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Influence of celebrity endorsement and brand effect on China's
mobile phone market

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Declaration

“I hereby declare that this research project is of my own effort except for those summarizes and information of which the sources are clearly specified”

Wei Mengchen
April 20, 2018

Abstract

The research on the brand effect and celebrity endorsement of the Chinese mobile phone market is due to the prosperity and change of the mobile phone market in China in recent years. This research will study the problem that how brand effect and celebrity endorsement influence the choice of Chinese consumers. This question is very important because only after researchers known the brand effect and celebrity endorsement which one can deeper impact on consumers. This article will use the method of questionnaire survey, study the influence of brand effect and celebrity endorsement on the purchase intention of Chinese consumers.

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Chapter 1

1-1 Introduction

Nowadays, mobile phone has become a necessity to people. They have turned the use of their phones into a way of comparisons in China. So there is a phenomenon that has emerged in Chinese mobile phone market is the competition between many mobile phone companies (Agar, 2013). For example, the iPhone products dominate the Chinese mobile phone market with the brand advantage. The sales are higher than other companies in many years. OPPO has taken advantage of the celebrity endorsement through advertising in Chinese mobile phone market, and its sales are rising gradually.

This research will study the problem that how brand effect and celebrity endorsement influence the choice of Chinese consumers. This question is very important because only after researchers know the brand effect and celebrity endorsement which one can have a deeper impact on consumers, then they can know how to lead mobile phone companies to make sales strategic plans and contribute to mobile phone companies (Goggin, 2012). Because this paper is about the Chinese mobile phone market, this research will be conducted in China. The results of the study are aimed at the Chinese mobile phone market, which will have a profound impact on the future sales strategy of Chinese mobile phone brands. In this paper, I will choose the questionnaire method to do this research. My questionnaire mainly focused on middle-aged and young people, because there are so many mobile phone users in this age group, I can get more accurate results. It's not just that they are the subject of consumption, but also because young people are more susceptible to brand and celebrity effects.

In conclusion, this article will use the method of questionnaire survey, study the influence of brand effect and celebrity endorsement on the purchase intention of Chinese consumers.

1-2 Background of study

In the past decade, the number of people who demand for mobile phones has grown and the demand for mobile phone function also has grown in China. More and more mobile phone brands have appeared, and there are a lot of competitive mobile phone brands. In 2011, the sales growth of smart phones in China was 150%, 120 million units, but kept declining every year and was only 2% in 2015, 470 million units. In 2016, the new types of smart phones in China market only 1376 models, down 29.5 % year on year. (Lu, October 14, 2016) This is not only the reason for the saturation of the market, but also the reasons why the mobile phone companies have not deep understanding of the current factors affecting the Chinese mobile phone market.

Brand effect is the benefit for the enterprise by the brand, it is the extension of enterprise value in the business world (Shaojung Sharon, 2017). In the current business world, brand can lead business model. In the current business model of brand leadership, brand means product positioning, operation mode, consumption group and profit return (Kyounghee, 2017). Brand is the product of the commodity economy development to a certain class. Initially, the brand is used to facilitate the identification products. The rapid development of the brand is under the condition of modern commodity economy highly developed, its development rapidly due to the use of the brand to commodity producers brought huge economic and social benefits (Glauber Eduardo, 2017). To establish the enterprise brand requires the enterprise to have a strong ability of resource integration and to show the essence of the enterprise to the world through the brand (Pedro Simões, 2018). Brand effect is the use of brand on products, which brings benefits and influence to brand users. Brand effect is a continuation of enterprise value in commercial society (Inge Geyskens, 2018). The famous brand effect, of course, can drive the business opportunity and show the consumer's own value. At the same time, it also has raised the businessman's grade. So brand effect can lead more high-level consumers visit the famous stores. For example, the promotion of the iPhone in China is based on the brand effect, and the

image of the high-end brand of iPhone is designed to stimulate consumers' desire to buy.

The celebrity endorsement is the effect of the appearance of famous people. The effect of strengthening things, enlarging influence, or people imitating the psychological phenomena of famous people (Laure Ambroise, 2017). The celebrity effect has had a profound effect on all aspects of life, such as celebrity endorsement advertising, which can stimulate consumption, and celebrities' attendance at charity events to promote social care for the weak and so on (KarlaMcCormick, 2016). Celebrity is more contact in people's life, and be familiar with the group. The influence of the celebrity effect also is because celebrities itself, and in the presence of its expanding, influence the effect of strengthening, this is the celebrity endorsement (Mazzini, 2014). Of course, the application of the celebrity effect is very common, first in terms of advertising, almost most of the ads in the use of celebrity effect, because the audience of celebrities like, trust and even imitate, to pass on to the product like, trust and imitate, this is typical of the method of using celebrity (Ayodotun, 2018). With the intensification of product and market competition, celebrity advertisements also exist in various forms in life. In addition to traditional media such as TV, newspapers, magazines, radio and outdoor signs, it also includes new media such as Internet and game software, as well as various business promotion and promotion activities (Zamudio, 2015). The marketing principle of celebrity effect method is to take advantage of people's name psychology, use the celebrity effect in the process of commodity sale, choose the big star, the singer image to advertise, the effect is very good (Pei-Shan, 2012). For example, OPPO, a Chinese mobile phone company, has hired a large number of stars to endorse its phones, using celebrities' advertisements and posters to promote mobile phone brands.

There are many relevant literature review about this problem. For example, Turnbull et al. (2000) pointed out that in the mobile phone market, consumer recognition and market access are critical issues, so mobile phone suppliers should establish a strong

brand image through high quality and service so as to attract consumer attention. (Gan, 2017)

1-3 Problem statement

Nowadays, there are many factors that affect consumers' purchasing of mobile phones in China. At present, besides the issue of purchasing power, the brand effect and the guidance of celebrity effect are two important factors. More and more people prefer to use smart phone and they will often be influenced by the brand name or the public opinion direction to buy a product (Quanyin, 2017).

So the problem is how celebrity endorsement and brand effect can better guide consumers' buying intentions in China. This problem is so important because only when companies' managers or marketing department staffs understand the customer's purchase intention and what kind of sales mode can more effectively influence the customers' choice, the companies can develop their marketing strategic plans according to the survey. So the questionnaire survey method is so vital that it possible directly determined the company future plan (Li Chen, 2015). The managers and marketing department staffs will make the company plan according the questionnaire survey. In order to promote sales, the enterprises need to have a clear understanding of customers' preferences (Thakur, 2018). The increase of the sales would directly lead to the increase of the enterprises' profits. Through understanding the preferences of the customer, the enterprises can occupy and use the market to attract consumers.

The industry is the mobile phone industry, brand effect and celebrity endorsement are all influence on Chinese mobile phone market.

1-4 Research questions

The research questions were designed with research objective based on the research contents. The research question is the foundation of the research.

Q1 How does the celebrity endorsement influence on the China's mobile phone?

Q2 How does the brand effect influence on the China's mobile phone?

1-5 Research objective

The research objective is based on the problem statement. The research objective and the research question correspond. They are inseparable whole.

The first objective of this article is to study the influence of brand effect on Chinese mobile phone market.

The second objective of this article is to study the influence of celebrity endorsement on Chinese mobile phone market.

1-6 Research hypotheses

The research hypotheses are derived from the research question and research objective. In the research paper, only the hypothesis is made before the research can be carried out.

H1 The celebrity effect has a profound effect on China's mobile phone market.

H2 The brand endorsement has a profound effect on China's mobile phone market.

1-7 Significant study

This study has vital contributions to mobile phone company. First of all, this research paper for the management of the enterprise provides a new support point that the company can guide the customer's purchase intention according to the results of the survey. To research brand effect and celebrity endorsement can help industries operating personnel to better determine the company's strategic deployment. Second, from the government's point of view, the research direction of this paper is closely related to the current direction of the mobile phone market. Nowadays, the Chinese government is also concerned about the impact of the mobile phone market on the economy and actively guides the mobile phone market. So the article is also important for the government to guide the Chinese mobile phone market. Third, this research can help mobile phone industry players to understand current situation of mobile phone market in China.

This research paper will enrich the research results of the mobile phone market, which will guide a new research direction. The research of this paper make the phone sales mode from a single product research and one-way research into a way that two products compared in the form of contrast research, and then get a result that which calculated the sales way of the research methods. This paper enriches the analysis results of the current situation of China's mobile phone market, elaborates knowledge from a new perspective and provides a new article for market economy knowledge.

1-8 Research methodology

This article uses deductive approach to research the problem about brand effect and celebrity endorsement. I will use the quantitative approach to get the result in this report. The target population of study is the younger and middle-age people in China. The sampling frame is individual among the Chinese people. Researcher have a plan that before the survey there are expect to be about 200 participants. Beyond above

point, this article also uses the questionnaires survey. It's a kind of social survey methods with data collection. This research also uses hypothesis method. Through hypothesis analyzing the opposite of things or phenomena, launch conditions, thus to prove the argument is right or wrong.

1-9 Operational definitions

The brand effect is brought by brand of enterprise, which reflects the value of enterprise in society. Brand effect plays a positive role in promoting sustainable development and maximizing profit. The development of brand will bring huge economic and social benefits. Famous brand is not only the intangible asset of enterprise, but also the representative of enterprise image. For example: The sales of iPhone in Chinese mobile phone market is a typical and successful case of brand effect. Because of the famous brand of iPhone, and coupled with the marketing strategy and high technical level, it made great sales in the Chinese market quickly.

Celebrity endorsement refers to the emergence of celebrities which will cause people to pay attention to what they use and what they do. The objects for the use of celebrities will strengthen and beautify the objects, and expand the influence of things. That's because people would like to imitate the psychology of celebrities. Many enterprises use the celebrity effect in marketing, such as celebrity endorsement products, stimulate consumer spending. Some organizations invite celebrities to participate in charity activities, so as to attract social attention and promote social care for the weak. Celebrity effects can lead the trend and aesthetics. For example, OPPO became China's mobile phone giant, which is a typical case on using celebrity effects. OPPO's success is inseparable from the celebrity effect, after the first mobile phone release, OPPO has invited a lot of celebrities to do endorsement propaganda. OPPO has spared no effort in propaganda, and OPPO has named many TV dramas and variety shows, so it can become the giant of Chinese mobile phone.

1-10 Limitation of study

This study is because the subjects of the survey were concentrated in schools most of the participants were young people. Therefore, this survey has the limitation of age.

In this study, the sample size was only 200 people, the survey results may be inaccurate and have a limited number of people.

This study only focus on mobile phone market in China, so there is a geographical limitation.

1-11 Organization of chapters

Chapter 1	Introduction This part including background and meaning of this study.
Chapter 2	Literature Review This part details previous article in this research area.
Chapter 3	Hypothesis and analysis This part analyzes the data collection and hypothesis.
Chapter 4	Finding This part will get some findings according the data and research.
Chapter 5	Conclusion It the overall conclusion of the study and provides some recommendations for the future research as well.

1-12 Summary

In this paper, we use these two kind of effect that celebrity endorsement and brand effect as research objects to study the selection factors of Chinese consumers. This question is very important. After the researchers' influence on consumer brands and celebrity effects, they developed the mobile phone company's sales strategy plan and contributed to the mobile phone company. This paper is about the Chinese mobile phone market, and make some mobile phone brand to be examples. The result of this research is two factors can influence the mobile phone market. The research will be used by the sales department of many mobile phone companies to have a profound impact on the future sales strategy in current Chinese mobile phone market. In this paper, we chose questionnaire survey to carry out this research. My questionnaire survey will focus on young people, because there are many people using mobile phones at this age, so they got more accurate results.

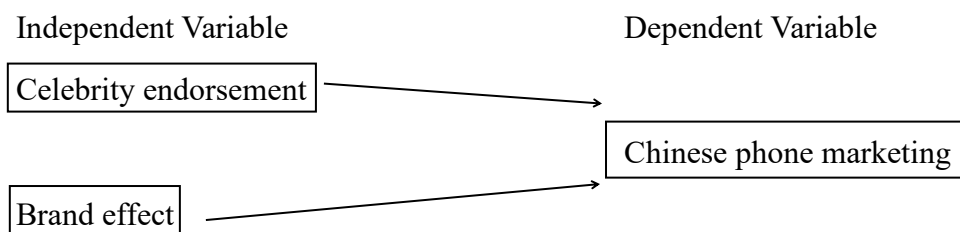
Chapter 2

2-1 Introduction

Brand effect is the representative of each enterprise and product and symbol, in the enterprise marketing activities, the brand plays an important role. Therefore, the composition of the brand strategy to explore the great practical significance. Celebrity endorsement in the enterprise marketing activities play an important role, not only conducive to consumer identification products to protect the interests of consumers and businesses, and is conducive to enterprises awakening advertising, expanding the market areas of the enterprise.

2-2 Framework

This research has two hypotheses. One is the celebrity effect has a profound effect on China's mobile phone market. The other is the brand endorsement has a profound effect on China's mobile phone market. According these hypotheses above, there is a framework. In this framework, celebrity endorsement and brand effect are all I.V and Chinese phone marketing is D.V. From this framework, we can see that celebrity endorsement and brand effect can have a far-reaching impact on China's mobile phone market.



2-3 Literature review

The two concepts of brand effect and celebrity effect mentioned in this study actually are not a new research subject. Before this research, there are many experts who have conducted in-depth research on China's mobile phone market. Many of them have studied deeply the impact of brand and celebrity on China's mobile phone market. At the same time, famous mobile phone brands like OPPO and the iPhone are the subject of their research. On this basis, they have also come to different conclusions and put forward different opinions and viewpoints. These conclusions and viewpoints will also serve as the theoretical literature of this paper to support the two hypotheses proposed in the previous article.

Emílio and Mark (Emílio J.M.Arruda-Filho, 2011) have put forward such a view that iPhone mobile phone brand positioning strategy analysis reasonable market segmentation is a large and complex market is divided into small market segments, and to provide consumers with unique needs of products and services. Smart phone market has focus on consumer demand that a collection of diversified and multilevel. Sales managers known that any product can not to satisfy all consumers. So in order to achieve better marketing results, they must clear their own market objectives. According to the "China smart phone User Research Report 2015" (MEEKER, 2015) survey data show that in the survey of Chinese smart phone users, the age of 21 to 25 years old accounted for 41.4% of users, the largest proportion of users in the overall; followed by 26 ~ 30 years old, accounting for 27%. From the survey data can be seen, young adults are the main crowd to buy smart phones and vital forces, how to attract the attention of young people has become a key link in the spread of smart phone brand. Although the birth of iPhone phone is not long, but from the beginning, it is positioning the young group. It is designed to meet the young people to pursue and appreciate the fashion and simple style. At the same time, OPPO also a mobile phone product for young people. OPPO has been sticking with celebrity endorsements in China's mobile phone market. The famous article named R.Rouhi(R. Rouhi, 2010)said that OPPO since the birth of that day, it clearly established the brand positioning and

goals, very bold choice of a few people try the road - to create a world-class fashion boutique. OPPO brand logo to white, green as the main color, and conform to the current trend of Kazakhstan and South Korea, the font design to have a strong modern, simple and concise fashion generous, at the same time with its unified Korean flavor of advertising, so OPPO brand Image "Han flavor" full. OPPO company's all products, including MP3, MP4 music player, music phone, and so are "OPPO" unified named a series of high-quality, fashion, the trend of fine. Good reputation to win the trust of consumers in the mobile phone market is also occupied by one side. From the vertical expansion:

At the beginning of 2008, OPPO launched SMART MP4, developed file encryption, file search and other functions, creating a domestic attention to product ease of use precedent. (Raj, 2013) And when some domestic brands began to learn from the idea of OPPO. OPPO and quickly launched the flagship product SMART MP4 G11, unique glide design concept of the product once again opened the gap between the competitors. In 2009, OPPO has launched the S33, relative to the previous product, this product is free and comfortable operation, icon free drag transposition, desktop plug-in shortcuts, multiple file fast slide operation and other functions of the S33 unique operating highlights. S33 once caused concern and response users, many users would rather wait for 8 months to buy S33 this product. It can be said that, from the time, OPPO played a domestic digital product milestone role, its development to a certain extent, embodies the new direction of MP4 development.

From the horizontal expansion:

OPPO company in the digital musicians after the rapid development of the OPPO music phone, borrow OPPO brand loyalty, even in the "domestic", "cottage" ultra-low impact of mobile phones, OPPO is still its unique. (Bouhleb, 2011) Exquisite design and excellent quality to become representative of domestic mobile phone. As the domestic mobile phone localization of the advantages of marketing channels,

domestic mobile phone has been occupied by the vast majority of low-end market share. Low-end mobile phone market profit margins are small, low requirements determine its mainly rely on marketing channels to profit, which also coincides with the status of domestic mobile phones. From 2006 onwards, the main international mobile phone brand integration of their own marketing channels, increased the development of low-end mobile phone efforts, a large number of thousands of machines or even lower prices lower models, which has been domestic mobile phone Occupy the low-end price of the mobile phone market has been broken. (Hans Ouwensloot, 2010) According to CCID Consulting statistics show that only Nokia and Motorola's two major mobile phone brands, already in the 500-700 Yuan mobile phone market share accounted for as much as 57% in the \$ 500 mobile phone market share is as high as 70% Much. (Mansour Adham Foumani, 2013) OPPO mobile phone main music, camera series, the positioning of the market for young fashion, the pursuit of the trend of young people in the low-end market cannot form a strong competitive advantage, low-end market, the type of mobile phone is not perfect. Foreign brands into the strong, once belong to the domestic mobile phone product range has changed, the survival of domestic mobile phone space was again compressed. Low-end mobile phones, although less profit, but the market is relatively wide, to meet the needs of different people. From the mobile phone style of the type of view, domestic mobile phone is absolutely not backward, but the same low-cost mobile phones, most consumers are still more inclined to buy foreign brands, better reputation, brand time, good quality, the same domestic Although the phone has a high price, but from the brand awareness, the majority of domestic brands still have a certain distance. The competitive advantage of the product comes mainly from the difference with other similar products. The essence of shaping the product differentiation is to explore how the enterprise can improve the competitiveness of the product by selecting or manufacturing the product differentiation from the producer's perspective, thus improving the market power of the enterprise.

Andrew J. Rohm (Andrew J.Rohm, 2012) think that a brand of assets is mainly reflected in the core value of the brand, or brand core value is the essence of the brand. Brand value can make the brand product than the brand name did not get greater sales and more benefits, but also make the brand in the competition to get a more stable, more powerful, more special advantages.

Mr. KAO Dauch (Dauch, 2016) wrote in his paper that OPPO mobile phone brand to analyze, through the romantic color is very strong advertising film, in the major television advertising section of the golden advertising, so that consumers in the heart of the OPPO brand awareness of the formation of mobile phones, thus forming a certain reputation, However, a brand in the brand value of the long process of formation, OPPO mobile phone consumers face the quality of the phone is expected to be too high, perceived quality and perceived value is relatively low, the consumer value of the evaluation of mobile phone brand difference is relatively large. OPPO phone to Han Department of mobile phone series of feeling, although to a certain extent, get rid of the "domestic mobile phone" image to fresh, stylish image show people, but cannot give consumers a high-end mobile phone feeling, consumption The value of mobile phone brand awareness is still relatively low.

Mobile phone industry has entered the era of brand differentiation, there is no clear brand positioning, only the product differentiation of enterprises is difficult in the highly competitive communications market based. So, OPPO to shape the brand must give a reasonable, clear, unique personality brand positioning. Brand positioning is not a simple thing, but not the subjective idea of business leaders, brand positioning need to combine OPPO brand's strategic vision, business status and industry trends and social trends to conduct a comprehensive analysis. 1. To create brand differences Mainly from the perspective of competition to analyze the positioning of competitor information, in order to win the absolute advantage of competitive products, this advantage is aimed at the same type of customer base. 2. To look at the brand environment. The main purpose is to make the brand positioning and OPPO business resources in harmony. (Patchanee Channoi, 2016) So, some products for a wide range of brands can be different positioning to meet the different needs of different consumers. Brand positioning must consider the characteristics of the product itself, highlight the characteristics of the product, so that with the needs of consumers to match.

Sahin Azize (Shin Azize, 2012) said that in the initial stage of China's mobile communications industry, mobile phones have not yet entered the general consumer groups, when the terminal for Europe and the United States, Japan and South Korea brand, the market size is limited and high barriers to entry, mobile phone prices are

high and flexible; Sales channels have just started, the market competition is not sufficient, mobile phone price management is relatively narrow, the management is relatively low difficulty.

From the 21st century, the localization of mobile phones to speed up the rapid decline in mobile phone prices, and drive the rapid spread of mobile phone market, the market has been expanding; but the mobile phone sales channels are still single. International brand manufacturers to maintain their own brand positioning and profit levels, the market price of more stringent control; and domestic brands in order to win the space in the market, only through a larger spread space to attract channels to carry out sales, resulting in product down, FALSIFYING phenomenon is more prominent, its own brand is difficult to establish, the profit level is relatively low. (JOSEPH, 2010)

In 2009, the Chinese market began to enter the 3G era. Emílio J.M.Arruda-Filho (Emílio J.M.Arruda-Filho J. A., 2010) believe that the termination of the terminal system determines the choice of mobile terminals must choose a different network services, operators began to deeply involved in the terminal marketing process, the terminal customization, terminal subsidies, channel terminal remuneration to become the operator leveraging the terminal manufacturers, the main means of channel operators, Operators to become the market trend, the market price of the key factors. The rapid rise in the channel share of operators, resulting in a large impact on traditional sales channels, large-scale downside, FALSIFY presence, bringing the terminal channel order of great turbulence.

In the Cell Phone Culture: Mobile Technology in Everyday Life (Goggin, 2012), author said now, the terminal sales channels began to appear a new force, they through strict price management, driven manufacturers direct supply line, offline channels, and began to become a new force cannot be ignored, such as online millet, Big god, a plus, as well as the line of OPPO, iPhone and so on.

As a mobile phone's manufacturers, in the pricing of listed mobile phones not only need to consider a lot of real factors, but also need to use a certain scientific means, there are three common means of the current. (Abhishek Dwivedi, 2012)

First, the cost pricing strategy. Cost pricing is the most frequently used pricing strategy for mobile phone manufacturers: according to the cost of products set aside a certain profit margins after the sale, follow-up with the expansion of sales, hardware costs, product production costs gradually reduced, mobile phone manufacturers to improve product competition. (Leeflang, 2012) Force point of view, the mobile phone sales price to adjust. Second, profit pricing strategy. Catherine (Catherine Watson, 2013) think that strong brand mobile phone manufacturers due to product brand accumulation, in the market has a strong competitive edge, and the competition in the market range is relatively moderate, manufacturers often through high pricing, to maintain a longer product life cycle and higher profit levels. Only in its new alternative products listed, to the subsequent products to free up market space, only to adjust the price of the product, quickly tail. Third, anchor pricing strategy. Roger and Martin (Roger Ström, 2013) believe that the strategy is mainly aimed at a certain competitor in the market models, the development of targeted price strategy, and in accordance with a certain price difference between the price, according to competing prices at any time to adjust the product price.

The fundamental element of the brand is a person, a brand's success is not a person or a department can be completed independently, it requires the participation of all employees, requiring all employees to maintain the brand awareness, then this requires each employee. (Tao (Tony)Gao, 2013) Brand has a certain emotional, in order to loyalty to the maintenance of corporate brand. Therefore, we must enhance the team's internal emotional value of the brand, only the enterprise employees have a certain degree of emotional brand, a business can create a good brand.

Enterprises in the operation of the brand process, the brand should always be the status quo analysis and diagnosis, predict the next step in the development of the brand. (Belk, 2013)The modern market environment is changing, detrimental to the brand image of things happen. In brand maintenance, OPPO need to be good at using the law and the enterprise's own conditions to be implemented. To prevent the occurrence of brand crisis, to avoid any damage to corporate brand image of things happen to strengthen the brand's maintenance efforts.

Sales link to enhance the brand has a very important impact. Sales links do well, you can improve the product in the market sales rate, which quickly open the market, improve brand awareness of the brand. (Brown, 2012) Sales links mainly rely on the terminal sales staff to maintain, so, in the product knowledge training at the same time, but also the terminal sales of the skills of training, and enhance customer experience in the sales process, customers in the purchase process, the experience of the main Part of the customer satisfaction reached, the natural sense of the brand will be improved.

2-4 Summary

This chapter first introduces the specific meaning of brand effect and celebrity effect. The authors then produced a framework and identified the DV and IV for this study. It also explains the contents of DV and IV. Then this chapter focuses on elaborating the previous research and results on brand effect and celebrity effect. The previous research results were analyzed in a second way, which was prepared to be used in the investigation.

Chapter 3

3-1 Research design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem research (Cash, 2018). This study will be conducted using quantitative research methods. It means that the researchers will design a questionnaire and they will use this questionnaire to collect data. Research design is the framework that has been created to find answers to research questions (Simon, 2018).

This research will focus on the concepts of celebrity endorsement and brand effect. At the same time, it will also research the impact of celebrity endorsement and brand effect on China's mobile phone market. Of course, how to influence on the customer's choice of mobile phone is also an important issue in this research. Because this paper mainly investigates the mobile phone market in China, the main body of the questionnaire is focused on students and staffs in China. And it is based on individual data analysis.

This study will examine a total of 150 students and 50 staffs and then analyze the data that based on the results of the survey. The questionnaire has set up 18 questions, which surrounded the two hypotheses above in this research. There are seven questions to each hypothesis. Data access and data collection will be analyzed based on the research results. Anyway, this research will analyze the results of the questionnaire in detail. At the same time, it also has expatiated and analyzed the literature of other studies that have been studied in the past. It will eventually prove that the hypotheses are true.

3-2 Methodology

Quantitative research is a concept of scientific research methodology and process that refers to determine the amount of things (Richardson, 2015). It means that the problem or phenomena can be represented by the investigative numbers, which makes this problem easier to explain and analyze. This research will use quantitative method to collect the data. Quantitative research is characterized by the rigor and reliability of logic, and its conclusions are usually very accurate (Xuefeng, 2018). This is the most important characteristic of quantitative analysis, and it is also an important reason why this investigation will use this method.

3-3 Study population

This research will study and analyze the influence of brand effect and celebrity endorsement in China's mobile phone market with iPhone and OPPO brands as the examples. So this study population will be the Chinese. At the same time, the main market of research will be in China.

3-4 Unit of analysis

The unit analysis of this study is individuals. The questionnaires are used for personal surveys. It means that a questionnaire can only represent one person's opinion. This will ensure the accuracy of the investigation and prevent people from interacting with each other.

3-5 Sample design

In this research, designer will use sampling design method and also research 150 students and 50 staffs in a section.

3-6 Measurement instruments

There are three parts in this questionnaire, including the effect of brand and celebrity, Chinese mobile phone market and personal information. The survey used iPhone and OPPO as an example to investigate consumers' attitudes and attitudes toward brand effect and celebrity endorsement. This includes not only the brand effect and the influence of mobile phone quality on consumers, but also the influence of celebrity endorsement on mobile phone sales. In brief, this questionnaire is the basis of the analysis. It is also an extension of research questions and research objective.

3-7 Data analysis

In this research, I will use SPSS to analyze the data. The full name of SPSS is the Statistical Product and Service Solutions. It is a professional software for analyze the data from questionnaire (Sajad, 2013). At first, I will collect data by the questionnaire. And then, I will use data access software to analyze the data and make some charts. Finally, I will draw a conclusion based on the charts and give some recommendations.

3-8 Summary

The chapter begins with a summary of the research design, then goes into the methodology and the investigation process. At the same time, this chapter detailed a questionnaire from design to analysis of the whole process, including determining direction, selecting participants' audiences and specific survey areas. And a relatively complete questionnaire was made. The questionnaire was designed around the brand effect and celebrity effect of mobile phones. In order to reflect specific problems, two mobile phone brands were used as examples, one was iPhone and the other was OPPO. This chapter is an important chapter of this paper, and it has the function of connecting. The focus of this chapter is to put forward the direction and method of investigation. At the same time, this chapter also creates a questionnaire, and details the sample design and study population.

Chapter 4

4-1 Summary

This chapter contains all the data analysis. It is a descriptive analysis, including the analysis of the results of the test and the results of the questionnaire. In this chapter, there are not only the charts and pie charts, but also the rationality of the hypothesis. Form the analysis of SPSS, it can be shown that all of hypotheses can be accepted.

4-2 Demographic Analysis

In this part of research, age, gender, income, educational level is consisted in the demographic profiles. From the below table, it can be seen that from the total 200 participants, 117 or 58.5% of them are male. More than the number of female. 162 of them are between 18 to 24 years old and just 25 of them are between 25-30. It means most of them are the younger people. Most of the participants are students, so 112 or 56% of them are 3001-6000 CNY a month income. It is vital question about whether they can afford a new mobile phone. Furthermore, 16 of them have the monthly income which is between 6000 CNY to 8000 CNY, and just 5.5% of them have income which is more than 8000 CNY. Most of them are undergraduate degree, and 33.5% of them have the education level of college or diploma, followed by 13.5% of them are postgraduate and PHD. Of course, the education level has close relationship with the intention of customer in China.

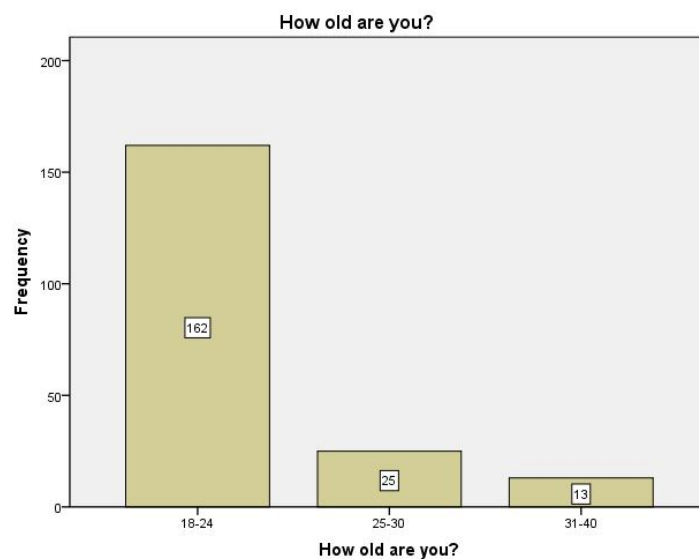
Table 4-1-1: Summary of Respondents' Profiles (n=200)

Particulars	Frequency(n)	Percent(%)
Age		
18-24	162	81
25-30	25	12.5
31-40	13	6.5

Gender		
Male	117	58.5
Female	83	41.5
Income		
Less than 3000 CNY	61	30.5
3001-6000 CNY	112	56
6001-8000 CNY	16	8
Over 8000 CNY	11	5.5
Education level		
College or Diploma	67	33.5
Undergraduate	106	53
Postgraduate	19	9.5
PHD	8	4

Form figure 4-1-1, we can know that most of participants are younger people that between 18-24. It means that this research focus on the students in the university and college. From the ANOVA form, because the significance is $.000 < .05$, there is significant difference in the Chinese mobile phone market of the different age level.

Figure 4-1-1: How old are you?



ANOVA

How old are you?

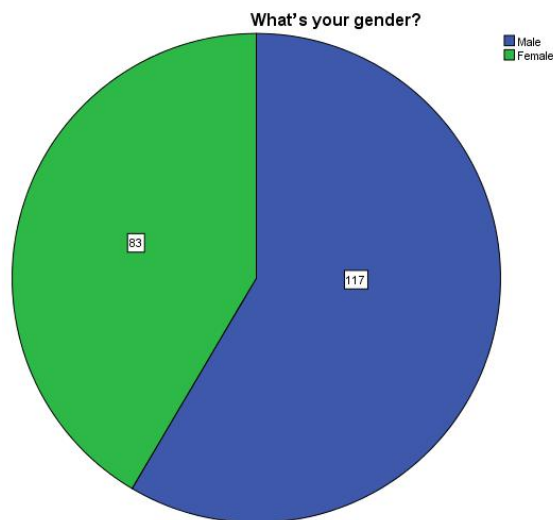
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	57.073	4	14.268	401.982	.000
Within Groups	6.922	195	.035		
Total	63.995	199			

From figure 4-1-2, we can see that there are 58.5% males and 41.5% females. As can be seen from the data, there is a gap between the number of men and women in the survey. From the Bootstrap for one-sample Test, we can see that the difference in the number of men and women has an impact on our survey results. From the data table below, there is a result that because the significance is $.005 < .05$, so male and female have a significant difference in the Chinese mobile phone market and.

What's your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	117	58.5	58.5	58.5
	Female	83	41.5	41.5	100.0
Total		200	100.0	100.0	

Figure 4-1-2: What's your gender?



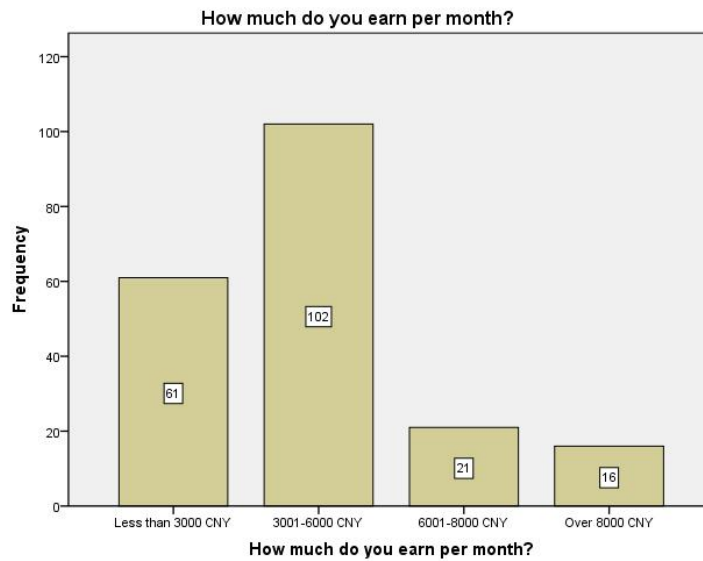
One-Sample Statistics

		Statistic	Bootstrap ^a			
			Bias	Std. Error	95% Confidence Interval	
					Lower	Upper
What's your gender?	N	200				
	Mean	1.42	.00	.03	1.35	1.49
	Std. Deviation	.494	-.001	.006	.478	.501
	Std. Error Mean	.035				

a. Unless otherwise noted, bootstrap results are based on 200 bootstrap samples

Figure 4-1-3 shown that there are 102 of participants are between 3000 CNY to 6000 CNY income. It means that most people are middle income. The income is not so different. So we may ignore the income factor influence on Chinese buyers and focus on the brand effect and celebrity endorsement.

Figure 4-1-3: How much do you earn per month?



From the ANOVA form, because the significance is $.000 < .05$, there is significant difference in the Chinese mobile phone market of the different level of earn per month.

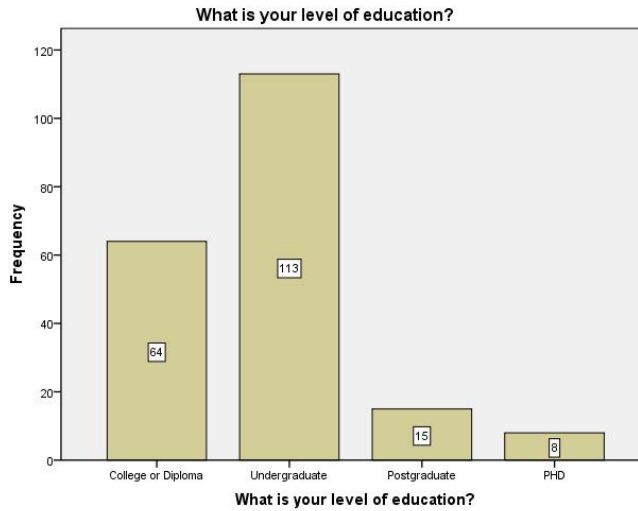
ANOVA

How much do you earn per month?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	113.168	4	28.292	169.687	.000
Within Groups	32.512	195	.167		
Total	145.680	199			

From figure 4-1-4, it is not hard to see that the participants' exposure to education is not same, but most of them are concentrated in undergraduate studies. 56.5% of undergraduates, accounting for more than half of the total. As it is can be see, the smallest number is PHD, because only a few of the teachers are PHDs. On the one hand, because the age of 18-24 is mainly students. On the other hand, the survey scope of this paper is concentrated in different schools. From ANOVA table, we can know that significance is $.000 < .05$, so there are a huge different between different education degrees.

Figure 4-1-4: What is your level of education?



ANOVA

What is your level of education?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	74.354	4	18.588	116.173	.000
Within Groups	31.201	195	.160		
Total	105.555	199			

4-3 Descriptive Analysis

There are some questions are included in the brand effect part of questionnaire. The aim of this part is to examine the intention of customers towards brand effect for mobile phone.

The first question is about the intention of customers to buy a mobile phone. From table 4-3-1, 53.5% of participants are agree with brand effect. They will buy a mobile phone based on the famous of phone brand. It means that brand effect is works for these people.

Table 4-3-1

You will choose to purchase a mobile phone based on the popularity of phone brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	21	10.5	10.5	10.5
Disagree	19	9.5	9.5	20.0
Neutral	53	26.5	26.5	46.5
Agree	89	44.5	44.5	91.0
Strongly Agree	18	9.0	9.0	100.0
Total	200	100.0	100.0	

The second question that we will analyze is about the relationship between the brand and quality. From table 4-3-2, we can see that most people are neutral about this issue. At the same time, people those who oppose it even exceed the number of people who support it. It means that most people think the brand effect is not very powerful. For example, iPhone is a famous brand but sales have declined in recent years in China.

Table 4-3-2

You think well-known mobile phones are better quality than others, such as the iPhone.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	3.0	3.0	3.0
Disagree	65	32.5	32.5	35.5
Neutral	75	37.5	37.5	73.0
Agree	22	11.0	11.0	84.0
Strongly Agree	32	16.0	16.0	100.0
Total	200	100.0	100.0	

The conclusion of the third question directly proves that the brand effect can greatly influence the customers' choice of mobile phone brands. In table 4-3-3, there are 72.5% of participants believe that the brand will directly affect the sales of mobile phone in Chinese market. From the survey results, the more well-known mobile phone brands, the better sales.

Table 4-3-3

You feel that the popularity of mobile phone brands will directly affect the sales of mobile phones in China market.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	2.0	2.0	2.0
Disagree	5	2.5	2.5	4.5
Neutral	46	23.0	23.0	27.5
Agree	93	46.5	46.5	74.0
Strongly Agree	52	26.0	26.0	100.0
Total	200	100.0	100.0	

The fourth question focuses on the relationship between the buyer and the brand. In conclusion, buyers tend to buy more rationally. For the buyer, the brand can't go beyond the quality to be the first consideration. This also represents a lot of people who don't believe that brand equals quality. The reason is that many famous brands frequently have quality problems. For example, iPhone sales have plummeted in recent years because the iPhone's battery exploded. So there is a result that the brand effect is the impact on Chinese mobile consumers is getting less. However, some people believe that brand effect affects consumers more than mobile phone quality. At the same time, we can't ignore the fact that many people think that famous brands represent high quality in Chinese mobile phone market.

Table 4-3-4

You are more likely to pursue the brand effect of a phone than the quality.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	72	36.0	36.0	36.0
Disagree	59	29.5	29.5	65.5
Neutral	57	28.5	28.5	94.0
Agree	10	5.0	5.0	99.0
Strongly Agree	2	1.0	1.0	100.0
Total	200	100.0	100.0	

The result of fifth question from table 4-3-5, it can be seen that a lot of participants think people choose iPhone because of its brand effect. But they won't buy a mobile phone just because its brand effect. It means that there is a deep influence of brand effect on Chinese customers. But with the passage of time and the change of people's thinking, the effect is getting less. Of course, there is still a big influence on Chinese mobile phone buyers. Because people's tendency to brand and herd mentality will not change in the short term.

Table 4-3-5

You think people choose the iPhone because of its brand effect, not just because of quality and after-sales.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	46	23.0	23.0	23.0
Neutral	81	40.5	40.5	63.5
Agree	29	14.5	14.5	78.0
Strongly Agree	44	22.0	22.0	100.0
Total	200	100.0	100.0	

From table 4-3-6, it is shown that even if a brand of mobile phone has a quality problem, and it's not an individual case but a lot. There are still some consumers will choose to buy. Just because of the brand effect. As we can see from the chart below, 12.5 percent of consumers agreed to buy an iPhone even if this brand had a quality problem. People's intention to buy a product is constantly changing and will be affected by various factors (Revilla-Camacho, 2015). From the table below, nearly half of the participants chose not to buy the iPhone because of the negative news.

Table 4-3-6

Even if the current iPhone brand has some negative news, you will still choose it for its brand effect.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	30	15.0	15.0	15.0
Disagree	67	33.5	33.5	48.5
Neutral	78	39.0	39.0	87.5
Agree	17	8.5	8.5	96.0
Strongly Agree	8	4.0	4.0	100.0
Total	200	100.0	100.0	

The next part of questionnaire is celebrity endorsement. The aim of these questions is to prove the relationship between celebrity endorsement and Chinese mobile phone market. It means that celebrity endorsement will lead to buyer's intention.

The conclusion of table 4-3-7 is no doubt that 64.5% of participants are prefer to celebrity endorsement. So there is a tendentiousness that celebrity endorsement is influence on Chinese mobile phone market.

Table 4-3-7

You choose a mobile phone because your favorite celebrity advertise it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	38	19.0	19.0	19.0
	Neutral	33	16.5	16.5	35.5
	Agree	76	38.0	38.0	73.5
	Strongly Agree	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

From table 4-3-8, we can know that 129 of participants believe that the celebrity endorsement has a great influence on the sales of mobile phone market in China. And many of them take a neutral attitude. Only 8 persons disagree with this question. So it means celebrity endorsement more and more effect on Chinese mobile phone market.

Table 4-3-8

The celebrity endorsement has a great influence on the sales of mobile phone market in China.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	4.0	4.0	4.0
	Neutral	63	31.5	31.5	35.5
	Agree	105	52.5	52.5	88.0
	Strongly Agree	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

As we all know, when consumers buy a commodity, the first thing to consider is the quality of the product. But from table 4-3-9, it is shown 33% of participants will trust a mobile phone because of celebrity endorsement instead of quality and 33% of them have choose neutral. It is no exaggeration to say that the celebrity endorsement has come into being a huge impact on the Chinese mobile phone market.

Table 4-3-9

You trust a mobile phone brand because of celebrity endorsement than quality.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	3.0	3.0	3.0
Disagree	62	31.0	31.0	34.0
Neutral	66	33.0	33.0	67.0
Agree	63	31.5	31.5	98.5
Strongly Agree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Since 2015, OPPO has become more and more popular. From table 4-3-10, we can see that as an example, the high sales of OPPO are greatly influenced by the celebrity endorsement. This question is about celebrity endorsement have an absolute impact on the increased of OPPO sales. It is obvious that just 5% of participants were against it. 56% of participants were agree with the opinion that celebrity endorsement is great influence on mobile phone sales. It means that more than half people think celebrity endorsement is a huge factor that can influence on Chinese mobile phone market.

Table 4-3-10

In recent years, OPPO sales have increased significantly, and you think that celebrity endorsements have an absolute impact on this phenomenon.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	10	5.0	5.0	5.0
Neutral	78	39.0	39.0	44.0
Agree	91	45.5	45.5	89.5
Strongly Agree	21	10.5	10.5	100.0
Total	200	100.0	100.0	

4-4 Correlations analysis

In this article, there are two hypotheses must be justified. SPSS is a general method to use in this kind of analysis. I used the correlations analysis to justify these hypotheses.

In the table correlation, we can see that all of the questions about the brand effect, celebrity endorsement and all of the questions about Chinese mobile phone market are in one table. There are relationships between these questions. If significance < 0.05, it means that there is a close relationship between the two things. So it is known that there is a close relationship between brand effect and Chinese mobile phone market because the significance is .000 < 0.05. There is also a relationship between celebrity endorsement and Chinese mobile phone market because the significance is .000 < 0.05. From the result of table above, because both two independent variables are related to dependent variable. So the two hypotheses are accepted.

Correlations

		Chinese mobile phone market	Brand effect	Celebrity endorsement
Chinese mobile phone	Pearson Correlation	1	.945**	.912**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Brand effect	Pearson Correlation	.945**	1	.960**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Celebrity endorsement	Pearson Correlation	.912**	.960**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Chapter 5

5-1 Recommendation

Faced with the current situation of mobile phone market in China, the brand effect and celebrity endorsement all have various problems. Although the brand effect still has influence on consumers' purchasing intention, its impact is weaker and weaker. And for brand effect, bad news is fatal. Although in recent years, due to the wide spread and development of the media and the Internet, the celebrity endorsement has more and more influence on consumers' purchasing intention. But there are also a variety of problems about celebrity endorsement, such as false advertising. So there are some recommendations for solve these problems.

A. Brand effect

First of all, as we all know, the positive or negative impact of a mobile phone brand ultimately depends on the mobile phone itself. And the experience of the iPhone in recent years has proved that. Only the quality of the phone itself is high enough to ensure the long-term stability of the brand effect. Therefore, to ensure the brand effect of a mobile phone, the most important thing is to improve the quality of the brand. For the company, to improve the core competitiveness of the company, from multiple mobile phone companies stand out. Meanwhile, mobile phone companies should break the rules and create new features. Frequent and profound changes in mobile phones are the key to ensuring the brand's influence. In this way, we can ensure that our brand effect can affect consumers' purchasing intention.

Second, for today's consumers, mobile phones are not just for phone calls and text. Indeed, these two functions have become less commonly used in mobile phones. At present, the mobile phone has few keypad function, mostly touch screen. At the same time, not only We Chat is a substitute for text, but also We Chat video is better than the phone call. Therefore, in the current situation, the mobile phone enterprise will

satisfy the needs of the public, magnify the experience value of the public, and cater to the public's preference in the first place, which is the shortcut to promote its own brand. Market research is essential if the company wants to get a deeper understanding of consumer preferences and needs, which is the most direct way to understand consumer intentions.

Last but not least, the brand effect cannot be separated from the publicity. Without the previous company publicity, the brand effect cannot be mentioned. In today's society, the most convenient and efficient channel of publicity is the Internet. Therefore, it is the most effective way for mobile phone companies to make full use of the network publicity channel. In China, the Internet is already something that every family and almost everyone has access to. For many people, mobile phones are also an Internet tool. Nowadays, the Internet has infiltrated everyone's life, and even many young people's lives have become inseparable from the Internet. Therefore, the use of the network to carry out the mobile phone brand publicity is fast and effective way.

Brand effect shape is a persistent work. It can't be immediate. Brand does not mean that have a name or just design a logo. The brand will only stay in a symbolic name without connotation, culture and spirit of perseverance. A successful brand is the combination of quality and culture, and it requires employees and managers. It need company to careful manage, every product or service promotion, each time the advertising operation, each time the promotion of enterprise culture. They are all embodies the brand management and brand culture builders of long-term thinking. Therefore, in the long run, overcome the impatience, with persistent spirit and solid work style, actively and steadily promote the brand culture construction.

B. Celebrity endorsement

In the first place, the celebrity endorsement should be used properly to promote the product better. It is not advisable to blindly pursue the performance skills and plot effects of famous people. If the attraction of the celebrity in advertising is exceeded the product itself will make the consumers only concern the celebrity and ignore the content and function of the product, which will certainly not promote the sales. In China, some advertisements blindly pursue the popularity of celebrities, only to invite famous actors or singers, but not to the advertisements themselves. In this way, consumers will not know what brand of mobile phone that celebrities advertise for. Thus losing the role of advertising. So, when using the celebrity effect to promote mobile phones, company must also pay attention to preventing the noise.

The second point is prevention of celebrity risk. As everyone knows, when a celebrity advertises a product, the product will be associated with the celebrity for a certain amount of time. Even in the minds of some consumers the two will become one thing. Of course, propagandists also hope to appear such phenomenon. Because there are a lot of consumers who go to the store or buy the product because they want to advertise a product. But there are risks. For example, the rise and fall of famous people is unpredictable. If a famous person has a moral problem, it will cause consumers' resistance to him, which will directly affect the sales of products of celebrity endorsement. In order to avoid the risk and solve this problem, the company chose to celebrity endorsements when should shorten the duration of each celebrity to their product endorsements, such as an endorsement of a celebrity to a mobile phone advertising or poster only lasted three months to half a year. This will prevent moral hazard and prevent products from being relate with celebrities in consumers' minds.

The third point is prohibition false advertising. Celebrities' advertising for a product is more communicative than pure propaganda, and it can also influence consumers' choice. In recent years, false advertisements or misleading advertisements have become more and more numerous, and they have been repeatedly banned. Many of

them are celebrities' advertising. On the one hand, these false advertisements cannot be strictly prohibited, on the other hand, the public's judgment ability is not very strong. This leads to false advertisements of celebrities to mislead consumers. To avoid this, the most important thing is to systematically manage media advertising. Test and supervise the product before it is broadcast. At the same time, we should use the role of public supervision to report and disclose false advertisements.

C. Mobile phone companies and market

Firstly, Chinese mobile phone market can flourish on the basis of today's market economy. The market orientation is obvious, with the help of the market economy. The Chinese mobile phone market can achieve great development and prosperity. But it is important to note that nowadays Chinese mobile phone market is a bit confusion. The fake and shoddy products emerge in endlessly. In particular, inferior products use famous brands to disguise themselves and let the consumers cannot distinguish. This phenomenon blurs the product. As the regulator of the market economy, Chinese government must strengthen the reform of the mobile phone market, and regulate the Chinese mobile phone market. The government should make relevant laws and regulations. The confiscation and destruction shall be carried out once the fake and inferior products are encountered. At the same time, the government should use more powerful means to punish those who break the law. For example, businesses are ordered to close businesses or take criminal responsibility for their seriousness.

Secondly, mobile phones have become a necessity nowadays. But in the selection of similar products, more and more mobile phone models are available. Therefore, Chinese mobile phone companies must grasp the multimedia age to develop themselves to attract the customers. In addition to the quality of the product itself, it is necessary to improve the online and offline marketing of products. Outstanding marketing will make the consumers to definitely focus on your product and make mobile phone to be a witness in the multimedia age. Therefore, as a manager of a company or an enterprise, it is necessary to obtain a favorable position in the Chinese

mobile phone market. This requires constant innovation.

Last but not least, the footprints of history show that only the strong can always stand invincible. China's mobile phone market wants to be the pioneer of the world, so the quality of the product can win the key. The enterprise must increase the development of mobile phone function, apply the most advanced technology, constantly push out the new and upgrade the mobile phone. Electronics is the world's highest selective thing, every day, every hour, every minute, the world is changing, if the rut, can't satisfy people's growing consumer demand, not demand, also have no necessary to exist, in time of peace prepare for war, enterprise must always be vigilant forever.

All in all, the mobile phone market in China is booming, but with the development of the economy, there are more and more problems and hidden dangers in the mobile phone market. Therefore, mobile phone companies should make full use of brand effect and celebrity endorsement to build their own brand. At the same time, mobile phone companies should maintain the order of the mobile phone market and accept the administration and supervision of the government.

5-2 Conclusion

In this project, the author first introduced the research background. The research on the brand effect and celebrity endorsement of the Chinese mobile phone market is due to the prosperity and change of the mobile phone market in China in recent years. Next, the author details what brand effect and the influence of brand effect on the Chinese mobile phone market. In the same way, the author also details what celebrity endorsement and the influence of celebrity endorsement on the Chinese mobile phone market. The author also introduced background of Chinese mobile phone market and the problem statement of this issue. The research has analyzed the research question, research objective, research hypotheses, significant study, research methodology, operational definitions and limitation of study. The most important part is research hypotheses. Hypotheses 1 is the celebrity effect has a profound effect on China's mobile phone market. Hypotheses 2 is the brand endorsement has a profound effect on China's mobile phone market. In the part two, author put forward framework. The independent variable is brand effect and celebrity endorsement and the dependent variable is Chinese mobile phone market. At the same time, this part has details previous literature review. The third chapter firstly summarizes the research design and then puts forward the investigation process using methodology. From the design questionnaire to the analysis of the whole process, the third chapter including the orientation, the selection of the participants and the specific survey area. This research has conducted the questionnaire in detail. The questionnaire is designed around the brand effect and celebrity endorsement of mobile phone. The third chapter is an important chapter of this paper, it has the function of connecting. Chapter four is the focus of this research. Because it contains all the data analysis. This is a descriptive analysis, including the analysis of the test results and the results of the questionnaire. This chapter, through the analysis of SPSS, shows that all assumptions can be accepted. The conclusion of this paper is also obtained in this chapter. The fifth chapter is to summarize this project and make recommendations.

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Appendix

Questionnaire

Section 1: The effect of brand and celebrity

On a scale of 1 to 5, with 1 being “Strongly Disagree” and 5 being “Strongly Agree”, indicate the number that best reflect towards the packages.

(Please tick ✓ only one answer for each question)

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Brand effect					
1. You will choose to purchase a mobile phone based on the popularity of phone brand.					
2. You think well-known mobile phones are better quality than others, such as the iPhone.					
3. You feel that the popularity of mobile phone brands will directly affect the sales of mobile phones in China market.					
4. You are more likely to pursue the brand effect of a phone than the quality.					
5. You think people choose the iPhone because of its brand effect, not just because of quality and after-sales.					
6. Even if the current iPhone brand has some negative news, you will still choose it for its brand effect.					
Celebrity endorsement					
1. You choose a mobile phone because your favorite celebrity advertise it.					

2. The celebrity endorsement has a great influence on the sales of mobile phone market in China.					
3. You trust a mobile phone brand because of celebrity endorsement than quality.					
4. You think that celebrity effect is more trustworthy than brand promotion.					
5. In recent years, OPPO sales have increased significantly, and you think that celebrity endorsements have an absolute impact on this phenomenon.					

Section 2: Chinese mobile phone market

On a scale of 1 to 5, with 1 being “Strongly Disagree” and 5 being “Strongly Agree”, indicate the number that best reflects your feelings towards the following questions pertaining to your intent to purchase a product because of their package.

(Please tick ✓ only one answer for each question)

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1. If you need to buy a phone right now, you're more likely prefer to iPhone than OPPO.					
2. You are currently more likely to use OPPO than iPhone.					
3. You think that the sales proportion of OPPO in Chinese mobile phone market has gradually exceeded the iPhone.					

Section 3: Demographics

Kindly tick \surd for each question below

1. How old are you?

18-24

25-30

31-40

2. What's your gender?

Male

Female

3. How much do you earn per month?

Less than 3000 CNY

3001-6000 CNY

6001-8000 CNY

Over 8000 CNY

4. What is your level of education?

College or Diploma

Undergraduate

Postgraduate

PHD

SPSS Outputs

Statistics

How old are you?

N	Valid	200
	Missing	0
Mean		1.25
Variance		.322

How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	162	81.0	81.0	81.0
	25-30	25	12.5	12.5	93.5
	31-40	13	6.5	6.5	100.0
Total		200	100.0	100.0	

ANOVA

How old are you?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	57.073	4	14.268	401.982	.000
Within Groups	6.922	195	.035		
Total	63.995	199			

Statistics

What's your gender?

N	Valid	200
	Missing	0

What's your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	117	58.5	58.5	58.5
	Female	83	41.5	41.5	100.0
Total		200	100.0	100.0	

One-Sample Statistics

		Statistic	Bootstrap ^a			
			Bias	Std. Error	95% Confidence Interval	
					Lower	Upper
What's your gender?	N	200				
	Mean	1.42	.00	.03	1.35	1.49
	Std. Deviation	.494	-.001	.006	.478	.501
	Std. Error Mean	.035				

a. Unless otherwise noted, bootstrap results are based on 200 bootstrap samples

Bootstrap for One-Sample Test

		Mean Difference	Bootstrap ^a				
			Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
						Lower	Upper
What's your gender?		1.415	.002	.034	.005	1.350	1.495

a. Unless otherwise noted, bootstrap results are based on 200 bootstrap samples

Statistics

How much do you earn per month?

N	Valid	200
	Missing	0

How much do you earn per month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3000 CNY	61	30.5	30.5	30.5
	3001-6000 CNY	102	51.0	51.0	81.5
	6001-8000 CNY	21	10.5	10.5	92.0
	Over 8000 CNY	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

ANOVA

How much do you earn per month?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	113.168	4	28.292	169.687	.000
Within Groups	32.512	195	.167		
Total	145.680	199			

Statistics

What is your level of education?

N	Valid	200
	Missing	0
Mean		1.84
Variance		.530

What is your level of education?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid College or Diploma	64	32.0	32.0	32.0
Undergraduate	113	56.5	56.5	88.5
Postgraduate	15	7.5	7.5	96.0
PHD	8	4.0	4.0	100.0
Total	200	100.0	100.0	

ANOVA

What is your level of education?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	74.354	4	18.588	116.173	.000
Within Groups	31.201	195	.160		
Total	105.555	199			

Bootstrap Specifications

Sampling Method	Simple
Number of Samples	200
Confidence Interval Level	95.0%
Confidence Interval Type	Percentile

Descriptive Statistics

		Statistic	Bootstrap ^a			
			Bias	Std. Error	95% Confidence Interval	
					Lower	Upper
You will choose to purchase a mobile phone based on the popularity of phone brand.	N	200	0	0	200	200
	Minimum	1				
	Maximum	5				
	Mean	3.32	-.01	.09	3.14	3.47
	Std. Deviation	1.106	-.003	.053	1.000	1.210
You think well-known mobile phones are better quality than others, such as the iPhone.	N	200	0	0	200	200
	Minimum	1				
	Maximum	5				
	Mean	3.04	-.01	.08	2.87	3.21
	Std. Deviation	1.095	-.004	.045	1.005	1.177
You feel that the popularity of mobile phone brands will directly affect the sales of mobile phones in China market.	N	200	0	0	200	200
	Minimum	1				
	Maximum	5				
	Mean	3.92	.00	.06	3.79	4.05
	Std. Deviation	.876	-.009	.050	.767	.952
You are more likely to pursue the brand effect of a phone than the quality.	N	200	0	0	200	200
	Minimum	1				
	Maximum	5				
	Mean	2.05	.00	.07	1.91	2.20
	Std. Deviation	.968	.002	.039	.891	1.055
You think people choose the iPhone because of its brand effect, not just because of quality and after-sales.	N	200	0	0	200	200
	Minimum	2				
	Maximum	5				
	Mean	3.35	-.01	.08	3.18	3.51
	Std. Deviation	1.065	-.002	.038	.985	1.134
Even if the current iPhone brand has some negative news, you will still choose it for its brand effect.	N	200	0	0	200	200
	Minimum	1				
	Maximum	5				
	Mean	2.53	-.01	.07	2.37	2.67
	Std. Deviation	.982	-.005	.050	.880	1.068
Valid N (listwise)	N	200	0	0	200	200

a. Unless otherwise noted, bootstrap results are based on 200 bootstrap samples

Correlation Matrix^a

		Q5	Q6	Q7	Q8.	Q9	Q10.
Correlation	You will choose to purchase a mobile phone based on the popularity of phone brand.	1.000	.797	.587	.622	.816	.912
	You think well-known mobile phones are better quality than others, such as the iPhone.	.797	1.000	.622	.709	.908	.856
	You feel that the popularity of mobile phone brands will directly affect the sales of mobile phones in China market.	.587	.622	1.000	.509	.682	.558
	You are more likely to pursue the brand effect of a phone than the quality.	.622	.709	.509	1.000	.688	.646
	You think people choose the iPhone because of its brand effect, not just because of quality and after-sales.	.816	.908	.682	.688	1.000	.843
	Even if the current iPhone brand has some negative news, you will still choose it for its brand effect.	.912	.856	.558	.646	.843	1.000

a. Determinant = .002

Communalities

	Initial	Extraction
You will choose to purchase a mobile phone based on the popularity of phone brand.	1.000	.824
You think well-known mobile phones are better quality than others, such as the iPhone.	1.000	.879
You feel that the popularity of mobile phone brands will directly affect the sales of mobile phones in China market.	1.000	.547
You are more likely to pursue the brand effect of a phone than the quality.	1.000	.621
You think people choose the iPhone because of its brand effect, not just because of quality and after-sales.	1.000	.892
Even if the current iPhone brand has some negative news, you will still choose it for its brand effect.	1.000	.856

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.619	76.986	76.986	4.619	76.986	76.986
2	.535	8.923	85.909			
3	.452	7.534	93.443			
4	.229	3.815	97.258			
5	.095	1.575	98.833			
6	.070	1.167	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
You will choose to purchase a mobile phone based on the popularity of phone brand.	.908
You think well-known mobile phones are better quality than others, such as the iPhone.	.937
You feel that the popularity of mobile phone brands will directly affect the sales of mobile phones in China market.	.740
You are more likely to pursue the brand effect of a phone than the quality.	.788
You think people choose the iPhone because of its brand effect, not just because of quality and after-sales.	.944
Even if the current iPhone brand has some negative news, you will still choose it for its brand effect.	.925

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Bootstrap Specifications

Sampling Method	Simple
Number of Samples	200
Confidence Interval Level	95.0%
Confidence Interval Type	Percentile

Descriptive Statistics

		Statistic	Bootstrap ^a			
			Bias	Std. Error	95% Confidence Interval	
					Lower	Upper
You choose a mobile phone because your favorite celebrity advertise it.	N	200	0	0	200	200
	Minimum	2				
	Maximum	5				
	Mean	3.72	.00	.08	3.56	3.88
	Std. Deviation	1.057	-.006	.037	.966	1.124
The celebrity endorsement has a great influence on the sales of mobile phone market in China.	N	200	0	0	200	200
	Minimum	2				
	Maximum	5				
	Mean	3.73	.00	.05	3.63	3.85
	Std. Deviation	.722	-.005	.035	.648	.791
You trust a mobile phone brand because of celebrity endorsement than quality.	N	200	0	0	200	200
	Minimum	1				
	Maximum	5				

	Mean	2.98	.00	.06	2.85	3.11
	Std. Deviation	.899	-.008	.031	.828	.953
You think that celebrity effect is more trustworthy than brand promotion.	N	200	0	0	200	200
	Minimum	1				
	Maximum	5				
	Mean	2.54	.00	.08	2.37	2.70
	Std. Deviation	1.125	-.010	.041	1.038	1.211
In recent years, OPPO sales have increased significantly, and you think that celebrity endorsements have an absolute impact on this phenomenon.	N	200	0	0	200	200
	Minimum	2				
	Maximum	5				
	Mean	3.61	.00	.06	3.50	3.74
	Std. Deviation	.741	-.005	.033	.672	.804
Valid N (listwise)	N	200	0	0	200	200

Correlation Matrix^a

	Q11	Q12	Q13.	Q14	Q15.
Correlation You choose a mobile phone because your favorite celebrity advertise it.	1.000	.879	.913	.914	.824
The celebrity endorsement has a great influence on the sales of mobile phone market in China.	.879	1.000	.879	.913	.908
You trust a mobile phone brand because of celebrity endorsement than quality.	.913	.879	1.000	.888	.845
You think that celebrity effect is more trustworthy than brand promotion.	.914	.913	.888	1.000	.859

In recent years, OPPO sales have increased significantly, and you think that celebrity endorsements have an absolute impact on this phenomenon.	.824	.908	.845	.859	1.000
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a. Determinant = .001

Communalities

	Initial	Extraction
You choose a mobile phone because your favorite celebrity advertise it.	1.000	.906
The celebrity endorsement has a great influence on the sales of mobile phone market in China.	1.000	.926
You trust a mobile phone brand because of celebrity endorsement than quality.	1.000	.904
You think that celebrity effect is more trustworthy than brand promotion.	1.000	.925
In recent years, OPPO sales have increased significantly, and you think that celebrity endorsements have an absolute impact on this phenomenon.	1.000	.868

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.530	90.597	90.597	4.530	90.597	90.597
2	.210	4.196	94.793			
3	.116	2.322	97.115			
4	.076	1.519	98.634			
5	.068	1.366	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
You choose a mobile phone because your favorite celebrity advertise it.	.952
The celebrity endorsement has a great influence on the sales of mobile phone market in China.	.963
You trust a mobile phone brand because of celebrity endorsement than quality.	.951
You think that celebrity effect is more trustworthy than brand promotion.	.962
In recent years, OPPO sales have increased significantly, and you think that celebrity endorsements have an absolute impact on this phenomenon.	.932

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.938	6

Item Statistics

	Mean	Std. Deviation	N
You will choose to purchase a mobile phone based on the popularity of phone brand.	3.32	1.106	200
You think well-known mobile phones are better quality than others, such as the iPhone.	3.05	1.095	200
You feel that the popularity of mobile phone brands will directly affect the sales of mobile phones in China market.	3.92	.876	200
You are more likely to pursue the brand effect of a phone than the quality.	2.06	.968	200
You think people choose the iPhone because of its brand effect, not just because of quality and after-sales.	3.36	1.065	200
Even if the current iPhone brand has some negative news, you will still choose it for its brand effect.	2.53	.982	200

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.038	2.055	3.920	1.865	1.908	.436	6
Item Variances	1.038	.767	1.224	.456	1.595	.032	6
Inter-Item Covariances	.749	.432	1.059	.628	2.455	.039	6
Inter-Item Correlations	.717	.509	.912	.403	1.791	.016	6

ANOVA

	Sum of Squares	df	Mean Square	F	Sig
Between People	951.479	199	4.781		
Within People					
Between Items	436.467	5	87.293	302.252	.000
Residual	287.366	995	.289		
Total	723.833	1000	.724		
Total	1675.312	1199	1.397		

Grand Mean = 3.04

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.966	.974	5

Item Statistics

	Mean	Std. Deviation	N
You choose a mobile phone because your favorite celebrity advertise it.	3.72	1.057	200
The celebrity endorsement has a great influence on the sales of mobile phone market in China.	3.73	.722	200
You trust a mobile phone brand because of celebrity endorsement than quality.	2.98	.899	200
You think that celebrity effect is more trustworthy than brand promotion.	2.54	1.125	200
In recent years, OPPO sales have increased significantly, and you think that celebrity endorsements have an absolute impact on this phenomenon.	3.62	.741	200

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.315	2.540	3.725	1.185	1.467	.285	5
Item Variances	.852	.522	1.265	.743	2.423	.111	5
Inter-Item Covariances	.725	.487	1.087	.600	2.233	.031	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.315	2.540	3.725	1.185	1.467	.285	5
Item Variances	.852	.522	1.265	.743	2.423	.111	5
Inter-Item Covariances	.725	.487	1.087	.600	2.233	.031	5
Inter-Item Correlations	.882	.824	.914	.090	1.110	.001	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Between People		746.575	199	3.752		
Within People	Between Items	227.670	4	56.917	446.236	.000
	Residual	101.530	796	.128		
	Total	329.200	800	.411		
Total		1075.775	999	1.077		

Grand Mean = 3.32

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.953	.958	3

Item Statistics

	Mean	Std. Deviation	N
If you need to buy a phone right now, you're more likely prefer to iPhone than OPPO.	2.66	.888	200
You are currently more likely to use OPPO than iPhone.	3.57	.969	200

Item Statistics

	Mean	Std. Deviation	N
If you need to buy a phone right now, you're more likely prefer to iPhone than OPPO.	2.66	.888	200
You are currently more likely to use OPPO than iPhone.	3.57	.969	200
You think that the sales proportion of OPPO in Chinese mobile phone market has gradually exceeded the iPhone.	2.57	1.141	200

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.932	2.565	3.570	1.005	1.392	.308	3
Item Variances	1.010	.788	1.302	.514	1.652	.070	3
Inter-Item Covariances	.879	.763	.983	.220	1.289	.010	3
Inter-Item Correlations	.885	.880	.888	.009	1.010	.000	3

Final Project

ORIGINALITY REPORT

5%

SIMILARITY INDEX

1%

INTERNET SOURCES

1%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to De Montfort University

Student Paper

2%

2

Submitted to Laureate Education Inc.

Student Paper

2%

3

www.ccsenet.org

Internet Source

1%

4

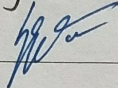
Submitted to University Of Tasmania

Student Paper

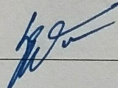
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MBA PROJECT LOG BOOK – TEMPLATE

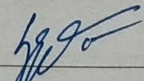
Meeting #1

Date of Meeting	16 th January 2018
Progress Made	Modification first three chapters
Agreed Action	✓ Confirm the objective ✓ Confirm the question
Student Signature	Wei Mengchen
Supervisor's Signature	

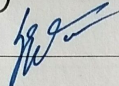
Meeting #2

Date of Meeting	23 th January 2018
Progress Made	Discussion on Chapter 1, 2, and 3.
Agreed Action	✓ Discussion on questionnaire ✓ Planning for project schedule
Student Signature	Wei Mengchen
Supervisor's Signature	

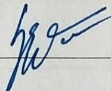
Meeting #3

Date of Meeting	30 th January 2018
Progress Made	Confirmation of Questionnaire
Agreed Action	✓ Modification on question in questionnaire ✓ Modification sample size, framework
Student Signature	Wei Mengchen
Supervisor's Signature	

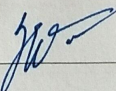
Meeting #4

Date of Meeting	13 th February 2018
Progress Made	Modification on chapter 2 and 3
Agreed Action	✓ Modification in hypotheses, research design and framework design
Student Signature	Wei Mengchen
Supervisor's Signature	

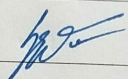
Meeting #5

Date of Meeting	20 th February 2018
Progress Made	Discussion on Chapter 4
Agreed Action	✓ Confirm statistical methods ✓ Data collection
Student Signature	Wei Mengchen
Supervisor's Signature	

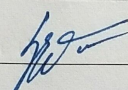
Meeting #6

Date of Meeting	27 th February 2018
Progress Made	Discussion on Data analysis Chapter 4
Agreed Action	✓ Complete data collection ✓ Data analysis
Student Signature	Wei Mengchen
Supervisor's Signature	

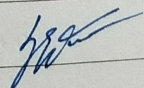
Meeting #7

Date of Meeting	6 th March 2018
Progress Made	Modification on Chapter 4 and 5
Agreed Action	✓ Discussion data analysis ✓ Include recommendation and conclusion
Student Signature	Wei Mengchen
Supervisor's Signature	

Meeting #8

Date of Meeting	29 th March 2018
Progress Made	Confirm chapter 4 and 5
Agreed Action	✓ Complete data analysis ✓ Abstract and acknowledgement
Student Signature	Wei Mengchen
Supervisor's Signature	

Meeting #9

Date of Meeting	3 th April 2018
Progress Made	Final review from Chapter 1 to 5
Agreed Action	✓ Include theoretical Implications ✓ Generate TURNITIN report
Student Signature	Wei Mengchen.
Supervisor's Signature	

FORM EC1A: APPLICATION FOR ETHICS APPROVAL OF A STUDY INVOLVING HUMAN PARTICIPANTS (Individual or Group Applications)

Please complete this form if you wish to undertake a study involving human participants.

Applicants are advised to refer to the Ethics Approval StudyNet Site and read the Guidance Notes (GN) before completing this form.

<http://www.studynet2.herts.ac.uk/ptl/common/ethics.nsf/Homepage?ReadForm>

Use of this form is mandatory [see UPR RE01, 'Studies Involving Human Participants', SS 7.1-7.3]

Approval must be sought **and granted** before any investigation involving human participants begins [UPR RE01, S 4.4 (iii)]

If you require any further guidance, please contact either hsetecda@herts.ac.uk or ssahecda@herts.ac.uk

Abbreviations: GN = Guidance Notes UPR = University Policies and Regulations

THE STUDY

Q1 Please give the title of the proposed study

Influence of celebrity endorsement and brand effect on China's mobile phone market

THE APPLICANT

Q2 Name of applicant/(principal) investigator (person undertaking this study)

Wei Mengchen

Student registration number/Staff number

117012218

Email address

117012218@student.newinti.edu.mv

Status:

Undergraduate (Foundation)

Undergraduate (BSc, BA)

Postgraduate (taught)

Postgraduate (research)

Staff

Other

If other, please provide details here:

[Click here to enter text.](#)

School/Department:

Faculty of Business, Communications and Law

If application is from a student NOT based at University of Hertfordshire, please give the name of the partner institution: INTI International University

Name of Programme (eg BSc (Hons) Computer Science): MAMS

Module name and module code: MGT7998 MBA PROJECT

Name of Supervisor: Dr Sriganeshvarun Nagaraj Supervisor's email: srivarun.nagaraj@newinti.edu.my

Name of Module Leader if applicant is undertaking a taught programme/module:

Dr Sriganeshvarun Nagaraj

Names and student/staff numbers for any additional investigators involved in this study

No

Is this study being conducted in collaboration with another university or institution and/or does it involve working with colleagues from another institution?

Yes

No

If yes, provide details here:

[Click here to enter text.](#)

DETAILS OF THE PROPOSED STUDY

Q3 Please give a short synopsis of your proposed study, stating its aims and highlighting where these aims relate to the use of human participants (See GN 2.2.3)

There is a competitive relationship between OPPO company and iPhone company. This project will study the problem that based on these two mobile phone brands, researching that which effect can deeper influence the choice of Chinese consumers. Celebrity endorsement and brand effect influence Chinese mobile phone customers.

The main objective of this article is to study the influence of brand effect and celebrity endorsement on China's mobile phone market. The sub-objective of this article is to study the relationship between brand effect and celebrity endorsement.

Q1 How does the celebrity endorsement influence on the Chinese mobile buyers? Q2 How does the brand effect influence on the Chinese mobile buyers?

Q4 Please give a brief explanation of the design of the study and the methods and procedures used. You should clearly state the nature of the involvement the human participants will have in your proposed study and the extent of their commitment. Ensure you provide sufficient detail for the Committee to, particularly in relation to the human participants. Refer to any Standard Operating Procedures SOPs under which you are operating here. (See GN 2.2.4).

This study will be conducted using quantitative research methods. It means that the researchers will design a questionnaire and they will use this questionnaire to collect data. This research will focus on the concepts of celebrity endorsement and brand effect. The target population is people who using the mobile phone in Chinese market. Because this paper mainly investigates the mobile phone market in China, the main body of the questionnaire is focused on students and staffs in China. And it is based on

individual data analysis. This study will examine a total of 150 students and 50 staffs and then analyze the data that based on the results of the survey. The questionnaire has set up 18 questions, which surrounded the two hypotheses above in this research. There are seven questions to each hypothesis. Data access and data collection will be analyzed based on the research results. Anyway, this research will analyze the results of the questionnaire in detail. At the same time, it also has expatiated and analyzed the literature of other studies that have been studied in the past. Quantitative research is a concept of scientific research methodology and process that refers to determine the amount of things. It means that the problem or phenomena can be represented by the investigative numbers, which makes this problem easier to explain and analyze. This research will use quantitative method to collect the data.

Q5 Does the study involve the administration of substances?

Yes

No

PLEASE NOTE: If you have answered yes to this question you must ensure that the study would not be considered a clinical trial of an investigational medical product. To help you, please refer to the link below from the Medicines and Healthcare Products Regulatory Agency:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/317952/Algothrim.pdf

To help you determine whether NHS REC approval is required, you may wish to consult the Health Research Authority (HRA) decision tool: <http://www.hra-decisiontools.org.uk/ethics/>

If your study is considered a clinical trial and it is decided that ethical approval will be sought from the HRA, please stop completing this form and use Form EC1D, 'NHS Protocol Registration Request'; you should also seek guidance from Research Sponsorship.

I confirm that I have referred to the Medicines and Healthcare Products Regulatory Agency information and confirm that that my study is not considered a clinical trial of a medicinal product.

Please type your name here: WEI MENGCHEN

Date: [Click here](#) to enter a date.

Q6.1 Please give the starting date for your recruitment and data collection: "as soon as ethics approval is received"

Q6.2 Please give the finishing date for you data collection: two weeks from the date of ethics approval [Click here](#) to enter text.

(For meaning of 'starting date' and 'finishing date', see GN 2.2.6)

Q7 Where will the study take place?

The study will take place in Tianjin province of China. This study will research the impact of celebrity endorsement and brand effect on China's mobile phone market. Of course, how to influence on the customer's choice of mobile phone is also an important issue in this research. Because this paper mainly investigates the mobile phone market in China, the main body of the questionnaire is focused on students and staffs in campus China. And it is based on individual data analysis. This study will examine a total of 150 students and 50 staffs and then analyze the data that based on the results of the survey.

Please refer to the Guidance Notes (GN 2.2.7) which set out clearly what permissions are required;

Please tick all the statements below which apply to this study

I confirm that I have obtained permission to access my intended group of participants and that the agreement is attached to this application

I confirm that I have obtained permission to carry out my study on University premises in areas

outside the Schools and that the agreement is attached to this application

- I confirm that I have obtained permission to carry out my study at an off-campus location and that the agreement is attached to this application
- I have yet to obtain permission but I understand that this will be necessary before I commence my study and that the original copies of the permission letters must be verified by my supervisor by the time I submit my results
- This study involves working with minors/vulnerable participants. I/we have obtained permission from the organisation (including UH/UH Partner Institutions when appropriate) in which the study is to take place and which is responsible for the minors/vulnerable participants. The permission states the DBS requirements of the organisation for this study and confirms I/we have satisfied their DBS requirements where necessary.
NB If your study involves minors/vulnerable participants, please refer to Q18 to ensure you comply with the University's requirement regarding Disclosure and Barring Service clearance.
- Permission is not required for my study as:
[Click here to enter text.](#)

HARMS, HAZARDS AND RISKS

Q8 It might be appropriate to conduct a risk assessment for the proposed study. Please use Form EC5 if the answer to any of the questions below is 'yes'.

You may also be required to complete a School specific Risk Assessment form as some Schools have indicated that their risk assessment paperwork is mandatory for any study. **Please consult your supervisor for guidance.**

If you are required to complete and submit a School specific risk assessment, please append it to your completed EC5 form. If there are no additional risks, other than the ones noted in your School specific Risk Assessment, you may state 'Included in <names of School> Risk Assessment' in the relevant sections of the EC5 form.

Will this study involve any of the following?

- Invasive Procedures/administration of any substance/s? YES NO
- Are there potential hazards to participant/investigator(s) from the proposed study? (Physical/Emotional) YES NO
- Will or could aftercare and/or support be needed by participants? YES NO

IF 'YES' YOU MUST COMPLETE EC1 APPENDIX 1 AND INCLUDE IT WITH YOUR APPLICATION

Is the study being conducted off-campus (i.e. not at UH/UH Partner?) YES NO

It might be appropriate to conduct a risk assessment of the proposed location for your study (in respect of the hazards/risks affecting both the participants and/or investigators) (this might be relevant for on-campus locations as well). Please use Form EC5 and, if required, a School-specific risk assessment (See GN 2.2.8 of the Guidance Notes).

If you do not consider it necessary to make a risk assessment, please give your reasons:

There are no risk involved The participant and the researcher will be safe as it is done in tianjin province. The questionnaire on a voluntary basis. Respondents are not forced to fill in the questionnaire. Therefore, risk assessment is not necessary for this research

ABOUT YOUR PARTICIPANTS

Q9 Please give a brief description of the kind of people you hope/intend to have as participants, for instance, a sample of the general population, University students, people affected by a particular medical condition, children within a given age group, employees of a particular firm, people who support a particular political party, and state whether there are any upper or lower age restrictions.

Respondents who will take part in this study will be those who students in university or young Chinese.

Q10 Please state here the maximum number of participants you hope will participate in your study. Please indicate the maximum numbers of participants for **each** method of data collection.

The maximum number of participants that I am aiming for is 200. Data collection of about this number will make this research successful. In this research, designer will use sampling design method and also research 150 students and 50 staffs in a section. The reason I believe a maximum of 200 participants will be sufficient to carry out my research is also because of the time constrain. Since there is a time limit and a due date to hand in my work, it would only be reasonable to target 200 participants.

Q11 By completing this form, you are indicating that you are reasonably sure that you will be successful in obtaining the number of participants which you hope/intend to recruit. Please outline here your recruitment (sampling) method and how you will advertise your study. (See GN 2.2.9).

I will use holiday time from the many public areas in China. I will distribut questionnaires and then according to the answer of questionnaire by these people, the final get the conclusion.

CONFIDENTIALITY AND CONSENT

(For guidance on issues relating to consent, see GN 2.2.10, GN 3.1 and UPR RE01, SS 2.3 and 2.4 and the Ethics Approval StudyNet Site FAQs)

Q12 How will you obtain consent from the participants? Please explain the consent process for each method of data collection identified in Q4

- Informed consent using EC3 and EC6 (equivalent)
- Implied consent (e.g. via participant information at the start of the questionnaire/survey etc)
- Consent by proxy (for example, given by parent/guardian)

Use this space to describe how consent is to be obtained and recorded for each method of data collection. The information you give must be sufficient to enable the Committee to understand exactly

what it is that prospective participants are being asked to agree to.

A copy of the Consent Form (Form EC3) is attached at the end of this document. For every participant that agreed to participate in this study will need to sign at the end of the consent form indicating that they understand the content of the consent form. The content of the consent form basically indicates that the participant agrees on giving their information such as nationality and educational level in this study.

In addition, Participant Information sheet is also given to the participants explaining particulars of the study, including its aim(s), methods and design, the names and contact details of key people and, as appropriate, the risks and potential benefits, and any plans for follow-up studies that might involve further approaches to participants.

If you do not intend to obtain consent from participants please explain why it is considered unnecessary or impossible or otherwise inappropriate to seek consent.

[Click here to enter text.](#)

Q13 If the participant is a minor (under 18 years of age) or is unable for any reason to give full consent on their own, state here whose consent will be obtained and how? (See especially GN 3.6 and 3.7)

This study is survey in the public area, most of them are students and teachers, they are adult. All of them are 18 age.

Q14.1 Will anyone other than yourself and the participants be present with you when conducting this study? (See GN 2.2.10)

YES NO

If YES, please state the relationship between anyone else who is present other than the applicant and/or participants (eg health professional, parent/guardian of the participant).

[Click here to enter text.](#)

Q14.2 Will the proposed study be conducted in private?

YES NO

If 'No', what steps will be taken to ensure confidentiality of the participants' information. (See GN 2.2.10):

[Click here to enter text.](#)

Q15 Are personal data of any sort (such as name, age, gender, occupation, contact details or images) to be obtained from or in respect of any participant? (See GN 2.2.11) (You will be required to adhere to the arrangements declared in this application concerning confidentiality of data and its storage. The Participant Information Sheet (Form EC6 or equivalent) must explain the arrangements clearly.)

YES NO

If YES, give details of personal data to be gathered and indicate how it will be stored.

The data will be gathered using a questionnaire where personal information such as nationality, education level and program of degree. The personal information question will be addressed only if it is relevant to the study. The respondents' personal information will be secured with the researcher and used for this study only, it will not be revealed to any other parties or for any purpose other than this study.

Will you be making audio-visual recordings?

YES NO

If YES, give details of the types recording to be made and indicate how they will be stored.

[Click here to enter text.](#)

State what steps will be taken to prevent or regulate access to personal data/audio-visual recordings beyond the immediate investigative team, as indicated in the Participant Information Sheet.

As far as possible, the interviewee's questionnaire is not handled by others.

Indicate what assurances will be given to participants about the security of, and access to, personal data/audio-visual recordings, as indicated in the Participant Information Sheet.

The data will be entered and saved by SPSS software and the file recording results will be encrypted by the researcher. No one else will have any kind of access to it. After the study, the data will be deleted permanently in order to prevent the leakage in data to the third parties. In between the collecting period and data analysis, researcher's laptop is shield with antivirus to prevent attack from interested parties and spams. Password will be set in the document file, to increase the protection level. Therefore, the security level should be enough to secure the respondents' information.

State as far as you are able to do so how long personal data/audio-visual recordings collected/made during the study will be retained and what arrangements have been made for its/their secure storage, as indicated in the Participant Information Sheet.

Data retain period will be for 2 year period in offline environment and erased after. Reason for this is because examiners might request to show proof of the data in order to confirm that the data is accurate and not of self-filled results.

Will data be anonymised prior to storage?

YES NO

Q16 Is it intended (or possible) that data might be used beyond the present study? (See GN 2.2.10)

YES NO

If YES, please indicate the kind of further use that is intended (or which may be possible).

[Click here to enter text.](#)

If NO, will the data be kept for a set period and then destroyed under secure conditions?

YES NO

If NO, please explain why not:

[Click here to enter text.](#)

Q17 Consent Forms: what arrangements have been made for the storage of Consent Forms and for how long?

Data retain period will be for 2 year period in offline environment. Reason for this is because examiners might request to show proof of the data in order to confirm that the data is accurate and not of self-filled results. The data will be password protected

Q18 If the activity/activities involve work with children and/or vulnerable adults satisfactory Disclosure and Barring Service (DBS) clearance may be required by investigators. You are required to check with the organisation (including UH/UH Partners where appropriate) responsible for the minors/vulnerable participants whether or not they require DBS clearance.

Any permission from the organisation confirming their approval for you to undertake the activities with the children/vulnerable group for which they are responsible should make specific reference to any DBS requirements they impose and their permission letter/email must be included with your application.

More information is available via the DBS website - <https://www.gov.uk/government/organisations/disclosure-and-barring-service>

REWARDS

Q19.1 Are you receiving any financial or other reward connected with this study? (See GN 2.2.14 and UPR RE01, S 2.3)

YES NO

If YES, give details here:

[Click here to enter text.](#)

Q19.2 Are participants going to receive any financial or other reward connected with the study? (Please note that the University does not allow participants to be given a financial inducement.) (See UPR RE01, S 2.3)

YES NO

If YES, provide details here:

[Click here to enter text.](#)

Q19.3 Will anybody else (including any other members of the investigative team) receive any financial or other reward connected with this study?

YES NO

If YES, provide details here:

[Click here to enter text.](#)

OTHER RELEVANT MATTERS

Q20 Enter here anything else you want to say in support of your application, or which you believe may assist the Committee in reaching its decision.

This study has vital contributions to mobile phone company. First of all, this research paper for the management of the enterprise provides a new support point that the company can guide the customer's purchase intention according to the results of the survey. To research brand effect and celebrity endorsement can help industries operating personnel to better determine the company's strategic deployment. Second, from the government's point of view, the research direction of this paper is closely related to the current direction of the mobile phone market. Nowadays, the Chinese government is also concerned about the impact of the mobile phone market on the economy and actively guides the mobile phone market. So the article is also important for the government to guide the Chinese mobile phone market. Third, this research can help mobile phone industry players to understand current situation of mobile phone market in China.

This research paper will enrich the research results of the mobile phone market, which will guide a new research direction. The research of this paper make the phone sales mode from a single product research and one-way research into a way that two products compared in the form of contrast research, and then get a result that which calculated the sales way of the research methods. This paper enriches the analysis results of the current situation of China's mobile phone market, elaborates knowledge from a new perspective and provides a new article for market economy knowledge.

DOCUMENTS TO BE ATTACHED

Please indicate below which documents are attached to this application:

- Permission to access groups of participants from student body
- Permission to use University premises beyond areas of School
- Schools Permission from off-campus location(s) to be used to conduct this study
- Risk Assessment(s) in respect of hazards/risks affecting participants/investigator(s)
- Copy of Consent Form (See Form EC3/EC4) Copy of Form EC6 (Participant Info Sheet)
- Copy of Form EC6 (Participant Info Sheet)
- A copy of the proposed questionnaire and/or interview schedule (if appropriate for this study). For unstructured methods, please provide details of the subject areas that will be covered and any boundaries that have been agreed with your Supervisor
- Any other relevant documents, such as a debrief, meeting report. Please provide details here:

[Click here to enter text.](#)

DECLARATIONS

1 DECLARATION BY APPLICANT

- 1.1 I undertake, to the best of my ability, to abide by UPR RE01, 'Studies Involving the Use of Human Participants', in carrying out the study.
- 1.2 I undertake to explain the nature of the study and all possible risks to potential participants,
- 1.3 Data relating to participants will be handled with great care. No data relating to named or identifiable participants will be passed on to others without the written consent of the participants concerned, unless they have already consented to such sharing of data when they agreed to take part in the study.
- 1.4 All participants will be informed **(a)** that they are not obliged to take part in the study, and **(b)** that they may withdraw at any time without disadvantage or having to give a reason.

(NOTE: Where the participant is a minor or is otherwise unable, for any reason, to give full consent on their own, references here to participants being given an explanation or information, or being asked to give their consent, are to be understood as referring to the person giving consent on their behalf. (See Q 12; also GN Pt. 3, and especially 3.6 & 3.7))

Enter your name here: Wei Mengchen

Date 20/02/2018

2 GROUP APPLICATION

(If you are making this application on behalf of a group of students/staff, please complete this section as well)

I confirm that I have agreement of the other members of the group to sign this declaration on their behalf

Enter your name here: [Click here to enter text.](#)

Date [Click here to enter a date.](#)

DECLARATION BY SUPERVISOR (see GN 2.1.6)

I confirm that the proposed study has been appropriately vetted within the School in respect of its aims and methods; that I have discussed this application for Ethics Committee approval with the applicant and approve its submission; that I accept responsibility for guiding the applicant so as to ensure compliance with the terms of the protocol and with any applicable ethical code(s); and that if there are conditions of the approval, they have been met.

Enter your name here: **N. Sriganeshvarun** [Click here to enter text.](#) Date **4/4/2018** [Click here to enter a date.](#)

**UNIVERSITY OF HERTFORDSHIRE
ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS
(‘ETHICS COMMITTEE’)**

**FORM EC3
CONSENT FORM FOR STUDIES INVOLVING HUMAN PARTICIPANTS**

I, the undersigned []

of []
hereby freely agree to take part in the study entitled [**Influence of celebrity endorsement and brand effect on China’s mobile phone market**]

(UH Protocol number)

1 I confirm that I have been given a Participant Information Sheet (a copy of which is attached to this form) giving particulars of the study, including its aim(s), methods and design, the names and contact details of key people and, as appropriate, the risks and potential benefits, how the information collected will be stored and for how long, and any plans for follow-up studies that might involve further approaches to participants. I have also been informed of how my personal information on this form will be stored and for how long. I have been given details of my involvement in the study. I have been told that in the event of any significant change to the aim(s) or design of the study I will be informed, and asked to renew my consent to participate in it.

2 I have been assured that I may withdraw from the study at any time without disadvantage or having to give a reason.

3 In giving my consent to participate in this study, I understand that voice, video or photo-recording will take place and I have been informed of how/whether this recording will be transmitted/displayed.

4 I have been given information about the risks of my suffering harm or adverse effects. I have been told about the aftercare and support that will be offered to me in the event of this happening, and I have been assured that all such aftercare or support would be provided at no cost to myself. In signing this consent form I accept that medical attention might be sought for me, should circumstances require this.

5 I have been told how information relating to me (data obtained in the course of the study, and data provided by me about myself) will be handled: how it will be kept secure, who will have access to it, and how it will or may be used.

6 I understand that my participation in this study may reveal findings that could indicate that I might require medical advice. In that event, I will be informed and advised to consult my GP. If, during the study, evidence comes to light that I may have a pre-existing medical condition that may put others at risk, I understand that the University will refer me to the appropriate authorities and that I will not be allowed to take any further part in the study.

7 I understand that if there is any revelation of unlawful activity or any indication of non-medical circumstances that would or has put others at risk, the University may refer the matter to the appropriate authorities.

8 I have been told that I may at some time in the future be contacted again in connection with this or another study.

Signature of participant.....Date.....

Signature of (principal) investigator.....WEI MENGCHEN.....Date.....
Name of (principal) investigator [WEI MENGCHEN]

UNIVERSITY OF HERTFORDSHIRE

ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS (‘ETHICS COMMITTEE’)

FORM EC6: PARTICIPANT INFORMATION SHEET

1 Title of study

Influence of celebrity endorsement and brand effect on China’s mobile phone market

2 Introduction

You are being invited to take part in a study. Before you decide whether to do so, it is important that you understand the study that is being undertaken and what your involvement will include. Please take the time to read the following information carefully and discuss it with others if you wish. Do not hesitate to ask us anything that is not clear or for any further information you would like to help you make your decision. Please do take your time to decide whether or not you wish to take part. The University’s regulations governing the conduct of studies involving human participants can be accessed via this link:

<http://sitem.herts.ac.uk/secreg/upr/RE01.htm>

Thank you for reading this.

3 What is the purpose of this study?

This research will study this problem that based on these two mobile phone brands, researching that which effect can deeper influence the choice of Chinese consumers. This question is very important because only after researchers known the brand effect and celebrity effect which a deeper impact on consumers, then they can help mobile phone companies make sales strategic plan and contribute to mobile phone companies. OPPO is a local industry in China and has a large number of branches in China. Although iPhone is an American brand, there are also many sales locations in China. Because this paper is about Chinese mobile phone market, so this research will be done in China. The findings of this study is for the mobile phone companies market. Both OPPO company and iPhone company sale departments can use this study, which has a deep influence on the future sales strategic plan of these mobile phone brands. In this article, I will choice the questionnaire survey method to do this research. My questionnaire survey will focus on the middle-aged and young people, because the number of people using mobile phones in this age group is so large that I can get more accurate results.

4 Do I have to take part?

It is completely up to you whether or not you decide to take part in this study. If you do decide to take part you will be given this information sheet to keep and be asked to sign a consent form. Agreeing to join the study does not mean that you have to complete it. You are free to withdraw at any stage without giving a reason. A decision to withdraw at any time, or a decision not to take part at all, will not affect any treatment/care that you may receive (should this be relevant).

5 **Are there any age or other restrictions that may prevent me from participating?**

Respondents must be resident of China who are using phone.

6 **How long will my part in the study take?**

If you decide to take part in this study, you will be involved in it for 2-5 minutes. It depends on how fast they can complete the questionnaire.

7 **What will happen to me if I take part?**

Nothing will happen. All you need to do is just to fill the questionnaire.

8 **What are the possible disadvantages, risks or side effects of taking part?**

There are no risk involved.

9 **What are the possible benefits of taking part?**

This research paper will enrich the research results of the mobile phone market, which will guide a new research direction. The research of this paper make the phone sales mode from a single product research and one-way research into a way that two products compared in the form of contrast research, and then get a result that which calculated the sales way of the research methods. This paper enriches the analysis results of the current situation of China's mobile phone market, elaborates knowledge from a new perspective and provides a new article for market economy knowledge.

10 **How will my taking part in this study be kept confidential?**

The questionnaires will be collected and saved by researchers themselves. And the third party will not be allowed to access the details of the questionnaire and these information will be stored via encryption.

11 **Audio-visual material**

No audio-visual material will be used.

12 **What will happen to the data collected within this study?**

The results of the research shall be used as the interview detail for my MBA thesis only and shall not be used for any other purposes. The results shall be disposed of permanently in the future once the MBA thesis has been graded and finalized. The data collected will be stored electronically, in a password-protected environment, for 24 months (2-years), after which time it will be destroyed under secure conditions.

13 **Will the data be required for use in further studies?**

The data will not be used in any further studies.

14 **Who has reviewed this study?**

This research has been reviewed by my supervisor Dr. Sriganeshvarun Nagaraj. He is currently stationed in INTI International University, Malaysia. Besides, this research has reviewed by The **University of Hertfordshire, United Kingdom**, Social Sciences, Arts and Humanities Ethics Committee with Delegated Authority.

15 **Factors that might put others at risk**

Please note that if, during the study, any medical conditions or non-medical circumstances such as unlawful activity become apparent that might or had put others at risk, the University may refer the matter to the appropriate authorities.

16 **Who can I contact if I have any questions?**

If you would like further information or would like to discuss any details personally, please get in touch with me, in writing, by phone or by email: Wei Mengchen, +60142907043, i17012218@student.newinti.edu.my

Although we hope it is not the case, if you have any complaints or concerns about any aspect of the way you have been approached or treated during the course of this study, please write to the University's Secretary and Registrar at the following address:

Secretary and Registrar
University of Hertfordshire
College Lane
Hatfield
Herts
AL10 9AB

Thank you very much for reading this information and giving consideration to taking part in this study.

UNIVERSITY OF HERTFORDSHIRE

FORM EC7 – PROTOCOL MONITORING FORM

Ethics Committee with Delegated Authority (ECDA)

Name of Principal Investigator

WEI MENGCHEN

Student/Staff ID

117012218

Programme of Study or Module Name

MBADI

Title of study

Influence of brand effect and celebrity endorsement in Chinese mobile phone market

UH Protocol Approval Number

Date

09.04.2018

Has data collection for this project been completed? YES

If NO, please explain why:

If an extension is required, a Form EC2 will need to be completed and submitted.

Have any of the participants within the study experienced or reported any of the following: (if you answer YES to any of these, you must provide the details)

Physical reaction/harm	NO
Mental/emotional harm	NO
Intrusion of privacy	NO
Breach of confidentiality	NO

Did the UH Protocol Approval you were originally sent include any conditions, for example permission letter to be evidenced, supervisor to approve interview schedule prior to data collection? YES

If YES, please include any documents and/or information with this form.

DECLARATION (overleaf)

DECLARATION

Staff applicants

Declaration by staff applicants:

I confirm that I have followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply

Signed (staff)

Date

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Student applicants

Declaration by student applicants:

I confirm that I have followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply

Signed (student)

Date

Declaration by supervisor:

As far as I can ascertain, the above student has followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply

Signed (Supervisor)

Please print name:

Date

This completed form, together with any relevant documents (where applicable) must be returned to the relevant ECDA (ssahecda@herts.ac.uk stecda@herts.ac.uk hhsecda@herts.ac.uk) when you submit your project/dissertation. Failure to submit this Form may result in a breach of the University's regulations (UPR RE01, 'Studies Involving Human Participants', refers)