THE INFLUENCE OF MARKETING MIX (4Ps) AND BRAND IMAGE ON CONSUMERS' PURCHASE INTENTION : A CASE STUDY OF HAILAN HOUSE IN XUHUI DISTRICT, SHANGHAI

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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

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Title:	The Influence of Marketing Mix (4Ps) and Brand Image on Consumers' Purchase Intention : A Case Study of Hailan House in Xuhui District, Shanghai
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ABSTRACT

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

Based on the marketing mix (4Ps) theory, this study adopted a quantitative research method and selected the consumers in Xuhui District of Shanghai as sample. A total of 420 questionnaires were distributed and 400 questionnaires were collected. The research results imolicate that: 1) Marketing mix has a positive impact on purchase intention. 2) Marketing mix has a positive effect on brand image. 3) Brand image has a positive impact on purchase intention. 4) Brand image has an intermediary effect on the relationship between marketing mix and purchase intention. This study recommends the following aspects of improvement for Hailan House: 1) Optimize product quality and improve the aesthetics of the design; 2) Refine channel operations, and use offline experience and online media communication to jointly improve Hailan House market competitiveness; 3) Transform towards the younger brand, upgrade Hailan House from a man's wardrobe to a national wardrobe, and expand the consumer audience.

Keywords: Hailan House, purchase intention, brand image, marketing mix.

ACKNOWLEDGEMENT

DECLARATION

I,Ziang Chen, hereby declare that this Independent Study entitled "The Influence of Marketing Mix (4Ps) and Brand Image on Consumers' Purchase Intension : A Case Study of Hailan House in Xuhui District, Shanghai" is an original work and has never been submitted to any academic institution for a degree.
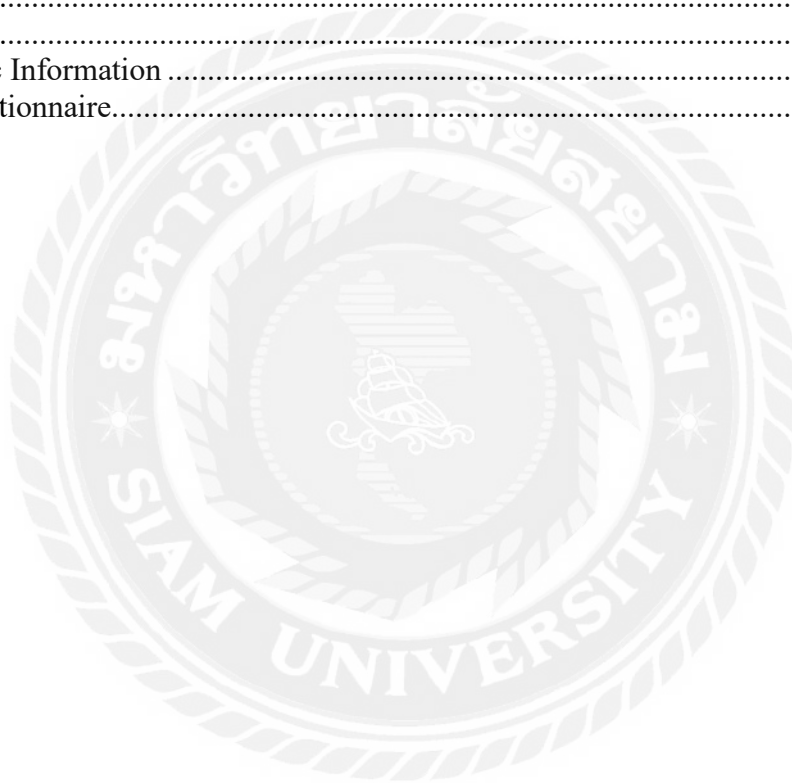
(Chen Ziang)
June 2025

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1.1   Background of the Study

With the rapid development of China's economy and the improvement of residents' income level, the clothing consumption market is developing vigorously. As China's first tier cities, Shanghai has a huge consumer market and a highly competitive business environment. As one of the commercial centers in Shanghai, Xuhui District has gathered many well-known clothing brands at home and abroad, and the market competition is particularly fierce.

As a leading local men's wear brand in China, Hailan House has always adhered to the market positioning of "high quality and moderate price" since its establishment in 1988, and has occupied an important position in China clothing market through innovative marketing strategies. However, in the face of the increasing diversification of consumer demand and the pressure from competitors, Hailan House is facing the challenge of maintaining and expanding its market share in the mature market of Xuhui District, Shanghai.

In this context, it is of great practical significance for Hailan House to study how marketing mix (4Ps) and brand image affect consumers' purchase intention, so as to optimize marketing strategy and enhance brand competitiveness.

Theoretical Application in Hailan House's Operations： To further dissect Hailan House's strategies in Xuhui District, this study applies the 4Ps framework and Keller's Brand Equity Model to specific aspects of the brand's operations. Under the Product dimension of the 4Ps theory, Hailan House emphasizes functional and aesthetic innovation to align with urban consumers' preferences for versatile, durable, and stylish menswear. For instance, its seasonal collections integrate breathable fabrics and minimalist designs, catering to Shanghai's cosmopolitan lifestyle—a strategy validated by Kotler and Armstrong's assertion that product differentiation drives competitive advantage in saturated markets.

In Pricing, Hailan House's "moderate price" positioning reflects McCarthy's (1960) principle of value-based pricing. By balancing affordability with perceived quality, the brand avoids direct competition with luxury labels while distinguishing itself from fast-fashion rivals. This approach is critical in Xuhui District, where price sensitivity coexists with demand for premium experiences.

For Place, Hailan House strategically locates stores in high-traffic commercial hubs like Xujiahui and Hengshan Road, ensuring accessibility for urban professionals—a tactic aligned with the 4Ps' emphasis on distribution efficiency. Additionally, its

integration of online-to-offline (O2O) channels exemplifies modern adaptations of the Place strategy, enhancing consumer convenience (Huang & Benyoucef 2013).

In Promotion, the brand leverages localized campaigns, such as collaborations with Shanghai-based influencers and seasonal discounts during holidays like Chinese New Year. These efforts resonate with Keller's (1993) emphasis on building brand recall through culturally relevant touchpoints.

Regarding brand image, Hailan House cultivates a perception of reliability and modernity. Initiatives like sustainability-focused collections (e.g., recycled-material suits) and CSR programs in Shanghai communities align with Aaker's (1996) argument that ethical and emotional brand associations foster long-term loyalty. By consistently reinforcing its "high quality, moderate price" identity across all 4Ps, Hailan House strengthens its brand equity, translating into higher purchase intent among value-conscious yet aspirational consumers in Xuhui District.

1.2 Problems of the Study

The main research questions shows as below:

(1) Does marketing mix have a positive effect on purchase intention?

(2) Does marketing mix have a positive effect on brand image?

(3) Does brand image have a positive effect on purchase intention?

(4) Does marketing mix has a mediating effect on the influence of marketing mix on purchase intention?

1.3 Objectives of Study

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

(1)To examine the effect of marketing mix on purchase intention.

(2) To examine the effect of marketing mix on brand image.

(3) To examine the effect of brand image on purchase intention.

(4) To examine the mediating effect of brand image in the influence of marketing mix on purchase intention.

1.4 Significance of Study

The theoretical significance of this study lies in expanding and deepening the application of marketing mix theory and brand image theory in specific regional markets and specific retail formats. The practical significance lies in providing decision-making basis for Hailan House to optimize its marketing strategy and enhance its brand

competitiveness in Xuhui District, Shanghai, and also providing reference for other similar enterprises to formulate marketing strategies in similar market environments.

1.5   Scope of the Study

This study took Hailan Home Store and its consumers in Xuhui District, Shanghai as the research subjects, focusing on male consumers aged between 20 and 45. The research content mainly focused on the relationship among the elements of marketing mix (4Ps), brand image and consumers' purchase intention, and the time span is from January to December, 2024.

1.6   Definition of Key Terms

(1) Marketing Mix (4Ps) – The marketing mix refers to the strategic combination of Product, Price, Place, and Promotion that Hailan House employs to influence consumer purchasing decisions. Product encompasses the design, quality, and variety of clothing and accessories offered, including seasonal collections and exclusive items. Price involves the pricing strategy, such as premium pricing for brand positioning, discounts, and payment flexibility. Place refers to the distribution channels, including physical stores in Xuhui District and online shopping platforms, ensuring accessibility for target consumers. Promotion includes advertising, social media marketing, in-store events, and loyalty programs that enhance brand visibility and engagement. Together, these elements shape consumer perceptions and drive purchasing behavior.

(2) Brand Image – Brand image represents the overall perception and emotional association that consumers have toward Hailan House. This includes the brand's reputation for quality and reliability, its trustworthiness in delivering promised value, and its fashion appeal in terms of style and trendiness.

(3) Consumers' Purchase Intention – Purchase intention refers to the likelihood that a consumer will buy from Hailan House, influenced by marketing strategies and brand perception. It is shaped by factors such as product satisfaction, perceived value for money, shopping convenience, and emotional connection to the brand. This intention reflects the consumer's readiness to make a purchase, either immediately or in the future, and serves as a key indicator of marketing effectiveness.

(4) Hailan House (Xuhui District, Shanghai) – Hailan House is a mid-to-high-end Chinese fashion retailer that primarily serves urban consumers in Xuhui District, Shanghai. The brand is known for its modern, elegant clothing targeting professionals and fashion-conscious shoppers. Its store locations in Xuhui, a bustling commercial and residential area, ensure high foot traffic and accessibility.

Chapter 2 Literature Review

2.1 Introduction

This chapter systematically sorts out the related theories and studies of marketing mix (4PS), brand image and consumers' purchase intention, and construct the theoretical framework of this study. Through the analysis of the existing literature, the relationship between variables is clarified, which provides a theoretical basis for the research design and analysis.

2.2 Marketing Mix(4Ps)

2.2.1 Product

Product refers to the things constructed or produced in the market to meet the needs or desires of consumers. Products can be tangible physical commodities, people and organizations, or intangible forms of services, information, ideas, and locations, the product itself is the main factor affecting the use and experience of consumers and is also the basis of the marketing mix. A product is all the goods (tangible) and services (intangible) that an enterprise provides to the target market to meet the needs of customers (Verhoef, 2025). Thus, a product is more than just a tangible good, and the definition has expanded to include services and benefits and services that can derive from the product.

Aaker(1991) pointed out that the product was the first of the marketing mix. Without the product, it is impossible to set the price, arrange the place, and target object for promotion. The enterprise must have a product with buoyant demand for its market. Therefore, in a product development stage, the enterprise must conduct extensive research on the life cycle of the product it is creating. The Product Life Cycle (PLC) proposed by Raymond Vernon in 1966 indicates that products have a specific life cycle. It includes the Introduction Stage, Growth Stage, Maturity Stage, and Decline Stage. When a product faces a decline, marketing personnel should analyze the market, stimulate consumers' demand, and re-manufacture new products. This analysis enables marketing personnel to create an appropriate product portfolio, expanding it by diversifying and increasing the depth of product lines.

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

2.2.2   Price

Price is the monetary price paid by consumers to obtain products or services and it is the most flexible and sensitive element in marketing mix (Doyle, 2000). Price strategy involves pricing objectives pricing methods price adjustment strategies and other elements. Common pricing methods include cost-oriented pricing competition-oriented pricing and value-oriented pricing (Steenkamp & Van, 1996). In the clothing industry price is not only the embodiment of value but also an important symbol of brand positioning and consumer identity.

For Hailan House in Xuhui District Shanghai, pricing strategy needs to consider local market characteristics and consumer purchasing power. As a mid-range casualwear brand Hailan House must balance pricing with brand perception. The company uses a combination of cost-oriented and value-oriented pricing approaches. Basic items maintain competitive pricing to attract budget-conscious shoppers while premium products like designer collaborations use value-oriented pricing to enhance brand prestige. Additionally Hailan House implements seasonal discounts during major shopping festivals which aligns with local consumption habits in Shanghai. However excessive price competition might harm brand equity so careful monitoring is required to maintain a consistent price image.

2.2.3   Place

Place refer to the paths and ways in which products are transferred from producers to consumers including direct sales indirect sales through middlemen and online sales (Rosenbloom, 2004). Place strategy mainly involves channel selection channel management and channel optimization. With the development of e-commerce online and offline omni-channel integration has become an important trend in the clothing retail industry (Verhoef et al., 2015).

For Hailan House in Xuhui District Shanghai, its place strategy combines physical stores with digital platforms. The company maintains flagship stores in key shopping areas of Xuhui to provide consumers with physical shopping experiences. These stores are carefully designed to create a pleasant shopping environment that reinforces brand image. Meanwhile Hailan House actively develops its online sales channels through major e-commerce platforms and its own mobile application. Omni-channel integration allows consumers to purchase online and pick up in-store which improves convenience and increases store foot traffic. In the competitive Shanghai market where consumers expect seamless shopping experiences Hailan House must continuously optimize its channel network to maintain competitiveness.

2.2.4   Promotion

Promotion refers to the activities that enterprises transmit product information to the target market through various means to stimulate consumers desire to buy including advertising sales promotion public relations personnel promotion and direct

marketing (Kotler & Keller, 2016). The core of promotion strategy is to effectively convey the value proposition establish brand awareness and stimulate buying behavior. In the digital age social media marketing and content marketing have become important promotion methods.

For Hailan House in Xuhui District Shanghai, promotion strategies focus on both traditional and digital channels. In traditional media the company uses television commercials and outdoor advertisements in Shanghai's busy commercial areas to maintain brand visibility. In digital marketing Hailan House has achieved significant results through social media platforms like WeChat and Xiaohongshu. Through these channels the company releases styling guides product information and consumer reviews to engage its target audience. Additionally Hailan House organizes in-store promotional events and VIP membership programs in Xuhui to strengthen customer relationships. During major shopping festivals the company runs online and offline synchronized promotions to drive sales. In the highly competitive Shanghai market effective promotion highlights brand differentiation and stimulates consumer purchase intentions.

Table 2.1 Marketing Mix and 4Ps Definitions

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

2.3 Brand Image

Brand image is consumers overall perception and impression of the brand and an important part of brand assets (Aaker, 1991). Keller (1993) defined brand image as the association of consumers with brands based on brand knowledge. The formation of brand image is influenced by many factors such as brand identity brand culture brand communication and brand experience (Biel, 1992).

In the clothing industry brand image plays a crucial role in differentiating a brand from competitors and creating emotional connections with consumers. For Hailan House in Xuhui District Shanghai, its brand image is carefully constructed through multiple dimensions. The brand emphasizes a modern yet approachable image that combines quality casualwear with reasonable pricing. This positioning attracts young professionals and middle-income consumers who seek stylish yet affordable clothing options. Hailan House also cultivates a family-friendly brand image by offering clothing suitable for all ages from men to women and children.

Brand communication is another important factor shaping Hailan House's image. Through strategic advertising campaigns on local media platforms and in-store signage the brand communicates its core values of quality comfort and style. The company also reinforces its brand image through celebrity endorsements and collaborations with local designers which help to enhance its fashion credibility. Additionally customer service quality directly impacts brand image in the clothing industry. Hailan House invests in staff training to ensure friendly and professional service which contributes to positive consumer experiences and strengthens brand loyalty.

Brand experience further solidifies Hailan House's image in the minds of Shanghai consumers. The company creates memorable shopping experiences through well-designed store layouts modern interior decorations and convenient shopping environments. These sensory elements contribute to customers' overall perception of the brand. In the competitive Shanghai market where consumers have numerous clothing options a strong and consistent brand image helps Hailan House establish itself as a preferred choice among local shoppers.

2.4 Purchase Intention

Purchasing intention refers to the subjective probability of consumers buying a certain product or service in a specific situation and it is the best index to predict consumers purchasing behavior (Ajzen, 1991). The purchase intention is influenced by many factors including personal factors product factors situational factors and social factors.

In the context of Hailan House in Xuhui District Shanghai several elements significantly impact consumers purchasing intentions. Product factors such as design quality price and availability directly affect whether consumers decide to make a purchase. Hailan House's focus on current fashion trends while maintaining reasonable pricing makes its products appealing to budget-conscious yet style-oriented consumers. Store location and shopping environment also influence purchase intentions as Xuhui District is a bustling commercial area where consumers expect convenient shopping experiences.

Personal factors including age income, lifestyle and personal preferences play important roles. Young professionals working in nearby offices may look for fashionable yet practical clothing options from Hailan House while family shoppers might prioritize children's wear sections. Situational factors like seasonal promotions and store events can trigger immediate purchase intentions. For example end-of-season sales or special discounts during local festivals often lead to increased purchases.

Social factors cannot be ignored in the purchase decision process. Consumers may be influenced by friends family or social media recommendations when choosing clothing brands. Hailan House's active presence on social platforms helps to create positive social proof and word-of-mouth effects. Research shows that there is a significant positive correlation between purchase intention and actual purchase behavior so it becomes an important variable in marketing research (Gupta & Kim, 2010). For Hailan House understanding and enhancing consumers purchase intentions is essential for maintaining competitive advantage and achieving business growth in Shanghai's dynamic clothing market.

2.5 Research Relevant

(1) Research on the relationship between marketing mix and purchase intention. Many scholars have studied the influence of various elements of marketing mix on purchase intention. Kotler (2003) pointed out that an effective marketing mix can create customer value thus driving the purchase intention. When all four elements of the marketing mix are well coordinated they can provide consumers with comprehensive satisfaction which directly affects their willingness to buy. Smith & Johnson (2010) found that product innovation and quality have a significant positive impact on purchase intention. For clothing brands like Hailan House in Xuhui District Shanghai offering trendy designs and maintaining quality standards are crucial for attracting and retaining customers.

In terms of price, (Monroe & Krishnan, 1985). proved that perceived value is the intermediary variable that price affects purchase intention. This means that reasonable

pricing should be based on product quality brand image and consumer expectations. Hailan House needs to balance pricing with perceived value to attract consumers in Shanghai's competitive market. In terms of channel strategy, (Verhoef, 2005). research shows that multi-channel shopping experience can significantly enhance customers purchase intention. For Hailan House providing both physical store experiences and convenient online shopping options can meet different consumer needs. In terms of promotion, (Dickinger et al, 2004). found that online promotion activities can effectively stimulate consumers buying behavior. Social media marketing and flash sales events can quickly attract consumer attention and drive purchase decisions.

(2) Study on the relationship between brand image and purchase intention. The influence of brand image on purchase intention has also been widely studied. Aaker (1991) pointed out that brand image is an important factor affecting consumers purchase decision. A strong brand image can create emotional connections with consumers and influence their purchasing behavior. Kapferer (2008) emphasized the role of brand personality in shaping brand image and thinks that unique brand personality can attract specific target groups. For Hailan House establishing a clear brand personality that resonates with Shanghai consumers is essential for differentiating from competitors.

Malhotra (1988) empirical research shows that brand image affects purchase intention through brand attitude. Positive brand attitudes lead to higher purchase intentions. In the clothing industry, (Li & Zhang, 2010). found that brand image plays a signaling role in consumers purchase decision-making which can reduce purchase risk and enhance purchase confidence. For middle-income consumers in Xuhui District a trusted brand image provides assurance about product quality and after-sales service. Hailan House's consistent brand image helps build long-term customer relationships and repeat purchases.

(3) Comprehensive research on marketing mix, brand image and purchase intention. In recent years more and more studies have begun to pay attention to the interaction between various elements of marketing mix and brand image and their comprehensive influence on purchase intention. Kelle (2001) put forward the theory of integrated marketing communication emphasizing the establishment and maintenance of brand image through coordinated marketing communication activities.

For Hailan House integrating all communication channels including in-store promotions advertising and online marketing can create a unified brand message.

The 4Ps+ brand model of (Blackett, 2001) integrates brand elements into the framework of traditional marketing mix and emphasizes the core position of brand in marketing strategy. This model suggests that brand should not be treated as a separate element but integrated into product price place and promotion strategies. For Hailan House in Xuhui District this means creating brand-consistent experiences at every consumer touchpoint. (Park & Kim, 2011). research shows that the effective implementation of marketing mix strategy can enhance brand image and then enhance consumers purchase intention. This suggests that Hailan House needs to view marketing mix and brand image as complementary rather than separate elements in its marketing strategy. A well-executed marketing mix can strengthen brand image which in turn positively impacts purchase intention in the competitive Shanghai clothing market.

2.6 Introduction to Hailan House

Hailan House, a prominent apparel brand headquartered in Xuhui District, Shanghai, exemplifies the strategic integration of marketing mix elements to build a robust brand identity. Established as a leader in menswear, Hailan House emphasizes product innovation, offering tailored designs that blend modern aesthetics with functional comfort, supported by rigorous quality control. Its pricing strategy balances affordability and premium positioning, targeting middle-to-upper-class urban consumers seeking value-for-money sophistication. The brand's distribution network spans physical stores in high-traffic commercial hubs and e-commerce platforms, ensuring seamless accessibility across demographics. Promotionally, Hailan House leverages digital campaigns, influencer collaborations, and localized storytelling to resonate with Shanghai's cosmopolitan audience. By aligning the 4Ps with a brand image centered on reliability, style, and cultural relevance, Hailan House has solidified its market presence, making it a compelling case study for analyzing how marketing strategies drive consumer intent in competitive retail landscapes.

2.7 Research Framework

Based on literature review, this study constructs a theoretical framework of marketing mix 4Ps, brand image and purchase intention. This research focuses on Hailan House in Xuhui District Shanghai as a case study to explore how marketing strategies influence consumer behavior. The theoretical framework is established based on the relationship between marketing mix elements and purchase intention while considering the mediating role of brand image.

This framework assumes that all elements of marketing mix directly affect the purchase intention. Product design quality and functionality are fundamental factors that attract consumers to make purchasing decisions. Price strategy influences consumers perceived value and affordability which are critical for purchase decisions. Convenient and popular sales channels can significantly increase consumer access to products while effective promotion highlights product advantages and creates consumption incentives.

Moreover brand image plays a mediating role in the relationship between marketing mix and purchase intention. A positive brand image can amplify the positive impact of marketing mix elements on purchase intention. Specifically product, price, place and promotion strategies not only directly affect consumers willingness to buy but also indirectly affect consumer's willingness to buy by shaping and enhancing brand image. When consumers have a favorable impression of a brand they are more likely to accept higher prices and remain loyal even when competitors offer promotions.

For Hailan House in Xuhui District Shanghai, the integration of marketing mix elements with brand image building is particularly important. The company needs to ensure that every point of contact with consumers reinforces its brand image as a provider of fashionable affordable casualwear. By aligning marketing strategies with brand positioning, Hailan House can create a cohesive brand experience that strengthens consumer trust and purchase intentions. This theoretical framework provides a foundation for analyzing how Hailan House can optimize its marketing mix

to enhance brand image and ultimately drive consumer purchase behavior in the competitive Shanghai market. Marketing Mix(4Ps)

Figure 2.1 Research Framework
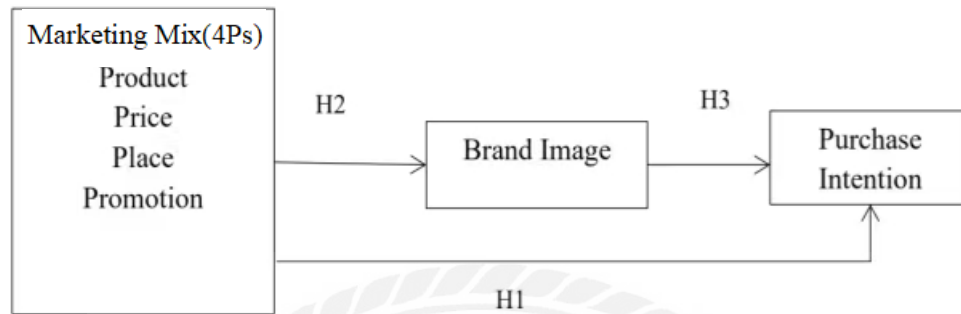
2.8   Hypotheses

Based on the research objrctives, the following hypotheses are proposed regarding the influence of the marketing mix (4Ps: Product, Price, Place, Promotion) and brand image on consumers' purchase intention for HLA (Hailan House) in Xuhui District, Shanghai:

H1: Marketing mix (product, price, place, promotion) has a positive impact on consumers' purchase intention for HLA products in Xuhui District.

H2: Marketing mix has a positive impact on brand image.

H3: Brand image has a positive impact on consumers' purchase intention for HLA products.

Chapter 3   Research Methodology

3.1   Introduction

This chapter introduces the research methods of this study in detail, including research design, sample and data collection, variable measurement and data analysis methods. This study used the quantitative research method, collected data through questionnaires, and used statistical analysis software SPSS for data analysis to verify the relationship among marketing mix (4PS), brand image and purchase intention.

3.2   Questionnaire Design

(1) Marketing Mix

This research focuses on the term "marketing mix," a concept suggested by McCarthy (1960) and other experts. The marketing mix is categorized into four elements including product, price, place, and promotion, These elements have a total of 29 items.

Table 3.1 Marketing Mix Measurement Items

Variable	Operational definition	Measurement Item
Product	The degree of influence of the product in the marketing mix	I believe the quality of Hailan House products can be trusted I believe Hailan House products are comfortable to use. I believe the functionality of Hailan House is better than other brands. I believe the product design of Hailan House is very unique. I believe Hailan House have guaranteed after-sales service.
Price	The extent to which price influences the marketing mix	I believe the price of Hailan House is reasonable. I believe the value of Hailan House products is acceptable as a pricing method. I believe the price of Hailan House is attractive compared to other brands. I believe the price of Hailan House is high. I believe Hailan House offers discounts on its products.

Place	The degree of influence of places in the marketing mix	I believe there are many places to buy Hailan House clothes.
		I believe it is convenient to buy Hailan House through physical or online places.
		I believe the supply of Hailan House is stable.
		I believe the logistics of Hailan House are efficient.
		I believe it is easy to get information about Hailan House from the official website.
Promotio n	The degree of influence of promotion in the marketing mix	I believe Hailan House service staff guide instructions are positive.
		Hailan House clothesregularly organize promotions and offer discounts to customers.
		I believe Hailan House often increase brand exposure through media advertisements.
		I believe Hailan House products are designed to meet my needs.
		I believe the Hailan House brand has a good and positive reputation.

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

(2) Brand Image

Based on the concept of brand image proposed by Park et al. (1986), namely, functionality, symbolism, and experience, this study established eight items. Table 3.2 displays the operational definition and measurement items of brand image.

Table 3.2 Brand Image Measurement Items

Variable	Operational definition	Measurement Item
Brand image	The identification and impression of the brand, the measurement of the association between the brand and the individual, and the individual's experiential behavior after using the brand product	I believe Hailan House products are constantly being developed or changed.
		I believe buying Hailan House clothes fits my personal image.
		I believe Hailan House are well-known and I can trust them when I buy them.
		I feel comfortable using Hailan House branded sports products.
		There are many brands of clothes, but Hailan House have unique features and product advantages.
		I would be willing to buy products related to Hailan House.
		I would give priority to buying Hailan House products if I had to buy clothes related products.
		I would recommend Hailan House to others if I had the opportunity.
		I would prioritize Hailan House when other brands launch the same type of product.

Sources: Park, Joworski & Machlnnis (1986), Taining Yang (2012), Zhongcheng Li (2014), and collated in this study.

(3) Purchase Intention

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

Table 3.3 Purchase Intention Measurement Items

Variable	Operational definition	Measurement Item
Purchase intention	Personal inclination to act on branded products	If there is a need to buy a clothes, I will give priority to HLA products.
		If there is an opportunity, I will take the initiative to recommend HLA products to others.
		When other brands launch similar products, I will give priority to HLA.

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

3.3   Population and Sample Size

In terms of quantitative analysis, this study developed a questionnaire to examine the impact of the marketing mix (4Ps) and brand image on consumers' intention to purchase Hailan House. The population of the study was consumers who bought clothing at Hailan House. Participants were consumers between the ages of 20 and 35, and 420 consumers participated.

3.4 Data Collection

Data are collected by means of questionnaire survey which is convenient for sampling. A total of 420 questionnaires were distributed in Hailan Home Store, Xuhui District and Shanghai, and 403 questionnaires were collected. After eliminating the invalid questionnaires, 400 valid questionnaires were finally obtained. The questionnaire was collected from January 2022 to March 2022.

3.5 Data Analysis

In this study, SPSS and AMOS software were used for data analysis, and the specific analysis steps include:

1. Descriptive statistical analysis: Understand the demographic characteristics of the sample and the mean and standard deviation of each variable.

2. Reliability and validity analysis: Test the internal consistency and structural validity of the scale.

3. Correlation analysis: Test the correlation between variables.

4. Regression analysis: Test the influence of independent variables on dependent variable.

5. Mediating effect analysis: Test the mediating role of brand image.

3.6 Reliability and Validity Analysis of the Scale

The scales used in this study are all from the existing literature and have been modified to adapt to this research situation. A pre-test was conducted before the questionnaire was officially issued, and the questionnaire was fine-tuned according to the feedback. The formal questionnaire consists of three parts: marketing mix (4PS) scale, brand image scale and purchase intention scale.

(1) Reliability analysis

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

Table 3.4 Questionnaire Reliability Analysis

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

As shown in Table 3.4, Cronbach's α values for the overall questionnaire were 0.951, while Cronbach's α values for marketing mix, brand image, and purchase intention were 0.913, 0.914, and 0.914, respectively, all of which were more significant than 0.7 and met the high-reliability standard. Therefore, this questionnaire has a high degree of consistency.

(2) Validity Analysis

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

This study conducted a validity analysis of the questionnaire, involving marketing mix, brand image, and purchase intention. The specific breakdown is shown in Table 3.5:

Table 3.5 Questionnaire Validity Analysis

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

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

Chapter 4   Findings

4.1   Introduction

This chapter presents the data analysis results of this study, including descriptive statistical analysis, relationship analysis between variables, regression analysis and mediating effect analysis. Through statistical analysis, the research hypotheses were verified, and the relationship among marketing mix (4PS), brand image and purchase intention were revealed.

4.2   Descriptive Statistical Variables

4.2.1   Sample Statistics

The sample is mainly young men aged 20-25, and they are mainly enterprise employees and students. Sample consumers generally have a secondary education level or above. Most consumers have an average income of 5000-10000 yuan.

Table 4.1 Distriptive Statistics of Sample

Factor	Type	Number of people	Proportion
Gender	male	208	52%
	female	192	48%
Age	Ages 20 to 25	200	50%
	20 to 25 years old	166	41.5%
	30-35 years old	34	8.5%
Education	High school or less	68	17%
	Junior college	152	38%
	Undergraduate	100	25%
	Master's and above	80	20%
Occupation	Student	220	55%
	White collar	50	12.5%
	Service staff	80	20%
	Civil servants	20	5%
	Other	30	7.5%
Income	Less than 5,000 yuan	224	56%
	5000-10,000 yuan	160	40%
	More than 10,000 yuan	16	4%

4.2.2 Marketing Mix

The sample consumers have a high evaluation of Hailan House products in general, especially in product quality and style design. In terms of price, the consumer's perceived price rationality score is on the high side, indicating that price is at the upper-middle level. In terms of place, physical stores score the highest in shopping experience, while online channels score relatively low. In terms of promotion, membership system and discount activities score higher, while social media interaction score the lowest.

Table 4.2 Descriptive Statistics of Marketing Mix

Level	Options	Average	Standard deviation	Sort
Product	PT1 I believe the quality of Hailan House products can be trusted	4.13	0.831	2
	PT2 I believe Hailan House products are comfortable to use.	4.16	0.827	1
	PT3 I believe the functionality of Hailan House is better than other brands.	3.76	0.881	15
	PT4 I believe the product design of Hailan House is very unique.	3.62	0.960	8
	PT5 I believe Hailan House have guaranteed after-sales service.	3.56	0.895	10
Price	PE1 I believe the price of Hailan House is reasonable.	3.08	0.970	17
	PE2 I believe the value of Hailan House products is acceptable as a pricing method.	3.27	0.902	16
	PE3 I believe the price of Hailan House is attractive compared to other brands.	3.14	1.058	18
	PE4 I believe the price of Hailan House is high.	3.64	0.912	7
	PE5 I believe Hailan House offers discounts on its products.	3.36	1.026	13

Place	PL1 I believe there are many places to buy Hailan House clothes.	3.56	0.912	5
	PL2 I believe it is convenient to buy Hailan House through physical or online places.	3.84	0.903	3
	PL3 I believe the supply of Hailan House is stable.	3.84	0.864	4
	PL4 I believe the logistics of Hailan House are efficient.	3.50	0.802	11
	PL5 I believe it is easy to get information about Hailan House from the official website.	3.53	0.851	9
Promotion	PN1 I believe Hailan House service staff guide instructions are positive.	3.84	0.903	6
	PN2 Hailan House clothesregularly organize promotions and offer discounts to customers.	3.59	0.871	9
	PN3 I believe Hailan House often increase brand exposure through media advertisements.	3.36	0.863	14
	PN4 I believe Hailan House products are designed to meet my needs.	3.54	0.966	12
	PN5 I believe the Hailan House brand has a good and positive reputation.	3.53	0.865	10

4.2.3 Brand Image

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

Table 4.3 Descriptive Statistics of Brand Image

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

4.2.4 Purchase Intention

It can be seen from Table 4.4 that in purchase intention, the average value of item PI2, "If I have the opportunity, I will actively recommend HLA products to others" is 3.52, which is the highest. This study speculates that the possible reason is that consumers will provide relevant information as the basis of purchase decision based on their own experience of using products. Therefore, the average value of "If there is a need to purchase , I will preferentially buy HLA products" is 3.44, and the average value of "When other brands launch similar products, I will give priority to HLA products" in PI3 is 3.39.

Table 4.4 Descriptive Statistics of Purchase Intention

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

4.3 Correlation Analysis

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

Table 4.5 Pearson Correlation Analysis

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

Note: * P<0.05 **P<0.01

4.4 Regression Analysis

(1) Causal relationship between each element of marketing mix and purchase Intention.

According to the analysis data in Table 4.6, VIF values are all less than 10, indicating that there is no obvious collinearity problem between the independent variables. F=29.861 and P=0.000 reached the significant level, indicating that the regression model was well matched. The determination coefficient Adj-R2 =0.391 has good explanatory power.

As shown in Table 4.6, the "product" and "price" of the marketing mix have a significant positive influence on the purchase intention, and the influence degree is 0.511 for product and 0.559 for price. Therefore, in view of the above, the hypothesis (H1) of the positive effect of marketing mix on purchase intention is "valid".

Table 4.6 Regression Analysis of Marketing Mix and Purchase Intention

Independent variables		Unstandardized coefficient		Standardized coefficient	t-value	p-value	VIF
		An estimate of beta	Standard error	Beta assignment			
Marketing Mix	Product	0.511	0.511	0.114	0.334	0.000 ***	1.651
	Price	0.559	0.559	0.105	0.427	0.000 ***	1.892
	Place	0.142	0.142	0.120	0.099	0.239	2.058
	Promotion	0.036	0.036	0.124	0.024	0.773	2.066
Mode Adj--R2 =0.391 F=29.861 p=0.000							

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

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

According to the analysis data in Table 4.7, VIF values are all less than 10, indicating that there is no obvious collinearity problem between the independent variables. F=63.756 and P=0.000 reached the significant level, indicating that the regression model was well matched. The decision coefficient Adj-R2 =0.582 has good explanatory power.

As shown in Table 4.7, the "product" and "promotion" of the marketing mix have a significant positive impact on brand image, and the impact degree is 0.433 for product and 0.289 for promotion. Therefore, in view of the above, the hypothesis (H2) of the positive impact of. marketing mix on brand image is "valid".

Table 4.7 Regression Analysis of Marketing Mix and Brand Image

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

(3) Causal relationship between brand Image and purchase intention

According to the analysis data in Table 4.8, VIF values are all less than 10, indicating that there is no obvious collinearity problem between the independent variables. F=185.263 and P=0.000 reached the significant level, indicating that the regression model was well matched. The determination coefficient Adj-R2 =0.506 has good explanatory power.According to Table 4.8, brand image has a significant positive influence on purchase intention, and the influence degree is 1.104. Therefore, the hypothesis H3: brand image has a positive effect on purchase intention is valid.

Table 4.8 Regression Analysis of Brand Image and Purchase Intention

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

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

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

According to the correlation analysis in Chapter 4, the marketing mix, brand image, and purchase intention have a moderate correlation. However, there is a limited connection between place and purchase intention, as well as between promotion and purchase intention.

5.1.1 Marketing Mix Has a Positive Effect on Purchase Intention

This study verifies the significant positive influence of the elements of marketing mix (4PS) on consumers' purchase intention. Product strategy has the greatest influence on purchase intention, followed by promotion strategy and price strategy, and place strategy has relatively little influence. This shows that providing high-quality and fashionable products, setting reasonable prices, optimizing online and offline channel experience and carrying out effective promotion activities can significantly enhance consumers' intention to buy.

5.1.2 Marketing Mix Has a Positive Effect on Brand Image

The results show that the elements of marketing mix can not only directly affect the purchase intention, but also indirectly promote the purchase intention by enhancing the brand image. Product strategy mainly promotes brand quality and innovative image, price strategy affects brand value perception, place strategy improves brand accessibility and convenience, and promotion strategy enhances brand vitality and market presence.

5.1.3 Brand Image Has a Positive Effect on Purchase Intention

Brand image has a significant positive impact on consumers' purchase intention, among which brand trust has the greatest impact, followed by brand loyalty and brand association, and brand awareness has relatively little impact. This shows that building consumers' trust and loyalty, shaping clear brand association and enhancing brand awareness are the keys to enhancing consumers' purchasing intention.

5.2 Recommendation

1. Product Strategy Recommendation.

(1) Strengthen product innovation: continuously introduce new products that meet the needs of target consumers, especially intelligent, functional and environmentally friendly clothing.

(2) Improve product quality: further optimize production technology and materials, and strengthen the positioning of "high quality" brand.

(3) Enrich the product portfolio: expand the product line to cover a wider range of consumer needs and occasions.

2.Price Strategy Recommendation.

(1) Implement differentiated pricing: implement differentiated pricing strategy according to product series and target market.

(2) Optimize the way of promotion: reduce simple discounts and turn to value marketing and exclusive offers for members.

(3) Improve price transparency: Enhance consumer price trust through online and offline price integration.

3. Place strategy recommendation.

(1) Promote omni-channel integration: break through online and offline channel barriers to achieve a seamless shopping experience.

(2) Optimize the store layout: optimize the store location and space design according to the characteristics of the business circle in Xuhui District.

(3) Improve service quality: strengthen staff training and improve service professionalism and response speed.

4. Promotion strategy recommendation.

(1) Strengthen social media marketing: use new media forms such as short videos and live broadcasts to enhance brand interaction.

(2) Deepen the construction of membership system: improve the rights and interests of members and exclusive services, and improve the stickiness of members.

(3) Develop experiential marketing: enhance the consumer experience through theme activities and scene display.

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Appendix

Questionnaire on Hailan house Brand Marketing Mix and Purchase Intention

Hello!

Thank you for taking time out of your busy schedule to accept this questionnaire, which is an academic Study on the Influence of MARKETING Mix (4PS) and Brand Image on Consumers' Purchase Intention —— A Case Study of Hailan House in Xuhui District, Shanghai.Please take the time to answer this questionnaire. This questionnaire is for academic research only and is anonymous, never open to the public, so please feel free to fill out the questionnaire.

Part I: Basic Information

1. Gender:　□ Male　□ Female

2. Age:

□19 (Including) Years Old or Below　□20-29 Years Old

□30-39 Years Old　□40-49 Years Old　□50-59 Years Old

□60 (inclusive) Years Old and Above

3. Education level:

□ High School and Below □ Junior College □ Undergraduate

□ Graduate and Above

4. Occupation:

□Student　□Teacher　□Service industry　□Manufacturing industry

□Finance　□Agriculture, Forestry, Fishery and Animal Husbandry

□ Information Technology　□ Communication Design

□ Healthcare □ Others

5. Monthly disposable income is:

□ Below 3,000 RMB □3,001-5,000RMB　□ 5,001-10,000RMB　☑ Above 10,001RMB

6. How many times have you bought Hailan house?

□0 Time　□1 Time　□2 Times　□3 Times　□4 Times and above

Part II Questionnaire

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

Items	Rating Scale				
	Very disagree	Disagree	General	Agree	Very agree
01. I believe the quality of Hailan house products					

can be trusted.

02. I believe Hailan house products are comfortable to use.

03. I believe the functionality of Hailan house is better than other brands.

04. I believe the product design of Hailan house is very unique.

05. I believe Hailan house have guaranteed after-sales service.

06. I believe the price of Hailan house is reasonable.

07. I believe the value of Hailan house products is acceptable as a pricing method.

08. I believe the price of Hailan house is attractive compared to other brands.

09. I believe the price of Hailan house is high.

10. I believe Hailan house offers discounts on its products.

11. I believe there are many places to buy Hailan house clothes.

12. I believe it is convenient to buy Hailan house through physical or online places.

13. I believe the supply of Hailan house is stable.

14. I believe the logistics of Hailan house are efficient.

15. I believe it is easy to get information about Hailan house from the official website.

16. I believe Hailan house service staff guide instructions are positive.

17. Hailan house clothes

regularly organize promotions and
offer discounts to customers

18. I believe Hailan house
   often increase brand exposure
   through media advertisements.

19. I believe Hailan house products
   are designed to meet my needs.

20. I believe the Hailan house
   brand has a good and
   positive reputation.

21. I believe Hailan house products
   are constantly being developed or
   changed.

22. I believe buying Hailan house
   clothes fits my personal
   image.

23. I believe Hailan house
   are well-known and I can
   trust them when I buy them.

24. I feel comfortable using
   Hailan house branded
   sports products.

25. There are many brands of clothes,
   but Hailan house
   have unique features and
   product advantages.

26. I would be willing to buy
   products related to Hailan
   house.

27. I would give priority to
   buying Hailan house
   products if I had to buy clothes
   related products.

28. I would recommend Hailan
   house to others if I had
   the opportunity.

29. I would prioritize Hailan
   house when other brands
   launch the same type of product.

ส่วนงาน บัณฑิตวิทยาลัย สาขาบริหารธุรกิจ   **โทร.ภายใน 5336**

ที่ มส 0210.01 / 0276   **วันที่** 18 กันยายน 2568

เรื่อง ขออนุมัติสำเร็จการศึกษาประจำปีการศึกษา 2567

เรียน ท่านอธิการบดี

    เรื่องเดิม นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต MR. CHEN ZIANG รหัสนักศึกษา 6617195413 ได้ศึกษารายวิชาครบถ้วนสมบูรณ์ และได้ปฏิบัติตามเกณฑ์สำเร็จการศึกษาตามที่มหาวิทยาลัย สยามกำหนดเรียบร้อยแล้ว ทั้งนี้พร้อมยื่นเรื่องขออนุมัติสำเร็จการศึกษา โดยมีรายละเอียด ดังต่อไปนี้

1. ผ่านการตรวจสอบความซ้ำซ้อนด้วยโปรแกรม Grammarly เมื่อวันที่ 2 สิงหาคม 2568
2. ผ่านการสอบประมวลความรู้ข้อเขียน เมื่อวันที่ 26 กรกฎาคม 2568
3. ผ่านการสอบปากเปล่าขั้นสุดท้ายวิชาการค้นคว้าอิสระ เมื่อวันที่ 8 กรกฎาคม 2568
4. ผ่านเกณฑ์มาตรฐานความรู้ภาษาอังกฤษ Oxford Placement Test score 107 CEFR C2 เมื่อวันที่ 14 กันยายน 2568
5. ผ่านการประชุมวิชาการระดับนานาชาติ at The 18th National and International Academic Conference on "Sustainable Horizon: Transforming Ideas into Impact" Subject : The Influence of Marketing Mix (4Ps) and Brand Image on Consumers' Purchase Intention: A Case S TUDY OF Hailan in House in Xuhui District, Shanghai on 6-7 August 2025, United Nations Conference Centre Bangkok Thailand

    เรื่องพิจารณา เพื่อพิจารณาเข้าประชุมสภามหาวิทยาลัย และอนุมัตินักศึกษาสำเร็จ การศึกษา ประจำปีการศึกษา 2567 ดังรายละเอียดเอกสารประกอบการสำเร็จการศึกษาตามที่แนบมา

    จึงเรียนมาเพื่อพิจารณาอนุมัติ และให้ดำเนินการต่อไป

(รศ.ดร.จอมพงศ์ มงคลวนิช)
คณบดีบัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

มอบงานทะเบียน 15 เรียนเชิญครับ

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