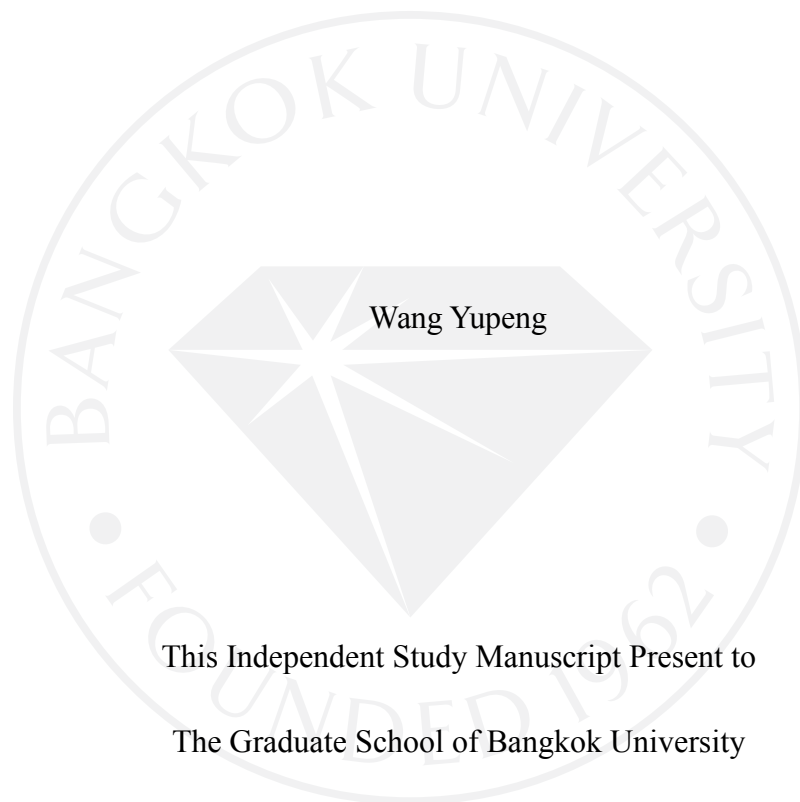


THE IMPACT OF BRAND TRUST, PERCEIVED PRODUCT QUALITY AND
PERCEIVED VALUE ON CHINESE CONSUMERS' BUYING INTENTION OF
CHINESE BRAND AUTOMOBILES



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This Independent Study Manuscript Present to
The Graduate School of Bangkok University

in Partial Fulfillment

Of the Requirements for the Degree

Master of Business Administration

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the Graduate School
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Title: THE IMPACT OF BRAND TRUST, PERCEIVED PRODUCT QUALITY AND
PERCEIVED VALUE ON CHINESE CONSUMERS' BUYING INTENTION
TO CHINESE BRAND AUTOMOBILES

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The Impact of Brand Trust, Perceived Product Quality and Perceived Value on Chinese Consumers' Buying Intention of Chinese Brand Automobiles (54 pp.)

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ABSTRACT

This independent study was aimed to investigate brand trust, perceived product quality, and perceived value affecting Chinese customers buying intention of Chinese brand automobiles. The survey questionnaire was applied for collecting the primary data. The study used frequency, percentage, mean, standard deviation and multiple regression analysis as statistical tools. The sample size was 195 Chinese people who had own cars. The results showed that the vast majority of women aged 25-34 and had undergraduate degrees. The results also revealed that brand trust, perceived product quality, and perceived value were the three significant factors that affected customers buying intention of Chinese brand automobiles at the significant level of .05.

Keywords: China, Brand trust, Perceived product quality, Perceived value, Buying intention

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Wang Yupeng

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CHAPTER 1

INTRODUCTION

This chapter aims to describe the background of the research, the statement of the problem, the research objectives, and the definition of terms.

1.1 Background of the Research

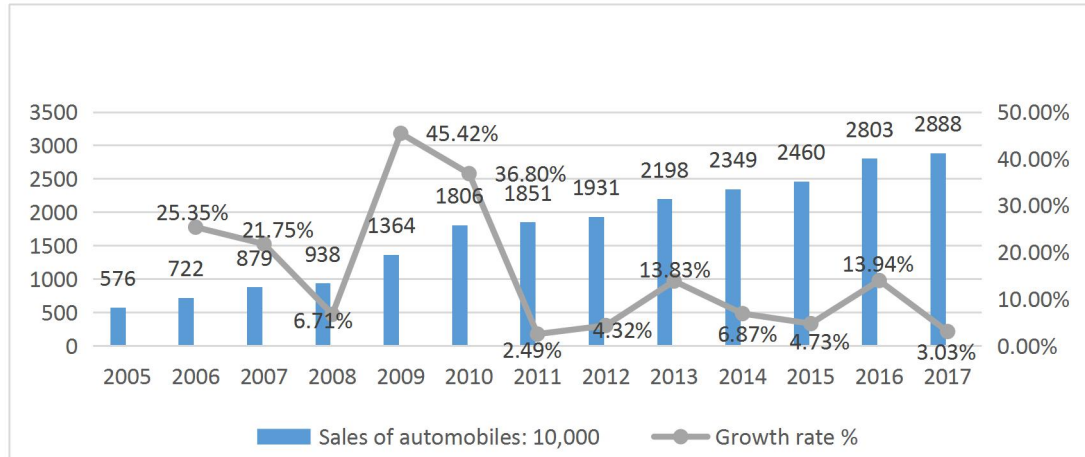
With the continuous development and Chinese people's lifestyles, automobiles have come along with the people's lives for a long time. Whether they are Chinese brands or other international brands, each brand has its own unique position in the Chinese market. From 1992 to 2002, China's auto market grew at an average annual rate of 15%, which is 10 times of the growth rate of the world auto market in the same period. After China's entry into World Trade Organization(WTO) in 2002, China's automobile industry has not been seriously impacted by imported automobiles, on the contrary, it has experienced explosive growth. In 2002, the automobile industry completed industrial added value of 151.5 billion yuan, an increase of 28.7%; sales revenue of 646.5 billion yuan, an increase of 30.8%; total profits of 43.1 billion yuan, an increase of 60.94%. Since 2016, automobile production has continued to increase substantially, and the contribution of automobile industry to economic growth has increased significantly.(2003 7, Wang Zude, Economic Operation Analysis of Automobile Industry in 2002, China's Electromechanical industry)

Recently, China's comprehensive economic strength has been continuously improved, and the people's consumption demand for automobiles has also increased. With the continuous development of the automotive industry, the production and sales of China's own brand automobiles and foreign automobiles have developed rapidly. At the same time, driven by the Chinese government's new energy automobile policy, new energy automobiles are also constantly developing and upgrading.

In 2017, China produced 29.915 million vehicles and sold 28.879 million vehicles, up 3.2% and 3% respectively from the same period last year. It has ranked first in the world for nine consecutive years. The growth rate of economic benefits of the industry was significantly higher than that of production and sales. The development momentum of new energy vehicles was strong. China's brand market share continued to increase and achieved double growth in both domestic and international markets.

According to the statistics of China's automobile sales from 2005 to 2017, the Chinese auto market has experienced rapid growth to steady.

Table 1.1: Sales and Growth Trend of China's Automobile Market from 2005 to 2017



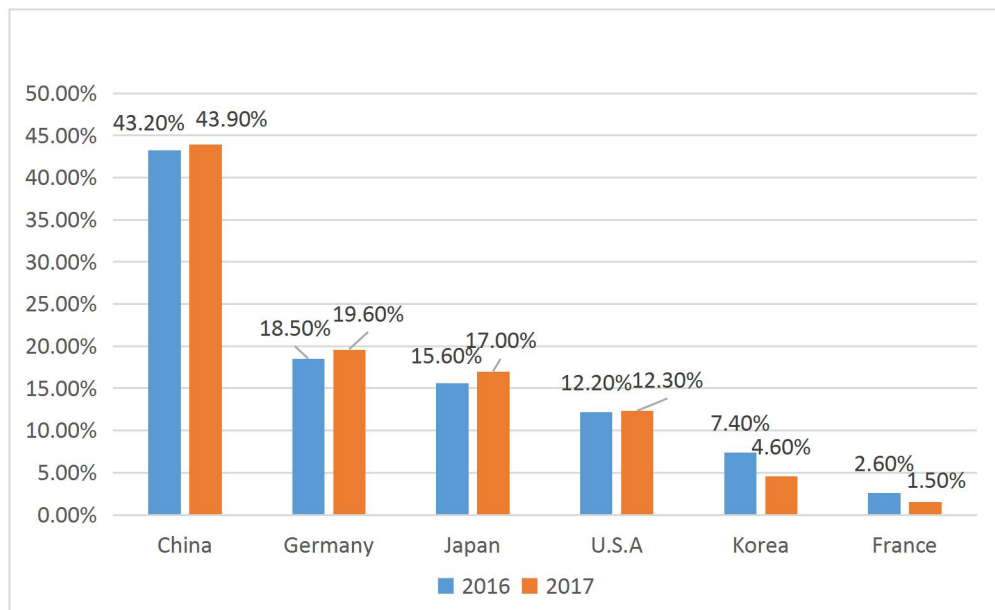
Source: *Sales and Growth Trend of China's Automobile Market from 2005 to 2017*.

(2017). Retrieved from http://www.sohu.com/a/164062297_775892

In China, Chinese cars, German cars, American cars and Japanese cars all have their own market share, but cars from four brands have their own characteristics.

The continuous development and maturity of Chinese brand automobiles can be seen from the sales of automobiles. Additionally Chinese consumers will choose Chinese brand automobiles when they buy automobiles. The appearance design and safety disposition of Chinese brand automobiles are mature. At the same price, the space and comfort of Chinese brand automobiles are higher than that of other foreign brands. Moreover, the maintenance cost of domestic automobiles is lower than that of foreign automobiles. As the technology of Chinese brand cars are continuously improve and upgrade, they are able to meet people's needs in terms of power. Therefore, whether it is cost-effective, comfort, practicability, safety, after-sales service, Chinese consumers prefer to choose Chinese brand automobiles.

Table 1.2: Comparison of Market Shares of Brand Automobile in China



Source: *Comparison of Market Shares of Brand Automobile in China*. (2017).

Retrieved from

<https://wenku.baidu.com/view/7afc2593370cba1aa8114431b90d6c85ec3a8>

885.html

Table 1.3: China Auto Sales List 2018 classified by brand name

1	SAIC Volkswagen	2019430
2	FAW Volkswagen	1991788
3	SAIC General Motors	1749496
4	Geely Automobile	1473305
5	SGMW	1316186
6	Nissan	1300042
7	Great Wall Automobile	881539
8	Chang An Automobile	826432
9	Beijing Modern	746090
10	GAC Honda	735410

Source: *China Auto Sales List 2018 classified by brand name. (2018).*

<https://wenku.baidu.com/view/7afc2593370cba1aa8114431b90d6c85ec3a8885.html>

Table 1.4: Global automobile sales volume and year-on-year growth in 2016-2017

(Unit: 10,000 vehicles, %)

Country	Sales in 2016 (10,000 vehicles)	Sales in 2017 (10,000 vehicles)	Year-on-year growth
China	2802.8	2887.89	3.04%
U.S.A	1746.5	1723.04	-1.34%
Japan	497.03	523.4	5.31%
India	366.92	401	9.29%
Germany	335.17	344.1	2.66%
Britain	269.28	254.06	-5.65%
Brazil	205.03	223.9	9.20%
France	200.52	211.1	5.28%
Italy	182.49	118.9	-34.85%
Russia	142.58	159.7	12.00%

Source: *Global automobile sales volume and year-on-year growth in 2016-2017.*

(2018). Retrieved from

<https://bg.qianzhan.com/report/detail/300/180227-3def7677.html>

According to table 1.4, China has become the largest automobile sales in the world. With the continuous development of China's economy, the production and sales of the automobile industry are also expanding, and people's demand for Chinese brand automobiles is also growing.

While many foreign brand automobiles can successfully enter into the various markets in the world, but in China, they find that most Chinese customers tend to buy Chinese brand. This situation is very interested to investigate. Many researchers

discovered that many marketing factors, such as product, price, promotion and so on, affecting consumer's buying intention and final decision.

Brand in other factors, Hess Jeff and Story(2005) explained if trust is the consensus reached by both consumers and businesses, then product quality is the key to ensure consumers' desire to buy and continuous improvement of trust in the use process. The improvement of product quality may lead to enhance customer performance of buying how or in the future. When consumers fully understood the information of the product quality (including advantage and disadvantage), consumers will have the buying intention. Additionally, source study found that customers with a high perceived value will have stronger relationship between satisfaction and buying intention(Chang and Wang, 2011).

The mentioned explanation proved that these are many factors influencing customers buying intentions. However there is not found that those three issues mentioned above are explored in the context of Chinese brand automobile industry.

Therefore, if Chinese automobile industry can better understand other kinds of factors influencing customers' and buying intentions, they can improve their products or services more effectively to serve customers' needs and continuously enhance their competitive advantage in the market. This study would like to explore how brand trust, perceived product quality and perceived value affect customers' buying intention.

Through the analysis of these three factors, we can also be used as an analysis of Chinese brand automobile in the Chinese market. Furthermore, this research is crucial

for Chinese brand automobile to improve appropriate strategies to stimulate consumers' buying intention leading to them industry sustainability in the future.

1.2 Purposes of Study

The purpose of this study is mentioned as follows:

1. To investigate how brand trust affects Chinese customers' intention to buy Chinese brand automobile.
2. To investigate how perceived product quality affects Chinese customers' intention to buy Chinese brand automobile.
3. To investigate how perceived value affects Chinese customers' intention to buy Chinese brand automobile.

1.3 Contribution of Study

The researches would like to focus the contributions of this study findings on these following concerns:

1. Regarding the expansion of academic knowledge, the results will share the knowledge relationship between customer purchase intention, brand trust, perceived product quality and perceived value, in terms of show how these three factors affect consumer purchase intention. These relationships will be used to support the marketing perspectives for further researches.
2. Regarding the business practices, the results of this study will support Chinese brands automobile and others to enter the Chinese market and to develop

strategies for attracting customers to buying automobile under the current competitive situation.

Moreover, the results would be develop the brand trust, perceived product quality, and perceived value to satisfy customers needs and their buying intention.



CHAPTER 2

LITERATURE REVIEW

The present study focused on brand trust, perceived product quality, and perceived value affecting buying intention of Chinese customer for Chinese brand automobile. The researcher has reviewed the relevant theories and previous studies. Regarding these concerns, the research hypothesis and the conceptual framework were also generated from this reviews.

2.1 Related Literature and Theories

2.1.1 Brand Trust and Buying Intention

Brand trust refers to “the willingness of the average consumer to rely on the ability of the brand to provide its stated function” (Chaudhuri & Holbrook, 2001). Brand trust embodies a kind of reliability, which means that a brand should have enough strength to influence consumer demand, while consumers are willing to trust the brand. Brand trust is essentially the commitment of businessmen to consumers. From the external image of the brand to the internal quality, it should show a responsible attitude towards consumers. Trust is a prerequisite for social behavior, especially in important decision-making (Edelman, 2011).

Brand trust is one of the determinants of buying intention(Howard & Sheth, 1969). Moreover, brand trust is one of the preconditions for consumers to buy

products or services. Trust plays an important role in predicting buying intention (Bennett & Harrell, 1975).

Moreover, brand trust stems from consumers' evaluation of company products. So brand trust is viewed as central in many studies (Doney & Cannon, 1997; Moorman et al., 1992). It is known as a significant factor in the success of an enterprise (Morgan & Hunt, 1994). When a consumer uses a company's product and is willing to continue to buy and use it, it shows that the consumer trusts the company and the product, and it is easier to form brand trust. At the same time, brand trust is generated after consumers evaluate the company's products. If companies provide consumers with confidence in the safety, honesty and reliability of their brands, brand trust will follow (Doney & Cannon, 1997). Trust building is the hope that companies will act in accordance with consumers' needs and wishes (Han & Sung, 2008). Moreover, it can be understood that brand trust is established and developed by consumers through brand direct experience.

Through the company's commitment to them, consumers have a close idea of the company's products and services, which shows that the company is attractive to consumers. Alwi et al. (2016) used brand trust as an independent variable to investigate the impact of purchase decisions on air conditioning products in Malaysia. The results show that brand trust can have a positive and significant impact on consumers' buying intentions. When consumers have confidence in the company's products, the purchase intention will change. In addition, the research of Amron (2017)

takes brand trust as an independent variable to study consumers' buying intention to MVPcar. The results show that brand trust has a positive correlation with consumers' buying intention. Therefore, based on Chinese brand automobiles, the research hypothesis is proposed as follow:

H1: There is a significant impact of brand trust on Chinese consumers' buying intention for Chinese brand automobiles.

2.1.2 Perceived Product Quality and Buying Intention

Product quality refers to the sum of characteristics and characteristics of products to meet specified needs and potential needs. Any product is manufactured to meet the user's needs. Product quality characteristics vary according to the characteristics of the product, and the performance parameters and indicators are also varied. Generally speaking, there are six aspects of quality characteristics reflecting users' needs, namely performance, life (i.e. durability), reliability and maintenance, safety, adaptability and economy (Yao Ligen & Wang Xuewen, 2012).

A study by Toivonen (2012) shows that the quality of tangible assets can be determined by their technical characteristics and performance. When consumers trust and identify with product quality, it shows that the product can meet the needs of consumers. Quality has been defined as the perception of superior product compared to other competing products (Garvin 1998; Zeithaml 1988). When consumers are faced with many alternative products, choosing the products of one of the companies

shows that the product is superior to other similar products on the whole in consumer perception. Aaker and Alvarez del Blanco (1995) and Lassar et al., (1995), said that the perception of product quality attributes are: high quality products and continuous innovation. When producers are willing to focus on the quality of their products, they can better meet the different wishes of consumers. According to Sebastianelli and Tamimi (2002), product quality is the sum of characteristics and characteristics of a product or service, depending on their ability to meet specified or implied needs.

Researchers have done a lot of research on quality problems and purchase intentions. Such as Beneke et al. (2013) examined the impact of product quality on other household goods buying intentions. The results show that the quality of products has a positive impact on consumers' buying intention. Therefore, based on Chinese brand automobiles, the research hypothesis is proposed as follow:

H2: There is a significant impact of perceived product quality on Chinese consumers' buying intention for Chinese brand automobiles.

2.1.3 Perceived Value and Buying Intention

Customer perceived value refers to the benefit of a product or service perceived by a customer after subtracting the cost of acquiring the product or service. Subjective evaluation of the utility of products or services is thus obtained(Lu Xiongwen, 2013). Thaler (1985) also believes that perceived value is an important prerequisite for influencing consumers' buying intention, because it is an integral part

of transaction utility and purchase utility. Perceived value has its root in equity theory, which considers the ratio of the consumer's outcome/input to that of the service provider's outcome/input (Oliver & DeSarbo, 1988 in Yang & Peterson, 2004). When customers think that their pay is greater than their return, they will feel a loss, but when customers think that their pay is less than their return, they will have a sense of profit satisfaction. Therefore customers are inclined to feel equitably treated if they perceive that the ratio of their outcome to inputs is comparable to the ratio of outcome to inputs experienced by the company (Oliver & DeSarbo, 1988, Yang & Peterson, 2004). They will feel treated fairly. Dodds and Monroe (1985) proposed that the relationship model of price, quality and perceived value and mentioned that perceived value is an important factor in consumers' purchasing decision process, and consumers will buy a product with high perceived value. According to Utility Theory, the probability of purchase intention will increase, when consumers acquire more benefits than they pay for a product (Dickson & Sawyer, 1990).

Therefore, many researchers have made many studies on the impact of customer perceived value on buying intention. Many researchers believe that perceived value is an important factor in buying intentions (Chen & Quester, 2006; Cornin et al., 2000; Pura, 2005). Of course, consumers of different strata have different understanding of perceived value, and different perceived value has different purchasing intentions. (Swait & Sweeney 2000). Therefore, based on Chinese brand automobiles, the research hypothesis is proposed as follow:

H3: There is a significant impact of perceived value on Chinese consumers' buying intention for Chinese brand automobiles.

2.1.4 Buying Intention

Dodds, Monroe and Grewal (1991) argue that different perceptions affect consumers' willingness to buy products. Purchasing intention can be used as a criterion for the possibility of consumers to buy products. The higher the purchasing intention, the greater the possibility of consumers to buy products (Dodds, et al. 1991; Schiffman & Kanuk, 2000). Buying intention shows that buyers collect relevant information by mastering their knowledge, options and external environment, and make buying intention choices by considering alternatives.(Zeithaml, 1988; Dodds et al. 1991; Schiffman & Kanuk, 2000; Yang, 2009; Bukhari et al., 2013; Rizwan et al., 2013). Therefore, consumers may be unable to purchase the brand's legitimate products, and then choose to buy low-cost counterfeit products to meet their needs (Chuchinprakarnm, 2003; Chaudhry et al., 2009).

Although purchase intention can only be regarded as a dynamic intention, affordability is an economic variable. The purchase of goods is achieved by the ability to pay consumers, but whether the buyer realizes that the goods are expensive or cheap. It is very important for marketers to know consumers' buying intention, because they can predict consumers' behavior by their purchase intention. Although uncertainties are constantly changing, we can timely and effectively adjust the overall

strategic direction by grasping the purchase intention. Wang (2006) took brand image as independent variable and purchase intention as dependent variable, and found that the higher the brand image, the higher the purchase intention. Monroe and Krishnan (1985) proposed that perceived value and perceived quality affect purchase intention. When perceived value and perceived quality are higher, consumers' buying intention will higher. Zeithaml (1988) also indicated that the higher perceived value, the higher buying intention.

2.2 Hypothesis Statement

From the documentary reviews including the theories and previous researches, the research hypotheses are generated summaries as follows:

Hypothesis 1: There is a significant impact of brand trust on Chinese consumers' buying intention for Chinese brand automobiles.(Chaudhuri & Holbrook, 2001; Edelman, 2011; Howard & Sheth, 1969; Bennett & Harrell, 1975; Doney & Canoon, 1997; Moorman er al, 1992; Morgan & Hunt, 1994; Han & Sung, 2008; Alwi et al., 2016; Amron, 2017)

Hypothesis 2: There is a significant impact of perceived product quality on Chinese consumers' buying intention for Chinese brand automobiles. (Yao & Wang, 2012; Toivonen, 2012; Garvin & Zeithaml, 1988; Blanco, 1995; Lassar et al., 1995; Tamimi, 2002; Benek et al., 2013)

Hypothesis 3: There is a significant impact of perceived value on Chinese consumers' buying intention for Chinese brand automobiles.(Lu, 2013; Thaler, 1985; Oliver & Desarbo, 1988; Yang & Peterson, 2004; Dodds & Monroe, 1985; Dickson & Sawyer, 1990; Chen & Quester, 2006; Cornin et al., 2000; Pura, 2005; Swait & Sweeney, 2000)

2.3 Conceptual Framework

As shown in Figure 2.1, important variables in this study include brand trust, perceived product quality, and perceived value as independent variables and buying intention as dependent variables.



Figure 2.1: The relationship between brand trust, perceived product quality, perceived value and buying intention.

CHAPTER 3

METHODOLOGY

In this chapter, the researcher describes the detail of methods of research, who are the respondents and sampling procedures, research instruments with its measurement including, reliability result, trust and content validity explanation, and , the statistics for data analysis. The details one as shown below.

3.1 Research Design

This research aims to confirm the impact of brand trust, perceived product quality and perceived value toward Chinese customers buying intention for Chinese brand automobile. The quantitative methodological approach was considered to use for this research. As explained by Bryman (1984), the aim of quantitative approaches in common is to explore, identify and verify on the causal relationships between such variables.

The survey questionnaire was applied for the data collection, in which Malhotra and Birks (2007) described survey questionnaire method as simple technique for data collection based upon the use of structured questions provided to a participants. This technique was considered as suitable for this study with limited time and budget. Questionnaires were distributed to Chinese consumers aged between 20 and 60 by randomly sampling. The consumers in that age group had almost worked and had a certain income. They can effectively provide the most objective data, and ensure the true validity of the questionnaire.

3.2 Population and Sample Selection

3.2.1 Population

The study involved 195 Chinese consumers who had bought cars, age between 20 and 60, regardless of gender, education, occupation and income. All participants have their own cars, and have a certain understanding of the car brand.

3.2.2 Sampling and Samples size

The researcher chose to use the purposive sampling method to collect the data based on non-probability sampling technique. Based on the purposive sampling, the researchers collected 195 samples from people who had already purchased vehicles. Then, samples were furtherly applied in selecting respondents in regard to accessibility of researcher in reaching the targeted respondents. Applying the G-star power program(Cohen,1977), the sample size would be 195 respondents approximately.

3.3 Instruments for Data Collection

In this study, the questionnaires were designed based on the research objectives and conceptual framework which included three independent variables, including brand trust, perceived product quality and perceived value and one dependent variable, which was Chinesees' customer buying intention. The researcher

divides the questionnaires into five following parts with the use of closed-end questions.

Firstly, part one was designed for demographic data of respondents. The close-ended demographic questions consisted of gender, age, occupation, education, automobile brand use and driving age. The multiple choice was provided for respondents to answer the questions.

Secondly, the part two was to explore the customer's trust in automobile brand. The close-ended questions about brand trust and divided into 7 questions. The part two is for the measurement of each variable, with the use of Five-point Likert's scale employed with anchors ranging from 1 = Strongly disagree, 2 = Rather disagree, 3 = Moderate, 4= Rather agree and 5 = Strongly agree for all questions in this part.

Thirdly, the third part was to explore customer perception of automobile product quality. The close-ended questions about perceived product quality and divided into 6 questions.

Fourth, the fourth part is to explore the perceived value of customers to automobiles. The close-ended questions about perceived value and divided into 6 questions.

The part three and four were for the measurement of each variable, with the use of the Five-point Likert's scale employed with anchors ranging from 1 = Most lowly perceive, 2 = Rather lowly perceive, 3 = Moderately perceive, 4= Rather highly perceive 5 = Mostly highly perceive for all questions in all of two parts.

Fifth, the fifth part was to explore the purchase intention of customers. The close-ended questions about buying intention and divided into 7 questions. The part was also used the Five-point Likert's scale employed with anchors ranging from 1 = Mostly low intention, 2 = Rather low intention, 3 = Moderate intention, 4= Rather high intention and 5 = Mostly high intention for all questions in this part.

The questionnaire was pre-tested with 32 samples for verifying the reliability of measurements.

Regarding part 2, part 3, part4 and part 5 the researcher exercised on the Likert's 5-point scale for measuring the statistical mean range for mean interpretation as follows:

$$\begin{aligned} \text{Range} &= \frac{\text{Maximum-Minimum}}{\text{Scale level}} \\ &= \frac{5 - 1}{5} = 0.80 \end{aligned}$$

Table 3.1: The range of mean interpretation

Range	Interpretation
1.00 – 1.80	Strongly disagree / Most lowly perceive/ Mostly low intention
1.81 – 2.61	Rather disagree / Rather lowly perceive/ Rather low intention
2.62– 3.42	Moderate / Moderately perceive/ Moderate intention
3.43– 4.23	Rather agree/ Rather highly perceive/ Rather high intention
4.24 – 5.00	Strongly agree/Most highly perceive/ Mostly high intention

3.4 Content Validity Measurement

In order to approve the content of questions of the questionnaire, a researcher submitted the questionnaire to the adviser for his determination and suggestions. After that the researcher had developed the questionnaire based on the adviser's suggestion before distributing it to the pilot-test samples for measuring reliability value.

3.5 Reliability Measurement

Reliability analysis will be conducted as the pilot-test to test the consistency of measurement by using Cronbach's alpha method. An alpha of 0.6 and higher indicates that there is an acceptable level of internal consistency among the items making up factors (Hair, Tatham, Ronald, Anderson, & Black, 1998).

The questionnaire was examined to ensure that all respondent had a common understanding to answer all questions in the questionnaire. The table 3.1 illustrates each part of questionnaire has accepted the value of Cronbach's Alpha coefficient. The reliability was indicated by using the value of Cronbach's Alpha Coefficient. The value of Cronbach's Alpha Coefficient of overall questionnaire was 0.849.

Table 3.2: Reliability Analysis of Cronbach's Alpha Coefficient

Variables	Cronbach's Alpha Coefficient			
	Pilot Test		Field Survey	
	Item	n = 32	Items	n = 195
Brand trust	7	0.886	7	0.772
Perceived product quality	6	0.953	6	0.680
Perceived value	6	0.904	6	0.634
Buying intention	7	0.905	7	0.616
Overall	26	0.968	26	0.849

3.6 Data Analysis

The data analysis was conducted applying Statistical Package for Social Sciences (SPSS) program version 22. Consequently, the statistical techniques used for data analysis and interpretation included descriptive and inferential statistics as follows:

Descriptive statistical analysis: It was to analyze demographic data such as gender, age, income, and occupation and to present those data in forms of frequency and percent (Hair et al., 2013).

Reliability test: By using SPSS, it provided the reality value for Cronbach's alpha coefficient. The variables will be considered acceptable if Cronbach's alpha is equal 0.65 or higher (Nunnally, 1978).

Multiple Regression Analysis: It was deemed as the way to calculate a coefficient of multiple determination and regression using more than independent variables (Hair et al., 2013). This study aims to investigate 3 independent variables: brand trust, perceived product quality and perceived value; the dependent variable is customer buying intention. This test analyzed how these factors had the influence Chinese customer buy Chinese brand automobile intention.

CHAPTER 4

RESEARCH FINDINGS AND DATA ANALYSIS

The research findings which derived from data analysis of 195 questionnaire sets were presented in 7 parts as follows:

4.1 The Analysis of Demographic Data of Samples

Table 4.1: Frequency and Percentage of samples classified by Gender. (n=195)

Gender	Frequency(n)	Percentage(%)
Male	88	45.1
Female	107	54.9
Total	195	100

The total number of respondents was 195, including 88 males (45.1%) and 107 females (54.9%).

Table 4.2: Frequency and Percentage of samples classified by Age.(n = 195)

Age	Frequency(n)	Percentage(%)
15-24	31	15.9
25-34	97	49.7
35-44	25	12.8
45-54	35	17.9
55 and above	7	3.6
Total	195	100.0

The total number of respondents is 195, the majority of them are between 25 and 34 years old, 97 people, accounting for 49.7% of the total number.

The second is 45-54 years old, 35 people(17.9%).

The third is 15-24 years old, 31 people(15.9%).

The fourth is 35-44 years old, 25 people(12.8%).

And the fifth is over 55 years old, 7 people(3.6%), respectively.

Table 4.3: Frequency and Percentage of samples classified by Occupation.(n = 195)

Occupation	Frequency(n)	Percentage(%)
Private employee	32	16.4
Government employee	66	33.8
Business owner	51	26.2
Freelance	46	23.6
Total	195	100.0

The majority of respondents were government employee, with 66 people (33.8%). business owner was the second largest, with 51 people(26.2%). The third was freelance, with 46 people(23.6%). While the lowest number was private employee, with 32 people(16.4%).

Table 4.4: Frequency and Percentage of samples classified by Education.(n = 195)

Education	Frequency(n)	Percentage(%)
Below bachelor's degree	69	35.4
Bachelor's degree	85	43.6
High than bachelor's degree	41	21.0
Total	195	100.0

Most respondents have education level in bachelor's degree was equal to 85 respondents (43.6%), below bachelor's degree 69 respondents (35.4%), and higher than bachelor's degree 41 respondents (21.0%), respectively.

Table 4.5: Frequency and Percentage of samples classified by Own automobile.(n = 195)

Own automobile	Frequency(n)	Percentage(%)
Yes	195	100
No	0	0
Total	195	100

All respondents own a car.

Table 4.6: Frequency and Percentage of samples classified by Automobile brand.(n = 195)

Automobile brand	Frequency(n)	Percentage(%)
Chinese brand	53	27.2
European brand	52	26.7
American brand	42	21.5
Korean brand	25	12.8
Japanese brand	23	11.8
Total	195	100.0

Most of the respondents purchased Chinese brand cars, 53 people(27.2%).

The second is to buy European brand cars, 52 people(26.7%).

The third is to buy American brand cars, 42 people(21.5%).

The fourth is to buy Korean brand cars, 25 people(12.8%).

While the fifth is to buy Japanese brand cars, 23 people(11.8%), respectively.

Table 4.7: Frequency and Percentage of samples classified by Driving age. (n = 195)

Driving age	Frequency(n)	Percentage(%)
1-3 years	102	52.3
4-7 years	74	37.9
8-12 years	12	6.2
More than 12 years	7	3.6
Total	195	100.0

Most of the respondents were driving for 1-3 years, 102 people(52.3%).

The second largest number of respondents were those with driving age of 4-7 years(74, 37.9%).

The third largest number of respondents was 8-12 years of driving age, with 12 people(6.2%).

And over 12 years driving age was the lowest, with 7 people (3.6%), respectively.

4.2 The Analysis of Brand Trust

Table 4.8: Mean and Standard deviation of brand trust. (n = 195)

Brand trust	Mean	Std. deviation	Interpretation
1. I have self-confident to buy Chinese brand automobile.	2.605	1.177	Moderate
2. I will buy Chinese brand automobile as my new car.	2.544	1.104	Moderate
3. I greatly appreciate when I suggest other persons to buy Chinese brand automobile.	2.472	1.090	Moderate
4. I firstly recognize Chinese brand automobile when I think about automobile.	2.354	1.022	Moderate
5. I have never had any serious problems with Chinese brand automobile that I belong.	2.313	1.030	Moderate
6. I have never thought to use the other foreign brand automobiles.	2.072	0.933	Rather disagree
7. I have never change my mind to use the other foreign brand according to the reliable quality of Chinese brand automobile.	2.790	1.104	Moderate
Average value	2.450	1.066	Rather disagree

According to table 4.8, most respondents rather disagreed about having brand trust on Chinese brand automobiles. However, considering in each transaction, the results were found that the respondents moderately agreed with never changing their minds to use the other foreign brand according to the reliable quality of Chinese brand automobiles (Mean=2.790, S.D.=1.104), followed by having self-confident to buy Chinese brand automobiles (Mean=2.605, S.D.=1.177), buying Chinese brand

automobiles as their new cars (Mean=2.544, S.D.=1.104), greatly appreciating when they suggest other persons to buy Chinese brand automobile (Mean=2.472, S.D.=1.090), firstly recognizing Chinese brand automobiles when they think about automobiles (Mean=2.354, S.D.=1.022), and never having any serious problems with Chinese brand automobiles (Mean=2.313, S.D.=1.030) consecutively. Moreover, it was found that the respondents rather disagreed that they never thought to use the other foreign brand automobiles (Mean=2.072, S.D.=0.933).

4.3 The Analysis of Perceived Product Quality

Table 4.9: Mean and Standard deviation of perceived product quality. (n = 195)

Perceived product quality	Mean	Std. deviation	Interpretation
1. Chinese brand automobile has good safety system.	3.077	1.084	Moderately perceive
2. Chinese brand automobile is really designed for Chinese's lifestyle.	3.123	1.072	Moderately perceive
3. Chinese brand automobile uses natural energy less than the other foreign brands do.	3.036	1.086	Moderately perceive
4. Chinese brand automobile has better efficiency in driving.	2.918	1.032	Moderately perceive
5. Chinese brand automobile's work system can protect the environment from pollution.	2.913	1.083	Moderately perceive
6. Chinese brand automobile is durable for using in the long period	2.959	1.102	Moderately perceive
Average value	3.004	1.077	Moderately perceive

According to table 4.9, it was found that most respondents moderately real design for Chinese's lifestyle as the first ranking(Mean=3.123, S.D.=1.072), followed by perceived of Chinese product quality in terms of good safety system(Mean=3.077, S.D.=1.084), using natural energy less than the other foreign brands(Mean=3.036, S.D.=1.086), durably using in the long period(Mean=2.959, S.D.=1.102), better efficiency while driving(Mean=2.918, S.D.=1.032), and work system to protect the environment from pollution(Mean=2.913, S.D.=1.083) consecutively. Moreover, it was show that most respondents perceived about product quality of Chinese brand automobiles in moderate level(Mean=3.004, S.D.=1.077).

4.4 The Analysis of Perceived Value

Table 4.10: Mean and Standard deviation of perceived value. (n = 195)

Perceived value	Mean	Std. deviation	Interpretation
1. Chinese brand automobile can save my money for buying.	3.164	1.146	Moderately perceive
2. Chinese brand automobile provides more benefits comparing to the price that I paid before.	3.144	1.108	Moderately perceive
3. Chinese brand automobile gives me an proud among my social relationship.	2.872	1.079	Moderately perceive
4. Chinese brand automobile can save my life when driving.	2.877	1.033	Moderately perceive
5. Chinese brand automobile can make my life convenient.	3.082	1.017	Moderately perceive
6. Chinese brand automobile makes me as a part of social members.	2.985	1.077	Moderately perceive
Average value	3.021	1.077	Moderately perceive

According to table 4.10, most respondents rather agreed about having perceived value on Chinese brand automobiles. However, considering in each transaction, the results were found that the respondents moderately agreed with money saving for buying Chinese brand automobiles (Mean=3.164, S.D.=1.146), followed by more benefits comparing to the price that they paid before (Mean=3.144, S.D.=1.108), making their life convenient (Mean=3.082, S.D.=1.017), making them as parts of social members (Mean=2.985, S.D.=1.077), life safety when driving (Mean=2.877, S.D.=1.033). Moreover, it was show that most respondents perceived about proudness among their social relationship in moderate level (Mean=2.872, S.D.=1.079).

4.5 The Analysis of Buying Intention

Table 4.11: Mean and Standard deviation of buying intention. (n = 195)

Buying intention	Mean	Std. deviation	Interpretation
1. Comparing with the other foreign brand, Chinese brand automobile is cheaper.	3.303	1.073	Rather high intention
2. Comparing with the other foreign brand, Chinese brand automobile has better work-efficiency.	3.077	1.030	Moderate intention
3. Comparing with the other foreign brand, Chinese brand automobile is very popular.	2.918	1.032	Moderate intention

(Continued)

Table 4.11 (Continued): Mean and Standard deviation of buying intention. (n = 195)

Buying intention	Mean	Std. deviation	Interpretation
4. Comparing with the other foreign brand, most people advise to use Chinese brand automobile.	2.985	1.091	Moderate intention
5. Comparing with the other foreign brand, Chinese brand automobile is appropriately designed for Chinese people's lifestyles.	3.031	1.093	Moderate intention
6. Comparing with the other foreign brand, Chinese brand automobile consumes lower energy.	3.021	1.074	Moderate intention
7. Comparing with the other foreign brand, Chinese brand automobile's spare parts are easily available.	3.308	1.073	Rather high intention
Average value	3.092	1.067	Moderate intention

According to table 4.11, most respondents rather agreed about having perceived value on Chinese brand automobiles. However, considering in each transaction, the results were found that the respondents moderately agreed with cheaper price of Chinese brand automobiles (Mean=3.303, S.D.=1.073), followed by Chinese brand automobiles can easy availability (Mean=3.308, S.D.=1.073), better work efficiency (Mean=3.077, S.D.=1.030), appreciate design for Chinese's

lifestyle(Mean=3.031, S.D.=1.074), consuming lower energy(Mean=3.021, S.D.=1.074), advice of most people(Mean=2.985, S.D.=1.091). Moreover, it was show that most respondents perceived about having popular brand in moderate level(Mean=2.872, S.D.=1.079).

4.6 Results of Multiple Regression Analysis

Table 4.12: Multiple Regression Analysis

Independent Variables	B	Beta	t	Sig.
Brand trust	.105	.124	2.305	.022*
Perceived product quality	.382	.372	5.608	.000*
Perceived value	.381	.357	5.434	.000*

Dependent Variable: Chinese Consumers' Buying Intention

Adjusted R square=.484, F=61.608, P*<0.05

According to Table 4.12, the consequence of multiple regression analysis found that brand trust, perceived product quality and perceived value significantly affected with Chineses' customers' buying intention.

The results also show that perceived product quality has the greatest impact on Chinese consumers' buying intention of Chinese brand automobiles($\beta=0.372$), followed by perceived value ($\beta=0.357$), and finally brand trust ($\beta=0.124$).

4.7 The analysis of Hypothesis Testing

Table 4.13: Summary of Hypothesis Testing Results

Hypotheses	Results
H1: There is a significant impact of brand trust on Chinese consumers' buying intention for Chinese brand automobiles.	Accepted
H2: There is a significant impact of perceived product quality on Chinese consumers' buying intention for Chinese brand automobiles.	Accepted
H3: There is a significant impact of perceived value on Chinese consumers' buying intention for Chinese brand automobiles.	Accepted

Table 4.13 showed that hypothesis 1, 2, and 3 were accepted.

CHAPTER 5

DISCUSSION AND RECOMMENDATION

This independent study was quantitative research which aimed to study brand trust, perceived product quality, and perceived value affecting Chinese customer buying intention for Chinese brand automobile. The questionnaires were used for collecting data from 195 respondents in China. The data were analyzed by implementing SPSS Statistics. Finally, the research results were summarized, discussed, and proposed for the practical recommendation and further research.

5.1 Research Findings and Conclusion

According to the personal data of 195 respondents, it was found that most of the respondents were female with the percentage of 54.9, aged 25-34 with the percentage of 49.7, completed bachelor's degree with the percentage of 43.6, owned the most brand cars in China with the percentage of 27.2, driving age 1-3 years with the percentage of 52.3.

This study was aimed to test the model of the Chinese consumers' buying intention of Chinese brand automobile. The buying decision model in this study employed brand trust, perceived product quality and perceived value as the independent variables, while the buying intention was the dependent variable. This study found that the three independent variables were proven to be capable of

significantly influencing Chinese consumer decision in buying the product of Chinese brand automobile in a positive direction. The results of multiple regression analysis showed that brand trust, perceived product quality and perceived value had a significant impact on Chinese consumers' buying intention of Chinese brand automobiles, which is of statistical significance of 0.05. In addition, the survey results were also showed that perceived product quality ($\beta=0.372$) had the greatest impact on Chinese consumers' buying intention of Chinese brand automobiles, followed by perceived value ($\beta=0.357$), and brand trust ($\beta=0.124$).

5.2 Discussion

Hypothesis 1: There is a significant impact of brand trust on Chinese consumers' buying intention for Chinese brand automobiles. The research results showed that brand trust affected Chinese consumers buying Intention for Chinese brand automobile. This finding is supported by the theoretical concepts and previous researchers explained by Chaudhuri and Holbrook 2001, Edelman 2011, Howard and Sheth 1969, Bennett and Harrell 1975, Doney and Canoon 1997, Moorman er al 1992, Morgan and Hunt 1994, Han and Sung 2008, Alwi et al 2016, Amron 2017.

Be related to the findings discovered by Howard and Sheth (1969), the results of this study showed that brand trust of consumers is one of the determinants of buying intention. Moreover, trust is one of the premises in important decision-making processes, which is in line with Edelman (2011), Bennett and Harrell (1975). When

consumers understand the company's brand through experience products and other channels, they will hope that the products can meet their needs and aspirations, which is the process of trust building. It can also be explained that if companies provide consumers with confidence in the safety, integrity and reliability of their brands, brand trust will follow (Doney & Cannon, 1997). In these studies, we can see that brand trust is regarded as the core by many researchers and enterprises (Doney & Cannon, 1997; Moorman et al., 1992). It also has a significant impact on consumers' buying intention.

Hypothesis 2: There is a significant impact of perceived product quality on Chinese consumers' buying intention for Chinese brand automobiles. The research results showed that perceived product quality affected Chinese consumers buying Intention for Chinese brand automobile. This finding is supported by the theoretical concepts and previous researchers explained by Yao and Wang 2012, Toivonen 2012, Garvin and Zeithaml 1988, Blanco 1995, Lassar et al 1995, Tamimi 2002, Benek et al 2013.

The performance, life, reliability, safety, adaptability and economy of the product are aspects that consumers mostly pay attention to, which accords with the quality characteristics explained by Yao and Wang (2012). At the same time, consumers are most concerned about adaptive needs, which means that when manufacturers are willing to focus on product quality and service quality, they can better meet the different needs of consumers (Sebastianelli and Tamimi 2002). When

other countries' brand automobiles emerged as alternatives, the Chinese consumers who chose Chinese brand automobiles were still the most. This also means that quality is defined as the recognition of quality products compared with other competing products (Garvin 1998; Zeithaml 1988). With the continuous development of China's economy, based on product quality and continuous innovation and development, Chinese brand automobiles are more able to meet the consumption needs of the Chinese people. In 1995, Aaker and Alvarez del Blanco and Lassar et al. expressed their perception of product quality attributes: high-quality products and continuous innovation. This shows that the perceived product quality of Chinese consumers can have a significant impact on the buying intention of Chinese brand automobiles.

Hypothesis 3: There is a significant impact of perceived value on Chinese consumers' buying intention for Chinese brand automobiles. The research results showed that perceived value affected Chinese consumers buying Intention for Chinese brand automobile. This finding is supported by the theoretical concepts and previous researchers explained by Lu 2013, Thaler 1985, Oliver and Desarbo 1988, Yang and Peterson 2004, Dodds and Monroe 1985, Dickson and Sawyer 1990, Chen and Quester 2006, Cornin et al 2000, Pura 2005, Swait and Sweeney 2000.

Consumers' first consideration in perceived value is that the price of Chinese brand cars is cheaper than that of other countries' brand cars. They can make subjective evaluation of the utility of products or services (Lu Xiongwen, 2013).

Chinese consumers will compare products of the same type and different brands in many ways, and ultimately choose a product that best meets their needs. Oliver, DeSarbo (1988) and Yang, and Peterson (2004) have all said that consumers will conduct a supervisory analysis of the ratio of results/inputs to service providers' results/inputs and select the most advantageous products. This is also in line with the statement that the probability of buying willingness will increase when consumers benefit more than they buy products (Dickson & Sawyer, 1990). Therefore, perceived value is an important prerequisite for influencing consumers' buying intention, because it is an integral part of transaction utility and purchase utility (Thaler 1985).

5.3 Recommendation for Managerial Implications

Based on the research findings, the Chinese brand automobile business can initiate Chinesees' buying intention by recognizing brand trust, perceived product quality, perceived value respectively.

According to brand trust, the business owners have to focus on:

1. Improve the popularity of users and carry out necessary advertising campaigns.
2. Improving the internal service quality and customer satisfaction.
3. Products conform to consumers' consumption psychology and habits.
- 4.Emphasize the cultivation of employee loyalty and promote corporate culture.

According to perceived product quality, the transactions which the business can focus on:

1. Strengthen the quality consciousness of the production personnel and strengthen the personal quality of the production personnel.
2. Improving the design quality of products and eliminating hidden dangers as far as possible from the source.
3. Use high quality raw materials.
4. Strengthen supervision in production process.

According to perceived value of products, the transactions which the business can focus on:

1. Production of diversified products to meet different consumer habits, to accurately brand positioning to meet customer psychological and emotional needs.
2. On the basis of cost control, increase product functions as much as possible to meet the consumption needs of different consumers.
3. On the premise of guaranteeing the quality, make the product safer.
4. Can really help consumers solve the necessary problems.
5. Improve the core competitiveness of enterprises, whether it is product price or service system.

5.4 Recommendation for Further Research

This research is mainly aimed at the central and eastern regions of China. The respondents with automobiles are randomly selected through questionnaires to answer the questions. Spatially, similar studies in the future can be conducted in other parts of China on the basis of the relevant materials in this paper. By studying the distribution of different regions, we can get a more intuitive understanding of the buying intentions of most consumers in China.

The respondents in this paper are mainly between 25 and 34 years old (49.7%) and are younger. This age group is now the largest economic contributor in China, and in order to more effectively reflect the consumer will of most Chinese consumers, future research should be closer to this age group. First, we can understand the mainstream buying intention of Chinese consumers; second, we can have more predictive significance for future research.

This paper mainly introduces the general analysis of Chinese consumers' intention to consume Chinese brand automobiles, and fails to do the analysis of different income and different levels. Future analysis can also differentiate income or consumption concepts, so as to make relevant analysis for different income groups. Researchers can also add other independent factors, such as perceived risk, population distribution, physical environment and consumer psychology, to analyze consumers' buying intention through more perspectives and directions.

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QUESTIONNAIRE:

影响中国顾客购买中国品牌汽车的购买意愿调查问卷

Questionnaire on the Buying Intention of Chinese Customers to Buy Chinese Brand Automobile

亲爱的参与者:

我是曼谷大学的一名学生,正在对中国消费者对中国品牌汽车的购买意向进行关于品牌信任、感知产品质量和感知价值的研究。我希望您愿意参与。您的回答对我很重要,非常感谢您的支持。

Dear Participants,

I am a student of the Bangkok University, and conducting a research study on brand trust, perceived product quality and perceived value toward buying intention of Chinese customer for Chinese brand automobile. I hope that you are willing to participate. your answer are very important to me and thank you very much for your support.

第一部分:个人资料(Part I: Demographic data)

说明:请根据实际情况选择与您情况最相近的一个选项。

(**Instruction:** Please check only one answer that is mostly related to your opinions.)

1. 性别 (Gender)

- A. 男 (Male) B. 女 (Female)

2. 年龄 (Age)

- A. 15--24 B. 25--34 C. 35--44 D. 45--54 E. 55岁及以上

3. 职业 (Occupation)

- A. 私人雇员 (Private employee)
B. 公务员、事业单位 (Government employee)
C. 企业主 (Business owner)
D. 自由职业者 (Freelance)

4. 教育程度 (Education)

- A. 学士学位以下 (Below bachelor's degree)
B. 学士学位 (Bachelor's degree)
C. 高于学士学位 (Higher than bachelor's degree)

5. 你有自己的汽车吗? (Do you have your own automobile?)

- A. 有 (Yes) B. 没有 (No)

6. 你的汽车是什么牌子的? (What is the brand of your automobile?)

- A. 中国品牌(Chinese brand) B. 欧洲品牌(European brand)
 C. 美国品牌(American brand) D. 韩国品牌(Korean brand)
 E. 日本品牌(Japanese brand)

7. 你的驾驶年龄有多长? (How long have you driven a car?)

- A. 1-3 年(1-3 years) B. 4-7 年(4-7 years)
 C. 8-12 年(8-12 years) D. 12 年以上(More than 12 years)

第二部分: 品牌信任(Part II: Brand trust)

说明: 您对中国汽车品牌信任有何看法? 请根据实际情况选择与您情况最相近的一个选项并在对应方框中打√。

(Instruction: What do you think about brand trust on Chinese automobile?

Please put √ in the only one block which is mostly related to you.)

1=非常不同意(Strongly disagree) 2=不同意(Rather disagree)

3=中等(Moderate) 4=同意(Rather agree) 5=非常同意(Strongly agree)

品牌信任陈述 Statements of brand trust	同意级别 Level of agreement				
	1	2	3	4	5
8. 我有信心购买中国品牌的汽车。 (I have self-confident to buy Chinese brand automobile.)					
9. 我会购买中国品牌的汽车作为我的新车。 (I will buy Chinese brand automobile as my new car.)					
10. 我会强烈建议别人购买中国品牌汽车。 (I greatly appreciate when i suggest other persons to buy Chinese brand automobile.)					
11. 当我想到汽车时, 我首先想到到中国品牌汽车。 (I firstly recognize Chinese brand automobile when I think about automobile.)					
12. 我从来没有对我的中国品牌汽车有过任何的问题。 (I have never had any serious problems with Chinese brand automobile that I belong.)					
13. 我从未想过要用其他外国品牌的汽车。 (I have never thought to use the other foreign brand automobiles.)					
14. 因为中国品牌汽车的可靠品质, 我从未改变主意想去使用其他国外品牌。 (I have never change my mind to use the other foreign brand according to the reliable quality of Chinese brand automobile.)					

第三部分：感知产品质量(Part III: Perceived product quality)

说明：您如何看待中国品牌汽车的产品质量？请根据实际情况选择与您情况最相近的一个选项并在对应方框中打√。

(Instruction: How do you perceive about product quality of Chinese brand automobile? Please put √ in the only one block which is mostly related to you.)

- 1=最低感知(Most lowly perceive) 2=低感知(Rather lowly perceive)
 3=中等感知(Moderately perceive) 4=高感知(Rather highly perceive)
 5=最高感知(Most highly perceive)

感知产品质量陈述 Statements of perceived product quality	感知级别 Level of perception				
	1	2	3	4	5
7. 中国品牌汽车有良好的安全系统。 (Chinese brand automobile has good safety system.)					
8. 中国品牌汽车是真的为中国人的生活方式而设计的。 (Chinese brand automobile is really designed for Chinese's lifestyle.)					
9. 与其他外国品牌相比，中国品牌汽车更加节能。 (Chinese brand automobile uses natural energy less than the other foreign brands do.)					
10. 中国品牌汽车的驾驶效率更高。 (Chinese brand automobile has better efficiency in driving.)					
11. 中国品牌汽车的运行系统可以保护环境免受污染。 (Chinese brand automobile's work system can protect the environment from pollution.)					
12. 中国品牌汽车经久耐用。 (Chinese brand automobile is durable for using in the long period)					

第四部分：感知价值(Part IV: Perceived value)

说明：你如何看待中国品牌汽车的价值？请根据实际情况选择与您情况最相近的一个选项并在对应方框中打√。

(Instruction: How do you perceive about Chinese brand automobile's value?

Please put √ in the only one block which is mostly related to you.)

- 1=最低感知(Most lowly perceive) 2=低感知(Rather lowly perceive)
 3=中等感知(Moderately perceive) 4=高感知(Rather highly perceive)
 5=最高感知(Most highly perceive)

感知价值陈述 Statements of perceived value	感知级别 Level of perception				
	1	2	3	4	5
7. 购买中国品牌汽车可以更购买。 (Chinese brand automobile can save my money for buying.)					
8. 中国品牌汽车性价比高，而且能提供更多的好处。 (Chinese brand automobile provides more benefits comparing to the price that I paid before.)					
9. 中国品牌汽车让我感觉在社交中很有面子。 (Chinese brand automobile gives me an proud among my social relationship.)					
10. 中国品牌汽车在危险时可以挽救我的生命。 (Chinese brand automobile can save my life when driving.)					
11. 中国品牌的汽车可以让我的生活更方便。 (Chinese brand automobile can make my life convenient.)					
12. 中国品牌汽车能让我更好的融入社会关系。 (Chinese brand automobile makes me as a part of social members.)					

第五部分：购买意向(Part V: Buying intention)

说明：根据以下声明，您打算在多大程度上购买中国品牌汽车？请根据实际情况选择与您情况最相近的一个选项并在对应方框中打√。

(Instruction: According to these following statements, what extent do you intend to buy the Chinese brand automobile? Please put √ in the only one block which is mostly related to you.)

- 1=最低意向(Mostly low intention) 2=低意向(Rather low intention)
 3=中等意向(Moderate intention) 4=高意向(Rather high intention)
 5=最高意向(Mostly high intention)

购买意向陈述 Statements of buying intention	意愿等级 Level of intention				
	1	2	3	4	5
8. 与其他外国品牌相比，中国品牌汽车价格便宜。 (Comparing with the other foreign brand, Chinese brand automobile is cheapen.)					
9. 与国外品牌相比，中国品牌汽车具有更好的使用效率。 (Comparing with the other foreign brand, Chinese brand automobile has better work-efficiency.)					
10. 与其他外国品牌相比，中国品牌汽车非常受欢迎。 (Comparing with the other foreign brand, Chinese brand automobile is very popular.)					
11. 与其他外国品牌相比，大多数人建议对方使用中国品牌汽车。 (Comparing with the other foreign brand, most people advise each other to use Chinese brand automobile.)					
12. 与其他外国品牌相比，中国品牌汽车更适合中国人的生活方式。 (Comparing with the other foreign brand, Chinese brand automobile is appropriately designed for Chinese people's lifestyles.)					
13. 与其他国外品牌相比，中国品牌汽车能耗更低。 (Comparing with the other foreign brand, Chinese brand automobile consumes lower energy.)					
14. 与其他外国品牌相比，中国品牌汽车的零部件更换方便。 (Comparing with the other foreign brand, Chinese brand automobile's spare parts are easily available.)					

**** Thank you for your kind cooperation****

感谢您的友好合作

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