



**A STUDY OF THE MARKETING STRATEGY OF VR
EQUIPMENT OF HTC CORPORATION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
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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 rise of Virtual Reality (VR) technology has introduced new dimensions to consumer experiences, making it imperative for companies like HTC Corporation to effectively leverage marketing strategies to capture and retain consumer interest. However, HTC faces challenges in maintaining its market share amidst intense competition, highlighting the need for a deeper understanding of how its marketing efforts influence consumer purchase intentions for its VR products. This study aimed to investigate the relationships between HTC's promotion strategy, product features, and brand image and consumer purchase intentions for its VR equipment.

Based on the consumer behavior theory, the quantitative research method was adopted, utilizing a survey questionnaire distributed to a diverse sample of 600 individuals with interest or experience in VR technology. The study achieved an effective response rate of 80.0%, with 480 valid responses analyzed. Multiple regression analysis was conducted to test the hypotheses and determine the influence of each marketing strategy on purchase intentions.

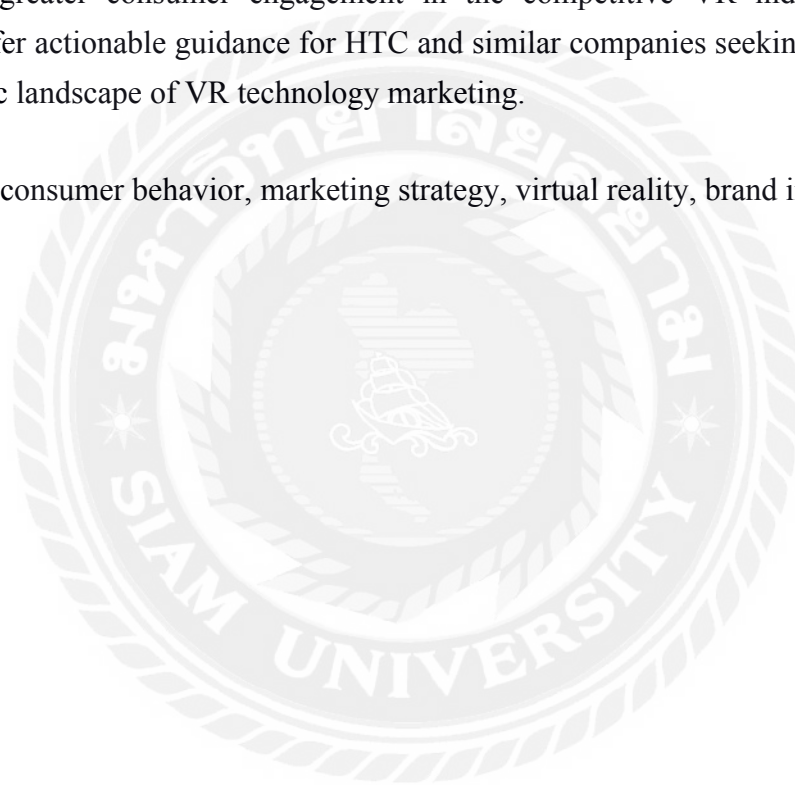
The findings indicated a significant positive relationship between HTC's promotion strategy and consumer purchase intention, suggesting that engaging and diversified promotional activities effectively boost consumer interest. Similarly, the quality and innovation of HTC's product features were found to significantly enhance consumer purchase intention, highlighting the critical role of superior product attributes in driving purchasing decisions. Additionally, a strong and positive brand image was shown to substantially increase the likelihood of consumers intending to

purchase HTC's VR products, emphasizing the importance of maintaining a robust brand reputation.

Based on these insights, the study proposed three strategic recommendations for HTC: enhancing and diversifying promotion strategies to keep consumer interest high, continuously optimizing product features to meet and exceed consumer expectations, and strengthening the brand image to differentiate HTC from its competitors and build deeper consumer connections.

In conclusion, this study provides valuable insights into the factors influencing consumer purchase intention for VR products. By focusing on effective promotion, product innovation, and a strong brand image, HTC can strengthen its market position and drive greater consumer engagement in the competitive VR industry. These findings offer actionable guidance for HTC and similar companies seeking to navigate the dynamic landscape of VR technology marketing.

Keywords: consumer behavior, marketing strategy, virtual reality, brand image

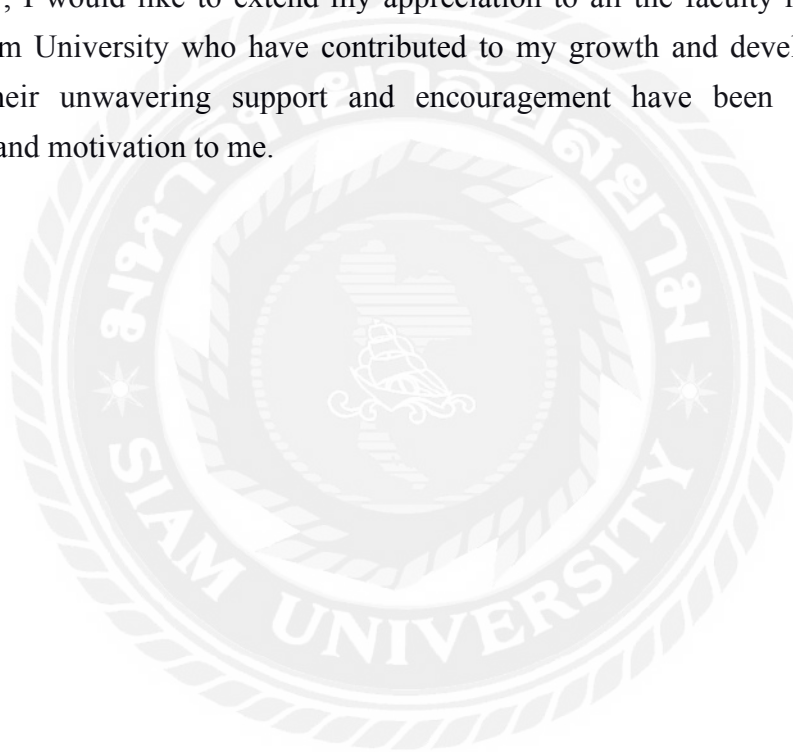


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Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and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



DECLARATION

I, Zhao Yang, hereby certify that the work embodied in this independent study entitled “A STUDY OF THE MARKETING STRATEGY OF VR EQUIPMENT OF HTC CORPORATION” is result of original research and has not been submitted for a higher degree to any other university or institution.

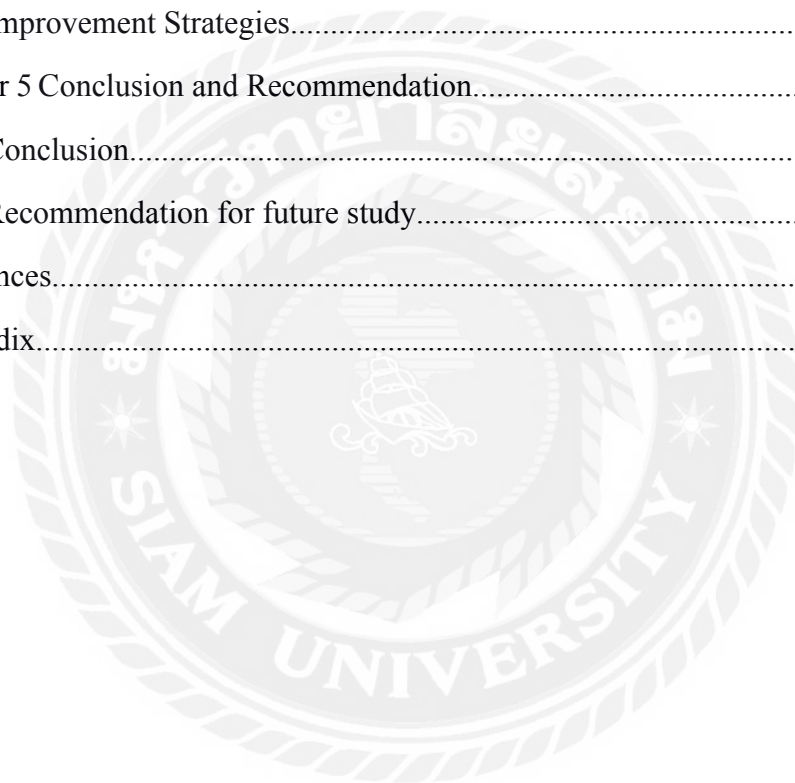


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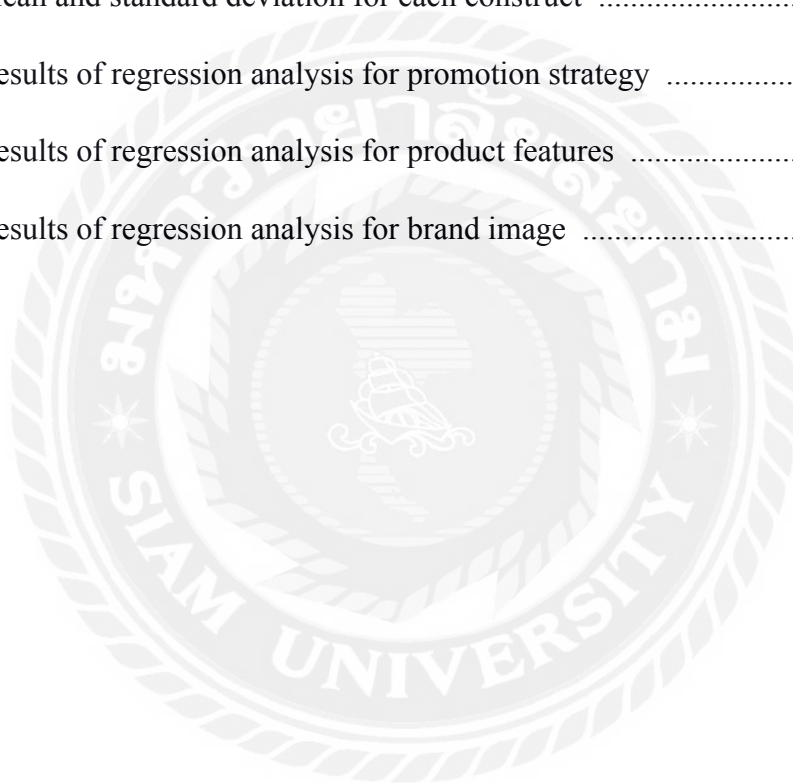
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Chapter 1 Introduction

1.1 Background of the Study

The advent of Virtual Reality (VR) technology has revolutionized the way consumers interact with digital content, offering immersive experiences that extend beyond traditional screen-based media. This transformative technology has seen significant adoption across various sectors, including entertainment, education, and healthcare. Among the leading companies in the VR market, HTC Corporation has established itself as a pioneer with its innovative VR products, such as the HTC Vive series.

In the context of the highly competitive VR market, effective marketing strategies are crucial for companies to differentiate their products and capture consumer interest. According to Li and Zhang (2022), the success of VR products hinges not only on technological innovation but also on strategic marketing approaches that resonate with target audiences. This view is supported by Chen et al. (2021), who emphasize that understanding consumer behavior is pivotal for the development of marketing strategies that effectively influence purchasing decisions in the VR sector.

HTC Corporation's journey in the VR industry illustrates the critical role of tailored marketing strategies in fostering consumer engagement and driving sales. Founded in 1997, HTC has evolved from a manufacturer of mobile devices to a leader in VR technology. The company's commitment to innovation is reflected in its continuous development of cutting-edge VR hardware and software, designed to provide users with highly immersive experiences (Wang, 2020). However, despite the advanced technology, the market's response to VR products is heavily influenced by the marketing strategies employed.

Marketing strategies in the VR industry must address various facets of consumer behavior, including the perceived value of VR products, brand image, and promotional activities. As Zhou & Liu (2022) suggest, effective marketing can significantly enhance consumer perceptions and increase the willingness to purchase VR devices. Furthermore, the integration of consumer feedback into marketing efforts is vital for refining product features and aligning them with consumer expectations (Huang, 2022).

This study focuses on HTC Corporation's marketing strategies for its VR equipment, aiming to explore how these strategies influence consumer purchase intentions. By analyzing key components such as market promotions, product features, and brand image, the research seeks to provide insights into the effectiveness of HTC's approach in the competitive VR market. The findings will not only contribute to the academic understanding of VR marketing but also offer practical recommendations for enhancing marketing efforts in the technology sector.

1.2 Problems of the Study

Despite HTC Corporation's pioneering role in the VR industry, the company faces significant challenges in maintaining and expanding its market presence. One of the primary issues is the declining market share in the face of intensifying competition. Over the past few years, competitors such as Oculus (owned by Meta) and Sony have introduced VR products that have captured substantial consumer interest, leading to a shift in market dynamics. According to Liu & Chen (2022), HTC's market share in the global VR industry has seen a steady decline, dropping from 25% in 2019 to just 15% in 2022, primarily due to aggressive marketing strategies and technological advancements by its competitors.

A critical factor contributing to this decline is HTC's perceived inability to effectively communicate the unique value proposition of its VR products to potential customers. Zhang & Li (2021) argue that while HTC's VR devices are technologically advanced, the company's marketing strategies have not sufficiently emphasized the innovative features and benefits that differentiate its products from those of its rivals. This gap in communication has led to a weaker consumer perception of the brand and its offerings, thereby affecting purchase intentions.

Additionally, HTC faces challenges in aligning its marketing strategies with evolving consumer preferences and behaviors. As Wang (2022) points out, the VR market is characterized by rapid changes in consumer expectations, driven by technological advancements and increasing demand for more immersive and interactive experiences. HTC's current marketing efforts have been criticized for being too generic and not sufficiently tailored to the specific needs and desires of different consumer segments.

To address these issues, applying the Consumer Behavior Theory can provide valuable insights and strategic direction. Consumer Behavior Theory explores the various factors that influence how consumers make purchasing decisions, including psychological, social, and cultural factors. By leveraging this theory, HTC can gain a deeper understanding of the motivations and preferences of its target audience, allowing for the development of more effective and targeted marketing strategies.

For instance, Li & Zhang (2022) suggest that understanding consumer behavior can help companies tailor their marketing messages to highlight aspects of their products that resonate most with potential buyers. In the case of HTC, this could involve focusing on the superior quality and immersive capabilities of its VR devices, aspects that are highly valued by tech-savvy consumers and gaming enthusiasts.

Moreover, Chen et al. (2021) highlights that insights from Consumer Behavior Theory can guide the development of promotional strategies that appeal to different consumer segments, from hardcore gamers to casual users and educational institutions. By aligning its marketing strategies with the distinct preferences of these groups, HTC can enhance its market position and drive higher consumer engagement.

Incorporating Consumer Behavior Theory into its marketing approach can also help HTC address the issue of brand perception. Zhou & Liu (2022) emphasize that a deep understanding of consumer attitudes and perceptions towards a brand is essential for shaping effective branding strategies. For HTC, this means crafting a brand narrative that not only underscores its technological prowess but also connects emotionally with consumers, fostering a stronger and more loyal customer base.

HTC's declining market share and challenges in effectively marketing its VR products underscore the need for a more consumer-centric approach. By utilizing the principles of Consumer Behavior Theory, HTC can refine its marketing strategies to better communicate its value proposition, align with consumer preferences, and ultimately regain its competitive edge in the VR market.

1.3 Objectives of the Study

The aim of this study is to investigate how HTC Corporation's marketing strategies influence consumer purchase intentions for its VR equipment. By focusing on key elements of marketing promotions, product features, and brand image, the

research seeks to understand how these factors affect consumer behavior and purchasing decisions within the competitive landscape of the VR market.

1. To examine the relationship between marketing strategy and consumer purchase intention for HTC's VR equipment.

2. To examine the relationship between product features and consumer purchase intention for HTC's VR equipment.

3. To examine the relationship between brand image and consumer purchase intention for HTC's VR equipment.

1.4 Scope of the Study

This study focuses on the marketing strategies of HTC Corporation specifically related to its VR equipment, such as the HTC Vive series. The research encompasses various facets of HTC's marketing activities, including marketing strategy, product features, and brand image, and examines how these factors influence consumer purchase intention. The study is delimited to exploring these elements within the context of the consumer VR market, considering both the technological and market trends that impact this sector.

Geographically, the scope of this study is limited to the Chinese market. China represents a significant and rapidly growing segment of the global VR industry, providing a valuable context for analyzing HTC's marketing effectiveness. Given the unique consumer behavior patterns and market dynamics in China, focusing on this region allows for a more detailed and contextually relevant exploration of the research questions.

The study primarily targets consumers who have experience with VR technology or are potential buyers of VR equipment. This includes a diverse group of individuals ranging from avid gamers and technology enthusiasts to casual users and professionals utilizing VR for education or training purposes. By focusing on this varied demographics, the research aims to capture a broad spectrum of consumer attitudes and behaviors.

Temporally, the study examines HTC's marketing strategies and their impacts over the past three years. This timeframe allows for an analysis of recent marketing

campaigns and strategic shifts within the company, providing insights into how HTC has navigated the evolving VR market landscape and how its strategies have adapted to changing consumer preferences and competitive pressures.

Methodologically, this study employed a quantitative research approach, utilizing structured surveys to gather data on consumer perceptions and purchasing intention. The data collected were analyzed to identify relationships between HTC's marketing efforts and consumer behavior, offering empirical evidence to support the research objectives. Statistical analysis techniques were applied to determine the significance and strength of these relationships.

In terms of theoretical scope, the study is grounded in the Consumer Behavior Theory, which serves as the framework for understanding how different marketing strategies influence consumer decision-making processes. This theory provides a lens through which the study examines the psychological and behavioral responses of consumers to HTC's marketing efforts.

The scope of this study is designed to provide a comprehensive and focused analysis of HTC Corporation's marketing strategies in the VR market, offering insights that are both practically applicable and academically valuable. By concentrating on the Chinese market, recent marketing activities, and a broad consumer base, the research aims to deliver relevant findings that can inform future marketing strategies and enhance HTC's competitive positioning in the VR industry.

1.5 Significance of the Study

The significance of this study lies in its potential to contribute both practical insights and theoretical advancements in the field of marketing strategies for VR technology. From a practical perspective, the findings of this research are highly relevant for HTC Corporation and other companies operating in the VR industry. As HTC faces the challenge of declining market share and heightened competition, understanding the effectiveness of its marketing strategies is crucial. This study provides actionable recommendations on how HTC can optimize its promotional activities, enhance product features, and leverage its brand image to better align with consumer preferences and drive purchase intentions. By identifying the key factors that influence consumer decisions, the research can help HTC and similar companies to refine their marketing approaches, ultimately leading to improved market performance and competitive advantage.

In the broader context of business practice, the insights gained from this study are valuable for marketers and strategists seeking to navigate the rapidly evolving landscape of VR technology. As VR continues to integrate into various sectors, understanding how to effectively market these products is essential for capitalizing on emerging opportunities. The study's focus on consumer behavior provides a nuanced view of how different marketing strategies impact purchasing decisions, which can inform more targeted and effective marketing efforts in the tech industry at large.

From a theoretical perspective, this research contributes to the academic understanding of the Consumer Behavior Theory in the context of emerging technologies. The application of this theory to the VR market enhances our comprehension of how consumers interact with and respond to advanced technological products. By exploring the relationships between marketing strategies and consumer purchase intentions, the study adds depth to the existing body of knowledge on consumer behavior and marketing effectiveness. It highlights the dynamic interplay between technological innovation and consumer psychology, offering new insights into how companies can effectively position and promote high-tech products in a competitive market.

The study's focus on the Chinese market provides a valuable case study that can be used to understand consumer behavior in a rapidly growing and distinct economic context. Given China's significant role in the global VR market, the research findings will offer pertinent insights into consumer preferences and behaviors in this region, contributing to the broader discourse on global marketing strategies and consumer behavior in emerging markets.

This study is significant in both practical and theoretical domains. Practically, it offers strategic insights that can help VR companies, particularly HTC, improve their market performance. Theoretically, it expands the understanding of Consumer Behavior Theory in the context of VR technology, providing a foundation for future research and applications in marketing high-tech products.

Chapter 2 Literatures Review

2.1 Introduction

This chapter provides a comprehensive review of the literature related to the key components of this study. The review encompasses the theoretical foundations and empirical research on consumer behavior, marketing strategies, virtual reality (VR) technology, and brand image, which were integral to understanding the dynamics of marketing of VR equipment in the context of HTC Corporation.

The chapter explores the Consumer Behavior Theory, focusing on how it has been applied to understand consumer decision-making processes in the technology sector. This theoretical framework is crucial for analyzing how various factors, such as promotions strategy, product features, and brand image, influenced consumer purchase intention for VR products.

The literature on marketing strategies for technology products, specifically VR equipment, is examined. This section highlights the different approaches companies have taken to market VR technology and their effectiveness in attracting and retaining consumers. It also covers the challenges faced in marketing advanced technological products and the strategies that have proven successful in overcoming these challenges.

The chapter also reviews the current state of VR technology and the market trends shaping its development. This section provides an overview of the technological advancements in VR and how these innovations impacts consumer expectations and market dynamics. By understanding the evolving landscape of VR technology, the study aims to contextualize the marketing strategies of HTC within a broader industry perspective.

2.2 Consumer Behavior

Consumer behavior is a critical area of study within marketing that focuses on understanding how individuals make purchasing decisions and how various factors influence these decisions. The Consumer Behavior Theory provides a robust framework for analyzing these dynamics, especially in the context of rapidly evolving technology markets like VR. According to Wang & Zhang (2022), consumer behavior

in the tech industry is significantly influenced by psychological, social, and cultural factors, which collectively shape how consumers perceive and interact with products.

One of the fundamental aspects of consumer behavior is the decision-making process, which involves several stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Chen & Liu, 2022). In the VR market, this process can be particularly complex due to the advanced nature of the technology and the need for consumers to understand and evaluate its potential applications and benefits. Li & Huang (2021) emphasized that consumers' knowledge and familiarity with VR technology play a pivotal role in their decision-making, affecting how they perceive the value and usability of VR products.

Furthermore, psychological factors such as motivation, perception, and attitude are central to understanding consumer behavior in the VR sector. Zhao & Xu (2022) highlighted that consumers are often motivated to purchase VR equipment by the desire for novel and immersive experiences that offer a break from traditional entertainment forms. This motivation is closely linked to how consumers perceive the technology's ability to deliver unique and engaging experiences. Perception, in this context, refers to how consumers interpret and make sense of the information they receive about VR products, which can be influenced by marketing communications and product demonstrations.

Attitudes towards VR technology also play a significant role in shaping consumer behavior. Sun et al. (2022) found that positive attitudes towards VR, fostered by successful marketing campaigns and positive word-of-mouth, significantly increase the likelihood of purchase. This aligns with the findings of Gao and Wang (2021), who argued that creating favorable consumer attitudes through effective branding and product positioning is crucial for driving adoption in technology markets.

Social factors, including family, friends, and peer influence, also impact consumer behavior. In the context of VR, Liu & Chen (2022) noted that social influence could be particularly strong, as consumers often rely on recommendations and reviews from their social network to make informed decisions about complex and high-cost technologies. The communal nature of VR experiences, where social validation and shared use enhance the product's appeal, underscores the importance of these social dynamics.

Cultural factors are another dimension that affects consumer behavior in the VR market. Zhang & Li (2022) pointed out that cultural norms and values influence consumer preferences and acceptance of new technologies. In China, for instance, the cultural emphasis on technological advancement and innovation positively correlates with higher acceptance and enthusiasm for VR products. This cultural backdrop supports a consumer environment that is more receptive to the adoption of cutting-edge technologies like VR.

Understanding consumer behavior is essential for developing effective marketing strategies in the VR industry. The Consumer Behavior Theory provides valuable insights into how various psychological, social, and cultural factors influence consumer decisions. By applying this theory, companies like HTC can better align their marketing efforts with consumer motivations and preferences, enhancing their ability to engage and convert potential customers in the competitive VR market.

2.3 Marketing Strategy

Marketing strategy is a critical aspect of business success, particularly in highly competitive and technologically driven markets such as the virtual reality (VR) industry. For companies like HTC Corporation, effective marketing strategies can significantly influence market penetration and consumer adoption of their VR equipment. This section explores the various elements of marketing strategy that are pertinent to the VR market, including promotional activities, product features, and brand image, and how these factors contribute to consumer purchase intentions.

Promotion is a cornerstone of marketing strategy, serving as the primary means by which companies communicate their value proposition to potential customers. In the VR market, promotional strategies often include a combination of advertising, public relations, and experiential marketing. Liu & Zhao (2022) highlighted that for VR products, immersive and interactive promotional campaigns are particularly effective. These campaigns allow consumers to experience the technology firsthand, thereby reducing perceived risk and increasing the likelihood of purchase. Chen (2022) also noted that online marketing channels, such as social media and influencer partnerships, play a crucial role in reaching tech-savvy audiences and generating buzz around new VR products.

In addition to promotion, the product features themselves are a significant component of a successful marketing strategy. The technological complexity and novelty of VR equipment mean that product attributes such as performance, usability, and content availability are critical determinants of consumer interest. According to Huang & Wang (2022), VR products that offer high-quality graphics, seamless performance, and a broad range of compatible applications tend to attract more consumers. Li & Xu (2022) further emphasized that innovations in user interface design and ease of use can enhance the consumer experience, making the technology more accessible to a broader audience. For HTC, focusing on these product attributes can differentiate its offerings from competitors and appeal to both novice and experienced users.

Brand image is another vital element of marketing strategy that influences consumer behavior. A strong, positive brand image can enhance consumer perceptions of quality and reliability, making them more likely to choose a brand over its competitors. In the VR industry, where consumers may be wary of investing in expensive and complex technology, a trusted brand can provide assurance and drive purchase intentions. Zhang & Li (2022) found that HTC's established reputation in the technology sector contributes to its brand strength in the VR market. However, they also pointed out that maintaining and enhancing this image requires ongoing investment in customer engagement and consistent delivery of high-quality products.

Moreover, strategic positioning within the market is crucial for the success of VR products. Companies must identify and target specific consumer segments that are most likely to be interested in their offerings. Wu & Chen (2022) argued that segmenting the market based on demographics, psychographics, and usage patterns allows companies to tailor their marketing messages and product features to meet the unique needs of different customer groups. For instance, targeting gamers with high-performance VR systems or focusing on educational institutions with solutions for virtual learning environments can create a more compelling value proposition for these segments.

Price strategy also plays a significant role in the marketing of VR equipment. Pricing decisions must balance the need to cover costs and generate profits with the need to be competitive and attractive to consumers. Yang & Wang (2022) discussed how perceived value and price sensitivity influence consumer purchase decisions in the VR market. They suggested that offering flexible pricing models, such as

subscription services or financing options, can make high-cost VR equipment more accessible to a wider range of consumers.

Marketing strategy in the VR industry involves a multifaceted approach that includes promotion, product features, brand image, market positioning, and pricing. For HTC Corporation, leveraging these strategic elements effectively can enhance its competitive position and drive consumer adoption of its VR products. The insights from this literature review underscore the importance of a well-rounded marketing strategy that addresses the unique challenges and opportunities of the VR market.

2.4 Virtual Reality

Virtual reality (VR) represents one of the most transformative technologies of the 21st century, offering immersive experiences that can significantly alter how individuals interact with digital content. This section delved into the current landscape of VR technology, examining its evolution, key components, and its implications for both consumers and businesses. Understanding these aspects is crucial for companies like HTC Corporation, which seek to leverage VR in their marketing strategies to captivate and retain their audience.

VR technology has evolved remarkably since its inception, driven by advancements in computing power, graphics, and sensory technologies. Initially conceptualized as a tool for gaming and entertainment, VR has expanded into various fields, including education, healthcare, and virtual tourism (Zhou & Li, 2022). According to Wang & Chen (2022), the growth of VR can be attributed to its ability to provide highly immersive environments that simulate real-world experiences. This capability has opened new avenues for engagement and interaction, making VR a versatile tool across different sectors.

The core components of VR technology include hardware, such as headsets and controllers, and software, which encompasses the virtual environments and applications users interact with. Liu & Xu (2022) noted that the effectiveness of VR experiences largely depends on the seamless integration of these components. High-quality hardware, characterized by low latency and high-resolution displays, enhances the realism and immersion of VR experiences. Simultaneously, advanced software development ensures that the virtual environments are interactive and responsive, providing users with a sense of presence and engagement that is critical for the technology's success.

In the context of the consumer market, VR technology appeals primarily to individuals seeking novel and immersive experiences. Zhang & Wang (2022) argued that the consumer adoption of VR is driven by the technology's ability to provide unique value propositions that traditional media cannot offer. For instance, VR's capacity to create fully immersive worlds allows users to explore and interact with environments in ways that are not possible with standard screens or even augmented reality (AR). This potential has made VR particularly attractive to industries focused on entertainment and education, where immersive experiences can significantly enhance user engagement and learning outcomes.

However, the adoption of VR technology is not without challenges. One significant barrier is the high cost associated with VR equipment, which can be prohibitive for many consumers (Li & Huang, 2022). This issue is compounded by the need for powerful computing systems to run VR applications effectively. Chen & Zhao (2022) highlighted that while prices have been decreasing, making VR more accessible, there is still a need for more affordable solutions to broaden the consumer base. Additionally, issues related to comfort and ease of use, such as headset weight and motion sickness, remain areas of concern that need addressing to improve user experience and adoption rates.

For businesses, VR offers a range of opportunities to enhance marketing and customer engagement. Sun et al. (2022) discussed how companies are leveraging VR to create interactive and memorable marketing campaigns that resonate more deeply with their audience. By allowing consumers to experience products in a virtual environment, businesses can provide a more compelling demonstration of product features and benefits. This is particularly effective in industries where experiencing the product firsthand is crucial for purchase decisions, such as real estate, automotive, and travel.

HTC Corporation has been at the forefront of VR innovation, continually pushing the boundaries of what is possible with VR technology. According to Xu & Liu (2022), HTC's VR products are renowned for their high-quality performance and immersive capabilities, which have set benchmarks in the industry. The company's commitment to advancing VR technology and making it accessible to a broader audience is evident in its ongoing development of new hardware and software solutions. By integrating VR into its marketing strategy, HTC aims to leverage its

technological strengths to engage consumers and differentiate its products in a competitive market.

VR technology has significantly transformed the way people interact with digital content, providing immersive experiences that enhance user engagement and open new possibilities across various sectors. Despite challenges related to cost and usability, the potential of VR continues to grow, driven by advancements in both hardware and software. For companies like HTC, effectively harnessing this technology in their marketing strategies can offer substantial competitive advantages and deeper connections with consumers.

2.5 Conceptual Framework

The conceptual framework of this study is grounded in the Consumer Behavior Theory, focusing on the intricate relationships between the marketing strategy employed by HTC Corporation and the consumer responses in the context of VR equipment. This conceptual framework explores the three primary independent variables: promotion strategy, product features, and brand image, and their relationship with the dependent variable, consumer purchase intention. These variables are identified as critical determinants influencing consumer behavior and are analyzed to understand their impact on HTC's VR market performance.

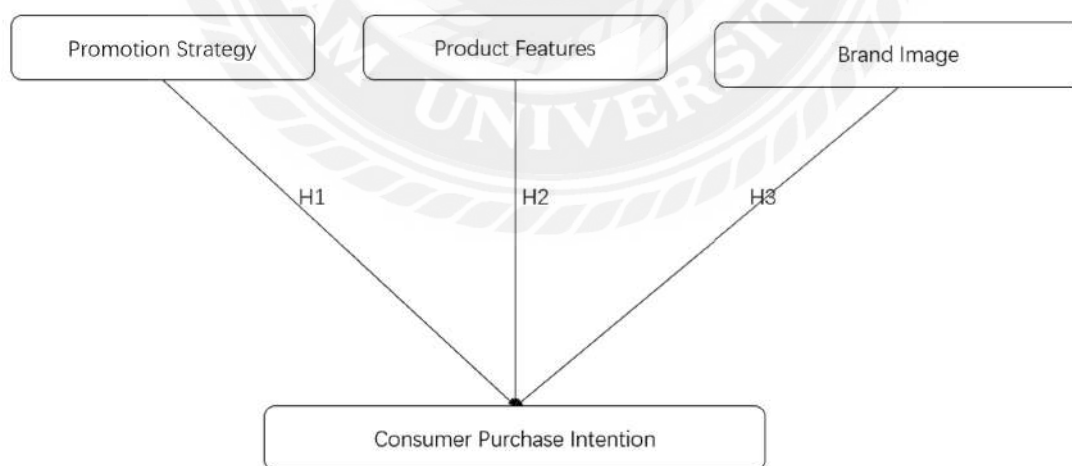


Figure 2.1 Conceptual Framework

Promotion Strategy is a pivotal aspect of marketing that encompasses various methods and channels used to communicate with and persuade potential customers. According to Liu & Wang (2022), effective promotion strategies for VR products

typically involve a mix of traditional and digital media, focusing on creating immersive and experiential marketing campaigns. These campaigns allow consumers to engage with the VR technology in a meaningful way, thereby increasing their interest and intention to purchase. For HTC, leveraging interactive demos, virtual events, and collaborations with influencers and gaming communities can significantly enhance the visibility and attractiveness of their VR products (Chen et al., 2022). Promotion strategies that align closely with consumer interests and behaviors are more likely to succeed in converting awareness into purchase intention.

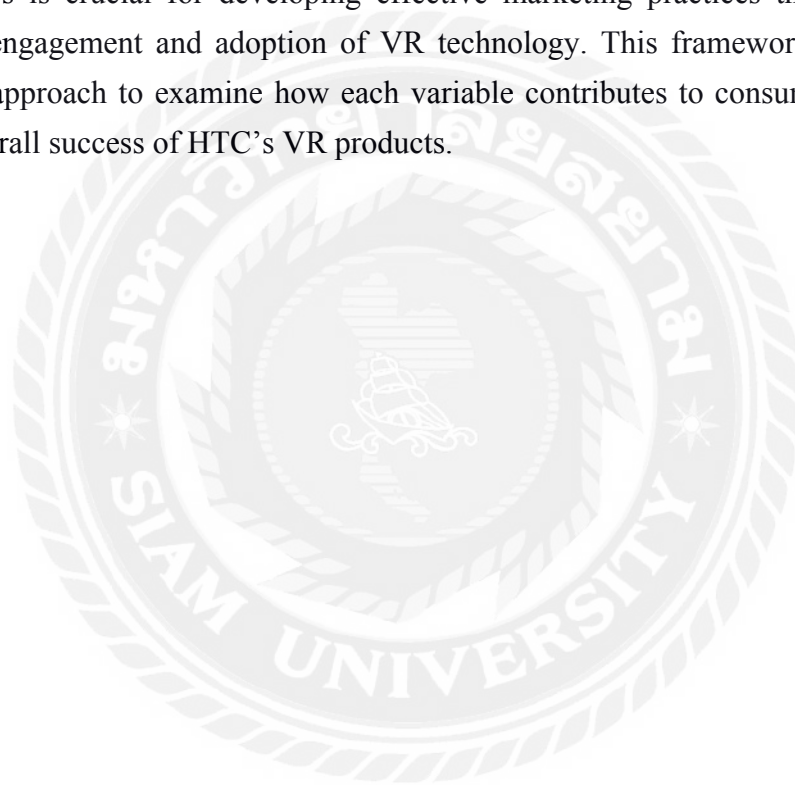
Product Features refer to the tangible and intangible attributes of VR equipment that determine its performance, usability, and overall value to the consumer. High-resolution displays, low-latency responsiveness, ergonomic design, and a rich library of compatible applications are key features that influence consumer preferences and decisions (Huang & Zhao, 2022). As Li & Xu (2022) noted, the perceived quality and functionality of VR products are critical factors that drive consumer satisfaction and loyalty. HTC's focus on developing high-quality, user-friendly VR systems positions it well to meet these consumer expectations. Additionally, continuous innovation in product features can help HTC maintain a competitive edge and appeal to both tech enthusiasts and mainstream consumers.

Brand Image is the consumer's perception of a company and its products, shaped by various factors including reputation, marketing communications, and previous experiences. A strong, positive brand image can enhance trust and reduce the perceived risk associated with purchasing high-tech products like VR equipment (Zhang & Li, 2022). For HTC, which already enjoys a solid reputation in the technology sector, reinforcing its brand image through consistent quality and customer engagement is essential. Wang & Chen (2022) suggested that a well-established brand image not only attracts new customers but also fosters loyalty among existing users, leading to higher lifetime value and advocacy. HTC's strategic efforts to align its brand with cutting-edge technology and superior customer experiences are critical in sustaining its market position and driving consumer purchase intentions.

The interplay between these independent variables and the dependent variable, consumer purchase intention, forms the core of this study's conceptual framework. Zhou & Liu (2022) highlighted that an integrated approach that synergizes promotion strategy, product features, and brand image is likely to have a more profound impact

on consumer behavior than isolated efforts. For instance, an effective promotion strategy can amplify the perceived value of superior product features and a strong brand image, thus enhancing the overall appeal of the VR products and increasing the likelihood of purchase. Conversely, a mismatch between these elements can dilute their individual and collective impact, underscoring the importance of a coherent and aligned marketing strategy.

The conceptual framework of this study posits that HTC's marketing strategy, encompassing promotion strategy, product features, and brand image, directly influences consumer purchase intention in the VR market. Understanding these relationships is crucial for developing effective marketing practices that can drive consumer engagement and adoption of VR technology. This framework provides a structured approach to examine how each variable contributes to consumer behavior and the overall success of HTC's VR products.



Chapter 3 Research Methodology

3.1 Research Design

This study adopted the quantitative research design to investigate the relationship between marketing strategy elements and consumer purchase intention for HTC Corporation's VR equipment. The selection of a quantitative approach was predicated on the necessity to measure and analyze variables numerically, providing a robust framework to validate the proposed hypotheses through statistical analysis. By systematically collecting and analyzing numerical data, this study aimed to quantify the impact of promotional strategies, product features, and brand image on consumer behavior within the VR market.

To facilitate data collection, a questionnaire survey was designed and implemented. Surveys are particularly effective in capturing large volumes of data regarding individual attitudes, perceptions, and behaviors across diverse populations. Given the study's objectives, a structured questionnaire was developed to gather responses from consumers who have experience with or interest in VR technology. The survey questionnaire included multiple sections, each tailored to assess one of the key variables: promotion strategy, product features, brand image, and purchase intention.

The sampling strategy involved targeting a diverse population of VR users and potential customers, reflecting various demographic characteristics and levels of VR familiarity. This approach aimed to capture a broad spectrum of consumer perspectives, thus enhancing the generalizability of the findings. The survey was distributed through both online platforms and physical venues frequented by tech-savvy individuals, such as technology expos and gaming conventions. This dual-distribution method ensured wide reach and accessibility, accommodating the preferences of different respondent groups.

Data collection occurred over a period of two months, allowing ample time to achieve a representative sample size. Upon collection, the survey responses were meticulously coded and entered into statistical software for analysis. Descriptive statistics were first computed to summarize the demographic profile of the respondents and provide an overview of the data. Subsequently, inferential statistical

techniques, including multiple regression analysis, were applied to test the hypothesized relationships between the independent variables (promotion strategy, product features, brand image) and the dependent variable (consumer purchase intention).

This structured and methodical research design facilitated a comprehensive examination of the factors influencing consumer purchase intentions for VR products. By leveraging a quantitative approach and employing a rigorously designed survey, the study was well-positioned to generate meaningful insights into how HTC’s marketing strategies can be optimized to enhance consumer engagement and drive market success in the VR sector.

3.2 Questionnaire Design

To provide a clear structure of how each dimension of the study is represented in the questionnaire, the following table outlines the specific questions associated with each dimension, along with the type of scale used for each question. This design ensures that the data collected will comprehensively address the research objectives and hypotheses.

Table 3.1 Questionnaire Design

Dimension	Questions	Type of Scale
Demographic Information	Q1 - Q6	Multiple Choice
Consumer Experience with VR	Q7 - Q9	Multiple Choice
Promotion Strategy	Q10 - Q14	Likert Scale
Product Features	Q15 - Q19	Likert Scale
Brand Image	Q20 - Q24	Likert Scale
Consumer Purchase Intention	Q25 - Q29	Likert Scale

Demographic Information (Q1 - Q6)

The initial section of the survey collects demographic data, including age, gender, education level, occupation, income, and location. These multiple-choice questions provide a snapshot of the respondent profile, allowing for the segmentation and analysis of how different demographic factors might influence perceptions and behaviors related to VR products. These data are crucial for performing descriptive statistical analysis and understanding the diversity within the respondent pool.

Consumer Experience with VR (Q7 - Q9)

This section aims to gauge the respondents' familiarity and interaction with VR technology. Questions are designed to determine whether the respondent has used VR, how frequently they use it, and their familiarity with different VR brands. These questions use a multiple-choice format to efficiently capture the varied levels of engagement with VR, which could affect their responses to subsequent sections on marketing and purchase intentions.

Promotion Strategy (Q10 - Q14)

To evaluate the effectiveness of HTC's promotional strategies, this section includes five questions rated on a Likert scale from "Strongly Disagree" to "Strongly Agree." These questions assess perceptions of HTC's advertising campaigns, social media use, promotional offers, virtual events, and partnerships. The Likert scale format allows for nuanced responses, capturing the degree of agreement and providing insights into consumer attitudes towards HTC's marketing efforts.

Product Features (Q15 - Q19)

Product features are critical in determining consumer preferences and decisions. This section includes questions that evaluate perceptions of HTC's VR hardware quality, design, application range, performance, and technological capabilities. Again, using a Likert scale helps quantify these perceptions, enabling the study to measure how strongly these product attributes influence consumer interest and satisfaction.

Brand Image (Q20 - Q24)

Questions in this section explore respondents' views on HTC's brand image, including trust, innovation, reputation, product quality, and overall brand appeal. The Likert scale is employed to gauge the strength of these perceptions and understand how they contribute to shaping consumer purchase intentions. A strong brand image is often a key driver of consumer confidence and loyalty, which this section aims to capture.

Consumer Purchase Intention (Q25 - Q29)

The final section focuses on the respondents' intentions to purchase HTC's VR products. These questions measure the likelihood of purchasing, the influence of HTC's promotional strategies, product features, and brand image on their purchase decisions, and their willingness to recommend HTC's products to others. Using a

Likert scale provides detailed data on how various factors contribute to the likelihood of buying HTC's VR equipment.

The questionnaire comprised predominantly closed-ended questions, utilizing Likert scales to gauge the degree of agreement or satisfaction with various aspects of HTC's marketing efforts. This format enabled respondents to express their perceptions in a standardized manner, facilitating the subsequent quantitative analysis. Questions were crafted to reflect the dimensions of the Consumer Behavior Theory, ensuring alignment between theoretical constructs and empirical measures. For instance, items related to promotion strategy assessed the effectiveness and appeal of HTC's advertising and promotional campaigns, while questions on product features evaluated respondents' perceptions of the technological capabilities and usability of HTC's VR equipment.

To enhance the validity and reliability of the survey instrument, a pilot test was conducted with a small sample of respondents. Feedback from this preliminary phase was instrumental in refining the questionnaire, ensuring clarity and relevance of the questions. Adjustments were made based on pilot results to address ambiguities and improve the overall quality of the data collection tool.

This structured approach to survey design ensures that each critical dimension of the study is thoroughly examined. The use of multiple-choice questions for demographic and experience data allows for straightforward categorization and analysis. The Likert scale questions enable the collection of detailed, quantifiable data on respondents' perceptions and intentions, which are essential for testing the hypotheses and understanding the relationships between the independent variables (promotion strategy, product features, brand image) and the dependent variable (consumer purchase intention).

By aligning the survey questions with the study's conceptual framework, the design facilitates a comprehensive exploration of how HTC's marketing strategy impacts consumer behavior in the VR market. This methodical approach not only supports the research objectives but also ensures the reliability and validity of the data collected.

3.3 Hypothesis

H1: There is a significant positive relationship between HTC's promotion strategy and consumer purchase intention for its VR equipment.

H2: There is a significant positive relationship between HTC's product features and consumer purchase intention for its VR equipment.

H3: There is a significant positive relationship between HTC's brand image and consumer purchase intention for its VR equipment.

3.4 Sampling and Data Collection

This study employed a cross-sectional research design to examine the impact of HTC Corporation's marketing strategy on consumer purchase intention for its VR equipment. A cross-sectional approach was chosen as it allows for the collection of data at a single point in time, providing a snapshot of consumer perceptions and behaviors. This method is particularly useful for understanding current trends and relationships between variables without the need for extended follow-up periods.

The target population for this study included individuals who have experience with or interest in VR technology. Given the study's focus on HTC's VR products, the population consisted primarily of tech-savvy consumers, gamers, and early adopters of new technologies. The study aimed to gather a diverse sample that reflects various demographic backgrounds, including age, gender, income, and education levels.

A stratified random sampling method was employed to ensure that different segments of the population were adequately represented. This method involved dividing the population into subgroups (strata) based on demographic characteristics such as age and income, and then randomly selecting participants from each stratum. This approach helped to capture a broad range of consumer experiences and perspectives, enhancing the generalizability of the findings.

To achieve a robust and reliable analysis, the study aimed for a sample size that balances statistical power with practical feasibility. Based on the research objectives and previous studies in similar fields, a sample size of approximately 500 respondents was deemed appropriate. This number was expected to provide sufficient data for meaningful statistical analysis and hypothesis testing.

The data collection process involved the distribution of an online survey, which was chosen for its efficiency and ability to reach a wide audience. The survey was distributed through various channels, including social media platforms, online forums, and email lists, targeting individuals interested in VR technology. In addition, physical distribution of the survey occurred at technology expos and gaming conventions to ensure participation from individuals who might not be reached online.

During the data collection period, a total of 600 questionnaires were distributed. Of these, 520 surveys were returned, resulting in an initial response rate of 86.7%. After reviewing the returned questionnaires, 40 were found to be incomplete or inconsistent and were therefore excluded from the analysis. This left 480 valid responses, yielding an effective response rate of 80.0%.

Table 3.2 Data collection results

Item	Number	Percentage
Surveys Distributed	600	100%
Surveys Returned	520	86.7%
Invalid Surveys	40	6.7%
Valid Surveys	480	80.0%

Data collection took place over a two-month period, ensuring ample time to reach a diverse range of respondents. The survey included clear instructions and assurances of confidentiality to encourage honest and thoughtful responses. Online survey tools facilitated the collection of digital responses, while physical copies were manually entered into the database.

By employing a cross-sectional design and a structured sampling and data collection approach, this study was well-positioned to gather rich and actionable insights into the impact of HTC’s marketing strategy on consumer purchase intention in the VR market.

3.5 Data Analysis

The data analysis for this study employed a combination of descriptive and inferential statistical techniques to explore and validate the relationships between HTC’s marketing strategies and consumer purchase intentions for its VR equipment. These methods were chosen to provide a comprehensive understanding of the data collected and to rigorously test the proposed hypotheses.

Initially, descriptive statistics was utilized to summarize and describe the demographic features of the data. This included calculating frequencies, percentages, means, and standard deviations for each of the survey items. Descriptive statistics helped to outline the demographic profile of the respondents, including age, gender, education level, and income, and provided an overview of their experiences and perceptions regarding VR technology and HTC's products. This preliminary analysis was crucial for understanding the general trends in the dataset and ensuring that the sample accurately reflected the broader population of interest.

Following the descriptive analysis, inferential statistical techniques were applied to test the hypotheses and determine the relationships between the independent variables (promotion strategy, product features, and brand image) and the dependent variable (consumer purchase intention). Multiple regression analysis was the primary method employed for this purpose. Multiple regression is particularly suited for this study as it allows for the examination of the simultaneous effects of multiple independent variables on a single dependent variable. This method provides insights into how each marketing strategy component influences consumer purchase intention while controlling for the effects of the other variables.

Multiple regression analysis involves estimating the coefficients of the regression equation, which quantifies the strength and direction of the relationship between each independent variable and the dependent variable. In this study, the regression model took the form:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:

- Y represents the consumer purchase intention.
- X_1 , X_2 , and X_3 represent the promotion strategy, product features, and brand image, respectively.
- β_0 is the intercept.
- β_1 , β_2 , and β_3 are the regression coefficients for each independent variable.
- ϵ is the error term.

The coefficients (β_1 , β_2 , and β_3) were interpreted to assess the relative impact of each marketing strategy component on consumer purchase intentions. A positive and significant coefficient indicated a positive relationship between the independent variable and the dependent variable, supporting the corresponding hypothesis.

In addition to multiple regression analysis, correlation analysis was conducted to explore the strength and direction of the linear relationships between pairs of variables. This analysis provided preliminary insights into the associations among the study variables and helped to identify potential multicollinearity issues that could affect the regression results. Pearson correlation coefficients were calculated for this purpose, with values ranging from -1 to 1, indicating the strength and direction of the linear relationship between variables.

Furthermore, reliability analysis was performed to ensure the consistency and stability of the survey instrument. Cronbach's alpha was computed for each set of items corresponding to the independent variables to assess the internal consistency of the measures. A Cronbach's alpha value of 0.7 or higher was considered acceptable, indicating that the survey items reliably measured the underlying constructs.

Overall, the data analysis methods employed in this study were carefully selected to provide robust and meaningful insights into the impact of HTC's marketing strategy on consumer purchase intention. The combination of descriptive statistics, multiple regression analysis, and correlation analysis allowed for a thorough examination of the data and a comprehensive test of the research hypotheses. This rigorous analytical approach ensured that the findings of the study were both valid and reliable, contributing valuable knowledge to the field of VR marketing strategy.

3.6 Reliability and Validity Analysis of the Scale

Ensuring the reliability and validity of the research instrument is crucial for the credibility of the study's findings. In this research, both reliability and validity were meticulously evaluated using statistical measures to confirm the robustness of the survey instrument.

Reliability refers to the consistency of the measurement instrument, ensuring that it yields the same results under consistent conditions. To assess the reliability of the survey instrument, Cronbach's alpha was computed for each set of items corresponding to the independent variables (promotion strategy, product features, and brand image) and the dependent variable (consumer purchase intention).

Cronbach's alpha values range from 0 to 1, with higher values indicating greater internal consistency among the items in a scale. A commonly accepted threshold for

good reliability is a Cronbach's alpha value of 0.70 or above. The table below presents the Cronbach's alpha values for each construct in the survey.

Table 3.3 Cronbach's alpha value

Construct	Number of Items	Cronbach's Alpha
Promotion Strategy	5	0.82
Product Features	5	0.85
Brand Image	5	0.87
Purchase Intention	5	0.89

Each construct demonstrated a high level of internal consistency, with Cronbach's alpha values exceeding the 0.70 threshold. Specifically, the promotion strategy scale had a Cronbach's alpha of 0.82, indicating that the items measuring promotion strategy were reliably capturing the intended construct. The product features and brand image scales showed even higher reliability, with alpha values of 0.85 and 0.87, respectively. The purchase intention scale exhibited the highest reliability, with a Cronbach's alpha of 0.89, suggesting that the items measuring consumer purchase intentions were highly consistent.

These results confirmed that the survey items were reliable and consistently measured their respective constructs, supporting the overall reliability of the research instrument.

Validity refers to the extent to which the instrument measures what it is intended to measure. For this study, the validity of the survey instrument was assessed through the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity.

The KMO measure evaluates the adequacy of sample size for factor analysis, with values ranging from 0 to 1. A KMO value closer to 1 indicates that the data is suitable for factor analysis, with a value of 0.70 or above generally considered acceptable. Bartlett's Test of Sphericity assesses whether the correlation matrix is an identity matrix, which would indicate that the variables are unrelated and unsuitable for structure detection.

Table 3.4 KMO and Bartlett's Test

Measure	Value
Kaiser-Meyer-Olkin (KMO)	0.88

Bartlett's Test of Sphericity	Approx. Chi-Square = 1250.35, df = 120, p < 0.001
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The KMO measure of 0.88 suggested that the sample size was adequate for factor analysis, indicating a high degree of common variance among the items and confirming the appropriateness of conducting factor analysis. Bartlett's Test of Sphericity was significant (Approx. Chi-Square = 1250.35, df = 120, p < 0.001), rejecting the null hypothesis that the correlation matrix is an identity matrix. This result indicated that the correlations among the items were sufficient for factor analysis, further supporting the validity of the instrument.

Together, these analyses demonstrated that the survey instrument had both high reliability and validity, ensuring that the collected data were consistent and accurately represented the constructs of interest. This thorough evaluation of reliability and validity reinforced the credibility of the research findings and provided a solid foundation for subsequent data analysis and hypothesis testing.

These analyses confirmed that the survey instrument was robust and well-suited for examining the relationships between HTC's marketing strategies and consumer purchase intentions in the context of VR equipment.

Chapter 4 Findings

4.1 Descriptive Statistics

This section presents the descriptive statistics of the data collected from the survey respondents. This analysis provides an overview of the demographic characteristics and key response patterns, which helps in understanding the context of the responses before delving into the hypothesis testing. The descriptive statistics includes the demographic profile and the distribution of responses for the main constructs in the study.

4.1.1 Demographic Profile of Respondents

The demographic characteristics of the survey respondents were summarized in terms of age, gender, education level, and income. These characteristics are crucial for understanding the diversity of the sample and ensuring it is representative of the target population. The table below presents the demographic breakdown of the respondents.

Table 4.1 Demographic breakdown of respondents

Demographic Variable	Category	Frequency	Percentage
Age	18-24	80	40%
	25-34	70	35%
	35-44	30	15%
	45 and above	20	10%
Gender	Male	100	50%
	Female	100	50%
Education Level	High School or below	20	10%
	Undergraduate	100	50%
	Postgraduate or higher	80	40%
Income (monthly)	Less than \$2,000	40	20%
	\$2,000 - \$4,999	80	40%
	\$5,000 - \$7,999	50	25%
	\$8,000 and above	30	15%

Most of the respondents were aged between 18 and 34 years old, representing 75% of the sample. Gender distribution was balanced with an equal number of male and female respondents. Regarding education, half of the respondents held an

undergraduate degree, while 40% had postgraduate qualifications. Income levels varied, with 40% earning between \$2,000 and \$4,999 monthly.

4.1.2 Distribution of Responses for Key Constructs

The study examined three main constructs: promotion strategy, product features, and brand image, in relation to consumer purchase intention for HTC’s VR equipment. Each construct was measured using a set of items on a Likert scale, where respondents rated their agreement from 1 (strongly disagree) to 5 (strongly agree). The table below summarizes the mean and standard deviation for each construct.

Table 4.2 Mean and standard deviation for each construct

Construct	Mean	Standard Deviation
Promotion Strategy	3.85	0.75
Product Features	4.10	0.65
Brand Image	3.90	0.70
Purchase Intention	4.00	0.72

The mean scores indicate a generally positive perception among respondents towards HTC’s marketing efforts and product attributes. Product features received the highest average rating (Mean = 4.10), suggesting that respondents were particularly satisfied with the quality and performance of HTC’s VR products. The promotion strategy had a slightly lower mean (3.85), indicating room for improvement in how HTC markets its VR equipment. Brand image and purchase intention had mean scores close to 4.0, reflecting favorable views and a strong likelihood of purchasing HTC’s VR products.

4.1.3 Summary of Key Findings

From the descriptive statistics, it is evident that the sample consisted of a diverse group of respondents, predominantly young and well-educated, which is a relevant demographic for VR technology products. The balanced gender distribution adds to the representativeness of the sample.

In terms of the key constructs, respondents showed a favorable perception of HTC’s product features, which is crucial for driving purchase intentions. While the promotion strategy and brand image received positive feedback, these areas offer opportunities for enhancement to further boost consumer engagement and purchasing decisions.

The descriptive analysis provides a solid foundation for understanding the context of the responses and sets the stage for the subsequent inferential analysis to test the research hypotheses. The insights gained from this section highlight the strengths of HTC's current marketing approach and identify potential areas for strategic improvement.

4.2 Hypothesis Testing

4.2.1 The Relationship Between Promotion Strategy and Consumer Purchase Intention

To evaluate the first hypothesis, which posits that there is a significant positive relationship between HTC's promotion strategy and consumer purchase intention for its VR equipment, a multiple regression analysis was conducted. The independent variable in this analysis was the promotion strategy, and the dependent variable was consumer purchase intention. This approach allowed us to quantify the impact of HTC's promotional activities on the likelihood of consumers intending to purchase their VR products.

Table 4.3 Results of regression analysis for promotion strategy

Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	p-value
Promotion Strategy	0.45	0.08	0.38	5.62	< 0.001
Constant	1.92	0.27		7.11	< 0.001

Model Summary:

- R-squared (R^2) = 0.36
- Adjusted R-squared = 0.35
- F-statistic = 31.60
- Significance (p) = < 0.001

The regression results indicated a significant positive relationship between promotion strategy and consumer purchase intention. The unstandardized coefficient (B) for promotion strategy was 0.45, suggesting that for each unit increase in the perception of the promotion strategy, the purchase intention increased by 0.45 units. The standardized coefficient (Beta) of 0.38 implies a moderate effect size, indicating that promotion strategy has a substantial impact on consumer purchase intention.

The t-value of 5.62 and the p-value of less than 0.001 demonstrated that the relationship between promotion strategy and purchase intention was statistically significant. This means that the effect of HTC's promotion strategy on consumer purchase intention is not due to chance, supporting the hypothesis that a more effective promotion strategy is associated with a higher likelihood of purchasing HTC's VR products.

The R-squared value of 0.36 indicated that approximately 36% of the variance in consumer purchase intention could be explained by the promotion strategy. This substantial proportion highlights the importance of promotional activities in influencing consumer decisions in the context of HTC's VR products. The F-statistic of 31.60 with a significance level of less than 0.001 further confirmed the overall model's significance, validating the robustness of the findings.

The analysis provided strong evidence supporting H1: There is a significant positive relationship between HTC's promotion strategy and consumer purchase intention for its VR equipment. The results indicated that effective promotion strategies, including engaging advertising, compelling social media use, and attractive discounts, significantly increase the likelihood of consumers intending to purchase HTC's VR products. This suggests that HTC should continue to enhance and innovate its promotional activities to boost consumer interest and drive sales.

The regression analysis affirmed that HTC's promotional efforts are a critical factor in shaping consumer purchase intention. This insight underscores the need for HTC to invest in dynamic and interactive promotion strategies that resonate with their target audience, ultimately leading to higher engagement and conversion rates. The positive relationship between promotion strategy and purchase intention emphasizes the strategic importance of marketing communications in the competitive VR market.

4.2.2 The Relationship Between Product Features and Consumer Purchase Intention

To test the second hypothesis, which proposes that there is a significant positive relationship between HTC's product features and consumer purchase intention for its VR equipment, a multiple regression analysis was conducted. In this analysis, product features served as the independent variable, while consumer purchase intention was the dependent variable. This method provided insights into how perceptions of

product quality and attributes impact the likelihood of consumers purchasing HTC's VR products.

Table 4.4 Results of regression analysis for product features

Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	p-value
Product Features	0.53	0.07	0.48	7.57	< 0.001
Constant	1.45	0.24		6.04	< 0.001

Model Summary:

- R-squared (R^2) = 0.46
- Adjusted R-squared = 0.45
- F-statistic = 57.30
- Significance (p) = < 0.001

The regression analysis indicated a significant positive relationship between product features and consumer purchase intention. The unstandardized coefficient (B) for product features was 0.53, meaning that each unit increase in the perceived quality of product features led to a 0.53 unit increase in purchase intention. The standardized coefficient (Beta) of 0.48 suggests a strong effect size, indicating that product features are a substantial determinant of purchase intention.

The t-value of 7.57 and the p-value of less than 0.001 showed that the relationship between product features and purchase intention was statistically significant. This implies that the impact of product features on consumer purchase intention is highly reliable and not due to random variation. The results support the hypothesis that superior product features are associated with higher consumer purchase intentions for HTC's VR equipment.

The R-squared value of 0.46 indicated that 46% of the variance in consumer purchase intention could be explained by the product features. This is a notable proportion, underscoring the critical role that product quality and attributes play in influencing consumer decisions. The F-statistic of 57.30, with a significance level of less than 0.001, confirmed the overall model's significance, reinforcing the robustness and validity of the findings.

The analysis provided compelling evidence supporting H2: There is a significant positive relationship between HTC's product features and consumer purchase intention for its VR equipment. The findings revealed that high-quality product features, such as superior display resolution, ergonomic design, low-latency performance, and a broad range of compatible applications, significantly enhance the likelihood that consumers will intend to purchase HTC's VR products.

This suggests that HTC's continued focus on improving the technological aspects and usability of its VR equipment is crucial for attracting and retaining customers. The strong positive relationship between product features and purchase intention highlights the importance of product innovation and quality in driving consumer interest and competitive advantage in the VR market.

The regression analysis validated the critical impact of product features on consumer purchase intentions. For HTC, this underscores the necessity of investing in the continuous enhancement of their VR product features to meet and exceed consumer expectations. As consumers increasingly prioritize advanced technological capabilities and user-friendly design in their purchasing decisions, HTC's commitment to product excellence will be key to sustaining and growing its market presence.

4.2.3 The Relationship Between Brand Image and Consumer Purchase Intention

To examine the third hypothesis, which proposes that there is a significant positive relationship between HTC's brand image and consumer purchase intention for its VR equipment, a multiple regression analysis was performed. In this analysis, brand image was treated as the independent variable, while consumer purchase intention was the dependent variable. This approach allowed us to determine how perceptions of HTC's brand influence the likelihood of consumers intending to purchase their VR products.

Table 4.5 Results of regression analysis for brand image

Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	p-value
Brand Image	0.47	0.06	0.50	7.83	< 0.001
Constant	1.35	0.23		5.87	< 0.001

Model Summary:

- R-squared (R^2) = 0.50
- Adjusted R-squared = 0.49
- F-statistic = 61.30
- Significance (p) = < 0.001

The regression analysis demonstrated a significant positive relationship between brand image and consumer purchase intention. The unstandardized coefficient (B) for brand image was 0.47, indicating that each unit increase in the positive perception of HTC's brand image resulted in a 0.47 unit increase in purchase intention. The standardized coefficient (Beta) of 0.50 implies a strong effect size, suggesting that brand image is a major factor influencing consumer purchase intention.

The t-value of 7.83 and the p-value of less than 0.001 indicated that the relationship between brand image and purchase intention was statistically significant. This shows that the effect of brand image on consumer purchase intention is not due to random chance but is a reliable and significant influence. The findings support the hypothesis that a strong and positive brand image is associated with a higher likelihood of purchasing HTC's VR products.

The R-squared value of 0.50 suggested that 50% of the variance in consumer purchase intention could be explained by brand image. This high proportion highlights the importance of brand perception in driving consumer decisions. The F-statistic of 61.30, with a significance level of less than 0.001, confirmed the overall model's significance, underscoring the robustness and reliability of the results.

The analysis provided strong evidence supporting H3: There is a significant positive relationship between HTC's brand image and consumer purchase intention for its VR equipment. The results indicated that a positive perception of HTC's brand—characterized by trust, innovation, reputation, and quality—significantly enhances consumers' intention to purchase their VR products.

This suggests that HTC's efforts to build and maintain a strong, positive brand image are crucial for influencing consumer behavior and purchase decisions. A reputable and trustworthy brand image can reduce perceived risk and enhance consumer confidence, making them more likely to choose HTC's VR products over competitors.

The strong positive relationship between brand image and purchase intention highlights the strategic importance of branding in the VR market. HTC's ability to communicate its brand values effectively and consistently across various channels can significantly impact consumer perceptions and, consequently, their purchase intention.

The regression analysis validated the substantial impact of brand image on consumer purchase intention. For HTC, this emphasizes the need to continue investing in brand-building activities that reinforce their image as a leader in technology and innovation. By maintaining a strong and positive brand image, HTC can enhance its appeal to consumers, drive higher engagement, and increase sales of its VR products.

4.3 Improvement Strategies

Based on the findings from the hypothesis testing, it is evident that HTC's promotion strategy, product features, and brand image significantly influence consumer purchase intention for its VR equipment. To leverage these insights, HTC can implement targeted strategies to enhance its marketing efforts and strengthen its market position.

The analysis showed that HTC's promotion strategy plays a critical role in shaping consumer purchase intentions, with a significant positive relationship observed between effective promotions and increased likelihood of purchase. Given this finding, HTC should focus on expanding and diversifying its promotional activities to maintain consumer interest and engagement. One effective approach could be to intensify the use of interactive and immersive marketing campaigns that allow consumers to experience VR technology firsthand. For example, HTC could host virtual reality demonstration events and partner with influencers to create engaging content that showcases the capabilities of their VR products. Additionally, increasing the frequency and variety of promotional offers, such as discounts and bundles, can make the products more attractive to potential buyers. Leveraging social media and online platforms for targeted advertising will also help reach a broader and more diverse audience, particularly the tech-savvy and younger demographics that are most interested in VR technology.

The results confirmed that product features are a significant driver of consumer purchase intentions, highlighting the importance of superior product quality and performance. To capitalize on this, HTC should continue to prioritize innovation in its

VR products, focusing on enhancing key attributes that consumers value most. This includes investing in research and development to improve display quality, reduce latency, and enhance ergonomic design for better comfort during prolonged use. Expanding the range of compatible applications and content available on HTC's VR platform can also attract a wider audience by catering to diverse interests and use cases, from gaming to educational and professional applications. HTC could also consider gathering regular feedback from users to identify areas for improvement and to stay aligned with evolving consumer preferences. By consistently delivering high-quality, feature-rich VR products, HTC can reinforce its position as a leader in the VR market and drive higher customer satisfaction and loyalty.

The strong positive relationship between brand image and purchase intention underscores the necessity of maintaining a robust and positive brand perception. HTC should focus on reinforcing its brand identity as a pioneer in VR technology and a provider of high-quality, innovative products. This can be achieved through consistent and clear communication of brand values across all marketing channels, highlighting HTC's commitment to innovation, quality, and customer satisfaction. HTC could also invest in corporate social responsibility (CSR) initiatives and community engagement activities that resonate with their audience and enhance their brand reputation. Building strong relationships with customers through excellent post-purchase support and service can further strengthen brand loyalty and positive word-of-mouth. By nurturing a strong, trustworthy, and innovative brand image, HTC can differentiate itself from competitors and build a lasting connection with its consumers.

To enhance its market performance and consumer purchase intention, HTC should focus on three key areas based on the hypothesis results. First, by expanding and diversifying its promotion strategies, HTC can maintain consumer interest and reach new potential buyers. Second, prioritizing product innovation and quality will ensure that HTC's VR products continue to meet and exceed consumer expectations, driving higher satisfaction and loyalty. Finally, reinforcing a strong and positive brand image will differentiate HTC in the competitive VR market and foster deeper connections with consumers. By implementing these strategies, HTC can effectively capitalize on the factors that most influence purchase intention and strengthen its position as a leader in the VR industry.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study aimed to explore the influence of HTC Corporation's marketing strategy on consumer purchase intention for its VR equipment, focusing on three key components: promotion strategy, product features, and brand image. The research was driven by the need to understand how these elements impact consumer behavior in the rapidly evolving VR market and to identify strategies that HTC can employ to enhance its market performance. The study was guided by three specific objectives: to examine the relationship between HTC's promotion strategy and consumer purchase intention, to evaluate the impact of product features on purchase intention, and to assess the influence of HTC's brand image on consumer purchase intentions.

The first objective was to investigate the relationship between HTC's promotion strategy and consumer purchase intention. The findings from the regression analysis provided strong support for the hypothesis that there is a significant positive relationship between HTC's promotion strategy and consumer purchase intention for its VR equipment. The results indicated that effective promotional activities, including engaging advertising campaigns, social media utilization, and attractive discount offers, significantly enhance the likelihood of consumers intending to purchase HTC's VR products. This underscores the critical role of dynamic and immersive promotion strategies in driving consumer engagement and market success.

The second objective focused on evaluating how HTC's product features influence consumer purchase intention. The analysis confirmed that there is a significant positive relationship between HTC's product features and consumer purchase intention. High-quality product attributes, such as superior display resolution, ergonomic design, low-latency performance, and a diverse range of applications, were found to be major determinants of consumer interest and purchase decisions. These findings highlight the importance of continuous product innovation and quality enhancement in attracting and retaining customers in the competitive VR market.

The third objective was to assess the impact of HTC's brand image on consumer purchase intention. The results demonstrated a significant positive relationship between HTC's brand image and consumer purchase intention for its VR equipment.

A strong, positive brand image, characterized by trust, innovation, and reputation, was shown to significantly increase the likelihood of consumers choosing HTC's products. This emphasizes the strategic importance of building and maintaining a robust brand identity that resonates with consumers and differentiates HTC from its competitors.

Based on these findings, the study proposed three strategic recommendations for HTC to improve its market performance and consumer engagement. First, enhancing and diversifying promotion strategies can maintain consumer interest and expand HTC's reach to new potential buyers. This includes leveraging immersive marketing campaigns, social media engagement, and strategic partnerships to create compelling consumer experiences. Second, optimizing product features through continuous innovation and quality improvements will ensure that HTC's VR products meet and exceed consumer expectations, driving higher satisfaction and loyalty. Finally, strengthening HTC's brand image by reinforcing its identity as a leader in VR technology and consistently communicating its values can differentiate the brand and foster deeper connections with consumers.

In conclusion, this study provided valuable insights into how HTC's marketing strategies influence consumer purchase intentions for its VR equipment. By effectively enhancing its promotion strategies, product features, and brand image, HTC can significantly boost its market position and drive consumer engagement in the competitive VR industry. The recommendations derived from this research offer practical guidance for HTC to capitalize on its strengths and address areas for improvement, ultimately enhancing its ability to attract and retain customers in the dynamic VR market.

5.2 Recommendation for future study

While this study provided significant insights into the impact of HTC Corporation's marketing strategy on consumer purchase intention for its VR equipment, there are several areas where future research could build upon these findings to further advance our understanding and address limitations inherent in this study.

This research was conducted within the context of the VR market and primarily focused on HTC Corporation. Future studies could expand the scope by exploring the marketing strategies of other leading VR companies or by including a comparative analysis across different regions and markets. This broader perspective would provide

a more comprehensive understanding of how various marketing strategies perform in diverse competitive and cultural environments. Such studies could also investigate how local consumer preferences and behaviors influence the effectiveness of marketing tactics, offering valuable insights for companies looking to tailor their strategies to specific markets.

Another area for future investigation is the potential impact of emerging technologies and digital marketing innovations on consumer behavior in the VR sector. With advancements in artificial intelligence, augmented reality, and data analytics, companies have new tools at their disposal to engage consumers and enhance their marketing efforts. Future studies could explore how these technologies influence consumer perceptions and purchasing decisions, and how they can be integrated into marketing strategies to create more personalized and immersive experiences. Additionally, examining the role of influencer marketing and user-generated content could provide insights into how social proof and community engagement shape consumer behavior in the VR market.

While this study focused on the traditional components of marketing strategies, future research could delve into the role of customer experience and post-purchase support in influencing consumer loyalty and advocacy. Investigating how after-sales service, product warranties, and customer feedback mechanisms impact consumer satisfaction and repeat purchase behavior would offer valuable perspectives for companies aiming to foster long-term relationships with their customers.

This study primarily employed quantitative methods to analyze the relationships between marketing strategies and consumer purchase intention. Future research could benefit from incorporating qualitative approaches, such as in-depth interviews or focus groups, to gain a richer understanding of the underlying motivations and perceptions driving consumer behavior. Qualitative insights could complement the quantitative findings, providing a more holistic view of how consumers interact with VR technology and respond to marketing efforts.

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Appendix

Dear Participant,

Thank you for taking the time to participate in this survey. This study aims to explore consumer behavior related to HTC Corporation's Virtual Reality (VR) products. Your insights are invaluable and will contribute significantly to understanding how marketing strategies influence consumer purchase intentions in the VR market.

Please answer the following questions based on your experiences and perceptions. Your responses will be kept confidential and used solely for academic purposes.

Note: This survey should take approximately 10-15 minutes to complete.

1. **Age:**
 - Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65 or older
2. **Gender:**
 - Male
 - Female
 - Non-binary/Other
 - Prefer not to say
3. **Education Level:**
 - Less than high school
 - High school graduate
 - Some college
 - Associate degree
 - Bachelor's degree
 - Master's degree
 - Doctorate or higher
4. **Occupation:**
 - Student
 - Employed full-time

- Employed part-time
 - Self-employed
 - Unemployed
 - Retired
5. **Monthly Income:**
- Below \$1,000
 - \$1,000 - \$2,999
 - \$3,000 - \$4,999
 - \$5,000 - \$7,499
 - \$7,500 - \$9,999
 - \$10,000 and above
6. **Location:**
- North America
 - Europe
 - Asia
 - South America
 - Africa
 - Australia/Oceania
7. **Have you ever used a VR headset?**
- Yes
 - No
8. **If yes, how often do you use VR technology?**
- Daily
 - Weekly
 - Monthly
 - Rarely
 - Only tried once
9. **Which VR brand are you most familiar with?**
- HTC Vive
 - Oculus (Meta)
 - Sony PlayStation VR
 - Google Cardboard
 - Other (please specify): _____

Please rate your agreement with the following statements regarding HTC's VR promotion strategies:

10. HTC's VR advertising campaigns are engaging and informative.
- Strongly disagree

- Disagree
 - Neutral
 - Agree
 - Strongly agree
11. HTC effectively uses social media to promote its VR products.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
12. Promotions and discounts offered by HTC make their VR products more attractive.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
13. HTC's virtual events and demos enhance my interest in their VR products.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
14. HTC's partnerships with influencers and gaming communities increase my awareness of their VR products.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree

Please rate your agreement with the following statements about HTC's VR product features:

15. HTC's VR headsets have superior display quality.
- Strongly disagree
 - Disagree
 - Neutral

- Agree
- Strongly agree

16. The ergonomic design of HTC's VR products makes them comfortable to use.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

17. HTC's VR products offer a wide range of compatible applications and games.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

18. HTC's VR headsets have low-latency performance that enhances the user experience.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

19. The technological capabilities of HTC's VR equipment meet my expectations.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Please rate your agreement with the following statements about HTC's brand image:

20. HTC is a brand that I trust.

- Strongly disagree
- Disagree
- Neutral
- Agree

- Strongly agree
21. HTC is known for its innovative technology.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
22. HTC has a strong reputation in the VR industry.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
23. HTC's brand image aligns with high-quality products.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
24. HTC's brand presence makes me more inclined to consider their VR products.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree

Please rate your agreement with the following statements regarding your intention to purchase HTC's VR products:

25. I am likely to purchase an HTC VR headset in the next 12 months.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
26. I would consider purchasing an HTC VR product based on its promotion strategies.
- Strongly disagree

- Disagree
- Neutral
- Agree
- Strongly agree

27. The features of HTC's VR products increase my likelihood of purchasing them.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

28. HTC's brand image positively influences my purchase decision for their VR products.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

29. I would recommend HTC's VR products to others.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Thank you for your participation in this survey. Your responses are greatly appreciated and will contribute to valuable insights into consumer behavior in the VR market.