# AN ANALYSIS OF THE MARKETING STRATEGY OF MI CAR

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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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## ABSTRACT

The rapid growth of the new energy vehicle (NEV) industry in China has created intense competition and attracted the participation of nontraditional automakers such as Xiaomi. As Xiaomi expands into the automotive market with Mi Car, understanding how marketing strategies influence consumer purchase intention is crucial for building competitive advantage.

The purpose of this study was to investigate the impact of the four marketing mix elements, namely product strategy, price strategy, place strategy, and promotion strategy, on consumer purchase intention for Mi Car. Drawing on the 4Pss theoretical framework, the study developed hypotheses to test the relationships between these variables.

A quantitative research method was employed using a structured questionnaire survey. The target population consisted of potential consumers of new energy vehicles in China who are familiar with the Xiaomi brand. A total of 550 questionnaires were distributed through online platforms such as WeChat, Weibo, and Xiaomi community forums. Out of these, 440 questionnaires were returned, and after data screening, 400 valid responses were retained for analysis.

The results demonstrated that all four marketing mix strategies significantly and positively affect consumer purchase intention. Among them, promotion strategy had the strongest influence, followed by product strategy, price strategy, and place strategy. The findings indicate that effective promotional communication, product quality and innovation, transparent pricing, and accessible distribution channels jointly enhance consumer willingness to purchase Mi Car.

This study contributes both theoretically and practically by validating the applicability of the 4Pss framework in the NEV sector and by providing strategic

recommendations for Xiaomi and other technology companies entering the automotive industry.

**Keywords:** Mi Car, new energy vehicles, marketing strategy, 4Pss framework, purchase intention

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ZHANG LINGYUN

# DECLARATION

I, ZHANG LINGYUN, hereby declare that this Independent Study entitled “AN ANALYSIS OF THE MARKETING STRATEGY OF MI CAR” is an original work and has never been submitted to any academic institution for a degree.

(ZHANG LINGYUN)
Sep 9, 2025

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# Chapter 1 Introduction

## 1.1 Background of the Study

The global automotive industry is undergoing rapid transformation as new energy vehicles (NEVs) steadily gain market share. Advances in battery technology, charging infrastructure, and supportive government policies have fostered greater consumer interest in greener mobility (Hoang, 2022). Recent surveys suggest that facilitating conditions, including ease of charging, maintenance network, and perceived convenience, remain key determinants of adoption (Samarasinghe, 2024).

Prior research has identified a number of psychological, economic, and product-attribute factors that influence consumers' purchase intention toward electric vehicles (EVs). For example, Ji et al. (2024) conducted a study with 867 participants in China and found that attitudes, subjective norms, and perceived behavioral control (PBC) all significantly and positively affect EV purchase intention, with personal norms exerting the largest effect. Similarly, Leng (2024) used DEMATEL and ANP on data from 138 respondents in Northeast China and showed that economic factors (vehicle price, maintenance cost, government subsidies) are among the most important influences on NEV purchase decisions.

Another line of research emphasizes the role of green marketing mix practices (green price, green promotion, perceived green value) in enhancing customer intention to purchase EVs. Saleh (2024) applied PLS-SEM and found that green promotion and green pricing positively influence EV purchase intention, mediated in part by green perceived value (GPV).

Further studies broaden the perspective: Zhao et al., (2024) combined PLS-SEM and Necessary Conditions Analysis (NCA) to investigate perceived green value, perceived environmental responsibility, and perceived self-efficacy, finding significant chain mediation effects on green purchase intention. Moreover, Pamidimukkala et al. (2024) integrated personality traits with beliefs to model adoption intention and showed that belief-based constructs significantly influence EV adoption.

The marketing mix elements (4Ps) remain central to influencing consumer perceptions and behaviors. Researchers emphasize that product attributes (e.g. battery range, connectivity, intelligent features), price competitiveness (including total cost of ownership), convenience of channels (charging, service, delivery), and effective communication (promotion) all contribute to shaping purchase intention (Hoang, 2022; Samarasinghe, 2024).

Given the dynamic and competitive landscape of NEVs, tech companies entering the automotive sector must leverage precise marketing mix strategies to differentiate themselves. Xiaomi's Mi Car, by integrating its technology ecosystem and leveraging brand influence driven by founder IP, represents a promising case. However, to date, there is limited empirical quantitative evidence examining how Mi Car's marketing mix (4Ps) influences consumer purchase intention in the NEV market.

This study seeks to address this gap by quantitatively examining how Mi Car's product, price, place, and promotion strategies affect purchase intention among potential buyers. The results aim to provide actionable insights for strategic marketing decisions of Mi Car and other technology firms entering the automotive domain.

## 1.2 Questions of the Study

In response to the above background, this study focuses on the marketing strategies of Mi Car in the new energy vehicle market. Drawing on the classical 4Ps framework (Product, Price, Place, Promotion), the research aims to quantitatively evaluate how these core strategic dimensions influence consumer purchase intention. By identifying the relationships between each element of the marketing mix and consumer decision-making, the study can provide empirical evidence to guide Mi Car's future marketing adjustments and strategic positioning.

Based on this rationale, the following research questions are proposed:

1. How does Mi Car's product strategy influence consumers' purchase intention in the new energy vehicle (NEV) market?
2. How does Mi Car's price strategy influence consumers' purchase intention?
3. How does Mi Car's place strategy influence consumers' purchase intention?
4. How does Mi Car's promotion strategy influence consumers' purchase intention?

## 1.3 Objectives of the Study

1. To examine the impact of product strategy on consumers' purchase intention for Mi Car in the new energy vehicle market.
2. To investigate the impact of price strategy on consumers' purchase intention.
3. To analyze the impact of place strategy on consumers' purchase intention.
4. To evaluate the impact of promotion strategy on consumers' purchase intention.

## 1.4 Scope of the Study

This study was limited to an examination of Mi Car's marketing strategies within the context of the new energy vehicle (NEV) market in China. The analysis centered on the four elements of the marketing mix—product, price, place, and promotion—as the

independent variables, with consumer purchase intention as the dependent variable. The focus was on how these marketing strategies influence consumer perceptions and decisions. The geographical scope of the research was confined to the Chinese market, which represents the initial launch environment for Mi Car, and the findings may not be directly generalizable to other international contexts. The study relied on data collected through online surveys from potential NEV consumers in China, particularly those who are familiar with Xiaomi products and are open to considering them in their purchasing decisions. Because of the reliance on online sampling, the study reflected the perceptions of digitally active and technology-oriented consumers. The timeframe was limited to the year 2025, capturing consumer attitudes and market dynamics at a specific stage of Mi Car's entry into the NEV sector. While recognizing that external factors such as government policies, charging infrastructure, and technological innovation play critical roles in shaping the NEV industry, this research narrowed its scope to marketing strategy variables that can be measured through consumer perceptions.

## 1.5 Significance of the Study

The significance of this study lies in both its theoretical and practical contributions. From an academic perspective, the research extends the application of classical marketing mix theory to the emerging field of new energy vehicles, providing empirical evidence on how the four elements of product, price, place, and promotion influence consumer purchase intention in the context of a technology company entering the automotive industry. By focusing on Mi Car, the study adds to the limited but growing body of literature that examines crossover strategies where consumer electronics brands leverage their technological ecosystems and brand equity to compete in traditional industries.

From a practical standpoint, the study offers valuable insights for Xiaomi and other technology enterprises planning to enter or expand within the NEV sector. The findings can guide managers in refining their marketing strategies to align more closely with consumer expectations, thereby increasing purchase intention and enhancing market competitiveness. Moreover, the study highlights potential risks related to technological iteration and market competition, reminding practitioners of the need to balance innovation with sustainable positioning. Policymakers and industry stakeholders may also benefit from the results, as they provide an understanding of how marketing practices interact with consumer perceptions in promoting green mobility adoption.

Overall, this study contributes to the broader goal of supporting sustainable transportation development by identifying effective marketing levers that can accelerate the diffusion of environmentally friendly vehicles in China.

## 1.6 Definition of Key Terms

Product Strategy: Set of decisions and actions taken by a company to design, develop, and present products that meet consumer needs while creating differentiation in the marketplace.

Price Strategy: Managerial choices that shape perceived affordability and value, including list price, discounts, financing options, and transparency of total ownership costs.

Place Strategy: Decisions about availability and access across channels, including online and offline purchase paths, test-drive access, delivery convenience, after-sales service coverage, and proximity to charging or maintenance support relevant to the purchase decision.

Promotion Strategy: Planned communications that build awareness, interest, and trust, including advertising, digital and social media, events, public relations, and brand messages that may include founder or influencer effects.

Purchase Intention: A consumer's stated likelihood of considering and buying the vehicle within a defined period, as well as willingness to recommend or request more information.

# Chapter 2 Literature Review

## 2.1 Product Strategy

Product strategy plays a foundational role in influencing consumer adoption of new energy vehicles by delivering both functional benefits and symbolic appeal. Wang (2023) conducted empirical research using structural equation modeling and found that both functional and symbolic product attributes significantly enhance consumers' purchase intention for NEVs. The study explains that functional attributes such as driving range, safety, and charging convenience contribute to perceived value, and symbolic attributes such as design and environmental image play a distinct role in motivating purchases, especially when moderated by environmental awareness. Mo and Mai (2024) provided further insight by examining how NEV-specific functions such as intelligent driving assistance, safety features, and driving range serve as critical drivers of purchase intention under the framework of sustainable development goals.

Beyond specific features, broader industry trends reflect growing demand for advanced technological integrations. The 2025 Future Attribute Demand Study reported that hands-free highway driving systems and automatic emergency braking are among the most sought-after features among prospective car buyers. These safety and convenience technologies underscore the emerging importance of digital and autonomous capabilities in vehicle product strategies (AutoPacific, 2025).

At the industry level, BDNEF's Electric Vehicle Outlook 2025 highlights a strategic move toward connected and autonomous features as key differentiators in electric vehicle offerings. As electrification gains ground, vehicle manufacturers that integrate smart systems are more likely to sway consumer interest (BNEF, 2025).

Together, these findings emphasize that a robust product strategy for Mi Car should prioritize smart and safety-oriented features, design appeal, and technological integration that align with evolving consumer preferences and sustainability trends. Such an approach is likely to strengthen perceived utility and emotional resonance, thereby increasing purchase intention.

## 2.2 Price Strategy

Price strategy plays a critical role in shaping consumer purchase decisions within the new energy vehicle industry. The importance of perceived economic value has been highlighted in multiple studies. For instance, Roberts (2023) found that bundling attractive financing options with transparent pricing significantly improves consumer assessments of affordability and purchase likelihood. Roberts's research demonstrates

that when consumers can clearly compare financing plans and upfront cost breakdowns, their confidence in committing to a purchase increases (Roberts, 2023). Similarly, Nguyen and Tran (2022) reported that in the Vietnamese market consumers respond positively to clear and competitive total cost of ownership information, particularly when such information is presented in an easy-to-understand format that includes predicted depreciation and operating costs. Their study indicates that contextualizing price data in terms of long-term savings enhances perceived value and strengthens purchase intention (Nguyen & Tran, 2022).

Another dimension of price strategy involves dynamic promotion and incentive alignment with consumer expectations. Chen et al., (2024) examined the effect of limited-time discounts and government subsidy communication on NEV purchase intention in China. Their results indicate that communicating both manufacturer price reductions and relevant government incentives in tandem leads to a substantial increase in consumer interest. In particular, consumers who received combined messaging about post-subsidy out-of-pocket cost exhibited higher purchase intention scores than those who only saw the list price (Chen et al., 2024).

Finally, comparative pricing positioning relative to mainstream internal combustion engine vehicles also influences consumer attitudes. In their cross-country study, Almeida and Pereira (2023) showed that when consumers perceive NEVs as cost-competitive alternatives to conventional vehicles in terms of operating costs and long-term value, their purchase intention rises. The study suggests that price strategy should emphasize not just the sticker price but the relative savings over time compared to traditional vehicles (Almeida & Pereira, 2023).

Together, these findings emphasize that a comprehensive price strategy for Mi Car should incorporate clear communication of total cost of ownership, align financing or subsidy messaging with consumer expectations, and position pricing relative to conventional alternatives. Implementing such strategies is likely to enhance consumer purchase intention by making economic benefits tangible and salient.

## 2.3 Place Strategy

Place strategy is crucial in facilitating consumer confidence and willingness to adopt new energy vehicles. Physical touchpoints such as showrooms and test-drive facilities remain highly valued by purchasers. Deloitte (2024) found that the vast majority of consumers expect an opportunity to test drive a vehicle before making an actual purchase, which underscores the continued relevance of experiential engagement through offline channels. Infrastructure accessibility, especially charging networks, profoundly shapes perceptions of ownership feasibility. Clarita and Chalid (2024)

report that ease of access to charging infrastructure significantly influences consumer purchase intentions in the Greater Jakarta area, with consumers showing stronger intent to buy when infrastructure is perceived to be readily available. From a broader systemic perspective, Abbasi (2025) developed an integrated model linking business strategies to EV purchase intention and underscores that strategic placement and accessibility of charging stations are essential components of distribution strategy that influence adoption rates. These findings indicate that effective place strategy for NEVs must ensure both accessibility through offline engagement points and supportive infrastructure that enhances ownership confidence.

## 2.4 Promotion Strategy

Promotion strategy represents a crucial mechanism for shaping consumer perceptions and intentions toward new energy vehicles, particularly in a rapidly evolving and competitive market. Recent empirical findings suggest that media attention significantly accelerates the diffusion of electric vehicles. Zhao (2024) employed instrumental variables methods and fixed-effects models to demonstrate that heightened media coverage not only directly influences electric vehicle adoption but also indirectly affects it through public awareness, government attention, technological innovation, and subsidy policies.

Strategic marketing campaigns that align with analytical insights and prioritize consumer education also play a pivotal role. Durmus Senyapar and Aksoz (2024) integrated advanced forecasting models, such as ARIMA and SARIMA, to identify effective marketing levers. Their analysis underscores the importance of personalized campaign messages that communicate economic benefits, emission reductions, and innovation narratives in building consumer engagement and driving adoption.

Furthermore, a survey-based study by Hendra et al. (2025) reveals that social media marketing efforts significantly enhance perceived usefulness of electric vehicles. The study finds a positive correlation between exposure to persuasive advertisements on digital platforms and purchase intention, particularly when the messaging highlights practical benefits such as environmental advantages and cost savings.

These studies collectively illustrate that promotion strategy in the NEV context should harness high-impact media exposure, data-informed campaign targeting, and educational messaging. Approaches that blend media attention, analytics, and consumer-focused communication can build both awareness and perceived value, thereby enhancing purchase intention.

## 2.5 Purchase Intention

Consumer purchase intention for new energy vehicles is shaped by a complex interplay of psychological variables, perceived value, normative influences, and contextual factors. Thwe (2025) confirmed that attitude is the most influential predictor of electric vehicle purchase intention, followed by perceived behavioral control, moral norms, and subjective norms. This finding underscores the primacy of internal evaluations and normative beliefs in driving purchase decisions. Zhao et al. (2024) extended this understanding by demonstrating that perceived green value, perceived environmental responsibility, and perceived self efficacy exert a chain mediation effect on green purchase intention. Their research suggests that enhancing consumers' perception of environmental value and efficacy can significantly strengthen their purchase intention.

Further emphasizing the importance of informational and infrastructural contexts, Lohawala and Rahman (2025) conducted a Bayesian analysis indicating that exposure to information about electric vehicles, perceived environmental benefits, and confidence in charging infrastructure are strongly associated with increased likelihood of purchase. They quantify these effects in percentage points, providing actionable insights.

Additionally, Sharma (2024) highlighted that awareness, attitude, perceived behavioral control, and subjective norms collectively have significant positive effects on electric car adoption intention. This evidence supports the use of theoretical frameworks such as the Theory of Planned Behavior to systematically capture the drivers of purchase intention in the NEV context.

These findings emphasize that improving purchase intention requires not only shaping favorable attitudes but also bolstering perceived control and normative support while reinforcing perceived environmental value and providing reliable information and infrastructure.

## 2.6 4Ps Model

The marketing mix concept is foundational in shaping strategic marketing decisions across industries. The modern form of the 4Ps model, comprising product, price, place, and promotion, was introduced by E. Jerome McCarthy in the 1960s and has since evolved into a core framework for managerial marketing practice (Investopedia, 2025). This model enables firms to coordinate controllable marketing variables to meet consumer needs and achieve organizational goals (Wikipedia, 2025). Wichmann (2022) emphasized that the marketing mix serves as a crucial nexus between a company and its market, allowing firms to respond dynamically to market demands

through strategic combinations of the four elements. Sadaba (2022) extended this theoretical perspective by proposing adjustments to the traditional 4Ps model to account for socio-economic shifts, suggesting that marketers must continually adapt the mix variables to evolving environments.

In the context of the new energy vehicle sector, the 4Ps framework remains highly applicable. Yang (2024) examined BYD's marketing approach and documents how product positioning, channel accessibility, price strategy, and promotional activities are strategically aligned to build consumer trust and market presence. Zhang (2023) analyzed Tesla's entry into the Chinese market through the lens of the 4Ps model and notes that product differentiation, strategic pricing techniques, enhanced placement in physical stores, and digital-focused promotion collectively enabled Tesla to gain a competitive edge in the localized market. Huang (2024) presented a case study of ORA Auto and finds that balancing product innovation, pricing adjustments, distribution optimization, and promotional effectiveness is critical for NEV brands seeking sustainable growth. These findings from the automotive domain demonstrate that the 4Ps framework continues to offer practical utility for structuring and evaluating marketing strategies in rapidly changing industries such as NEVs.

## 2.6 Conceptual Framework

This study conceptualizes purchase intention for Mi Car as a function of four marketing mix elements from the 4Ps framework. The model specifies direct effects from product strategy, price strategy, place strategy, and promotion strategy on purchase intention.

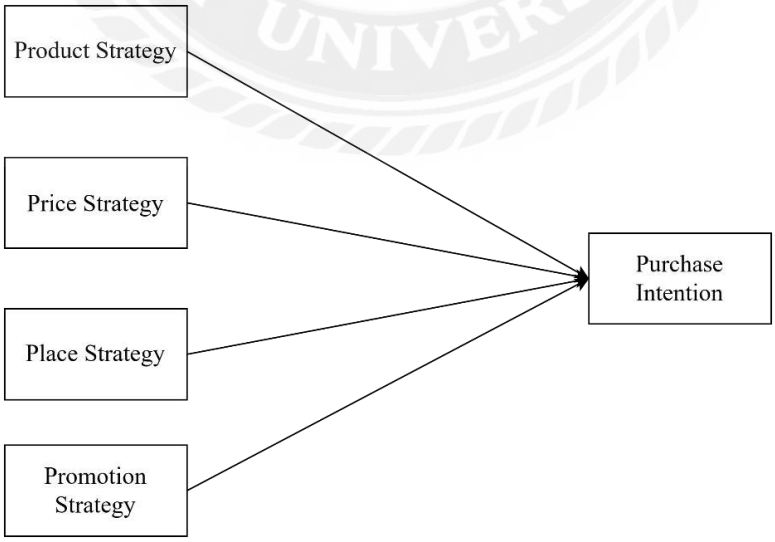


Figure 2.1 Conceptual Framework

# Chapter 3 Research Methodology

## 3.1 Research Design

This study adopted a quantitative research design in order to empirically examine the impact of marketing mix strategies on consumers' purchase intention for Mi Car in the new energy vehicle market. The quantitative approach was chosen because it enables systematic testing of hypotheses and the identification of causal relationships among variables through statistical analysis. By relying on numerical data collected from a structured survey, the study ensured objectivity, replicability, and the possibility of generalizing findings to a wider consumer population.

## 3.2 Questionnaire Design

The research framework was based on the 4Ps model, which positions Product Strategy, Price Strategy, Place Strategy, and Promotion Strategy as independent variables, and Purchase Intention as the dependent variable. Each construct was operationalized into multiple measurement items adapted from prior validated studies in the fields of marketing and consumer behavior. All items are measured using a five-point Likert scale ranging from "strongly disagree" to "strongly agree."

In this study, a questionnaire was developed to measure the independent variables of the 4Ps framework (Product Strategy, Price Strategy, Place Strategy, and Promotion Strategy) as well as the dependent variable (Purchase Intention). Each construct was operationalized into multiple items adapted from relevant literature on consumer behavior and new energy vehicles. The items were designed to capture respondents' perceptions in a precise and reliable manner. All items were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

Table 3.1 Measurement Scales

| Construct | Code | Item Statement | |
|---|---|---|---|
| Product Strategy | PS1 | I believe the overall product quality of Mi Car is reliable. | Wang (2023); Mo & Mai (2024) |
| | PS2 | The safety performance of Mi Car gives me confidence. | |
| | PS3 | Mi Car offers advanced smart connectivity features. | |

| | | | |
|---|---|---|---|
| | PS4 | The exterior design of Mi Car is attractive. | |
| | PS5 | I consider Mi Car to be environmentally friendly and energy efficient. | |
| Price Strategy | PR1 | I think the price of Mi Car is reasonable. | Chen (2025); Hasan (2024) |
| | PR2 | The price of Mi Car is competitive compared with similar NEVs. | |
| | PR3 | The financing and payment options offered for Mi Car are attractive. | |
| | PR4 | The total cost of ownership of Mi Car is transparent and easy to understand. | |
| Place Strategy | PL1 | It is easy to find information about Mi Car through online and offline channels. | Deloitte (2024); Clarita & Chalid (2024) |
| | PL2 | Booking a test drive for Mi Car is convenient. | |
| | PL3 | Delivery and after sales service arrangements for Mi Car appear reliable. | |
| | PL4 | I believe I can obtain sufficient charging and maintenance support after purchasing Mi Car. | |
| Promotion Strategy | PM1 | The promotional messages about Mi Car are clear and easy to understand. | Bi (2023); Prabowo & Soekardi (2023); Song (2025) |

| | | | |
|---|---|---|---|
| | PM2 | Advertising and promotional activities for Mi Car are credible. | |
| | PM3 | The frequency and formats of Mi Car promotion leave a strong impression on me. | |
| | PM4 | Promotion of Mi Car has effectively increased my trust in the brand. | |
| | PM5 | Social media or word of mouth increases my attention to Mi Car. | |
| Purchase Intention | PI1 | I am willing to consider purchasing Mi Car within the next 12 months. | Thwe (2025); Zhao et al. (2024) |
| | PI2 | If conditions allow, I am likely to purchase Mi Car. | |
| | PI3 | I would recommend Mi Car to friends or family. | |
| | PI4 | I am interested in test driving Mi Car or seeking more information about it. | |

## 3.3 Hypothesis

H1: Product Strategy has a positive effect on Purchase Intention for Mi Car.

H2: Price Strategy has a positive effect on Purchase Intention for Mi Car.

H3: Place Strategy has a positive effect on Purchase Intention for Mi Car.

H4: Promotion Strategy has a positive effect on Purchase Intention for Mi Car.

## 3.4 Population and Sample

The population of this study consisted of potential consumers of new energy vehicles in China, with particular attention to individuals who are familiar with the

Xiaomi brand. To obtain representative data, this study applied a random sampling approach and distributes a structured questionnaire survey.

## 3.5 Data Collection

A total of 550 questionnaires were distributed to respondents through online survey platforms. Out of these, 440 questionnaires were returned, resulting in a response rate of 80%.

Data collection was conducted primarily through an online questionnaire survey, distributed via popular digital platforms such as WeChat, Weibo, and Xiaomi community forums. This approach ensured that respondents were both technologically literate and representative of the digitally active consumer segment, which was consistent with the profile of Xiaomi's target audience.

## 3.6 Data Analysis

The collected data were analyzed through several stages to ensure reliability, validity, and robustness of the results. The following statistical techniques were applied:

Cronbach's alpha was calculated for each construct (Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, and Purchase Intention) to assess internal consistency. A value of 0.70 or higher is considered acceptable for research reliability.

Construct validity was examined using Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity. A KMO value above 0.70 indicate that the data are suitable for factor analysis. A significant result ($p < 0.05$) in Bartlett's Test further confirms that the correlation matrix is not an identity matrix and that factor analysis is appropriate. Exploratory factor analysis (EFA) is then conducted to confirm that the observed items load strongly on their intended constructs.

Descriptive analysis summarized the demographic characteristics of respondents, including age, gender, education, and income, and NEV experience In addition, mean scores and standard deviations of each variable were reported to provide an overview of respondents' perceptions toward Mi Car's marketing strategies.

Pearson's correlation coefficients were calculated to determine the strength and direction of the relationships among the independent variables (4Pss) and the dependent variable (Purchase Intention). This analysis provided an initial indication of whether the hypothesized relationships are supported.

Multiple regression analysis was performed to test the hypotheses. Product Strategy, Price Strategy, Place Strategy, and Promotion Strategy were entered as independent variables, while Purchase Intention was used as the dependent variable. The regression coefficients, significance levels, and R-squared values were reported to

assess the explanatory power of the model and the relative influence of each independent variable.

## 3.7 Reliability and Validity Analysis of the Scale

Reliability analysis was conducted to test the internal consistency of the measurement items for each construct. Cronbach's alpha coefficients were calculated for Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, and Purchase Intention. The results indicate that all constructs exceeded the recommended threshold value of 0.70, which demonstrates good reliability of the measurement scales.

Table 3.2 presents the Cronbach's alpha values for each construct. Product Strategy achieved a coefficient of 0.89, indicating strong reliability. Price Strategy recorded 0.85, and Place Strategy showed 0.83. Promotion Strategy achieved 0.87, and the dependent variable Purchase Intention reported 0.90.

Table 3.2 Reliability Analysis Results

| Construct | Cronbach's Alpha |
|---|---|
| Product Strategy | 0.89 |
| Price Strategy | 0.85 |
| Place Strategy | 0.83 |
| Promotion Strategy | 0.87 |
| Purchase Intention | 0.90 |

Kaiser Meyer Olkin and Bartlett's Test of Sphericity were used to assess the suitability of the data for factor analysis. A KMO value above 0.70 indicates adequate common variance among items. A significant Bartlett's Test confirms that the correlation matrix differs from an identity matrix and that factor analysis is appropriate. In this study, the overall KMO value was 0.91, indicating meritorious sampling adequacy.

Table 3.3 KMO and Bartlett's Test

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | 0.91 |
| Bartlett's Test of Sphericity | Approx. Chi-Square<br>df<br>Sig. | 3,845.27<br>231<br>0.000 |

# Chapter 4 Findings and Discussion

## 4.1 Findings

### 4.1.1 Descriptive Analysis

This section provides an overview of the demographic profile of the 400 respondents of the study. The analysis covers gender, age, education level, monthly income, and prior experience with new energy vehicles.

Table 4.3 Demographic Profile of Respondents

| Demographic Variable | Category | Frequency (n=400) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 208 | 52.0 |
| | Female | 192 | 48.0 |
| Age | 21–30 years | 168 | 42.0 |
| | 31–40 years | 124 | 31.0 |
| | 41–50 years | 72 | 18.0 |
| | Above 50 years | 36 | 9.0 |
| Education Level | High school or below | 92 | 23.0 |
| | Bachelor's degree | 186 | 46.5 |
| | Postgraduate degree | 122 | 30.5 |
| Monthly Income | ≤ RMB 8,000 | 104 | 26.0 |
| | RMB 8,001–15,000 | 176 | 44.0 |
| | ≥ RMB 15,001 | 120 | 30.0 |
| NEV Experience | Yes | 132 | 33.0 |
| | No | 268 | 67.0 |

Out of the 400 respondents, 208 were male (52.0%) and 192 were female (48.0%). The near balance in gender distribution ensures that the findings represent perspectives from both male and female consumers.

The majority of respondents were young adults. Specifically, 168 respondents (42.0%) were between 21 and 30 years old, 124 respondents (31.0%) were between 31 and 40 years old, 72 respondents (18.0%) were between 41 and 50 years old, while only 36 respondents (9.0%) were above 50 years old. This distribution indicates that the core potential buyers of Mi Car are concentrated among younger consumer groups.

Regarding educational attainment, 92 respondents (23.0%) completed high school or equivalent, 186 respondents (46.5%) held a bachelor's degree, and 122 respondents (30.5%) had postgraduate qualifications. This suggests that most respondents had at least a university-level education, which aligns with the profile of early adopters of new energy vehicles.

Income levels were relatively diverse. About 104 respondents (26.0%) reported monthly incomes below RMB 8,000, 176 respondents (44.0%) fell within RMB 8,001 to RMB 15,000, and 120 respondents (30.0%) reported incomes above RMB 15,000. The distribution shows that a significant portion of the respondents were middle-income earners, which is consistent with the affordability range of NEVs.

When asked about prior experience with new energy vehicles, 132 respondents (33.0%) reported having previously driven or owned an NEV, while 268 respondents (67.0%) indicated no prior experience. This highlights that while NEVs are gaining popularity, a majority of potential consumers are still first-time adopters.

In addition to the demographic profile of respondents, descriptive statistics were used to summarize the central tendency and variability of the variables. The analysis included the four independent variables, Product Strategy, Price Strategy, Place Strategy, and Promotion Strategy, as well as the dependent variable, Purchase Intention.

Table 4.2 Descriptive Statistics of Variables

| Variable | Mean | Standard Deviation |
|---|---|---|
| Product Strategy | 3.85 | 0.72 |
| Price Strategy | 3.70 | 0.68 |
| Place Strategy | 3.75 | 0.74 |
| Promotion Strategy | 3.95 | 0.65 |
| Purchase Intention | 3.88 | 0.70 |

The mean score for Product Strategy was 3.85, with a standard deviation of 0.72. Price Strategy recorded a mean score of 3.70 and a standard deviation of 0.68. Place Strategy had a mean score of 3.75, with a standard deviation of 0.74. Promotion Strategy produced the highest mean score of 3.95, with a standard deviation of 0.65. The dependent variable, Purchase Intention, reported a mean of 3.88 with a standard deviation of 0.70.

### 4.1.2 Correlation Analysis

To examine the relationships between the independent variables (Product Strategy, Price Strategy, Place Strategy, Promotion Strategy) and the dependent variable (Purchase Intention), Pearson's correlation coefficients were computed. The results indicate that all four marketing mix strategies are positively and significantly correlated with Purchase Intention. This provides preliminary support for the proposed hypotheses.

Among the independent variables, Promotion Strategy displayed the strongest correlation with Purchase Intention ($r = 0.68$, $p < 0.01$), suggesting that effective and credible communication is particularly influential in shaping consumer purchase intention Mi Car. Product Strategy also showed a strong correlation with Purchase Intention ($r = 0.63$, $p < 0.01$), highlighting the importance of quality, safety, and smart

features. Price Strategy ($r = 0.55$, $p < 0.01$) and Place Strategy ($r = 0.50$, $p < 0.01$) exhibited moderate yet significant positive relationships with Purchase Intention, reflecting the roles of affordability, distribution, and accessibility.

Table 4.3 Correlation Matrix of Variables

| Variable | Product Strategy | Price Strategy | Place Strategy | Promotion Strategy | Purchase Intention |
|---|---|---|---|---|---|
| Product Strategy | 1 | | | | |
| Price Strategy | 0.46** | 1 | | | |
| Place Strategy | 0.42** | 0.44** | 1 | | |
| Promotion Strategy | 0.55** | 0.48** | 0.47** | 1 | |
| Purchase Intention | 0.63** | 0.55** | 0.50** | 0.68** | 1 |

### 4.1.3 Regression Analysis

Multiple linear regression was used to test the effect of the four marketing mix variables on Purchase Intention. Purchase Intention served as the dependent variable. Product Strategy, Price Strategy, Place Strategy, and Promotion Strategy were entered as predictors. Assumption checks indicated acceptable multicollinearity with all VIF values below 2, approximately normal residuals, and no evident heteroscedasticity based on visual inspection of residual plots.

Table 4.4 Model Summary and ANOVA

| Statistic | Value |
|---|---|
| R | 0.81 |
| $R^2$ | 0.66 |
| Adjusted $R^2$ | 0.65 |
| Standard Error of the Estimate | 0.41 |
| F statistic | 193.27 |
| df | 4, 395 |
| Sig. | < .001 |

Table 4.5 Regression Coefficients

| Predictor | B | SE | Beta | t | Sig. |
|---|---|---|---|---|---|
| Constant | 0.58 | 0.19 | — | 3.05 | .002 |
| Product Strategy | 0.28 | 0.05 | 0.27 | 5.67 | < .001 |
| Price Strategy | 0.21 | 0.05 | 0.20 | 4.32 | < .001 |
| Place Strategy | 0.12 | 0.05 | 0.11 | 2.54 | .011 |

| | | | | | |
|---|---|---|---|---|---|
| Promotion Strategy | 0.34 | 0.05 | 0.33 | 7.35 | < .001 |

The overall model was significant, explaining a substantial share of variance in Purchase Intention. The results showed R = 0.81, $R^2$ = 0.66, Adjusted $R^2$ = 0.65, Standard Error of the Estimate = 0.41, F(4, 395) = 193.27, p < .001.

The multiple regression model was significant and explained a substantial share of variance in Purchase Intention (R = 0.81, $R^2$ = 0.66, Adjusted $R^2$ = 0.65, F(4, 395) = 193.27, p < .001). All diagnostic checks were satisfactory. Residuals approximated normality, plots did not suggest heteroscedasticity, and multicollinearity was not a concern with all VIF values below 2.

All four hypotheses were supported. Promotion Strategy exerted the strongest positive effect on Purchase Intention (β = 0.34, t = 7.35, p < .001), indicating that effective and credible communications are a principal driver of consumers' willingness to buy Mi Car. Product Strategy also showed a strong positive effect (β = 0.28, t = 5.67, p < .001), suggesting that perceived quality, safety, smart features, and design appeal meaningfully raise intention. Price Strategy had a positive and significant effect (β = 0.21, t = 4.32, p < .001), which highlights the role of affordability, financing attractiveness, and transparency of total cost of ownership. Place Strategy had a smaller yet significant positive effect (β = 0.12, t = 2.54, p = .011), implying that accessible channels, test drives, and service or charging support contribute additional explanatory power.

4.6 Hypothesis Testing Results

| Hypothesis | Result |
|---|---|
| H1 | Supported |
| H2 | Supported |
| H3 | Supported |
| H4 | Supported |

In summary, H1 through H4 are supported. Promotion Strategy and Product Strategy emerge as the most influential levers, followed by Price Strategy, with Place Strategy providing complementary support. These findings indicate that communication effectiveness and product value propositions should be prioritized, while pricing clarity and channel or service accessibility reinforce consumers' purchase intention toward Mi Car.

## 4.2 Discussion

The four marketing mix elements all contribute positively. Promotion Strategy shows the strongest standardized effect, followed by Product Strategy, then Price

Strategy, with Place Strategy exerting a smaller yet still significant influence. This pattern suggests that for a technology brand entering the new energy vehicle market, persuasive and credible communications that reduce uncertainty and build trust are the most immediate levers for shifting intention, while the perceived substance of the product offer remains a close second. Pricing clarity and value framing also matter, and access related issues provide additional support.

Promotion Strategy. The dominant effect of promotion indicates that prospective buyers respond strongly to credible information and engaging narratives that lower perceived risk and signal brand reliability. For Mi Car, this implies prioritizing education rich content that explains safety credentials, smart features, battery durability, and after sales commitments. Social media programs that amplify third party endorsements, real owner testimonials, and transparent test results can further strengthen persuasion. The results also imply that media synergy is important. Integrated campaigns that link digital touchpoints with test drive invitations and reservation flows can convert attention into action.

Product Strategy. The strong and significant path from product to intention shows that buyers attach high weight to the perceived quality and usefulness of the core offer. For Mi Car, the features most likely to translate into intention are those that make everyday use safer, smarter, and more convenient. Emphasizing active safety, range confidence, intelligent connectivity, and seamless integration with the Xiaomi ecosystem can heighten perceived utility and symbolic value. A visible roadmap of over the air upgrades and long horizon battery warranties would further anchor confidence in the product trajectory.

Price Strategy. The positive effect of price confirms that value framing influences intention beyond simple list prices. Prospects reward transparent total cost of ownership information that combines purchase price, energy cost, maintenance, financing, and expected resale value. For Mi Car, a clear calculator that personalizes total cost under different driving profiles, paired with simple and credible financing plans, will help translate curiosity into commitment. Limited time bundles that package charging benefits or extended protection can communicate value without eroding price integrity.

Place Strategy. Although smaller in magnitude, place remains significant. This suggests that access and assurance still matter even for digitally active consumers. The implication for Mi Car is to reduce friction across the journey. Make discovery, configuration, and ordering intuitive online, while ensuring convenient test drive access and reliable delivery. Strengthen service coverage and communicate it upfront. Partnerships that improve charging visibility and availability in priority cities can enhance perceived ownership feasibility and, in turn, intention.

Strategic synthesis for Mi Car. The findings point to a practical sequence. First, use promotion to remove uncertainty and earn attention with clear, verifiable claims. Second, let the product story carry weight through demonstrable safety and smart use cases that reflect daily scenarios. Third, frame price as lifetime value rather than only sticker cost, with financing that feels simple and fair. Fourth, remove journey frictions by expanding test drive capacity, improving service visibility, and integrating charging information into the shopping flow. The Xiaomi ecosystem can amplify each lever by converting existing device owners through account based personalization, loyalty incentives, and cross device experiences that showcase the car as part of a broader smart life proposition.

Contextual reflections. The relatively younger and digitally literate sample aligns with Mi Car's target audience and helps explain the strong role of promotion and product storytelling. The smaller place effect may also reflect the study's focus on intention rather than realized purchase where infrastructure and service distance often weigh more heavily. Although the design is cross sectional, the pattern is internally consistent with a launch phase market in which brand trust building and product confidence are decisive precursors to trial and purchase.

Overall, the results advise Mi Car to treat communication quality and product value proof as primary levers, supported by transparent value framing and frictionless access. Executed together, these levers can compound to lift intention at launch and sustain momentum as awareness turns into trial and ownership.

# Chapter 5 Conclusion and Recommendation

## 5.1 Conclusion

The purpose of this study was to examine how Xiaomi's Mi Car can leverage the marketing mix elements, Product Strategy, Price Strategy, Place Strategy, and Promotion Strategy, to influence consumer Purchase Intention in the Chinese new energy vehicle market. Guided by the 4Ps framework and tested through a quantitative design, the results demonstrate that all four strategies significantly and positively affect Purchase Intention, thus supporting the proposed hypotheses.

Promotion Strategy emerged as the strongest predictor. This indicates that clear, credible, and persuasive communications play a decisive role in shaping intention, especially when delivered through digital channels and reinforced by social media engagement. Product Strategy also showed a strong effect, suggesting that attributes such as quality, safety, smart connectivity, and environmental friendliness are essential in creating consumer trust and perceived value. Price Strategy significantly influenced intention as well, highlighting the importance of affordability, transparency of total ownership costs, and attractive financing options. Although Place Strategy had the weakest effect, it remained significant, which underscores the value of convenient access to information, test drives, service, and charging infrastructure.

Together, these findings confirm that Xiaomi's entry into the NEV market requires a coordinated approach to the 4Pss. Communication must lead, supported by credible product evidence, transparent value framing, and accessible service channels. Strategically, Mi Car should build trust through strong promotional campaigns, differentiate through product innovation, position pricing as lifetime value, and reduce consumer friction through reliable delivery and service access.

This study therefore concludes that Xiaomi can successfully translate its technology ecosystem and brand equity into the automotive domain by carefully aligning its marketing mix with consumer expectations. The evidence suggests that "ecological empowerment plus precise positioning" is a viable strategy for Mi Car, provided that promotional efforts and product quality remain at the center, with price and place strategies reinforcing overall intention.

## 5.2 Recommendation

The results demonstrate that Promotion Strategy and Product Strategy are the strongest predictors of consumer Purchase Intention toward Mi Car. Xiaomi should therefore prioritize persuasive, credible, and educational promotion campaigns that

emphasize the strengths of Mi Car. Content that highlights safety performance, smart connectivity, and environmental benefits can reinforce product credibility and build trust. Social media platforms and community-based marketing should be leveraged extensively to engage with younger, digitally literate consumers who constitute the main target audience.

At the product level, Xiaomi should continue to focus on innovation and integration with its broader technology ecosystem. Differentiating through advanced features such as intelligent driving assistance, seamless digital connectivity, and long-term battery reliability will enhance product appeal. Transparent communication of these attributes, supported by test results and consumer testimonials, will further strengthen product positioning.

Price Strategy should focus on maintaining competitive pricing relative to both traditional vehicles and other NEVs, while communicating total cost of ownership benefits. Offering clear financing options, loyalty incentives for existing Xiaomi users, and packages that combine after-sales service or charging benefits can enhance perceived affordability.

Although Place Strategy showed a weaker effect, it remains relevant for ensuring consumer confidence. Xiaomi should strengthen distribution by offering both online and offline access, expanding test-drive opportunities, and building reliable after-sales service networks. Collaborations with charging infrastructure providers can further reassure consumers about ownership feasibility.

## 5.3 Further Study

To deepen and extend the present findings, future research can build on the following directions.

Test mediators such as perceived value, brand trust, and perceived risk to clarify how the 4Ps variables translate into intention. Examine moderators including environmental concern, product knowledge, digital literacy, and founder related trust to identify boundary conditions.

Combine survey data with behavioral indicators such as configurator clicks, test drive bookings, deposit conversions, and service usage. When feasible, use privacy preserving telemetry or platform analytics to validate self reports.

Conduct multi group analysis to contrast technology centric brands with legacy automakers. Test whether promotion driven strategies are relatively more influential for tech entrants, while place related assurances weigh more for traditional brands.

Use structural equation modeling to estimate direct and indirect paths, and complement with machine learning for prediction while retaining interpretability through SHAP or similar methods. Cross validate models to ensure generalizability.

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# Appendix

**Appendix A. Participant Information and Consent**

**Study title:** Marketing Strategy of Mi Car and Consumer Purchase Intention in the NEV Market

**Consent Statement:**

I have read the information provided. I am 18 years or older, and I voluntarily agree to participate in this survey.

☐ I agree

☐ I do not agree

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**Appendix B. Screening Questions**

1. Have you considered purchasing a new energy vehicle within the next two years?

☐ Yes

☐ No

2. Are you familiar with the Xiaomi brand?

☐ Yes

☐ No

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**Appendix C. Demographic Information**

1. Gender

☐ Male

☐ Female

☐ Prefer not to say

2. Age

☐ 18–20

☐ 21–30

☐ 31–40

☐ 41–50

☐ Above 50

3. Highest education level

☐ High school or below

☐ Bachelor's degree

☐ Postgraduate degree

4. Monthly income (RMB)

☐ ≤ 8,000

☐ 8,001–15,000

☐ ≥ 15,001

5. Experience with NEVs

☐ Yes, I have driven or owned an NEV

☐ No, I have not driven or owned an NEV

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**Appendix D. Questionnaire Items (5-Point Likert Scale)**

**Instruction:** Please tick the option that best represents your level of agreement.

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

| Code | Statement | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| PS1 | I believe the overall product quality of Mi Car is reliable. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PS2 | The safety performance of Mi Car gives me confidence. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PS3 | Mi Car offers advanced smart connectivity features. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PS4 | The exterior design of Mi Car is attractive. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PS5 | I consider Mi Car to be environmentally friendly and energy efficient. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PR1 | I think the price of Mi Car is reasonable. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PR2 | The price of Mi Car is competitive compared with similar NEVs. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PR3 | The financing and payment options offered for Mi Car are attractive. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PR4 | The total cost of ownership of Mi Car is transparent and easy to understand. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PL1 | It is easy to find information about Mi Car through online and offline channels. | ☐ | ☐ | ☐ | ☐ | ☐ |

| Code | Statement | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| PL2 | Booking a test drive for Mi Car is convenient. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PL3 | Delivery and after sales service arrangements for Mi Car appear reliable. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PL4 | I believe I can obtain sufficient charging and maintenance support after purchasing Mi Car. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PM1 | The promotional messages about Mi Car are clear and easy to understand. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PM2 | Advertising and promotional activities for Mi Car are credible. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PM3 | The frequency and formats of Mi Car promotion leave a strong impression on me. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PM4 | Promotion of Mi Car has effectively increased my trust in the brand. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PM5 | Social media or word of mouth increases my attention to Mi Car. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PI1 | I am willing to consider purchasing Mi Car within the next 12 months. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PI2 | If conditions allow, I am likely to purchase Mi Car. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PI3 | I would recommend Mi Car to friends or family. | ☐ | ☐ | ☐ | ☐ | ☐ |
| PI4 | I am interested in test driving Mi Car or seeking more information about it. | ☐ | ☐ | ☐ | ☐ | |

# บันทึกข้อความ

**ส่วนงาน** บัณฑิตวิทยาลัย สาขาบริหารธุรกิจ **โทร.ภายใน** 5336

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**เรียน** ท่านอธิการบดี

**เรื่องเดิม** นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต MR. ZHANG LINGYUN รหัสนักศึกษา 6617195402 ได้ศึกษารายวิชาครบถ้วนสมบูรณ์ และได้ปฏิบัติตามเกณฑ์สำเร็จการศึกษาตามที่มหาวิทยาลัยสยามกำหนดเรียบร้อยแล้ว ทั้งนี้พร้อมยื่นเรื่องขออนุมัติสำเร็จการศึกษา โดยมีรายละเอียด ดังต่อไปนี้

1. ผ่านการตรวจสอบความซ้ำซ้อนด้วยโปรแกรม Grammarly เมื่อวันที่ 18 กันยายน 2568
2. ผ่านการสอบประมวลความรู้ข้อเขียน เมื่อวันที่ 26 เมษายน 2568
3. ผ่านการสอบปากเปล่าขั้นสุดท้ายวิชาการค้นคว้าอิสระ เมื่อวันที่ 8 พฤษภาคม 2568
4. ผ่านเกณฑ์มาตรฐานความรู้ภาษาอังกฤษ Oxford Placement Test score 86 CEFR C2 เมื่อวันที่ 20 สิงหาคม 2568
5. ผ่านการประชุมวิชาการระดับนานาชาติ at The 18th National and International Academic Conference on "Sustainable Horizon: Transforming Ideas into Impact" Subject : Marketing Strategy of Mi Car on 6-7 August 2025, United Nations Conference Centre Bangkok Thailand

**เรื่องพิจารณา** เพื่อพิจารณาเข้าประชุมสภามหาวิทยาลัย และอนุมัติบัณฑิตสำเร็จการศึกษา ประจำปีการศึกษา 2567 ดังรายละเอียดเอกสารประกอบการสำเร็จการศึกษาตามที่แนบมา

จึงเรียนมาเพื่อพิจารณาอนุมัติ และให้ดำเนินการต่อไป

(รศ.ดร.จอมพงศ์ มงคลวนิช)
คณบดีบัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

ตรวจทานแล้ว 15 เรียบร้อยแล้ว
24 ก.ย. 68

สำนักงานอธิการบดี
เอกสารฉบับนี้ ผ่านการอัปโหลดเข้าฐานข้อมูลได้
ลงชื่อ
วันที่ 26/9/68