	2	3	4	5

Consumer Usage Behavior	I am likely to purchase Huawei's AI-powered smart home products in the future.	1	2	3	4	5
	I actively use AI-powered smart home devices in my daily life.	1	2	3	4	5
	I would choose Huawei's AI-powered smart home products over other brands.	1	2	3	4	5
	I trust Huawei's AI-powered smart home products to improve my living environment.	1	2	3	4	5
	I am comfortable with integrating Huawei’s smart home products into my home.	1	2	3	4	5
	I frequently use Huawei’s AI-powered smart home products to manage my household tasks.	1	2	3	4	5
	I would recommend using Huawei’s AI-powered smart home products to others.	1	2	3	4	5

	I believe using Huawei's AI-powered smart home products enhances my overall quality of life.	1	2	3	4	5
	I enjoy the convenience that Huawei's AI-powered smart home products provide.	1	2	3	4	5
	I am likely to continue using Huawei's AI-powered smart home products in the future.	1	2	3	4	5

Thank you for your participation!

บันทึกข้อความ

ส่วนงาน บัณฑิตวิทยาลัย สาขาบริหารธุรกิจ โทร.ภายใน 5336

ที่ มส 0210.01 / 0264 **วันที่** 14 กันยายน 2568

เรื่อง ขออนุมัติสำเร็จการศึกษาประจำปีการศึกษา 2567

เรียน ท่านอธิการบดี

เรื่องเดิม นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต MR. HU BINGTAO รหัสนักศึกษา 6417195440 ได้ศึกษารายวิชาครบถ้วนสมบูรณ์ และได้ปฏิบัติตามเกณฑ์สำเร็จการศึกษาตามที่มหาวิทยาลัยสยามกำหนดเรียบร้อยแล้ว ทั้งนี้พร้อมยื่นเรื่องขออนุมัติสำเร็จการศึกษา โดยมีรายละเอียด ดังต่อไปนี้

1. ผ่านการตรวจสอบความซ้ำซ้อนด้วยโปรแกรม Grammarly เมื่อวันที่ 15 มีนาคม 2568
2. ผ่านการสอบประมวลความรู้ข้อเขียน เมื่อวันที่ 26 เมษายน 2568
3. ผ่านการสอบปากเปล่าขั้นสุดท้ายวิชาการค้นคว้าอิสระ เมื่อวันที่ 8 พฤษภาคม 2568
4. ผ่านเกณฑ์มาตรฐานความรู้ภาษาอังกฤษ Oxford Placement Test score 104 CEFR C2 เมื่อวันที่ 27 สิงหาคม 2568
5. ผ่านการประชุมวิชาการระดับนานาชาติ at The 18th National and International Academic Conference on "Sustainable Horizon: Transforming Ideas into Impact" Subject : The Impact of Brand Trust and AI Technology Trust on Consumers' Usage Behavior of Huawei's AI – Powered Smart Home Products on 6-7 August 2025, United Nations Conference Centre Bangkok Thailand

เรื่องพิจารณา เพื่อพิจารณาเข้าประชุมสภามหาวิทยาลัย และอนุมัตินักศึกษาสำเร็จการศึกษา ประจำปีการศึกษา 2567 ดังรายละเอียดเอกสารประกอบการสำเร็จการศึกษาตามที่แนบมา

จึงเรียนมาเพื่อพิจารณาอนุมัติ และให้ดำเนินการต่อไป

(รศ.ดร.จอมพงศ์ มงคลวนิช)
คณบดีบัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

ตรวจทานแล้ว เรียบร้อยแล้ว
19 ก.ย. 68

สำนักงานอธิการบดี
เอกสารฉบับนี้สามารถดาวน์โหลดเข้าฐานข้อมูลได้
ลงชื่อ
วันที่ 19/9/68