



**A STUDY OF THE IMPACT OF CONSUMER PARTICIPATION
ON NEW PRODUCT PURCHASING BEHAVIOR IN
SMARTPHONE CONSUMPTION: A CASE STUDY OF OPPO**

WU JIEYU
6517195409

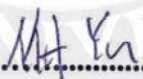
**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2025**



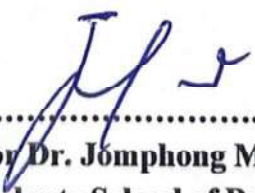
**A STUDY OF THE IMPACT OF CONSUMER PARTICIPATION
ON NEW PRODUCT PURCHASING BEHAVIOR IN
SMARTPHONE CONSUMPTION: A CASE STUDY OF OPPO**

WU JIEYU

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

Advisor.....
(Dr.MA YU)

Date: ...13/...8/...๒๕๖๕

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

Date.....17/...9/...๒๕๖๕

Title: A STUDY OF THE IMPACT OF CONSUMER PARTICIPATION
ON NEW PRODUCT PURCHASING BEHAVIOR IN
SMARTPHONE CONSUMPTION: A CASE STUDY OF OPPO

Researcher: WU JIEYU

Degree: Master of Business Administration

Major: International Business Management

Advisor:
(Dr.MA YU)

.....13 / 8 / 2015.....

ABSTRACT

In the context of rapid technological advancement and intensified competition in the smartphone market, understanding the factors that drive consumers to adopt new products has become increasingly critical for brand success. Drawing upon the theories of consumer behavior and value perception, this study investigated the impact of consumer participation on new product purchasing behavior, with a particular focus on the mediating role of perceived value.

The research took OPPO smartphone users in China as the study population and explored how four dimensions of consumer participation—effort investment, work cognition, information seeking, and personal interaction—influence consumers' decisions to purchase newly launched smartphone models.

A quantitative research approach was adopted, and data were collected via online questionnaires, yielding 356 valid responses. The study employed multiple regression analysis and mediation testing to examine the relationships among the core variables.

The results demonstrate that all four dimensions of consumer participation significantly and positively influence new product purchasing behavior. Additionally, consumer participation positively affects perceived value, which in turn has a strong positive effect on new product purchasing behavior. Further analysis confirms that consumer perceived value partially mediates the relationship between consumer participation and purchase behavior.

This study enriches the theoretical understanding of consumer innovation adoption and provides practical recommendations for smartphone brands like OPPO to enhance

market acceptance of new products by fostering consumer engagement and perceived value.

Keywords: consumer participation, perceived value, new product purchasing behavior, OPPO



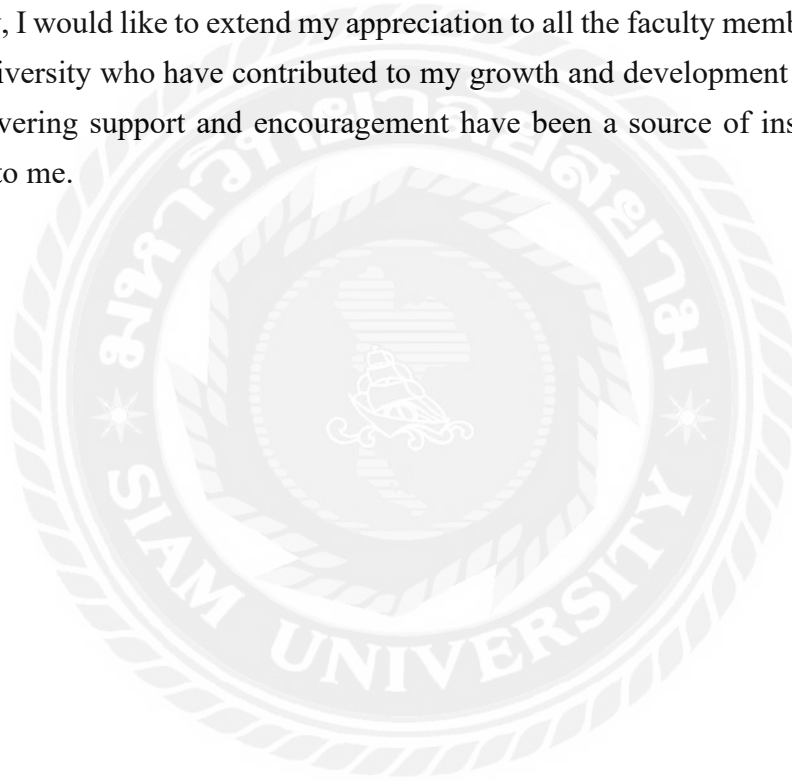
ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor for his invaluable guidance, support, and encouragement throughout my Independent Study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

WU JIEYU



DECLARATION

I, WU JIEYU, hereby declare that this Independent Study entitled “A STUDY OF THE IMPACT OF CONSUMER PARTICIPATION ON NEW PRODUCT PURCHASING BEHAVIOR IN SMARTPHONE CONSUMPTION: A CASE STUDY OF OPPO” is an original work and has never been submitted to any academic institution for a degree.

(WU JIEYU)

Mar 17, 2025



CONTENTS

ABSTRACT	I
ACKNOWLEDGEMENT	III
DECLARATION	IV
CONTENTS	V
LIST OF TABLES.....	VII
LIST OF FIGURES	VIII
Chapter 1 Introduction.....	1
1.1 Background of the Study	1
1.2 Questions of the Study	2
1.3 Objectives of the Study	2
1.4 Scope of the Study	2
1.5 Significance of the Study	3
1.6 Definition of Key Terms	4
Chapter 2 Literature Review.....	5
2.1 Consumer Participation.....	5
2.2 Consumer Perceived Value.....	6
2.3 Consumer New Product Purchasing Behavior.....	8
2.4 Consumer Perceived Value Theory	9
2.5 Consumer New Product Decision-making Process	10
2.6 Conceptual Framework.....	10
Chapter 3 Research Methodology.....	12
3.1 Research Design.....	12
3.2 Questionnaire Design.....	12
3.3 Hypothesis.....	14
3.4 Sample and Data Collection.....	15

3.5 Data Analysis	15
3.6 Reliability and Validity Analysis of the Scale	16
Chapter 4 Findings and Discussion	19
4.1 Findings.....	19
4.2 Correlation Analysis	20
4.3 Regression Analysis.....	20
4.4 Mediation Effect Analysis	23
4.5 Discussion	24
Chapter 5 Conclusion and Recommendation.....	26
5.1 Conclusion	26
5.2 Recommendation	26
5.3 Further Study	27
References	29
Appendix	33

LIST OF TABLES

Table 3.1 Consumer Participation Scale	12
Table 3.2 Consumer Perceived Value Scale	13
Table 3.3 New Product Purchasing Behavior Scale	14
Table 3.4 Results of Reliability Analysis	17
Table 3.5 KMO and Bartlett's Test ^a	17
Table 4.1 Descriptive Statistics of Sample	19
Table 4.2 Correlation Analysis Results of Variables	20
Table 4.3 Regression Analysis of Consumer Participation and New Product Purchasing Behavior	21
Table 4.4 Regression Analysis of Consumer Participation and Consumer Perceived Value	22
Table 4.5 Regression Analysis of Perceived Value and New Product Purchasing Behavior	23
Table 4.6 Mediation Effect Analysis of Consumer Perceived Value	23
Table 4.7 Hypothesis Test Results	24

LIST OF FIGURES

Figure 2.1 Conceptual Framework	11
---------------------------------------	----



Chapter 1 Introduction

1.1 Background of the Study

Since 2000, smartphones have become increasingly popular in China. By 2012, the country had already become the world's largest smartphone market (Shen, 2017). According to the China Internet Network Information Center (CNNIC), as of December 2016, China had 731 million internet users, of which 695 million were mobile internet users—accounting for 95.1% of the total. With the increasing popularity of mobile computing devices, smartphones have become a core medium for internet access and a major influence on consumers' daily lives and behaviors (Shen, 2017).

China is not only a major smartphone consumer market but also home to many manufacturers like OPPO, which have rapidly expanded market share through frequent product launches. However, new product development carries considerable risk despite high R&D investments (Hao & Yu, 2011). While consumers often witness the introduction of upgraded smartphone models, whether these new features align with user expectations remains uncertain. Companies like OPPO continuously release devices such as the Find X and Reno series, but technical advancement alone does not guarantee success. If consumer feedback and participation are lacking during product planning and promotion, even innovative products may face market rejection.

A key reason for innovation failure lies in ignoring consumer participation during the product development process. Many enterprises focus too heavily on technology and product features while underestimating the importance of involving users in decision-making, testing, and feedback. This results in a disconnect between innovation and real market needs, leading to wasted investment and missed OPPortunities (Yang, 2000; Dai et al., 2012). Particularly in China, the theoretical exploration and empirical validation of consumer participation and perceived value in the context of new product purchasing behavior remain insufficient.

Building on Schumpeter's (1934) foundational theory of innovation and the OECD's (1992) Oslo Manual, technological innovation is now considered a strategic imperative for business survival and competitive advantage. However, statistics show that innovation success rates are far from ideal. According to a PDMA (1997) survey, only 50% of new product launches in the U.S. succeed, and only 45% of mass-produced innovations achieve market acceptance. On average, only 1.575 out of every 10 new products gain widespread consumer approval. In China, the situation is more severe, with an estimated new product success rate of just 20% (Niu, 2006).

Ultimately, whether a new product succeeds depends largely on consumer perceived value—how consumers evaluate the benefits they receive relative to the costs they incur. Perceived value plays a mediating role between product features and consumer decision-making. When perceived value is high, consumers are more willing to purchase and even advocate for the product, thereby reinforcing brand loyalty and innovation success (Yang, 2000; Hao & Yu, 2011).

Although studies on perceived value are abundant internationally, few focus on its role in smartphone consumption behavior within China. This study addresses this gap by investigating how consumer participation influences perceived value and, in turn, affects the purchasing behavior of users in the context of OPPO smartphone innovations.

1.2 Questions of the Study

1. Does consumer participation affect new product purchasing behavior?
2. Does consumer participation influence perceived value?
3. Does perceived value affect new product purchasing behavior?
4. Does perceived value mediate the relationship between consumer participation and new product purchasing behavior?

1.3 Objectives of the Study

- 1.To explore the impact of consumer participation on new product purchasing behavior.
- 2.To explore the influence of consumer participation on perceived value.
- 3.To explore the effect of perceived value on new product purchasing behavior.
- 4.To examine the mediating role of perceived value in the relationship between consumer participation and new product purchasing behavior.

1.4 Scope of the Study

This study focuses on exploring the mechanism through which consumer participation influences new product purchasing behavior, taking OPPO smartphone users as the research target. Consumer participation is defined as the independent variable, comprising four key dimensions: effort investment, work cognition, information seeking, and personal interaction. The dependent variable is consumer new product purchasing behavior, referring to the actual or intended purchasing actions toward newly released smartphone models.

To further clarify this mechanism, the study introduces consumer perceived value as a mediating variable, investigating whether and how it explains the relationship

between consumer participation and purchase behavior. This mediating perspective helps to uncover the psychological and evaluative processes that connect participatory behaviors with purchasing decisions. This study employed a quantitative research method, using a questionnaire survey to collect data.

1.5 Significance of the Study

1.5.1 Theoretical Significance

At present, there is limited research on the relationship between consumer participation and new product purchasing behavior, with only a few studies exploring it from a theoretical and psychological perspective, and even fewer conducting in-depth analyses from a behavioral dimension. Therefore, this study focuses on the purchasing behavior of Chinese consumers in the context of OPPO smartphone usage, analyzes their participation behavior, and uses relevant survey data to examine the relationship between consumer participation, new product purchasing behavior, and perceived value. The study aims to enrich theoretical understanding by clarifying how these variables interact. Although existing literature generally suggests that consumer participation positively influences new product purchasing behavior, current research findings remain inconsistent and call for empirical verification.

Based on the above theoretical and empirical analysis, this study aims to address the theoretical gap regarding new product purchasing behavior in China. By examining the relationships among consumer participation, perceived value, and purchasing behavior through data analysis, this research investigates whether perceived value plays a mediating role in the impact of consumer participation on purchasing behavior. In doing so, it provides empirical support and enriches the theoretical framework related to consumer innovation behavior.

1.5.2 Practical Significance

This study takes the Chinese OPPO smartphone market as the contextual background and analyzes how consumer participation affects their acceptance and purchase behavior toward new smartphone products. By introducing consumer perceived value as a mediating variable, the study constructs a model to explain the mechanism through which participation impacts purchasing decisions. Given that OPPO frequently launches new models with technological upgrades, engaging users in pre-launch promotions, feedback collection, and community interaction, understanding how participation translates into perceived value and purchase behavior is of great strategic relevance.

The findings of this study aim to offer practical guidance for OPPO and similar smartphone brands to better leverage consumer participation in new product

development and marketing implementation-thereby enhancing product-market fit, increasing innovation adoption rates, and improving overall brand competitiveness.

1.6 Definition of Key Terms

Consumer participation refers to the total contribution made by consumers in the process of realizing their purchasing behavior of smartphones.

Effort investment refers to the degree to which consumers perceive their own effort and involvement in the process of participating in smartphone consumption.

Work cognition refers to the extent of consumer awareness and understanding of the tasks or services they need to engage with during the smartphone consumption process.

Information seeking refers to the extent to which consumers seek out and gather information during the smartphone consumption process, forming a clear understanding of their own role in the purchase process.

Personal interaction refers to the degree of consumer initiative in interacting with service providers during the process of receiving smartphone-related services.

New product purchasing behavior refers to the actual act of purchasing or intention to purchase new products that consumers have already made or are about to make.

Consumer perceived value refers to the overall evaluation made by consumers during the purchase of new smartphone products, based on a trade-off between perceived benefits and costs.

Chapter 2 Literature Review

2.1 Consumer Participation

A comprehensive review of the literature on consumer participation reveals that its origin and development stem from experiential marketing. The earliest concept of consumer participation was proposed by Chase (1971), who introduced the idea of customer contact. He believed that the level of customer contact influenced service quality and classified consumer interactions into high-contact and low-contact services.

The concept of consumer participation was later grounded in economics. Lovelock and Young (1979) proposed that consumers are a type of resource that enterprises can leverage to enhance productivity. This view has since been widely recognized and further developed by subsequent scholars, who emphasized that consumer productivity stems from the consumer themselves. In the research domain of experiential marketing, an essential topic is consumer participation.

Silpakit and Fisk (1985) argued that consumer participation in service delivery could involve three dimensions of input: physical, intellectual, and emotional. Kelley, Donnelly, and Skinner (1990) suggested that consumer participation includes actions like providing product/service information and human resources. Cermak et al., (1994) viewed consumer participation as behavioral involvement, referring to consumers' actual behavior in the purchase or service process, as well as the effort they invest in obtaining desired products or services. Rodie and Kleine (2000) noted that participation occurs during the consumer's interaction in the service delivery process, including the effort and time spent by consumers in the service experience.

This includes behaviors such as inviting consumers to participate in product design and innovation, which leads to consumer suggestions on production methods and quality improvements. Bettencourt (1997) defined this as voluntary performance and highlighted the shift in consumer roles toward co-management and co-production. Mills et al., (1983) explored this from a managerial perspective, proposing that consumers, by contributing resources and reducing operational costs, act as "partial employees." Mills and Morris (1986) extended this theory and emphasized the structural inclusion of consumers as temporary organization members.

Kellogg et al., (1997) noted that consumers participate to gain psychological satisfaction, including a sense of respect, self-expression, and emotional connection. Lloyd (2003) suggested that consumer participation results in behavioral outcomes such as increased purchases. Domestic scholar Yi (2006) found in his empirical research on home appliance industries that customer satisfaction and service quality mediate

consumer participation and purchase intention. Wang and Wang (2007) proposed that consumer expectations influence participation and satisfaction. Yao and Wang (2012) argued that consumer participation in new product development not only affects innovation performance but also encourages consumers to offer feedback or even engage in testing and using new products.

At present, a more recognized definition in academia is that consumer participation refers to consumers engaging in product or service co-creation with suppliers during purchasing, including design and completion. This study adopts variables rooted in this generalized definition, particularly focusing on interactive behaviors between consumers and enterprises in the smartphone industry. Therefore, from the perspective of smartphone consumption, consumer participation is defined as the total contribution made by consumers in the process of realizing their purchasing behavior of smartphones.

2.2 Consumer Perceived Value

Zeithaml (1988) elaborated on consumer perceived value from a psychological perspective. She defined it as the consumer's overall evaluation of the utility of a product or service based on the trade-off between what is received and what is given. Zeithaml believed that companies should guide consumers to create value themselves. The perceived value is not determined by the enterprise but by the consumer. Companies provide products or services, and consumers evaluate their effectiveness. Thus, perceived value is not a figure calculated by the enterprise but a subjective feeling by the consumer. Therefore, the essence of perceived value is the consumer's subjective perception.

Zeithaml's understanding of perceived value can be summarized into four aspects: (1) emphasizing the importance of perceived value in a competitive environment; (2) emphasizing the trade-off between perceived benefit and cost; (3) highlighting the comparison between perceived quality and price; and (4) suggesting that consumers evaluate value based on the total benefits received. Zeithaml argued that perceived value is highly personalized and may change over time. Different consumers may perceive different values from the same product, and the same consumer may perceive different values at different times. Consumer perceived value reflects the consumer's subjective trade-off between benefits and sacrifices, leading to purchase intentions, rather than simply tied to a specific product.

Anderson et al. (1993) believed that consumer perceived value is the consumer's subjective feeling of the relative utility between the product/service received and the

price paid, involving efficiency, economics, service, technology, and more. Gale and Wood (1994) suggested that consumer value is the perceived quality of the product in relation to its cost. Parasuraman and Grewal (2002) argued that perceived value is a dynamic rather than static concept, referring to the trade-off between perceived benefit and sacrifice during the purchasing process.

Holbrook (1996) believed that perceived value is a kind of experience, which is related to the interaction and subjectivity of the experience. He argued that all products are experienced by consumers through interaction, and that value is created during this process. The value of the experience is not determined by the product itself but by the consumer's interaction with it. Consumers may generate different perceived values from the same experience. Emotional differences may also affect the perception of value. Consumer preferences influence how they evaluate and select products that match their desired experience.

Grönroos (1997) argued that perceived value is both the starting point and the result of relationship marketing. The relationship between enterprises and consumers is a continuous interaction process, during which consumers form value perceptions and expectations. Grönroos thus defined perceived value as value-in-use. Through quantitative research, he proposed that consumer perceived value includes the consumer's independent evaluation of the product, service, brand contact, and other relevant information during use.

Kotler (1999) introduced the concept of total customer value and total customer cost. He believed that perceived value is the difference between the total benefits consumers obtain and the total cost paid, including monetary, time, energy, and psychological costs. Total benefits are divided into functional value, emotional value, and service value.

Monroe and Krishnan (2005) believed that whether a consumer chooses to purchase depends on whether the perceived value of the product exceeds the cost. In other words, perceived value stems from the consumer's comparison between the benefits obtained from the product/service and the monetary or non-monetary cost paid. The greater the difference, the higher the perceived value.

Wood and Scheer (2006) extended the model of Monroe and Krishnan, arguing that perceived value also includes perceived risk. They stated that perceived risk consists of emotional and psychological costs and reflects the consumer's concern about future uncertainty in consumption. Therefore, risk becomes part of the cost component and plays a crucial role in shaping purchasing decisions.

Dong et al. (1999) argued that perceived value is the consumer's evaluation of the overall value obtained from using a product/service, not just the product itself. Yao (2002) concluded that consumer perceived value is primarily derived from the quality of the product or service and the utility it provides. Fan et al. (2003) suggested that perceived value reflects the actual value consumers believe they have received from a company's offerings. They emphasized its subjectivity, multidimensionality, and relativity.

From the literature above, the common characteristics of consumer perceived value identified by scholars include: (1) Subjectivity: Consumer perceived value is a psychological perception formed during service reception, not completely determined by the enterprise. (2) Influenceability: Though the enterprise cannot control it directly, it can influence it through marketing. (3) Trade-off: It is the result of consumers comparing perceived benefits and perceived sacrifices. In summary, based on Zeithaml (1988) and combined with the reality of new smartphone purchases, this study defines consumer perceived value as the overall evaluation made by consumers after comparing the benefits and costs during the process of purchasing a new smartphone product.

2.3 Consumer New Product Purchasing Behavior

Blackwell (2006) pointed out that a new product, or product innovation, refers to products that have recently entered the market or are considered by consumers to be newer than previously used products. Consumers are more inclined to adopt one specific entity or perspective over time. Li (2005) believed that from a marketing perspective, any product provided by a company, as long as it has never been on the market, is considered new. As long as there is any innovation or change in product concept or part of its structure, it can be considered a new product. The marketing definition of new products is quite broad, covering technological advances and applications in specific fields, as well as changes in sales methods. For example, any changes in product functionality or form, or even entering a new market with the same product, may lead to the product being recognized as new. Hawkins et al. (2007) stated that whether a product is innovative depends on the consumer's perception of its novelty and the trade-off with the benefits of adoption.

Roger Blackwell further emphasized that innovation can be technical, factual, or perceptual, as long as consumers perceive it as new. According to Blackwell et al. (2006), social and behavioral structural changes caused by new products include dynamic adjustments of sensory aspects such as taste, appearance, and function, even if the product's function and use method remain unchanged. Non-continuous

innovations (radical innovations) may completely change the consumer's lifestyle or way of consumption. Kotler (1999) categorized new products into five types: new-to-the-world products, new product lines, additions to existing product lines, improvements to existing products, and repositioned products. Li (2005) classified new products into simulated innovations, imitative innovations, improved innovations, and serialized innovations.

For instance, OPPO, a leading smartphone brand in China, frequently launches new models like the OPPO Find X series or Reno series with innovative features such as AI photography, foldable screens, and proprietary operating system colors updates. These product improvements often reflect either technological innovation or user experience enhancements, contributing to consumer perception of "newness" even when form factors remain similar.

Consumers' new product purchasing behavior is often used as a proxy for actual innovativeness, referring to consumers' actual needs for new products, new consumption experiences, etc. (Midgley & Dowling, 1978). Practical innovativeness reflects one's ability to be among the first to adopt innovations (Rogers & Shoemaker, 1971). With the development of innovation theory, the definition of practical innovativeness has also been verified and refined, especially in research on information technology and marketing (Midgley & Dowling, 1978; Goldsmith & Flynn, 1993). Currently, practical innovativeness is often measured through purchase intention, the number of new products purchased, and the time interval between purchases. This definition is frequently used for specific products and services.

This study defines consumer new product purchasing behavior as the actual act of consumers who have made or are about to make purchase decisions regarding new products.

2.4 Consumer Perceived Value Theory

Zeithaml (1988) proposed a theoretical model of customer perceived value and summarized four types of consumer perceived value implications:

First, value is perceived as a low price. In her study, some consumers considered value to be low price, indicating that the most important part of value perception is the monetary price paid.

Second, value is what the consumer wants from a product. This emphasizes that consumers subjectively perceive benefits and usefulness from the product or service they purchase, which aligns with the concept of "utility" in economics.

Third, value is the quality that consumers receive for the price they pay, i.e., the trade-off between what is paid and the quality received.

Fourth, value is the total benefit obtained from the purchase. This reflects the consumer's evaluation of the total return they receive, including money, time, effort, and psychological benefit.

Zeithaml summarized these four perceptions as: consumer perceived value is the overall evaluation made by consumers after weighing perceived benefits against perceived sacrifices in a purchase decision. In Zeithaml's theoretical model of consumer perceived value, she proposed that consumers' perception of quality is derived from the evaluation of product attributes, and that their overall assessment of the product is also determined through perceived quality.

2.5 Consumer New Product Decision-making Process

The consumer new product decision-making process includes need recognition, information search, evaluation of alternatives, purchase behavior, and post-purchase behavior (Huang, 2013). During the need recognition and information search stages, consumer participation and perceived value can stimulate both real and potential product needs, generating information-seeking and knowledge-acquiring behaviors.

In the product evaluation stage, consumers often form attitudes toward new products based on their assessments. This attitude influences decision-making and emotional judgments, and is closely related to consumer personality traits (Huang, 2012). Regardless of the type of decision, these traits are inseparable from the consumer's characteristics.

After going through the above stages, consumers make the final decision on whether to buy the new product. This final purchasing behavior is still affected by factors such as perceived value, cognition, and emotional factors. Therefore, it can be seen that the degree of consumer participation has a certain mediating effect on the decision-making process of new product purchases.

2.6 Conceptual Framework

Based on the above theories and literature review, this study constructs a theoretical model with consumer participation as the independent variable, consumer new product purchasing behavior as the dependent variable, and consumer perceived value as the mediating variable.

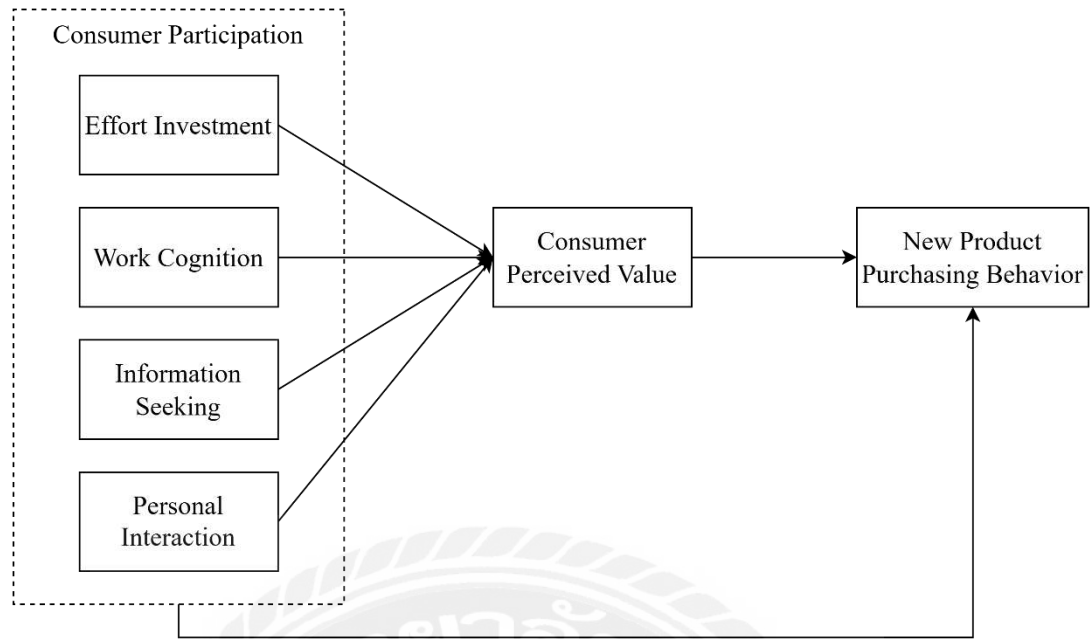


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative research approach to explore the intrinsic relationship between consumer behavior patterns and consumer new product purchasing behavior. The research involves six variables: the four dimensions of consumer participation (effort investment, work cognition, information seeking, and personal interaction), consumer perceived value, and new product purchasing behavior. In this study, consumer participation is treated as the independent variable, consumer perceived value as the mediating variable, and consumer new product purchasing behavior as the dependent variable. Data were collected through the distribution of questionnaires.

3.2 Questionnaire Design

3.2.1 Consumer Participation Scale

In measuring consumer participation, this study refers to the research findings of Lloyd (2003), Ennew & Binks (1999), and Yi (2006). Four items are used to measure Effort Investment and Personal interaction, and three items each are used to measure Work Cognition and Information Seeking, for a total of 14 items.

Table 3.1 Consumer Participation Scale

Variable	Code	Item	Source
Effort Investment (EI)	EI1	During the process of purchasing a new OPPO smartphone, I put in a lot of effort.	Lloyd, 2003; Ennew & Binks, 1999; Yi, 2006
	EI2	During the purchase of a new OPPO smartphone, I continuously followed related updates.	
	EI3	During the purchase of a new OPPO smartphone, I spent a great deal of time researching.	
	EI4	During the purchase of a new OPPO smartphone, I considered its design, functionality, and hardware.	
Work Cognition (WC)	WC1	Through this OPPO smartphone purchase, I learned about specific purchasing steps.	

	WC2	Through this OPPO smartphone purchase, I gained relevant product knowledge.	
	WC3	Through this OPPO smartphone purchase, I understood consumer-related service processes.	
Information Seeking (IS)	IS1	During the OPPO smartphone purchase, I searched for product performance information.	
	IS2	During the OPPO smartphone purchase, I looked up info about OPPO's pricing and service policies.	
	IS3	During the OPPO smartphone purchase, I searched for information that matched my personal needs.	
Personal Interaction (PI)	PI1	During the OPPO smartphone purchase, I greeted or thanked the salesperson.	
	PI2	When the salesperson did a poor job during the OPPO smartphone purchase, I gave feedback.	
	PI3	During the OPPO smartphone purchase, I expressed personal emotions (e.g., satisfaction or anger) to the salesperson.	
	PI4	During the OPPO smartphone purchase, I developed a personal rapport with the salesperson.	

3.2.2 Consumer Perceived Value Scale

This study draws on prior literature, particularly the definitions of perceived value as a trade-off between perceived benefits and costs (Zeithaml, 1988; Yu, 2017). The four measurement items are coded as CPV in the formal questionnaire, as shown in Table 3.2.

Table 3.2 Consumer Perceived Value Scale

Variable	Code	Item	Source
	CPV1	Given its price, the OPPO smartphone I purchased is worth it.	

Consumer Perceived Value (CPV)	CPV2	Compared to other brands, the price of the OPPO smartphone I purchased is reasonable.	Zeithaml, 1988; Yu, 2017
	CPV3	Compared to other brands, the OPPO smartphone I purchased has better design and performance.	
	CPV4	Overall, the OPPO smartphone I purchased brought me the greatest value for its cost.	

3.2.3 New product purchasing behavior Scale

Based on the purpose of this study, the scale is adapted from Chen (2013), Fenech & O’Cass (2003), and Sui (2016), measuring actual purchasing behavior as a proxy for new product adoption. The behavior is coded as NP, as shown in Table 3.3.

Table 3.3 New Product Purchasing Behavior Scale

Variable	Code	Item	Source
New Product Purchasing Behavior (NP)	NP1	I have already purchased a new OPPO smartphone.	Sui, 2016; Chen, 2013; Fenech, 2003
	NP2	If I haven't yet purchased, I plan to buy a new OPPO smartphone soon.	
	NP3	Whenever a new OPPO smartphone is launched, I intend to purchase it quickly.	

3.3 Hypothesis

H1: Consumer participation has a significant impact on new product purchasing behavior.

H1a: Effort investment has a positive impact on new product purchasing behavior.

H1b: Work cognition has a positive impact on new product purchasing behavior.

H1c: Information seeking has a positive impact on new product purchasing behavior.

H1d: Personal interaction has a positive impact on new product purchasing behavior.

H2: Consumer participation has a significant impact on consumer perceived value.

H2a: Effort investment has a positive impact on consumer perceived value.

H2b: Work cognition has a positive impact on consumer perceived value.

H2c: Information seeking has a positive impact on consumer perceived value.

H2d: Personal interaction has a positive impact on consumer perceived value.

H3: Consumer perceived value has a positive impact on new product purchasing behavior.

H4: Consumer perceived value mediates the relationship between consumer participation and new product purchasing behavior.

H4a: Consumer perceived value mediates the relationship between effort investment and new product purchasing behavior.

H4b: Consumer perceived value mediates the relationship between work cognition and new product purchasing behavior.

H4c: Consumer perceived value mediates the relationship between information seeking and new product purchasing behavior.

H4d: Consumer perceived value mediates the relationship between personal interaction and new product purchasing behavior.

3.4 Sample and Data Collection

This study aims to investigate the impact of consumer participation on new product purchasing behavior among consumers in China. The feasibility of the research method and the reliability of the data directly affect the quality of the research outcomes.

In this study, consumers who use OPPO smartphones were selected as the survey population. A random sampling method was applied, and data were collected entirely through online questionnaires. The online distribution channels included currently popular communication and social platforms such as WeChat, QQ, forums, and Moments. To ensure the accuracy of the survey results and reduce potential errors, incentives were provided to encourage participants to respond truthfully. The confidentiality of participants' personal information was strictly protected.

The questionnaire survey officially began in January 2025 and lasted for four months. A total of 400 questionnaires were distributed online, of which 356 were deemed valid after data cleaning. Invalid responses were excluded based on criteria such as missing answers or providing the same option for more than five consecutive questions.

3.5 Data Analysis

1. Descriptive Statistical Analysis

Descriptive statistics are used to understand the composition of the survey respondents and to analyze the survey data, including data proportions and frequencies. By examining participants' age, income, education level, and other demographic information, the overall characteristics of the sample can be identified.

2. Reliability Analysis

Since all measurement data may contain errors, such errors could lead to systematic deviations in the results. Therefore, it is necessary to assess the reliability of the questionnaire results. Cronbach's α value is a critical criterion for evaluating reliability. In this study, the reliability of each scale item is tested, and a higher α value indicates greater consistency and reliability.

3. Validity Analysis

To verify the accuracy of the variable analysis results, it is also necessary to conduct validity analysis. Since the measurement scales used in this study are based on mature scales from prior research, the accuracy is relatively high. Therefore, the construction and discriminant validity of the questionnaire are key points of focus in this paper.

Two types of statistical indicators are used to support validity testing: the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity. If the KMO value is below 0.5, the variable is unsuitable for factor analysis. Bartlett's test is used to assess whether the observed variables are significantly correlated, which helps determine whether factor analysis is appropriate and evaluate the validity and reliability of the construct.

4. Correlation Analysis

To perform regression analysis in sequence, correlation analysis must be conducted first. The mutual influence between variables can be evaluated through correlation coefficients to obtain a standardized correlation matrix.

5. Regression Analysis

To verify whether the research hypotheses are supported, regression analysis is employed to determine whether one variable significantly influences another. The p-value is the primary criterion for judgment, and the Beta coefficient is used to assess the strength of the relationships between variables.

3.6 Reliability and Validity Analysis of the Scale

3.6.1 Reliability Analysis

Reliability refers to the consistency or stability of measurement results. It reflects the degree to which the outcomes derived from a measurement tool are dependable and consistent across repeated applications. The Cronbach's α coefficient is a commonly used technical index for assessing reliability. The higher the coefficient, the stronger the internal correlations among the items in a scale, and thus the more reliable the data.

A Cronbach's α value between 0.7 and 0.98 is generally considered to indicate a high level of reliability.

Table 3.4 Results of Reliability Analysis

Variable	Number of questions	Cronbach 's α	
Effort Investment	4	0.870	0.927
Work Cognition	3	0.805	
Information Seeking	3	0.851	
Personal Interaction	4	0.866	
Consumer Perceived Value	4	0.858	
New Product Purchasing Behavior	3	0.844	

In this study, the first step in data analysis was to assess the reliability of the questionnaire results. According to the analysis, the Cronbach's α for the overall questionnaire reached 0.927, which is well above the acceptable threshold of 0.7. This indicates that the questionnaire results are highly reliable.

3.6.2 Validity Analysis

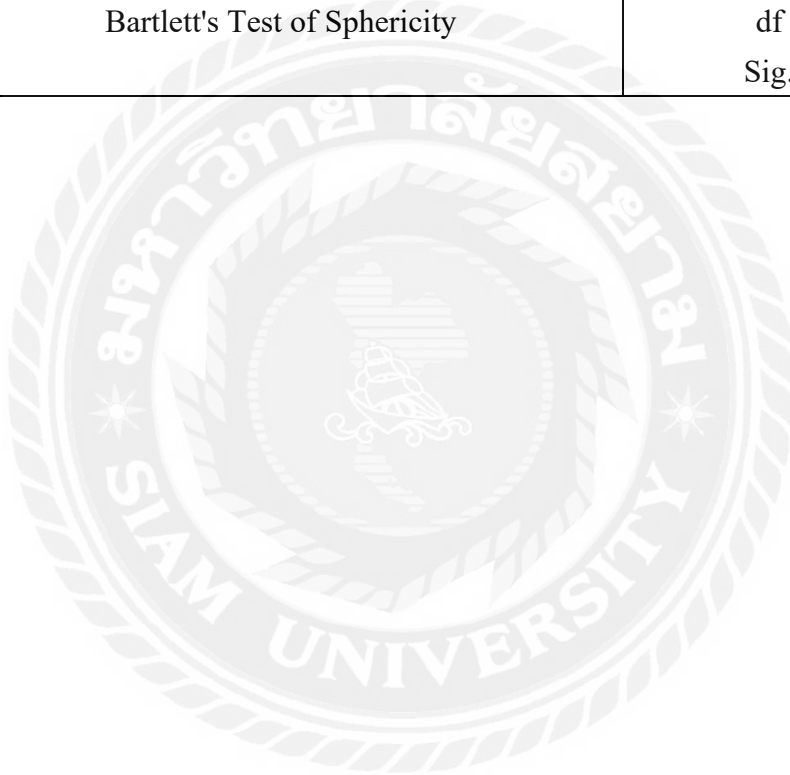
Validity refers to the effectiveness of measurement and is mainly used to determine the degree of consistency between the measurement results and the researcher's intended objectives. Content validity and construct validity are commonly used to assess whether a measurement scale is valid.

Content validity refers to how well the items and content included in the scale represent the concept being measured (Kerlinger, 1973). It assesses whether the questionnaire items and options cover the dimensions of the research variables adequately and reflect the true nature of the concepts under investigation. In this study, the measurement scales adopted were based on well-established and widely accepted instruments used in prior research. Most of them were adapted from internationally recognized scales that have been tested and validated through repeated applications, interviews, and pilot testing, ensuring a high level of reliability and representativeness. During the preparatory and pilot phases of this study, the content validity of the questionnaire items was carefully verified, and all final items fell within acceptable validity standards. Therefore, the questionnaire used in this research demonstrates good content validity.

Table 3.5 KMO and Bartlett's Test^a

Consumer Participation	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.856
	Bartlett's Test of Sphericity	Approx. Chi-Square df	2624.838 91

		Sig.	0.000
Consumer Perceived Value	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.766
	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	1090.323 10 0.000
New Product Purchasing Behavior	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.729
	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	437.204 3 0.000



Chapter 4 Findings and Discussion

4.1 Findings

Table 4.1 Descriptive Statistics of Sample

Demographic Characteristic	Category	Frequency	Percentage (%)
Gender	Male	192	53.9%
	Female	164	46.1%
Age	20 and below	17	4.8%
	20–30 years old	168	47.2%
	31–40 years old	128	36.0%
	Above 40 years old	43	12.1%
Occupation	Student	43	12.1%
	Public institution/government employee	118	33.1%
	Enterprise employee	167	46.9%
	Businessperson	15	4.2%
	Others	13	3.7%
Education	High school and below	22	6.2%
	Junior college and undergraduate	301	84.6%
	Master's degree and above	33	9.3%
Monthly Income	Below ¥3,500	9	2.5%
	¥3,500–¥4,500	82	23.0%
	¥4,500–¥6,000	234	65.7%
	Above ¥6,000	31	8.7%

According to Table 4.1, males account for 53.9% and females for 46.1%. The age distribution shows 4.8% under 20 years old, 47.2% between 20–30, 36.0% between 31–40, and 12.1% above 40. Occupation-wise, students represent 12.1%, public institution/government employees 33.1%, enterprise employees 46.9%, businesspeople 4.2%, and others 3.7%. In terms of education, 6.2% have a high school diploma or below, 84.6% have a junior college or undergraduate degree, and 9.3% hold a master's

degree or above. For monthly income, 2.5% earn below ¥3,500, 23.0% earn between ¥3,500–¥4,500, 65.7% earn ¥4,500–¥6,000, and 8.7% earn more than ¥6,000.

4.2 Correlation Analysis

In this study, Pearson correlation analysis was adopted to examine the relationships between effort investment, work cognition, information seeking, personal interaction, perceived value, and new product purchasing behavior. As shown in Table 4.2, the absolute values of correlation coefficients among variables range from 0.392 to 0.565, all of which are significantly correlated.

In general, if the Pearson correlation coefficient is between 0.75 and 1, there may be multicollinearity issues. Since the highest correlation in this study is 0.565, it can be concluded that multicollinearity does not exist among the variables.

Table 4.2 Correlation Analysis Results of Variables

	Effort Investment	Work Cognition	Information Seeking	Personal interaction	Perceived Value	New Product Purchasing Behavior
Effort Investment	1					
Work Cognition	.392**	1				
Information Seeking	.411**	.379**	1			
Personal interaction	.411**	.414**	.392**	1		
Perceived Value	.462**	.490**	.502**	.566**	1	
New Product Purchasing Behavior	.457**	.433**	.423**	.443**	.476**	1

Note: $p < 0.05$; $p < 0.001$ (two-tailed test)

4.3 Regression Analysis

To further investigate the causal relationships between variables, this study employed multiple regression analysis to test the hypotheses. Specifically, the stepwise regression method was used to examine the causal relationships between: 1) consumer participation and new product purchasing behavior, 2) consumer participation and perceived value, and 3) perceived value and new product purchasing behavior.

4.3.1 Regression Analysis of Consumer Participation and New Product Purchasing Behavior

According to the correlation analysis results in Table 4.2, effort investment, work cognition, information seeking, and personal interaction all show significant correlations with new product purchasing behavior, with significance levels below 0.05.

Therefore, these four dimensions were used as independent variables, and new product purchasing behavior was the dependent variable. A forced-entry multiple regression analysis was conducted, and the results are shown in Table 4.3.

Based on the regression analysis, the multiple correlation coefficient R was 0.593, and after adjustment, the R^2 value was 0.344. This indicates that the four variables—effort investment, work cognition, information seeking, and personal interaction—can explain 34.4% of the variance in new product purchasing behavior. Furthermore, the F -value was 47.479 (Sig. = 0.000), which is well below 0.001, suggesting that the overall regression model is statistically significant. The standardized regression coefficients for each dimension were: Effort Investment: 0.225, Work Cognition: 0.194, Information Seeking: 0.178, Personal interaction: 0.201. All variables were significant at $p < 0.001$, confirming that hypotheses H1a, H1b, H1c, and H1d are supported. Thus, the regression equation can be expressed as:

$$\text{New Product Purchasing Behavior} = 0.225 \times \text{Effort Investment} + 0.194 \times \text{Work Cognition} + 0.178 \times \text{Information Seeking} + 0.201 \times \text{Personal interaction} + e1$$

Table 4.3 Regression Analysis of Consumer Participation and New Product Purchasing Behavior

Model		Standardized Coefficient	t	Sig.	R	R ²	Adjusted R ²	F Change	df1	df2	Sig. F Change
1	independent variable	(Beta)			0.593	0.351	0.344	47.479***	4	351	0.000
	Effort Investment	0.225	4.457	0.000							
	Work Cognition	0.194	3.872	0.000							
	Information Seeking	0.178	3.574	0.000							
	Personal Interaction	0.201	3.975	0.000							

4.3.2 Regression Analysis of Consumer Participation and Perceived Value

Based on Table 4.2, all four dimensions of consumer participation—effort investment, work cognition, information seeking, and personal interaction—are significantly correlated with perceived value. Therefore, these four variables are used as independent variables and perceived value as the dependent variable in a forced-entry multiple regression model. The regression results are shown in Table 4.4.

The multiple correlation coefficient R is 0.688, and the adjusted R² is 0.467, meaning the four variables explain 47.3% of the variance in consumer perceived value. The F-value is 78.782 (Sig. = 0.000), indicating strong model significance. The standardized coefficients were: Effort Investment: 0.150, Work Cognition: 0.206, Information Seeking: 0.234, Personal interaction: 0.327. All variables were significant at $p < 0.001$, supporting hypotheses H2a, H2b, H2c, and H2d. Thus, the regression equation can be written as:

$$\text{Consumer Perceived Value} = 0.150 \times \text{Effort Investment} + 0.206 \times \text{Work Cognition} + 0.234 \times \text{Information Seeking} + 0.327 \times \text{Personal interaction} + e_2$$

Table 4.4 Regression Analysis of Consumer Participation and Consumer Perceived Value

Model		Standardized Coefficient	t	Sig.	R	R ²	Adjusted R ²	F Change	df1	df2	Sig. F Change
1	independent variable	(Beta)									
	Effort Investment	0.150	3.297	0.001	0.688	0.473	0.467	78.782***	4	351	0.000
	Work Cognition	0.206	4.578	0.000							
	Information Seeking	0.234	5.208	0.000							
	Personal Interaction	0.327	7.184	0.000							

4.3.3 Regression Analysis of Perceived Value and New Product Purchasing Behavior

According to Table 4.2, perceived value shows a strong correlation with new product purchasing behavior. In this study, perceived value is treated as the independent variable, and new product purchasing behavior is the dependent variable. A simple linear regression was conducted, and the results are presented in Table 4.5.

The correlation coefficient R is 0.476, and the adjusted R² is 0.226, indicating that perceived value explains 22.6% of the variance in new product purchasing behavior. The F-value is 103.491 (Sig. = 0.000), confirming the model's high significance and supporting hypothesis H3. Thus, the regression equation can be written as:

$$\text{New Product Purchasing Behavior} = 0.476 \times \text{Consumer Perceived Value} + e_3$$

Table 4.5 Regression Analysis of Perceived Value and New product purchasing behavior

Model		Standardized Coefficient	t	Sig.	R	R ²	Adjusted R ²	F Change	df1	df2	Sig. F Change
1	independent variable	(Beta)									
	Perceived Value	0.476	10.173	0.000	0.476	0.226	0.224	103.491***	1	354	0.000

4.4 Mediation Effect Analysis

Table 4.6 Mediation Effect Analysis of Consumer Perceived Value

Variable Relationship	Coefficient	Sig.	Result
Effort Investment → Perceived Value	0.462***	0.000	Supported
Effort Investment → Purchasing Behavior	0.457***	0.000	Supported
Effort Investment → Purchasing Behavior (with mediator)	0.302***	0.000	Supported
Perceived Value → Purchasing Behavior	0.336***	0.000	Supported
Work Cognition → Perceived Value	0.490***	0.000	Supported
Work Cognition → Purchasing Behavior	0.433***	0.000	Supported
Work Cognition → Purchasing Behavior (with mediator)	0.253***	0.000	Supported
Perceived Value → Purchasing Behavior	0.347***	0.000	Supported
Information Seeking → Perceived Value	0.502***	0.000	Supported
Information Seeking → Purchasing Behavior	0.423***	0.000	Supported
Information Seeking → Purchasing Behavior (with mediator)	0.246***	0.000	Supported
Perceived Value → Purchasing Behavior	0.352***	0.000	Supported
Personal interaction → Perceived Value	0.566***	0.000	Supported
Personal interaction → Purchasing Behavior	0.443***	0.000	Supported
Personal interaction → Purchasing Behavior (with mediator)	0.256***	0.000	Supported
Perceived Value → Purchasing Behavior	0.331***	0.000	Supported

Perceived value plays a mediating role in the relationship between consumer participation and new product purchasing behavior. The mediation analysis results are

shown in Table 4.6. Although the impact coefficients of effort investment, work cognition, information seeking, and personal interaction on new product purchasing behavior remain significant, they are notably reduced after introducing perceived value as a mediating variable. Specifically: The impact coefficient of effort investment on new product purchasing behavior decreases from 0.457 to 0.302. The coefficient of work cognition decreases from 0.433 to 0.253. The coefficient of information seeking decreases from 0.423 to 0.246. The coefficient of personal interaction decreases from 0.443 to 0.256.

This clearly shows that perceived value plays a partial mediating role in the effect of the four dimensions of consumer participation on new product purchasing behavior, thereby supporting H4a, H4b, H4c, and H4d.

4.5 Discussion

Table 4.7 Hypothesis Test Results

Hypothesis	Statement	Result
H1a	Effort investment has a significant positive impact on new product purchasing behavior.	Supported
H1b	Work cognition has a significant positive impact on new product purchasing behavior.	Supported
H1c	Information seeking has a significant positive impact on new product purchasing behavior.	Supported
H1d	Personal interaction has a significant positive impact on new product purchasing behavior.	Supported
H2a	Effort investment has a significant positive impact on perceived value.	Supported
H2b	Work cognition has a significant positive impact on perceived value.	Supported
H2c	Information seeking has a significant positive impact on perceived value.	Supported
H2d	Personal interaction has a significant positive impact on perceived value.	Supported
H3	Perceived value has a significant positive impact on new product purchasing behavior.	Supported
H4a	Perceived value partially mediates the relationship between effort investment and new product purchasing behavior.	Supported

H4b	Perceived value partially mediates the relationship between work cognition and new product purchasing behavior.	Supported
H4c	Perceived value partially mediates the relationship between information seeking and new product purchasing behavior.	Supported
H4d	Perceived value partially mediates the relationship between personal interaction and new product purchasing behavior.	Supported

Based on the empirical analysis conducted in this study, the following conclusions can be drawn regarding the validation of the research hypotheses:

Hypotheses H1a, H1b, H1c, and H1d were all supported. The regression results showed that effort investment ($\beta = 0.225$), work cognition ($\beta = 0.194$), information seeking ($\beta = 0.178$), and personal interaction ($\beta = 0.201$) each had a significant positive effect on consumers' new product purchasing behavior. This indicates that the more actively consumers engage in these four participation behaviors, the more likely they are to purchase new products.

Hypotheses H2a, H2b, H2c, and H2d were also supported. Effort investment ($\beta = 0.150$), work cognition ($\beta = 0.206$), information seeking ($\beta = 0.234$), and personal interaction ($\beta = 0.327$) all positively influenced consumer perceived value. This suggests that active participation enhances consumers' evaluation of the value of a product, both emotionally and cognitively.

Hypothesis H3 was supported. The regression coefficient ($\beta = 0.476$, $p < 0.001$) indicates that higher perceived value significantly increases the likelihood of new product purchasing behavior. This confirms that perceived value is a key driver of consumers' willingness to adopt new products.

Hypotheses H4a, H4b, H4c, and H4d were all supported. The mediation analysis revealed that perceived value partially mediates the relationship between consumer participation (across all four dimensions) and new product purchasing behavior. After introducing perceived value into the regression models, the effect coefficients of the independent variables decreased significantly while remaining statistically significant, confirming a partial mediating effect.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study aims to explore the mechanism by which consumer participation influences new product purchasing behavior in the context of smartphone consumption, with OPPO serving as a representative brand case. Based on an empirical investigation involving 356 valid survey responses and through the application of multiple regression analysis and mediation effect testing, several key conclusions were drawn.

Firstly, the study confirms that consumer participation has a significant positive impact on new product purchasing behavior. Specifically, four dimensions of participation—effort investment, work cognition, information seeking, and personal interaction—all show a significant influence on the consumer's willingness to purchase new products, including new smartphone models such as those launched by OPPO.

Secondly, the study finds that consumer participation also significantly enhances consumer perceived value. Consumers who are more involved in the product experience are more likely to perceive higher value in OPPO's products, especially when they are involved in feedback, communication with salespeople, and pre-purchase research.

Thirdly, consumer perceived value has a significant positive effect on new product purchasing behavior, indicating that perceived value serves as a driving force behind purchase intentions. Consumers who perceive a product to be high in value are more likely to make a purchasing decision.

Lastly, the analysis reveals that consumer perceived value partially mediates the relationship between consumer participation and purchase behavior. This means that consumer participation affects product purchases not only directly but also indirectly by enhancing the consumer's perceived value of the product. For OPPO, this highlights the importance of viewing perceived value as a key psychological bridge linking participation and purchase behavior.

Taken together, these findings contribute to a better understanding of how consumer behavior operates in the Chinese smartphone market and offer targeted insights for enterprises like OPPO aiming to improve product adoption and market success through consumer engagement.

5.2 Recommendation

Based on the empirical findings and taking OPPO's brand and market strategies into consideration, the following recommendations are made:

1. Deepen Consumer Engagement in Product Development

OPPO should actively involve consumers in the product development lifecycle. By offering beta testing, design input sessions, and customer co-creation activities (e.g., OPPO Labs or community design forums), the company can leverage consumer effort and cognition to better align product features with market expectations.

2. Enhance Perceived Value through Transparent Communication

To increase perceived value, OPPO should clearly communicate the functional, emotional, and financial benefits of its new products. This includes price–performance comparisons, highlighting design innovations, and showcasing third-party endorsements or expert reviews that reinforce value perception.

3. Build a Robust Consumer Feedback Loop

OPPO should establish formalized mechanisms for collecting and responding to consumer feedback, particularly after the launch of new products. Consumer insights obtained through online platforms (e.g., forums, WeChat groups, or TikTok reviews) should be systematically integrated into product improvement and service enhancement strategies.

4. Strengthen Personal Interaction and Service Experience

The personal interaction dimension can be improved by training sales and customer service representatives to provide personalized, empathetic, and value-driven interactions. This creates emotional connections and boosts the perceived value of OPPO's customer service, ultimately influencing purchasing decisions.

5. Segment Marketing Based on Consumer Participation

OPPO can segment its market based on consumer participation traits. For example, high-effort consumers might respond better to community-driven campaigns and innovation previews, whereas low-effort consumers might prefer simple, value-focused messages.

5.3 Further Study

Future studies could expand the scope to compare OPPO with other smartphone brands such as Xiaomi, Huawei, or Apple. This would reveal whether the influence of consumer participation on perceived value and purchase behavior is consistent across brand identities and innovation strategies. Further research could incorporate moderators such as brand trust, product involvement, or consumer innovativeness to explore boundary conditions of the model. While this study quantitatively measured perceived value, future studies might use qualitative interviews or focus groups to deeply explore the nuances of how consumers define and evaluate the value of new products in different usage contexts. Given the rapid product lifecycle in the tech

industry, future studies could apply this model to other fast-evolving markets such as wearable devices, smart home appliances, or electric vehicles, to assess whether the findings from OPPO smartphones hold across different innovation-driven sectors.



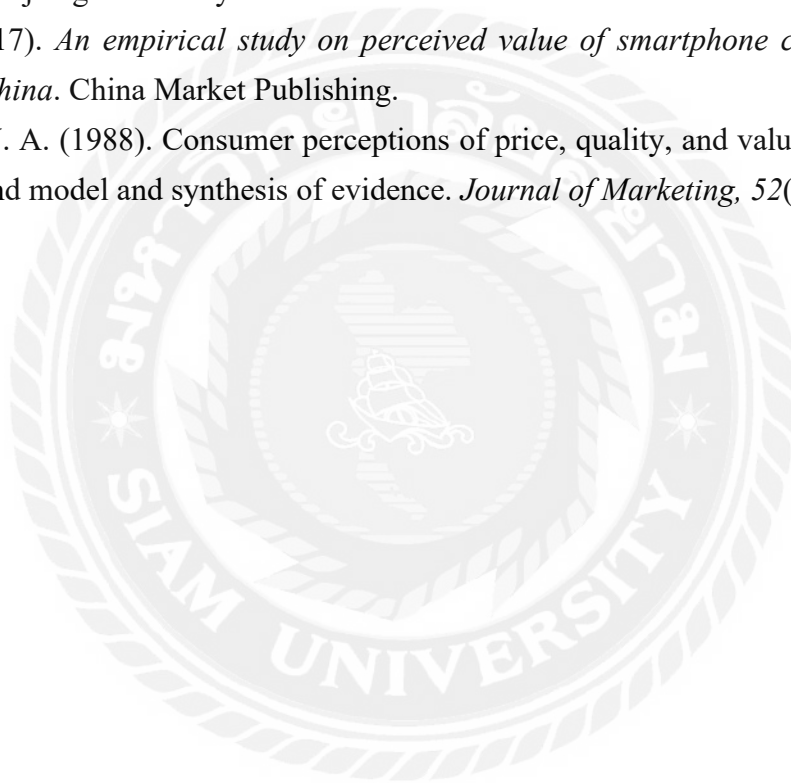
References

- Anderson, J. C., Jain, D. C., & Chintagunta, P. K. (1993). Customer value assessment in business markets: A state-of-practice study. *Journal of Business-to-Business Marketing*, 1(1), 3–29.
- Bettencourt, L. A. (1997). Customer voluntary performance: Customer as partner in service delivery. *Journal of Retailing*, 73(3), 383–406.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior*. New York, NY: Thomson Corporation.
- Cermak, D. S. P., File, K. M., & Prince, R. A. (1994). Word-of-mouth effects in professional services buyer behaviour. *Service Industries Journal*, 14(3), 301–314.
- Chase, R. B. (1977). Where does the customer fit in a service operation? *Harvard Business Review*, 56(6), 137–142.
- Chen, W. J. (2013). Product attributes, consumer involvement, and the relationship with new product purchasing behavior. *Finance and Economics Review*, 17(2), 101–106.
- Dai, M., Gong, Y. J., & Dai, X. E. (2012). Innovation theory: 1912–2012 – A centenary review of Schumpeter's Theory of Economic Development. *Journal of Economic Perspectives*, (4), 143–150.
- Dong, X., Quan, X., & Qu, X. (1999). The structure of customer value and its composition. *Journal of Social Science, Dalian University of Technology*, 1999(4), 18–20.
- Ennew, C. T., & Binks, M. R. (1999). Impact of participative service relationships on quality, satisfaction and retention: An exploratory study. *Journal of Business Research*, 46(2), 121–132.
- Fan, X., Luo, H., & Zhou, X. (2003). A study on the competitiveness of service enterprises based on customer perceived value. *Nankai Business Review*, 6(6), 41–45.
- Fenech, T., & O'Cass, A. (2003). Web retailing adoption: Exploring the nature of internet users' web retailing behavior. *Journal of Retailing and Consumer Services*, 10(2), 81–94.
- Gale, B. T., & Wood, R. C. (1994). *Managing customer value: Creating quality and service that customers can see*. Free Press.
- Goldsmith, R. E., & Flynn, L. R. (1993). Identifying innovators in consumer product markets. *European Journal of Marketing*, 13(26), 42–55.

- Grönroos, C. (1997). Value-driven relational marketing: From products to resources and competencies. *Journal of Marketing Management*, 13(5), 407–419.
- Hao, S., & Yu, B. (2011). The impact of technology selection on innovation success and organizational performance. *Ibusiness*, 3(4), 5781–5783.
- Hawkins, J. N., Mason, M., & Hershock, P. D. (2007). *Changing education: Leadership, innovation and development in a globalizing Asia Pacific*.
- Holbrook, M. B. (1996). Consumer value: A framework for analysis and research. *Advances in Consumer Research*, 23(1).
- Huang, Y. (2012). The influence of consumer personality traits on new product evaluation and purchase decisions. *Journal of Consumer Behaviour*, 11(4), 287–299.
- Huang, Y. (2013). Consumer decision-making process for new products: From need recognition to post-purchase evaluation. *International Journal of Market Research*, 55(2), 225–240.
- Kellogg, D. L., Youngdahl, W. E., & Bowen, D. E. (1997). On the relationship between customer participation and satisfaction: Two frameworks. *International Journal of Service Industry Management*, 8(3), 206–219.
- Kelley, S. W., Donnelly, J. H., & Skinner, S. J. (1990). Customer participation in service production and delivery. *Journal of Retailing*.
- Kerlinger, F. N. (1973). *Foundations of behavioral research* (2nd ed.). Holt, Rinehart & Winston.
- Kotler, P. (1999). *Marketing management: Analysis, planning and control*. Management Systems.
- Kotler, P., & Keller, K. L. (2008). *Marketing management* (13th ed., pp. 168–170). New York, NY: Prentice Hall.
- Li, Y. S. (2005). *New product marketing management skills*. Beijing, China: Peking University Press.
- Lloyd, J. W. (2003). *Logic for learning: Learning comprehensible theories from structured data*. Springer.
- Lovelock, C. H., & Young, R. F. (1979). Look to consumers to increase productivity. *Harvard Business Review*, 57(3), 168–178.
- Midgley, D. F., & Dowling, G. R. (1978). Innovativeness: The concept and its measurement. *Journal of Consumer Research*, 4(3), 229–242.
- Mills, P. K., Chase, R. B., & Margulies, N. (1983). Motivating the client/employee system as a service production strategy. *Academy of Management Review*, 8(2), 301–310.

- Mills, P. K., & Morris, J. H. (1986). Clients as “partial” employees of service organizations: Role development in client participation. *Academy of Management Review*, 11(4), 726–735.
- Monroe, K. B., & Krishnan, R. (2005). The effect of price-comparison advertising on buyers’ perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46–59.
- Niu, F. (2006). *Enterprise new product development strategy research* (Master’s thesis). Zhongbei University.
- OECD. (1992). *Oslo manual: Guidelines for collecting and interpreting innovation data* (1st ed.). Paris: Organisation for Economic Co-operation and Development.
- Parasuraman, A., & Grewal, D. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120–141.
- PDMA [Product Development & Management Association]. (1997). *New product development survey*. Cleveland, OH: PDMA Research Division.
- Rodie, A. R., & Kleine, S. S. (2000). Customer participation in services production and delivery. In *Handbook of services marketing and management* (pp. 111–125).
- Rogers, E. M., & Shoemaker, F. F. (1971). *Communication of innovations*. New York, NY: Free Press.
- Schumpeter, J. A. (1934). *The theory of economic development*. Cambridge, MA: Harvard University Press.
- Shen, J. P. (2017). The 39th statistical report on internet development in China. *Media*, (3), 30–30.
- Silpakit, P., & Fisk, R. P. (1985). Participating the service encounter: A theoretical framework. In *Services marketing in a changing environment* (pp. 117–121). Chicago, IL: American Marketing Association.
- Sui, Y. F. (2016). *A study on the impact of consumer innovativeness on smartphone new product purchasing behavior* (Master’s thesis). Lanzhou University of Finance and Economics.
- Wang, H., & Wang, T. (2007). Customer participation, perceived control and customer satisfaction: An empirical study. *Management Science*, 20 (3), 48-54.
- Wood, C., & Scheer, M. (2006). Incorporating perceived risk into model of consumer deal assessment and purchase intent. *Advances in Consumer Research*.

- Yang, D. Q. (2000). Understanding and researching the concept of technological innovation. *Journal of Harbin Institute of Technology (Social Sciences Edition)*, 2(2), 49–55.
- Yao, S., & Wang, Y. (2012). Customer participation in new product development and its performance impact: The mediating role of relationship embeddedness. *Journal of Industrial Engineering and Engineering Management*, 4, 40–48.
- Yao, Z. (2002). Customer value analysis for gaining core competitiveness of enterprises. *Jiangxi Social Sciences*, 2002(2), 145–146.
- Yi, Y. Y. (2006). *An empirical study on customer participation, service quality, and purchase intention: Based on the home appliance industry* (Master's thesis). Zhejiang University.
- Yu, Y. (2017). *An empirical study on perceived value of smartphone consumers in China*. China Market Publishing.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means–end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.



Appendix

Dear Participant,

This questionnaire is part of a research study aiming to explore how consumer participation influences the behavior of purchasing newly launched smartphones, particularly in the case of OPPO. Your responses will remain strictly confidential and used solely for academic purposes. Please answer truthfully based on your experience.

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

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Section 1: Consumer Participation

Effort Investment

1. I put a lot of effort into the process of purchasing a new OPPO smartphone.
2. I actively followed OPPO's updates before buying a new smartphone.
3. I spent a lot of time researching information before making the purchase.
4. I thoroughly considered the features, performance, and design of the OPPO smartphone.

Work Cognition

5. I understand the necessary steps involved in purchasing an OPPO smartphone.
6. I have gained relevant knowledge about smartphone products through my purchase experience.
7. I am aware of OPPO's sales and service processes.

Information Seeking

8. I searched for product performance information before purchasing an OPPO smartphone.
9. I looked up OPPO's pricing and service policy details.
10. I searched for information that fit my personal usage needs.

Personal interaction

11. I greeted or thanked the salesperson during my OPPO smartphone purchase.
12. I provided feedback to the salesperson if their service was unsatisfactory.
13. I expressed my personal emotions (e.g., satisfaction or dissatisfaction) to the salesperson.
14. I built rapport or engaged in conversation with the salesperson.

Section 2: Consumer Perceived Value

15. Given its price, I believe the OPPO smartphone I purchased is worth it.
16. Compared to other brands, the price of the OPPO smartphone I bought is reasonable.
17. I find OPPO smartphones to be better in performance and design than competitors.
18. I feel that I received great value for what I paid for the OPPO smartphone.
19. Overall, I believe the OPPO smartphone is a valuable product.
-

Section 3: New product purchasing behavior

20. I have purchased a newly released OPPO smartphone within the past 12 months.
21. If I haven't purchased one yet, I intend to buy a newly launched OPPO smartphone soon.
22. When a new OPPO smartphone is released, I usually consider buying it quickly.
-

Section 4: Demographic Information

23. **Gender**
☐ Male ☐ Female ☐ Prefer not to say
24. **Age**
☐ Under 20 ☐ 20–30 ☐ 31–40 ☐ Above 40
25. **Occupation**
☐ Student ☐ Government/Public Sector ☐ Private Company Employee ☐ Self-employed/Business Owner ☐ Other
26. **Education Level**
☐ High School or below ☐ Junior College ☐ Bachelor's Degree ☐ Master's Degree or above
27. **Monthly Income (RMB)**
☐ Below ¥3,500 ☐ ¥3,500–¥4,500 ☐ ¥4,500–¥6,000 ☐ Above ¥6,000
-

Thank you for your time and participation!

Your insights are valuable to this research.



บันทึกข้อความ

ส่วนงาน บัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

โทร.ภายใน 5336

ที่ มส 0210.01 / 0267

วันที่ 14 กันยายน 2568

เรื่อง ขออนุมัติสำเร็จการศึกษาประจำปีการศึกษา 2567

เรียน ท่านอธิการบดี

เรื่องเดิม นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต MR. WU JIEYU รหัสนักศึกษา 6517195409 ได้ศึกษารายวิชาครบถ้วนสมบูรณ์ และได้ปฏิบัติตามเกณฑ์สำเร็จการศึกษาตามที่มหาวิทยาลัยสยามกำหนดเรียบร้อยแล้ว ทั้งนี้พร้อมยื่นเรื่องขออนุมัติสำเร็จการศึกษา โดยมีรายละเอียด ดังต่อไปนี้

1. ผ่านการตรวจสอบความเข้าใจด้วยโปรแกรม Grammarly เมื่อวันที่ 16 สิงหาคม 2568
2. ผ่านการสอบประมวลความรู้ข้อเขียน เมื่อวันที่ 26 เมษายน 2568
3. ผ่านการสอบปากเปล่าขั้นสุดท้ายวิชาการค้นคว้าอิสระ เมื่อวันที่ 8 พฤษภาคม 2568
4. ผ่านเกณฑ์มาตรฐานความรู้ภาษาอังกฤษ Oxford Placement Test score 78 CEFR B2 เมื่อวันที่ 4 เมษายน 2568
5. ผ่านการประชุมวิชาการระดับนานาชาติ at The 18th National and International Academic Conference on "Sustainable Horizon: Transforming Ideas into Impact" Subject : A Case Study of the Impact of Consumer Participation on New Product Purchase Behavior in Smartphone Consumption: A Case of Oppo on 6-7 August 2025, United Nations Conference Centre Bangkok Thailand

เรื่องพิจารณา เพื่อพิจารณาเข้าประชุมสภามหาวิทยาลัย และอนุมัติให้นักศึกษาสำเร็จการศึกษา ประจำปีการศึกษา 2567 ดังรายละเอียดเอกสารประกอบการสำเร็จการศึกษาตามที่แนบมา

จึงเรียนมาเพื่อพิจารณาอนุมัติ และให้ดำเนินการต่อไป

(รศ.ดร.จอมพงศ์ มงคลวนิช)

คณบดีบัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

ทรงอดทน อดทน 15 เรื่อง 15 เรื่อง
19 ก.ย. 68

สำนักงานอธิการบดี
เอกสารฉบับนี้สามารถอัปเดตข้อมูลได้
ลงชื่อ.....
วันที่ 14/9/68