



**The Impact of 4Ps Marketing Strategy on Consumers' Purchase
Intention: A Case Study of Hisense Air Conditioners in Laixi City**

**ZHAO MIN
6717195401**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2026**



**The Impact of 4Ps Marketing Strategy on Consumers' Purchase
Intention: A Case Study of Hisense Air Conditioners in Laixi City**

ZHAO MIN

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

Advisor.....

(Dr. ZHANG LI)

Date:/...../.....

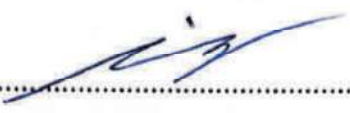
.....
(Associate Professor Dr. Jomphong Mongkhonvanit)

Dean, Graduate School of Business

Date,...../...../.....

Title: The Impact of 4Ps Marketing Strategy on Consumers' Purchase Intention: A Case Study of Hisense Air Conditioners in Laixi City
Researcher: Zhao Min
Degree: Master of Business Administration
Major: International Business Management

Advisor:


.....
(Dr. ZHANG LI)

11 / 9 / 2026
.....

ABSTRACT

The home appliance industry in China has entered a highly competitive and mature stage, where consumers have become more rational and value-oriented in their purchasing decisions. In this context, understanding how marketing strategies influence consumer purchase intention is increasingly important for companies seeking to maintain competitiveness. The 4Ps marketing mix framework, consisting of product, price, place, and promotion, provides a useful theoretical basis for examining consumer responses to marketing activities.

This study aimed to examine the effects of product strategy, price strategy, place strategy, and promotion strategy on consumers' purchase intention for Hisense air conditioners in Laixi City, China. Specifically, the research sought to analyze the relationships between the four marketing mix elements and consumers' purchase intention.

A quantitative research design was adopted. Data were collected through a structured questionnaire distributed to consumers who had experience or awareness related to air conditioner purchases. Convenience sampling was applied, and 350 valid responses were obtained. The questionnaire used a five-point Likert scale to measure the study variables. Data were analyzed using descriptive statistics, reliability and validity analysis, correlation analysis, and multiple regression analysis.

The findings revealed that all four marketing mix elements had significant positive effects on purchase intention. Among them, price strategy showed the strongest influence, followed by promotion strategy and product strategy, while place strategy demonstrated a smaller but still significant effect. The results indicate that consumers place strong emphasis on price value, product performance, and promotional communication when making purchasing decisions.

In conclusion, the study confirms that the 4Ps marketing mix remains an effective framework for understanding consumer behavior in the air conditioning market. Companies should adopt integrated marketing strategies with particular attention to pricing and promotional activities while maintaining product quality and convenient distribution channels to enhance consumer purchase intention.

Keywords: 4Ps marketing mix, purchase intention, consumer behavior, air conditioning market, Hisense



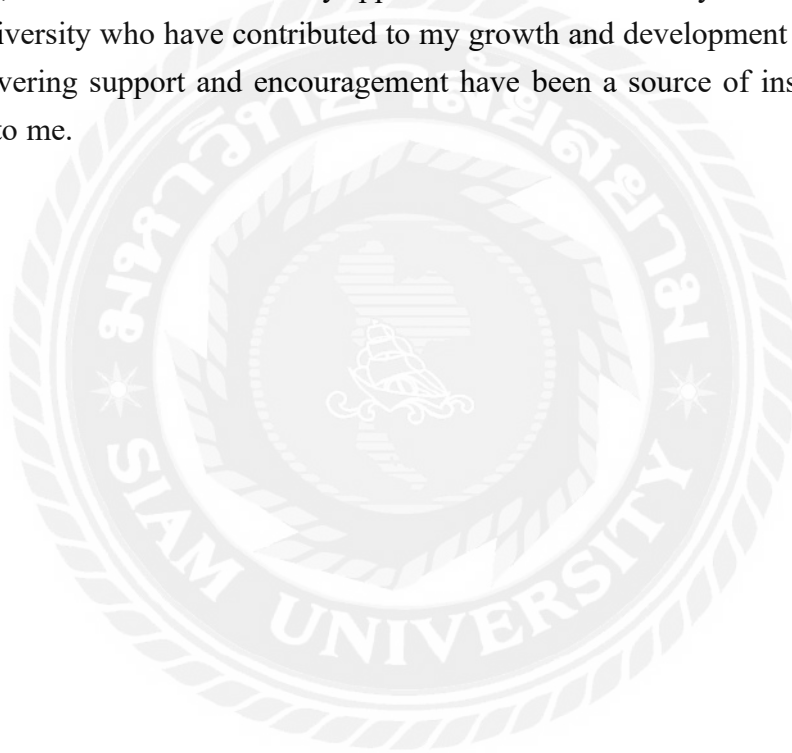
ACKNOWLEDGEMENT

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

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

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

ZHAO MIN



DECLARATION

I, Zhao Min , hereby declare that this Independent Study entitled “The Impact of 4Ps Marketing Strategy on Consumers’ Purchase. Intention: A Case Study of Hisense Air Conditioners in Laixi City” is an original work and has never been submitted to any academic institution for a degree.

(Zhao Min)

Feb 20, 2026



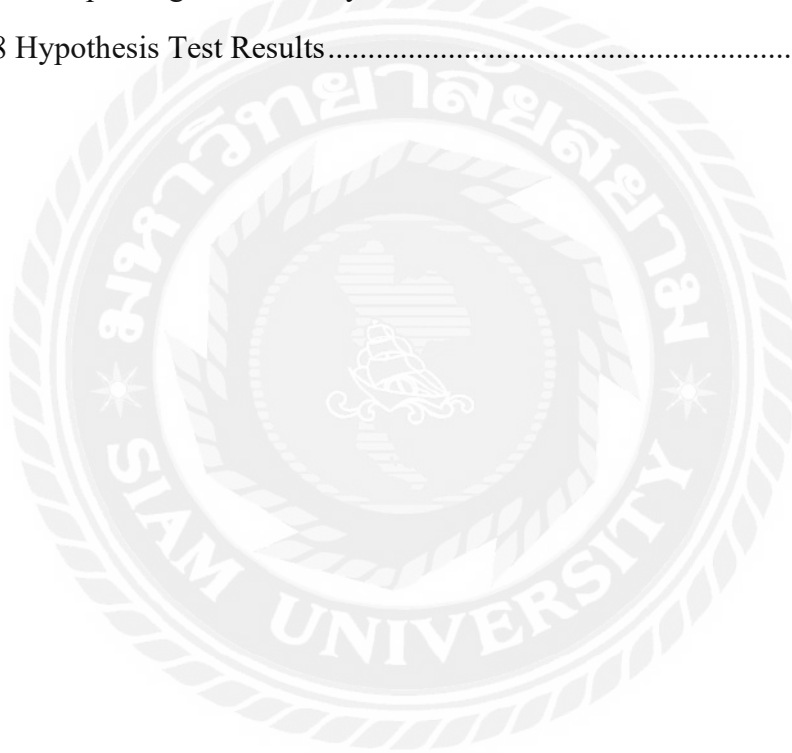
CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT	III
DECLARATION	IV
CONTENTS.....	V
LIST OF TABLES	VII
LIST OF FIGURES	VIII
Chapter 1 Introduction	1
1.1 Background of the Study	1
1.2 Questions of the Study	2
1.3 Objectives of the Study	2
1.4 Scope of the Study	3
1.5 Significance of the Study	3
1.6 Definition of Key Terms	4
Chapter 2 Literature Review	6
2.1 Introduction.....	6
2.2 Development of Marketing Theory and the 4Ps Marketing Mix Theory	6
2.3 Studies on the Impact of Product Strategy on Consumer Purchase Intention .	8
2.4 Studies on the Impact of Pricing Strategies on Consumers' Purchase Intention	9
2.5 Studies on the Impact of Channel and Promotion Strategies on Consumer Purchase Intention.....	10
2.6 Conceptual Framework of This Study	12
Chapter 3 Research Methodology.....	13
3.1 Research Design.....	13
3.2 Population and Sample	13
3.3 Hypothesis.....	14
3.4 Research Instrument.....	14

3.4.1 Questionnaire Design.....	14
3.4.2 Variables and Theoretical Basis.....	15
3.4.3 Structure of the Questionnaire	15
3.4.4 Measurement Scale	16
3.4.5 Measurement Items	16
3.5 Reliability and Validity Analysis of the Scale	17
3.5.1 Reliability Analysis.....	17
3.5.2 Validity Analysis	17
3.6 Data Collection	17
3.7 Data Analysis	18
Chapter 4 Findings and Discussion.....	19
4.1 Findings.....	19
4.1.1 Demographic Characteristics of Respondents	19
4.1.2 Descriptive Statistics of Variables	19
4.1.3 Inferential Analysis and Hypothesis Testing	20
4.2 Discussion.....	21
4.2.1 Product Strategy and Purchase Intention	21
4.2.2 Price Strategy and Purchase Intention	21
4.2.3 Place Strategy and Purchase Intention.....	22
4.2.4 Promotion Strategy and Purchase Intention.....	22
4.2.5 Relationship of the Findings and Previous Research.....	23
4.2.6 Explanation of Unexpected Results	23
Chapter 5 Conclusion and Recommendation	25
5.1 Conclusion	25
5.2 Recommendations.....	25
5.3 Further Study	26
References.....	27
Appendix.....	30

LIST OF TABLES

Table 1: Measurement Items.....	16
Table 2 Reliability Analysis Results.....	17
Table 3 Validity Analysis Results.....	17
Table 4 Demographic Profile of Respondents (N = 350)	19
Table 5 Descriptive Statistics of Variables	19
Table 6 Correlation Analysis Results	20
Table 7 Multiple Regression Analysis Results	20
Table 8 Hypothesis Test Results.....	21



LIST OF FIGURES

Figure 1: Conceptual Framework.....	12
-------------------------------------	----



Chapter 1 Introduction

1.1 Background of the Study

In recent years, China's economy has gradually transitioned from a phase of high-speed growth to one characterized by high-quality development. Under this “new normal,” residents' consumption patterns have undergone profound changes, with continuous upgrading in both consumption structure and value orientation. Consumers are no longer satisfied with merely owning products; instead, they increasingly emphasize quality, technological sophistication, health-related attributes, intelligence, and overall user experience (Kotler & Keller, 2016; Wang & Li, 2020). At the same time, macroeconomic fluctuations and structural adjustments in the real estate market have reshaped the growth logic of the home appliance industry. Market expansion has shifted from incremental growth driven by first-time purchases to stock-based competition dominated by replacement demand, leading consumers to exhibit more rational, cautious, and value-oriented purchasing behavior. While price remains an important consideration, brand value, product innovation capability, and service experience have become increasingly influential factors in consumer purchasing decisions (Zhang, 2019; Chen & Xie, 2021).

Within this broader economic environment, China's home appliance industry—particularly the air conditioning market—has entered a highly mature and intensely competitive stage. Leading enterprises such as Gree, Midea, and Haier have established strong brand equity and stable market positions, while technological innovation continues to accelerate, including advances in inverter technology, fresh air systems, and energy-saving and environmentally friendly solutions. Meanwhile, the deep integration of online and offline channels, including e-commerce platforms, live-streaming sales, and experiential offline stores, has fundamentally transformed traditional distribution structures. Price competition and value competition coexist, compelling enterprises to move beyond simple price wars and instead compete through differentiated products, refined channel strategies, and innovative promotional approaches. Product homogenization has further intensified the need for firms to stimulate consumer purchasing intention through perceived differentiation and value creation, while fragmented channels require the restructuring of “people–goods–place” systems to enhance marketing efficiency and service effectiveness (He & Huang, 2022). Against this backdrop, the traditional 4Ps marketing mix framework—encompassing product, price, place, and promotion—has gained renewed practical relevance. Rather than merely stimulating demand, enterprises are increasingly required to systematically integrate marketing mix elements to effectively guide and transform rational consumer purchasing power into actual purchasing behavior. This challenge is particularly salient for manufacturing enterprises positioned between dominant market leaders and

emerging cost-oriented competitors. In this regard, Hisense Air Conditioning represents a highly typical case. Positioned between first-tier industry giants and second- and third-tier brands, Hisense faces significant pressure to break through brand ceilings and expand its presence in the mid-to-high-end market. Although the company has accumulated substantial technological capabilities in areas such as inverter technology and fresh air air-conditioning systems, its core marketing challenge lies in how to effectively translate technological advantages into consumer-perceived value that justifies premium pricing through coordinated pricing strategies, efficient distribution channels, and targeted promotional activities.

Moreover, confronted with strong brand dominance and channel control from established leaders, as well as cost-performance competition from emerging internet-based brands, Hisense must adopt a more refined and integrated 4Ps marketing mix strategy to accurately match and stimulate the purchasing power of its target consumers. In essence, Hisense's situation reflects the broader dilemma faced by many Chinese manufacturing enterprises in the era of consumption upgrading: possessing solid technological foundations while seeking breakthroughs in brand marketing and consumer mindshare. Therefore, examining the impact of the 4Ps marketing strategy on consumer purchasing power and purchasing intention through the case of Hisense Air Conditioning not only contributes to the contextualized application of traditional marketing theory, but also provides practical insights and empirical evidence for enterprises striving to achieve sustainable growth in a saturated and highly competitive market.

1.2 Questions of the Study

To systematically examine how different elements of the marketing mix influence consumer decision-making in the context Laixi City's mature air conditioning market, this study formulated the following research questions:

1. How does the product strategy of Hisense air conditioners influence consumers' purchase intention?
2. How does the pricing strategy of Hisense air conditioners influence consumers' purchase intention?
3. How does the place strategy of Hisense air conditioners influence consumers' purchase intention?
4. How does the promotion strategy of Hisense air conditioners influence consumers' purchase intention?

1.3 Objectives of the Study

Based on the 4Ps marketing framework and the proposed research questions, this study aimed to systematically investigate the effects of different marketing mix elements on consumers' purchase intention in the context of the Laixi City's air conditioning market,

using Hisense air conditioners as the empirical case. Specifically, the objectives of this study are as follows:

1. To examine the impact of product strategy on consumer's purchase intention for Hisense air conditioners.
2. To examine the impact of pricing strategy on consumer's purchase intention for Hisense air conditioners.
3. To investigate the impact of place strategy on consumer's purchase intention for Hisense air conditioners.
4. To investigate the impact of promotion strategy on consumers's purchase intention for Hisense air conditioners.

1.4 Scope of the Study

This study examined the relationship between the 4Ps marketing mix—product, price, place, and promotion—and consumers' purchase intention within the context of China's air conditioning market. The analysis focused specifically on consumer perceptions of marketing strategies rather than on firm-level decision-making or channel management practices.

The empirical scope of the study was confined to Laixi City, China. As a representative county-level city with a relatively mature home appliance market, Laixi reflects common characteristics of China's broader air conditioning market, including intense brand competition, consumption upgrading, and increasingly rational purchasing behavior. Limiting the research to a single city helps reduce regional variability and allowed for a more focused examination of consumer responses to marketing strategies. The study targeted individual consumers who are either current users of or potential buyers interested in Hisense air conditioners. Respondents were selected based on their familiarity with the brand and their exposure to relevant marketing activities. This research did not include perspectives from manufacturers, distributors, retailers, or other industry stakeholders.

From a methodological perspective, the study adopted a quantitative research design and collected data through a structured questionnaire using a five-point Likert scale. The analysis concentrated on the direct effects of the four marketing mix elements on consumers' purchase intention and did not explore mediating or moderating mechanisms. In addition, the scope was limited to the air conditioning product category, and the findings were not intended to be generalized to other home appliance products or industries.

1.5 Significance of the Study

From a theoretical perspective, this study contributes to the existing marketing literature by re-examining the applicability of the 4Ps marketing mix framework within the context of a mature and highly competitive consumer durables market. Although the

4Ps theory has long been regarded as a foundational model in marketing research, much of the existing literature focuses on either emerging markets or fast-moving consumer goods. By applying the framework to the air conditioning industry under conditions of consumption upgrading and rationalized purchasing behavior, this research helps extend the contextual boundaries of the 4Ps model. Moreover, by empirically linking specific marketing mix elements to consumers' purchase intention, the study provides updated evidence on how traditional marketing strategies function in contemporary Chinese consumer markets.

At the practical level, the findings of this study offer actionable insights for home appliance manufacturers seeking to optimize their marketing strategies in saturated markets. Using Hisense air conditioners as a case, the research identifies which components of the marketing mix are more influential in shaping consumers' purchase intention, thereby assisting firms in allocating marketing resources more effectively. In an environment characterized by product homogenization, channel fragmentation, and intensified brand competition, understanding how consumers respond to product attributes, pricing perceptions, distribution convenience, and promotional activities can support more precise market positioning and strategy formulation.

In addition, the study holds broader practical value for Chinese manufacturing enterprises facing similar challenges during the transition from technology-driven growth to brand- and value-driven competition. By demonstrating how marketing strategies can better align technological advantages with consumer perceptions and willingness to purchase, the research provides reference insights for firms aiming to enhance brand competitiveness and achieve sustainable development under conditions of consumption upgrading.

1.6 Definition of Key Terms

4Ps Marketing Mix

In this study, the 4Ps marketing mix refers to a widely used marketing framework consisting of four elements: product, price, place, and promotion. Originally proposed by McCarthy (1964) and later elaborated by Kotler and Keller (2016), the 4Ps framework is used here as an analytical structure to examine how different marketing activities influence consumers' purchase intention. Operationally, the 4Ps marketing mix is measured through consumers' subjective perceptions of each element rather than firms' internal marketing decisions.

Product Strategy

Product strategy refers to consumers' evaluations of the attributes and performance of air conditioners produced by Hisense. In the context of this study, it includes perceptions of product quality, functional performance, technological features, energy efficiency, and product design. Product strategy is operationalized using multiple

questionnaire items measured on a five-point Likert scale, reflecting the extent to which respondents agree that the product meets their needs and expectations.

Price Strategy

Price strategy refers to consumers' perceptions of the pricing of Hisense air conditioners, with emphasis on perceived price fairness, affordability, and value for money. Rather than focusing on the objective price level, this study adopts the concept of perceived price reasonableness (Monroe, 2003). Operationally, price strategy is measured through Likert-scale items assessing whether consumers believe that the price is reasonable, competitive, and consistent with product quality.

Place Strategy

Place strategy refers to the accessibility and convenience of purchasing Hisense air conditioners through various sales channels. In this study, it includes consumers' perceptions of channel availability (online and offline), convenience of purchase, delivery and installation services, and accessibility of after-sales support. This construct is operationalized through questionnaire items measuring respondents' agreement with statements related to channel convenience and service availability.

Promotion Strategy

Promotion strategy refers to consumers' perceptions of marketing communication activities related to Hisense air conditioners, including advertising, sales promotions, and informational campaigns. Consistent with Kotler and Keller (2016), promotion is understood as activities aimed at informing, persuading, and reminding consumers. In this study, promotion strategy is operationalized through Likert-scale items measuring the extent to which promotional activities attract attention, convey useful information, and stimulate purchase interest.

Purchase Intention

Purchase intention is defined as the subjective probability that a consumer will purchase a particular product in the future. This study adopts the widely accepted behavioral definition proposed by Fishbein and Ajzen (1975), which views intention as an immediate antecedent of actual behavior. Operationally, purchase intention is measured using multiple Likert-scale items assessing respondents' willingness to purchase, prioritize, or recommend Hisense air conditioners.

Consumers

Consumers refer to individual respondents residing in Laixi City who are either current users of or potential buyers interested in Hisense air conditioners. In this study, consumers are defined at the individual level and exclude organizational buyers, distributors, retailers, and other industry stakeholders.

Chapter 2 Literature Review

2.1 Introduction

This chapter systematically reviews the theoretical foundations and previous research related to this research topic, constructing a solid theoretical framework for subsequent empirical analysis. First, it traces and decomposes the core concept of this study—the 4Ps marketing Theory; second, it reviews domestic and international empirical research on how each dimension of the 4Ps marketing strategy affects consumer purchase intention; finally, it proposes the conceptual framework of this study, considering the current research status in home appliance industry and region (county-level market). Through this progressively layered review, the aim is to clarify the position and contribution of this research within the existing knowledge system.

2.2 Development of Marketing Theory and the 4Ps Marketing Mix

Theory

2.2.1 Evolution of Marketing Concepts

Modern marketing concepts have undergone a fundamental shift from a "producer-centric" to a "consumer-centric" approach. Its typical development stages include:

Production Concept: This concept holds that consumers prefer inexpensive and readily available products, and the core task of enterprises is to improve production efficiency and expand distribution.

Product Concept: This concept believes that consumers favor products of the highest quality and best performance, and enterprises should continuously improve their products.

Selling Concept: This concept holds that consumers typically do not purchase sufficient quantities of a product unless actively promoted and heavily marketed.

Marketing Concept: This is the cornerstone of modern marketing, proposed by scholars such as Drucker (1954). Its core lies in "satisfying customer needs and achieving organizational goals." All activities of an enterprise begin with identifying and defining the needs and desires of the target market and delivering and communicating value more effectively and efficiently than competitors.

Social Marketing Concept: Building upon the marketing concept, this concept further emphasizes the need for enterprises to balance and coordinate the relationship

between company profits, consumer needs, and social public interests (Kotler & Levy, 1969).

2.2.2 Proposal and Connotation of the 4Ps Marketing Mix Theory

Within the framework of the aforementioned marketing concepts, to help companies systematically plan and manage their controllable marketing activities, E. Jerome McCarthy (1964) first explicitly proposed the concept of the 4Ps marketing mix in his classic work *Basic Marketing*. He summarized a company's marketing tools into four categories:

Product refers to anything offered to the market that satisfies a consumer's need or desire, including tangible products, services, experiences, people, places, organizations, information, and ideas. Decisions involving this include quality, design, function, brand, packaging, and service.

Price refers to the monetary amount a consumer must pay to obtain a product. Decisions involving this include pricing strategies, discounts, allowances, payment terms, and credit terms.

Place (Distribution) refers to the series of interdependent organizations involved in enabling a product to be purchased and used by target customers, also known as "places." Decisions involving this include distribution, logistics, warehousing, and channel member management.

Promotion refers to all activities a company uses to communicate the value of its products to its target market, persuading and reminding customers to buy. Decisions involving this include advertising, personal selling, sales promotion, public relations, and direct marketing.

The 4Ps theory provides a concise, clear, and actionable tactical framework, enabling marketing managers to make systematic decisions, thus becoming the most widely used marketing paradigm globally (Grönroos, 1994).

2.2.3 Expansion and Challenges of the 4Ps Theory

Despite the profound influence of the 4Ps Theory, with changes in the market environment (especially the rise of the service economy and the increased importance of relationship marketing), scholars have proposed extended models to supplement or challenge its perspective:

7Ps Service Marketing Mix: Booms and Bitner (1981) added people, tangible presentation, and process to the 4Ps to emphasize the importance of people interaction, service environment, and process management in service marketing.

4Cs Marketing Theory: Lauterborn (1990), from a consumer perspective, proposed the 4Cs corresponding to the 4Ps: customer solutions, customer costs, convenience, and communication. This shift marks a change in perspective from "what businesses can do" to "what customers need."

4Rs Marketing Theory: Proposed by Schultz (1999) in the context of relationship marketing and the network economy, this theory emphasizes relevance, responsiveness, relationship, and reward, aiming to build long-term interactive relationships with customers.

2.2.4 Applicability and Value of the 4Ps Theory in the Contemporary Marketing Environment

Despite numerous challenges and expansions, the 4Ps theory remains relevant. In the digital age, its core elements have been given new meaning (e.g., "channels" encompasses online platforms and social media; "promotion" integrates content marketing and word-of-mouth marketing). Kotler et al. (2017) argued that the 4Ps remains a fundamental analytical framework and action list for developing and implementing marketing strategies. For the home appliance industry studied in this study, the 4Ps framework is particularly applicable: air conditioners are typical tangible durable consumer goods, and their purchase decision-making process is complex. Consumers systematically consider product performance (P), price and budget (P), ease of purchase and installation (P), and brand communication and promotional activities (P). Therefore, using the 4Ps theory as a theoretical framework to analyze the impact of Hisense air conditioner marketing strategies on consumers' purchase intentions has a solid theoretical foundation and practical feasibility.

2.3 Studies on the Impact of Product Strategy on Consumer Purchase Intention

2.3.1 The Impact of Product Quality, Function, and Design

Product quality is the primary prerequisite for consumers to develop trust and purchase intention. Kotler and Keller (2016) pointed out that perceived quality directly affects a product's market positioning and customer satisfaction. For air conditioning products, core functional parameters such as cooling/heating efficiency, energy consumption level (e.g., energy efficiency ratio), operating noise, and durability are key objective indicators for consumers to evaluate quality (Chen & Chang, 2012). Furthermore, industrial design, such as appearance, color, and the interactive experience with the control panel, while not directly affecting core functions, significantly shapes users' perceived value and emotional preferences. Excellent design can enhance product premium and stimulate consumers' desire to own the product (Bloch, 1995).

2.3.2 The Role of Brand Image and Brand Equity

A brand is a comprehensive symbol of a product's functional and emotional attributes. Aaker's (1991) brand equity model argues that dimensions such as brand

loyalty, perceived quality, and brand association can significantly reduce consumers' perceived purchase risk and decision-making costs. A strong brand, such as Hisense in this case, can positively impact its air conditioning product line through its long-term accumulated brand reputation and technological image (e.g., its reputation in display technology), enhancing consumers' initial trust and purchase intention (Keller, 1993). In situations of information asymmetry, brand becomes a crucial quality signal.

2.3.3 The Impact of Innovation and Product Differentiation

In the highly homogenized home appliance market, innovation is key to breaking the competitive landscape. Innovation not only refers to revolutionary technologies (such as the shift from fixed-frequency to variable-frequency), but also includes incremental improvements and functional integration, such as self-cleaning, intelligent temperature control, air purification, and IoT connectivity in air conditioners. Rogers' (2003) innovation diffusion theory points out that a product's relative advantage, compatibility, and usability influence the speed at which it is accepted by the market. Innovative features with significant differentiation advantages can create unique user value propositions, thereby attracting early adopters and influencing mainstream consumer choices (Tellis, 2013).

2.3.4 Research on After-Sales Service and Quality Assurance

For products like air conditioners that require installation and long-term maintenance, after-sales service is an indispensable part of the overall product value. Zeithaml et al. (1996)'s service quality model emphasizes that reliable, responsive, and guaranteed service can significantly improve customer satisfaction and loyalty. Long-term warranty commitments (such as "ten-year warranty") are a powerful quality signal that can effectively alleviate consumers' concerns about long-term usage costs, reduce perceived risk, and thus directly promote purchasing decisions (Shimp & Bearden, 1982).

2.4 Studies on the Impact of Pricing Strategies on Consumers'

Purchase Intention

2.4.1 The Relationship Between Price Level, Perceived Value, and Purchase Intention

Price is not isolated; its influence is always compared to the value perceived by consumers. According to the theory of perceived value (Zeithaml, 1988), consumers' purchase intention is not determined solely by objective price, but rather by the trade-off between perceived gains (product utility, emotional satisfaction) and perceived losses (monetary costs, time and effort). Therefore, a "higher" price, if matched with superior product quality, brand reputation, or unique features, can actually strengthen

its premium value and attract specific market segments (Völckner & Hofmann, 2007). Conversely, a high price lacking value support will directly inhibit purchase intention.

2.4.2 The Psychological Effects of Price Discounts and Promotional Pricing

Short-term price adjustments are common promotional tactics. Mental accounting theory (Thaler, 1985) and transaction utility theory can explain their effects. Consumers perceive the savings from discounts as "unexpected gains," thereby gaining additional satisfaction (transaction utility). However, frequent or excessive discounts can have negative effects: First, they damage the reference price, causing consumers to perceive the promotional price as the new normal price, thus reducing their willingness to buy when the original price is restored (Kopalle et al., 1996); second, they may raise doubts about product quality, i.e., the inference that "you get what you pay for" (Dodds et al., 1991).

2.4.3 The Impact of Price Transparency and Perceived Fairness

In the information-transparent internet age, perceived price fairness has become particularly important. Price fairness theory (Xia et al, 2004) points out that consumers judge the fairness of a price by comparing it with historical prices, competitor prices, or internal reference standards. Opaque pricing (such as inflating the original price before discounting) or discriminatory pricing against different customer groups, once detected, can trigger strong negative emotions and a collapse of trust, thereby severely weakening purchasing intentions and even leading to brand boycotts.

2.4.4 Reference Price and Price Sensitivity Research

Consumers maintain an internal reference price, shaped by past purchasing experiences, market price information, and cultural factors (Kalyanaram & Winer, 1995). A product priced below this reference price is considered a "good price," while above it is considered "expensive." Price sensitivity is moderated by factors such as product necessity, substitutability, and consumer income level. In county-level markets, for durable necessities like air conditioners, consumers may be more sensitive to the total cost of ownership (including purchase price and long-term electricity costs) than just the initial purchase price.

2.5 Studies on the Impact of Channel and Promotion Strategies on Consumer Purchase Intention

2.5.1 The Impact of Channel Strategy: Purchase Convenience, Channel Experience, and Service

Channels are the interface between products and consumers. According to the service-driven logic (Vargo & Lusch, 2004), channels are not only logistical pathways but also venues for value co-creation. Purchase convenience (including geographical

accessibility, business hours, and ease of information access) is a fundamental factor driving consumers from intention to action (Berry et al., 2002). For air conditioning products, the in-store experience is crucial—whether consumers can see and touch the product, experience the airflow, and receive professional on-site consultation greatly influences their trust building and decision-making confidence. Furthermore, the channel's after-sales service capabilities (such as the responsiveness and professionalism of installation and repair teams) are important considerations in purchasing decisions, extending the product's value.

2.5.2 The Impact of Promotional Strategy: Advertising, Personal Selling, Public Relations, and Sales Promotion

Promotion is the core of marketing communication. Its role is to inform, persuade, and remind.

Advertising and Media Communication: Building brand awareness and shaping image through mass and digital media. Integrated marketing communications theory emphasizes the crucial importance of delivering consistent and clear value messages (Schultz et al., 1993).

Personal Selling: For high-value, complex products such as central air conditioning or high-end models, the product knowledge, consulting skills, and trust-building techniques of professional sales personnel are decisive factors in closing a deal (Weitz & Bradford, 1999).

Sales Promotion: Short-term incentives (such as gifts, trade-ins, and raffles) can effectively stimulate immediate purchases and reduce decision-making delays, especially suitable for peak season sales pushes or inventory clearance (Blattberg & Neslin, 1990).

Public Relations and Word-of-Mouth: Positive reviews from third parties (such as media, KOLs, and existing users) provide extremely high credibility. In high-relationship-density societies like county-level areas, offline word-of-mouth and "referrals" can have a far greater impact than traditional advertising (Brown & Reingen, 1987).

2.5.3 New Trends in Digital Channels and Social Media Promotions

The internet, especially mobile social platforms, has reshaped the landscape of channels and promotions. Online-offline integration has become the norm: consumers research online (viewing parameters, comparing prices, reading reviews), experience products offline, and then return online to place orders or enjoy exclusive offline services. Social media promotions (such as WeChat group marketing, Douyin live streaming, and Xiaohongshu product seeding) not only achieve precise targeting but also stimulate purchasing desires through interaction, content sharing, and user-generated content (UGC) (Stephen, 2016). For home appliance brands, effectively

integrating online traffic and interaction while leveraging the advantages of offline physical channels is a key challenge.

2.6 Conceptual Framework of This Study

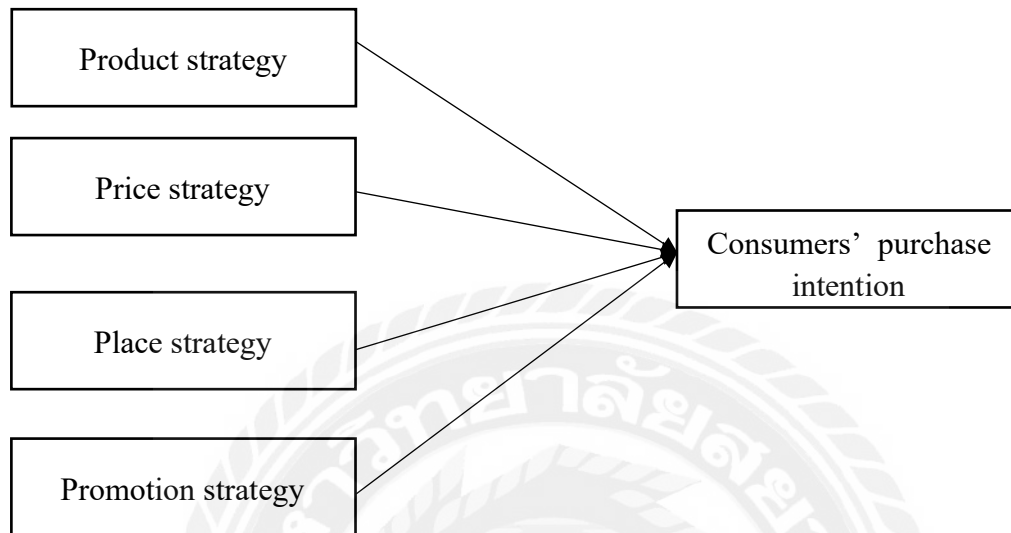


Figure 1: Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative research design to examine the effects of the 4Ps marketing mix on consumers' purchase intention. A quantitative approach was considered appropriate because the research aimed to test the clearly defined hypotheses (H1–H4) and to examine the statistical relationships between independent and dependent variables. By using structured measurement scales and statistical analysis, the study sought to identify whether and to what extent each element of the marketing mix influences consumers' purchase intention.

The research followed a cross-sectional design, in which data were collected from respondents at a single point in time. This design allowed for the analysis of consumers' current perceptions of product, price, place, and promotion strategies related to Hisense air conditioners, as well as their corresponding purchase intentions. Since the objective is to explore associations rather than to establish causal effects through experimental manipulation, no experimental or longitudinal methods were employed.

The study is explanatory in nature. It moves beyond descriptive analysis of consumer perceptions and aims to explain how variations in perceived marketing strategies are associated with changes in purchase intention. The four elements of the marketing mix—product strategy, price strategy, place strategy, and promotion strategy—are treated as independent variables, while purchase intention serves as the dependent variable.

Data were collected using a structured questionnaire consisting of multiple items for each construct. All items were measured on a five-point Likert scale ranging from “strongly disagree” to “strongly agree.” The use of standardized measurement items ensured consistency and enables statistical testing of reliability and validity. The collected data were analyzed using statistical techniques including descriptive analysis, correlation analysis, and multiple regression analysis to test the proposed hypotheses.

Overall, this research design provides a systematic framework for examining the relationships between marketing strategies and consumer behavioral intentions within the specific context of the air conditioning market in Laixi City.

3.2 Population and Sample

The target population of this study consisted of individual consumers in Laixi City, China, who have experience purchasing, using, or intending to purchase air

conditioners. The study focused on both current users and potential buyers who are familiar with related brands and marketing activities. The total population size was considered large and indeterminate due to the absence of an official consumer database.

The sample size was determined based on established quantitative research guidelines. According to Krejcie and Morgan (1970), a sample of around 384 is recommended for large populations at a 95% confidence level. In addition, Hair et al. (2010) suggested that regression analysis requires a minimum sample size of at least 5–10 times the number of measurement items. Based on these standards, a total of 350 valid questionnaires were collected and used for analysis, which is considered statistically adequate.

This study adopted a non-probability convenience sampling method with screening criteria. Respondents were selected based on accessibility and were required to be residents of Laixi City with awareness or experience related to air conditioner purchases. Although this method limits strict generalization, it is appropriate for examining relationships among variables in consumer behavior research.

3.3 Hypothesis

Based on the 4Ps marketing mix framework and the proposed research questions, this study examined the relationships between four dimensions of marketing strategy—product, price, place, and promotion—and consumers' purchase intention. Accordingly, the following hypotheses were proposed:

H1: Product strategy has a significant positive effect on consumers' purchase intention.

H2: Price strategy has a significant positive effect on consumers' purchase intention.

H3: Place (distribution) strategy has a significant positive effect on consumers' purchase intention.

H4: Promotion strategy has a significant positive effect on consumers' purchase intention.

3.4 Research Instrument

3.4.1 Questionnaire Design

Data were collected through a structured questionnaire designed to measure consumers' perceptions of the marketing mix and their purchase intention. The questionnaire

focuses on five key constructs: product strategy, price strategy, place strategy, promotion strategy, and purchase intention.

A survey method was selected because the study aimed to obtain quantifiable data that could be statistically analyzed to test the proposed hypotheses. The use of standardized measurement items ensured consistency across respondents and enhances the reliability of the results.

3.4.2 Variables and Theoretical Basis

The study examined four independent variables and one dependent variable. Each construct is grounded in established marketing and consumer behavior theories and is operationalized through observable and measurable items.

Product Strategy is derived from the 4Ps marketing framework (McCarthy, 1964; Kotler & Keller, 2016) and reflects consumers' evaluations of product quality, functionality, technology, and design.

Price Strategy is based on perceived price fairness and value perception theory (Monroe, 2003), emphasizing consumers' assessment of price reasonableness and value for money.

Place Strategy refers to distribution and channel accessibility (Kotler & Keller, 2016), focusing on convenience of purchase, availability, and service support.

Promotion Strategy is grounded in marketing communication theory (Kotler & Keller, 2016), reflecting the effectiveness of advertising and promotional activities in influencing consumer perceptions.

Purchase Intention, based on the behavioral intention concept proposed by Fishbein and Ajzen (1975), represents the likelihood that a consumer will engage in purchasing behavior.

All constructs are measured through perceptual indicators that are observable and statistically testable.

3.4.3 Structure of the Questionnaire

The questionnaire is organized into three sections to ensure logical flow and clarity:

Section A: Screening and Demographic Information

This section includes screening questions to confirm respondents' residency in Laixi City and familiarity with air conditioner products, followed by demographic variables including gender, age, income level.

Section B: Perceptions of the 4Ps Marketing Mix

This section measures respondents' perceptions of product, price, place, and promotion strategies related to Hisense air conditioners.

Section C: Purchase Intention

This section assesses respondents' future purchase likelihood and recommendation intentions.

3.4.4 Measurement Scale

All construct items are measured using a five-point Likert scale:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

The Likert scale is appropriate for measuring attitudes and behavioral intentions, as it captures the degree of agreement while allowing for statistical analysis.

3.4.5 Measurement Items

Table 1: Measurement Items

Construct	Code	Measurement Item
Product Strategy	PRO1	Hisense air conditioners have reliable product quality.
	PRO2	Hisense air conditioners provide advanced technological features.
	PRO3	Hisense air conditioners are energy-efficient.
	PRO4	The design and appearance of Hisense air conditioners are attractive.
Price Strategy	PRI1	The price of Hisense air conditioners is reasonable.
	PRI2	The price matches the product quality.
	PRI3	Hisense air conditioners offer good value for money.
Place Strategy	PLA1	Hisense air conditioners are easily available through multiple channels.
	PLA2	The purchasing process is convenient.
	PLA3	Delivery and installation services are satisfactory.
Promotion Strategy	PRM1	Promotional activities increase my interest in Hisense air conditioners.
	PRM2	Advertisements provide useful product information.
	PRM3	Sales promotions make the product more attractive.
Purchase Intention	PI1	I intend to purchase a Hisense air conditioner in the future.
	PI2	I would consider Hisense as my preferred brand when buying an air conditioner.
	PI3	I would recommend Hisense air conditioners to others.

3.5 Reliability and Validity Analysis of the Scale

3.5.1 Reliability Analysis

Reliability analysis was conducted using Cronbach' s Alpha to examine the internal consistency of the measurement items. The results are shown in Table 2.

Table 2 Reliability Analysis Results

Construct	Number of Items	Cronbach' s Alpha
Product Strategy	4	0.910
Price Strategy	3	0.897
Place Strategy	3	0.881
Promotion Strategy	3	0.900
Purchase Intention	3	0.932

All Cronbach' s Alpha values are above 0.80, indicating good internal consistency and satisfactory reliability of the scale.

3.5.2 Validity Analysis

Construct validity was tested using exploratory factor analysis. The results of the KMO and Bartlett' s Test are presented in Table 3.

Table 3 Validity Analysis Results

Test	Value
KMO Measure of Sampling Adequacy	0.941
Bartlett' s Test of Sphericity (Sig.)	0.000
Total Variance Explained (%)	80.23

The KMO value exceeds the recommended threshold of 0.60, and Bartlett' s Test is significant ($p < 0.001$), indicating that the data are suitable for factor analysis. The total variance explained is above 60%, demonstrating good construct validity.

3.6 Data Collection

Data for this study were collected within a defined period from January–March 2026. A structured questionnaire was used as the main instrument to gather data from respondents. The questionnaire was designed to measure consumers' perceptions of the 4Ps marketing strategies and their purchase intention for Hisense air conditioners.

The questionnaire was distributed through online platforms, including social media channels and online survey links. The online distribution method was chosen to improve accessibility and increase response efficiency. Before completing the

questionnaire, respondents were screened to ensure that they were residents of Laixi City and had experience or awareness related to air conditioner purchases.

A total of 380 questionnaires were distributed. After data collection, responses were checked for completeness and consistency. Questionnaires with missing answers or obvious response patterns were removed. Finally, 350 valid questionnaires were retained and used for data analysis.

All responses were collected electronically and exported into statistical software for further analysis. The data collection process ensured anonymity and confidentiality, and participation was voluntary.

3.7 Data Analysis

Data collected from the questionnaires were analyzed using statistical software. Both descriptive and inferential statistical methods were applied to address the research objectives and test the proposed hypotheses. Descriptive statistics were used to summarize respondents' characteristics and the variables, including frequency and percentage to describe demographic information, as well as mean and standard deviation to present the overall tendency and variation of responses for each measurement item and construct. These analyses provided a general understanding of respondents' profiles and their perceptions of the 4Ps marketing strategies and purchase intention.

Inferential statistical analysis was conducted to examine the relationships among variables and to test the proposed hypotheses. Correlation analysis was used to examine the strength and direction of relationships between the 4Ps marketing mix variables and purchase intention. Multiple regression analysis was further applied to test the effects of product, price, place, and promotion strategies on consumers' purchase intention. Prior to hypothesis testing, reliability and validity analyses were performed to ensure the quality and consistency of the measurement scale. Statistical significance was evaluated at the 0.05 level.

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Respondents

Table 4 Demographic Profile of Respondents (N = 350)

Category	Frequency	Percentage (%)
Male	168	48.0
Female	182	52.0
Age 18–25	74	21.1
Age 26–35	128	36.6
Age 36–45	92	26.3
Age Above 45	56	16.0
Low Income	96	27.4
Medium Income	182	52.0
High Income	72	20.6

The results show that the sample consists of a relatively balanced gender distribution, with slightly more female respondents (52%). The majority of respondents fall within the age group of 26–35 years (36.6%), indicating that working-age consumers represent the main participants in the study. In terms of income level, most respondents belong to the medium-income group, suggesting that the sample reflects typical consumers in the home appliance market. Overall, the demographic distribution indicates that the respondents are suitable for examining consumer purchase intention toward air conditioners.

4.1.2 Descriptive Statistics of Variables

Table 5 Descriptive Statistics of Variables

Variable	Mean	Standard Deviation
Product Strategy	3.74	0.68
Price Strategy	3.82	0.71
Place Strategy	3.58	0.65
Promotion Strategy	3.69	0.70
Purchase Intention	3.77	0.73

The descriptive statistics show that all mean values are above 3.50, indicating generally positive perceptions among respondents toward the marketing strategies of Hisense air conditioners. Price strategy has the highest mean score (3.82), suggesting that

consumers pay strong attention to price reasonableness and value for money when evaluating air conditioners. Product strategy and promotion strategy also receive relatively high evaluations, reflecting the importance of product quality and marketing communication. Place strategy shows the lowest mean score among the four dimensions, implying that distribution convenience and service accessibility may still have room for improvement. Overall, respondents demonstrate a positive purchase intention, with a mean score of 3.77.

4.1.3 Inferential Analysis and Hypothesis Testing

Table 6 Correlation Analysis Results

Variables	Product	Price	Place	Promotion	Purchase Intention
Product	1				
Price	0.302	1			
Place	0.287	0.129	1		
Promotion	0.120	0.277	0.019	1	
Purchase Intention	0.454	0.504	0.329	0.407	1

The correlation analysis results indicate that all four marketing strategies are positively associated with purchase intention. Price strategy shows the strongest correlation with purchase intention ($r = 0.504$), followed by product strategy ($r = 0.454$), promotion strategy ($r = 0.407$), and place strategy ($r = 0.329$). These findings suggest that better consumer perceptions of marketing strategies are related to higher purchase intention. The correlation coefficients are below 0.70, indicating that multicollinearity is not a concern.

Table 7 Multiple Regression Analysis Results

Variable	Beta	t-value	Sig.
Product Strategy	0.283	6.167	0.000
Price Strategy	0.326	7.461	0.000
Place Strategy	0.215	5.006	0.000
Promotion Strategy	0.288	6.893	0.000

Model Summary

R ²	Adjusted R ²	F-value	Sig.
0.464	0.458	74.68	0.000

The regression model is statistically significant ($p < 0.001$) and explains 46.4% of the variance in purchase intention, indicating strong explanatory power. All four independent variables significantly influence purchase intention. Price strategy has the strongest effect ($\beta = 0.326$), suggesting that consumers are highly sensitive to pricing and perceived value. Promotion strategy and product strategy also show strong positive effects, highlighting the importance of effective communication and product quality.

Place strategy has a positive but comparatively smaller effect, indicating that distribution convenience supports but does not dominate purchase decisions.

Table 8 Hypothesis Test Results

Hypothesis	Relationship	Result
H1	Product → Purchase Intention	Supported
H2	Price → Purchase Intention	Supported
H3	Place → Purchase Intention	Supported
H4	Promotion → Purchase Intention	Supported

All proposed hypotheses are supported. The results confirm that the 4Ps marketing strategies significantly influence consumers' purchase intention. This finding supports the applicability of the 4Ps marketing framework in the context of the air conditioning market and suggests that a balanced marketing strategy can effectively enhance consumer purchase intention.

4.2 Discussion

This study examined how the four dimensions of the 4Ps marketing mix influence consumers' purchase intention for Hisense air conditioners. The discussion below is structured according to the research objectives, allowing the findings to be interpreted in relation to both theoretical expectations and practical market conditions.

4.2.1 Product Strategy and Purchase Intention

The first objective of this study was to investigate the influence of product strategy on consumers' purchase intention. The findings indicate that product strategy has a significant positive effect, suggesting that consumers place considerable importance on product-related attributes such as quality, technological performance, energy efficiency, and design.

This result aligns with the core assumptions of the 4Ps marketing framework, which identifies the product as a central driver of consumer decision-making. In the context of the air conditioning industry, where technological advancement and energy-saving performance have become key competitive factors, consumers are more likely to form positive purchase intentions when they perceive clear functional value. The finding implies that product innovation and quality improvement remain fundamental strategies for strengthening consumer confidence and market competitiveness.

4.2.2 Price Strategy and Purchase Intention

The second research objective focused on the role of price strategy. The results reveal that price strategy exerts the strongest influence on purchase intention among all

variables examined. This indicates that consumers are highly sensitive to pricing and tend to evaluate products based on perceived value rather than price alone.

Such findings are consistent with value perception theory, which suggests that consumers compare perceived benefits with monetary cost before making purchasing decisions. Since air conditioners are durable and relatively expensive products, consumers are likely to engage in more rational evaluation processes. Therefore, pricing strategies that communicate fairness, affordability, and value for money can significantly enhance purchase intention. This also reflects the current market environment, where consumers increasingly seek practical value under conditions of intensified competition and economic uncertainty.

4.2.3 Place Strategy and Purchase Intention

The third objective explored the effect of place strategy on purchase intention. The analysis shows that place strategy has a positive and significant influence, although its impact is comparatively smaller than other marketing elements.

This finding suggests that distribution convenience and service accessibility function more as enabling conditions rather than primary motivating factors. With the widespread availability of online and offline purchasing channels, consumers may perceive accessibility as a basic requirement rather than a competitive advantage. Nevertheless, efficient distribution systems and reliable after-sales services remain important in reducing purchase barriers and supporting overall consumer satisfaction.

4.2.4 Promotion Strategy and Purchase Intention

The fourth objective examined the impact of promotion strategy. The findings confirm that promotional activities significantly influence purchase intention, highlighting the importance of marketing communication in shaping consumer perceptions.

In highly competitive markets, promotion plays a critical role in increasing brand visibility and helping consumers understand product benefits. Advertising, promotional campaigns, and informational communication contribute to building awareness and stimulating interest, which ultimately strengthens purchase intention. The results suggest that promotional strategies are most effective when they clearly communicate product value and align with consumers' decision-making needs.

Taken together, the findings demonstrate that all four components of the 4Ps marketing mix significantly contribute to consumers' purchase intention. The results reinforce the continued relevance of the 4Ps framework in explaining consumer behavior within a mature and competitive home appliance market. Among the four dimensions, price strategy emerges as the most influential factor, indicating that consumers prioritize perceived economic value when making purchase decisions. Product quality and promotional communication also play important roles in shaping consumer attitudes,

while place strategy provides necessary support through accessibility and service convenience.

From a broader perspective, the findings suggest that an integrated marketing approach is essential. Rather than focusing on a single element, companies need to coordinate pricing, product innovation, distribution efficiency, and promotional communication to effectively influence consumer decision-making and maintain competitiveness in a saturated market environment.

4.2.5 Relationship of the Findings and Previous Research

The findings are generally consistent with previous studies on marketing mix theory and consumer behavior. The significant influence of product and promotion strategies supports the traditional 4Ps framework proposed by McCarthy (1964) and later expanded by Kotler and Keller (2016), which emphasizes the importance of integrating multiple marketing elements to influence consumer responses.

The strong effect of price strategy aligns with prior research on perceived value and pricing fairness (Monroe, 2003), which suggests that consumers evaluate products based on the balance between cost and perceived benefits. This study extends previous findings by showing that price remains a dominant factor even in a market characterized by technological innovation and brand competition.

In addition, the positive relationship between marketing strategies and purchase intention is consistent with behavioral intention theory (Fishbein & Ajzen, 1975), which proposes that favorable perceptions toward products and marketing activities increase the likelihood of purchase behavior.

4.2.6 Explanation of Unexpected Results

One notable finding is that place strategy, although significant, shows a comparatively weaker influence on purchase intention than expected. Traditional marketing theory suggests that distribution plays an important role in consumer decision-making; however, this study indicates that its relative importance may be decreasing in modern markets.

A possible explanation is the rapid development of online shopping platforms and integrated delivery services, which have made product availability more standardized across brands. As consumers increasingly perceive distribution convenience as a basic requirement rather than a competitive advantage, other factors such as pricing and promotion may become more influential in shaping purchase intention.

Another possible explanation relates to the study context. Since the research was conducted in a market where multiple sales channels are already well developed,

differences in distribution strategies may not be strongly perceived by consumers, leading to a weaker statistical effect.

Overall, the findings confirm that the 4Ps marketing mix remains a useful framework for understanding consumer purchase intention in the air conditioning industry. However, the relative strength of each marketing element reflects current market conditions, where consumers are more rational, price-sensitive, and information-oriented. These results suggest that companies should adopt an integrated marketing approach, with particular attention to pricing strategy while maintaining product quality and effective promotional communication.



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study examined the influence of the 4Ps marketing strategies on consumers' purchase intention for Hisense air conditioners in Laixi City. The research aimed to understand how product, price, place, and promotion strategies affect consumer decision-making in a competitive home appliance market.

A quantitative research approach was adopted. Data were collected through a structured questionnaire distributed to consumers, and a total of 350 valid responses were analyzed using statistical methods. Descriptive statistics were used to summarize respondent characteristics and variable distributions, while correlation and multiple regression analyses were applied to examine relationships between the marketing mix variables and purchase intention. Reliability and validity analyses were conducted to ensure the quality of the measurement scale.

The results showed that all four elements of the marketing mix had significant positive effects on consumers' purchase intention. Among them, price strategy was identified as the strongest predictor, followed by promotion strategy and product strategy, while place strategy showed a smaller but still significant influence. These findings indicate that consumers consider pricing fairness, product value, and promotional communication as key factors when making purchasing decisions. Overall, the study confirms that the 4Ps marketing framework remains effective in explaining consumer behavior in the air conditioning industry and answers the research questions by demonstrating that each marketing element contributes to purchase intention at different levels of influence.

5.2 Recommendations

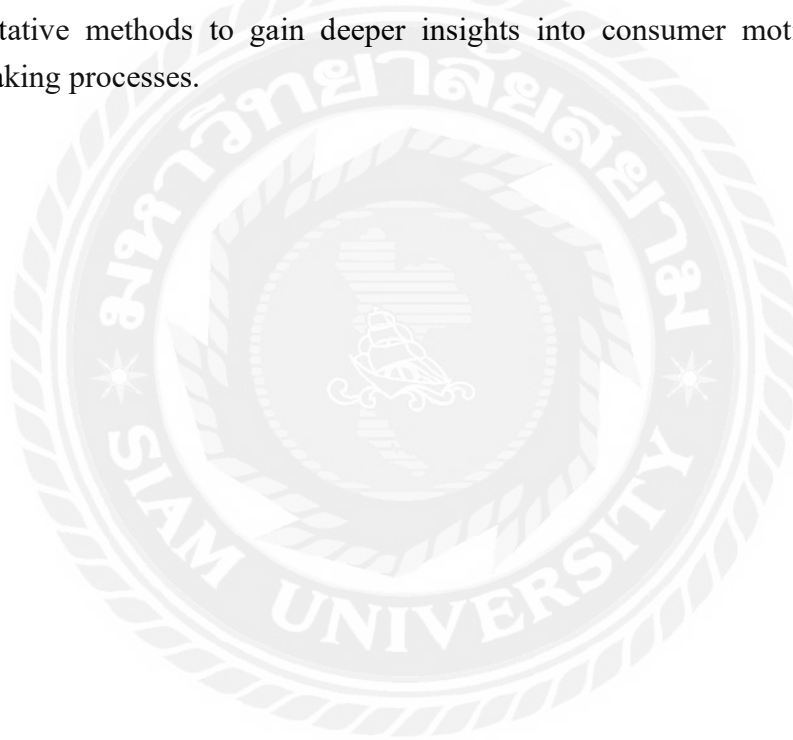
Based on the findings, companies operating in the air conditioning market should focus on developing integrated marketing strategies that balance all elements of the marketing mix. Pricing strategies play a central role in influencing consumer decisions; therefore, firms should maintain competitive pricing while clearly communicating product value. Product quality and technological innovation remain important and should be continuously improved to meet consumer expectations.

Promotion activities should emphasize clear product information and value communication to strengthen consumer awareness and interest. In addition, companies

should ensure convenient purchasing channels and reliable service support, as distribution convenience contributes to overall consumer satisfaction. By applying these strategies, firms can enhance purchase intention and strengthen their competitiveness in the market.

5.3 Further Study

Future research may expand the scope of this study by including different cities or regions to improve the generalizability of the findings. Researchers may also examine additional variables, such as brand image, customer trust, or perceived quality, which could influence purchase intention. Longitudinal studies should be conducted to observe changes in consumer behavior over time. Furthermore, future studies may apply qualitative methods to gain deeper insights into consumer motivations and decision-making processes.



References

- Aaker, D. A. (1991). *Managing brand equity*. The Free Press.
- Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of Marketing*, 66(3), 1–17.
- Blattberg, R. C., & Neslin, S. A. (1990). *Sales promotion: Concepts, methods, and strategies*. Prentice Hall.
- Bloch, P. H. (1995). Seeking the ideal form: Product design and consumer response. *Journal of Marketing*, 59(3), 16–29.
- Booms, B. H., & Bitner, M. J. (1981). Marketing strategies and organization structures for service firms. In J. H. Donnelly & W. R. George (Eds.), *Marketing of services* (pp. 47–51). American Marketing Association.
- Brown, J. J., & Reingen, P. H. (1987). Social ties and word-of-mouth referral behavior. *Journal of Consumer Research*, 14(3), 350–362.
- Chen, J., & Xie, Y. (2021). Brand value, innovation, and consumer purchase intention in durable goods markets. *Journal of Marketing Science*, 17(2), 89–102.
- Chen, Y.-S., & Chang, C.-H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- Drucker, P. F. (1954). *The practice of management*. Harper & Brothers.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Addison-Wesley.
- Grönroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, 32(2), 4–20.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Education.
- He, Z., & Huang, L. (2022). Omnichannel marketing transformation and consumer behavior in the digital economy. *Journal of Business Economics*, 39(5), 67–78.

- Kalyanaram, G., & Winer, R. S. (1995). Empirical generalizations from reference price research. *Marketing Science*, 14(3), G161–G169.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.
- Kopalle, P. K., Rao, A. G., & Assunção, J. L. (1996). Asymmetric reference price effects and dynamic pricing policies. *Marketing Science*, 15(1), 60–85.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., & Levy, S. J. (1969). Broadening the concept of marketing. *Journal of Marketing*, 33(1), 10–15.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. Wiley.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607–610. <https://doi.org/10.1177/001316447003000308>
- Lauterborn, B. (1990). New marketing litany: Four Ps passé: C-words take over. *Advertising Age*, 61(41), 26.
- Liu, Q., & Sun, M. (2020). Competitive dynamics and technological innovation in China's home appliance industry. *Industrial Economics Research*, 4, 112–123.
- McCarthy, E. J. (1964). *Basic marketing: A managerial approach*. Irwin.
- Monroe, K. B. (2003). *Pricing: Making profitable decisions* (3rd ed.). McGraw-Hill.
- Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
- Schultz, D. E. (1999). The evolving nature of integrated marketing communication. *Journal of Integrated Communications*, 10(1), 11–16.
- Schultz, D. E., Tannenbaum, S. I., & Lauterborn, R. F. (1993). *Integrated marketing communications: Putting it together and making it work*. NTC Business Books.
- Shimp, T. A., & Bearden, W. O. (1982). Warranty and other extrinsic cue effects on consumers' risk perceptions. *Journal of Consumer Research*, 9(1), 38–46.
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17–21.

- Tellis, G. J. (2013). *Unrelenting innovation: How to create a culture for market dominance*. Jossey-Bass.
- Thaler, R. (1985). Mental accounting and consumer choice. *Marketing Science*, 4(3), 199–214.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17.
- Völckner, F., & Hofmann, J. (2007). The price–perceived quality relationship: A meta-analytic review and assessment of its determinants. *Marketing Letters*, 18(3), 181–196.
- Wang, Y., & Li, X. (2020). Consumption upgrading and transformation of China's consumer market. *Journal of Consumer Studies*, 44(3), 215–228.
- Weitz, B. A., & Bradford, K. D. (1999). Personal selling and sales management: A relationship marketing perspective. *Journal of the Academy of Marketing Science*, 27(2), 241–254.
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of Marketing*, 68(4), 1–15.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.
- Zhang, H. (2019). Rational consumption and changes in household purchasing behavior under economic transition. *Economic Perspectives*, 6, 45–53.

Appendix

Part A: Screening and Demographic Information

Instruction: Please answer the following questions by selecting the option that best describes you.

1. Are you currently living in Laixi City?
☐ Yes
☐ No
2. Have you ever purchased or considered purchasing an air conditioner?
☐ Yes
☐ No
3. Gender
☐ Male
☐ Female
4. Age
☐ 18–25
☐ 26–35
☐ 36–45
☐ Above 45
5. Monthly Income Level
☐ Low
☐ Medium
☐ High

Part B: Perceptions of Marketing Strategies

Instruction: Please indicate your level of agreement with the following statements.

Scale:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Product Strategy

Code	Statement	1	2	3	4	5
PRO1	Hisense air conditioners have reliable product quality.	☐	☐	☐	☐	☐
PRO2	Hisense air conditioners provide advanced technological features.	☐	☐	☐	☐	☐
PRO3	Hisense air conditioners are energy-efficient.	☐	☐	☐	☐	☐
PRO4	The design and appearance of Hisense air conditioners are attractive.	☐	☐	☐	☐	☐

Price Strategy

Code	Statement	1	2	3	4	5
PRI1	The price of Hisense air conditioners is reasonable.	☐	☐	☐	☐	☐
PRI2	The price matches the product quality.	☐	☐	☐	☐	☐
PRI3	Hisense air conditioners offer good value for money.	☐	☐	☐	☐	☐

Place Strategy

Code	Statement	1	2	3	4	5
PLA1	Hisense air conditioners are easily available through multiple channels.	☐	☐	☐	☐	☐
PLA2	The purchasing process is convenient.	☐	☐	☐	☐	☐
PLA3	Delivery and installation services are satisfactory.	☐	☐	☐	☐	☐

Promotion Strategy

Code	Statement	1	2	3	4	5
PRM1	Promotional activities increase my interest in Hisense air conditioners.	☐	☐	☐	☐	☐
PRM2	Advertisements provide useful product information.	☐	☐	☐	☐	☐
PRM3	Sales promotions make the product more attractive.	☐	☐	☐	☐	☐

Part C: Purchase Intention

Code	Statement	1	2	3	4	5
------	-----------	---	---	---	---	---

PI1	I intend to purchase a Hisense air conditioner in the future.	☐	☐	☐	☐	☐
PI2	I would consider Hisense as my preferred brand when buying an air conditioner.	☐	☐	☐	☐	☐
PI3	I would recommend Hisense air conditioners to others.	☐	☐	☐	☐	☐

