

**Chinese consumer purchase intention for Mercedes-Benz**

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**Abstract**

This study uses quantitative research methods to analyze the relationship between marketing mix strategies (products, prices, promotions, places). Under the conceptual framework of this study, consumers in Beijing, China are willing to buy Mercedes Benz cars, and the effectiveness and practicability of this study are demonstrated by describing the problems in the analysis process. Analyze research objectives and issues step by step, and explain relevant assumptions about conceptual frameworks and structural design during the analysis process. In the analysis process, the first-hand data will be obtained using the questionnaire to achieve this goal research, and the theory is based on the actual basis to draw accurate and reliable conclusions. Put forward relevant industry Suggestions, so as to achieve great improvement in the future development of the industry.

Keywords: marketing mix strategy, Mercedes-Benz, price, purchase intention, publicity

**Declaration**

I hereby declare that: I understand the meaning of “Plagiarism” and “Intellectual Property Rights” and Ethics Related to the Principles of Academic Works.

This dissertation is hereby acknowledged as my own work and I have duly acknowledged use of published and unpublished works of other people from the print, electronic and other media.

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# CHAPTER ONE INTRODUCTION

**1.0 Overview**

The current situation continues to undergo profound and complex changes, and the process of global economic integration has been significantly accelerated, bringing new opportunities and challenges to the growth of Chinese enterprises. The vigorous governance of enterprises is a condition for promoting the all-round development of various economic and social undertakings, promoting the integration of national economy and global economy, improving China's comprehensive national strength and international competitiveness, pooling China's strength and realizing the Chinese dream. To further improve the sales capacity of enterprises, adapt to the requirements of the further improvement of the market economic system, and adapt to the development needs of enterprises to participate in global competition, is the time background that all enterprises face together. This chapter firstly introduces the problems, objectives and significance of mercedes-benz research, confirms the overall research direction, validity and scope of research existence (Kyungok Huh, 2018).

* 1. **Background**

The automobile industry is the department that produces all kinds of automobile main engine and some spare parts or carries on the assembly, mainly includes the main engine factory that the main parts assembles into the automobile and the fitting factory. Starting from the traditional concept, the enterprise whose final product is the whole vehicle is called the whole vehicle enterprise (Shin, 2017). Because the automobile industry occupies a large proportion in the national industrial output value and sales revenue, and the automobile industry is highly technology-intensive industry, which concentrates many new materials, new technologies, new processes and new equipment in scientific fields. In addition, the automobile industry is a comprehensive assembly industry, which drives the development of many relevant industrial sectors. Therefore, in the economic development of developed countries, the automobile industry plays a pillar role. Although China's automobile industry started late, it has gradually developed into the world's largest automobile consumer due to the large market demand and stable investment environment.

According to data released by the automobile association , China's automobile production and sales reached 40 million units in 2018, among which passenger vehicles increased by 16.50 percent year-on-year, setting a new record for global production and sales. In a sign of the industry's growing profitability, China's 12,800 sizeable companies have seen steady revenue growth. Over the years, the output value of China's automobile industry has been soaring, which plays an important role in China's entire industrial economy. Germany's mercedes-benz remains in the top three in China. But the gap between companies has been slowly narrowing in recent years (Haase, Wiedmann and Labenz, 2018).

In addition to the potential market conditions, the rapid development of China's automobile industry also benefits from the good production conditions and nationwide marketing network of Chinese automobile manufacturers. After years of development , some of China's largest auto manufacturers. These enterprises have accumulated rich experience in local production and marketing management, with unique resources and capabilities. Although China's automobile industry still has some problems, such as relatively weak capital strength and independent innovation ability, low investment concentration, and relatively low cost performance of products, etc., in general, China's automobile industry has undergone great changes and made great progress in the past decade.

**1.2 Problem statement**

The external pressure facing enterprises is increasing. Environmental changes bring development opportunities and threats to human survival. Now the pressure on mercedes-benz to compete in China is increasing. The pressure comes not only from traditional luxury brands, but also from more second-tier car brands. At present, after years of rapid economic development, China's automobile industry has been able to support the annual production of 36 million vehicles supporting the scale, at the same time to meet the domestic demand for high-end passenger cars and commercial vehicles.

However, domestic car sales in China have not grown along with the size of the Chinese auto industry. Now consumers are reluctant to spend more time and energy buying cars. Most automobile sales malls are located at the edge of the city, with relatively low scale and benefit, and low degree of market integration. The market is too fragmented to have a complete supply system. The unreasonable situation of several enterprises producing at the same time, lack of clear division of labor and clear industrial structure.

* 1. **Research Question**

RQ1: Will the price has an impact on the willingness of Chinese customers to purchase cars?

RQ2: Will the product has an impact on the willingness of Chinese customers to purchase cars?

RQ3: Will the place has an impact on the willingness of Chinese customers to purchase cars?

RQ4: Will the promotion has an impact on the willingness of Chinese customers to purchase cars?

* 1. **Research objectives**

RO1: To determining whether the price will impact Chinese customers' willingness to purchase a car.

RO2: To determining whether the product will impact Chinese customers' willingness to purchase a car.

RO3: To determining whether the place will impact Chinese customers' willingness to purchase a car.

RO4: To determining whether the promotion will impact Chinese customers' willingness to purchase a car.

**1.5 Significance of the study**

In China's auto industry, consumer research is often underappreciated or understudied. With the development of economic market, the industry scale is expanding day by day, and there is huge market potential. However, consumers' consumption concept is becoming more and more rational, and the supply exceeds demand in the automobile industry (Sedgwick, 2014). If enterprises want to grow and take a place in the global automobile industry chain, they must actively carry out a series of strategies, seek cooperation from outside, and gradually narrow the gap and improve their competitiveness by establishing strategic alliances with companies. The product will be changed to meet the needs of the market (Vallaster and Lindgreen, 2017).

According to the automobile company's own situation and local market situation, integrate the internal resource advantages of the enterprise, and make full use of external resources and opportunities to build develop a systematic marketing strategy. In order to solve the company's marketing difficulties in China, change the current situation of the company , enhance the core competitiveness of the enterprise. It is hoped that this study can provide practical significance for automobile companies to develop the market and provide theoretical reference for Chinese manufacturers to enter the global market.

At the same time, we will fully understand the real needs of target consumers in the auto market through the investigation and research of target consumers in the Chinese market. It provides theoretical basis for automobile enterprises to formulate market strategy. Therefore, this survey provides a new perspective for the study of China's automobile industry. This study is a comprehensive study of the whole automobile industry.

**1.6 Scope and limitation of study**

This paper studies and analyzes the behavior and thinking of Chinese car owners. On the one hand, considering the limitation of data, on the other hand, based on the consideration of personal resources and time, relevant research data of authoritative companies are used. However, because the collected samples are relatively small, the collected data do not represent the intention of the whole Chinese consumers, which may affect independent variables and dependent variables. In order to more accurately conform to the research purpose and the dimensions established by the theoretical model, it is necessary to design a multi-dimensional questionnaire, conduct large-scale data research and expand the sample size, so as to make the research results more meaningful and reflect the value of data collection (Li et al., 2019).

Secondly, due to the limited time to complete the survey project, this paper will mainly solve the common problems. So as to further enrich and subdivide the different factors of consumption behavior, apply the theoretical framework involved to analyze the current situation, and learn more valuable Suggestions for automobile enterprises (Sedgwick, 2014).

**1.7 Operational definition**

The main purpose of this part of research is to explore the relevant factors and concepts that affect consumers' purchase intention, so as to help them correctly understand relevant information and research direction. The following table lists variable information about purchase intentions.

Marketing mix: it refers to the selection of a target market, comprehensive consideration of the environment, ability and factors that can be controlled by competition, selection of the optimal combination and use, to achieve the company's goals and tasks.

Mercedes Benz: a century-old German car brand, the leader of automobile civilization, was once considered as one of the most successful high-end car brands, its exquisite technical level, high standard quality, dedication to the spirit of innovation, and a series of classic car styles are commendable.

Price: is the exchange of goods in the process of circulation with the exchange value.The form of expression is money. In daily use , price is usually the price or payment that the buyer must pay to make the transaction.

Promotion: merchants use various means to spread all kinds of information about companies and products, attract consumers to buy products, and influence consumers' attitudes and behaviors, so as to achieve the purpose of sales.

Purchase intention: consumers choose different brands of products according to their purchase ideas and form the preference purchase intention

**1.8 Organization of chapters**

This study discusses the relationship between the four points in product, price, promotion, place and marketing mix and the willingness of Chinese consumers to buy Benz cars, thus providing a reasonable basis for the automobile industry.

Chapter one introduces the research. On the basis of literature research, this paper discusses the current situation of automobile market facing fierce competition and huge demand under the background of economic development, and reasonably analyzes the direction and purpose of this research. Explains the research issues, objectives and theoretical overview. Finally, the overall framework and research scope are indicated.

Chapter two is the theoretical framework of this research and the theoretical basis of the whole paper. The hypothesis is further studied so that the relationship between dependent variables and independent variables can be more comprehensively understood. Through the analysis and research of various literatures, the object of research and the basis of the formation of basic theory are expounded in detail.

Chapter three introduces the research methods used in this research. Complete the collection and analysis of this data. Explain in detail in a specific way. The research selection method mainly considers the effectiveness and practicability of the research, and also considers whether the proposed method is suitable for this research.

Chapter four mainly studies and discusses the important research results through data research, and analyzes the relationship between independent variables and dependent variables. The survey analyzed whether the questions were closely related to this study and the degree of fit between them. Propose and discuss the results of hypothesis testing and analyze whether the data is accepted or rejected. The correlation of the four influencing factors to purchase intention . The research in this chapter is helpful to analyze the overall results of the research. In addition, this chapter also analyzes the reliability and correlation between related variables.

The fifth chapter mainly discusses and analyzes the variables of the study and explains the influence of different hypotheses on purchase intention. This paper puts forward the shortcomings of this study and the areas to be improved in the future research. And gives reasonable Suggestions to the automobile industry. Progress in self-research. Make research contributions to the automotive industry.

**CHAPTER TWO LITERATURE REVIEW**

# 2.0 Overview

This chapter mainly introduces the theoretical framework used in the research. On the basis of reading a lot of literature couplets, the related variables used in the study were expounded in detail. This section also makes use of the literature collected by researchers to analyze the factors influencing consumers' purchase intention, and focuses on and reviews the relevant theories that are helpful for the analysis and research (Doody, 2016). At the same time, this chapter proposes a hypothesis to explain the relationship between determined independent variables and existing dependent variables through a conceptual framework. Finally, the relationship between independent variables is summarized.

In order to understand the development status of Mercedes-Benz in Beijing, China, it is necessary to understand the comprehensive information of Mercedes-Benz in the market, understand the overall environment in the Beijing market, the development status of Mercedes-Benz in the Beijing market and the analysis of the entire competitive commodity.

**2.1 Consumer purchase intention**

For the Mercedes-Benz brand of automobile consumers, since the automobile is a kind of durable consumer goods with higher value and higher risk, the influencing factors are multi-faceted, so the consumer's purchase decision-making process should be rational and planned (Dachyar and Banjarnahor, 2017). Although the purchase of cars and the general consumer decision-making process are generally consistent, the luxury consumers' perception process and the conditions for car purchase decisions will be more complicated and have certain market segment uniqueness.

The purchase demand is based on the consumer's desire to know his or her actual situation and the ideal state of the individual. The gap between the actual state and the ideal state exists, and the factors may include the consumer's understanding of the status quo, the existing resources of the consumer, the lifestyle, and the relative importance of buying a car. For luxury car consumers, there are generally superior family conditions and higher-end lifestyles. Car purchases are more due to the satisfaction of spiritual needs, so cognitive factors are often associated with emotional factors such as personal desires, due to resources. With minor limitations, luxury car owners are often more attracted to product, price, and promotion. Similarly, they are more susceptible to the car buying status and individual needs of the surrounding groups. Consumer demand for products, while showing some of the changing characteristics of the new era, the practicality of the product is always the primary consideration in the process of consumers purchasing products (Doody, 2016).

Resources are effectively used, high-quality products and services, attractive prices, good customer experience, rich application scenarios, high visibility and reputation factors can play a more effective role in enhancing customer relations, product, price and other strategies to establish and maintain customer relations will be more closely connected. Promotion through strengthening psychological intervention, to the customer to convey psychological hints and psychological offensive, into the customer's inner world, grasp the subtle psychological changes of customers, with the customer belief, values and other ideas, explore and grasp the characteristics of customers, can guide the customer's real needs. Reasonable promotion can influence customers' decisions, prompt customers to make decisions as soon as possible, and urge the other side to make decisions in favor of their own, so as to ensure the upgrade of customer relations from basic to partner, establish long-term and close customer relations, and ultimately achieve common growth with customers.

Customer relationship is not simply from good to bad order, but to experience long-term coexistence, discard the false and retain the true natural selection process. With the improvement of customer relationship management level, gradually form high-quality customer groups, and gradually complete the support of market strategy. Be able to provide active value for customers, improve customer value and loyalty, and establish long-term and stable customer relations.

## 2.2 Factors affecting consumers' purchase of Mercedes-Benz

## 2.21 Product

In a narrow sense, a product is a commodity that has a certain shape and can provide a certain purpose. However, in modern marketing, it mainly refers to core products, tangible products and additional products. Core products are the core of customer demand, core purchasing power can provide basic utility for customers. Tangible product is the entity of the product, usually manifested as the product quality, packaging and appearance of the brand, etc., is the carrier of the product. Additional products are all the additional services and benefits that consumers get when they buy tangible products, such as gifts. Product is the crystallization of enterprise technology, enterprise research foundation, professional background and professional direction of the concentrated embodiment. This is a direct reflection of the technical level of the enterprise.

Decision-making is the premise of behavior. When the new product enters the market, the premise is the decision of the product market. A large number of studies have shown that corporate managers have made a profound impact on business operations by making product market decisions.  
  
Product services, product technology and product marketing strategies are important conditions for products and a good opportunity to expand the market. The service commitment of the enterprise to the overseas consumers before, during and after the sale is conducive to enhancing the status of the products in the hearts of consumers. Product technology determines product quality. Product quality plays an important role in shaping the image of the Chinese market. At the same time, from a variety of perspectives, marketing activities of multiple channels as the driving force, and actively promote products, thereby expanding the visibility of products (Hansen, 2017).

Combining with the actual situation of different automobile enterprises and the particularity of automobile market, select the most suitable professional product combination developed by the company. According to the preliminary market research and market exploration to collect accurate market demand, to provide different types of customers with customized products and services for the target market(Haase, Wiedmann and Labenz, 2018). The product combination in the market development can draw lessons from the international mature experience. At the same time, orderly management target market new product development and listing, efforts to cultivate target market star products.

Bo Bernhard Nielsen (2003) used the relevant data of Danish companies applying strategic alliances to study the relevant factors that promoted the formation of strategic alliances for two specific companies in his empirical study on the formation of strategic alliances, and demonstrated the importance of a series of selection criteria when selecting strategic alliance partners. Including whether there is a similar experience, administrative management style, etc.

Wei-wei Chen (2012) in the domestic and foreign research on performance evaluation of enterprise strategic alliance, the analysis of the Chinese and foreign automobile enterprises in the process of strategic alliance alliance motivation, characteristic and union of each phase, on the basis of the different from the perspective of automobile enterprises, this paper discusses the factors affecting the alliance performance, and analyzed the influence factors in the process of alliance couplet door performance regularly. At last, the fuzzy comprehensive evaluation method is used to construct the stage operation performance evaluation model, and the enlightenment and Suggestions for Chinese enterprises to participate in strategic alliance are given.

In China, products bring not only practicality, but also the influence of product culture and value. When consumers form a good cognition level of products, they begin to pay attention to brand culture, understand the benefits brought by the company's culture, background and spirit, and finally form an overall impression of products and cognition of the company, which is also an important factor in whether to buy the product or not. Enterprises convey Chinese cultural concepts and brand effects to consumers through products. For products with good brand image, consumers will have higher brand loyalty to the brand, which is conducive to enhancing corporate cultural awareness and influence (Rovai , 2018).

**2.22 Price**

Price mainly refers to that the enterprise aims at the target customers and expands the consumption level of customers by influencing their decision-making process. Protect the price system through a tendency to cut budgets, recognize contract revenues, base prices, discount prices, payment methods, and better meet sales targets. Price is closely related to cost (Oswald, 2016).Price is neither a sufficient condition of cost nor a necessary condition of cost. There is no logical relationship between one condition and another. The company's pricing system is one of the basis of customer decision-making, but the company's pricing system involves trade secrets, market operations. Therefore, in this aspect, enterprises and customers have formed a situation of information asymmetry in the field of financial management.

The goal of any company may be different in domestic and foreign markets, and the goal pursued in different stages of the same market is also different, that is, the balance point of profit and market share varies with the development stage of the market. At the beginning, the company is still in the initial stage in the market (Haase, Wiedmann and Labenz, 2018). At this stage, the company's goal is to increase market share, establish brand image and expand brand awareness. Therefore, the pricing will focus on market share and weaken profit margin. In the middle and later stages of the market, the company's goal will be to enhance brand influence, increase the promotion of high-end products supplemented by professional technical support, and increase the profit margin while increasing the cost.

Raw material cost, manufacturing and processing cost, transportation cost and marketing cost are the most important factors affecting the price. Achieve scale economy production, improve enterprise price competitiveness. At present, the company has production base in China, which can realize large-scale production to a certain extent and reduce production cost to the greatest extent. Local production to improve the price competitiveness of the company's products, and create greater profit space for the company (Kaliuzhna, Borovyk and Danylenko, 2019) .

Provide one-stop service solutions, so that customers get a unique brand experience. In the market , customers' demands and competitors' strategies always change. Therefore, enterprises are required to follow the market development and be ready to raise or lower prices at any time after setting export prices of products.

Enterprises shall not provide low-quality materials or products with specifications in order to reduce product costs, which will bring bad results. Consumers are willing to pay more for Mercedes Benz cars, which means that high-priced products have great sales and brand effect. Through the comparison of the demand for different products, it is found that the price is in direct proportion to the quality (Abdi, Williams and Valentin, 2013). Not only that, the price will remain stable, never use the method of price reduction promotion, never discount, so as to maintain good stability, even second-hand store value function is much stronger than other brands, so as to reduce the decision-making pressure of consumers.

**2.23 Promotion**

Promotion mainly refers to the use of advertisements. Staff members use other communication means to target customers and convey psychological hints and offensive messages to customers, which are introduced according to maslow's level requirements and enter the inner world of customers to make different customers perceive. Complex psychological feelings prompt consumers to make purchase decisions as soon as possible and complete the sales task. Enterprises have psychological advantages in product, price, channel and other aspects when selling, but have no psychological advantages in promoting customer decision-making, expanding capital purchase, loan financing and other aspects. Promotion strategies prompt customers to make decisions as soon as possible. In the process of inverse measurement of sales strategy and purchasing strategy, the psychological state of enterprises and customers has formed a strong contrast (Rana, Osman and Othman, 2015).

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Marketing environment is relatively complex, with a stronger uncertainty and uncontrollable. The company can fully consider the marketing objectives of different stages of the target market in several developed cities, and ensure that the selected channels have sufficient flexibility and can flexibly adapt to the complex and changeable market environment by combining the current situation of the marketing environment and the future changing direction (Sharma and Shukla, 2019). Consider product characteristics. Based on the different characteristics of different products, there are special requirements for channels. For example, follow-up maintenance services. Effective measures should be taken to maximize the enthusiasm and participation. Provide adequate after-sales support, not only to the product to the market, should change the thinking, determined to provide systematic professional solutions in the target market.

Chinese scholar wang yingjun divides the competition level of resource-based enterprises into enterprise vision level, core competitiveness level, value chain allocation level and product market level (Lin, 2018).In a multi-layered competitive activity, the company's overall competitive advantage is generated by the aggregation of requirements at all levels. At the product market level, companies must compete with competitors in pricing, promotion, service , brand innovation, product acquisition, multi-point competition and other aspects of bundled strategy.

There is no doubt that consumers have a comprehensive psychological advantage in the face of enterprises; in the market economy, in the buyer's market, enterprises are always in a weak position. In ancient and modern China and abroad, no company has long or short-term monopoly of a product or service in the world, and customers become the key to determining the outcome of the competition. Strengthening psychological intervention and resolving the overall psychological advantage of the customer as God, the transformation formed a complex contrast between strength and weakness. Traction customer needs and influence customer decisions (Kyungok Huh, 2018).

Company organization training, selective disclosure leads to consumers have a strong sense of knowledge, and the supply of products that are in short supply leads to a strong psychological contrast (Andersen, Brunoe and Nielsen, 2019). Inspired by the company, customers have played down the influence of budget and negative information, neglected other brand camps, and enlarged the trading mentality.

**2.24Place**

Place mainly studies target customers, mobilizes different channel resources, expands the influence of the company, takes the channel as the support and guarantee condition of the enterprise, and assists the enterprise to complete the sales task. In the process of enterprise customer relationship management, customer identification is a very important link. The company launches different sales strategies for sales channels and customers. Generalized location is ubiquitous and any third party can actively or passively perform channel functions. No matter in the enterprise to mobilize third-party resources, or on the basis of the enterprise and the target customer relationship to build a relationship between the situation, to form the target customer sales task.

Focus on flexible use of location strategy , strengthen the relationship between customers and developers, to form a common network structure channel. To strengthen the relationship and form between the three parties, to form mutual restraint, interlocked state, so that the company laid a competitive advantage in the automotive industry.

Duncan JD (1951) studied channel design. He thinks that the factors that affect the design of enterprises and distribution channels mainly include two aspects: general factors, mainly the sales volume that the selected distribution channels can achieve and the profit that can be realized. Special factors mainly refer to the nature and scope of the market, the advantages and disadvantages of existing channels, the financial resources of manufacturers, and whether the cooperation mode that supports channel members and channel members is conducive to development. Rindfleisch, Aric et al. (1997) analyzed transaction costs, taking into account the abundance of external resources, uncertainty of environmental changes, particularity of products and sales AIDS, etc.

B. Rosenbloom (1991) proposed six stages of channel design from the perspective of structure: judging or understanding the necessity of channel design; formulating and adjusting marketing objectives; determining the operational functions that channels should complete; how many channels from channels, channels The number of intermediaries in the link and their types, designing various alternative channel programs, comparing and evaluating various channel programs; comparing and analyzing various variables affecting channel structure; Among the alternative channel options, use the appropriate method to choose the best solution.

Chinese scholar Cai Pei-pei designs distribution channels from the perspective of sales process and views channel members as a series of interdependent organizations in the sales process. The sales process is divided into five links, namely, guiding demand generation, review qualification, transaction, after-sales service and customer management, selecting the appropriate channel type in the link, and constructing a matrix distribution channel. Ma Shaozhen believes that in the traditional channel construction, dealers at all levels are generally selected in the forward mode, and the reverse mode of distribution channels is proposed, that is, the selection of the entire channel is considered from the end of the distribution channel (Lin, 2018).

The promotion mix strategy must be subject to the company's marketing objectives at different times. The marketing goal is to open the market and develop brand awareness. The promotion mix at this stage should focus on publicity reports, cooperate with project-based marketing promotion, and be supplemented by certain business support. If the brand image is successfully established in the market , the promotion should focus on advertising and cooperate with the sales staff. Adopt different promotion strategies according to the target market. Different features, the main products are different. The level of specialization of the purchasing group largely depends on the level of development of the industry in the country or region, so the professional level of the audience varies. According to the particularity of the market, theme-related publicity reports and one-to-one project-based marketing should be the company's main means of promotion. In addition, with professional media advertising, through the industry exhibition promotion.

**2.3 Linkage between variables and consumer purchase intention**

The decision of the company to implement marketing strategies and consumer purchases is an interactive relationship, and consumers' willingness to purchase affects marketing strategies. The market supply has increased rapidly, the product update speed has accelerated, and the competition for commodity sales has become more intense, forming a buyer's market. First-line brands rely on their brand influence to occupy a relatively active position among channel members, and their marketing strategies are relatively strong. The rational formulation of marketing strategies for selling goods has become the key to increasing market share. Before a company develops a marketing mix strategy, companies need to understand the consumer's demand for the product and the reasons for the consumer's purchase.

The research results of foreign scholars show that the categories and purchase quantity of products selected by consumers are affected in promotion activities, and the long-term influence of promotion on the purchasing sensitivity of consumers is analyzed. The conclusion is that the more frequent the promotion, the lower the sales growth brought by the promotion. Long-term promotion will increase the sensitivity of consumers and reduce the influence of brand equity. Personnel marketing has greater flexibility, can timely access to market feedback and convey complex information, effectively stimulate customer desire to buy. Develop local channels and cooperate with existing channels to promote products and markets. Technical support such as special recommendation meeting, product display and operation training all need the participation of the company's technical team. Through special recommendation and product training, the uniqueness of the company's products can be publicized, and at the same time, the purchasing preference of the target market customers can be affected, and the deep market penetration can be carried out, so as to achieve a successful breakthrough.

When companies understand the needs of consumers, they know where to improve. The more likely a company is to develop a successful marketing strategy. Through the research and analysis of consumers' willingness to purchase, the goals set will affect consumers' consumption.

A single influencing factor can play a role alone, the control and promotion of sales work can play a limited role, multiple aspects can play a role together, through at different points in time, this is the condition of close contact, mutual influence. Faced with a complex market, enterprises can combine price, quality and different economic, cultural, legal and political backgrounds for a combination of applications, which can play a huge role and even create market miracles.

Automobile enterprises must be fully integrated with international standards, pay attention to customers, serve customers, and have a thorough change in marketing concept. Successful companies will enable those companies that can make their marketing ideas change as quickly as their market location and space (Jacques, Béchet and Kerschen, 2017). In order to remain invincible in the fierce market competition and win the trust of consumers, it is necessary to carry out corresponding changes and innovations in marketing concepts combined with the reality, so as to adapt to the requirements of the new economic era, improve the core competitiveness, and obtain sustainable survival and development ability.

**2.4 Review of 4P Strategy Theory**



Figure1: Model of Theory of 4P Strategy

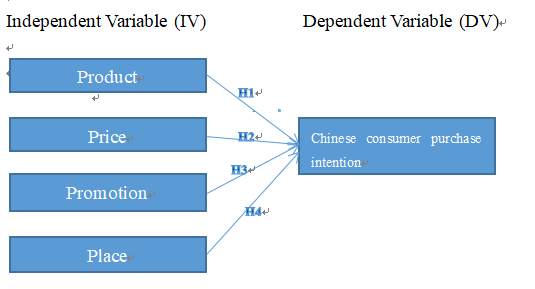
The 4P theory first appeared in the United States, along with the theory of marketing mix. It mainly USES marketing strategies to achieve the purpose of sales and maximize profits. Marketing involves dozens of factors, which McCarthy divides into four broad categories: product, price, location and promotion. By virtue of its own technical advantages and talent advantages, the enterprise produces products superior to its competitors in performance and quality. On the other hand, it sets up a good image in the minds of consumers through distinctive publicity activities, flexible marketing means and thoughtful after-sales service. Through strong brand awareness and successful strategies, enterprises establish a good image in the minds of consumers, so as to have a preference for their products. This theory has wide application value in social field(Okonkwo, 2016).It can be said that when a product has these four points, consumers will have a more positive attitude towards the product and purchase intention will be greatly strengthened.

From the perspective of value level, enterprises provide customers with products and services with maximum value innovation, so that they can more experience the actual value utility of products and services, and consumers' expected value is satisfied, which constitutes the core content of value innovation. Only by value innovation of each resource element in business activities can the utility value of consumers be maximized. When consumers can obtain such utility value in a long-term and stable way, both enterprises and consumers can achieve a win-win situation. To sum up, the 4P theory is the basic framework of management marketing, which reflects the positive concept of marketing in sales.

**2.5 Gaps in the literature**

The willingness to consume is an emerging category. The study of consumers' willingness to purchase began in the 19th century, and consumer purchase intentions as an independent discipline have only been developed for decades. Chinese domestic companies began to study consumer behavioral activities in the 1990s, including consumer behavior research and psychological research (Abdi, Williams and Valentin, 2013). Chinese academic circles have used the achievements of the West in the study of consumer behavior and conducted a way of thinking about China's national conditions. Different regions of China have different ethnic groups and different cultures. Whether consumers in Beijing meet international consumer behavior requires further research.

**2.6 Conceptual Framework**



**Figure 2: Conceptual Framework**

**2.7 Research Hypothesis**

Research hypotheses are discussed as follows

H1: Price has an impact on Chinese customers' willingness to purchase cars.

H2: Product has an impact on Chinese customers' willingness to purchase cars.

H3: Place has an impact on Chinese customers' willingness to purchase cars.

H4: Promotion has an impact on Chinese customers' willingness to purchase cars.

**2.8 Chapter Summary**

This chapter examines variables such as marketing mix strategies and consumer purchase intentions (Seo, 2016). References to literature discussions can help analyze gaps in research. The conceptual framework of the research and the purpose of the hypothesis have been completed.

# CHAPTER THREE RESEARCH METHODOLOGY

**3.0 Overview**

This chapter mainly analyzes and explains the research methods. Specifically, it includes the size and quantity of samples, the method of collection, the principle of SPSS data analysis, the tools used and the independent variable measurement method. The purpose of this chapter is to get the results through the methods of questionnaires and relevant data analysis.

**3.1 Research Design**

Research design is a specific summary of the activities to be investigated. It is the whole design process of research activities, including reasonable data collection results, specific methods used, and the goal of analyzing the collected data. Select research objects, clarify the relationship between independent variables and dependent variables, determine research methods, and finally form an overall research plan. Can increase the creativity and purpose of research activities (Dachyar and Banjarnahor, 2017).

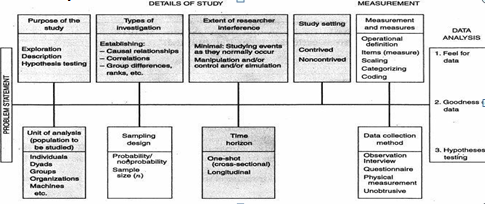


Figure 3: The Research Design Elements

Descriptive related design mainly studies the relationship between marketing strategies and consumers' purchase intention in Beijing. In this study, questionnaires were distributed to personnel, data were collected, and the relationship between independent variables and dependent variables was analyzed (Rupp, 2013).The external environment of the research is relatively changing, and the researchers are random. Such tests can be used to examine the factors related to the purchase of hospitals by consumers.

**3.2 Unit of Analysis**

Analysis unit is an important step of research and analysis, which reflects the scale of research. Showing the relationship between them, further drawing the conclusions of the study . A comprehensive and in-depth analysis and investigation of the specific characteristics of research objectives . The data collected directly describes each unit in the unit of analysis. The description of a single individual based on data is a group, which is the research sample and more groups represented by this sample. The analysis unit of this research is an individual, specifically a Chinese consumer.

The main purpose of selecting individuals as the analysis is based on the influence of several factors in the marketing strategy on the purchase intention of Chinese consumers. Only cross-sectional data were collected from the supporting population (Kyungok Huh, 2018).In the investigation, investigators are divided into several modules, all of which are collected through sampling, and the specific data collected are analyzed to understand the relationship between variables.

**3.3 Sampling Design**

Sampling design is to infer the situation of the whole market by analyzing the whole sample. Understanding the relationship between the whole social groups through the relationship reflected in the sample and ensuring the data reach the expected conclusion play a crucial role in the research results (Hair, 2018). The data results collected from samples represent the ultimate goal of the study, and the data obtained from the collection of samples can represent the overall target population and achieve the expected purpose of the study. This study focuses on Chinese consumers who have purchase intention to buy Mercedes Benz cars, so as to determine whether independent variables have an impact on dependent variables (Rovai, 2018).

A large number of research results show that the quality of products sold and the means of promotion will have an impact on consumers' purchase intention, but there are few studies on the purchase intention of mercedes-benz in China. Therefore, this study will deeply study the willingness of Chinese consumers to buy Benz cars, and provide a reasonable basis for the industry.

**3.31 Sampling plan**

Sampling plan means that a small number of samples are selected from the total consumer groups to conduct research and analysis and draw conclusions. Select the population of the study, the region can reflect the overall trend in a small range. In order to study the influence of price, product, channel and place on Chinese consumers' purchasing intention and study Chinese consumers' purchasing behavior, it is necessary to collect data from a large area. However, it is very difficult to collect data on the intentions of all Chinese people (Mandel et al., 2017). Therefore , research needs to select suitable samples from specific areas. At the same time, the sample population should have a high degree of similarity with the target population, which can help the analysis and observation at the end of the study to avoid incorrect results.

The method of probability sampling is adopted in this study. In probability, the probability of a sample being selected is equal to the probability of all the members, and every consumer has the same probability. This case is relatively easy to execute and operate, and representative sample materials can be obtained. The survey area is the willingness of consumers in Beijing to buy Mercedes Benz, randomly selected. In this way, it can analyze and reflect the actual effect more concretely and objectively.

**3.32 Sample Size**

Sample size is the total number of sample individuals taken in the survey analysis. Sample size is a key factor in selecting test statistics, and a single sample was measured in the study. A small number of samples may produce inaccurate experimental results, while a large number of samples require more time and energy, so the determination of sample size is the impact aspect of the project. This study mainly studies the relationship between four variables and consumers' willingness to buy Benz cars. China has a large population and cities. Due to the limited time for survey, the study population cannot be the whole of China.

According to Raosoft's test, the total number of branches in Beijing is 1200, and the error rate is expected to be no more than 6%. Due to the short data collection time and the large and unrealistic data, 219 questionnaires were collected to complete the study (Krejcie and Morgan, 2007).

**3.4 Questionnaire Design**

The questionnaire design is a written form to understand the reactions and opinions of the respondents, and to obtain the carrier of the information and information (Pearce, 2013). Questionnaire design is based on the purpose of research and forecasting, to list the items that need to be understood, and to form a questionnaire in an orderly and orderly manner.

The questionnaire design can accurately promote the cooperation through the problem process and the face design. Record the original data, speed up the data analysis, and better understand how the respondents view or understand the problem to evaluate the answers to the overall questionnaire and specific questions (Tweedale, 2016).

**3.5 Measurements**

The measurement method is based on specific rules, and the collected data are used to describe the phenomenon, which is a quantitative description of the research group. The measurement method of this study is mainly descriptive statistics and analysis, and the test distribution is mainly factor test analysis, reliability analysis, correlation matrix analysis and multiple regression analysis, etc., so as to make hypothetical test data results.

**3.5.1 Descriptive information**

Descriptive analysis is mainly about the demographic characteristics of the surveyed population, such as gender, age, occupation and income level. This is the representative population data used in this study. First of all, in terms of design, the survey population needs to be evaluated to select meaningful consumer groups and let them answer the questions. This survey method will have practical significance in understanding the target population (Zaslavsky, 2012). Demographic methods have a great impact on the in-depth analysis of Chinese consumers in this study.

**3.5.2 Factor analysis**

Factor analysis is one of the common methods to study the relationship of complex variables, which is a kind of validity analysis. This method is usually arranged in the first place. Factor analysis can directly measure various factors. Representative factors can be found in many variables and the same basic variables can be grouped into one factor. The essence is dimension reduction. Factor analysis USES samples for adequacy testing . Before other analysis, this value needs to be greater than 0.6, and the sample size of this study is 219.In order to analyze the collected data, Barlett's spherical test will be used to analyze and check whether each factor is correlated with each other and further determine whether these influencing factors are suitable for further analysis. For the KMO value, a minimum value of 0.6 is required to be meaningful.

A KMO value below 0.5 is not acceptable. The KMO value is in the range of 0.5-0.599, which indicates that the KMO value is moderate, and the KMO value of 0.8 or above indicates that it is very ideal.

Factor analysis is used in experiments to examine the relationship between each variable and the factor. The factor value is greater than 0.6, indicating that each analysis question has research significance and is closely related to the dependent variable. Nonconformities in the survey have been corrected. Eigen values indicate variances of variables in a factor. In order to detect eigenvalues, eigenvalues need to be greater than 1 to ensure that the selected factors can be further analyzed and studied.

**3.53 Reliability**

Reliability testing is used to demonstrate consistency of data. The higher the reliability analysis in the study, the same results were obtained for the scale values. Reliability testing is the calculation of reliability between evaluators. Theoretically, Cronbach's Alpha is considered as an internal consistency test. Reliability above 0.6 is acceptable. When Cronbach's alpha value is greater than or equal to 0.7, the reliability of the data is high and the value is good. It can be seen that the higher the Alpha value of Cronbach is, the more reliable the data is.

**3.54 Correlation matric**

The correlation matrix test method is used to test further correlations. The relationship between variables is illustrated in the form of a table, which is divided into positive correlation and complex correlation. In general studies, the correlation matrix can explain the relationship between independent variables and dependent variables, and the specific value of correlation can be seen. According to the test, a p value less than 0.05 indicates a strong correlation between each variable, while a p value greater than 0.05 indicates a weak correlation between each variable.

**3.55 Hypothesis testing**

Hypothesis testing is a method of making general inferences about the hypotheses in the research in the sample data. In the research , corresponding assumptions are made according to the numerical characteristics of the group. Through the analysis of the data, whether the original hypothesis is rejected or not, the relationship between variables and the strength of the relationship are analyzed (Pschetz and Bastian, 2018). In order to prove whether the hypothesis proposed before the article is accepted or not. In this study, multiple regression analysis was used for full test. After the research analysis is completed, the research objectives, problems and assumptions are analyzed and discussed. Determine the impact of products, prices, channels and places on the purchasing intentions of Chinese consumers .The DW value shows the autocorrelation that exists in the data. R squared needs to be between 0 and 1, and the closer you get to 1, the stronger the relationship is. The sig value in ANOVA is less than 0.05. In other words, the proposition that all influencing factors have no influence on the purchase intention is rejected (Krejcie and Morgan, 2007) .It indicates that at least one independent variable can have a significant impact on the dependent variable.

The beta coefficient is also an important value in multiple regression analysis. The variance between the variables is 1. If the coefficient is positive, the relationship between the variable and the dependent variable is positive. Negative values indicate a negative correlation. If the coefficient is 0, there is no relationship between the variables (Haase, Wiedmann and Labenz, 2018).

**3.6 Conclusion**

This chapter mainly introduces the specific data research methods, design process, questionnaire outline. Quantitative research method was used to collect data from 219 questionnaires. Targeted at consumers in Beijing, China, questionnaires are distributed to individuals, filled out and collected. The chosen population is voluntary. Different analytical methods are effective and specific numerical standards are proposed. Factor analysis, reliability analysis, Pearson correlation analysis, multiple regression analysis and hypothesis testing were used to study the data.

# CHAPTER FOUR DATA ANALYSIS AND INTEPRETATION

**4.0 Overview**

This chapter mainly analyzes and explains the research data. SPSS software was used in the previous chapter to explain the results .The following test is to study the data accuracy of the questionnaire. In this study, 219 questionnaires were issued and 219 questionnaires were collected, among which 219 were valid. The research starts with a descriptive analysis of the researcher's personal background data. In the descriptive analysis of the target population, the number of people with multiple choice questions in the questionnaire can know the proportion and other information. For the specific questions in the questionnaire, descriptive statistical tables are drawn, showing the information such as mean value, standard deviation and kurtosis. Can judge the basic level of data, understand the basic situation.

In the description of basic data, the effective statistics of gender, age, income, education level and other information are clarified. The ratio of each factor is shown in the figure below.

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **N** | **Percent (%)** |
| **Gender** | Male | 116 | 53 |
| Female | 103 | 47 |
| **Age** | 20-30 years old | 26 | 11.9 |
| 31-40 years old | 60 | 27.4 |
| 41-50 years old | 92 | 42 |
| Above 50 years old | 41 | 18.7 |
| **Income** | Below 4000 RMB | 17 | 7.8 |
| 4000-7000 RMB | 20 | 9.1 |
| 7001-10000 RMB | 102 | 46.6 |
| Above 10000 RMB | 80 | 36.5 |
| **Education Level** | Associate degree | 36 | 16.4 |
| Bachelor degree | 51 | 23.3 |
| Master degree | 89 | 40.6 |
| Professional degree | 43 | 19.6 |
| **Occupation** | Self-employed | 30 | 13.7 |
| Education industry | 46 | 21 |
| Health care industry | 50 | 22.8 |
| Financial sector | 54 | 24.7 |
| other | 39 | 17.8 |
| **Live in China** | Yes | 219 | 100 |
| No | 0 | 0 |

Table 1：Frequency statistics

**4.1 Descriptive statistics of the Variable**

First, descriptive statistics are conducted on the influencing factors to determine the distribution level of the main body of the scale, so as to facilitate subsequent analysis.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | Kurtosis |
| Price | Q7 | 219 | 1 | 5 | 3.02 | 1.260 | -0.007 | -1.136 |
| Q8 | 219 | 1 | 5 | 3.08 | 1.250 | 0.156 | -1.197 |
| Q9 | 219 | 1 | 5 | 3.02 | 1.208 | 0.170 | -1.098 |
| Product | Q10 | 219 | 1 | 5 | 3.49 | 1.127 | -0.478 | -0.477 |
| Q11 | 219 | 1 | 5 | 3.70 | 1.049 | -0.441 | -0.607 |
| Q12 | 219 | 1 | 5 | 3.51 | 1.033 | -0.434 | -0.239 |
| Place | Q13 | 219 | 1 | 5 | 3.99 | 1.056 | -0.799 | 0.161 |
| Q14 | 219 | 1 | 5 | 3.70 | 1.299 | -0.410 | -1.297 |
| Promotion | Q15 | 219 | 1 | 5 | 2.85 | 1.180 | 0.405 | -0.691 |
| Q16 | 219 | 1 | 5 | 3.02 | 1.090 | 0.062 | -0.619 |
| Q17 | 219 | 1 | 5 | 2.97 | 1.171 | 0.166 | -0.892 |
| Purchase  Intention | Q18 | 219 | 1 | 5 | 3.33 | 1.158 | -0.221 | -0.982 |
| Q19 | 219 | 1 | 5 | 3.32 | 1.052 | -0.302 | -0.513 |
| Q20 | 219 | 1 | 5 | 3.34 | 1.14 | -0.421 | -0.587 |

Table 2：Descriptive Statistics

Table 2 shows the statistical analysis results of this study. The questionnaire mainly analyzes such variables as price, product, place, promotion and purchase intention. This paper mainly expounds the values of maximum value, mean value, standard deviation, skewness, kurtosis, etc., and tests whether the data obtained from the research results conform to the normal distribution. If both skewness and kurtosis are less than 3, then the data is normally distributed. If it's less than 3, it's not normally distributed. These values can be directly used for later statistical analysis. The average value of each question is between 3 and 4, indicating the degree of consistency of the surveyor for each question divided by the basic consistency. Therefore, the questionnaire questions in this study are more in line with the actual situation.

**4.2 Factor analysis**

The following table shows the results of the factor analysis. In order to ensure that the survey questions can truly reflect the effectiveness of variables. Therefore, the validity of the questionnaire needs to be analyzed. This is an important way to reflect the validity of numerical values. Using factor analysis for validity test is the usual research to do. Before factor analysis, it is necessary to determine whether the questionnaire is suitable for factor analysis. SPSS was used to calculate the KMO value of the questionnaire and Bartlett sphere test was performed. If KMO value is greater than 0.6 and P value is less than 0.05, such data are suitable for factor analysis.

|  |  |  |  |
| --- | --- | --- | --- |
| Variables | N of Item | KMO | Sig. |
| Price | 7-9 | 0.738 | 0.000 |
| Product | 10-12 | 0.732 | 0.000 |
| Place | 13-14 | 0.601 | 0.000 |
| Promotion | 15-17 | 0.727 | 0.000 |
| Intention | 18-20 | 0.740 | 0.000 |
| Overall | | 0.792 | 0.000 |

Table 3: KMO and Bartlett's Test

As can be seen from the figure, the KMO test value is proved by the experimental results to be 0.792, greater than 0.70, indicating that the proposed problem is suitable for factor analysis. Bartlett sphericity test results show that this method is practical. Sig value was 0.000, less than 0.05, which rejected the original hypothesis of Bartlett sphericity test, proving that the scale had good validity and was suitable for factor analysis.

**4.3 Reliability analysis**

Reliability analysis is the study of scale data. Indicate whether the questions in the questionnaire are direct to the research topic. Reliability analysis is to illustrate the quality of the questionnaire and to test the quality of the questionnaire. Only by studying the data of the questionnaire can the value of the questionnaire be reflected. Cronbach proposed the alpha coefficient to measure the reliability of data. Cronbach value greater than 0.7 is acceptable . The higher the value, the higher the quality of the questionnaire .

|  |  |  |
| --- | --- | --- |
| Variables | N of Item | Cronbach’s α |
| Price | 7-9 | 0.926 |
| Product | 10-12 | 0.919 |
| Place | 13-14 | 0.928 |
| Promotion | 15-17 | 0.939 |
| Purchase Intention | 18-20 | 0.886 |
| Overall | | 0.735 |

Table 4：Reliability Analysis

As can be seen from the above table, the Cronbach's Alpha of research price, product, place and promotion is 0.926, 0.919, 0.928 and 0.939, respectively.  Cronbach's Alpha has a purchase intention of 0.886, and the Cronbach's Alpha of the questionnaire is 0.735, larger than 0.7, indicating that the scale designed by the questionnaire has good reliability and the quality of the questionnaire design is good.

**4.4. Correlation analysis**

Pearson coefficient measures the linear relationship between two fixed variables. As can be seen from the figure, the correlation coefficient is between -1 and 1, showing a correlation. The larger the relative absolute value, the stronger the correlation. The closer the coefficient is to 1 or -1, the stronger the correlation. When Pearson correlation coefficient is greater than 0, it indicates that the two are positively correlated.

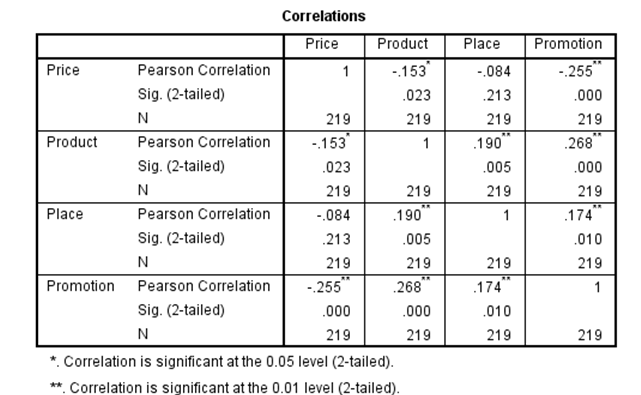


Table 5: Correlations

Sig. Value less than 0.05 indicates the influence on the dependent variable. The Person coefficient of all values ​​in the graph is close to 0, indicating that there is no relationship between the two variables. As can be seen from the above table, price is negatively correlated with products. Price is negatively correlated with Place. Price is negatively correlated with promotion. Product is positively correlated with Place. In order to further study the influence between variables, multiple regression analysis will be used to test the hypothesis.

**4.5 Regression analysis**

Multiple linear regression analysis can remove the interaction between independent variables and analyze the relationship between independent variables and dependent variables. This study uses the relationship between four independent variables and consumers' purchase intention.

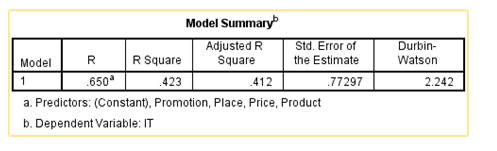
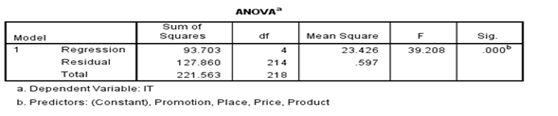
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Table 6：Model Summary

As can be seen from the chart, the coefficient of R squared in the model is 0.423, and the adjusted R squared is 0.412, indicating that the explanatory variability of each variable on purchase intention reaches 41.2%.The value of durbin-watson is 2.242, which is close to 2, indicating that there is no heteroscedasticity problem in the model.R squared, the closer this value is to 1, the stronger the relationship between the variables.



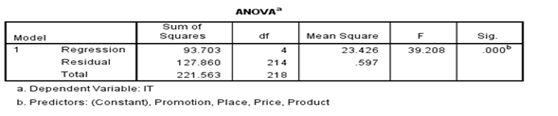


Table 7: ANOVA

ANOVA test results showed that when the final regression equation included price, promotion, product, location, F value was 39.208, and its significance probability value was 0.000, less than 0.05.Explain that all independent variables do not have a significant effect on the dependent variable, and this proposition is rejected. The overall regression coefficient is 0, so the fitting effect of the final regression equation is very good.

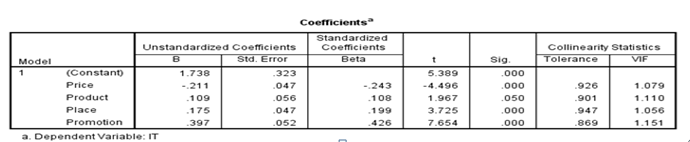


Table 8 ：Coefficients

In the beta value, the price is negatively related to the purchase intention. The product, place, promotion is positively related to the purchase intention. As can be seen from the chart, products have a significant positive impact on purchase intention (beta=0.109).Place has a significant positive impact on purchase intention (beta=0.175).Promotion has a significant positive impact on purchase intention (beta= 0.397).

The research hypothesis is summarized as follows.

|  |  |  |
| --- | --- | --- |
| **Research**  **Hypotheses** | **Variable** | **Result** |
| H1: Price has an impact on Chinese customers' willingness to purchase cars. | Price | Support |
| H2: Product has an impact on Chinese customers' willingness to purchase cars. | Product | Not Support |
| H3: Place has an impact on Chinese customers' willingness to purchase cars. | Place | Support |
| H4: Promotion has an impact on Chinese customers' willingness to purchase cars. | Promotion | Support |

Table 9: Summary of Hypotheses Testing results

**4.6 Summary**

According to the analysis results, it can be concluded that price, product, place and promotion in independent variables have significant influences on purchase intention, which is consistent with relevant theories. Of course, there are also many literatures that believe that products have the greatest impact on consumers' purchasing intentions. Vendors can better allocate more resources according to different needs.

Data analysis of this study has been completed and relevant results have been obtained. The 219 respondents were first studied to examine the appropriateness of the study and to determine whether appropriate statistical analysis could be continued. Data were collected over a period of time for descriptive analysis. A variety of test methods were used to determine the structural coincidence variables of the study (Haase, Wiedmann and Labenz, 2018). Chapter 5 further discusses the research results in order to evaluate the feasibility and relevance of the research results and to compare them with the research objectives to provide recommendations for the industry.

# CHAPTER FIVE

# CONCLUSIONS AND RECOMMENDATIONS

**5.0 Findings and discussions**

Men made up 53 percent of the participants in the study. Most participants are aged between 31 and 40, with the largest number of participants earning between 7,001 and 10,000 yuan. The survey found that more participants had graduate degrees. Work in finance accounted for the largest proportion, followed by health care. All of the study subjects currently live in Beijing (Li et al., 2019). Price, product, place and promotion all affect the willingness of Chinese consumers to buy Mercedes Benz cars.

For Hypothesis testing:

Hypothesis 1: Price has an impact on Chinese customers' willingness to buy cars. H1 can be accepted. Price has a significant impact on the willingness of Chinese consumers to buy Mercedes Benz cars. The price of a car is directly related to the willingness of consumers to buy a car. When choosing a car, people need to consider whether the car is bought at a lower price. According to the research results, beta =-0.211 and P=0.000<0.05, so price has an impact on the customer purchase intention. The price of a car has a great impact on the purchase intention. When mercedes-benz is easier to obtain bank loans to provide purchase support, consumers will have less pressure to buy compared with other cars. Fund amount is not very sufficient also can go buying. The price discount also affects the purchase intention. Most of the surveyed people are in middle age and bear great economic pressure (Mandel et al., 2017). The greater the price discount is, the more consumers pay attention to cars and the stronger the purchase intention of Chinese consumers will be. Therefore, price has an effect on purchase intention, and they are negatively correlated.

H2: Product has an impact on Chinese customers' willingness to buy cars. H2 cannot be accepted. According to the analysis data, beta = 0.109, P=0.05, indicating that the product has no significant influence on customers' purchase intention. That is to say, having only the quality assurance certificate has no impact on customers' purchase intention, while wanting to buy a fully equipped car has no impact on customers' purchase intention. Product factors are not the reason customers buy. Therefore, products have no impact on customers' purchase intention.

H3: Place has an impact on Chinese customers' willingness to purchase cars. H3 can be accepted. Analysis results show that, beta =0.175, P=0.000<0.05, proving that location has an impact on customers' purchase intention. Chinese consumers need an easy way to buy a car. If the store is close to a convenient transportation place, such as a bus, consumers can get there more easily, which promotes the demand of consumers and makes them more willing to buy. Similarly, location near public facilities, such as gas stations, will also increase the willingness of Chinese consumers to buy. Therefore, location has an impact on consumers' purchase intention, and there is a positive correlation between the two.

H4: Promotion has an impact on Chinese customers' willingness to purchase cars. H3 can be accepted. Analysis results show that, β =0.397, P=0.000<0.05. So promotion has an impact on the customer purchase intention. Advertisements influence customers' decisions by displaying features and attract them by offering free gifts or raffles. Sales promotion is an important means to attract consumers, so that consumers can learn more about cars through promotions, discounts, advertisements and other means. Originally, I may not have a great desire to buy this brand (Pschetz and Bastian, 2018). Through the explanation and display of advertisements, I can provide a better way for sales. Advertising can show the advantages of products to more customers and promote customers' acceptance of products. In addition to publicity, giving some small gifts to customers can also make consumers feel the sincerity of the seller and make them more determined to buy. Most of the customers have a strong interest in the lottery. Attracting consumers through the lottery is also an effective way to effectively promote the purchase intention of consumers. Therefore, promotion has an impact on consumers' purchase intention, and there is a positive correlation between the two.

**5.1 Limitation of Research**

This study provides the factors influencing the willingness of Chinese consumers to buy Mercedes Benz cars. The investigation and analysis can provide reference basis for the sales situation of mercedes-benz and make better marketing strategies. The competition among the major auto companies is not only about technical strength and economic strength, but also about marketing strategy. Production enterprises in the spirit of customer responsibility, responsible for their own products in the attitude of production.

Literature and data

Due to the high purchase price of cars for ordinary consumers are not fully acceptable. China's industry has a relatively short development time. Due to the restriction of objective conditions, it is impossible to obtain complete public data. Even if the data can be obtained, the time interval is very limited. Therefore, this study spent several months tracking and paying attention to relevant reports, which lacked comprehensive information collection.

The survey of time

It takes some time for Chinese consumers to form purchase intention and finally complete the purchase. Due to limited time, this paper only studies people's purchase intention without after-sales service, which inevitably reflects that the whole problem is not clear and accurate. Research conclusions are necessarily relatively incomplete.

The research area is concentrated

The automobile industry started late in China. Demand, development systems are different. This paper studies only one region. Different regions in China have different economic development and urbanization construction, and there are certain differences in consumers' consumption ability. There is no reasonable investigation on the sales in China, which will cause certain errors to the research and affect the research results.

**5.2 Future Research Focus**

The research direction of this paper only takes Beijing area as the research object. Every industry has its historical track and pace of development, which should be studied according to specific national conditions and market demands. China is a vast country with many cities. Future research can involve some small cities, not just large cities, which can represent the real wishes of more consumers. More survey results are collected over a larger area and studied more thoroughly.

In addition, after-sales questionnaires should be added in the research to understand which link customers are dissatisfied with and what products and services they really need. Provide more detailed opinions, so as to enhance the competitiveness of enterprises, formulate reasonable market strategies to cope with market changes (Rupp, 2013).

**5.3 Recommendation**

In business, consumer behavior and preferences change over time. It is difficult to broaden the market by focusing only on one aspect of the product. Successful marketing requires the investment of sufficient time and resources to conduct in-depth analysis of the target market, in order to understand and understand the accurate customer needs. Accurate positioning of the target market is the first step. There are different promotion strategies and methods for different products. Do a lot of advertisement in TV medium and network medium for example. Use powerful brand influence, expand influence, establish unified brand image (Seo, 2016). To develop brand awareness, we should focus on publicity and report, supplemented by some business support. If Mercedes is successful in establishing its brand image in a region, it can quickly expand its market share.

On the other hand, under the background of professional technical support, product and service differentiation can be realized, and the improvement of profit margin can be paid attention to. Realize localization production of some products on the basis of cost reduction. With the improvement of profit margin, large-scale production can be realized and production costs can be reduced to the maximum extent, so that Benz automobile enterprises can form a relatively complete system and increase consumers' purchase intention .

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**APPENDIX 1**

**PROJECT PAPER LOG**

|  |  |
| --- | --- |
| **Student Name:** | Song Yanmin |
| **Supervisor`s Name:** | Dr. abidah |
| **Dissertation Topic:** Chinese consumer purchase intention for Mercedes-Benz | |

**SECTION A. MONITORING STUDENT DISSERTATION PROCESS**

**The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Milestone/Deliverable Date** | | | | | | |
| 24/05/2019 | 05/07/2019 | 12/07/2019 | 03/08/2019 | 04/08/2019 | 09/08/2019 | 23/08/2019 |
| Finalizing Research Topic | Completed |  |  |  |  |  |  |
| Complete chapter 1-3 |  | Completed |  |  |  |  |  |
| Proposal defense |  |  | Completed |  |  |  |  |
| Data collection |  |  |  | Completed |  |  |  |
| Data analysis and complete chapter 4-5 |  |  |  |  | Completed |  |  |
| Final Project presentation (VIVA) |  |  |  |  |  | Completed |  |
| Final submission |  |  |  |  |  |  | Completed |

**SECTION B. ETHICS**

Ethics form protocol number: 1162012970

**SECTION C. RECORD OF MEETINGS**

**Meeting 1**

|  |  |
| --- | --- |
| Date of Meeting | 20/05/2019 |
| Progress Made | Research Topic discussed and finalized  Research background and problem statement discussed |
| Agreed Action | To start with the first draft of the first three chapters. |
| Student Signature | 907211374478478241 |
| Supervisor’s  Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 2**

|  |  |
| --- | --- |
| Date of Meeting | 11/06/2019 |
| Progress Made | First draft of chapter 1, 2 and 3. |
| Agreed Action | Clarify the problem statement.  Proceed with the questionnaire. |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s  Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 3**

|  |  |
| --- | --- |
| Date of Meeting | 18/06/2019 |
| Progress Made | Chapter 1-3 are clear and next level maybe proceeded.  Questionnaire is ok and Ethical forms can be sent to UH. |
| Agreed Action | To Start filling up ethical forms and send them. |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 4**

|  |  |
| --- | --- |
| Date of Meeting | 25/06/2019 |
| Progress Made | Ethical forms approved.  Preparation for Proposal defense. |
| Agreed Action | Prepare power point slides of the first three chapter for proposal defense. |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s  Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 5**

|  |  |
| --- | --- |
| Date of Meeting | 02/07/2019 |
| Progress Made | Mock proposal defense presentation. |
| Agreed Action | Fix small flaws in the presentation. |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s  Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 6**

|  |  |
| --- | --- |
| Date of Meeting | 11/07/2019 |
| Progress Made | Present proposal defense , to the second panel. |
| Agreed Action | Proposal accepted, may proceed to data collection. |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s  Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 7**

|  |  |
| --- | --- |
| Date of Meeting | 16/07/2019 |
| Progress Made | Questionnaire and data discussion. |
| Agreed Action | Data collection from respondents. |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 8**

|  |  |
| --- | --- |
| Date of Meeting | 23/07/2019 |
| Progress Made | Data already collected. |
| Agreed Action | Data analysis using SPSS.  Chapter4 and chapter 5 finalization along with viva preparation. |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 9**

|  |  |
| --- | --- |
| Date of Meeting | 09/08/2019 |
| Progress Made | Viva Presentation (final findings presentation) |
| Agreed Action | Cleared to proceed to Finalize and submit your project. |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Meeting 10**

|  |  |
| --- | --- |
| Date of Meeting | 23/08/2019 |
| Progress Made | Completion of all the project along with the necessary references and appendices. |
| Agreed Action | Final Submission |
| Student Signature | C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg |
| Supervisor’s  Signature | C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg |

**Section D. Comments on Management of Project** (to be completed at the end of the dissertation process)

Student Comments :

This MBA project was a great learning experience for me. Dr. abidah , my supervisor, was very helpful for me and always offered any help needed.

Supervisor Comments :

In the process of completing the thesis, the students have made great efforts to improve their research level. They have acquired the ability to think independently and successfully completed their graduation thesis.

|  |  |
| --- | --- |
| Signature of  Student C:\Users\pc\AppData\Local\Microsoft\Windows\INetCache\Content.Word\907211374478478241.jpg | Date: 21/08/2019 |
| Signature of  Supervisor C:\Users\pc\AppData\Local\Temp\WeChat Files\788687574196346033.jpg | Date:23/08/2019 |
| Ethics  Confirmed | Date |

**APPENDIX 2 Example of Spine and Cover of the Thesis**

|  |
| --- |
| **Chinese consumer purchase intention for Mercedes-Benz**  **SONG YANMIN**  **INTI INTERNATIONAL UNIVERSITY**  **MASTER OF BUSINESS ADMINISTRATION FACULTY OF BUSINESS**  **2019** |

**APPENDIX 3 Declaration**

**Declaration**

I hereby declare that: I understand the meaning of “Plagiarism” and “Intellectual Property Rights” and Ethics Related to the Principles of Academic Works.

This dissertation is hereby acknowledged as my own work and I have duly acknowledged use of published and unpublished works of other people from the print, electronic and other media.

Name: SONG YANMIN

Student ID: I18014355

Signature: SONG YANMIN

Date: 21/08/2019

**APPENDIX 4**

**Title Page**

**INTI INTERNATIONAL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION**

**Chinese consumer purchase intention for Mercedes-Benz**

**Author: SONG YANMIN**

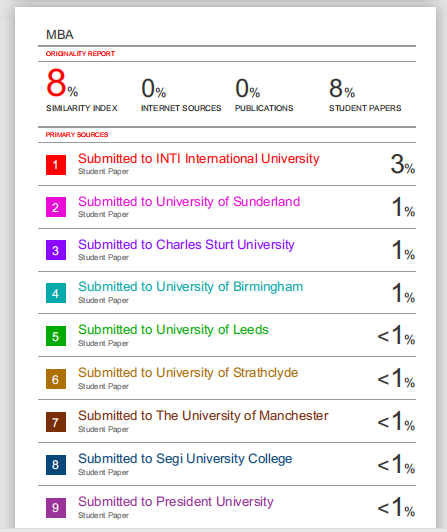
**Student No: I18014355**

**Supervisor: Dr.abidah**

**Submission Date: 23/08/2019**

**Final Word Count: 14537**

**APPENDIX 5 Turnitin results**



**APPENDIX6 Questionnaire**

Dear Respondents,

I am an MBA student from INTI International University .I am doing a research on these topics. I would like to invite you to participate and complete this survey. The answers and information you provide in this questionnaire are confidential and used for the purpose of this study only. The questionnaire consists of 26 questions, which only takes about 3 minutes to complete. Please read the instructions carefully before answering the questions.

Your participation will greatly contribute to the success of the investigation. I appreciate your participation in this survey and your answers will be confidential. This survey data is for academic purposes only. Thank you for your cooperation. Thank you very much.

**Part 1: Personal information**

1. Gender 性别

□Male 男

□Female 女

2. Age range 年龄区间

□20-30 years old 二十岁到三十岁

□31-40 years old 三十一岁到四十岁

□41-50 years old 四十一岁到五十岁

□Above 50 years old 超过五十岁

3. Average Monthly income 月平均收入

□Below 4000 RMB 四千人民币以下

□RMB 4000- RMB 7000 四千人民币到七千

□RMB7001-RMB 10000 七千零一到一万人民币

□Above RMB 10000 超过一万人民币

4. What is your highest education level？ 你的最高学历是什么

□Associate degree 专科

□Bachelor’s degree 本科

□Master’s degree 研究生

□Professional degree 博士

5.What is your occupation？你的职业是什么

□Self-employed 自由职业

□Education industry 教育行业

□The health care industry 医疗行业

□The financial sector 金融行业

□Other 其他

6. Do you currently live in CHINA? 您现在居住在北京吗？

□Yes 是

□No 否

<https://link.springer.com/article/10.1007/s10272-017-0648-9#citeas>

**Part 2: Consumer purchase intention**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Undecided | Agree | Strongly agree |
| Price价格 | | | | | |
| 7Car prices have a huge impact on purchase intentions汽车价格对购买意愿的影响非常大 |  |  |  |  |  |
| 8Easy access to bank loans容易获得银行贷款 |  |  |  |  |  |
| 9Car price discount for me very important汽车的价格折扣对我来说很重要 |  |  |  |  |  |
| https://www.53.com/content/fifth-third/en/personal-banking/borrowing-basics/personal-loans.html | | | | | |
| Product产品 |  |  |  |  |  |
| 10I am interested in good automotive products with good product quality control.  我对产品质量控制的好的汽车产品感兴趣。 |  |  |  |  |  |
| 11Have a quality assurance certificate, such as an ISO quality certificate. 具有质量保证证书，如 ISO质量证书。 |  |  |  |  |  |
| 12.I want to buy a fully equipped car. 我想购买装备齐全的汽车 |  |  |  |  |  |
| https://asq.org/cert | | | | | |
| https://www.intouch-quality.com/blog/page/2 | | | | | |
| Place |  |  |  |  |  |
| 13. Close to convenient location(bus, etc.) 靠近交通便利的位置（公共汽车等） |  |  |  |  |  |
| 14. Located near public facilities (gas station, etc.) 位于公共设施附近（加油站等） |  |  |  |  |  |
| https://www.wm.com/us/en/services/drop-off-locations | | | | | |
| Promotion |  |  |  |  |  |
| 15 Promotion has a big impact on my purchase of a car. 促销对我购买汽车的影响很大。 |  |  |  |  |  |
| 16. Car advertising influences my decision by showing features.  汽车广告通过展示特征来影响我的决定。 |  |  |  |  |  |
| 17 Car dealers offering free gifts or sweepstakes will appeal to me.  提供免费礼物或抽奖的汽车商家会吸引我购买。 |  |  |  |  |  |
| https://www.autocheatsheet.com/car-dealer-scams/key-mailer-car-dealer-scam.html | | | | | |
| Intention to purchase a car |  |  |  |  |  |
| 18 Buying a car is very important to me. 我认为买车对我来说很重要。 |  |  |  |  |  |
| 19 I want to buy a car as soon as possible. 我想要尽快买一部车 |  |  |  |  |  |
| 20. I think buying a car can improve the quality of life. 我认为买车可以提升生活质量。 |  |  |  |  |  |
| https://www.lifehack.org/articles/lifehack/ten-ways-to-improve-your-quality-of-life.html | | | | | |

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