



**USING DIGITAL MARKETING STRATEGY AND PERCEIVED
VALUE TO PROMOTE BRAND TRUST IN CHINESE MOBILE
PHONE BRANDS**

LANXIN ZHOU

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
ACADEMIC YEAR 2023
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ABSTRACT

Over the past few years, China's branded mobile phone industry has experienced significant growth, becoming one of the largest global markets. With fierce domestic and international competition, brand trust has become crucial to consumer purchasing decisions. Consumers trust mobile phone brands that excel in product quality, service, and value. In this context, the study explores how digital marketing strategies and perceived value enhance brand trust in Chinese mobile phone brands. The study formulates a research model and designs a survey questionnaire by reviewing relevant literature on digital marketing strategy, perceived value, brand trust, and Chinese mobile phone brands. Data is collected through an online survey using SPSS software to analyze the relationship between digital marketing strategy, perceived value, and brand trust. Finally, considering the unique characteristics of the Chinese mobile phone brand market and the research findings, the study provides practical recommendations for Chinese mobile phone brands.

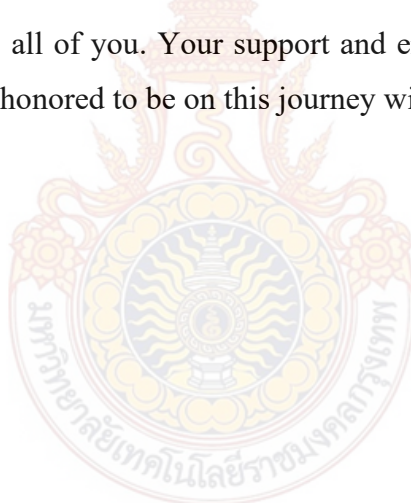
Keywords: teaching team building, demographic factors, employee performance

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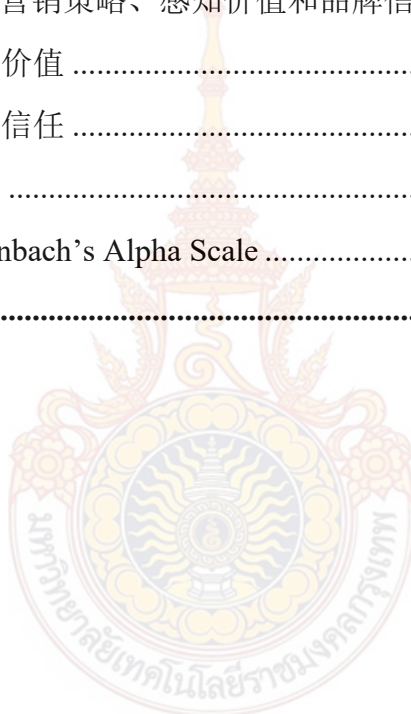
Lanxin ZHOU

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CHAPTER I

INTRODUCTION

1.1 Background and Statement of the Problem

The Chinese branded mobile phone industry has experienced a boom in the past few years, becoming one of the largest mobile phone markets in the world. Numerous local brands are competing fiercely in the local market and emerging internationally. However, as competition intensifies, brand trust has become one of the critical factors in determining consumer purchasing decisions (Koliby, 2017). When choosing a mobile phone brand, consumers are more inclined to trust brands that demonstrate excellence in product quality, service, and values. Against this backdrop, building brand trust has become an important topic worthy of study.

Digital marketing strategy is crucial in developing China's branded mobile phone industry and building brand trust. Through social media marketing, content marketing, search engine optimization, and other means, branded mobile phone companies can more precisely communicate and interact with potential consumers. These strategies increase brand awareness and communicate the brand's core values and promises. The brand messages consumers are exposed to in digital marketing play a crucial role in shaping brand image and trust. A skillful digital marketing strategy can make consumers feel the brand's attention and value, deepening their trust and leading to purchase decisions (Tasneem & Fatema, 2015).

In China's branded mobile phone industry, perceived value is one of the key factors in building brand trust. Consumers' perceived value of a mobile phone product mainly depends on the consistency between their experience and expectations. Suppose consumers have a satisfying, comfortable, and convenient experience during use. In that case, they will have a positive perceived value for the brand. This positive perceived value will help consumers form trust in the brand and make them more willing to choose branded mobile phone products. Therefore, branded mobile phone companies should emphasize product performance, user experience, and quality service to enhance consumers' perceived value of the brand, thereby increasing brand trust (Nasiri & Shokouhyar, 2021).

Given the importance of brand trust and the vital role that digital research strategies and perceived value play in brand trust, this study is dedicated to exploring how digital marketing strategies and perceived value can be utilized to enhance the brand trust of Chinese mobile phone brands, which will help branded mobile phone companies to understand consumer needs and psychology better and to enhance their brand trust so that they can achieve sustained development in a highly competitive market.

This study applies the theory of digital marketing strategy, perceived value, and brand trust to the research field of Chinese mobile phone brands, which theoretically enriches the research content of the theory of digital marketing strategy, perceived value, and brand trust, as well as expands the application scope of the theory of digital marketing strategy, perceived value and brand trust, which is of specific theoretical innovation significance.

Few research results currently utilize digital marketing strategy, customer perceived value, and brand trust to study Chinese mobile phone brands. Based on the market characteristics of Chinese mobile phone brands and previous research results on digital marketing strategy, perceived value, and brand trust, this study designs a model of digital marketing strategy, perceived value, and brand trust. It puts forward hypotheses, taking Chinese mobile phone brands as the object of study, to study the influencing elements of its digital marketing strategy and perceived value on brand trust, and then through these influencing elements, to enhance consumers' brand trust in Chinese mobile phones, which is of particular practical innovation significance brand trust, which has specific practical innovation significance.

1.2 Research Questions

1. How does the 5Ps digital marketing strategy impact China Mobile's brand trust?
2. How does perceived value impact the brand trust of Chinese mobile phone brands?
3. How can the 5Ps digital marketing strategy be utilized to enhance the brand trust of Chinese mobile phones?

4. How can the perceived value be utilized to enhance the brand trust of Chinese mobile phones?

5. How can the 5Ps digital marketing strategy and perceived value of Chinese mobile phone brands be utilized to enhance brand trust in Chinese mobile phones?

1.3 Research Hypotheses

This study contains two main hypotheses.

Hypothesis 1: Digital marketing strategy affects the brand trust of Chinese mobile phone brands.

H1a: Product affects the brand trust of Chinese mobile phone brands.

H1b: Price affects the brand trust of Chinese mobile phone brands.

H1c: Place affects the brand trust of Chinese mobile phone brands.

H1d: Promotion affects the brand trust of Chinese mobile phone brands.

H1e: People affect the brand trust of Chinese mobile phone brands.

Hypothesis 2: Perceived value affects the brand trust of Chinese mobile phone brands.

1.4 Research Objectives

1. To study the digital marketing strategies of Chinese mobile phone brands.

2. To study customers' perceived value of Chinese mobile phone brands.

3. To investigate the impact of digital marketing strategies on the brand trust of Chinese mobile phone brands.

4. To investigate the impact of perceived value on brand trust of Chinese mobile phone brands.

5. To investigate the effects of digital marketing strategies and perceived value on the brand trust of Chinese mobile phone brands.

1.5 The Scope of Study

The main focus of this study is to examine how digital marketing strategies and perceived value can be utilized to increase brand trust in Chinese mobile phone brands. Therefore, geographically, the scope of this study focuses on the Chinese mobile phone market, examining the digital marketing strategies of Chinese mobile phone brands across five major online sales platforms in China, the perceived value of Chinese mobile phone brand customers, and the brand trust of Chinese mobile phone brand consumers.

1.6 Research Framework

This study aims to investigate the impact of utilizing digital marketing strategies and perceived value on the brand trust of Chinese mobile phone brands. This study contains two independent variables (digital marketing strategy, perceived value) and one dependent variable (brand trust). It explores the effect of the independent variables on the dependent variable.

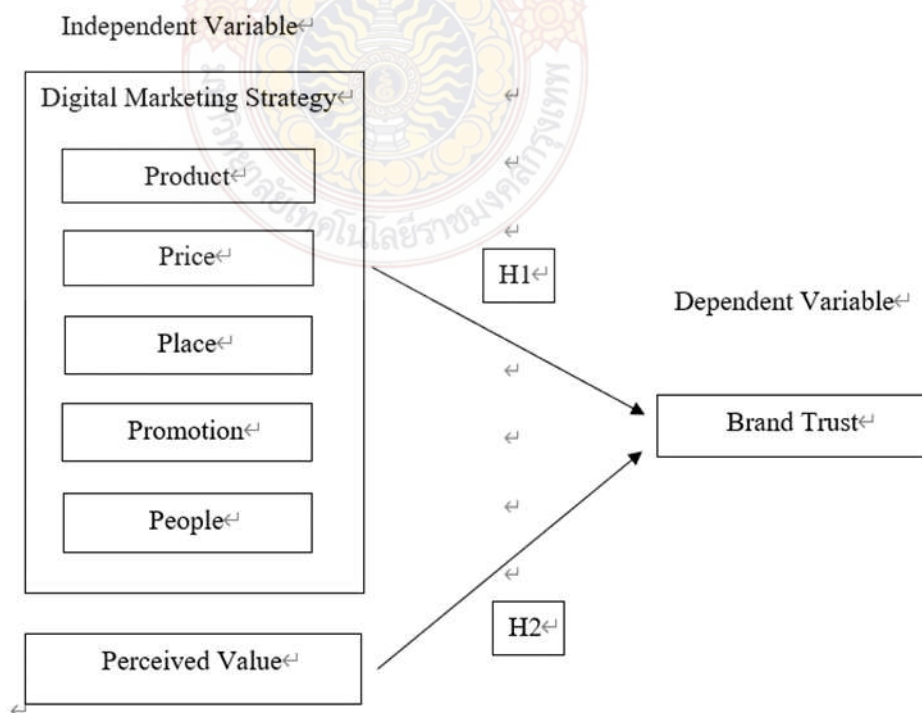


Figure 1.1 Concept Framework 1

1.7 Definition of Key Terms

1. The 5Ps digital marketing strategy is based on the development of traditional marketing on top of the 4P theory (Product, Price, Place, and Promotion) for the characteristics of the digital era and put forward, mainly including the five elements of Product, Price, Promotion, Place, and People.

1.1 Product refers to a company's physical product or service to consumers.

1.2 Price refers to the pricing strategy for a product or service. Companies must consider the cost, competitive environment, market demand, consumer purchasing power, and other factors to determine the appropriate price level.

1.3 Place refers to the product's distribution path and place selection from the producer to the final consumer. Companies must identify appropriate places to ensure products can reach consumers efficiently and economically.

1.4 Promotion refers to how companies publicize and market their products through advertising, sales promotion, and public relations activities. Promotional activities aim to increase product awareness, attract consumers, and promote sales growth.

1.5 People interact with and serve consumers, including brand advocates, salespeople, customer service personnel, and other employees who interact with consumers.

2. Perceived value is the degree to which an individual or group develops a subjective evaluation or feeling about a good, service, experience, or situation.

3. Brand trust refers to consumers' confidence, reliance, and belief in a brand. It is the extent to which consumers perceive a brand to be reliable, credible, and capable of delivering on its promises.

CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

This chapter provides a comprehensive literature review on the 5Ps digital marketing strategy, perceived value and brand trust, and digital marketing strategy. The review explores existing theories and research to understand the research questions and hypotheses, providing a theoretical foundation.

2.1.1 The 5Ps Digital Marketing Strategy

The traditional marketing mix model is the 4Ps (Product, Price, Place, and Promotion). This model was proposed by American marketer McCarthy in 1960, and it is a kind of enterprise-centered marketing thinking, emphasizing how enterprises can influence consumers' purchasing behavior by controlling these four elements.

With the development of digital technology, the 4Ps model can no longer be fully adapted to the characteristics and needs of digital marketing. Consequently, some scholars proposed the 5Ps model based on the 4Ps, adding People (Kumar, 2019). People refer to the interaction and relationship between the enterprise and consumers, including the enterprise's employees, partners, consumers, and opinion leaders. This consumer-centric marketing model emphasizes how companies can build and maintain trust and loyalty with consumers by meeting their needs and expectations (Kumar, 2019).

The 5Ps digital marketing strategy refers to utilizing digital technologies and platforms to achieve the 5Ps model, which includes a variety of forms such as websites, apps, social media, e-commerce, search engines, advertisements, and videos. 5Ps digital marketing strategies can help companies better meet consumer needs and expectations and increase consumer trust in the brand. The following are specific applications of the 5Ps digital marketing strategy:

Product strategy is the core value provided by the enterprise to consumers. It is also the primary basis for consumers to choose the brand. In the digital marketing strategy, enterprises must provide high-quality, high-performance, highly innovative, and highly personalized products according to consumers' needs and preferences to

meet consumers' functional, emotional, social, and other aspects of value needs. At the same time, companies also need to utilize digital platforms and tools, such as websites, apps, and social media, to showcase and promote their product features and benefits and to increase consumer awareness and evaluation of their products (Chaffey & Ellis, 2019). In the marketing mix, a product is defined as a product that is offered to the market to be noticed, purchased, or used to fulfill a need. Products may include physical objects, services, places, organizations, and ideas (Fakhimi-Azar, Irani & Noruzi, 2011). The current study considers product quality the most significant factor in the mobile phone industry. Product quality plays an essential role in store brand preference.

Price strategy is the price consumers pay when they buy a product and a reflection of the value of the product. In digital marketing, companies must develop reasonable, fair, and transparent pricing strategies based on market competition and consumer psychology to attract and retain consumers. At the same time, companies also need to use digital platforms and tools, such as e-commerce, mobile payments, and coupons, to provide diversified, flexible, and personalized pricing options and promotions and to increase consumer satisfaction and loyalty to price (Chaffey & Ellis, 2019). Price is an indicator of quality and should be analyzed based on the benefits provided by the product (Khazaei & Baloei, 2011). Price is an external sign of product quality in the consumer goods market, and high-priced brands are considered premium brands.

Place strategy is how companies deliver their products to consumers and how they connect with them. In digital marketing strategy, companies need to provide multi-channel, omnichannel, and seamless channel distribution and service experiences to facilitate and satisfy consumers based on their behavior and habits. Also, companies must utilize digital platforms and tools such as search engines, map navigation, and online customer service to increase their channel reach, visibility, consumer trust, and reliance on the channel. Regarding market coverage and expansion, channel strategy can help organizations achieve more comprehensive market coverage and grow their business by selecting the right channel partners and expanding into new geographic areas or market segments (Chaffey & Ellis, 2019).

Promotion strategies are various incentives companies use to increase product sales, market share, and communication between companies and consumers. In

digital marketing strategy, companies must provide targeted, attractive, and interactive promotions based on consumers' interests and preferences to stimulate and sustain consumers' desire to buy. Promotion is based on communication, including all communication tools that convey a specific message (Khazaei & Baloe, 2011). At the same time, companies need to utilize digital platforms and tools such as advertisements, videos, blogs, and social media to communicate and share their brand messages and value propositions and to increase consumer awareness and favorability of the brand (Chaffey & Ellis, 2019).

People strategy is the main body of interaction and relationship between companies and consumers and the basis of trust between companies and consumers. In digital marketing, enterprises must emphasize and cultivate their personnel quality and competence, such as employees' professional knowledge, service attitude, and communication skills, to improve consumers' trust and satisfaction with the enterprise. At the same time, companies also need to utilize digital platforms and tools, such as social media, online communities, and electronic word-of-mouth, to build and maintain good relationships with consumers, partners, and opinion leaders and to increase consumers' trust and loyalty to the brand (Chaffey & Ellis, 2019). The content and characteristics of marketer strategy are explored in terms of marketers' roles, competencies, and incentives, a framework for constructing a marketer strategy is proposed, and the effectiveness of the implementation of the marketer strategy of an e-commerce company is analyzed as an example (Ferrell & Hochstein, 2021).

2.1.2 Perceived Value

Perceived value refers to the subjective evaluation between the benefits and the price consumers pay when they buy and use a product or service, and it is a central factor influencing consumers' purchase intention and satisfaction. Perceived value can be measured from several dimensions, such as functional, emotional, social, and conditional.

The concept of perceived value has been enriched and developed theoretically. Porter (1986) also talked about differentiation competition as one of the competitive advantages of enterprises when he studied the competitive advantage of enterprises, and technological innovation can enhance the level of differentiation, thus improving customer benefits, reducing customer costs, meeting the diversified needs of

customers, enhancing consumer awareness, and making customers willing to pay a premium for the value creation behavior of enterprises value-creating behavior of the firm (Porter, 1986).

Subsequently, other researchers began to study perceived value from different perspectives, and different researchers have different definitions and interpretations of perceived value. Among them, Zeithaml and Monroe defined perceived value as the cost-benefit ratio is best perceived as a comparison between the benefits of increased earnings and the costs associated with the earnings, i.e., the ratio of benefits to costs (Zeithaml, 1988; Monroe, 1990). According to Woodruff (1997), perceived value is the consumer's subjective perception of product attributes and performance in a given situation. It is an exclusive preference and assessment of a particular product (Woodruff, 1997). Fan and Luo (2003) and others partially agree with Woodruff's definition of perceived value as consumers' subjective judgments of a company's product attributes and service quality and argue that perceived value is multidimensional, hierarchical, and variable (Fan & Luo, 2003). In his empirical study, Cheng (2007) argued that consumers must adapt to the impacts of the product supplier during consumption. The overall evaluation of product perception in this process is perceived value (Cheng, 2007). In his review of perceived value, Wang (2018) summarized consumers' perceived value as a psychological assessment of the service and quality of a particular product, which is a trade-off between perceived gain and perceived loss (Wang, 2018). Based on the theoretical results of previous researchers, this paper understands perceived value as a psychological evaluation of the product utility ratio, which measures the benefits consumers receive and the costs they pay when purchasing or using a specific product, as well as their subjective perceptions of product attributes and service quality.

Perceived value has the following characteristics:

(1) Subjectivity: Perceived value is the psychological assessment of the relationship between the benefits obtained and the costs paid by the individual consumer for a product or service, and it is influenced by the consumer's own needs, preferences, expectations, experiences, emotions and other factors, and the perceived value of the same product or service may be different for different consumers (Zeithaml, 1988; Sweeney & Soutar, 2001).

(2) **Multidimensionality:** Perceived value is a complex construct that contains several dimensions, such as functional value, emotional value, social value, and conditional value. These dimensions can influence or be independent of each other, and different consumers may focus on different dimensions of perceived value (Sheth, Newman & Gross, 1991; Sweeney & Soutar, 2001).

(3) **Dynamic:** Perceived value is a dynamic process that varies with the consumer's purchase and use process, as well as with the market environment and competitive conditions, and consumers' perceived value of a product or service may increase or decrease over time and in context (Woodruff, 1997; Fan & Luo, 2003).

2.1.3 Dimensions of Perceived Value

Dimensions of perceived value refer to the different aspects involved in the subjective value evaluation of a product or service by consumers, which can be used to measure consumer satisfaction and loyalty to a product or service, thus guiding purchasing decisions and increasing brand trust. The dimensions of perceived value are essential in marketing, but diversity and differences exist.

In the earliest days, scholars such as Hamel (1994) mainly regarded perceived value as a single dimension, limiting it to consumers' perception of profit. However, with the development of digital technology and the diversification of consumer needs, a single dimension of perceived value can no longer fully reflect consumers' comprehensive evaluation of products or services, so the idea of multidimensional division has gradually been emphasized for a more comprehensive understanding of consumers' value perception.

Different scholars have proposed different dimensions of perceived value, which can be categorized into the following categories according to their research backgrounds and purposes:

Dimensions based on cost-benefit ratio: this dimension defines perceived value as the comparison between the benefits of increased earnings and the costs associated with the earnings, i.e., the ratio of benefits to costs. This dimension emphasizes consumers' economic and practical considerations when purchasing a product or service. Representative dimensions are functional, and price values were proposed by Zeithaml (1988) and Monroe (1990).

Dimensions based on product attributes and performance define perceived value as the consumer's subjective perception of product attributes and product performance in a given situation. It is an exclusive preference and assessment of a particular product. This category of dimensions emphasizes the consumer's consideration of the quality and satisfaction of the product or service at the time of use. Representative dimensions are expectation, confirmation, satisfaction, and loyalty in the expectation-confirmation model proposed by Woodruff (1997).

Dimensions based on consumer needs and motivations: this type of dimension defines perceived value as the different types of needs and motivations that consumers satisfy or are motivated by when purchasing and using a product or service. This dimension emphasizes the non-functional, emotional, and social aspects consumers consider when purchasing a product or service. Representative dimensions include social, emotional, functional, cognitive, and conditional values, as proposed by Sheth, Newman, and Gross (1991).

Dimensions based on the relationship between the benefits received and the price paid in the process of purchase and use: these dimensions define perceived value as the relationship between the benefits received and the price paid by the consumer in the purchase and use of a product or service, i.e., the ratio of the benefits to the price. This dimension emphasizes consumers' consideration of the usability, accessibility, and operability of the product or service at the time of purchase. Representative dimensions are acquisition value, transaction value, use value, and redemption value, as proposed by Parasuraman (2000).

The dimensions of perceived value vary in different research areas and practical situations, depending on the context in which they are applied. Choosing the correct dimension of perceived value in a particular industry is crucial. In the case of the mobile phone industry, for example, the dimensions of functional value, profit and loss value, social value, and emotional value are particularly sensitive. When choosing a mobile phone, consumers look at its functionality and performance and consider its social status and emotional experience.

To summarize, the multidimensionality of perceived value provides a more comprehensive perspective for marketing. Scholars strive to capture consumers' multifaceted feelings by proposing multidimensional perceived value and providing

powerful guidance for corporate marketing strategies and product optimization. However, the selection of applicable dimensions must take into account specific industries and consumer needs. Future research will continue to delve into the dimensions and influencing factors of perceived value to better understand consumer behavior and market trends.

2.1.4 Brand Trust

Brand trust refers to the consumer's confidence in the brand's ability and willingness to fulfill its promises and expectations, and it is an essential influence on consumer behavior, purchase decisions, and brand loyalty. Brand trust is vital in the mobile phone industry because mobile phone products involve high technology, high risk, high investment, and other characteristics, and consumers need to have enough confidence and trust in the brand to choose and use the brand's products.

Brand trust has been enriched and developed at the theoretical level. Scholars have examined various definitions and theoretical perspectives of brand trust to elucidate its importance in the marketplace. Singh and Sirdeshmukh (2002) emphasized the role of agency and trust mechanisms in consumer satisfaction and loyalty judgments. They found that trust is crucial in promoting a strong relationship between consumers and brands (Singh & Sirdeshmukh, 2002). Similarly, Moorman, Zaltman, and Deshpande (1992) explored the dynamics of trust within and between organizations in the context of market research. They emphasized the importance of trust in facilitating effective collaboration and knowledge sharing (Moorman et al., 1992). In addition, the relationship marketing commitment-trust theory proposed by Morgan and Hunt (1994) emphasizes the reciprocal relationship between commitment and trust in marketing relationships. Their study emphasized the role of trust as a foundation for building long-term relationships between brands and consumers (Morgan & Hunt, 1994). In the organizational context, Mayer, Davis, and Schoorman (1995) developed an integrative model of organizational trust that emphasizes the importance of competence, benevolence, and integrity in promoting trust (Mayer et al., 1995). In the area of e-commerce, McKnight, Choudhury, and Kacmar (2002) developed and validated trust measures for e-commerce, emphasizing the need to build trust in online transactions. Their study emphasized the different dimensions of trust

and its importance in building trust between online retailers and consumers (McKnight et al. 2002).

These highly cited references provide valuable insights into brand trust and its impact on consumer behavior and relationships. They provide a theoretical basis for understanding the role of trust in the mobile phone industry and emphasize the importance of reliability, transparency, and consumer perceptions in building and maintaining brand trust.

2.1.5 Dimensions of Brand Trust

Dimensions of brand trust are the different aspects that makeup brand trust, which can be used to measure and understand consumer perceptions of brand reliability, integrity, and accountability. The dimensions of brand trust are valuable in marketing but are also diverse and different.

In the early days, brand trust was considered a one-dimensional concept. Scholars such as Fournier (1998) viewed brand trust as the degree to which consumers trust a brand, failing to encompass the diversity and complexity of brand trust. Nonetheless, this simplified perspective still has some value in the initial understanding of brand trust (Fournier, 1998).

As research has progressed, scholars have begun to scrutinize brand trust from different dimensions. For example, Erdem and Swait (1999) categorized brand trust into honesty and professionalism. Honesty refers to whether a brand can fulfill its promises. At the same time, professionalism focuses on whether the technical capabilities possessed by the brand can satisfy consumers' needs. This two-dimensional categorization contributes to a more accurate understanding of brand trust (Erdem & Swait, 1999). On the other hand, Reast (2003) emphasizes the credibility, trustworthiness, and professionalism of brand trust. This two-dimensional categorization contributes to a more comprehensive understanding of brand trust (Reast, 2003).

Subsequently, scholars further expanded the categorization of brand trust to three dimensions. McKnight and Chervany (2001) proposed an influential framework to categorize brand trust into cognitive trust, affective trust, and behavioral intention trust. Cognitive trust focuses on consumers' perceptions of the brand's competence and reliability; affective trust emphasizes consumers' emotional

attachment to the brand; and behavioral-intentional trust focuses on consumers' trust in the brand's future behaviors and promises. This three-dimensional categorization contributes to a deeper understanding of brand trust (McKnight & Chervany, 2001).

Different scholars have provided their unique insights into the categorization of the dimensions of brand trust measurement. Ganesan (1997) focused on the relational dimension of brand trust and categorized it into computational trust and affective trust. Computational trust emphasizes rational judgments based on experience and information, whereas affective trust involves consumers' emotional commitment and attachment. This relational categorization contributes to a better understanding of the interaction between brands and consumers (Ganesan, 1997).

The classification of brand trust may vary across markets and research areas. For example, domestic scholars Yufang (2006) and Denghua (2007) classified brand trust into different dimensions in different studies. Yufang (2006) categorized brand trust into capability performance, integrity, goodwill, and trust. Denghua (2007) argued through a survey study that brand trust can be measured by extracting three key dimensions: brand capability trust, brand goodwill trust, and brand quality trust. The selection of brand trust in different contexts affects the depth of research and the guidance of practice (Yufang, 2005; Denghua, 2007).

In summary, brand trust, as a significant concept in marketing, has multidimensional characteristics. Scholars have proposed different categorization perspectives on the measurement dimensions of brand trust, such as one-dimensional, two-dimensional, and three-dimensional. Multiple dimensions, such as cognitive trust, affective trust, behavioral intent trust, institutional trust, personal trust, computational trust, emotional trust, competence trust, integrity trust, and affinity trust, constitute the rich connotation of brand trust. Different contexts and purposes may lead to different dimensions, so choosing appropriate brand trust dimensions and methods for specific research and practice is essential. Measuring these dimensions helps to gain insights into consumers' trust in brands. It provides practical support for brand building and marketing strategy development.

2.1.6 Chinese Mobile Phone Brands

Chinese mobile phone brands are mobile phone brands that are produced, sold, or serviced inside or outside of China and have a significant share and influence

in the global market. Chinese mobile phone brands started late as foundries or cottage producers of foreign mobile phones without their core technology and innovation capabilities (Hao, Gao, & Liu, 2007). It was not until 2008 that Meizu launched its first domestic smartphone, the M8, which started the rise of Chinese smartphones. Subsequently, ZTE, Huawei, Coolpad, Lenovo, and other brands have entered the smartphone market, forming the "China Cool Union" pattern. Here are some of the most popular and representative Chinese mobile phone brands:

Huawei: Huawei is China's largest mobile phone brand and the world's third-largest smartphone maker. Huawei is known for its premium, high-performance, and innovative products, such as the Huawei P series, Huawei Mate series, and Huawei Honor series. Huawei also has its own chips and operating systems, such as the Kirin chip and Redmond system, demonstrating its strong technological capabilities and independence. Huawei sells its products in more than 170 countries and regions worldwide and is a leader in 5G technology.

Xiaomi: Xiaomi is China's second-largest mobile phone brand and the fourth-largest smartphone manufacturer globally. Consumers love Xiaomi for its cost-effective, high-quality, and innovative products, such as the Xiaomi 10 series, Xiaomi Redmi series, and Xiaomi MIX series. Xiaomi has also ventured into other areas, such as smart homes, TVs, and laptops, forming a large ecosystem. Xiaomi sells its products in more than 40 countries worldwide, dominating the Indian market.

OPPO: OPPO is China's third-largest mobile phone brand and the fifth-largest smartphone manufacturer globally. OPPO is popular among young consumers for its stylish, beautiful, and high-performance products, such as the OPPO Find series, the OPPO Reno series, and the OPPO K series. OPPO also focuses on photo technologies, such as Ultra Clear Night View, Super Zoom, and Super Anti-Shake, to provide consumers with OPPO products sold in more than 40 countries and regions worldwide and perform well in the Southeast Asian market.

With the popularization of 5G networks and the development of the Internet of Things, smartphones will become the connection center of more terminal devices, bringing new growth points and market space for Chinese mobile phone brands. At the same time, Chinese mobile phone brands have to deal with competitive pressure and uncertainties from both domestic and international markets. Therefore, if Chinese

mobile phone brands want to maintain their advantages and leading position, they must continuously increase R&D investment, enhance their independent innovation capability, and create differentiated and high-end products.

The advantages of Chinese mobile phone brands are mainly reflected in the following aspects:

Price Advantage: Chinese mobile phone brands are known for their cost-effective products. They can offer high-quality, high-performance, and innovative products at relatively low prices to meet the needs and budgets of different consumers. This price advantage makes Chinese mobile phone brands highly competitive in developing and emerging markets, attracting many users.

Innovation Advantage: Chinese mobile phone brands are highly regarded for their ability to innovate, and they continue to introduce new technologies, features, and designs to provide consumers with more choices and experiences. For example, Huawei is a leader in 5G technology, Xiaomi is ahead of other brands in fast charging technology, OPPO and VIVO are innovative in screen technology, and OnePlus has a smooth operating system.

Brand Advantage: Chinese mobile phone brands have enhanced their brand awareness, image, and reputation through various channels and methods, thus strengthening brand influence and loyalty. For example, Chinese mobile phone brands have enhanced brand exposure and awareness through advertising, sponsorship, word-of-mouth communication, and social media, enhanced brand image and reputation through participation in social responsibility and public welfare activities, and enhanced brand trust and loyalty through the provision of high-quality products, services, and experiences.

The challenges faced by Chinese mobile phone brands are mainly reflected in the following aspects:

(1) **Competitive pressure.** Chinese mobile phone brands face fierce competition in the global market from mobile phone brands from other countries and regions, such as Apple, Samsung, and LG. These competitors have strong technical strength, brand influence, market share, and other advantages, posing a significant threat to Chinese mobile phone brands.

(2) Legal Risks. Chinese mobile phone brands have encountered several legal issues and disputes in the global market, such as patent infringement, security risks, and trade restrictions. These legal issues and disputes will affect Chinese mobile phone brands' business operations and market expansion and damage their brand image and reputation.

(3) Cultural differences. Chinese mobile phone brands in the global market must adapt to the cultural differences of different countries and regions, such as consumers' needs, preferences, habits, and values. These cultural differences may cause the products or services of a Chinese mobile phone brand to be mismatched or unpopular with the local market, thus affecting its market performance and user satisfaction.

2.2 Related Studies

This section focuses on previous research on the impact of digital marketing strategies and perceived value on Chinese mobile phone brands.

2.2.1 Impact of the 5Ps Digital Marketing Strategy on Brand Trust

This section surveys the literature on the impact of the 5Ps digital marketing strategy on brand trust.

2.2.1.1 The 5Ps Marketing in Digital Marketing Strategy

The 5Ps of digital marketing strategy are pivotal in guiding marketers to design and implement effective strategies. This framework encompasses five key elements: Product, Price, Promotion, Place, and People. Integrating the 5Ps allows businesses to create comprehensive digital marketing strategies that address various aspects of their offerings and customer interactions. Researchers and practitioners worldwide have extensively explored and applied the 5Ps model to optimize digital marketing efforts. By integrating insights from renowned academic papers, we can gain a deeper understanding of how the 5Ps digital marketing strategy can be leveraged to enhance brand trust in digital marketing strategies.

Hypothesis 1, based on the 5Ps of digital marketing strategy, was used to examine the use of digital marketing strategy to promote brand trust in Chinese mobile phone brands:

H1: Digital marketing strategy affects the brand trust of Chinese mobile phone brands.

2.2.1.1a Product

The first element of the 5Ps digital marketing strategy, Product, revolves around creating and delivering offerings that meet customer needs and expectations. In the digital age, the focus on customer experience has become paramount. Lemon and Verhoef (2016) emphasize the significance of customer experience throughout the customer journey. They argue that companies should prioritize customer-centricity, ensuring that every touchpoint contributes positively to the overall experience. Digital channels offer unique opportunities to enhance customer experience through personalization, interactive content, and real-time feedback mechanisms. By embracing digital technologies, companies can collect valuable data on customer preferences and behaviors, leading to the development of products that resonate with their target audience. Consequently, positive customer experiences fostered through digital channels lead to favorable perceptions of the product and brand, enhancing brand trust.

Alhaddad (2015) used structural equation modeling to analyze the questionnaire data, and the results showed that brand strategy had a significant positive effect on brand trust, brand trust had a significant positive effect on brand loyalty, and brand trust played a partial mediating role between brand strategy and brand loyalty.

Rohm and Pagani (2012) analyzed the current situation and problems of Chinese mobile phone brands and proposed brand strategies to improve consumer trust, including brand positioning, brand image, brand communication, and brand extension. It illustrates the importance of brand strategy for Chinese mobile phone brands on brand trust to a certain extent.

Setyawan and Kussudiyarsana (2015) constructed a mobile phone brand loyalty model containing the brand image, satisfaction, trust, and loyalty. They conducted an empirical analysis through a questionnaire survey and structural equation modeling, which showed that brand image, satisfaction, and trust significantly positively affect brand loyalty.

H1a: Product affects the brand trust of Chinese mobile phone brands.

2.2.1.2b Price

The Price element of the 5Ps digital marketing strategy focuses on setting prices that align with customer perceptions of value. In digital marketing, pricing strategies have evolved to encompass dynamic and personalized approaches. Brynjolfsson, Hu, and Rahman (2013) delve into the dynamics of pricing strategies in the age of omnichannel retailing. They argue that digital platforms enable companies to adopt flexible pricing models that respond to real-time market changes and customer behavior. By leveraging data analytics and artificial intelligence, companies can personalize prices based on individual customer preferences, purchase history, and online behavior. Such personalized pricing strategies enhance customer engagement and foster a sense of fairness and transparency, contributing to increased brand trust.

Alhaddad (2015) constructed a structural equation model containing price strategy, brand image, and consumer trust based on social exchange and trust transfer theories. It was empirically analyzed using a questionnaire and partial least squares. The results show that price strategy significantly negatively affects consumer trust. In contrast, brand image has a significant positive effect on consumer trust. He suggested that brands should offset the negative impact of price strategy on consumer trust by improving brand image.

Zong and Guo (2022) explored the effects of different pricing strategies on consumer trust and purchase intention based on the theory of the double anchoring effect. Through the experimental method, the authors found that there is a significant interaction effect of price strategies on consumer trust and purchase intention, i.e., when the reference price is higher than the market price, the lower price strategy will increase consumer trust and purchase intention; when the reference price is lower than the market price, the high price strategy will increase consumer trust and purchase intention. He argues that different reference prices activate different anchoring effects, leading to different consumer product quality and value assessments.

H1b: Price affects the brand trust of Chinese mobile phone brands.

2.2.1.3c Promotion

The Promotion element of the 5Ps digital marketing strategy framework focuses on communicating the product or service's value to the target audience. Social media and user-generated content have revolutionized promotional

strategies in the digital era. Smith, Fischer, and Yongjian (2012) explore how brand-related user-generated content differs across social media platforms. Their research emphasizes the power of user-generated content in influencing brand perceptions and trust. User-generated content, such as customer reviews, testimonials, and social media posts, carries authenticity and credibility as it comes directly from consumers. Companies can harness the power of user-generated content by actively engaging with customers and encouraging them to share their experiences and opinions on digital platforms. Such interactions build a community of brand advocates and create a positive brand image, ultimately enhancing brand trust.

H1c: Place affects the brand trust of Chinese mobile phone brands.

2.2.1.4d Place

The Place element of the 5Ps digital marketing strategy refers to the distribution channels through which products and services are made available to customers. With the rise of digital marketing, place has evolved from multi-channel retailing to omni-channel retailing. Verhoef, Kannan, and Inman (2015) explore the transition from multi-channel to omni-channel retailing and highlight the importance of digital channels in creating a seamless shopping experience. Today's consumers expect a consistent and integrated experience across various touchpoints, such as online stores, social media platforms, mobile apps, and physical stores. Companies that successfully deliver a unified and seamless shopping experience across digital channels can build trust with their customers, who value convenience, accessibility, and reliability.

H1d: Promotion affects the brand trust of Chinese mobile phone brands.

2.2.1.5e People

The People element of the 5Ps digital marketing strategy focuses on understanding and engaging with the target audience. Social media platforms have transformed the relationship between brands and consumers in the digital age. Hennig-Thurau, Hofacker, and Bloching (2013) shed light on the transformational role of social media platforms in shaping consumer-brand interactions. Social media enables two-way communication, allowing companies to actively engage with their customers as active participants in the marketing process. Companies can listen to customer feedback, respond to inquiries, and build meaningful relationships with their audience

through social media. Brands that demonstrate authenticity, transparency, and responsiveness on social media can foster a sense of connection and trust with their followers, increasing brand loyalty and advocacy.

Su and Sun (2015) explored the influence mechanism of people strategy on brand trust and the mediating role of brand image and service quality. Through questionnaire survey and structural equation modeling, it was found that people strategy significantly positively affects brand trust. In contrast, brand image and service quality partially mediate between people's strategy and brand trust. He concluded that the hospitality industry should enhance brand trust by improving people strategy while focusing on building a good brand image and providing quality services.

Nguyen and Alwi (2017) explored the relationship between people strategy, customer satisfaction, and brand loyalty based on social exchange and trust transfer theories. Through questionnaire and partial least squares, it was found that people strategy has a significant positive effect on customer satisfaction, customer satisfaction has a significant positive effect on brand loyalty, and people strategy does not directly affect brand loyalty but has an indirect effect through customer satisfaction. He concluded that the banking industry should improve customer satisfaction by implementing influential people strategies to enhance brand loyalty.

Kassim and Abdullah (2010) explored the relationship between people strategy, service quality, and brand trust based on the service marketing triangle theory and trust transfer theory. An online survey and structural equation modeling found that people strategy had a significant positive effect on service quality, service quality had a significant positive effect on brand trust, and people strategy did not directly affect brand trust but had an indirect effect through service quality. He argued that e-commerce should improve service quality by increasing the level of people strategy to enhance brand trust.

H1e: People affect the brand trust of Chinese mobile phone brands.

2.2.1.2 Digital Marketing Strategies and Brand Trust

The 5Ps digital marketing strategy is vital in improving brand trust in the mobile phone industry. Various digital marketing channels and tactics have built and strengthened consumer brand trust. This section explores the application of digital marketing strategies, including social media marketing, influencer marketing, content

marketing, personalized communication, online reputation management, customer engagement strategies, and user-generated content.

Social media marketing has emerged as a powerful tool for building brand trust. Research by Stephen and Toubia (2010) highlighted the positive impact of social media engagement on consumer trust in brands. Their study found that brands engaging with consumers on social media platforms fostered stronger relationships and increased brand trust. Mobile phone brands can connect with their target audience, share valuable content, address customer concerns, and build a sense of community by utilizing social media platforms such as Facebook, Instagram, and Twitter.

Influencer marketing has gained significant attention recently as an effective strategy for building brand trust. Gupta (2020) explored the role of influencer marketing in enhancing brand trust in the fastener industry. Their research indicated that collaborating with trustworthy and credible influencers can positively influence consumer perceptions of the brand and enhance brand trust. By partnering with influencers who align with the brand's values and target audience, brands can leverage the influencer's authenticity and expertise to build trust among their followers.

Content marketing is another powerful digital marketing strategy for enhancing brand trust. Research by Kietzmann, Hermkens, McCarthy, and Silvestre (2011) emphasized the importance of creating and sharing valuable content that aligns with consumers' interests and needs. Through informative and engaging content, such as blog posts, articles, and videos, mobile phone brands can establish themselves as trusted sources of information and industry expertise, fostering brand trust among consumers.

Personalized communication is an effective digital marketing tactic that can enhance brand trust. By personalizing marketing messages, recommendations, and offers based on consumer preferences and behavior, brands can demonstrate their understanding of individual needs and preferences. A study by Verhoef, Neslin, and Vroomen (2007) highlighted the positive impact of personalized communication on brand trust and customer satisfaction.

Furthermore, customer engagement strategies and user-generated content (UGC) can contribute to brand trust. Engaging customers through interactive campaigns, contests, and testimonials can create a sense of involvement and trust.

Research by Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) highlighted the positive impact of customer engagement and UGC on brand trust.

In summary, digital marketing strategies such as social media marketing, influencer marketing, content marketing, personalized communication, online reputation management, customer engagement strategies, and user-generated content are valuable tools for enhancing brand trust in the mobile phone industry. By leveraging these strategies effectively, mobile phone brands can establish strong connections with their target audience, build brand trust, and differentiate themselves in the competitive digital landscape.

2.2.2 The Impact of Perceived Value on Brand Trust

Consumers' perceived value of a product or service and trust in a brand are critical factors in brand building and marketing. Perceived value is consumers' subjective assessment of a product or service's quality, usefulness, and satisfaction. At the same time, brand trust concerns consumers' perception of a brand's reliability, integrity, and responsibility. Several studies have shown that perceived value significantly impacts brand trust, and this relationship has been validated in various settings and market contexts.

The results of Chang (2012) are noteworthy because they found a significant positive correlation between perceived value and brand trust. When perceived value is high, consumers are more likely to positively evaluate a product or service's quality, usefulness, and satisfaction, increasing their trust in the brand.

However, Bigné and Blesa (2005) went a step further. They argued that the effect of perceived value on brand trust is moderated by consumers' personal characteristics and brand image. Specifically, the effect of perceived value on brand trust appears to be more significant when the brand image is more positive or when consumers' characteristics are salient (Bigné & Blesa, 2005). This finding highlights the key role of individual differences and brand image in moderating the relationship between perceived value and brand trust.

Customer trust in a brand is based on the perceived value of the product or service. Perceived value is the overall evaluation of a company's product or service offering and directly influences customer trust. Several researchers have used empirical methods to study how different factors influence brand trust by affecting perceived

value. Yu Wei and Ni Huijun (2009) found that the reliability, agility, and empathy of a logistics company's services increase customers' perceived value and trust in the brand; Sun Qiang (2007) found that the perceived value of customers shopping online in China found that perceived value and customer satisfaction both have a positive impact on brand trust, with customer satisfaction having a more significant impact; Hongxia Zhao, Lijuan Shan and Yanfeng Liu (2013) found that perceived value and customer satisfaction have a positive impact on brand trust, with customer satisfaction having a more significant impact. Hongxia Zhao, Lijuan Shan, and Yanfeng Liu (2013) found that perceived value and customer satisfaction have a positive impact on brand trust, with customer satisfaction having a more significant impact found that relationship marketing strategies can improve customers' trust in online shopping by increasing their perceived value and that perceived value plays a mediating role in this process. Increasing customer perceived value is an effective way to improve brand trust.

In conclusion, several studies consistently support the view that perceived value significantly impacts brand trust. Further in-depth exploration of mediators and moderators, such as perceived quality, brand image, individual consumer characteristics, and brand preferences, can help deepen our understanding of this influence mechanism. These findings provide substantial guidance for brand management and marketing strategy development.

H2: Perceived value affects the brand trust of Chinese mobile phone brands.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This section outlines the general approach and structure of this study. Quantitative and questionnaire surveys were the primary research methods to explore the relationship between digital marketing strategies and Chinese-branded mobile phones' perceived value and brand trust.

3.2 Samples and Sample Size

3.2.1 Population

This study's population includes Chinese consumers exposed to Chinese mobile phone brands through digital marketing channels. The online marketplace for Chinese mobile phone brands has a large customer base, making it a relatively large and diverse population; this study focuses on those over the age of 20 and includes individuals of different ages, genders, occupations, incomes, education levels, and geographic regions residing in China.

3.2.2 Samples

This was done to ensure that the sample size was large enough to provide sufficient data for analysis and that the study results could be generalized to the entire population. To calculate the sample size for an infinite population ($N > 100,000$) with the required confidence level and margin of error for this study, we can use the formula provided by Krejcie and Morgan (1970):

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{E^2}$$

Where:

n is the required sample size.

Z is the critical value of the standard normal distribution corresponding to the chosen confidence level.

p is the expected sample proportion.

E is the desired sampling error.

In this study, assuming a confidence level of 95% and a margin of error of 5%, the Z-score would be 1.96, $p = 0.5$, and E would be 0.05. Substituting these data into the above equation gives the result:

$$n = (1.96^2 * 0.5 * (1-0.5)) / 0.05^2 = 384.16.$$

Thus, the sample size required for the study is about 384.

Therefore, the researchers took 500 consumers of Chinese mobile phone brands from the five representative online sales platforms studied to participate in the questionnaire, which is a sufficient sample size.

3.2.3 Sampling Methods

In this study, quota sampling was used to draw the sample. In this study, quotas were set according to the characteristics of the study age to ensure that the number of people in the sample in each age group matches the proportion of the total population. This method increases the sample's representativeness by making the sample's distribution closer to the total population for specific essential characteristics.

Table 3.1 Table of Quota Sample Sizes

Age group	Number	Percentage	Sample
20-30years old	168985000	15%	75
31-40years old	237227000	21%	105
41-50 years old	212568000	18%	90
51+ years old	534482000	46%	230

3.3 Data Collection

Data for this study was collected through an online questionnaire from consumers who have purchased or been exposed to Chinese mobile phone brands on the top five online purchasing platforms in China. This includes diverse people from different regions, genders, ages, and education levels. The questionnaire was collected through online distribution and included questions related to digital marketing

strategies and brand trust of Chinese mobile phone brands. It distributed around 500 questionnaires were distributed.

3.4 Research Instrument

The structured questionnaire was carefully designed to collect online data on consumer attitudes toward Chinese mobile phone brands' digital marketing strategies and their brand trust. The online questionnaire includes both closed-ended questions and Likert scale items. The closed-ended questions allow participants to select specific response options. At the same time, the Likert scale items measure the level of agreement or disagreement with statements related to brand trust. The online questionnaire was divided into the following sections:

The first part is the descriptive sample statistical variables, which mainly include gender, age, education level, location, income status, occupation, and the brand of Chinese mobile phone that the respondents usually buy. All these data are used to understand the influence of the variables on users' consumption tendencies.

The second part focuses on the measurement of the 5Ps digital marketing strategy; this study mainly adopts the measurement scales of Amofah (2017) and appropriately deletes and modifies the measurement scales of scholars by taking into account the characteristics of the mobile phone market, which ultimately produces twenty-five questions about the 5Ps digital marketing strategy.

The third part focuses on measuring consumers' perceived value of Chinese mobile phone brands, which mainly refers to the perceived value measurement scale of Sweeney and Soutar (2001) and others. It combines with the characteristics of the mobile phone market, the measurement scale of the scholars was appropriately deleted and modified, and finally, six questions about customers' perceived value were generated.

The fourth section focuses on measuring consumers' brand trust in Chinese mobile phone brands, mainly referring to Selnes (1993) and Steenkamp (2001), and taking into account the characteristics of the mobile phone market, the scholars' measurement scales were appropriately deleted and modified, and finally, six questions on brand trust were generated.

The questionnaire was distributed on the Chinese Internet. In order to verify the meaning of the English scale, a blind back-translation was conducted. First, three master's students from ISIC College, Royal Institute of Technology, Bangkok, translated the English item scale into Chinese; second, two master's students majoring in English from the University of Political Science and Law of Thailand (who had seen the English version) translated the Chinese item scale from Chinese back into English. Finally, the English item scales were compared with the original item scales. However, there were minor differences in terminology; when the two new translators, who had been blind to the English version, translated from Chinese to English, the translations still conveyed the original meaning. Therefore, these English versions of the item scales can be used to measure scales.

The criteria for interpreting the mean scores in parts 2, 3, and 4 of the scale were set as follows:

Table 3.2 Criteria for the Interpretation of Scores

Average	Meaning
4.00-5.00	Total Agree
3.00-4.00	Agree
2.00-3.00	Disagree
1.00-2.00	Total Disagree

3.5 Content Validity and Reliability

The scale designed in this paper refers to and draws on more mature and classic scale models, so this study already has high reliability and construct validity. However, since this paper has made corresponding adjustments and modifications according to the research topic and content of this paper when drawing on the relevant scales, it is necessary to re-test the reliability and validity of the scales designed in this paper to guarantee that the results of the analysis of the subsequent data have validity and credibility.

3.5.1 Content Validity

To ensure the validity of the questionnaire content, it was reviewed by five experts in the fields of digital marketing strategy, perceived value, and brand trust. Feedback from the experts was used to improve the instruments and ensure that they effectively measured the intended constructs. Specifically, this study uses the IOC (Item-Total Correlation) method to evaluate the validity of the questionnaire. The IOC points in calculations are provided in three rating scales for consistency and congruencies of the items. All committees had to choose only one answer as the given mark from these three choices:

+1 = Congruent with clear understanding,

0 = Uncertain or not sure whether the item related to the study

-1 = Not Understand or not congruent or related to this study

If the IOC value for a question exceeded 0.5, it indicated that the item was valid for measuring the target concept and was retained in the final questionnaire (Turner & Carlson, 2003).

In this study, the authors hired five experts to evaluate and share their opinions on the questionnaire to determine content validity scores (Turner & Carlson, 2003). The IOC results for each item were higher than 0.5, meaning that all questions were acceptable for distribution to respondents.

3.5.2 Content Reliability

To assess the reliability of the survey instrument, this study assessed the internal consistency and correlation of the measurements through statistical indicators (e.g., Cronbach's alpha). This study conducted a small-sample pilot study where 30 responses were collected and analyzed to calculate the Cronbach's alpha coefficient for each question to guarantee the reliability of the questionnaire. If the coefficient of the measurement sample is above 0.80, the stability of the measurement is very good; if the coefficient of the measurement sample is above 0.70, the stability of the measurement is acceptable; if the coefficient of the measurement sample is between 0.60-0.70, the scale should be modified; if the coefficient of the measurement sample is less than 0.60, the scale has lost its value and needs to be redesigned. The reliability of the questionnaire ensures that the instrument consistently assesses the scope of the

concept or variable under study (Cronbach, 1951). The overall calculations for the pilot data are shown in Table 3.3 below:

Table 3.3 The Value of Reliability Analysis of Item and Variable in Pilot Test (n=30)

Item No.	Cronbach's alpha (a)	Accept
Product		
Q6-Q10	0.634	X
DeleteQ6	0.886	✓
Price		
Q11-Q15	0.69	X
DeleteQ13	0.904	✓
Place		
Q16-Q20	0.584	X
DeleteQ19	0.731	✓
Promotion		
Q21-Q25	0.833	✓
People		
Q26-Q30	0.725	✓
Perceived Value		
Q31-Q36	0.643	X
DeleteQ36	0.822	✓
Brand Trust		
Q37-Q43	0.675	X
DeleteQ38, Q39	0.808	✓

Based on the results in the table above, this questionnaire should be distributed after deleting Q6, Q13, Q19, Q36, Q38, and Q39.

3.6 Data Analysis Methods and Procedures

The data analysis in this paper consists of two main parts: descriptive statistics and inferential statistics.

3.6.1 Descriptive Statistics

Descriptive statistics analysis describes the basic information about the sample. In this study, descriptive statistics was used to statistically analyze the

information about the samples, including age, gender, education, income, and job title, to produce frequency counts, means, and percentages to understand the distribution of each sample.

3.6.2 Inferential Statistics

Inferential statistics were used in multiple regression linear analysis to analyze the data and explore the statistical relationship between the respective and dependent variables. The primary test was whether the level of statistical significance of the following hypotheses was below 0.05:

Hypothesis 1: Digital marketing strategy affects the brand trust of Chinese mobile phone brands.

H1a: Product affects the brand trust of Chinese mobile phone brands

H1b: Price affects the brand trust of Chinese mobile phone brands

H1c: Place affects the brand trust of Chinese mobile phone brands

H1d: Promotion affects the brand trust of Chinese mobile phone brands

H1e: People affect the brand trust of Chinese mobile phone brands

Hypothesis 2: Perceived value affects brand trust of Chinese mobile phone brands.

This paper uses multiple linear regression techniques to verify the proposed relevant hypotheses, and statistical relationship studies are conducted on the prior variables such as digital marketing strategy, perceived value, and brand trust.

CHAPTER IV

ANALYSIS RESULT

4.1 Data Analysis

The data analysis of this study was done using descriptive statistical analysis and inferential statistical analysis.

Descriptive statistical analysis is used to describe the basic information of the sample. In this study, descriptive statistics were used to statistically analyze the basic information, such as personal and organizational characteristics, to derive frequencies and percentages and understand the distribution of each sample.

Inferential statistical analysis is mainly used to infer or speculate about overall characteristics or parameters from sample data. The main objective of this method of analysis is to obtain information about the whole aggregate from limited sample data. In this study, multiple linear regression in inferential statistical analysis is mainly used to investigate the relationship between multiple independent variables (predictor variables) and one dependent variable (response variable). It allows researchers to obtain information about aggregate characteristics from relatively small data samples. It plays an essential role in description and prediction.

The statistical symbols and meanings used for data analysis and interpretation are given below:

N=number of the population

n=number of the sample

SD=Standard Deviation

t=t-Distribution

r=Pearson of Correlation

Sig=The level of statistics significance to test hypothesis

*=The statistical significance is at the 0.05 level

S.E.=Standard Error

SD. E= Standard Error of the Estimate

VIF= Variance Inflation Factor

B= Regression Coefficient

β = Standardized Coefficients

4.2 Descriptive Statistics

This section has two main parts. The first part describes the basic information of the 500 samples, including the distribution of age, gender, education, income, and job title. The other part describes the sample information using the mean and the independent and dependent variables.

4.2.1 Descriptive Analysis of Demographic Data

For the 500 valid data collected in this study, descriptive statistics were analyzed on the basic information of age, gender, education, income, and occupation of the interviewees to understand the population characteristics of the data survey sample. The overall sample characteristics are shown in Table 4.1:

Table 4.1 Characteristics of the Sample (n = 500)

	Characteristic	Percent	Frequency
Age			
	20-30	30.8	154
	31-40	23.4	117
	41-50	24.6	123
	50+	21.2	106
Gender			
	Male	56.8	284
	Female	40.6	203
	No Answer	2.6	13
Education			
	Junior High School or less	15	75
	High School	19.8	99
	Two-year college	33.6	168
	Bachelor's degree or above	31.6	158
Incomes (RMB)			
	3000 and below	3.8	19
	3000-6000	23.6	118
	6000-9000	35	175
	9000-12000	25.2	126
	12000 and above	12.4	62
Occupation			
	Students	12.8	64
	workers of non-government or state-owned enterprises	19.8	99
	workers of government or state-owned enterprises	26.8	134
	Freelance/self-employed workers	22	110
	Others	18.6	93

1. **Age Distribution.** According to the data of this sample, firstly, the number of 20-30 years old consumer group is the largest, 154 people, accounting for 30.8%, followed by 41-50 years old consumer group, accounting for 24.6%; then 31-40 years old consumer group, accounting for 23.4%; and lastly, 50 years old and above consumer group, accounting for 21.2%. It can be seen that the 20-30-year-old consumer group plays a vital role in digital marketing strategy and perceived value in enhancing brand trust in Chinese mobile phone brands. In addition, consumer groups aged 41-50 and 31-40 are also essential to focus on.

2. **Gender Distribution.** According to the data of this sample, there are 284 males, accounting for 56.8%. There are 203 females, accounting for 40.6%. There are 13 people of other genders participating in the questionnaire, accounting for 2.6%. The number of males, females, and other genders is in line with the ratio of men and women in the Chinese population, reflecting the even gender distribution of the questionnaire's subject group and helping to present a reasonable survey result.

3. **Educational Level.** According to the research data, the distribution in terms of education level is as follows: the highest proportion of people with college and bachelor's degrees and above is 65.2%, followed by those with high school education at 19.8%, and those with remaining education at 15%. It can be seen that most of the respondents in this survey sample have a college degree or above, which indicates that there are relatively more people with a higher level of education in the survey sample. The group of people with a high school education is second, and the percentage is also more significant. The overall percentage of people with other educational levels is 15%. Educational level greatly influences consumer behavior and market demand, so understanding the distribution of educational level is very important for developing market strategies and product positioning.

4. **Monthly Income.** In the sample, the proportion of consumers with incomes below 3,000 yuan is 3.8%, the proportion of incomes between 3,000-6,000 yuan is 41.82%, the proportion of incomes between 6,000-9,000 yuan is 35%, the proportion of incomes between 9,000-12,000 yuan is 25.2%. In comparison, the proportion of incomes between 12,000 yuan and above is 12.4%. Based on this data, it can be observed that most Chinese mobile phone brand consumers' incomes are concentrated between RMB 3,000-9,000, accounting for 76.8% of the total sample.

This may mean that Chinese mobile phone brands are more prevalent in that income range.

5. Occupational Distribution. Based on these data, it can be seen that the proportion of government or state-owned enterprise workers is the highest in this survey sample, accounting for 26.8% of the total sample. This is followed by freelancers or self-employed people, accounting for 22%. The student group has a relatively low percentage of 12.8%. The proportion of other occupational groups and non-state or state-owned enterprise workers is relatively close.

Through the above statistical analysis of the sample characteristics, we can derive the statistical characteristics of the respondent group and the distribution in terms of age, gender, education level, income, and occupation. The balanced distribution of the sample data indicates that this study covers a wide range of different groups of investigations, with a certain degree of representativeness, which can provide a preliminary understanding of the target group and guidance for the subsequent development of market strategies and enhance the perceived value of the strategy to provide a prominent reference to have a certain degree of research directionality.

4.2.2 Mean and Standard Deviation of the Independent Variables

This section summarizes the mean and standard deviation of the independent variables of digital marketing strategy, five variables, and perceived value, including product, price, place, promotion, people, and perceived value.

Table 4.2 Means and Standard Deviations of Independent Variables (n = 500)

Variable	Mean	SD	Meaning
Product			
The purchasing service shown in the online advertisement of the mobile phone brand is attractive to me.	3.89	1.102	Agree
The product information shown in the online marketing of mobile phone brands is helpful to me.	3.73	1.036	Agree
The after-sale service of the online marketing of mobile phone brands is attractive to me.	3.79	1.062	Agree
The product details shown in the online advertisement of the mobile phone brand are attractive to me.	3.96	0.939	Agree
Mean	3.84	1.0348	
The price displayed by the online marketing of mobile phone brands is attractive to me.			
Mobile phone brands offer holiday discounts.	4.13	0.979	Total Agree
Mobile phone brands offer special low prices when shopping on-site or in-store.	4.03	0.962	Total Agree

The payment methods (e.g., credit card, installment) offered by mobile phone brands for online purchases are attractive.	3.97	1.025	Agree
The price displayed by the online marketing of mobile phone brands is attractive to me.	4.02	1.011	Total Agree
Mean	4.04	0.9943	
Place			
Mobile phone brand advertisements are placed in the apps I use.	4.18	0.952	Total Agree
The live streaming of mobile phone brands is easy to find.	4.03	1.018	Total Agree
Mobile phone brands' apps can be easily purchased.	4.01	1.03	Total Agree
Mobile phone brands have their distribution channels on many online platforms.	4.09	0.995	Total Agree
Mean	4.08	0.9988	
Promotion			
Promotions (e.g., gift with purchase, limited time, limited rush) offered by mobile phone brands online appeal to me.	3.98	1.05	Agree
The content of mobile phone brands' live programs is attractive to me.	3.94	1.058	Agree
Mobile phone brands reward online purchases.	3.93	0.981	Agree
The mobile phone brand's online purchases always offer promotional combinations that appeal to me.	3.96	1.066	Agree
Mobile phone brands' online promotions are appealing to me.	3.93	1.048	Agree
Mean	3.94	0.8306	
People			
The online staff of the mobile phone brand is always friendly.	3.74	1.151	Agree
The online staff of the mobile phone brand can help me better understand and purchase the product.	3.77	1.082	Agree
The spokespersons of mobile phone brands are trustworthy.	3.75	1.124	Agree
The anchors of the live streaming of mobile phone brands are trustworthy.	3.8	1.123	Agree
The online staff of mobile phone brands is always considerate of customers.	3.79	1.097	Agree
Mean	3.78	0.8852	
Perceived Value			
The brand mobile phones are durable.	4.05	1.071	Total Agree
The price is more economical than other brands with the same configuration (features).	3.94	1.042	Agree
I feel more comfortable and at ease with the branded phone compared to other brands of similar products.	3.93	1.073	Agree
The benefits of the branded mobile phone outweigh the cost.	3.99	1.043	Agree
Branded mobile phones help me to work, study and socialize.	3.9	1.072	Agree
Mean	3.94	0.846	

Table 4.2 shows the mean and standard deviation statistics for investigating the 5Ps marketing strategy and perceived value of Chinese mobile phone brands. Overall, the mean scores of the 27 measurement items are all above 3.7, indicating that the influence of each measurement in the questionnaire is high. The respondents'

attitudes towards the 5Ps marketing strategy of Chinese mobile phone brands tend to be "Agree." Meanwhile, the standard deviation of all variables is within 1.2, and the smaller the standard deviation, the tighter the data distribution. The above data indicate that in most of the variables, the variation of the deviation range within the sample is slight, which suggests that the degree of perception and acceptance of the product characteristics may be relatively consistent. It also indicates that the degree of deviation within the sample is acceptable for most variables.

Table 4.2 depicts the means and standard deviations of the survey instruments that represent the digital marketing strategy. It is specified below:

1. **Product.** "The product details shown in the online advertisement of the mobile phone brand are attractive to me" has the highest mean value of 3.96. In contrast, "The product information shown in the online marketing of Chinese mobile phone brands is beneficial to me" has the lowest mean value of 3.73. The lowest mean value is 3.73 for "The product information shown in the online marketing of Chinese mobile phone brands is valuable to me". The highest standard deviation is for "The purchasing service shown in the online advertisement of the Chinese mobile phone brand is very attractive to me ", 1.10, and the lowest is "The product details shown in the online advertisement of the Chinese mobile phone brand are attractive to me ", 1.11.

2. **Price.** "The price displayed by the online marketing of Chinese mobile phone brands is always attractive to me" has the highest mean value of 4.02. The lowest mean value is "Discounts displayed in online advertisements of Chinese mobile phone brands are appealing to me," with 3.97. "Discounts displayed in online advertisements of Chinese mobile phone brands are appealing to me" has the lowest mean value of 3.97, while "Discounts displayed in online advertisements of Chinese mobile phone brands are appealing to me" has the highest mean value of 4.02. "The payment methods (e.g., credit card, installment) offered by Chinese mobile phone brands for online purchases are attractive to me" is the lowest, with 3.97. The highest standard deviation is "The payment methods (e.g., credit card, installment) offered by Chinese mobile phone brands for online purchases are attractive to me," with 1.01. The lowest is "Chinese mobile phone brands always offer holiday discounts," with 0.96.

3. **Place.** "Chinese mobile phone brands' advertisements are placed in the apps I often use" has the highest mean value of 4.18. In contrast, "Chinese mobile phone

brands' apps can be easily purchased" has the lowest mean value of 4.01. The highest standard deviation is for "Chinese mobile phone brands' apps can be easily purchased", with a standard deviation of 4.01. The lowest mean is "Chinese mobile phone brands' apps can be easily purchased," with 4.01. The highest standard deviation is "Chinese mobile phone brands' apps can be easily purchased", with 4.18. apps can be easily purchased", 1.03, and the lowest standard deviation is "Chinese mobile phone brands' advertisements are placed in the apps I often use ", 0.95.

4. **Promotion.** "Promotions (e.g., gift with purchase, limited time, limited rush) offered by Chinese mobile phone brands appeal to me online," with the highest mean value being 3.98. The lowest mean value is for "Chinese mobile phone brands reward online purchases"; "Chinese mobile phone brands' online promotions are appealing to me" has the highest mean of 3.93. The highest standard deviation is in "Promotions (e.g., free with free money)." "(e.g., gift with purchase, limited time limited rush) offered by Chinese mobile phone brands online are appealing to me", "The content of Chinese mobile phone brands' live programs is attractive to me", "The Chinese mobile phone brand's online purchases are always offered to me. brand's online purchases always offer promotional combinations that appeal to me", all at 1.1, with "The content of Chinese mobile phone brands' live programs is attractive to me" and Prom4 "The Chinese mobile phone brands' online purchases always offer promotional combinations that appeal to me" at 1.1, and Prom2 "The content of Chinese mobile phone brands' live programs is attractive to me", Prom5 "Chinese mobile phone brands' online promotions are Chinese mobile phone brands' online promotions are appealing to me," and Prom5 "Chinese mobile phone brands' online promotions are appealing to me", both at 1.0.

5. **People.** Peo4, "The anchors of the live streaming of Chinese mobile phone brands are trustworthy," has the highest mean value of 3.80, and Peo1, "The online staff of the Chinese mobile phone brand is always friendly," has the lowest mean value of 3.74. Peo1, "The online staff of the Chinese mobile phone brand is always friendly," has the highest mean value of 3.74. In contrast, Peo1, "The online staff of the Chinese mobile phone brand is always friendly," has the highest standard deviation of 3.74. the staff of the Chinese mobile phone brand is always friendly" with 1.15, and the

lowest is Peo5. "The online staff of Chinese mobile phone brands is always considerate of customers," with 1.1.

6. **Perceived Value.** Table 4.2 describes the mean and standard deviation of the survey instruments that represent the overall perceived value. The highest mean value is represented by PV1, which says, "Chinese brand mobile phones are durable," with 4.05. The lowest mean value is PV5, "Chinese branded mobile phones help me to work, study and socialize." with 3.90. The highest standard deviation is represented by PV5, which says, "Chinese branded mobile phones are durable," with 3.90. The lowest mean is PV5, which says, "Chinese branded mobile phones help me to work, study and socialize," with a mean of 3.90. The highest standard deviation is found in PV1, "Chinese brand mobile phones are durable.", PV3, "I feel more comfortable and at ease," and PV4, "I feel more comfortable and at ease". "I feel more comfortable and at ease with the Chinese branded phone compared to other brands of similar products." PV5 "Chinese branded mobile phones help me to work, study and socialize." all at 1.07, with PV2 "The price is more economical compared to other brands with the same brand. economical compared to other brands with the same configuration (features).", PV5 "Chinese branded mobile phones help me to work, study and socialize. PV2 "The price is more economical compared to other brands with the same configuration (features)." and PV5 "Chinese branded mobile phones help me to work, study and socialize.", both at 0.96.

4.2.3 Mean and Standard Deviation of the Dependent Variables

This section summarizes the mean and standard deviation of the dependent variable brand trust.

Table 4.3 Means and Standard Deviations of the Dependent Variables (n = 500)

Variable	Mean	SD	Meaning
Brand Trust			
Branded mobile phones give me peace of mind.	3.65	1.187	Agree
Mobile phone brands can understand consumer needs and even indeed lead to consumer needs.	3.65	1.136	Agree
Mobile phone brands can deliver on their promised features.	3.64	1.11	Agree
Mobile phone brands have comprehensive solid strength.	3.7	1.123	Agree
The mobile phone brand is trustworthy.	3.73	1.129	Agree
Mean	3.67	0.9124	

Table 4.3 shows the mean and standard deviation statistics of the brand trust of the surveyed Chinese mobile phone brands. Overall, the mean scores of the six measures are almost all above 3.6, indicating that the influence of each measure in the questionnaire is very high. Respondents' attitudes toward the 5Ps marketing strategy of Chinese mobile phone brands tend to be "Agree." In addition, the mean scores of the five BT indicators are similar. The standard deviations are all between 1.11 and 1.19, indicating that the respondents' evaluations of brand trust are relatively consistent and the distribution is relatively stable.

Meanwhile, the standard deviation of all variables is within 1.2, and the smaller the standard deviation, the tighter the data distribution. The above data suggests that on most of the variables, there is little variability in the deviation range within the sample, indicating that the perception and acceptance of brand trust may be relatively consistent. It also indicates that the degree of deviation within the sample is acceptable for most variables.

Table 6 depicts the mean and standard deviation of the survey tools representing the perceived value as a whole. Among them, BT5 stands for "Chinese mobile phone brands are strong in overall strength and trustworthy. The highest mean value is 3.73. The lowest mean value is BT3, "Chinese mobile phone brands can truly understand and even lead consumers' needs. ".3.64. The highest standard deviation is BT1, "Chinese branded mobile phones put me at ease," at 1.19, and the lowest is BT3, "Chinese mobile phone brands can truly understand consumers' needs and even lead consumers' needs," at 1.11.

4.3 Inferential Statistics

This paper uses SPSS27.0 multiple linear regression to confirm the proposed hypotheses about the statistical relationship between digital marketing strategy, perceived value, and brand trust based on the content described in the previous section. Based on the significant effect of each variable, regression analysis is carried out for each variable in this paper separately to study the statistical relationship between the variables further and verify the hypotheses. The independent variables are set digital

marketing strategy and perceived value, and the dependent variable is brand trust to test the regression relationship.

4.3.1 Correlation Analysis

This section used Pearson correlation coefficients and p-values to explore the relationship between the variables; correlation coefficients with p-values less than the significance level (usually 0.05) are usually considered statistically significant. As shown in Table 4.4:

Table 4.4 Pearson's Coefficients and their P-values for Each Variable

		Correlations						
		BT	Product	Price	Place	Promotion	People	PV
Pearson Correlation	BT	1	0.321	-0.069	0.103	0.212	0.315	0.281
	Product	0.321	1	0.153	0.227	0.379	0.418	0.359
	Price	-0.069	0.153	1	0.171	0.182	0.159	0.118
	Place	0.103	0.227	0.171	1	0.305	0.199	0.175
	Promotion	0.212	0.379	0.182	0.305	1	0.413	0.342
	People	0.315	0.418	0.159	0.199	0.413	1	0.296
	PV	0.281	0.359	0.118	0.175	0.342	0.296	1
Sig. (1-tailed)	BT	.	0	0.062	0.011	0	0	0
	Product	0	.	0	0	0	0	0
	Price	0.062	0	.	0	0	0	0.004
	Place	0.011	0	0	.	0	0	0
	Promotion	0	0	0	0	.	0	0
	People	0	0	0	0	0	.	0
	PV	0	0	0.004	0	0	0	.

Table 4.4 provides Pearson's correlation coefficients, and p-values for each variable provides about the relationship between the variables:

1. Relationship between BT and other variables

The correlation coefficient between the Products is 0.321, and the p-value is 0, which means there is a significant positive correlation between them.

The correlation coefficient between and Price is -0.069 with a p-value of 0.062, which is a weak correlation but still a significant negative correlation at the 5% significance level.

The correlation coefficient between and Place is 0.103 with a p-value of 0.011, indicating a significant positive correlation between them.

The correlation coefficient between Promotions is 0.212 with a p-value of 0, indicating a significant positive correlation between them.

The correlation coefficient between People is 0.315 with a p-value of 0, indicating a significant positive correlation between BT and People.

The correlation coefficient with PV is 0.281 with a p-value of 0, indicating a significant positive correlation between BT and PV.

2. Relationship between Product and other variables

The correlation coefficient between and Price is 0.153 with a p-value of 0, indicating a significant positive correlation between them.

The correlation coefficient between Places is 0.227, and the p-value is 0, indicating a significant positive correlation between them.

The correlation coefficient between Promotions is 0.379 with a p-value of 0, indicating a significant positive correlation between them.

The correlation coefficient between People is 0.418, and the p-value is 0, indicating a significant positive correlation between Product and People.

The correlation coefficient with PV is 0.359, and the p-value is 0, indicating a significant positive correlation between Product and PV.

3. Relationship between Price and other variables

The correlation coefficient between and Place is 0.171, and the p-value is 0, indicating a significant positive correlation between them.

The correlation coefficient between Promotion is 0.182, and the p-value is 0, indicating a significant positive correlation between them.

The correlation coefficient between People is 0.159 with a p-value of 0, indicating a significant positive correlation between Price and People.

The correlation coefficient with PV is 0.118 with a p-value of 0.004, indicating a significant positive correlation between Price and PV.

4. Relationship between Place and other variables.

The correlation coefficient between and Promotion is 0.305 with a p-value of 0, indicating a significant positive correlation between them.

The correlation coefficient between People is 0.199 with a p-value of 0, indicating a significant positive correlation between Place and People.

The correlation coefficient with PV is 0.175 with a p-value of 0.004, indicating a significant positive correlation between Place and PV.

5. Relationship between Promotion and other variables

The correlation coefficient between and People is 0.413 with a p-value of 0, indicating a significant positive correlation between them.

The correlation coefficient between and PV is 0.342 with a p-value of 0, indicating a significant positive correlation between Promotion and PV.

6. Relationship between People and other variables.

The correlation coefficient between and PV is 0.296, and the p-value is 0, indicating a significant positive correlation between People and PV.

4.3.2 5Ps Relationship between Digital Marketing Strategy Perceived Value and Brand Trust

In this section, the study used SPSS 27.0 to test the following hypotheses and explore the statistical relationship between them and brand trust.

Hypothesis 1: Digital Marketing Strategy (DMS) affects the brand trust of Chinese mobile phone brands.

H1a: Product affects the brand trust of Chinese mobile phone brands.

H1b: Price affects the brand trust of Chinese mobile phone brands.

H1c: Place affects the brand trust of Chinese mobile phone brands.

H1d: Promotion affects the brand trust of Chinese mobile phone brands.

H1e: People affect the brand trust of Chinese mobile phone brands.

Hypothesis 2: Perceived Value (PV) affects brand trust of Chinese mobile phone brands.

Multiple linear regressions were conducted to test whether Product (H1a), Price (H1b), Place (H1c), Promotion (H1d), and People (H1e), perceived value (H2) significantly influenced brand trust.

Table 4.5 Multiple Linear Regression of H1a, H1b, H1c, H1d, H1e, H2

Variables	B	SE. B	β	t	Sig.	VIF
(Constant)	1.914	0.292		6.557	.000	
Product	0.200	0.050	0.191	4.020	.000	1.373
Price	-0.166	0.045	-0.155	-3.713	.000	1.062
Place	0.012	0.049	0.010	0.234	.815	1.139
Promotion	0.031	0.055	0.027	0.568	.570	1.407
People	0.220	0.052	0.199	4.210	.000	1.358
PV	0.168	0.047	0.160	3.553	.000	1.234
R ²	0.187					
Adjusted R ²	0.177					
ANOVA	F (6, 493) = 18.866, p < .05					

Note. Dependent variable =Brand Trust (BT), *p<.05

The results show that the t-value for the independent variable product (H1a) is 4.02, while the p-value is less than the significance level of 0.05; the t-value of people (H1e) is 4.21, and the p-value is less than 0.05. The t-value of the perceived value is 3.553, and the p-value is less than the significance level of 0.05. Therefore, a significant positive effect exists between product (H1a), people (H1e), and brand trust. This indicates that hypotheses H1a, H1e, and H2 are valid.

The t-value of the independent variable price (H1b) is -3.713, and the p-value is less than the significance level of 0.05. Therefore, price (H1b) and brand trust have a significant negative effect. This indicates that hypothesis H1b is valid.

The t-value of the independent variable location (H1c) is 0.234, with a p-value more incredible than the significance level of 0.05. The t-value of promotion (H1d) is 0.568, with a p-value that is more excellent than the significance level of 0.05. Furthermore, the p-value is more significant than the significance level of 0.05. Therefore, no significant linear correlation exists between location (H1c), promotion (H1d), and brand trust. This indicates that hypothesis H1c and hypothesis H1d are not valid.

The independent variables, Product, Price, Person, and Perceived Value, significantly affect the prediction of the dependent variable. The regression coefficient for the independent variable product is 0.200 with a standard error of 0.050 and a t-value of 4.02, $p < 0.05$, indicating that the enhancement of product strategy significantly increases the value of the dependent variable. The regression coefficient of the independent variable Price is -0.166 with a standard error of 0.045 and a t-value of -

3.713, $p < 0.05$, indicating that the value of the dependent variable decreases significantly when the price strategy is increased. The regression coefficient of the independent variable "number of people" is 0.220 with a standard error of 0.052 and a t-value of 4.210, $p < 0.05$, which implies that an increase in staffing strategy had a significant positive effect on the dependent variable. The regression coefficient of the independent variable's perceived value is 0.168 with a standard error of 0.047 and a t-value of 3.553, $p < 0.05$, indicating that an increase in perceived value significantly increases the value of the dependent variable.

According to the results in the table above, the entire model is statistically significant with $F(6, 493) = 18.866$, $p < 0.05$, indicating that the regression model effectively explains the changes in the dependent variable.

In addition, the adjusted coefficient of determination (Adjusted R^2) was 0.177, indicating that the model's independent variables could explain about 17.7% of the variation in the dependent variable.

By testing the independent variables for multicollinearity, we find that the VIF values of all independent variables are less than 10, indicating no serious multicollinearity problem in the regression model.

In summary, we can construct the following multiple linear regression equation:

$$\text{Brand} = 1.914 + 0.200 * \text{Product} - 0.166 * \text{Price} + 0.012 * \text{Place} + 0.031 * \text{Promotion} + 0.220 * \text{People} + 0.168 * \text{PV}$$

4.3.3 Digital Marketing Strategy and the Relationship between Perceived Value and Brand Trust

Ultimately, the study used multiple linear regression to explore the statistical relationship between the overall and perceived value of digital marketing strategies and brand trust.

Table 4.6 Multiple Linear Regression of DMS, PV, BT

Variables	B	SE. B	β	t	Sig.	VIF
(Constant)	1.52	0.296		5.139	.000	
DMS	0.335	0.079	0.195	4.217	.000	1.195
PV	0.212	0.048	0.202	4.368	.000	1.195
R ²	0.111					
Adjusted R ²	0.107					
ANOVA	F (2, 497) = 230.93, p < 0.05					

Note. Dependent variable =Brand Trust (BT), *p<.05

According to the results in Table 10, 1.52 is the constant term indicating the baseline value of brand trust when both the independent variables DMS and PV are 0. 0.195 and 0.202 are the standardized regression coefficients of the independent variables DMS and PV, respectively, used to measure their effects on brand trust.

The coefficient of determination (R²) between the independent variables, digital marketing strategy and perceived value, and the dependent variable, brand trust, is 0.111, indicating that the linear model explains 11.1% of the variance in the dependent variable, the adjusted coefficient of determination (Adjusted R²) is 0.107, suggesting that the model explains the variance in the dependent variable better.

In addition, the ANOVA conducted showed F (2, 497) = 230.93 with p < 0.05 for the F-statistic with degrees of freedom of 2 and 497, indicating that the model as a whole is statistically significant.

The VIF value 1.195 indicates some covariance between the independent variables DMS and PV. This implies that the effects of the independent variables DMS and PV may interact in this model and that their independent contributions to brand trust must be interpreted cautiously.

We can construct the following multiple linear regression equation:

$$\text{Brand Trust} = 1.52 + 0.195 * \text{DMS} + 0.202 * \text{PV}$$

4.4 Summary of Hypothesis Testing Results

This study used inferential regression to test the variables' hypotheses in depth. To explain the statistical relationship between the independent variables of digital marketing strategy and perceived value and the dependent variable of brand trust in this study, the researcher applied multiple linear regression to test the hypotheses.

The results of the hypothesis testing showed that hypothesis H1c and hypothesis H1d were not valid. In contrast, the rest of the hypotheses were valid. The results of the hypothesis testing are summarized in Table 12 below.

Table 4.7 Summary of Hypothesis Testing Results

Statement of Hypothesis	Sig.	Decision Results
H1: Digital marketing strategy affects the brand trust of Chinese mobile phone brands.	.000	Partially Supported
H1a: Product affects the brand trust of Chinese mobile phone brands.	.000	Supported
H1b: Price affects the brand trust of Chinese mobile phone brands.	.000	Supported
H1c: Place affects the brand trust of Chinese mobile phone brands.	.710	Not Supported
H1d: Promotion affects the brand trust of Chinese mobile phone brands.	.223	Not Supported
H1e: People affect the brand trust of Chinese mobile phone brands.	.000	Supported
H2: Perceived value affects the brand trust of Chinese mobile phone brands.	.000	Supported



CHAPTER V

CONCLUSION AND DISCUSSION

5.1 Conclusion

The summary of this study is based on the research objectives and research questions to empirically investigate the digital marketing strategies and perceived value and brand trust of Chinese mobile phone brands through quantitative methods, aiming to explore the relationship between digital marketing strategies, perceived value, and brand trust of Chinese mobile phone brands. The five research objectives guiding this study are:

1. To study the digital marketing strategies of Chinese mobile phone brands.
2. To study the perceived value of customers of Chinese mobile phone brands.
3. To investigate the impact of digital marketing strategies on brand trust of Chinese mobile phone brands.
4. To investigate the impact of perceived value on brand trust of Chinese mobile phone brands.
5. To investigate the effects of digital marketing strategies and perceived value on the brand trust of Chinese mobile phone brands.

This study synthesizes the research results of many scholars. It combines the main characteristics of Chinese mobile phone brands to investigate the digital marketing strategies of Chinese mobile phone brands and the statistical relationship between perceived value and brand trust through quantitative methods. This study focuses on Chinese consumers over 20 who are exposed to Chinese mobile phone brands through digital marketing channels. This includes individuals of different ages, genders, occupations, incomes, education levels, and geographic regions residing in China. In this study, quota sampling was used to draw the sample. Krejcie and Morgan's (1970) sample size was used to determine the specific sample size for this study of 385. In order to ensure that an adequate sample size can be obtained, this study ultimately obtained 500 responses to the questionnaire.

This study used closed-ended questions, a research tool in a structured questionnaire. IOC and Cronbach alpha reliability tests were used to check the validity of the research instrument before distributing the valid questionnaires. The IOC of the five experts was more significant than 0.5. However, some of the scales in the pilot study had a Cronbach alpha of around 0.6, which is less reliable. After deleting Q6, Q13, Q19, Q38, and Q39 from the pilot questionnaire, the new questionnaire had an acceptable Cronbach Alpha of 0.7 and 0.9. To ensure the reliability of the data, Cronbach Alpha was measured again in this study after 500 questionnaires were collected. The results showed that the Cronbach Alpha values for all scales were around 0.8, indicating that the data in this study were credible.

The data were analyzed using frequencies, means, and standard deviations. Overall, the majority of the 500 respondents in this study were found to be in the 20-30 age group (154, 30.8%) with the highest number of consumer groups; males made up a more significant portion of the sample (284, 56.8); the majority of respondents had a college degree or higher (326, 65.2%), indicating that the survey sample had a relatively large number of people with higher levels of education. The majority of the survey sample had a high level of income. Income in the survey sample was concentrated in the range of 3,000-9,000 yuan (384, 76.8%); among them, the occupation was working in government or state-owned enterprises (134, 26.8%).

The mean and standard deviation of the variables in the survey tool are digital marketing strategy, perceived value, and brand trust of Chinese mobile phone brands. The highest mean among all variables is Place strategy (Mean= 4.08, S.D =1.00) in digital marketing strategy, followed by Price (Mean= 4.04, S.D =.99), Promotion (Mean= 3.94, S.D =1.11), Perceived Value (Mean= 3.94, S.D =1.06), Product (Mean= 3.94, S.D =1.03), People (Mean= 3.78, S.D =1.11), and lastly Brand Trust (Mean= 3.67, S.D =1.14).

5.2 Discussion

In this section, the study discusses and summarizes four independent variables that significantly impact brand trust based on the results of the above hypothesis testing, i.e., product, price, people, and perceived value included in the digital marketing strategy.

5.2.1 Digital Marketing Strategy and Brand Trust

According to the results, the Sig values of product, price, and people included in the 5Ps digital marketing strategy are less than 0.01, indicating that these elements significantly impact brand trust. This section does not discuss and summarize promotions and channels that do not have a significant effect, but only products, prices, and people that do.

5.2.1.1 Product Strategy and Brand Trust

First, this study provides preliminary evidence that the significant value of product strategy and brand trust is less than 0.001, and the β -value is positive, proving a positive and highly significant relationship between product and brand trust. That is, the better the brand strategy of a Chinese mobile phone brand, the higher the consumer trust in the Chinese mobile phone brand. In a previous study, the results of Rohm and Pagani (2012) reached a similar conclusion. By analyzing the current situation and problems of Chinese mobile phone brands, they proposed branding strategies that could improve consumer trust, including brand positioning, brand image, brand communication, and brand extension. To a certain extent, this study proves that Chinese mobile phone brands' brand strategies positively impact brand trust.

5.2.1.2 Price Strategy and Brand Trust

Preliminary evidence is provided based on the data of this study, which shows that the significant value of price strategy and brand trust is less than 0.001. The β -value is negative, proving a negative and highly significant statistical relationship between price strategy and brand trust. The better the price strategy, the lower the trust in Chinese mobile phone brands. This aligns with Alhaddad's (2015) study, which found that price strategy negatively affects consumer trust. However, brand image has a significant positive effect on consumer trust. Therefore, it is suggested that brand operators should counteract the negative effect of price strategy on consumer trust by enhancing brand image. In addition, Zong and Guo's (2022) study

also found a significant interaction between price strategy and consumer trust and purchase intention. When the reference price is higher than the market price, adopting a low-price strategy increases consumer trust and purchase intention; on the contrary, when the reference price is lower than the market price, adopting a high-price strategy increases consumer trust and purchase intention. This phenomenon may be because different reference prices activate different anchoring effects, leading consumers to assess product quality and value differently. However, it is essential to note that a price strategy does not only imply lower prices but also needs to consider giving consumers value for money. If the price is too low, consumers may doubt the quality and reliability of the product, thus reducing trust in the brand. Therefore, when developing a pricing strategy, companies should think holistically to entice consumers to buy and ensure that brand trust is not compromised. It means that a balance needs to be found to ensure that prices are consistent with product quality and brand reputation.

5.2.1.3 People Strategy and Brand Trust

According to the findings of this study, the relationship between people strategy and brand trust is very significant. The data show that the significant value of people strategy and brand trust is less than 0.001. The β value is positive, proving a positive and highly significant statistical relationship between people strategy and brand trust. The better the people strategy, the higher the trust in Chinese mobile phone brands. In other words, when the people strategy is effectively improved, the trust in Chinese mobile phone brands increases accordingly. This finding is consistent with Su, Reynolds, and Sun's (2015) findings, which found that people strategy significantly positively affects brand trust.

Furthermore, this finding is supported by the study of Kassim and Asiah Abdullah (2010), who found that people strategy significantly positively affects service quality and brand trust. Although staffing strategy does not have a direct effect on brand trust, it indirectly affects brand trust by influencing service quality. Overall, these findings emphasize the crucial role of people strategy in enhancing trust in Chinese mobile phone brands. Therefore, brand operators should focus on improving and optimizing people strategies to increase brand trust in consumers' minds.

5.2.2 Perceived Value and Brand Trust

According to the data, perceived value significantly and positively affects brand trust. This means that the higher the perceived value of a brand, the more consumers will be willing to trust the brand. Han Bing (2008) states that perceived value directly and positively influences trust in a brand's good perception, reliability, and competence. It suggests that when consumers perceive higher value provided by a brand, they are more likely to have good perceptions of the brand and believe that it is reliable and has specific capabilities. In addition, Hou Shuxia (2019) found in a study in the field of mobile phone products that functional value plays a positive role in promoting brand trust. Using the structural equation method to analyze the data on functional value, brand ethics, brand credibility, and brand trust, the study found that the functional value of a product can lead to an increase in consumer trust in the brand. Therefore, Chinese mobile phone brands should improve consumers' perceived value and enhance brand trust.

5.3 Implication for Practice

1. High-Quality Brand Strategy Enhances Trust

The data in this study make it clear that a good brand strategy can increase trust in Chinese mobile phone brands. This finding has important implications for brand managers, who can enhance consumer trust by developing and implementing a consistent and high-quality brand strategy, including brand positioning, communication, image, and values. The brand strategy helps brands establish their uniqueness. It communicates the brand's values and promises, thereby increasing consumer trust.

This finding will help Chinese mobile phone manufacturers better understand the impact of brand strategy on consumer trust, which will lead them to build and consolidate brand trust more effectively in the market. It will directly affect the brand's market share and long-term competitiveness.

2. The Complexity of Pricing Strategies

The data in this study reveal a complex phenomenon: the better the price strategy, the lower the trust in Chinese mobile phone brands. This result triggers deeper

thinking about the relationship between price strategy and brand trust. While low prices may attract consumers in the short term, it may lead to questions about product quality and brand sustainability. This challenges brand managers to maintain product and brand reputation while offering competitive prices.

This finding will push brand managers to be prudent in their pricing strategies, emphasizing the value and performance of their products rather than just pursuing low prices. This will help maintain product quality and long-term brand sustainability while gaining an advantage in a highly competitive market.

3. The Critical Role of People Strategy

The results of this study demonstrate the positive impact of people strategy on trust in Chinese mobile phone brands precisely. The better the people strategy, the higher the brand trust. This result highlights the crucial role of employees in building trust, especially those who interact with customers. Employee training and motivation can improve customer service and a positive brand experience.

This finding will inspire brand managers to invest in employee development, especially customer service and consumer interaction. Training employees to deliver exceptional service and building a customer-oriented culture will help to enhance brand trust.

4. Increase Perceived Value to Gain Trust

The results of this study indicate that the higher the perceived value of the brand, the more consumers are willing to trust the brand. This finding emphasizes the importance of branding in terms of product performance, technological innovation, and customer service to create superior perceived value.

This finding will encourage brand managers to continually improve the perceived value of their products, including technological innovation, product performance, and customer service. By emphasizing these aspects, brands can build more vital trust in the marketplace, increase brand loyalty, and achieve market share growth.

5.4 Recommendation

Based on the results of the study, we propose some recommendations in the following four areas:

1. Optimization of Brand Strategy

Clear Brand Positioning. Brand positioning should be precise, consistent, and able to meet target consumers' needs. Understand the needs and preferences of the target audience through in-depth market research to ensure that the brand's positioning is consistent with market expectations, define the brand's core values and unique selling points, and communicate them to consumers.

Consistency and Transparency. Brand strategy should be consistent across all channels and touchpoints to avoid confusion or contradiction. At the same time, brand managers should increase transparency by communicating the reasons and goals for brand decisions to consumers. Transparent communication helps build trusting relationships.

Continuous Innovation. Invest in R&D and innovation to ensure that products always have the latest technology and features. Brands should emphasize the uniqueness and excellence of their products to increase consumer trust in the brand. Continuous improvement and innovation are crucial to brand success.

2. Prudent Pricing Strategy

Value Positioning. Brands should shift to value positioning rather than focusing solely on price competition. Emphasize the value and performance of the product and communicate to consumers why the product is affordable to enhance trust. Consumers are willing to pay a fair price for high-quality products.

Prudent Adjustment of Price Strategy. Regularly review your price strategy to ensure it adapts to market demand and competitive conditions. Communicate intelligently when price adjustments are made, explaining to consumers the reasons and objectives of the price change to avoid triggering trust issues.

3. Optimize People Strategy

Employee Training and Motivation. Train employees, especially those interacting with customers, to improve their customer service skills, product knowledge, and problem-solving abilities. Employees should be able to take a proactive

approach to meeting customer needs. Establish a reward system to motivate employees to provide excellent service and increase employee loyalty.

Customer-Oriented Culture. Establish a customer-oriented culture that places a high priority on customer satisfaction. Brand managers should encourage employees to actively focus on customer needs, solve problems, and listen to consumer feedback. Employee engagement and motivation are critical to building trusting relationships.

4. Enhance Perceived Value

Continuous Innovation and Product Improvement. Brands should continually invest in research and development to ensure their products have the latest technology and features. Incorporate these innovative elements into marketing to emphasize product excellence and uniqueness. Consumers are more likely to trust brands that are constantly improving and innovating.

Establish feedback mechanisms. Establish effective feedback mechanisms with your customers and actively listen to their comments and suggestions. Use customer feedback to improve products and services to increase perceived value. Consumer opinions and suggestions are critical to brand improvement.

5.5 Future Research Study

This study mainly starts from the 5Ps digital marketing strategy and the perceived value theory, combines the characteristics of Chinese mobile phone brands, studies the relationship between the numerical marketing strategy and the perceived value of Chinese mobile phone brands and brand trust, and puts forward the proposed countermeasures for Chinese mobile phone brands to improve the brand trust based on the conclusions of the study. The primary samples collected in this paper are Chinese mobile phone brand consumers in the China region, which is small in scope and has certain limitations. Therefore, based on the research in this paper, the following aspects of research can be carried out more deeply and further:

1. Construct the relationship between digital marketing strategy and perceived value and the brand trust of mobile phone brands in other regions to propose

better-suggested countermeasures for mobile phone brands in other regions to improve the brand trust of mobile phone brands,

2. Construct the relationship between digital marketing strategies and perceived value and brand trust in other industries, propose suggestions and countermeasures to improve brand trust in other industries,

3. Expanding the 5Ps to the 6Ps or the 7Ps will construct the relationship between digital marketing strategy and brand trust in a more diversified way and increase brand trust from the level of digital marketing strategy in a more comprehensive way.



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APPENDICES

Appendix A: Questionnaire (English version)

USING DIGITAL MARKETING STRATEGY AND PERCEIVED VALUE TO PROMOTE BRAND TRUST IN CHINESE MOBILE PHONE BRANDS

Dear Participants,

Thank you for taking the time to participate in this survey. This survey aims to understand your views on Chinese mobile phone brand trust in the context of their digital marketing strategies and perceived value. This is an academic questionnaire. It is anonymous, no personal names are required, and the information is confidential, so you do not need any concerns. Please provide your honest feedback and opinions to help us gain valuable insights. I keep all my data on my computer and use my ID password to log in. Keep all data without any influence within one year; the data will be collected afterward. Once again, thank you!

Part 1: About You

1. Your Age:

- (1) 20-30 years old
- (2) 31-40 years old
- (3) 41-50 years old
- (4) More than 50 years old

2. Gender:

- (1) Male
- (2) Female
- (3) No Answer

3. Educational Attainment:

- (1) Junior High School or less
- (2) High School
- (3) Two-year college
- (4) Bachelor's degree or above

4. Incomes Level (in CNY):

- (1) 3000 and below
- (2) 3000-6000
- (3) 6000-9000
- (4) 9000-12000
- (5) 12000 and above

5. Occupation:

- (1) Students
- (2) Employees/workers of non-government or state-owned enterprises
- (3) Employees/workers of government or state-owned enterprises
- (4) Freelance/self-employed workers
- (5) Others

Part 2: Scales for Digital Marketing Strategy, Perceived Value and Brand Trust

Give a mark for each response, "1" for "Strongly Disagree," "2" for "Disagree," "3" for "Neutral," "4" for "Agree", and "5" for "Strongly Agree", and put a "√" in the corresponding numbered box.

Q	Part2 Digital Marketing Strategies	Scale				
		1	2	3	4	5
Products						
6	The purchasing service shown in the online advertisement of the mobile phone brand is attractive to me.					
7	The product information shown in the online marketing of mobile phone brands is helpful to me.					
8	The after-sale service of the online marketing of mobile phone brands is attractive to me.					
9	The product details shown in the online advertisement of the mobile phone brand are attractive to me.					
Price						
10	The price displayed by the online marketing of mobile phone brands is attractive to me.					
11	Mobile phone brands offer holiday discounts.					
12	Mobile phone brands offer special low prices when shopping on-site or in-store.					
13	The payment methods (e.g., credit card, installment) offered by mobile phone brands for online purchases are attractive.					

Place		1	2	3	4	5
14	Mobile phone brand advertisements are placed in the apps I use.					
15	The live streaming of mobile phone brands is easy to find.					
16	Mobile phone brands' apps can be easily purchased.					
17	Mobile phone brands have their distribution channels on many online platforms.					
Promotion		1	2	3	4	5
18	Promotions (e.g., free gift with purchase, limited time, limited rush) offered by mobile phone brands online appeal to me.					
19	The content of mobile phone brands' live programs is attractive to me.					
20	Mobile phone brands reward online purchases.					
21	The mobile phone brand's online purchases always offer promotional combinations that appeal to me.					
22	Mobile phone brands' online promotions are appealing to me.					
People		1	2	3	4	5
23	The online staff of the mobile phone brand is always friendly.					
24	The online staff of the mobile phone brand can help me better understand and purchase the product.					
25	The spokespersons of mobile phone brands are trustworthy.					
26	The anchors of the live streaming of mobile phone brands are trustworthy.					
27	The online staff of mobile phone brands is always considerate of customers.					

Part 3: Perceived Value

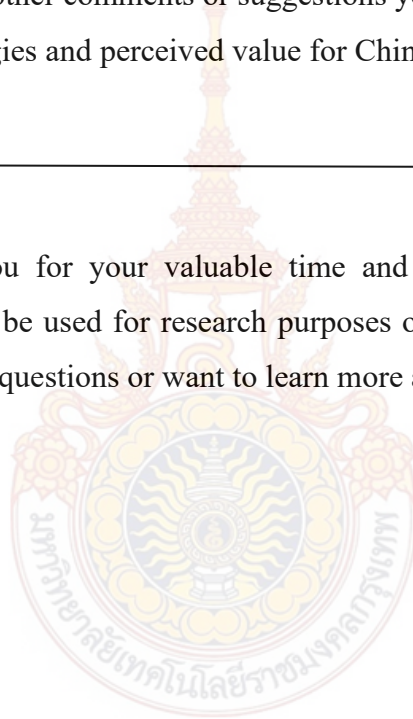
Perceived Value		1	2	3	4	5
28	The brand mobile phones are durable.					
29	The price is more economical than other brands with the same configuration (features).					
30	I feel more comfortable and at ease with the branded phone than with other brands of similar products.					
31	The benefits of the branded mobile phone outweigh the cost.					
32	Branded mobile phones help me to work, study and socialize.					

Part 4: Brand Trust

Brand Trust		1	2	3	4	5
33	Branded mobile phones give me peace of mind.					
34	Mobile phone brands can understand consumer needs and even indeed lead to consumer needs.					
35	Mobile phone brands can deliver on their promised features.					
36	Mobile phone brands have comprehensive solid strength.					
37	The mobile phone brand is trustworthy.					

38. Please share any other comments or suggestions you may have on digital marketing strategies and perceived value for Chinese mobile phone brands.

Thank you for your valuable time and feedback! Your responses are confidential and will be used for research purposes only. Please contact the research team if you have any questions or want to learn more about the study's progress.



Appendix B: 问卷调查 (Chinese version)

调查问卷：利用数字营销策略和感知价值提高中国手机品牌的品牌信任度

亲爱的参与者：

感谢您抽出宝贵的时间参与本次调查。本调查旨在了解您对中国手机品牌在数字营销策略和感知价值背景下的品牌信任度的看法。这是一份学术问卷，本问卷不记名，不需要填写个人姓名，信息绝对保密，因此您不必有任何顾虑，请提供您的真实反馈和意见，以帮助我们获得有价值的见解。请将所有数据保存在本人的电脑中，并使用 ID 密码登录。所有数据将在不受任何影响的情况下保存 1 年，之后的数据将被销毁。再次表示感谢！

第 1 部分：关于您

1. 您的年龄：

- (1) 20-30 岁
- (2) 31-40 岁
- (3) 41-50 岁
- (4) 50 岁以上

2. 性别

- (1) 男性
- (2) 女性
- (3) 其他

3.教育程度：

- (1) 初中或以下
- (2) 高中
- (3) 两年制大专
- (4) 本科或以上学历

4. 收入水平（以人民币计）： 收入水平（以人民币计）： 收入水平（以人民币计）： 收入水平（以人民币计）：

- (1) 3000 及以下
- (2) 3000-6000
- (3) 6000-9000
- (4) 9000-12000
- (5) 12000 及以上

5.职业：

- (1) 学生
- (2) 非政府或国有企业雇员/工人
- (3) 政府或国有企业雇员/工人
- (4) 自由职业者/自营职业者
- (5) 其他



第 2 部分：数字营销策略、感知价值和品牌信任度量表

每个回答打一个分数，"1"表示"非常不同意"，"2"表示"不同意"，"3"表示"中立"，"4"表示"同意"，"5"表示"非常同意"，并在相应的数字框中打"√"。

问题	第 2 部分 数字营销策略					
产品		1	2	3	4	5
6	手机品牌在线广告中展示的购买服务对我很有吸引力。					
7	手机品牌在线营销中展示的产品信息对我有帮助。					
8	手机品牌在线营销的售后服务对我有吸引力。					
9	手机品牌在线广告中显示的产品详细信息对我有吸引力。					
价格		1	2	3	4	5
10	手机品牌在线营销所显示的价格对我有吸引力。					
11	手机品牌提供节假日折扣。					
12	手机品牌在网站或商店购物时提供特别低价。					
13	手机品牌在网上购物时提供的付款方式（如信用卡、分期付款等）对我有吸引力。					
广告位置		1	2	3	4	5
14	手机品牌的广告会出现在我使用的应用程序中。					
15	手机品牌的实时流媒体很容易找到。					
16	手机品牌的应用程序很容易购买。					
17	手机品牌在许多网络平台上都有自己的分销渠道。					
促销		1	2	3	4	5
18	手机品牌在线提供的促销活动（如购买即送礼品、限时抢购）对我有吸引力。					
19	手机品牌的直播节目内容对我有吸引力。					
20	手机品牌奖励在线购买。					
21	手机品牌的在线购买总是能提供吸引我的促销组合。					
22	手机品牌的在线促销活动对我有吸引力。					
用户		1	2	3	4	5
23	手机品牌的在线员工总是很友好。					
24	手机品牌的在线工作人员能够帮助我更好地了解和购买产品。					
25	手机品牌的代言人值得信赖。					
26	手机品牌的直播主播值得信赖。					
27	手机品牌的在线工作人员总是为客户着想。					

第 3 部分：感知价值

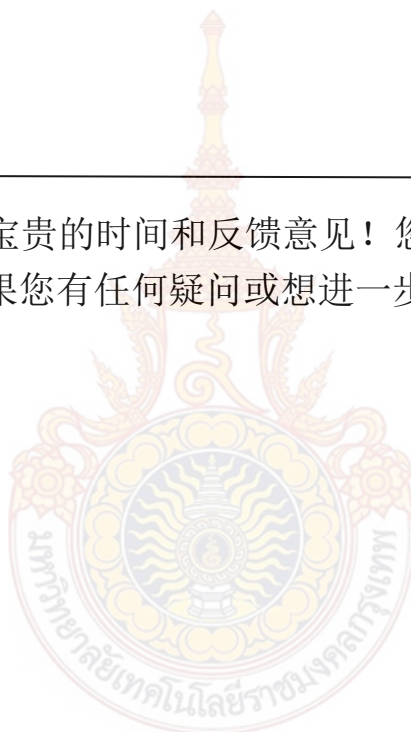
感知价值		1	2	3	4	5
28	该品牌手机经久耐用。					
29	与配置（功能）相同的其他品牌相比，价格更经济实惠。					
30	与其他品牌的同类产品相比，品牌手机让我感觉更舒适、更自在。					
31	品牌手机的好处大于成本。					
32	品牌手机有助于我工作、学习和社交。					

第 4 部分：品牌信任

品牌信任		1	2	3	4	5
33	品牌手机让我放心。					
34	手机品牌能够真正了解消费者的需求，甚至引领消费者的需求。					
35	手机品牌能够兑现承诺的功能。					
36	手机品牌具有强大的综合实力。					
37	手机品牌值得信赖。					

38.请分享您对中国手机品牌数字营销战略和感知价值的其他意见或建议。

感谢您宝贵的时间和反馈意见！您的反馈将被保密，仅用于研究目的。如果您有任何疑问或想进一步了解研究进展，请联系研究团队。



Appendix C: IOC

IOC Questionnaire

The IOC points in calculations into three rating scales for consistency and congruencies of the items. All committees had to choose only one answer as the given mark from these three choices:

+1 = Congruent with clear understanding,

0 = Uncertain or not sure whether the item is related to the study,

-1 = Not Understand or not congruent or related to this study

Questionnaire: Using Digital Marketing Strategies and Perceived Value to Improve Brand Trust in Chinese Mobile Phone Brands

Q	Part1 Digital Marketing Strategies	A	B	C	D	E	Approved data	Accepted
Products								
1	The product usage scenarios shown in the online advertisements of mobile phone brands are beautiful to me.	+1	+1	+1	+1	+1	100%	✓
2	The purchasing service shown in the online advertisement of the mobile phone brand is attractive to me.	+1	0	+1	+1	+1	80%	✓
3	The product information shown in the online marketing of mobile phone brands is helpful to me.	+1	+1	+1	+1	+1	100%	✓
4	The after-sale service of the online marketing of mobile phone brands is attractive to me.	+1	0	0	+1	+1	60%	✗
5	The product details shown in the online advertisement of the mobile phone brand are attractive to me.	+1	+1	+1	+1	+1	100%	✓
Price								
6	The prices shown by the mobile phone brand's online marketing are attractive.	+1	+1	+1	+1	+1	100%	✓
7	Mobile phone brands always offer lower prices to a particular group of customers.	+1	0	+1	+1	+1	80%	✓
8	The lower prices shown in the online ads of mobile phone brands are attractive to me.	+1	0	+1	+1	+1	80%	✓
9	Mobile phone brands offer special low prices when shopping on-site or in-store.	+1	0	+1	+1	+1	80%	✓
10	The payment methods (e.g., credit card, installment) offered by mobile phone	+1	0	+1	+1	+1	80%	✓

	brands for online shopping are attractive.							
Place								
11	Mobile phone brand advertisements are placed in the APPs I often use.	+1	0	0	+1	+1	60%	✗
12	The live streaming of mobile phone brands is easy to find.	+1	+1	+1	+1	+1	100%	✓
13	Mobile phone brands' apps can be easily purchased.	+1	+1	+1	+1	+1	100%	✓
14	The online purchase page of the mobile phone brand is easy to operate or use.	+1	+1	+1	+1	+1	100%	✓
15	Mobile phone brands have their distribution channels on many online platforms.	+1	+1	+1	+1	+1	100%	✓
Promotion								
16	Promotions offered by mobile phone brands online (e.g., gifts with purchase, limited-time offers) appeal to me.	+1	+1	+1	+1	+1	100%	✓
17	The content of mobile phone brands' live programs is attractive to me.	+1	+1	0	+1	+1	80%	✓
18	The mobile phone brands reward online purchases.	+1	0	0	+1	+1	60%	✗
19	The mobile phone brand's online purchases always offer promotional combinations that appeal to me.	+1	+1	+1	+1	+1	100%	✓
20	The mobile phone brands' online promotions are appealing to me.	+1	+1	+1	+1	+1	100%	✓
People								
21	The online staff of the mobile phone brand is always friendly.	+1	+1	+1	+1	+1	100%	✓
22	The online staff of the mobile phone brand can help me better understand and purchase the product.	+1	+1	+1	+1	+1	100%	✓
23	The salespersons of mobile phone brands are trustworthy.	+1	+1	+1	+1	+1	100%	✓
24	The anchors of the live streaming of mobile phone brands are trustworthy.	+1	0	0	+1	+1	60%	✗
25	The online staff of mobile phone brands is always considerate of customers.	+1	+1	+1	+1	+1	100%	✓
Part 2 Perceived Value								
26	The brand mobile phones are durable.	+1	+1	+1	+1	+1	100%	✓
27	The price is more economical than other brands with the same configuration (features).	+1	+1	+1	+1	+1	100%	✓
28	I feel more comfortable and convenient with branded phones than similar products from other brands.	+1	+1	+1	+1	+1	100%	✓
29	The brand phone makes me feel that its benefits are more significant than the cost of buying it.	+1	+1	+1	+1	+1	100%	✓
30	Branded mobile phones help me to work, study and socialize.	+1	+1	+1	+1	+1	100%	✓
31	Owning a branded mobile phone gives me more social recognition.	+1	+1	+1	+1	+1	100%	✓

Part 3 Brand Trust								
32	This mobile phone brand is a good choice.	+1	+1	+1	+1	+1	100%	✓
33	Branded mobile phones generally do not have quality problems.	+1	+1	+1	+1	+1	100%	✓
34	Mobile phone brands will sincerely treat the problems encountered by consumers.	+1	+1	+1	+1	+1	100%	✓
35	Mobile phone brands can understand consumer needs and even indeed lead to consumer needs.	+1	+1	+1	+1	+1	100%	✓
36	The mobile phone brands can deliver on the features they advertise.	+1	+1	+1	+1	+1	100%	✓
37	Mobile phone brands have comprehensive solid strength.	+1	+1	0	+1	+1	80%	✓
38	The mobile phone brand is trustworthy.	+1	+1	+1	+1	+1	100%	✓

Appendix D: Cronbach's Alpha Scale

Inter-Item Correlation Matrix					
	Pro1	Pro2	Pro3	Pro4	
	0.831	0.847	0.841	0.859	
Product	0.879				
	Pri1	Pri2	Pri3	Pri4	
	0.831	0.847	0.841	0.859	
Price	0.896				
	Pla1	Pla2	Pla3	Pla4	
	0.792	0.777	0.796	0.8	
Place	0.835				
	Prom1	Prom2	Prom3	Prom4	Prom5
	0.809	0.761	0.79	0.771	0.794
Promotion	0.821				
	Peo1	Peo2	Peo3	Peo4	Peo5
	0.739	0.768	0.817	0.729	0.794
People	0.808				
	PV1	PV2	PV3	PV4	PV5
	0.739	0.768	0.817	0.729	0.794
PV	0.891				
	BT1	BT2	BT3	BT4	BT5
	0.826	0.832	0.865	0.89	0.814
BT	0.874				
TOTAL ITEMS	0.893				

BIOGRAPHY

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