



**A STUDY OF THE FACTORS INFLUENCING PURCHASE
INTENTION TOWARD CHINESE NEW ENERGY PRODUCTS
AMONG CHINESE CONSUMERS IN THAILAND: A CASE
STUDY OF LONGI GREEN ENERGY TECHNOLOGY**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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Title: A Study of the Factors Influencing Purchase Intention toward Chinese New Energy Products among Chinese Consumers in Thailand: A Case Study of LONGi Green Energy Technology

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ABSTRACT

This study examined the factors influencing purchase intention toward Chinese new energy products among Chinese consumers in Thailand, using LONGi Green Energy Technology as the case company. This study focused on LONGi's solar photovoltaic products in the Thai market. Based on the Stimulus-Organism-Response theory, this study regarded brand image, information quality, perceived product quality, and service quality as stimulus factors, brand trust as organism factor, and purchase intention as response factor.

A quantitative research method was adopted. Data were collected through a structured questionnaire distributed to Chinese consumers living in Thailand. A total of 300 questionnaires were distributed, 292 were returned, and 262 valid questionnaires were obtained, with a valid response rate of 89.73%. The data were analyzed using descriptive statistics, reliability and validity analysis, confirmatory factor analysis, structural equation modeling, mediating effect analysis.

The results show that brand image, information quality, perceived product quality, and service quality all have significant positive effects on brand trust. Brand trust also has a significant positive effect on purchase intention. In addition, brand trust mediates the relationships between the four stimulus factors and purchase intention. These findings indicate that improving brand image, information quality, product quality perception, and service quality can strengthen consumer trust and further enhance purchase intention.

This study enriches the application of SOR theory in the context of Chinese new energy products in overseas markets. It also provides practical implications for LONGi and other Chinese new energy enterprises seeking to improve consumer trust and purchase intention in Thailand.

Keywords: Chinese new energy products, LONGi Green Energy Technology, brand trust, purchase intention, SOR theory



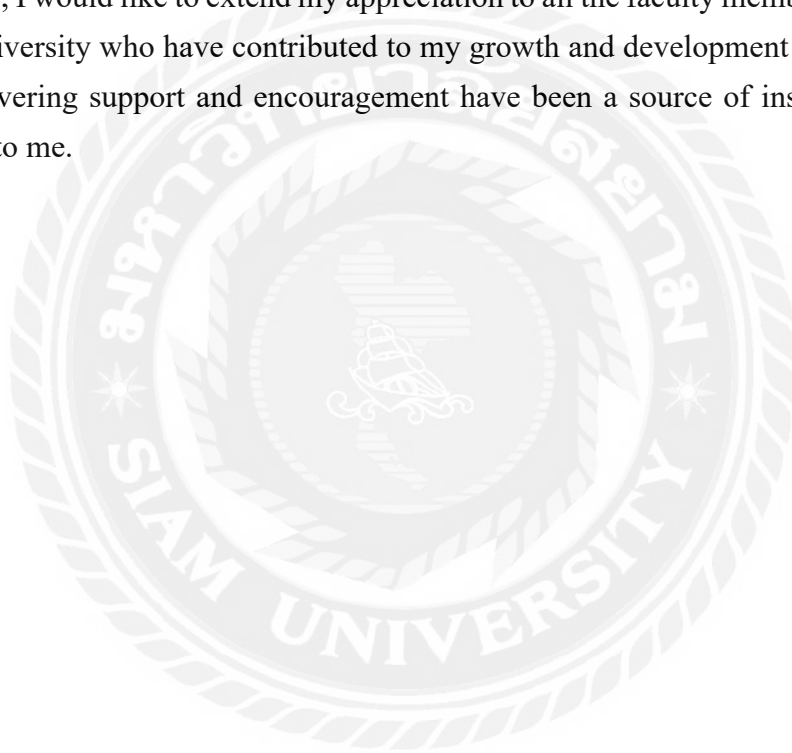
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Sun Yirui



DECLARATION

I, Sun Yirui, hereby declare that this Independent Study entitled “A Study of the Factors Influencing Purchase Intention toward Chinese New Energy Products among Chinese Consumers in Thailand: A Case Study of LONGi Green Energy Technology” is an original work and has never been submitted to any academic institution for a degree.

(Sun Yirui)

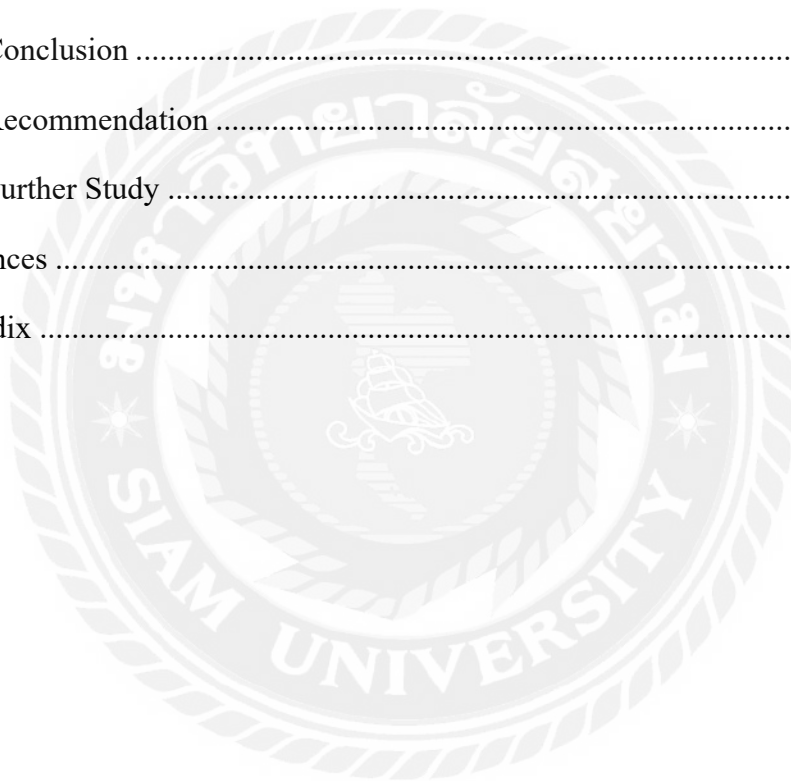
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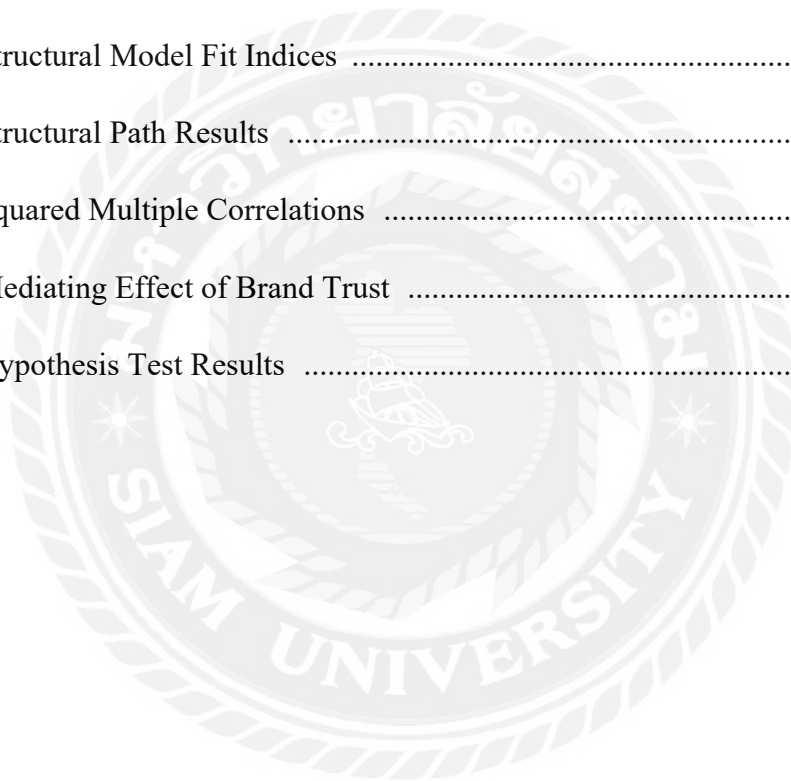
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Chapter 1 Introduction

1.1 Background of the Study

The global energy system is undergoing a major transformation as countries seek to reduce dependence on fossil fuels, strengthen energy security, and achieve long-term climate and sustainable development goals. Renewable energy has consequently become an increasingly important component of national energy strategies and global investment. According to the International Energy Agency (IEA, 2024), renewable energy capacity is expected to continue expanding rapidly through 2030, with solar photovoltaic (PV) and wind power accounting for approximately 95% of global renewable capacity growth during this period. The International Renewable Energy Agency (IRENA, 2025) also reported continued growth in global renewable power generation capacity between 2015 and 2024, reflecting the increasing importance of renewable technologies in the global electricity system. These developments indicate that renewable energy is moving from a supplementary energy source toward a central component of future power systems.

Among renewable energy technologies, solar photovoltaic technology has become particularly important because of its scalability, declining production costs, technological advancement, and broad applicability across utility-scale, commercial, industrial, and household settings. The IEA (2024) forecasts that solar PV will remain one of the main drivers of renewable electricity expansion through 2030. Under current policy and market conditions, solar PV and wind together are expected to account for the overwhelming majority of new renewable capacity additions. Solar PV is also expected to become the largest renewable electricity source globally before the end of the decade, demonstrating its increasingly important role in the transformation of electricity systems.

The rapid expansion of solar PV has also reshaped the global renewable-energy manufacturing landscape. As demand for photovoltaic modules has increased, the competitiveness of solar energy has become closely connected with manufacturing scale, technological innovation, supply-chain efficiency, and cost reduction. China has emerged as the dominant manufacturing center in the global solar photovoltaic industry. According to the IEA (2022), China accounts for more than 80% of global manufacturing capacity across the major stages of the solar PV supply chain, including polysilicon, ingots, wafers, cells, and modules. Large-scale investment, industrial policy support, technological development, and economies of scale have contributed to

substantial reductions in photovoltaic manufacturing costs and have strengthened the international competitiveness of Chinese solar manufacturers.

The development of China's solar PV industry has therefore increasingly extended beyond the domestic market. Chinese photovoltaic enterprises have expanded manufacturing, distribution, project development, partnerships, and sales activities across Asia and other international markets. This process reflects a broader internationalization of China's new energy industry, in which firms increasingly compete not only in product manufacturing but also in technology, branding, service networks, and long-term market development. Southeast Asia represents an important region in this international expansion because of its growing electricity demand, favorable renewable-energy resources, expanding industrial activity, and increasing policy attention to low-carbon development.

Thailand is one of the major energy markets in Southeast Asia and has increasingly emphasized the development of cleaner electricity. Thailand has announced targets of carbon neutrality by 2050 and net-zero greenhouse gas emissions by 2065. The transition of the electricity sector is particularly important to achieving these objectives because electricity generation remains closely connected with national emissions and the decarbonization of other economic sectors. The IEA (2023) notes that increasing the deployment and integration of renewable electricity, particularly solar PV and wind power, will be important for aligning Thailand's power system with its longer-term climate objectives. Thailand's relatively strong solar resources and growing demand for electricity also create favorable conditions for continued photovoltaic development.

The increasing importance of renewable energy in Thailand has created market opportunities for international solar technology providers, including Chinese photovoltaic companies. As Chinese firms expand into Thailand, competition increasingly extends beyond manufacturing capacity to include market acceptance, local partnerships, product adaptation, service availability, and customer recognition. The overseas development of Chinese renewable-energy products therefore depends not only on technological supply but also on how products and companies are perceived by consumers and other market participants in the destination country.

LONGi Green Energy Technology Co., Ltd. provides a relevant case for examining this development. Founded in 2000, LONGi has developed into an internationally active solar technology company providing photovoltaic products and solutions for utility-scale power plants, commercial and industrial users, and household applications. The company reports manufacturing facilities and sales operations across

more than 150 countries and regions, illustrating the international scope of its solar business.

Thailand is also an active market within LONGi's Southeast Asian operations. LONGi has participated in photovoltaic projects and partnerships in Thailand, including commercial and industrial rooftop projects and cooperation with local renewable-energy developers. For example, LONGi reported a 974.08 kW commercial photovoltaic project in Samut Sakhon that entered operation in 2025, while the company has also continued to develop strategic cooperation with Thai solar-energy enterprises. These activities illustrate the increasing presence of Chinese photovoltaic technology in Thailand and provide a practical context for examining consumer responses to Chinese new energy products.

However, the international expansion of photovoltaic enterprises cannot be understood only from the perspectives of manufacturing capacity, technological performance, or project deployment. For consumer-oriented and distributed applications, market development also depends on whether potential customers are willing to consider and accept the products offered by a particular company. Solar photovoltaic systems differ from many frequently purchased consumer products because they generally involve relatively high initial expenditure, technical complexity, installation requirements, long expected service life, and long-term performance considerations. Consumers may therefore need to make relatively careful evaluations before developing a willingness to purchase.

Purchase intention is consequently an important indicator for understanding consumers' potential responses to renewable-energy products. Existing studies on residential solar PV and low-carbon technology adoption suggest that consumers' willingness to adopt these technologies is influenced by their broader evaluations of the product and the decision environment. Schulte et al. (2022), in a meta-analysis of residential PV adoption, demonstrated that consumers' intentions represent an important component in the process leading toward solar-energy acceptance. Similarly, Hasheem et al. (2022) found that behavioral and technology-related evaluations were significantly associated with consumers' intention to purchase solar photovoltaic technology. These studies demonstrate that technological expansion alone does not guarantee consumer adoption; understanding consumer decision-making remains important for renewable-energy market development.

The study of purchase intention is particularly meaningful in an overseas-market context. Consumers evaluating products from companies originating in another country may face differences in market information, local service systems, product familiarity,

and purchasing environments. Chinese consumers living in Thailand represent a distinctive group because they may be familiar with Chinese brands and technologies while simultaneously making consumption decisions within the Thai market environment. Their perceptions and purchase intentions therefore provide a useful perspective for examining how Chinese new energy products are received when operating outside the domestic Chinese market.

Against this background, studying Chinese consumers' purchase intention toward LONGi's solar photovoltaic products in Thailand has both theoretical and practical relevance. From an academic perspective, the study contributes to the understanding of consumer behavior toward renewable-energy products in an international market setting. From a practical perspective, it can provide insights into how Chinese solar enterprises may strengthen market acceptance as they expand internationally. Using LONGi Green Energy Technology as the case company therefore offers an appropriate context for examining purchase intention toward Chinese new energy products among Chinese consumers living in Thailand.

1.2 Questions of the Study

1: How does brand image influence brand trust toward LONGi's Chinese new energy products among Chinese consumers in Thailand?

2: How does information quality influence brand trust toward LONGi's Chinese new energy products among Chinese consumers in Thailand?

3: How does perceived product quality influence brand trust toward LONGi's Chinese new energy products among Chinese consumers in Thailand?

4: How does service quality influence brand trust toward LONGi's Chinese new energy products among Chinese consumers in Thailand?

5: How does brand trust influence purchase intention toward LONGi's Chinese new energy products among Chinese consumers in Thailand?

6: Does brand trust mediate the relationship between stimulus factors and purchase intention?

1.3 Objectives of the Study

1. To examine the influence of brand image on brand trust in LONGi's Chinese new energy products among Chinese consumers in Thailand.

2. To examine the influence of information quality on brand trust in LONGi's Chinese new energy products among Chinese consumers in Thailand.

3. To examine the influence of perceived product quality on brand trust in LONGi's Chinese new energy products among Chinese consumers in Thailand.

4. To examine the influence of service quality on brand trust in LONGi's Chinese new energy products among Chinese consumers in Thailand.

5. To examine the influence of brand trust on purchase intention toward LONGi's Chinese new energy products among Chinese consumers in Thailand.

6. To examine the mediating role of brand trust in the relationships between brand image, information quality, perceived product quality, service quality, and purchase intention toward LONGi's Chinese new energy products among Chinese consumers in Thailand.

1.4 Scope of the Study

This study focused on consumer responses to Chinese new energy products, using the solar photovoltaic products of LONGi Green Energy Technology as the specific research context. The study examined consumers' evaluations of the brand, product-related information, perceived product performance, and service experience, as well as their trust in the brand and intention to purchase LONGi's solar photovoltaic products.

The study did not attempt to evaluate the engineering performance, technical efficiency, manufacturing process, or financial feasibility of solar photovoltaic systems. Instead, the research was conducted from a consumer behavior and marketing perspective, with emphasis on consumers' perceptions and behavioral intentions.

1.5 Significance of the Study

Theoretical Significance: This study enriches the application of SOR theory in the context of Chinese new energy products in overseas markets. By examining brand image, information quality, perceived product quality, service quality, brand trust, and purchase intention, this study helps explain how external stimuli influence consumers' internal psychological state and behavioral intention.

This study also contributes to research on green purchase intention and renewable energy product consumption. It focuses on Chinese consumers in Thailand and LONGi's solar photovoltaic products, providing a more specific context for understanding consumer behavior toward Chinese new energy products.

Practical Significance: This study can help LONGi Green Energy Technology and other Chinese new energy enterprises better understand the factors influencing consumers' purchase intention in Thailand. The findings may provide suggestions for

improving brand image, information communication, product quality perception, and service quality.

In addition, this study may help Chinese new energy companies strengthen consumer trust and develop more effective overseas market strategies, especially in Southeast Asian markets such as Thailand.

1.6 Definition of Key Terms

Brand Image

Brand image refers to consumers' overall perceptions, associations, and impressions of a brand. In this study, brand image reflects Chinese consumers' perceptions of LONGi's reputation, technological capability, environmental image, credibility, and market position.

Information Quality

Information quality refers to the degree to which information provided to consumers is accurate, complete, relevant, timely, clear, and useful. In this study, it refers primarily to consumers' perceptions of the quality of information concerning LONGi's photovoltaic products, technical characteristics, installation requirements, performance, and related services.

Perceived Product Quality

Perceived product quality refers to consumers' subjective evaluation of the overall excellence or superiority of a product. In this study, it reflects consumers' perceptions of LONGi photovoltaic products in terms of reliability, efficiency, durability, safety, technological performance, and overall quality.

Service Quality

Service quality refers to consumers' evaluation of the quality and effectiveness of services received before, during, and after the purchase process. In this study, it includes consultation, installation guidance, technical support, maintenance, responsiveness, and after-sales services associated with LONGi's photovoltaic products.

Brand Trust

Brand trust refers to consumers' willingness to rely on a brand based on their confidence in the brand's reliability, credibility, competence, and ability to fulfill its promises. In this study, brand trust represents the organism component of the SOR framework and functions as the mediating variable between the four external stimulus factors and purchase intention.

Purchase Intention

Purchase intention refers to consumers' willingness, likelihood, or plan to purchase a product in the future. In this study, it refers to Chinese consumers' willingness to consider purchasing, choosing, or recommending LONGi's photovoltaic products in Thailand and represents the response component of the SOR framework.



Chapter 2 Literature Review

2.1 Brand Image

Brand image refers to consumers' perceptions and associations about a brand that are stored in memory. These associations may be formed through product experience, marketing communication, corporate reputation, and word of mouth. Keller (1993) emphasized that strong, favorable, and unique brand associations are important components of consumer-based brand equity because they influence how consumers evaluate and respond to a brand.

Brand image can reduce uncertainty in consumer decision-making, particularly when products are technically complex or difficult to evaluate before purchase. Consumers may use a brand's reputation, credibility, and perceived competence as signals when judging expected product performance. Aaker (1996) also noted that strong brand associations can provide functional and emotional value and strengthen consumers' overall evaluation of a brand.

A favorable brand image can also help consumers differentiate one brand from competing alternatives. When consumers perceive a brand as professional, reliable, innovative, and responsible, they are more likely to form positive expectations regarding its products and services. These expectations may be especially important in high-involvement purchase situations, where consumers tend to devote more attention to the credibility and reputation of the company behind the product.

Previous studies have shown that brand image is closely related to consumers' purchase-related evaluations. Wu et al. (2011) found that brand image plays an important role in shaping purchase intention, while Hartmann and Apaolaza-Ibáñez (2012) demonstrated that consumers' perceptions of green-energy brands can influence attitudes and purchase intention. These findings suggest that brand image is also relevant in renewable-energy markets, where consumers often need to evaluate products involving higher financial commitment and long-term use.

In the renewable-energy context, brand image may have particular importance because consumers are often unable to directly assess all technical characteristics before purchase. Solar photovoltaic products involve considerations such as efficiency, durability, reliability, installation, and long-term performance. Under these conditions, consumers may rely partly on the overall reputation and image of the manufacturer when evaluating whether a product is dependable. A recognizable and credible brand can therefore function as an important market signal.

Brand image may also contribute to the formation of brand trust. Consumers are more likely to trust a brand when they perceive it as reputable, reliable, technologically capable, and able to fulfill its promises. Chaudhuri and Holbrook (2001) argued that brand trust is based on consumers' confidence in a brand's reliability and integrity, suggesting that positive brand perceptions can provide an important basis for the development of trust.

For Chinese new energy enterprises operating in overseas markets, brand image may be particularly relevant because consumers evaluate not only the product itself but also the company's international reputation, technological capability, environmental responsibility, and long-term market presence. In the case of solar photovoltaic products, a strong brand image may help consumers reduce uncertainty and increase confidence in the company's ability to provide reliable products and continuous support.

2.2 Information Quality

Information quality refers to the degree to which information provided to consumers is accurate, complete, relevant, timely, understandable, and useful for decision-making. DeLone and McLean (2003) identified information quality as an important dimension of information-system success and emphasized that high-quality information can improve users' evaluations and subsequent behavioral responses. In consumer decision-making, reliable information can help individuals understand product characteristics, compare available alternatives, and reduce uncertainty before purchase.

Information quality becomes particularly important when consumers evaluate technically complex or high-involvement products. Incomplete, inconsistent, or unclear information may increase information asymmetry between firms and consumers, whereas accurate and sufficiently detailed information can improve consumers' understanding of expected product performance. In online purchasing research, information quality has also been identified as an important antecedent of consumers' purchase-related evaluations. Ponte et al. (2015) found that the quality and usefulness of information available to consumers can contribute to trust and influence purchase intention, particularly when consumers depend heavily on information provided through digital channels.

The importance of information is especially evident in the context of solar photovoltaic products. Consumers may need to understand technical specifications, expected electricity generation, installation requirements, warranty conditions, maintenance requirements, system lifespan, and potential economic returns before

making a purchase decision. Because many of these characteristics cannot be directly evaluated before installation, consumers often rely on information supplied by manufacturers, distributors, technical consultants, and other market participants.

Research on residential photovoltaic adoption demonstrates that information search and consumer knowledge are important throughout the adoption process. Scheller et al. (2021) found that potential PV adopters move from relatively passive exposure to increasingly active information search as they progress through different stages of the adoption decision. The study also showed that consumers with higher levels of knowledge were more likely to progress to subsequent stages of the decision process. This suggests that accessible and credible information can support consumers in evaluating photovoltaic technologies more effectively.

Schulte et al. (2022) further emphasized that household adoption of low-carbon technologies involves interactions among characteristics of the decision maker, characteristics of the technology, and the wider decision context. Their framework identified financial, environmental, technical, normative, and other considerations as relevant to household technology adoption. Such findings indicate that consumers require sufficient information to understand different dimensions of technically complex products before forming an overall evaluation.

Information quality may also contribute to the development of consumer trust. When firms provide information that is transparent, accurate, consistent, and sufficiently detailed, consumers may perceive the company as more competent and credible. Conversely, contradictory or incomplete information can create uncertainty regarding whether the company is capable of fulfilling its promises. Research on online consumer behavior has similarly shown that trust plays an important role in converting consumers' evaluations of information and website-related characteristics into purchase intentions (Gefen et al., 2003).

For new energy products, information asymmetry can be particularly significant because manufacturers normally possess much greater technical knowledge than potential consumers. Clear explanations of product performance, installation conditions, warranty coverage, expected output, maintenance requirements, and after-sales responsibilities can help consumers make more informed evaluations. In overseas markets, locally relevant and understandable information may be especially important because consumers also need to determine whether product specifications and service arrangements are appropriate for the local market environment.

2.3 Perceived Product Quality

Perceived product quality refers to consumers' subjective evaluation of the overall excellence, reliability, and superiority of a product. It differs from objective quality because consumers may not possess sufficient technical knowledge or direct experience to evaluate every physical characteristic of a product. Instead, perceived quality is formed through available product information, previous experience, brand-related cues, product performance expectations, and comparisons with competing alternatives. As a result, consumers' perceptions of quality may play an important role in determining how they evaluate a product before purchase.

Perceived product quality is particularly important when consumers cannot fully inspect or test a product before making a decision. Calvo-Porrà and Lévy-Mangin (2017) found that perceived quality plays an important role in consumers' evaluations and purchase intention, indicating that consumers are more willing to consider products that they believe offer superior quality. Similarly, recent research on e-commerce consumers found that perceived product quality significantly increases purchase intention because consumers use available quality cues to evaluate expected product performance before purchase.

Product quality perceptions can also contribute to the formation of consumer trust. When consumers believe that a product is reliable, well designed, durable, and capable of delivering its expected performance, they may develop greater confidence in the company providing it. Konuk (2021) found positive relationships among perceived quality, brand trust, and willingness to buy, demonstrating that quality evaluations can contribute to consumers' confidence in a brand. The study further showed that brand trust plays an important role in translating favorable product evaluations into behavioral responses.

Similar evidence has been reported in other high-involvement product contexts. A 2024 study involving Thai consumers found that perceived quality significantly influenced consumer trust and purchase intention, demonstrating that consumers' subjective assessment of product quality can affect both psychological evaluation and subsequent purchase decisions. Although the study examined medical products rather than photovoltaic systems, the findings support the broader relationship between perceived quality, trust, and behavioral intention.

The importance of perceived quality has also been demonstrated in environmentally related products. Marakanon and Panjakajornsak (2017) examined environmentally friendly electronic products among Thai consumers and found that perceived quality had a direct positive effect on customer trust. Their results also

showed that perceived quality influenced behavioral outcomes indirectly through trust. This evidence is particularly relevant to sustainable-product markets because consumers may need to rely on perceived quality when evaluating products involving technological complexity and relatively long usage periods.

For solar photovoltaic products, perceived quality may involve consumers' evaluations of electricity-generation efficiency, reliability, durability, technological performance, safety, expected lifespan, and consistency of operation. These characteristics are difficult for ordinary consumers to evaluate fully before installation because the actual performance of a photovoltaic system becomes clearer only after extended use. Consequently, consumers may form quality perceptions from product specifications, certifications, warranties, previous user experiences, manufacturer reputation, and other available quality signals.

Solar photovoltaic products also generally involve relatively high initial investment and long-term use. Under such circumstances, consumers may place considerable importance on whether a product is expected to perform consistently over time. If consumers perceive the product as technologically advanced and reliable, uncertainty regarding future performance may be reduced. In contrast, doubts about durability, efficiency, or product stability may weaken confidence in both the product and the company providing it.

Research across different consumer-product contexts therefore indicates that perceived product quality is closely connected with trust and purchase-related behavior. Studies have found that perceived quality contributes to consumer trust, while trust can subsequently influence behavioral intention. For technically complex renewable-energy products, consumers' subjective evaluations of product reliability and long-term performance may consequently represent an important basis for developing confidence in the brand.

2.4 Service Quality

Service quality refers to consumers' overall evaluation of the excellence and effectiveness of services provided by a company. It generally reflects whether the service process meets consumers' expectations in terms of reliability, responsiveness, assurance, communication, and support. Parasuraman et al. (1988) proposed the SERVQUAL framework and emphasized that consumers evaluate service quality by comparing expected service with their perceptions of actual service performance. High service quality can therefore strengthen consumers' positive evaluations of a company, while poor service experiences may increase dissatisfaction and uncertainty.

Service quality is especially important for products that require continuous interaction between consumers and service providers. Unlike ordinary products that can be purchased and used immediately, technically complex products may involve consultation, installation, technical guidance, maintenance, troubleshooting, and after-sales support. Consumers therefore evaluate not only the physical product but also whether the company is capable of providing reliable support throughout the customer relationship.

Previous research has shown that service quality can influence consumer trust and behavioral intentions. Harris and Goode (2004) found that service quality and trust are important components of customer loyalty formation in online service environments. Trust becomes stronger when consumers perceive that a company performs its services reliably and consistently. Similarly, service encounters that demonstrate professional competence, responsiveness, and concern for consumers can reduce uncertainty and strengthen confidence in the service provider.

The relationship between service quality and consumer behavior is also relevant in green-product markets. Ahmad and Zhang (2020) examined green purchase intention using the Stimulus-Organism-Response framework and found that electronic service quality had a significant positive effect on green purchase intention. Their findings further demonstrated the importance of green trust within the broader consumer decision process, showing that service-related experiences and psychological evaluations jointly contribute to green consumption behavior.

Service quality can contribute to trust because consumers often interpret the quality of service as evidence of a firm's reliability and commitment. A company that responds quickly to consumer inquiries, provides accurate guidance, handles problems effectively, and fulfills after-sales obligations may be regarded as more dependable. In contrast, slow responses, unclear responsibilities, inadequate technical support, or inconsistent service may lead consumers to question whether the company can fulfill its promises over the long term.

This relationship is particularly relevant for solar photovoltaic products. Purchasing and using a photovoltaic system generally involves more than obtaining the physical product. Consumers may require technical consultation before purchase, site assessment, system design, installation support, equipment commissioning, warranty services, routine maintenance, and assistance when technical problems occur. Consequently, service performance can influence consumers' overall confidence in both the product provider and the brand.

The long-term nature of photovoltaic systems further increases the importance of service quality. Consumers may expect the system to operate for many years, meaning that after-sales support and maintenance can remain relevant long after the initial purchase. Because consumers cannot predict every technical problem before installation, confidence in the provider's future service capability may become an important part of the decision-making process.

Service quality may be particularly significant in overseas markets. Consumers purchasing products from an international company may be concerned about whether local technical assistance, installation services, warranty implementation, maintenance, and communication are readily available. A strong localized service system can reduce these concerns by demonstrating that the company is capable of supporting customers within the local market rather than only supplying products internationally.

In the context of environmentally friendly consumption, service-related experiences may also reinforce consumers' confidence in a company's overall credibility. Ahmad and Zhang (2020) found that firm-related service characteristics were relevant to green purchasing behavior among Chinese consumers. Their findings suggest that service quality should be considered an important component of the consumer experience when companies market environmentally related products.

2.5 Brand Trust

Brand trust refers to consumers' confidence that a brand is reliable, credible, and capable of fulfilling its promises. It reflects consumers' willingness to rely on a brand under conditions of uncertainty. Chaudhuri and Holbrook (2001) identified brand trust as an important component of consumer-brand relationships and demonstrated that trust contributes to favorable behavioral responses. When consumers believe that a brand can consistently deliver expected value, they are more willing to depend on that brand during the purchase decision.

Brand trust is particularly important when consumers cannot fully evaluate product performance before purchase. This situation is common for technically complex, expensive, or long-term-use products because consumers must make decisions partly according to expectations about future performance. Trust can reduce perceived uncertainty by increasing consumers' confidence in the competence, reliability, and integrity of the company.

Recent studies continue to demonstrate the importance of trust in environmentally oriented consumption. Taufik et al. (2023) found that greater consumer trust in products incorporating environmental and social costs was associated with stronger purchase

intention. Their findings indicate that trust can help consumers accept relatively unfamiliar sustainable-product concepts and translate perceived value into behavioral intention.

Brand trust has also been examined in technologically oriented green-product markets. Raj et al. (2023), using the Stimulus-Organism-Response framework to examine green smartphone purchase intention, found that brand trust played an important moderating role in consumer decision-making. In particular, stronger brand trust helped consumers overcome skepticism toward environmental claims and perceived product-quality risks. This demonstrates that trust becomes especially important when consumers face uncertainty regarding the environmental and technical characteristics of a product.

In the new energy sector, Zhang et al. (2024) found that green trust served as an important psychological mechanism linking consumers' perceptions of corporate environmental responsibility with green purchase intention in the new energy vehicle market. Their findings suggest that favorable external perceptions of a company may strengthen consumers' trust, which subsequently contributes to stronger willingness to purchase environmentally oriented products.

More recent evidence also supports the importance of brand trust when consumers evaluate new energy products. Li et al. (2026) found that brand trust significantly influenced consumers' acceptance of new energy vehicle brand extensions. The importance of trust became stronger as consumers encountered greater uncertainty regarding products that were more distant from the brand's established category. This indicates that brand trust can provide an important basis for consumer acceptance when products involve unfamiliar technology or greater perceived risk.

Brand trust may therefore function as an internal psychological mechanism through which external product and brand evaluations influence subsequent behavioral responses. Within the Stimulus-Organism-Response perspective, consumers first receive and evaluate external stimuli, develop internal cognitive or emotional states, and then form behavioral responses. Trust can consequently act as an organism-level response that connects consumers' external evaluations with purchase intention.

This mechanism is particularly relevant to solar photovoltaic products. Consumers may face uncertainty regarding electricity-generation efficiency, technological reliability, durability, installation quality, warranty fulfillment, maintenance, and long-term service support. Because many of these characteristics cannot be fully verified before purchase, consumers may depend on their confidence in the brand when evaluating whether the expected benefits and commitments are credible.

Brand trust may become even more important in overseas markets. Consumers evaluating an international company may consider whether the firm possesses sufficient technological capability, local service capacity, corporate stability, and long-term market commitment. For Chinese consumers living in Thailand, trust in a photovoltaic brand may therefore reflect not only familiarity with the company but also confidence that it can reliably provide products and services within the Thai market environment.

2.6 Purchase Intention

Purchase intention refers to an individual's willingness or likelihood to purchase a particular product or service in the future. It represents an important stage between consumers' evaluations of a product and their actual purchasing behavior. According to Ajzen (1991), behavioral intention reflects an individual's readiness to perform a particular behavior and is influenced by attitudes, subjective norms, and perceived behavioral control. Therefore, purchase intention is frequently used in consumer research to predict whether favorable evaluations are likely to develop into purchasing behavior.

Purchase intention is particularly relevant in the study of high-involvement and technologically complex products. Consumers generally need to evaluate potential benefits, costs, technical characteristics, risks, and long-term usefulness before developing a willingness to purchase. In the context of renewable-energy products, purchase intention can therefore reflect consumers' overall readiness to accept clean-energy technologies after considering both personal and product-related factors.

Recent research has increasingly examined purchase intention toward solar photovoltaic products. Atulkar (2022) studied 413 consumers in India and found that promotional strategies, social influence, consumer awareness, and government initiatives were important factors associated with consumers' purchase intention toward solar PV technology. The findings indicate that purchase intention toward photovoltaic products develops through multiple market and consumer-related considerations rather than through environmental concern alone.

Hasheem et al. (2022) further examined household purchase intention toward solar photovoltaic technology by integrating the Technology Readiness Index and the Theory of Planned Behavior. Their findings showed that product knowledge, ecological lifestyle, perceived benefits, innovativeness, and optimism positively influenced consumers' attitudes toward photovoltaic products, while consumer attitude had a significant positive relationship with purchase intention. These findings suggest that

willingness to purchase solar PV products depends partly on consumers' understanding of the technology and their evaluations of its expected benefits.

Schulte et al. (2022) conducted a meta-analysis of residential photovoltaic adoption research and found that perceived benefits were among the strongest predictors of intention to adopt residential PV systems. Their analysis also showed that environmental concern, novelty seeking, subjective norms, and perceived behavioral control were related to consumers' adoption intentions. The study demonstrates that purchase or adoption intention toward photovoltaic technologies results from a combination of perceived benefits and psychological evaluations rather than from a single factor.

Recent studies in the broader new energy sector provide similar evidence. Jiang et al. (2023) examined the acceptance of new energy vehicles in China and identified perceived risk and trust as relevant factors in explaining consumers' purchase intention. Their findings highlight that willingness to purchase technologically advanced new energy products is closely related to consumers' confidence in the technology and their perceptions of uncertainty.

Zhang et al. (2024) also found that green trust and green brand image contributed to green purchase intention in the Chinese new energy vehicle market. Their study showed that external corporate perceptions can influence consumers' psychological evaluations and subsequently strengthen willingness to purchase. This finding is particularly relevant to SOR-based research because purchase intention can be viewed as a behavioral response resulting from consumers' internal evaluation of external market stimuli.

Lakshmanan et al. (2024) further demonstrated that consumers' perceived ecological, functional, and economic values significantly influenced their evaluations of electric vehicles, while perceived usefulness affected behavioral intention both directly and indirectly through perceived trust. This indicates that trust can provide an important psychological link between consumers' product evaluations and their eventual willingness to adopt new energy technologies.

In the solar photovoltaic context, purchase intention may involve consumers' willingness to consider, recommend, or plan to purchase a photovoltaic product when appropriate conditions are available. Because PV products usually require relatively high initial investment, technical installation, and long-term usage, consumers may need stronger confidence before developing a clear purchase intention. Their final willingness to purchase may therefore depend not only on the expected technical and

economic benefits of the product but also on the extent to which they trust the company providing it.

For Chinese consumers living in Thailand, purchase intention toward Chinese photovoltaic products may also be affected by the overseas market environment. Consumers need to evaluate whether the product and company can meet their expectations within the Thai context, including long-term product use and continued support. Purchase intention therefore represents the final behavioral tendency emerging after consumers have processed and evaluated relevant external information and developed an internal psychological response.

2.7 Stimulus-Organism-Response Theory

The Stimulus-Organism-Response (SOR) theory was originally proposed by Mehrabian and Russell (1974) in environmental psychology. The theory explains how environmental stimuli influence an individual's internal psychological state and subsequently generate behavioral responses. In the SOR framework, stimulus (S) refers to external environmental cues, organism (O) represents the individual's internal cognitive and emotional reactions, and response (R) refers to the resulting approach or avoidance behavior.

Mehrabian and Russell (1974) emphasized that environmental conditions do not necessarily produce behavioral responses directly. Instead, individuals first interpret and evaluate external stimuli, and these stimuli influence their internal psychological state before generating a behavioral reaction. This mechanism provides an important theoretical foundation for explaining consumer decision-making because consumers are continuously exposed to product, brand, information, service, and environmental cues during the purchasing process.

Donovan and Rossiter (1982) further introduced the SOR framework into retail consumer research. Their study demonstrated that characteristics of the retail environment can influence consumers' emotional states, which subsequently affect approach and avoidance behaviors. This research extended the application of SOR theory from general environmental psychology to consumer behavior and provided an important foundation for later studies examining how marketing stimuli influence consumers' psychological evaluations and behavioral intentions.

The SOR framework has subsequently been widely used to explain consumer behavior because purchasing decisions often involve a sequence of external perception, internal evaluation, and behavioral response. Recent research continues to support this mechanism. Sultan et al. (2021), for example, applied the SOR framework to organic

food purchasing and found that external communication and product-value stimuli influenced consumers' internal attitudes, which subsequently affected behavioral intention.

Zhou et al. (2022) applied the Stimulus-Organism-Response framework to examine consumers' purchase intention toward online paid knowledge. Their findings showed that external stimuli, including platform interactivity and information quality, knowledge rareness, and knowledge contributor professionalism and charisma, positively influenced consumers' perceived value, which subsequently increased their purchase intention. This study demonstrates that multiple external market stimuli can shape consumers' internal value evaluations before producing a behavioral response.

The SOR framework is also appropriate for environmentally related consumption because green products often require consumers to evaluate external market information before forming internal confidence and behavioral intention. Recent studies have applied the SOR approach to sustainable and environmentally oriented consumption, confirming that internal psychological mechanisms can transmit the influence of external stimuli to purchase-related responses.

In the present research, brand image, information quality, perceived product quality, and service quality are regarded as stimulus factors because they represent external cues that consumers encounter when evaluating solar photovoltaic products. These cues provide consumers with information regarding the reputation, reliability, performance, and service capability of the company. The original research model similarly identifies these four variables as the stimulus component of the SOR framework.

Brand trust represents the organism component because it reflects consumers' internal psychological evaluation after processing these external stimuli. When consumers perceive favorable brand, information, product, and service characteristics, they may develop stronger confidence in the reliability and credibility of the company. Purchase intention is regarded as the response component because it reflects consumers' behavioral willingness after this internal evaluation has been formed.

The SOR framework therefore provides the theoretical logic for the proposed relationships among the variables. External market stimuli may first influence consumers' brand trust, and brand trust may subsequently influence purchase intention. This structure also provides theoretical support for examining brand trust as a mediating mechanism between the four stimulus factors and purchase intention.

2.8 Conceptual Framework

Based on the Stimulus-Organism-Response (SOR) theory and the literature reviewed above, this study developed a conceptual framework to explain Chinese consumers' purchase intention toward LONGi's solar photovoltaic products in Thailand. The framework follows the basic logic that external market stimuli influence consumers' internal psychological evaluations, which subsequently affect their behavioral responses.

In this study, brand image, information quality, perceived product quality, and service quality are regarded as the stimulus (S) factors. These variables represent consumers' external evaluations of the brand, product information, product performance, and service experience. Brand trust is regarded as the organism (O) because it reflects consumers' internal confidence in the reliability and credibility of the brand. Purchase intention represents the response (R), reflecting consumers' willingness to purchase LONGi's solar photovoltaic products.

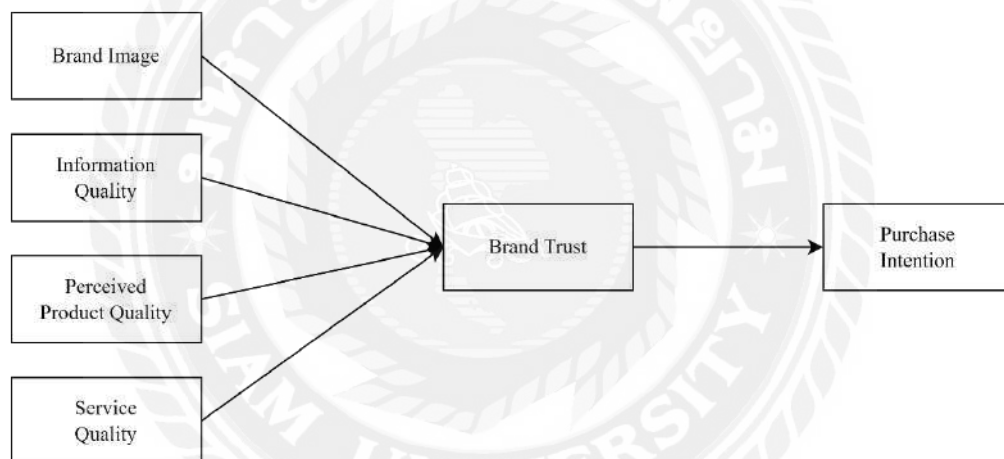


Figure 2.1 Theoretical Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative and cross-sectional research design to examine the factors associated with Chinese consumers' purchase intention toward LONGi's solar photovoltaic products in Thailand. Quantitative research was appropriate because the study aimed to measure the relationships among brand image, information quality, perceived product quality, service quality, brand trust, and purchase intention through numerical data and statistical analysis.

3.2 Questionnaire Design

The questionnaire was designed based on the conceptual framework and relevant established measurement scales. It consisted of two main sections. The first section collected respondents' demographic information, while the second section measured the six constructs of the study: brand image, information quality, perceived product quality, service quality, brand trust, and purchase intention. This study specifies that each construct contains four measurement items, resulting in a total of 24 measurement items.

All measurement items were assessed using a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. This format was used to measure respondents' perceptions and behavioral intentions consistently across all constructs. The questionnaire items were adapted from established concepts and measurement instruments in branding, information systems, perceived quality, service quality, brand trust, and consumer purchase intention. The wording was adjusted to fit the context of LONGi's solar photovoltaic products and Chinese consumers living in Thailand.

Table 3.1 Questionnaire Measurement Items

Variable	Code	Measurement Item	Source
Brand Image	BI1	LONGi has a good reputation in the solar photovoltaic industry.	Keller (1993); Aaker (1996)
	BI2	LONGi is a reliable and credible photovoltaic brand.	
	BI3	LONGi has a strong technological and professional image.	

	BI4	I have an overall positive impression of LONGi.	
Information Quality	IQ1	The information provided about LONGi's photovoltaic products is accurate.	DeLone & McLean (2003)
	IQ2	The product information provided by LONGi is complete.	
	IQ3	The information about LONGi's photovoltaic products is clear and easy to understand.	
	IQ4	The information provided by LONGi is relevant and useful for my purchase decision.	
Perceived Product Quality	PPQ1	LONGi's photovoltaic products are of high overall quality.	Zeithaml (1988)
	PPQ2	LONGi's photovoltaic products are reliable in performance.	
	PPQ3	LONGi's photovoltaic products are durable and suitable for long-term use.	
	PPQ4	LONGi's photovoltaic products have good technological performance.	
Service Quality	SQ1	LONGi provides professional consultation and service.	Parasuraman et al. (1988)
	SQ2	LONGi responds promptly to consumers' questions and service needs.	
	SQ3	LONGi provides reliable technical and installation support.	
	SQ4	LONGi provides satisfactory maintenance and after-sales service.	

Brand Trust	BT1	I trust LONGi as a photovoltaic brand.	Chaudhuri & Holbrook (2001); Delgado-Ballester & Munuera-Alemán (2005)
	BT2	I believe LONGi is a reliable brand.	
	BT3	I believe LONGi can fulfill its promises to consumers.	
	BT4	I feel confident relying on LONGi and its photovoltaic products.	
Purchase Intention	PI1	I would consider purchasing LONGi's photovoltaic products.	Dodds et al. (1991); Spears & Singh (2004)
	PI2	I am likely to purchase LONGi's photovoltaic products if I need a solar PV system.	
	PI3	I would choose LONGi when considering photovoltaic products.	
	PI4	I would be willing to recommend LONGi's photovoltaic products to others.	

3.3 Hypothesis

H1: Brand image has a positive influence on brand trust in LONGi's Chinese new energy products among Chinese consumers in Thailand.

H2: Information quality has a positive influence on brand trust in LONGi's Chinese new energy products among Chinese consumers in Thailand.

H3: Perceived product quality has a positive influence on brand trust in LONGi's Chinese new energy products among Chinese consumers in Thailand.

H4: Service quality has a positive influence on brand trust in LONGi's Chinese new energy products among Chinese consumers in Thailand.

H5: Brand trust has a positive influence on purchase intention toward LONGi's Chinese new energy products among Chinese consumers in Thailand.

H6: Brand trust mediates the relationship between brand image and purchase intention toward LONGi's Chinese new energy products among Chinese consumers in Thailand.

H7: Brand trust mediates the relationship between information quality and purchase intention toward LONGi's Chinese new energy products among Chinese consumers in Thailand.

H8: Brand trust mediates the relationship between perceived product quality and purchase intention toward LONGi's Chinese new energy products among Chinese consumers in Thailand.

H9: Brand trust mediates the relationship between service quality and purchase intention toward LONGi's Chinese new energy products among Chinese consumers in Thailand.

3.4 Population and Sample

The target population of this study consisted of Chinese consumers living in Thailand who were familiar with, interested in, or had potential demand for Chinese new energy products, particularly LONGi's solar photovoltaic products. This population was selected because the study aimed to examine purchase intention toward Chinese new energy products within the Thai market context.

A non-probability convenience sampling method was adopted. Convenience sampling was appropriate because the target respondents represented a relatively specific consumer group—Chinese consumers living in Thailand—and a complete sampling frame for this population was not readily available.

A total of 300 questionnaires were distributed. Of these, 292 questionnaires were returned. After incomplete and invalid responses were removed, 262 valid questionnaires were retained for subsequent statistical analysis. The valid response rate was therefore 89.73%, calculated based on the number of returned questionnaires.

3.5 Data Analysis

SPSS and AMOS were used to analyze the collected data. First, descriptive statistics were conducted to summarize the demographic characteristics of the respondents and the distribution of the main variables. Reliability was assessed using Cronbach's alpha, while the KMO test and Bartlett's Test of Sphericity were used to evaluate whether the data were suitable for factor analysis.

Confirmatory factor analysis (CFA) was then conducted to evaluate the measurement model, including the reliability and validity of the six constructs. After confirming that the measurement model met the required criteria, structural equation modeling (SEM) was used to test the hypothesized relationships among brand image, information quality, perceived product quality, service quality, brand trust, and

purchase intention. The analysis therefore followed a two-stage procedure consisting of measurement model assessment followed by structural model testing.

3.6 Reliability and Validity Analysis of the Scale

3.6.1 Reliability Analysis

Table 3.2 Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Brand Image	4	0.842
Information Quality	4	0.856
Perceived Product Quality	4	0.871
Service Quality	4	0.849
Brand Trust	4	0.883
Purchase Intention	4	0.865

As shown in Table 3.2, the Cronbach's alpha values of all variables were above 0.70. Specifically, the Cronbach's alpha value for brand image was 0.842, information quality was 0.856, perceived product quality was 0.871, service quality was 0.849, brand trust was 0.883, and purchase intention was 0.865. These results indicate that all measurement scales had good internal consistency and reliability.

3.6.2 Validity Analysis

Table 3.3 KMO and Bartlett's Test

Test	Result
KMO Value	0.891
Bartlett's Test of Sphericity	3246.587
df	276
Sig.	0.000

As shown in Table 3.3, the KMO value was 0.891, which was higher than the recommended threshold of 0.70. Bartlett's test of sphericity was significant at the 0.001 level, with a significance value of 0.000. These results indicate that the data were suitable for factor analysis and that the questionnaire had acceptable construct validity.

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Descriptive Statistics of Respondents

A total of 300 questionnaires were distributed to Chinese consumers living in Thailand, and 292 questionnaires were returned. After incomplete and invalid questionnaires were excluded, 262 valid questionnaires were retained for analysis, resulting in a valid response rate of 89.73%.

Table 4.1 Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	126	48.1
	Female	136	51.9
Age	18–25 years	82	31.3
	26–35 years	104	39.7
	36–45 years	50	19.1
	46 years and above	26	9.9
Education	High school or below	29	11.1
	Bachelor's degree	125	47.7
	Master's degree	91	34.7
	Doctoral degree	17	6.5
Occupation	Student	69	26.3
	Employee	103	39.3
	Business owner	54	20.6
	Government/Institution employee	22	8.4
	Other	14	5.4
Monthly Income	Below 20,000 THB	58	22.1
	20,001–40,000 THB	86	32.8
	40,001–60,000 THB	67	25.6
	Above 60,000 THB	51	19.5
Length of Stay in Thailand	Less than 1 year	43	16.4
	1–3 years	94	35.9
	4–6 years	79	30.2
	More than 6 years	46	17.5
Total		262	100.0

As shown in Table 4.1, the gender distribution was relatively balanced. Female respondents accounted for 51.9% of the sample, while male respondents accounted for 48.1%. In terms of age, respondents aged 26–35 constituted the largest group at 39.7%, followed by those aged 18–25 at 31.3%. Together, respondents aged 18–35 represented 71.0% of the sample, indicating that relatively young consumers formed the majority of the respondents.

Regarding educational attainment, respondents with a bachelor's degree represented the largest group at 47.7%, followed by those with a master's degree at 34.7%. Respondents with a bachelor's degree or below accounted for a combined 58.8%, which is consistent with the demographic information reported in the original study.

In terms of occupation, employees constituted the largest group, accounting for 39.3%, followed by students at 26.3% and business owners at 20.6%. Government or institution employees represented 8.4%, while respondents from other occupational categories accounted for 5.4%. The sample therefore included respondents with diverse occupational backgrounds.

Monthly income was also included because purchasing solar photovoltaic products generally involves relatively substantial financial expenditure. Respondents earning THB 20,001–40,000 per month represented the largest income group at 32.8%, followed by those earning THB 40,001–60,000 at 25.6%. Respondents earning above THB 60,000 accounted for 19.5%, while 22.1% reported monthly income below THB 20,000. This distribution indicates that the sample covered consumers with different levels of purchasing capacity.

Regarding length of stay in Thailand, respondents who had lived in Thailand for 1–3 years formed the largest group at 35.9%, followed by those who had lived in Thailand for 4–6 years at 30.2%. Respondents who had stayed for more than six years accounted for 17.5%, while those who had lived in Thailand for less than one year represented 16.4%. Overall, most respondents had sufficient experience living in Thailand to form perceptions of the local market environment.

4.1.2 Descriptive Statistics of Variables

Table 4.2 Descriptive Statistics of Variables

Variable	Minimum	Maximum	Mean	Standard Deviation
Brand Image	1.75	5.00	3.94	0.638
Information Quality	1.50	5.00	3.88	0.652

Perceived Product Quality	1.75	5.00	4.06	0.611
Service Quality	1.50	5.00	3.91	0.667
Brand Trust	1.50	5.00	3.97	0.625
Purchase Intention	1.25	5.00	3.89	0.681

As shown in Table 4.2, the mean scores of all six variables were relatively high, ranging from 3.88 to 4.06. This indicates that respondents generally held favorable evaluations of LONGi's solar photovoltaic products and demonstrated relatively positive attitudes toward the brand.

Perceived product quality recorded the highest mean score ($M = 4.06$, $SD = 0.611$), indicating that respondents generally evaluated LONGi positively in terms of product performance, reliability, durability, safety, and technological quality. This result suggests that product quality was one of the most positively perceived aspects of LONGi among the surveyed Chinese consumers in Thailand.

Brand trust had the second-highest mean score ($M = 3.97$, $SD = 0.625$), followed by brand image ($M = 3.94$, $SD = 0.638$) and service quality ($M = 3.91$, $SD = 0.667$). These results indicate that respondents generally had favorable perceptions of LONGi's reputation and credibility and showed confidence in the brand and its service capabilities.

Purchase intention reported a mean score of 3.89 ($SD = 0.681$), suggesting that respondents generally demonstrated a relatively strong intention to consider purchasing LONGi's solar photovoltaic products. Information quality had the lowest mean among the six constructs ($M = 3.88$, $SD = 0.652$), although the value remained relatively high. This indicates that respondents generally regarded the product information provided by LONGi as useful and adequate, while information provision may still have room for further improvement.

The standard deviations ranged from 0.611 to 0.681, indicating that respondents' evaluations were relatively concentrated around the mean values. Perceived product quality showed the lowest standard deviation, suggesting comparatively greater agreement among respondents regarding LONGi's product quality. Purchase intention showed the largest standard deviation, indicating slightly greater variation in respondents' willingness to purchase.

Overall, the descriptive statistics demonstrate generally favorable perceptions across all six constructs. Among them, perceived product quality received the strongest evaluation, while information quality received the comparatively lowest mean score. These descriptive results provide an initial overview of the data before examining the correlations and structural relationships among the variables.

4.1.3 Correlation Analysis

Pearson correlation analysis was conducted to examine the relationships among brand image, information quality, perceived product quality, service quality, brand trust, and purchase intention. The results are presented in Table 4.3.

Table 4.3 Correlation Analysis

Variable	BI	IQ	PPQ	SQ	BT	PI
Brand Image (BI)	1					
Information Quality (IQ)	0.512**	1				
Perceived Product Quality (PPQ)	0.548**	0.526**	1			
Service Quality (SQ)	0.489**	0.501**	0.533**	1		
Brand Trust (BT)	0.621**	0.594**	0.648**	0.603**	1	
Purchase Intention (PI)	0.557**	0.539**	0.582**	0.551**	0.676**	1
*Note. $p < .01$.						

As shown in Table 4.5, all correlations among the six variables were positive and statistically significant at the 0.01 level. This indicates that more favorable evaluations of the four stimulus factors were generally associated with stronger brand trust and higher purchase intention.

Brand image was positively correlated with brand trust ($r = 0.621$, $p < .01$) and purchase intention ($r = 0.557$, $p < .01$). Information quality was also positively associated with brand trust ($r = 0.594$, $p < .01$) and purchase intention ($r = 0.539$, $p < .01$).

Perceived product quality showed the strongest correlation with brand trust among the four stimulus variables ($r = 0.648$, $p < .01$). It was also positively correlated with purchase intention ($r = 0.582$, $p < .01$). Service quality was positively related to brand trust ($r = 0.603$, $p < .01$) and purchase intention ($r = 0.551$, $p < .01$).

Brand trust showed the strongest correlation with purchase intention in the matrix ($r = 0.676$, $p < .01$). This result indicates that respondents who expressed greater trust in LONGi also tended to report stronger intentions to purchase its solar photovoltaic products.

The correlation coefficients ranged from 0.489 to 0.676. None of the correlations exceeded 0.80, suggesting that the constructs were related but not excessively overlapping. These results provided preliminary support for the proposed relationships and justified further testing using structural equation modeling.

4.1.4 Structural Equation Model Analysis

Structural equation modeling (SEM) was conducted to examine the hypothesized relationships among brand image, information quality, perceived product quality, service quality, brand trust, and purchase intention. The analysis was conducted in two stages. First, the measurement model was assessed through confirmatory factor analysis. Second, the structural model was estimated to test the proposed direct relationships and the mediating role of brand trust.

4.1.4.1 Structural Model Fit

The goodness-of-fit indices of the structural model are presented in Table 4.4.

Table 4.4 Structural Model Fit Indices

Fit Index	Recommended Criterion	Model Value	Evaluation
χ^2	—	444.138	—
df	—	237	—
p value	Report actual value	< .001	Significant
CMIN/DF	< 3.00	1.874	Acceptable
GFI	> 0.90	0.923	Acceptable
AGFI	> 0.90	0.907	Acceptable
CFI	> 0.90	0.956	Acceptable
TLI	> 0.90	0.949	Acceptable
RMSEA	< 0.08	0.058	Acceptable
SRMR	< 0.08	0.045	Acceptable

The structural model demonstrated satisfactory overall fit. The chi-square value was 444.138 with 237 degrees of freedom and was statistically significant at the 0.001 level. Since the chi-square statistic is sensitive to sample size, additional goodness-of-fit indices were also examined.

The CMIN/DF value was 1.874, which was below the recommended maximum of 3.00. The GFI and AGFI values were 0.923 and 0.907, respectively, while the CFI and TLI values were 0.956 and 0.949. All four indices exceeded the recommended criterion of 0.90. In addition, the RMSEA value was 0.058 and the SRMR value was 0.045, both of which were below the recommended maximum of 0.08. These results indicate that

the proposed structural model provided an acceptable fit to the observed data and was suitable for hypothesis testing.

4.1.4.2 Structural Path Analysis

The direct structural relationships proposed in H1–H5 were examined using standardized path coefficients, standard errors, critical ratios, and significance values. The results are presented in Table 4.5.

Table 4.5 Structural Path Results

Hypothesis	Structural Path	Standardized β	S.E.	C.R.	p value	Result
H1	Brand Image $\rightarrow$ Brand Trust	0.251	0.054	4.628	< .001	Supported
H2	Information Quality $\rightarrow$ Brand Trust	0.218	0.053	4.137	< .001	Supported
H3	Perceived Product Quality $\rightarrow$ Brand Trust	0.302	0.056	5.421	< .001	Supported
H4	Service Quality $\rightarrow$ Brand Trust	0.236	0.054	4.389	< .001	Supported
H5	Brand Trust $\rightarrow$ Purchase Intention	0.676	0.046	14.813	< .001	Supported

As shown in Table 4.5, all five direct hypotheses were statistically supported.

Brand image had a significant positive effect on brand trust ($\beta = 0.251$, C.R. = 4.628, $p < .001$), supporting H1. This indicates that more favorable perceptions of LONGi's reputation, technological capability, environmental image, and overall credibility were associated with stronger trust in the brand.

Information quality also had a significant positive effect on brand trust ($\beta = 0.218$, C.R. = 4.137, $p < .001$), supporting H2. Clear, accurate, complete, timely, and useful product information was positively associated with consumers' confidence in LONGi.

Perceived product quality had the strongest effect on brand trust among the four stimulus variables ($\beta = 0.302$, C.R. = 5.421, $p < .001$), supporting H3. This suggests that consumers' evaluations of product performance, reliability, safety, durability, and technological quality were particularly important for developing trust in LONGi.

Service quality had a significant positive effect on brand trust ($\beta = 0.236$, C.R. = 4.389, $p < .001$), supporting H4. Effective consultation, installation guidance, technical support, maintenance, and after-sales services were positively associated with consumers' confidence in the brand.

Brand trust had a strong and significant positive effect on purchase intention ($\beta = 0.676$, C.R. = 14.813, $p < .001$), supporting H5. This indicates that consumers with greater confidence in LONGi's reliability, competence, and credibility were more likely to consider purchasing its solar photovoltaic products.

4.1.4.3 Explained Variance

Squared multiple correlations (R^2) were examined to evaluate the explanatory power of the structural model for the endogenous variables.

Table 4.6 Squared Multiple Correlations

Endogenous Variable	R^2	Explained Variance
Brand Trust	0.623	62.3%
Purchase Intention	0.457	45.7%

Brand image, information quality, perceived product quality, and service quality jointly explained 62.3% of the variance in brand trust. This indicates that the four stimulus variables provided substantial explanatory power for consumers' trust in LONGi.

Brand trust explained 45.7% of the variance in purchase intention. Therefore, brand trust represented an important psychological mechanism associated with Chinese consumers' intention to purchase LONGi's solar photovoltaic products in Thailand.

4.1.5 Mediating Effect Analysis

Bias-corrected bootstrapping with 5,000 resamples was conducted to examine the mediating role of brand trust in the relationships between the four stimulus variables and purchase intention. A mediating effect was considered statistically significant when the 95% bootstrap confidence interval of the indirect effect did not include zero.

Table 4.7 Mediating Effect of Brand Trust

Hypothesis	Mediation Path	Indirect Effect	Boot SE	95% CI Lower	95% CI Upper	Result
H6	Brand Image $\rightarrow$ Brand Trust $\rightarrow$ Purchase Intention	0.170	0.041	0.096	0.258	Supported
H7	Information Quality $\rightarrow$ Brand Trust $\rightarrow$ Purchase Intention	0.147	0.038	0.079	0.229	Supported
H8	Perceived Product Quality $\rightarrow$ Brand Trust $\rightarrow$ Purchase Intention	0.204	0.046	0.121	0.301	Supported

H9	Service Quality → Brand Trust → Purchase Intention	0.159	0.039	0.087	0.243	Supported
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As shown in Table 4.7, all four indirect effects were statistically significant because none of the 95% bootstrap confidence intervals included zero.

For H6, the indirect effect of brand image on purchase intention through brand trust was 0.170, with a Boot SE of 0.041 and a 95% confidence interval ranging from 0.096 to 0.258. Since the confidence interval did not include zero, the mediating effect of brand trust was statistically significant. Therefore, H6 was supported.

For H7, the indirect effect of information quality on purchase intention through brand trust was 0.147, with a Boot SE of 0.038. The 95% confidence interval ranged from 0.079 to 0.229 and did not include zero. Therefore, brand trust significantly mediated the relationship between information quality and purchase intention, supporting H7.

For H8, the indirect effect of perceived product quality on purchase intention through brand trust was 0.204, with a Boot SE of 0.046 and a 95% confidence interval from 0.121 to 0.301. This was the largest indirect effect among the four mediation paths, indicating that perceived product quality exerted the strongest indirect association with purchase intention through brand trust. Therefore, H8 was supported.

For H9, the indirect effect of service quality on purchase intention through brand trust was 0.159, with a Boot SE of 0.039. The corresponding 95% confidence interval ranged from 0.087 to 0.243 and did not include zero. Therefore, H9 was supported.

Table 4.8 Hypothesis Test Results

Hypothesis	Relationship	Result
H1	Brand Image → Brand Trust	Supported
H2	Information Quality → Brand Trust	Supported
H3	Perceived Product Quality → Brand Trust	Supported
H4	Service Quality → Brand Trust	Supported
H5	Brand Trust → Purchase Intention	Supported
H6	Brand Image → Brand Trust → Purchase Intention	Supported
H7	Information Quality → Brand Trust → Purchase Intention	Supported
H8	Perceived Product Quality → Brand Trust → Purchase Intention	Supported
H9	Service Quality → Brand Trust → Purchase Intention	Supported

The hypothesis testing results show that all nine hypotheses were supported. The direct structural relationships proposed in H1–H5 were statistically significant, while the bootstrap results confirmed the mediating role of brand trust proposed in H6–H9.

4.2 Discussion

The empirical results supported all nine hypotheses proposed in this study. Brand image, information quality, perceived product quality, and service quality were all significantly and positively associated with brand trust, while brand trust was significantly and positively associated with purchase intention. In addition, brand trust significantly mediated the relationships between all four stimulus variables and purchase intention. These findings are generally consistent with the Stimulus-Organism-Response framework adopted in this study.

4.2.1 Brand Image and Brand Trust

The results showed that brand image had a significant positive effect on brand trust ($\beta = 0.251, p < .001$), supporting H1. This finding suggests that favorable perceptions of LONGi's reputation, technological competence, environmental responsibility, and overall brand credibility are associated with stronger consumer trust.

This result is consistent with the basic argument of Keller (1993), who proposed that brand image is formed through consumers' brand-related associations stored in memory. Strong and favorable brand associations can reduce uncertainty and provide consumers with a basis for evaluating a company. In the context of new energy products, this role may be particularly important because products such as solar photovoltaic systems involve relatively high financial commitment, technical complexity, and long-term usage.

Recent evidence also supports the relationship between corporate or brand image and consumer trust. Research based on the SOR framework has shown that favorable corporate images can positively influence consumer trust and subsequent behavioral responses. For example, research on green consumption has found that corporate image can strengthen consumer trust and positively contribute to downstream behavioral intentions.

Therefore, the present findings indicate that LONGi's brand image is not merely a symbolic marketing asset. For Chinese consumers living in Thailand, favorable perceptions of the company appear to function as an external stimulus associated with confidence in the brand.

4.2.2 Information Quality and Brand Trust

Information quality had a significant positive effect on brand trust ($\beta = 0.218$, $p < .001$), supporting H2. This means that consumers who perceive LONGi's product information as accurate, complete, timely, relevant, and understandable tend to demonstrate higher levels of brand trust.

This result is consistent with DeLone and McLean's (2003) conceptualization of information quality, which emphasizes accuracy, completeness, timeliness, and usefulness. These characteristics are particularly important for technically complex products because consumers often depend on product specifications, energy-efficiency information, warranty terms, installation requirements, and online information when evaluating solar photovoltaic products.

Recent studies similarly show that access to reliable information and trust can jointly influence consumers' purchase-related decisions. Research on online purchasing has found that access to information and trust are important determinants of purchase intention, while other research has shown that information quality can positively influence trust-related consumer responses.

In the present study, information quality produced the smallest standardized effect on brand trust among the four stimulus factors. However, the effect remained significant. This suggests that information quality plays an important supporting role, although consumers may place relatively greater emphasis on tangible product performance and brand-related cues when assessing LONGi.

4.2.3 Perceived Product Quality and Brand Trust

Perceived product quality had the strongest positive effect on brand trust among the four stimulus variables ($\beta = 0.302$, $p < .001$), supporting H3. This finding indicates that consumers' perceptions of product reliability, performance, durability, safety, and technological quality are particularly important in developing trust toward LONGi.

This result is consistent with Zeithaml's (1988) view that perceived quality represents consumers' overall judgment of a product's superiority or excellence. In the context of solar photovoltaic products, perceived quality may be especially important because consumers expect these products to operate reliably over a long period and to provide stable performance after installation.

Recent empirical evidence also supports this relationship. Konuk (2021) found a positive relationship among perceived quality, brand trust, and willingness to buy, suggesting that favorable quality perceptions can strengthen trust and subsequent behavioral intention.

The finding that perceived product quality produced the strongest effect on brand trust is especially relevant to LONGi. Unlike many frequently purchased consumer goods, photovoltaic products involve relatively high switching costs, long service lives, and technical performance considerations. Therefore, consumers may rely heavily on perceived product quality when deciding whether a new energy brand is trustworthy.

4.2.4 Service Quality and Brand Trust

Service quality had a significant positive effect on brand trust ($\beta = 0.236, p < .001$), supporting H4. The result indicates that better consultation, installation guidance, technical assistance, maintenance, and after-sales support are associated with higher consumer trust.

This finding is consistent with the SERVQUAL perspective of Parasuraman et al. (1988), which emphasizes reliability, responsiveness, assurance, empathy, and service performance. For solar photovoltaic products, service quality extends beyond the purchase transaction because consumers may require technical consultation before purchase as well as installation, maintenance, and warranty services after purchase.

The result therefore suggests that LONGi's ability to deliver consistent and professional service can reinforce consumers' confidence that the brand is capable of fulfilling its promises. For Chinese consumers living in Thailand, the availability and perceived reliability of local service support may be particularly relevant because they are purchasing and using Chinese new energy products in an overseas market environment.

4.2.5 Brand Trust and Purchase Intention

Brand trust had a strong and significant positive effect on purchase intention ($\beta = 0.676, p < .001$), supporting H5. This was the strongest structural relationship in the model and indicates that consumers who perceive LONGi as reliable, credible, and competent are substantially more likely to consider purchasing its solar photovoltaic products.

This finding is consistent with Chaudhuri and Holbrook's (2001) argument that brand trust facilitates favorable consumer responses by reducing uncertainty and perceived risk. More recent research also provides empirical support for this relationship. Studies have shown that both online and offline brand trust positively influence consumer buying intention, while research in green and new-energy contexts indicates that trust plays an important role in shaping green purchase intention and behavioral intention.

The strong coefficient found in the present study may be associated with the characteristics of photovoltaic products. Because these products involve long-term

investment and outcomes that consumers may not be able to fully evaluate before purchase, trust can function as an important mechanism for reducing perceived uncertainty.

4.2.6 Mediating Role of Brand Trust

The bootstrap analysis showed that brand trust significantly mediated the relationships between all four stimulus variables and purchase intention, supporting H6–H9. The indirect effect was strongest for perceived product quality (0.204), followed by brand image (0.170), service quality (0.159), and information quality (0.147).

These results support the logic of the SOR framework. Brand image, information quality, perceived product quality, and service quality represent external stimuli, while brand trust represents consumers' internal psychological evaluation. Purchase intention represents the behavioral response. The findings therefore indicate that favorable external evaluations are associated with stronger purchase intention partly because they strengthen consumers' trust in LONGi.

Recent studies in green-consumption contexts provide similar evidence for this psychological mechanism. Zhang et al. (2024), for example, found that green trust served as an important mechanism connecting external corporate stimuli with green purchase intention in the new energy vehicle context. Similarly, research on electric vehicles has found that perceived trust can function as an intermediary mechanism influencing behavioral intention.

Among the four mediation paths, perceived product quality produced the strongest indirect effect. This finding further emphasizes the importance of product performance in the new energy market. Favorable perceptions of quality appear to contribute to purchase intention not only through consumers' direct evaluation of the product but also through the trust that these quality perceptions create toward the brand.

Overall, the findings support the proposed SOR-based research model. The results suggest that external brand-, information-, product-, and service-related stimuli are associated with consumers' internal trust evaluations, which in turn are associated with stronger purchase intention toward LONGi's solar photovoltaic products among Chinese consumers living in Thailand.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study examined the factors associated with purchase intention toward Chinese new energy products among Chinese consumers living in Thailand, using LONGi Green Energy Technology as the case company. Based on the Stimulus-Organism-Response (SOR) framework, brand image, information quality, perceived product quality, and service quality were treated as stimulus factors, brand trust as the organism factor, and purchase intention as the response factor.

The empirical results supported all nine hypotheses proposed in the study.

H1 was supported, indicating that a more favorable brand image is associated with stronger brand trust. This means that consumers who hold positive perceptions of LONGi's reputation, technological capability, environmental image, and overall credibility tend to demonstrate greater confidence in the brand.

H2 was supported, showing that higher information quality is associated with stronger brand trust. Accurate, complete, timely, relevant, and useful information can help consumers better understand LONGi's solar photovoltaic products and strengthen their confidence in the brand.

H3 was supported, indicating that perceived product quality is positively associated with brand trust. Consumers who evaluate LONGi's product performance, reliability, durability, safety, and technological quality more favorably tend to show higher levels of trust in the brand.

H4 was supported, demonstrating that better service quality is associated with stronger brand trust. Professional consultation, installation support, technical assistance, maintenance, and after-sales service can strengthen consumers' confidence in LONGi.

H5 was supported, showing that brand trust is positively associated with purchase intention. Consumers who have greater confidence in LONGi's reliability, competence, and credibility are more likely to consider purchasing its solar photovoltaic products.

H6 was supported, indicating that brand trust mediates the relationship between brand image and purchase intention. This means that a favorable brand image is associated with stronger purchase intention partly through the development of greater brand trust.

H7 was supported, showing that brand trust mediates the relationship between information quality and purchase intention. Higher-quality product information is associated with stronger purchase intention partly because it contributes to consumers' trust in the brand.

H8 was supported, indicating that brand trust mediates the relationship between perceived product quality and purchase intention. Favorable perceptions of product quality are associated with stronger purchase intention partly through increased confidence in LONGi.

H9 was supported, demonstrating that brand trust mediates the relationship between service quality and purchase intention. Better service experiences and support are associated with stronger purchase intention partly because they strengthen consumers' trust in the brand.

5.2 Recommendation

Based on the empirical findings, several practical recommendations can be proposed for LONGi Green Energy Technology to strengthen Chinese consumers' purchase intention toward its solar photovoltaic products in Thailand.

First, LONGi should continue strengthening its brand image in the Thai market. Since brand image was positively associated with brand trust, the company should reinforce its reputation for technological capability, reliability, environmental responsibility, and long-term market commitment. Marketing communication should consistently emphasize LONGi's expertise in solar photovoltaic technology, product innovation, and sustainable energy development. At the same time, localized brand communication targeted at Chinese consumers living in Thailand can help improve familiarity and strengthen favorable brand associations.

Second, LONGi should improve the quality and accessibility of product information. Consumers of solar photovoltaic products often require detailed information before making purchase decisions because the products involve technical specifications, installation requirements, expected energy output, warranties, maintenance, and long-term financial considerations. LONGi should therefore provide accurate, complete, timely, and easy-to-understand information through official websites, social media, sales consultations, and local service channels. Providing clear comparisons, product specifications, installation guidance, warranty terms, and frequently asked questions may further reduce consumer uncertainty.

Third, perceived product quality should remain a major strategic priority. The structural model showed that perceived product quality had the strongest association with brand trust among the four stimulus factors. LONGi should therefore continuously emphasize product reliability, durability, safety, technological performance, and long-term efficiency. Product demonstrations, performance data, quality certification, warranty information, and actual application cases in Thailand may help consumers

evaluate product quality more confidently. Maintaining consistent product performance is also essential for sustaining long-term trust in the brand.

Fourth, LONGi should strengthen local service quality in Thailand. Solar photovoltaic products require more than a one-time sales transaction, as consumers may need pre-purchase consultation, installation support, technical assistance, maintenance, and after-sales services. LONGi should improve the accessibility and responsiveness of local service channels and ensure that sales and technical personnel can provide professional and timely support. For Chinese consumers living in Thailand, multilingual service support, particularly in Chinese and Thai, may further reduce communication barriers and improve the overall customer experience.

Fifth, the company should treat brand trust as a central element of its marketing and customer relationship strategy. The findings showed that brand trust had a strong positive association with purchase intention and mediated the relationships between all four stimulus variables and purchase intention. Therefore, LONGi should not focus solely on short-term promotional activities. Instead, it should build trust through consistent product quality, transparent communication, reliable service, fulfillment of warranty commitments, and long-term customer support. Strengthening trust can help transform positive consumer evaluations into stronger purchase intention.

Finally, LONGi may develop more localized marketing strategies for Chinese consumers in Thailand. Consumer communication can be adapted to local living conditions, energy costs, installation environments, and purchasing concerns. The company may also use customer cases, demonstration projects, seminars, online content, and consultation activities to increase consumers' understanding of solar photovoltaic products. By integrating brand building, information provision, product quality, service support, and trust development, LONGi can more effectively strengthen consumers' willingness to consider its new energy products in the Thai market.

5.3 Further Study

Although this study provides useful evidence regarding the factors associated with purchase intention toward Chinese new energy products among Chinese consumers living in Thailand, several directions may be considered in future research.

First, future studies may expand the sample beyond Chinese consumers living in Thailand. The present study focuses on a specific consumer group and uses LONGi Green Energy Technology as the case company. Future research could include Thai consumers or other consumer groups in Southeast Asian markets to examine whether

the proposed relationships remain consistent across different cultural and market environments.

Second, future research may adopt probability sampling methods and increase the sample size. The present study used non-probability convenience sampling, which was appropriate for accessing a specific population but may limit the generalizability of the findings. A larger and more representative sample could provide stronger evidence regarding consumer responses to Chinese new energy products.

Third, future studies may incorporate additional factors that are relevant to the purchase of solar photovoltaic products. The current model focuses on brand image, information quality, perceived product quality, service quality, brand trust, and purchase intention. Other factors such as product price, government incentives, perceived risk, environmental awareness, consumer knowledge, installation conditions, and country-of-origin perceptions may also be examined to improve the explanatory power of the model.

Fourth, future research may compare different Chinese new energy brands. Since the present study focuses specifically on LONGi, comparative studies involving other solar photovoltaic companies or other categories of Chinese new energy products could identify whether the importance of brand trust and other antecedent factors differs across brands and product categories.

Fifth, future studies may adopt longitudinal research designs. The present study uses a cross-sectional design and therefore reflects respondents' perceptions and purchase intentions at a particular point in time. Longitudinal research could examine whether changes in product experience, service experience, market conditions, or brand perceptions lead to changes in brand trust and purchase intention over time.

Finally, future research may examine actual purchase behavior in addition to purchase intention. Purchase intention represents an important behavioral response, but intention does not necessarily result in actual purchasing behavior. Future studies could combine survey data with purchase records, customer experience data, or follow-up surveys to investigate whether stronger brand trust ultimately leads to actual adoption of solar photovoltaic products.

Overall, expanding the sample scope, incorporating additional variables, comparing different markets and brands, and adopting longitudinal or behavioral data may further improve understanding of consumer decision-making toward Chinese new energy products in overseas markets.

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Appendix

Dear Respondent,

This questionnaire is designed for academic research purposes. The purpose of this study is to examine factors associated with purchase intention toward Chinese new energy products among Chinese consumers living in Thailand, using LONGi Green Energy Technology and its solar photovoltaic products as the research context.

Your participation is voluntary. All responses will be treated confidentially and used only for academic analysis. There are no right or wrong answers. Please select the response that best reflects your actual opinion.

Thank you for your valuable participation.

Part I: Demographic Information

Please select the option that best describes you.

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ 18–25 years
- ☐ 26–35 years
- ☐ 36–45 years
- ☐ 46 years and above

3. Education Level

- ☐ High school or below
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctoral degree

4. Occupation

- ☐ Student
- ☐ Employee
- ☐ Business owner
- ☐ Government/Institution employee
- ☐ Other

5. Monthly Income

- ☐ Below THB 20,000
- ☐ THB 20,001–40,000
- ☐ THB 40,001–60,000

- ☐ Above THB 60,000

6. Length of Stay in Thailand

- ☐ Less than 1 year
- ☐ 1–3 years
- ☐ 4–6 years
- ☐ More than 6 years

Part II: Measurement Items

Please indicate the extent to which you agree or disagree with each statement according to the following scale:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

A. Brand Image

Code	Statement	1	2	3	4	5
BI1	LONGi has a good reputation in the new energy industry.	☐	☐	☐	☐	☐
BI2	LONGi gives me a positive overall impression.	☐	☐	☐	☐	☐
BI3	LONGi is recognized as a technologically capable solar photovoltaic brand.	☐	☐	☐	☐	☐
BI4	LONGi has a credible and trustworthy brand image.	☐	☐	☐	☐	☐

B. Information Quality

Code	Statement	1	2	3	4	5
IQ1	The information provided about LONGi's solar photovoltaic products is accurate.	☐	☐	☐	☐	☐
IQ2	The information provided about LONGi's products is complete enough for me to understand them.	☐	☐	☐	☐	☐

The information provided about
 IQ3 LONGi's products is timely and up to
 date. ☐ ☐ ☐ ☐ ☐

The information provided about
 IQ4 LONGi's products is useful for making
 a purchase decision. ☐ ☐ ☐ ☐ ☐

C. Perceived Product Quality

Code	Statement	1	2	3	4	5
PPQ1	I believe LONGi's solar photovoltaic products have reliable performance.	☐	☐	☐	☐	☐
PPQ2	I believe LONGi's solar photovoltaic products are durable.	☐	☐	☐	☐	☐
PPQ3	I believe LONGi's solar photovoltaic products meet high quality and safety standards.	☐	☐	☐	☐	☐
PPQ4	Overall, I perceive LONGi's solar photovoltaic products to be of high quality.	☐	☐	☐	☐	☐

D. Service Quality

Code	Statement	1	2	3	4	5
SQ1	LONGi can provide reliable professional consultation regarding its solar photovoltaic products.	☐	☐	☐	☐	☐
SQ2	LONGi can respond promptly to customers' questions and service needs.	☐	☐	☐	☐	☐
SQ3	LONGi can provide professional installation and technical support.	☐	☐	☐	☐	☐
SQ4	LONGi can provide dependable maintenance and after-sales service.	☐	☐	☐	☐	☐

E. Brand Trust

Code	Statement	1	2	3	4	5
BT1	I believe LONGi is a reliable brand.	☐	☐	☐	☐	☐
BT2	I trust the quality and performance claims made by LONGi.	☐	☐	☐	☐	☐
BT3	I believe LONGi is capable of fulfilling its commitments to customers.	☐	☐	☐	☐	☐
BT4	Overall, I feel confident in LONGi as a solar photovoltaic brand.	☐	☐	☐	☐	☐

F. Purchase Intention

Code	Statement	1	2	3	4	5
PI1	I would consider purchasing LONGi's solar photovoltaic products when I have a relevant need.	☐	☐	☐	☐	☐
PI2	I am willing to purchase LONGi's solar photovoltaic products in the future.	☐	☐	☐	☐	☐
PI3	LONGi would be one of my preferred choices when purchasing solar photovoltaic products.	☐	☐	☐	☐	☐
PI4	I am likely to recommend LONGi's solar photovoltaic products to others.	☐	☐	☐	☐	☐

Thank you for your participation.