



Influence of Marketing Communication on Purchase Intention
of the Luxury Electric Vehicles in China: Mediating Role of
Consumer Brand Preference and Perceived Value

Yan Song

Dissertation presented to Rajamangala University of Technology Phra Nakhon
as part of the study of the Doctor of Business Administration Program
Academic Year 2024



Influence of Marketing Communication on Purchase Intention
of the Luxury Electric Vehicles in China: Mediating Role of
Consumer Brand Preference and Perceived Value

Yan Song

Dissertation presented to Rajamangala University of Technology Phra Nakhon
as part of the study of the Doctor of Business Administration Program
Academic Year 2024

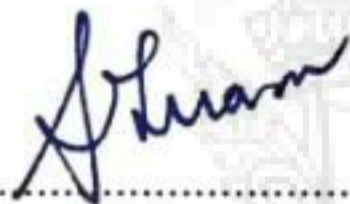
Copyright of Rajamangala University of Technology Phra Nakhon

Dissertation Title Influence of Marketing Communication on Purchase Intention of the
Luxury Electric Vehicles in China: Mediating Role of Consumer Brand
Preference and Perceived Value
Author Yan Song
Degree Doctor of Business Administration
Faculty Business Administration
Advisor Asst. Prof. Dr.Gumporn Supasettaysa

The dissertation examination committee approved this dissertation



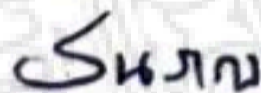
..... Chairman
(Assoc. Prof. Dr.Chanongkorn Kuntanbutr)



..... Committee
(Assoc. Prof. Dr.Sid Terason)



..... Committee
(Asst. Prof. Dr.Anong Taiwan)

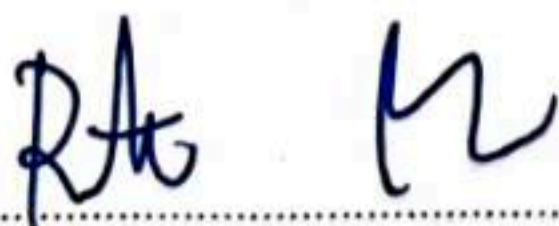


..... Committee
(Asst. Prof. Dr.Thanaphon Ratchatakulpat)



..... Committee
(Asst. Prof. Dr.Gumporn Supasettaysa)

The Faculty of Business Administration, Rajamangala University of Technology Phra Nakhon
approved this dissertation as part of the study according to the
Doctor of Business Administration Program, Rajamangala University of Technology Phra Nakhon



..... Dean of The Faculty of Business Administration
(Asst. Prof. Dr.Rattanavalee Maisak)

25 March 2025

Dissertation Title	Influence of Marketing Communication on Purchase Intention of the Luxury Electric Vehicles in China: Mediating Role of Consumer Brand Preference and Perceived Value
Author	Yan Song
Degree	Doctor of Business Administration
Faculty	Business Administration
Advisor	Asst. Prof. Dr. Gumporn Supasettaysa
Academic Year	2024

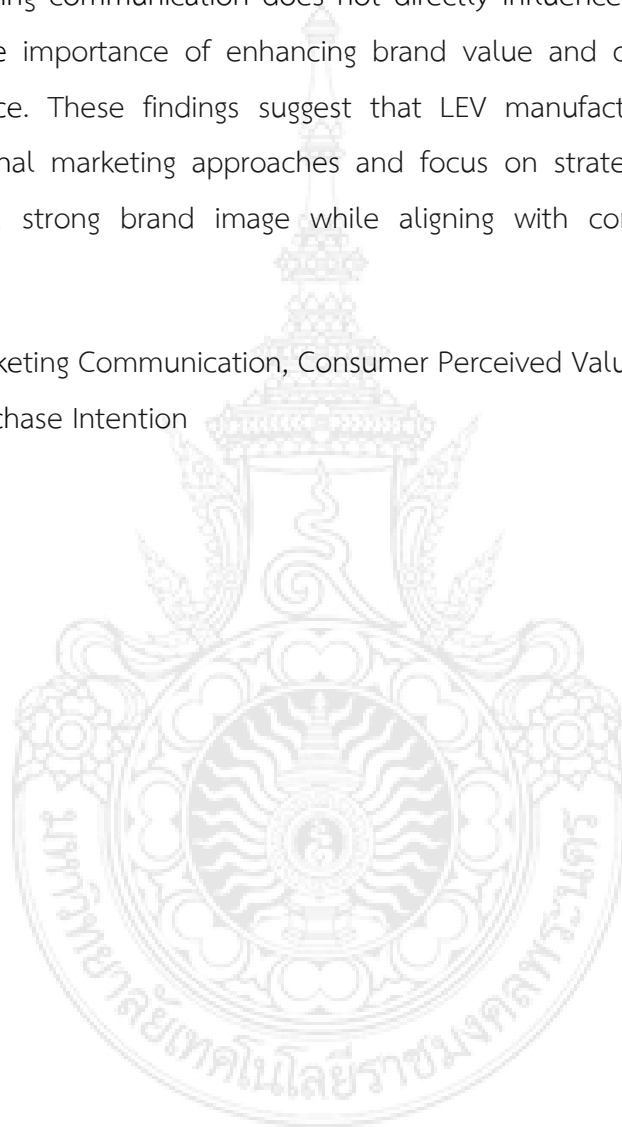
ABSTRACT

The electric vehicle (EV) market has been experiencing rapid growth as consumers become increasingly concerned about the environment and technology. In 2023, global sales of new energy vehicles (NEVs) reached 14.653 million units, with a year-over-year increase of 35.4%. By 2024, NEV sales grew to 12.866 million units, with the market expanding by 35.5%. Projections suggest that global EV sales will reach 145 million units by 2025, surpassing those of internal combustion engine (ICE) vehicles. These trends underscore the EV industry's accelerating trajectory and its potential to dominate the global automotive market in the future. Leading brands such as Tesla, BMW, Mercedes-Benz, and Audi, alongside emerging innovators, are intensifying competition by leveraging the advanced technologies and customer-centric strategies. In this dynamic landscape, understanding key factors influencing consumer purchase intention is critical for businesses.

The research conducted through quantitative methods and structural equation modeling (SEM), along with data collected from 701 Chinese consumers aged 18 and above, this study examined the roles of marketing communication, perceived value, and brand preference in influencing purchasing decisions of luxury electric vehicles (LEVs) in China.

Existing studies reveal that marketing communication significantly and positively influences both consumer perceived value and brand preference. Perceived value and brand preference, in turn, positively affect purchase intention and serve as mediating factors between marketing communication and purchase intention. Notably, marketing communication does not directly influence purchase intention, emphasizing the importance of enhancing brand value and cultivating consumer brand preference. These findings suggest that LEV manufacturers should move beyond traditional marketing approaches and focus on strategies that build and communicate a strong brand image while aligning with consumer values and preference.

Keywords : Marketing Communication, Consumer Perceived Value, Brand Preference, Purchase Intention



Acknowledgments

My thesis is finally coming to a close as the cursor lingers on the final sentence. Looking back on the academic road, I can say that without the help, encouragement, and support of numerous teachers and friends, I could not have finished this thesis. I want to express my gratitude to everyone who supported me in my academic pursuits.

I would like to begin by expressing my deepest gratitude to Gumporn Supasettaysa, who serves as my thesis advisor. I am really appreciative of his advice, patience, and help throughout this research endeavor. You have always been patient and guided me from the identification of the research direction and the selection of the thesis topic to the design of the framework. Your expertise and keen feedback were important in refining my work, and your help enabled me to overcome various obstacles. Your guidance contributed significantly to my academic paper and inspired me to pursue excellence. I sincerely appreciate your commitment and kindness in imparting knowledge.

I am incredibly appreciative to the committee members who offered helpful critique and perceptive remarks that enabled me to finish my dissertation. Chapter 1 offers suggestions for improving the thesis framework. I am reminded to incorporate the most recent policy data from 2024, and Chapter 3 suggests shortcomings in the data analysis process. The work's quality was much raised by the professors' recommendations. I want to express my gratitude for your invaluable assistance in confirming the caliber of this job, bolstering my claims, and assisting me with my study. I want to thank you for taking the time and making the effort to review my work.

I would like to take this opportunity to wish to convey my appreciation to the more than 800 individuals who volunteered to participate in my research study and be interviewed. Because of their willingness to collaborate with one another and their willingness to share their experiences and points of view, I was able to carry out

this study. I sincerely appreciate the time and effort that you have invested in this investigation. Your efforts were absolutely necessary in order to accomplish this goal.

In addition to the academic support, I am very grateful to my faculty members at Rajamangala University of Technology Phra Nakhon for their all-around help during my study abroad, which has been a tremendous source of strength for me on this trip. The International Office carefully organized each class and academic exchange so that I could sample Thai snacks while studying; the faculty assistants helped me book takeaways, find accommodation, and helped me gradually adjust to the foreign environment; and your unwavering support, whether through meaningful discussions, kind words, or simply being present during challenging moments, played a significant role in motivating me.

In conclusion, I would want to express my deepest gratitude to both my spouse and my son. The cornerstone of my perseverance has been the love, support, and encouragement that I have received from you. Your confidence in me has been the impetus behind my academic endeavours, and I am really appreciative of the way in which you have always supported me.

Thank you to all who have contributed to this journey. Your kindness and generosity are priceless, and this achievement is as much yours as it is mine.

Yan Song

Table of Contents

	Page
ABSTRACT	A
Acknowledgments	C
Table of Contents	E
List of Tables	G
List of Figures	H
Chapter 1 Introduction	
1.1 Background and Significance of the Problem	1
1.2 Objectives of Research	3
1.3 Scope of Research	4
1.4 Research Hypothesis	6
1.5 Conceptual Framework	7
1.6 Expected Benefit	8
1.7 Term Definitions	9
Chapter 2 Theory and Related Document and Research	
2.1 Consumer Behavior Theory	14
2.2 Model Building	15
2.3 Marketing Communication	17
2.4 Consumer Perceived Value	23
2.5 Purchase Intention	31
2.6 Brand Preference	37
Chapter 3 Research Methodology	
3.1 Research Design	45
3.2 Population and Sample	47
3.3 Research Tools	49
3.4 Reliability	56
3.5 Validity	57
3.6 Data Collection	59

Table of Contents (Continued)

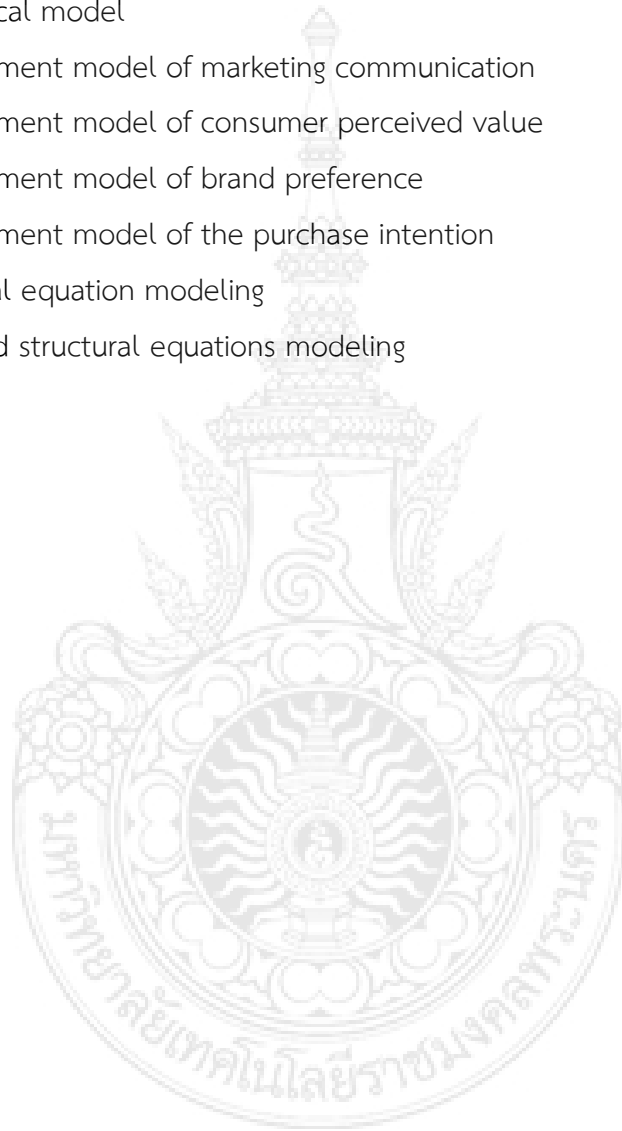
	Page
Chapter 3 Research Methodology (continued)	
3.7 Data Analyses	61
3.8 Model Fit Evaluation	62
Chapter 4 Data Analysis Result	
4.1 Descriptive Statistical Analysis	64
4.2 Reliability and Validity Analysis	69
4.3 Confirmatory Factor Analysis	73
4.4 Hypothesis Testing and Structural Equation Modeling Analysis	80
Chapter 5 Conclusions, Discussions, and Recommendations	
5.1 Overall Analysis Results of the Respondents	89
5.2 Discussion and Conclusion	90
5.3 Recommendations	94
5.4 Limitations of the Study	96
5.5 Recommendations for the Next Study	98
References	99
Appendix	118
Biography	126

List of Tables

Table	Page
3.1 Pre-survey scale design for marketing communications	50
3.2 Conceptualization of a pre-survey scale for the evaluation of the value of luxury electric vehicles	52
3.3 Pre-survey scale design for luxury electric vehicle brand preference	54
3.4 Pre-survey scale design for luxury electric vehicle purchase intention	55
3.5 Reliability statistics	57
3.6 KMO and Bartlette's test	59
3.7 Standards for alignment between model and empirical data	63
4.1 General information of respondents	65
4.2 Descriptive statistics for observable variables	69
4.3 Reliability analysis	70
4.4 Sphere test results for KMO and Bartlett's test	71
4.5 Pearson correlation coefficients between observable variables	72
4.6 Model fit results of marketing communication	75
4.7 Model fit results of consumer perceived value	76
4.8 Model fit results of brand preference	78
4.9 Model fit results of purchase intention	80
4.10 Model fit results	82
4.11 Summary of correlation coefficients of variables	85
4.12 Mediation analysis	87

List of Figures

Figure	Page
1.1 Conceptual framework	7
2.1 Theoretical model	17
4.1 Measurement model of marketing communication	74
4.2 Measurement model of consumer perceived value	76
4.3 Measurement model of brand preference	77
4.4 Measurement model of the purchase intention	79
4.5 Structural equation modeling	81
4.6 Improved structural equations modeling	83



Chapter 1

Introduction

Against the backdrop of the global automotive industry's shift to alternative energy sources, China's market for luxury electric vehicles is also expanding rapidly. This presents significant business prospects for companies. The study's background and relevance, as well as its goals, scope, and hypotheses, will all be covered in length in this chapter. A research framework will also be created to support future studies.

1.1 Background and Significance of the Problem

With global warming, carbon emissions have become a central concern for all countries. More than 130 countries around the world have set the goal of achieving carbon neutrality by 2050 or 2060 (Zhao, 2022). Electric vehicles (EVs) as a substitute for conventional automobiles that run on petrol, is considered a key solution to control global (including China) carbon emissions and achieve carbon neutrality (Wang et al., 2022). EVs become a sustainable alternative to conventional gasoline-powered vehicles. Against this backdrop, the Electric Vehicle industry is growing rapidly, attracting much attention and showing great potential.

According to research data from research firm EVTank, global sales of new energy vehicles reached 14.653 million units in 2023, a year-on-year increase of 35.4% (Xing et al., 2024). China, the fastest expanding country in the global new energy vehicle market, sold 9.495 million new energy vehicles in 2023, accounting for 64.8% of global sales (Feng et al., 2024). 12.866 million new energy vehicles (mainly electric vehicles) were sold in 2024, an increase of 35.5% (Agency, 2025). The market share of electric vehicles reaches 45% in China, 25% in Europe, and over 11% in the United States (IEA, 2024). Global sales of electric vehicles (EVs) are expected to reach 145 million units by 2025, surpassing that of fuel vehicles (ICEs) (Haryadi et al., 2024).

These figures indicate that the EV industry is in a high growth phase and will dominate the global automotive market.

Tesla is highly regarded for its technological and market success, as well as its positive contribution to environmental protection and sustainable transportation (Yu, 2023). Through its unique differentiation and innovation strategy, Tesla has successfully shaped its brand image as a leader in the new energy vehicle industry (Shao et al., 2021). Tesla's sales are experiencing substantial growth in the Americas, Europe, and Asia, particularly for the Model Y and Model 3 vehicles. Tesla shipped 1.8 million electric vehicles worldwide in 2023 (Lee, 2024).

BYD, a leader in China's global new energy vehicle market, has gained a foothold in the home EV market in China and around the world through its Ocean Series EVs and Dynasty Series vehicles. In one year alone, BYD sold 3 million electric vehicles in 2023 (Lee, 2024), making it the global champion in new energy vehicle sales. In addition, electric vehicle manufacturers LEADING IDEA and AITO have grown rapidly in recent years.

The rapid growth of the electric vehicle market has given rise to a premium luxury electric vehicle market, which is being aggressively captured by various brands. Leading brands such as Tesla, BMW, Mercedes-Benz, and Audi, as well as emerging innovative brands, are competing for market share through advanced technologies and customer-centric strategies (Olofsson & Winblad, 2023). In this competitive landscape, it is critical to understand the factors that influence consumers' purchase intentions.

Existing research shows that there are significant product category differences in the purchase decision process of consumers, which are reflected in the three dimensions of purchase motivation, psychological characteristics and consumption behavior patterns. This difference requires companies to develop differentiated marketing mix strategies based on product attribute characteristics. Take fast-moving consumer goods and consumer durables as an example, there is a sharp contrast between their consumer behavioral characteristics. In the purchasing context of FMCG products such as toothpaste, consumers tend to exhibit habitual purchasing behavior

(Vanlathruai & Sharma, 2024), the decision-making process is simple, and channel convenience becomes a key decision factor. In contrast, purchase decisions for consumer durables such as electric vehicles exhibit a high degree of complexity, with consumers systematically evaluating product technical performance (e.g., battery range, charging efficiency) and symbolic value (e.g., brand-conveyed eco-friendly concepts, social status symbols). Hence, marketers should emphasize the brand's ability to convey consumer success, leadership, and power in order to retain consumers (Petraavičiūtė et al., 2021). This study puts the core of the success of EV brands in the perception and recognition of their brand values by consumers.

By conducting a comprehensive analysis of the intricate interplay regarding marketing communication, consumer brand preference, perceived value, and purchase intention within the rapidly expanding market for luxury electric vehicles, it is possible to enhance and delineate the applicability of marketing communication theory to specific product categories. Previous research has looked at marketing communication and purchase intention, but not much has been done on the specifics of luxury electric vehicles or how consumer brand preference and perceived value affect those factors. This study can fill that theoretical gap and give future studies in this area a more complete and in-depth theoretical framework as well as empirical evidence.

The results of the study will provide luxury electric vehicle manufacturers with a clear understanding of how marketing communication activities indirectly affect purchase intentions by influencing consumer brand preferences and perceived value. The findings will assist businesses in developing marketing communication methods that are more targeted and effective, as well as developing strategies for appropriately allocating marketing resources.

1.2 Objectives of Research

The purpose of this study is to analyze the factors that influence consumer purchase intentions in the market for premium electric vehicles. In particular, it investigates the effects that marketing messages, customer perceptions of value, and

brand preferences have on the decisions that consumers make regarding their purchases. Listed below are the primary goals that this research aims to accomplish:

1.2.1 Employing structural equation modeling to examine the interrelations among marketing messages, consumer perceived value, brand preference, and purchase intentions within the realm of luxury electric vehicles.

1.2.2 The purpose of the study is to investigate how brand preference and consumer perceived value mediate the relationship between marketing messages and luxury electric vehicle purchase intentions.

1.2.3 Facilitating luxury electric vehicle manufacturers in formulating targeted brand marketing strategies to enhance consumer buy propensity.

1.3 Scope of Research

This research examines the luxury electric vehicle sector in China. The categorization of automobile classes mostly relies on characteristics including price, brand, configuration, and performance. Economical vehicles are comparatively inexpensive, offering only fundamental features, and are mostly produced by budget-friendly manufacturers such as Toyota, Suzuki, and Nissan. Mid-range automobiles are affordably priced, encompassing a diverse array of features, typically from reputable companies, and provide enhanced technology and comfortable interior design, including manufacturers such as Volvo, Lexus, and Cadillac. Luxury vehicles are often considered the pinnacle of the industry, with standards of excellence in design, manufacturing processes, material selection, comfort, safety, and technological features. These vehicles are significantly more expensive than regular models and often offer a wider range of personalization options (Pegah et al., 2024). Common luxury automobile brands include Mercedes-Benz, BMW, and Audi.

The classification of electric vehicles is similar to that of traditional fuel vehicles, which are mainly differentiated based on factors such as price, brand, battery technology, range and level of intelligence. Low-end EVs are mainly built by budget brands with low prices and mainly meet the needs of daily traveling. For example, models such as the BYD Dolphin and the Ola Goodcat are usually mediocre in terms

of battery range, performance and interior design. Mid-range EVs are moderately priced and may come from well-known companies or specialized manufacturers that offer a wide range of features. These models typically offer long range, advanced technology features, and comfortable interior design. For example, models such as BYD Han and Tesla Model 3 are competitive in the market (Yuanzhong, 2024). Luxury EVs represent the pinnacle of EV technology and luxury experience and are usually built by premium brands. These models feature the longest range, the most advanced driver assistance technologies, luxurious interior design, and superior performance. Examples include the Mercedes-Benz EQE, BMW i3, Tesla Model S, and the Rangoon U9. They provide a multitude of customization choices at exorbitant prices (Jiahuan, 2024).

However, it is important to note that the classification of car classes is somewhat relative, as the definition of car classes may vary across markets and regions (Twinkle et al., 2024). Melton considers a price tag of more than \$50,000 to be a luxury electric car (Melton et al., 2017). This paper examines the luxury electric vehicle market in China. Based on the criteria defined by the China Passenger Vehicle Market Information Council (models priced at more than 300,000 RMB including VAT are categorized as luxury vehicles) and market research data, this study proposes that luxury EVs should have the following characteristics: developed and manufactured by high-end automotive brands, equipped with industry-leading range systems, L3-level intelligent driver assistance systems, luxury interior design, and a terminal price of more than 300,000 RMB (approximately 42,000 USD).

The research covers mainstream luxury electric vehicle brands that have already gained a certain degree of popularity and market share in the Chinese market, including but not limited to the electric vehicle model series of Tesla, BMW, Mercedes-Benz, and Audi, and some emerging domestic luxury electric vehicle brands such as NIO, XPENG, etc. At the same time, the study involves Chinese consumers aged 18 and above who are interested in purchasing luxury electric vehicles or have already purchased. This study focuses on the luxury electric vehicle market within China. The research covers mainstream luxury electric vehicle brands that have

already gained a certain degree of popularity and market share in the Chinese market, including but not limited to the electric vehicle model series of Tesla, BMW, Mercedes-Benz, and Audi, and some emerging domestic luxury electric vehicle brands such as NIO, XPENG, etc. At the same time, the study involves Chinese consumers aged 18 and above who are interested in purchasing luxury electric vehicles or have already purchased them.

Five types of marketing communication were looked at: advertising, public relations, sales promotion, personal sales, and direct marketing. Four types of consumer perceived value were looked at: functional value, price value, emotional value, and social value. Cognitive preference, emotional preference, and behavioral preference were the three types of brand choice that were investigated. Finally, two types of behavior related to buy intention—in-role and extra-role—were investigated.

The research data were exclusively collected from Chinese cities, and the study was explicitly limited to the Chinese market. The data collection period for the study, which ran from August to September of 2024, was carefully planned to guarantee that the information gathered accurately represented the state of the Chinese luxury electric vehicle market at the time and its most recent development patterns.

1.4 Research Hypothesis

The purpose of this study is to evaluate the relationship between marketing communications, customer perceived value, brand preference, and purchase intention in the luxury electric vehicle industry. The following hypotheses are presented in this study. This set of hypotheses is founded on the study objectives that were discussed previously in the presentation.

Hypothesis 1: The way in which consumers perceive the value of luxury electric vehicles is positively impacted by marketing communication.

Hypothesis 2: The perceived value by consumers positively affects the intention to acquire luxury electric vehicles.

Hypothesis 3: Marketing communication has an influence on purchase intention through consumer perceived value.

Hypothesis 4: There is a beneficial influence that marketing communication has on the intention of consumers to purchase luxury electric vehicles.

Hypothesis 5: Marketing communications positively influence consumer brand preferences for luxury electric vehicles.

Hypothesis 6: The study found that brand preference positively influenced the intention to purchase luxury electric vehicles.

Hypothesis 7: Marketing communication exerts a significant influence on purchase intention, operating through the medium of brand preferences.

1.5 Conceptual Framework

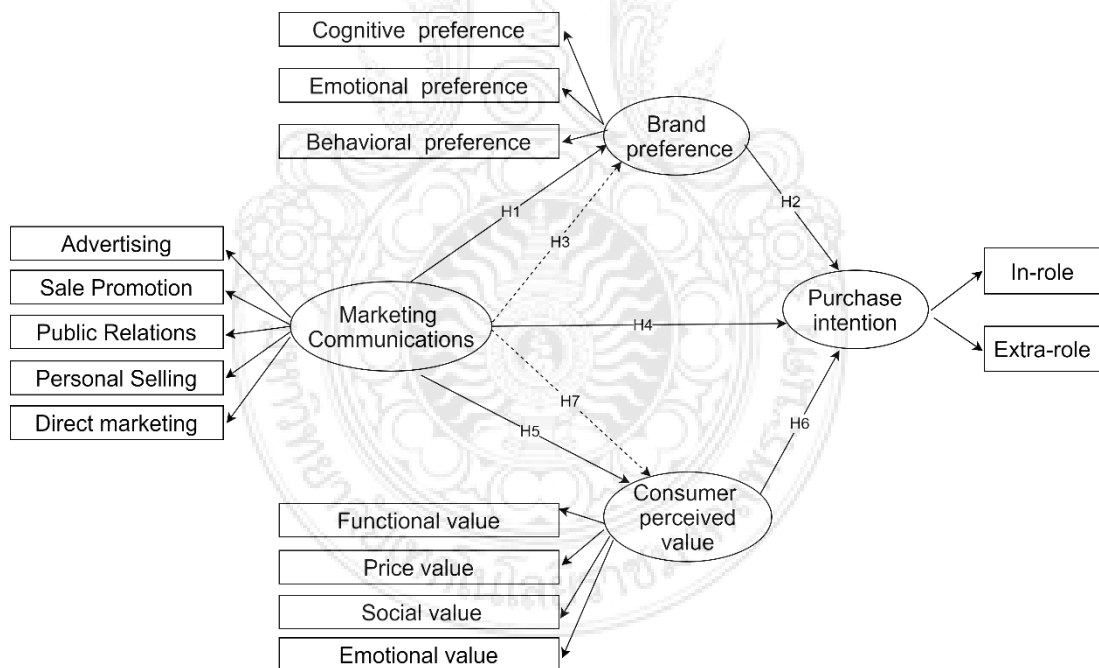


Figure 1.1 Conceptual framework

1.6 Expected Benefit

The purpose of this study is to offer insightful information about how marketing messages affect Chinese consumers' propensity to buy high-end electric cars. The goal of this study is to better understand the underlying mechanisms that influence consumer decision-making by investigating the mediating function of perceived value and customer brand choice. In addition to offering useful implications for luxury electric vehicle makers and marketers, the findings will further scholarly study. In particular, the study's findings will assist businesses in improving their marketing tactics, strengthening their brand's influence, allocating resources as efficiently as possible, and lowering expenses while increasing marketing effectiveness.

1.6.1 Construct a model of the influence mechanism of marketing communication on the consumption decision of luxury electric vehicles, and introduce two mediating variables, namely brand preference and perceived value, to reveal a new conduction path under the framework of the “stimulus-organism-response” (S-O-R) theory, and to make up for the gap of the mediating effect in the field of luxury electric vehicles in the existing research.

1.6.2 Based on the Stimulus-Organism-Response (S-O-R) theoretical framework, this study uses structural equation modeling to empirically analyze the role of marketing communication on the consumption decision of luxury electric vehicles in China's emerging markets, with an emphasis on exploring how the two intermediary variables, brand preference and perceived value, affect the willingness of Chinese consumers to purchase luxury electric vehicles.

1.6.3 The results of the study can provide targeted marketing strategy recommendations for luxury electric vehicle manufacturers and marketers, helping them to promote their products more effectively and increase brand influence and market share.

1.6.4 It helps luxury electric vehicle companies to design marketing strategies more accurately, improve the efficiency of marketing resources, and reduce marketing costs.

1.7 Term Definitions

1.7.1 Marketing Communication

Marketing communication encompasses the efforts made by a company or organization to promote their products, services, or brands. This is achieved through various channels and methods with the aim of providing valuable information to the intended audience. The ultimate goal is to generate consumer interest, stimulate the desire to make a purchase, and establish a lasting relationship. The term encompasses several elements such as advertising, sales promotion, public relations, personal selling, and direct marketing.

1.7.1.1 Advertising refers to the paid dissemination of commercial messages about a product, service, or brand through mass media channels, including broadcast (television, radio), print (newspapers, magazines), digital (online platforms), and outdoor (billboards, transportation) media (Belch & Belch, 2018). As a fundamental marketing tool, advertising serves three primary functions; (1) building brand awareness through repeated exposure, (2) shaping brand image through strategic message framing, and (3) educating potential consumers about unique product attributes and value propositions to inspire purchase consideration.

1.7.1.2 Sales promotion is a marketing strategy designed to stimulate demand by offering additional value or incentives beyond the standard offering. Promotional activities are designed to achieve multiple strategic goals, serving both short-term benefits and long-term growth. In the short term, promotions can quickly boost sales, effectively clear inventory, and attract new customers. At the same time, promotions are an important means of rewarding existing customers and increasing customer loyalty.

1.7.1.3 Through constructive interaction with the media, social groups, and the general public, public relations helps a company cultivate a positive image and reputation in the eyes of the public. An efficient public relations plan helps to reduce the negative consequences that occur during times of crisis and strengthens the societal acceptance that a firm enjoys in its day-to-day operations.

1.7.1.4 Personal Selling plays a vital role in marketing, not simply selling products, but a process of building and maintaining customer relationships and providing personalized solutions. This direct interaction enables salespeople to adjust their sales strategies to the specific needs and preferences of their customers, thus improving sales efficiency and customer satisfaction.

1.7.1.5 Direct Marketing is focused, targeted communication between a company and its target customers to promote the purchase of goods or services. It usually involves one-on-one, two-way interaction between direct marketers and consumers to motivate them to take specific actions, such as making a purchase, responding to an offer, or providing feedback.

1.7.2 Consumer Perceived Value

Consumer perceived value is the equilibrium people establish between perceived advantages and perceived costs. Perceived benefits refer to the advantages a consumer recognizes in a particular product or service, while perceived costs encompass the expenditures—financial, time, or effort-related—associated with evaluating, acquiring, and consuming the product or service. The perceived value is determined by consumers, as it depends on their subjective assessments and judgments rather than by companies. Consumer perceived value comprises four primary dimensions: functional value, prices value, social value, and emotional value.

1.7.2.1 When we talk about a product's functional value, we are referring to the utility that customers derive from the perceived quality and their expectations for its performance. It emphasizes whether a product can efficiently solve a problem or meet a specific need. Consumers measure whether a product has reliable functional characteristics that bring convenience and efficiency gains in their daily lives or work.

1.7.2.2 Price value refers to the price that customers place on a product or service in the short or long term, taking into account the amount of money they save and whether or not they believe the product or service offers a good value for their money. The consumers will compare products that are comparable in order to

determine whether or not they are receiving the required benefits at a price that is affordable.

1.7.2.3 Social value refers to the value a brand or product provides in terms of social utility to consumers. It is reflected in the impact of a product on a consumer's social image, identity or group affiliation. Certain brands or products can help consumers create a desirable social image, such as luxury goods that symbolize wealth and status, and eco-friendly brands that convey the idea of sustainability. Consumers choose these products not only for their practical functions, but also to signal certain values or identities to the outside world (Ana et al., 2022). Social value is particularly important in fashion, automotive, and high-end consumerism, as it satisfies people's need for social recognition and self-expression.

1.7.2.4 Emotional value is a measure of how much a client feels emotionally satisfied after purchasing a product or using a service; it is the ability of a product or service to change a customer's emotional state. Consumers often purchase luxury goods not only to fulfill basic needs, but also for emotional satisfaction and self-expression (Sushil Kumar & Sukhvir, 2021).

1.7.3 Brand Preference

Brand preference may be broken down into three different dimensions: cognitive preference, emotional preference, and behavioural preference. A favourable predisposition towards a brand is a sign of brand preference. When customers use a particular brand, their preferences for that brand are a reflection of their attitudes towards that brand and a representation of their relative evaluation of that brand in comparison to other brands.

1.7.3.1 Cognitive preference refers to the consumer's perception of the preference object, encompassing its attributes and characteristics. This is directly related to the functional benefits of the brand. Cognitive preference is the preference that consumers have for a brand based on rational thinking.

1.7.3.2 The term "emotional preferences" refers to the states of mind that are expressed by customers, which are founded on their beliefs and feelings. Emotional preference transcends product functionality, reflecting consumers'

psychological attachment to a brand that fulfills their self-expression needs and affective desires. This dimension captures subjective brand evaluations based on emotional responses rather than utilitarian considerations.

1.7.3.3 The behavioral characteristics that have the potential to be adopted by customers are referred to as behavioral preferences. This tendency directly affects consumers' purchasing decisions and brand loyalty. For example, consumers' strong preference for a particular brand will motivate them to repeatedly purchase that brand's products and recommend it to others. Behavioral preference is the ultimate manifestation of brand preference, which transforms cognition and emotion into actual action.

1.7.4 Purchase Intention

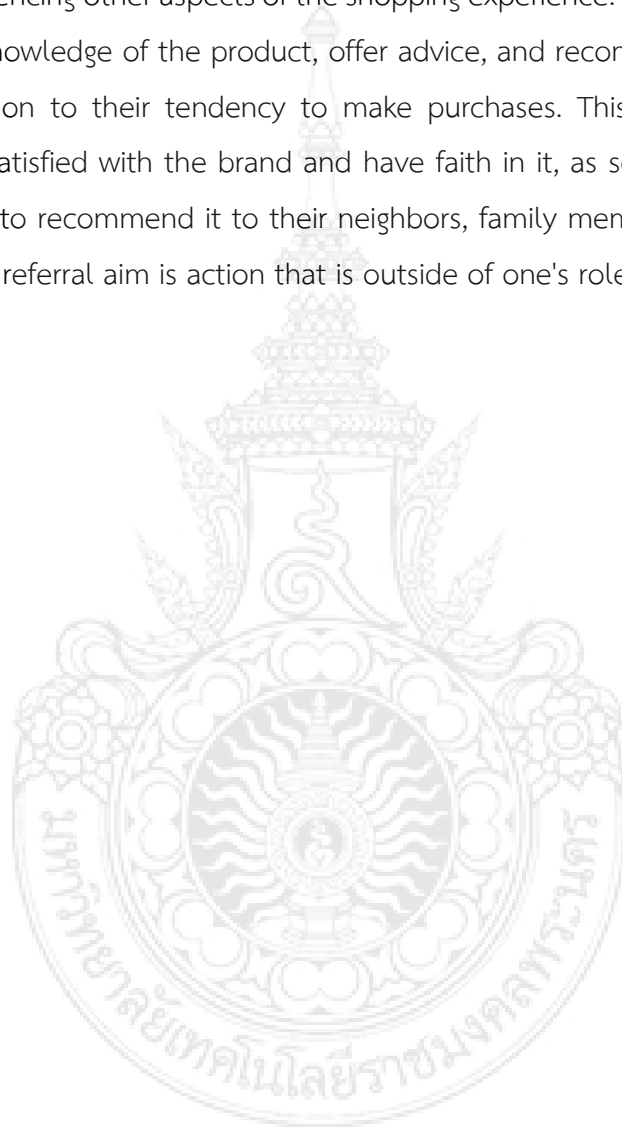
An important concept in the study of consumer behavior, it indicates the propensity and perceived tendency of customers to purchase particular goods or services. A significant number of academics believe that purchase intention is an important factor in predicting consumer purchasing behavior. This is due to the fact that it reflects, to a certain extent, customers' subjective beliefs and the likelihood that they will make a purchase. Despite the fact that the measuring of purchase behavior is actually rather difficult, there is a close connection between customers' actual buy activity and their intention to make a purchase. As a result, a significant number of academics believe purchase intention to be an important factor in predicting consumer purchasing behavior.

The framework that can be provided by role behavioral theory is helpful in gaining an understanding of the consumers' intents to make purchases. The concept of role behavior can be broken down into two categories: in-role behavior and extra-role conduct.

1.7.4.1 In-role behavioral intentions encompass consumers' purchase intentions and behaviors directly related to the purchasing process. A few examples of this would be the consumer's liking for the product, their estimation of the product's value, their consideration of purchasing the product, and the likelihood of the consumer acquiring the product. This concept is directly expressed as

a consumer's probability of purchase and reflects his or her level of psychological readiness to accomplish the actual purchase behavior.

1.7.4.2 Extra-role behavioral intentions refer to consumers' willingness and inclination to engage in actions beyond their immediate purchasing behavior, potentially influencing other aspects of the shopping experience. Consumers are likely to share their knowledge of the product, offer advice, and recommend the brand to others, in addition to their tendency to make purchases. This demonstrates that customers are satisfied with the brand and have faith in it, as seen by the fact that they are willing to recommend it to their neighbors, family members, or employers. An indication of referral aim is action that is outside of one's role.



Chapter 2

Theory and Related Document and Research

With a focus on luxury electric vehicles, this chapter offers a thorough analysis of the body of research on marketing communications, customer perceived value, brand preference, and purchase intention. It examines the main theoretical tenets, empirical discoveries, and pertinent conceptual frameworks that provide this study a strong scholarly basis.

2.1 Consumer Behavior Theory

Consumer behavior research is one of the core topics in the field of marketing, which focuses on how individuals make purchasing decisions in specific social, cultural, and economic contexts. The theoretical basis of consumer behavior includes several models that help explain consumers' decision-making processes and underlying motivations. In this study, the Theory of Planned Behavior (TPB) and Stimulus Organism Response (SOR) provide important theoretical frameworks for analyzing the purchase intention of luxury electric vehicles (EVs).

The Theory of Planned Behavior, proposed by Ajzen and Madden (1986), is an important theoretical framework for explaining individual behavioral intentions. TPB believes that behavioral intention is influenced by three key factors: attitude, subjective norms, and perceived behavioral control. In the context of luxury electric vehicle (EV) purchase intention, TPB has been extensively applied to examine how consumer attitudes (e.g., the importance of environmental protection), subjective norms (e.g., societal and peer support), and perceived behavioral control (e.g., the convenience of smart driving features) collectively shape purchasing decisions (Wang et al., 2021). This model provides a robust lens for understanding the interplay of psychological and social factors in consumer behavior, particularly in the rapidly evolving market of luxury EVs.

Stimulus-Organism-Response (SOR) theory suggests that external stimuli (e.g., product features, marketing strategies, etc.) pass through an individual's cognitive and affective responses (organism), ultimately leading to a specific behavioral response (e.g., purchase intention) (Mehrabian & Russell, 1974). This theory is widely used to understand consumers' responses to brand messages and their purchase decision-making process.

2.2 Model Building

The Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (SOR) are combined in this study to create a two-stage theoretical model that explains why people want to buy luxury electric vehicles. In the stimulus stage (S), marketing communications (external stimuli such as advertisements, social media, and KOL content) act on both the consumer's cognitive appraisal system (perceived value) and affective appraisal system (brand preference). The three main parts of TPB start to work in the organismic phase (O): (1) perceived value (functional, emotional, and social value) affects decisions by changing logical attitudes; and (2) brand preference works by triggering social identity (subjective norms) and lowering behavioral barriers (perceived behavioral control). Ultimately, in the response stage (R), these two parallel paths synergistically drive the formation of purchase intention. The model is innovative in that it retains the TPB's systematic explanation of the decision-making process while emphasizing the dual-channel (cognitive + affective) activation mechanism of marketing stimuli on the consumer psyche through the SOR framework, which makes it particularly suitable for explaining the consumption behavior of luxury electric vehicles that combine both high-tech attributes (which require rational evaluation) and luxury attributes (which rely on emotional connection).

Prior research has shown that marketing communication positively affects consumers' perceived value, and there is a strong positive correlation between consumers' perceived value and actual purchase (Song et al., 2016). Perceived value includes not only the functional value of the product but also emotional and social value. Luxury electric vehicle companies convey brand image, product characteristics

(e.g., high performance, high-tech configurations, and environmental attributes), and brand value (e.g., high-end fashion, innovative spirit, and social responsibility) to consumers through a variety of marketing communication methods such as advertising and public relations (Maoheng, 2018). Consumers think about the luxury electric vehicle's functional value (like its range, power performance, and smart driving assistance functions), emotional value (like the sense of identity and pleasure that comes from driving), and social value (like the positive effect of being environmentally friendly on society). This is how they come up with the vehicle's perceived value. When consumers believe that luxury electric vehicles have high perceived value, they are willing to pay more for certain product attributes (Lim et al., 2014).

Researchers have also suggested that marketing communication affects brand awareness, brand attitude, and brand trust, which in turn affects consumers' purchase intention. This hypothesis is based on consumer behavior theory and the Stimulus-Organism-Response model. Existing literature suggests that marketing communication increases brand awareness, shapes brand image, and stimulates brand resonance among consumers, mainly through the tools of advertising, public relations, and people promotion (Faisal & Ekawanto, 2021; Febriyantoro, 2020). A favorable brand image helps to enhance consumers' brand preference (Gómez-Rico et al., 2023). When consumers form a positive preference for a brand at the cognitive and affective levels, they are more inclined to choose that brand in the purchase decision-making process, which enhances purchase intention.

The purpose of this study is to analyze the correlation between marketing communication and the purchase intentions of customers in the setting of China's luxury electric vehicle industry. The study places particular attention on the mediating roles that consumer perceived value and brand preference play in this relationship. The conceptual framework that has been suggested is presented in the following manner:

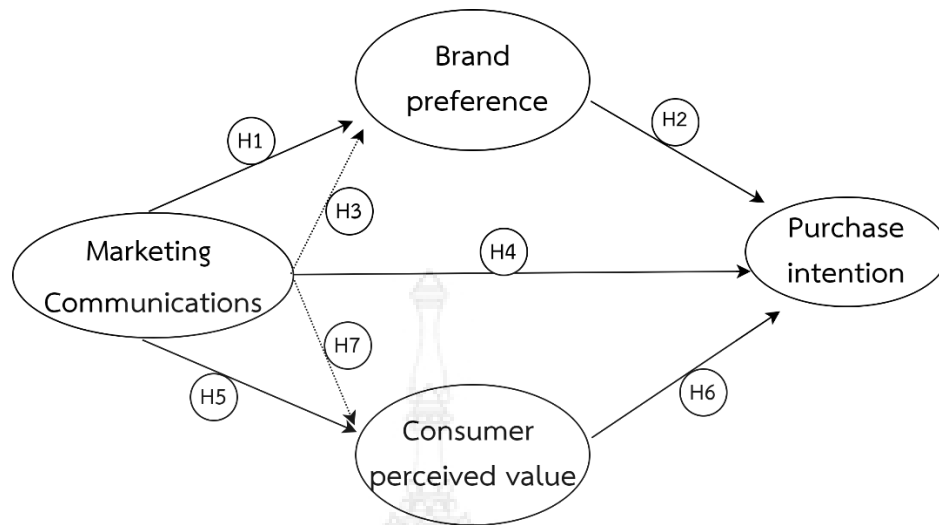


Figure 2.1 Theoretical model

2.3 Marketing Communication

At the end of the 19th century, industrialization led to mass production and a significant expansion of enterprise capacity. However, consumers' perceptions remained rooted in an era of material scarcity, resulting in relatively limited purchasing power. This contradiction between underconsumption and expanding production capacity left manufacturers without established marketing theories and methods to rely on. At the time, "sales promotion + advertising" was the dominant approach to marketing communication. In the first half of the 20th century, as emerging marketing theories merged with advertising concepts, advertising gradually moved beyond simple selling and entered a phase of increasing standardization and rationalization. By the 1950s, rapid economic growth, product surpluses, and intensified competition among enterprises created a highly competitive market environment, providing fertile ground for the development of marketing as a science. Increased market competition has pushed marketing from economics to management, and marketing theory has changed from a promotional tool to a scientific systematic approach. Marketing communication has become increasingly important in this change as a bridge between enterprises and consumers.

2.3.1 The Concept of Marketing Communication

Marketing communication, as a fundamental concept in the field of marketing, has garnered significant attention from researchers over the years. Crane (1965), in his seminal work “Marketing Communications: A Behavioral Approach to Men, Messages, and Media,” introduced the term “communication” as a replacement for “promotion” and proposed the concept of a multi-layered mix, which included the Communication Mix. This contribution laid the theoretical foundation for modern marketing communication.

Marketing communication has also become an important component of the marketing mix. However, traditional marketing, even after considering many elements, is only a one-way sales approach, with the intention of forcibly selling products and services. This is a business-centered marketing concept that does not pay attention to the feelings of consumers and the main position of the buyer. With the development of the economy, oversupply of products, and increased competition among enterprises, enterprises began to pay attention to the psychology and feelings of consumers in their marketing strategies. As Grönroos (2004) emphasized, communication, interaction, dialogue, and value are important in building and maintaining strong customer relationships. On this basis, numerous scholars have conducted further research. According to these researchers, marketing communication is a way of communicating, persuading, or reminding a company to offer a product, service, or brand to a selected target audience (Quayson et al., 2024). In addition to informing consumers, marketing communication persuades or reminds them that the product or service I am offering has a significant competitive advantage over my competitors (Quayson et al., 2024), thus motivating them to buy the product or use the service offered.

Currently, there are five commonly used promotional elements (generally referred to as tools) that are recognized in the marketing community: advertising, sales promotion, public relations, personal selling, and direct marketing. These are the main tools used by companies to communicate with consumers and other relevant

stakeholders (Camilleri, 2018). Marketing communication needs to effectively organize these tools to maximize their synergistic effects.

2.3.2 The Significance of Research in Marketing Communication for Luxury Electric Vehicles

The conduct of research in marketing communication is absolutely necessary in order to gain an understanding of consumer behavior, attitudes, and responses to various marketing tactics.

With the global automotive industry transforming toward electrification, intelligence, and sustainability, the luxury electric vehicle market is witnessing rapid growth. However, compared with traditional fuel luxury vehicles, luxury electric vehicles not only carry a high-end brand image but also involve multiple factors, such as environmental protection concepts, technological innovation, and consumer perception (Zheng, 2023). Therefore, how to enhance consumer acceptance toward luxury electric vehicles through effective marketing communication strategies has become an important issue of concern for both academics and enterprises.

In the Chinese market, luxury electric vehicles (EVs) are receiving increasing attention as consumers' purchasing power increases. Existing research suggests that the purchase decisions of luxury electric vehicle consumers are driven by multiple drivers of technology perceptions, brand identity, and social influences. Early adopters are more concerned with technological sophistication and uniqueness (Rogers, 2003), while late adopters value good brand reputation, superior user experience, and excellent driving performance and are willing to pay a higher price for them (Pegah et al., 2024; Rehan et al., 2022).

The target consumers of luxury EVs usually have high purchasing power, high brand loyalty, and strong environmental awareness (Chidananda et al., 2024; Zhao et al., 2024), and their purchasing decisions are influenced by a combination of brand preference, perceived value, and other factors. However, compared with traditional luxury vehicles, EVs still face consumer perception barriers in terms of range, charging infrastructure, and intelligent features, which puts higher demands on marketing. Marketing communication research plays a key role in understanding luxury

EV consumer behavior, perceptions, and responses to various marketing strategies. Further research on specific consumer needs and preferences for luxury EVs is needed to develop more precise and effective marketing communication programs (Alvalin & Sugiarto, 2024).

2.3.3 The Dimension of Marketing Communication

The introduction of marketing communication tools marks a significant milestone in the development of marketing communication theory and serves as a key indicator of its establishment as an independent discipline. "Marketing communication tools" refer to the methods and strategies used to organize and disseminate information in marketing communication activities. These tools are generally categorized into five main types: advertising, sales promotion, public relations, personal selling, and direct marketing (Belch & Belch, 1995).

2.3.3.1 Advertising

Although product quality, price strategy, promotional activities, and distribution channels are the primary sources of marketing value, these components are insufficient on their own in the homogenized market environment of today. In such an environment, consumer-centric strategies become paramount—capturing audience attention, fostering brand recognition, and cultivating consumer goodwill. This shift has given rise to the theory of marketing communication, with advertising serving as its foundational component.

Advertising constitutes a paid, non-personal form of communication designed to promote products, services, or ideas to a targeted audience (Singh & Dalal, 1999). As defined by Belch and Belch (2018), it involves a sponsored presentation of goods, services, or concepts through various paid media formats. As one of the most established and pervasive marketing communication tools, advertising fulfills dual functions: (1) shaping corporate and brand identity, and (2) driving sales performance. Consequently, it remains an indispensable element in brand promotion and product commercialization strategies.

2.3.3.2 Sales Promotion

Sales promotion is a series of marketing activities in which firms use various short-term incentives to encourage consumers or channel members to buy or sell specific products or services quickly (Okyere et al., 2011). These include but are not limited to price discounts, coupons, giveaways, and sweepstakes. Their main objectives are to increase sales, expand market share, clear inventory, attract new customers, reward existing customers, and support brand building (James & John, 2020).

The modern sales promotion strategy creates added value beyond the core product functionality through value-added mechanisms (Genchev & Todorova, 2017) in order to achieve the set sales and marketing objectives. As an important tool of marketing communication, the strategy effectively intervenes in the consumer decision-making process through a systematic combination of personalized communication and diversified promotional tools, significantly increasing the efficiency of purchase conversion. This strategy serves a dual purpose: rewarding loyal customers and attracting new ones (Agung Febra, 2023). This dual-functional design enables sales promotion to achieve both short-term sales breakthroughs and build up customers for the brand's long-term development.

2.3.3.3 Public Relations

Public Relations (PR) is a multidimensional and evolving concept, fundamentally centered on communication and relationship management between organizations and their publics (Glen et al., 1997). PR transcends one-way information dissemination, emphasizing instead bidirectional interaction and mutual benefit between organizations and stakeholders (Sarah, 2016). While early PR practices often prioritized publicity and image-building, contemporary PR increasingly focuses on fostering trust, understanding, and collaboration.

Within modern marketing, businesses must not only sell products but also cultivate positive relationships with society and the public. Sustained engagement through PR enables organizations to shape perceptions, build goodwill,

and reinforce brand reputation via press releases, sponsorships, events, and other strategic tools (Bajaj, 2023).

The growing prominence of PR in marketing reflects its strategic shift from mere product promotion to long-term, value-driven engagement with the public. Through PR initiatives, organizations curate a favorable corporate image, mitigate reputational risks, and strengthen stakeholder relationships (Idris et al., 2012), ultimately securing public trust and support.

2.3.3.4 Personal Selling

One of the oldest forms of promotional marketing communication is personal selling. Personal selling is the process of direct, person-to-person communication between a sales representative and a potential buyer to persuade them to purchase a product or service (Firmansyah et al., 2019; Olariu, 2016). Direct, face-to-face communication between a salesperson and a potential customer is the essence of personal selling, which is the practice of influencing a purchase decision through the use of direct communication. Personal selling is not a simple process of selling a product or service but a dynamic, customer-centered interactive system. In this process, the salesperson can adapt the sales strategy to the specific needs and buying process of the customer (Olariu, 2016). This is particularly important in the sale of goods that require detailed explanations or demonstrations, such as luxury electric vehicles.

From a marketing communications perspective, personal selling plays an important role in integrated marketing communications (IMC). While other communication methods such as advertising, sales promotion, and public relations can reach a wider audience, personal selling is uniquely positioned to build customer relationships, deliver complex messages, and address concerns during the buying process. Compared to mass communication, personal selling enables precise one-on-one communication, and salespeople can adjust their communication strategies in real time based on customer feedback and needs, thus increasing the success rate of sales.

2.3.3.5 Direct Marketing

Direct marketing was first defined by the Direct Marketing Association (DMA) as “...communications where data are used systematically to achieve quantifiable marketing objectives and where direct contact is made, or invited, between a company and its customers and prospects” (Bose & Chen, 2009). Direct marketing is a communication strategy that involves one-on-one interactions between marketers and consumers, utilizing media channels such as social media, phone calls, and messaging apps to promote products, build customer relationships, and facilitate transactions.

Traditional direct marketing typically includes direct mail and email, telemarketing, and interactive communications. Consumers nowadays prefer to read opinions and reviews about specific car brands on social media, look for special offers and deals, learn about the latest product releases, and discuss automotive topics with other customers on social networking sites (Grover & Mandan, 2017). For example, Chinese auto consumers like to check the auto information they need through online platforms such as Autohome and BitAuto. In order to meet the information needs of consumers and improve communication with potential clients, businesses must modify their direct marketing tactics to leverage social media platforms more.

2.4 Consumer Perceived Value

2.4.1 The Term of Perceived Value by Consumers

The emergence of consumer perceived value research is an unavoidable consequence of corporations' ongoing pursuit of competitive advantage. Most consumer behavior is driven by value, and value is a crucial factor in determining how consumers behave while making purchases. Under some conditions, consumers strive to achieve the most possible value. Companies that are able to provide consumers with value are inherently appealing to those customers. As a result, consumer-perceived value is an essential idea in marketing. It refers to the manner in which

customers perceive a product or service and the value that they believe they obtain from it.

Various definitions of “perceived value” are provided in the literature. Kotler and Levy (1969) argue that the perceived value of a consumer's brand is a prerequisite for consumer satisfaction, which is one of the earliest discussions of the concept of consumer perceived value. According to Zeithaml (1988), value perception is very unique and individualized, leading to a range of consumer experiences. The advantages that consumers obtain vary from person to person. While some value ease, others place a higher value on quantity, and yet others stress excellent quality. Individuals have different payment terms; some place more value on money spent, while others place more value on time and effort. After taking into account the trade-off between what is given and what is received during purchase, the consumer's overall evaluation of the usefulness of goods and services is known as consumer perceived value, or CPV.

According to Kotler (1997), perceived value is defined as the difference between the total benefits that people receive from a particular product or service and the whole amount of money that they spend on that product or service.

Woodruff (1997) introduced the concept of consumer perceived value from the perspective of its dynamic nature. He argued that under specific environmental conditions, consumers' perceptions of a product's utility, attributes, and core performance contribute to a broader evaluation, shaping their perceived value within that context. Rather than the firm, the consumer is the one who defines perceived value. It is dependent on how consumers are able to perceive the product or service, as well as how much they believe it is worth.

This study makes the argument that customer perceived value is a trade-off between consumers based on perceived gains and perceived losses. The supporting evidence for this argument comes from past research. Consumers, not businesses, are the ones who determine what constitutes value in the eyes of the market. The answer to this question is contingent on the manner in which customers

are able to perceive the product or service, as well as the amount that they feel it costs.

2.4.2 The Significance of Research on Consumer Perceived Value

The significance of consumer perceived value (CPV) research manifests at multiple levels, serving not only as a crucial component in the development of marketing theory but also as a key factor for enterprises to formulate effective marketing strategies and enhance competitiveness (VRANEEVI et al., 2008). CPV research focuses on consumers' trade-off between perceived benefits and incurred costs during product/service purchase and usage. This fundamental trade-off directly influences purchase decisions, brand loyalty, and ultimately, firms' long-term profitability.

Studies that are currently being conducted on customer perceptions of value reveal that there are variances in the perceived value of brands across various product categories or industries. Consumers consider technical, environmental, and cost factors when choosing an electric vehicle (Featherman et al., 2021). Luxury electric vehicles have the characteristics of high price and high technology, which makes consumers pay more attention to the functional value, price value, social value, and emotional value of the product when purchasing (Xi et al., 2022). Currently, the competition in the luxury electric vehicle market is becoming more and more intense, and brands such as Tesla and Mercedes-Benz have successfully established brand premiums by enhancing consumers' perceived value of smart driving, environmental responsibility, and technological experience. Perceived value not only determines consumers' preference for a brand but also influences their acceptance of product premiums. However, there is a relative lack of research on the perceived value of luxury electric vehicle consumers. For this reason, studying how buyers evaluate high-end EVs in terms of product qualities, technical content, and environmental impact is crucial.

2.4.3 The Component of Consumer Perceived Value

Consumer value theory is a theoretical framework that examines how consumers make decisions among different choices, and it covers the behavior of

consumers in choosing to buy or not to buy, choosing a particular product or service over other alternatives, and choosing a specific brand over other brands (Sheth et al., 1991). The theory suggests that consumers consider a combination of the various values that a product or service can provide, including functional, emotional, social, cognitive, and conditional values, when making a purchase decision (Shamila Nabi & Muhammad, 2017).

Sweeney and Soutar (2001), utilizing Sheth's theoretical framework, categorized consumer perceived value into four dimensions: functional value, social value, pricing value, and emotional value. They created a series of scales to assess customers' perceived value of durable items at the brand level in retail purchasing contexts, with the objective of uncovering the values that influence consumers' purchase attitudes and behaviors in this environment.

2.4.3.1 Functional Value

According to Sweeney and Soutar (2001), the term "functional value" describes the utility that ends up being obtained by consumers as a result of the perceived quality and anticipated performance of a product. The acquisition of an automobile contributes greatly to the enhancement of convenience in both the professional and personal realms, demonstrating the utilitarian significance of this purchase.

A product's function and performance are the main factors that influence consumer choice. The functions or issues that a product or service may fulfill or solve, as well as the degree to which these functions and solutions align with the real requirements and expectations of customers, are typically referred to as functional value in marketing. Key components of functional value are simplicity, adaptability, utility, dependability, and functionality (Santy & Atika, 2020). When consumers are making purchases, functional value is a significant consideration. To meet customer wants and obtain a competitive edge in the market, businesses must comprehend the functional value and design preferences of their customers and provide competitive products in a targeted way.

The functional value of luxury electric vehicles focuses on performance benefits such as reliability, comfort, maneuverability, range, and charging time (Skippon, 2014). Luxury electric vehicles are equipped with efficient powertrains that provide strong performance to meet the demands of high-performance driving. Their autonomous driving, intelligent navigation, and device connectivity features enhance user experience and safety, as well as modernity and sophistication. High-quality interiors, comfortable seats, and smart cabins create a luxurious driving experience. Longer range and fast charging support enhance convenience. In addition, luxury electric vehicles focus on environmental protection and use clean energy, in line with the trend of sustainable mobility. This approach meets consumers' high-quality expectations of luxury vehicles while combining the environmental characteristics of electric vehicles to form a unique consumer-perceived functional value.

2.4.3.2 Price Value

Zeithaml (1988) emphasized that price is not merely an economic cost but also carries signals of quality and perceptions of fairness. Monroe (1990) further clarified the concept of price value, stating that price value is the consumer's evaluation of the relationship between price and product utility. He argued that the core of price value lies in whether consumers perceive the price as matching the benefits provided by the product. In other words, price value refers to the utility perceived by consumers in the short or long term based on cost savings and whether the product or service is considered worth the price (Sweeney & Soutar, 2001). Value-based pricing emphasizes the benefits that a product or service provides to consumers, rather than its intrinsic value or production costs. When consumers express unwillingness to pay for a product or service, their perceived price value becomes measurable. Price value encompasses not only economic costs but also non-economic costs (e.g., time, effort), representing a comprehensive assessment by consumers of the relationship between price and overall benefits. Perceived price value is influenced by both objective price and reference price (Aybeniz Akdeniz, 2013) and is a critical factor affecting purchase intention.

Promotions offering low prices typically elicit a stronger response from customers than promotions highlighting exceptional quality. However, in the market for high-end electric vehicles, elements like cutting-edge innovation and technology, better quality and brand image, and improved service and customer experience are what make buyers willing to pay more.

2.4.3.3 Social Value

Social value denotes the worth a brand or product offers for social utility to consumers (Sweeney & Soutar, 2001). Consumers aim to convey their identity, elevate their position, attain social recognition, and reinforce their self-image when making a purchase. They also obtain perceived advantages from a product's affiliation with a specific social class, status, or group (Reed, 2002). According to Maslow's Hierarchy of Needs, an individual's needs are arranged in a hierarchy of multiple levels, with each level representing a different category of requirements. Furthermore, the hierarchy of needs suggests that these requirements change as the individual's quality of life improvements. For instance, the physical social value of an object is demonstrated when a customer purchases a certain brand of technology item or a stylish dress and receives praise or appreciation from other people. This is an example of a situation in which the consumer buys the item. It is therefore possible to boost the purchasing activity of customers by supporting them in understanding the social worth that they possess.

Social values are particularly important in the consumption of luxury goods, where consumers gain social recognition by purchasing luxury goods to highlight their social status and wealth (Vigneron & Johnson, 1999). Luxury new energy vehicles serve not merely as a mode of transportation, but also as a representation of social standing. These vehicles signify affluence and refined taste, rendering the driver a prominent and accomplished figure within society. Simultaneously, operating such vehicles demonstrates environmental awareness and bolsters the driver's eco-conscious reputation (Reed, 2002). Moreover, premium electric vehicles employ sophisticated electric technology and innovative design, positioning the driver as a technical pioneer. Consumers desiring social value aim to assimilate into

an exclusive social circle and cultivate significant social connections through the ownership of a premium electric vehicle.

2.4.3.4 Emotional Value

Emotional value denotes the extent of emotional satisfaction a consumer derives from acquiring a product or utilizing a service, representing the usefulness that a product or service possesses in altering the customer's emotional state (Sweeney & Soutar, 2001). Products with cutting-edge technological capabilities have historically gained a competitive edge because of their improved durability and performance. As a result of technological advancements, the performance and durability of products have significantly surpassed the expectations of consumers. As a result, the advantages of higher functional value provided to consumers are becoming increasingly meaningless. To sustain their market position, firms initiated customer attraction using price reduction techniques. This resulted in a decrease in business profits. This tendency was first observed in the consumer durables sector, including personal computers and digital cameras, but is now emerging across other industries (Fujimoto, 2007). The basis of competitiveness is transitioning from feature augmentation and performance enhancement to cultivating consumer preferences and deeper emotional value (Noble & Kumar, 2008).

Consumption activities have both utilitarian and hedonic values for consumers, and not all consumption behaviors are designed to satisfy consumers' functional needs but also involve emotional motives (Babin et al., 1994). The use of products with intrinsic emotional value is likely to directly evoke a consumer's internal emotions or enhance their visibility and permanence.

Luxury electric vehicles provide an exceptional driving experience, symbolizing not only premium branding and manufacturing but also rich emotional values. Its high performance, comfortable interior, and advanced technology meet functional needs while demonstrating environmental responsibility. Unique design inspires aesthetic emotion and becomes part of individual expression. The purchase of luxury electric vehicles by consumers is motivated not only by the need to fulfill

practical requirements, but also by the desire to satisfy hedonistic ideals and emotional motivations.

2.4.4 Marketing Communication and Consumer Perception Value

The basis of a company's marketing decisions lies in the creation of greater value for consumers, which creates both competitiveness and an advantage in competing for future consumer purchase intentions. A firm's marketing activities should aim to create value for consumers by creating a connection between the organization, the user, and all others involved in that development process (Sánchez-Gutiérrez et al., 2019). Marketing communication acts as a bridge between the organization and the consumer, and the deeper the organization understands the needs of the consumer, the more competitive advantage it will gain (Wu & Li, 2018). Successful competition means creating value for consumers that competitors cannot provide. For example, in the field of luxury electric cars, Tesla Inc. has created significant value for consumers by virtue of its superior product design and high-quality user services, thus creating a strong competitiveness in the global market and effectively influencing consumers' purchase intentions.

Numerous studies have examined different aspects of marketing communication and the influence it has on consumer behavior and perceived value. Marketing communication can provide consumers with accurate and clear information about a product or service and help them understand the features, benefits, and uses of the product. Taking a newly launched luxury electric car as an example, the company comprehensively demonstrated its excellent performance and cutting-edge innovative features through a well-planned advertising campaign and product launch. Detailed product information, demonstration of usage scenarios, and dissemination of consumer evaluations can help consumers better understand the benefits of the product and thus increase its perceived value (Zeithaml, 1988). Through consistent and coherent marketing communication activities, companies can develop a unique and positive brand image. A strong brand creates trust and identification with consumers, which in turn increases the perceived value of the product or service. Consistent brand communication helps to build brand uniqueness and a positive

brand image, which in turn increases consumer identification and perceived value of the brand (Aaker, 2012). Emotionally driven advertising and promotional campaigns can stimulate an emotional response in consumers, resulting in higher levels of identification and loyalty to the brand (Bagozzi et al., 1999).

Several studies have examined different aspects of marketing communications and their influence on consumer behavior and perceived value. Wiedmann et al. (2018) executed an empirical investigation within the luxury hospitality sector to analyze the causal connections among multisensory marketing, brand experience, consumer perceived value, and brand strength. Their findings support the fact that multisensory marketing is an important tool for building brand experience; both are key drivers of consumer perceived value, and consumer perceived value is influenced by multisensory marketing and brand experience. Lantos (2015) provides empirical examples on the influence of advertisements on the perceived value of a brand, including the frequency of advertisements and content on consumers' perceived value. Many studies have confirmed that the relationship between marketing communication tools (advertising, promotion, personal selling, public relations, and direct marketing) and consumer perceived value varies from moderate to strong (Kovanovienė et al., 2021). There is a correlation between marketing communication and consumer perceived value. The findings above allow us to construct the following hypotheses:

H1: The way in which consumers perceive the value of luxury electric vehicles is positively impacted by marketing communication.

2.5 Purchase Intention

2.5.1 The Concept of Purchase Intention

Intention is a concept in psychology. In the field of consumer behavior research, Fishbein (1975) employed the concept of intention and established the idea of purchase intention. Purchase intention is defined as the subjective chance that a buyer would acquire a product or service. According to Ajzen (1988), the purchasing choice is preceded by the purchasing intention, which is a crucial component. The

stimulation that a product provides to consumers is what ultimately leads to the development of a desire to buy that product. Therefore, it is possible that individuals will have a propensity to acquire the goods.

Consumer purchasing intention has been the subject of extensive academic discourse and has been characterized variably by different scholars in their research. Dodds et al. (1991) assert that purchase intention reflects consumers' views toward a certain product, shaped by a particular external environment. Purchase intention denotes the consumer's disposition towards a product or service and the likelihood of the consumer executing a purchasing decision. They argue that purchase intention is not an objective existence but rather a consumer's subjective perceptions. Through an empirical analysis of consumers of four durable items, Armstrong et al. (2000) showed that customers' buying intentions can effectively predict future purchasing behaviors. Purchase intention is a psychological term that is subjective and indicates the probability that consumers will purchase a particular good or service. Purchase intention is a decision-making process that looks at why a customer chooses a particular brand (Shah et al., 2012).

2.5.2 The Value of Studying Purchase Intention

Scholars generally agree that Purchase Intention is an important predictor of consumer purchasing behavior, although there are differences in specific expressions (Ratih et al., 2023). Purchase Intention reflects the likelihood of a consumer to purchase a specific product or service and is widely used in marketing and consumer behavior research (Mert İ & Erkan Bİ, 2023). Purchase intention, as a key variable in consumer behavior research, is closely linked to actual purchase behavior. Due to the challenges of data collection and measurement of actual purchasing behavior, many researchers tend to use willingness to buy as a valid indicator for predicting future purchasing behavior. Purchase intention research is crucial for businesses because it helps them gain insights into their customers' interest and motivation to buy their products or services. Understanding and effectively influencing purchase intention can significantly improve a company's competitiveness in the marketplace.

Luxury electric vehicles, as high-value durable goods, involve a significant financial commitment in the purchase decision, leading consumers to be more cautious. As a result, purchase intentions have higher predictive validity in this scenario. In high-risk, high-involvement durable goods purchase scenarios, consumers' purchase intentions typically show stronger congruence with their final behavior (Morwitz et al., 2007). Therefore, accurately assessing consumers' purchase intentions is important for companies to formulate marketing strategies and predict market demand. Empirical research has shown that when consumers perceive a purchase to be important (e.g., luxury electric cars), their deliberative assessment strengthens the intention-behavior linkage and improves the predictive accuracy of later decisions (Peter & Paschal, 2006). These insights enable firms to (1) efficiently allocate marketing resources, (2) refine value proposition objectives, and (3) optimize inventory planning.

2.5.3 The Elements of Purchase Intention

In-role behavior and Extra-role behavior are concepts in Organizational Behavior. In order to provide an explanation for both in-role and extra-role conduct in marketing, Gruen (1995) blended theories from social psychology and organizational behavior into marketing research. In marketing research, especially in the field of consumer behavior, it can be used to understand the different behavioral patterns of consumers during shopping and spending.

2.5.3.1 In-role behavior

Consumers' in-role behavior pertains to the formal dimensions of their actions, particularly the behaviors requisite for utilizing a service or product. In-role behavior includes financial transactions, such as product purchases (Paulssen et al., 2019). Traditionally, customer in-role behavior encompasses the consumption of products by customers or their subsequent repurchase of such products. This customer behavior is termed "customer loyalty." Customer loyalty is a fundamental notion in marketing literature. It is typically categorized into two types: attitudinal loyalty and behavioral loyalty (Kumar et al., 2013). Loyal mindset denotes a deliberate disposition towards potential repeat purchases, while behavioral loyalty pertains to the observable actions exhibited.

When it comes to buying intentions, "in-role behavior" includes consumers' plans to buy and actions that go along with those plans, like their own likelihood of buying, their subjective intentions, and their actions. This article examines customer purchase intentions. Consequently, the in-role behavior of consumer characters inside the conceptual framework reflects a loyalty disposition, signifying a readiness to engage in and repeat transactions.

2.5.3.2 Extra-role behavior

Employee extra-role behavior in organizational contexts has been the subject of much investigation in the past. Sportsmanship (behaving gracefully in the face of adversity), civic virtue (thinking of ways to improve things), and helpful behavior are the three categories into which organizational studies split extra-role behaviors (Podsakoff & MacKenzie, 2014). Conversely, extra-role behaviors are helpful, voluntary acts that aren't necessary for basic service delivery and are directed at the organization, service personnel, or other clients (Bove et al., 2009). Word-of-mouth that is positive is one example. Even while role-playing activities don't entail money transactions, they nonetheless benefit the business and can provide it a sizable competitive edge if handled well.

Customer extra-role behavior, akin to staff extra-role behavior, is characterized as actions that are not directly nor explicitly anticipated or rewarded by the customer and are performed willingly (Lii, 2011). The organizational citizenship behavior (OCB) idea says that customers' plans to do things outside of their normal duties are proactive endorsements that help businesses, which gets their attention. According to Anderson et al. (2004), the extra-role activity of customers includes, among other things, making recommendations to other people, expressing suggestions for the improvement of a product or service, and taking part in good word-of-mouth communication.

Comprehending in-role and extra-role behaviors is essential for examining consumer buying intentions. We used and added to previous research to create this model as a possible way to explain how consumers act in different roles. However, we don't claim that our model includes all the in-role and extra-role

behaviors that were talked about in the marketing literature mentioned above. The Andreu et al. (2006) and Chen and Chang (2008) purchase intention questionnaire scale will be used in this study. It measures two things: consumers' in-role willingness and out-of-role willingness.

2.5.4 Perceived Value and Purchase Intention

Consumer perceived value is an all-encompassing evaluation of the benefits that individuals gain from acquiring a product or service, in comparison to the costs that they incur as a result of doing so. Asserting that the features of a product or service as well as the outcomes that are seen to result from consumption have an effect on consumer behavior, Gutman (1982) makes the connection between consumer values and behavior. It is the contention of Zeithaml (1988) that the perceived value of a product by a buyer takes into account not only the benefits of the product but also the costs that are associated with the process of obtaining it. Therefore, the perception of value has an effect on the intention to purchase.

Numerous studies have demonstrated that perceived value is a key determinant of purchase intention (Salehzadeh & Pool, 2017), and significantly influences various aspects of consumer behavior, including satisfaction, willingness to try new products, and repurchase intentions. Dam (2020) examined the impact of brand trust and perceived value on brand preference and purchase intention in the context of branded cell phones, finding that higher perceived value increases the likelihood of purchase. Similarly, Kuo et al. (2009) found that the perceived value of mobile value-added services positively affects customer satisfaction and post-purchase intentions.

Furthermore, the consumer's perception of the value of a brand is directly proportional to the degree to which they are likely to recommend that brand to others. This indicates that customers possess favorable attitudes and behavioral intentions towards brands they see as high-value. The aforementioned findings enable us to formulate the subsequent hypotheses:

H2: The perceived value by consumers positively affects the intention to acquire luxury electric vehicles.

Existing research also suggests that consumers first learn about a product through marketing communication activities, then form a perception of the product's value, and finally make a purchase decision based on the perception of value (Ramadan et al., 2024; Wang et al., 2024). Marketing communication indirectly influences consumers' purchase intention by shaping their perceived value of luxury electric vehicles. There is a considerable relationship between perceived value and the intention to make a purchase as well as marketing communication. As a result, the following hypothesis is one that can be formulated:

H3: Marketing communication has an influence on purchase intention through consumer perceived value.

2.5.5 Marketing Communication and Purchase Intention

Marketing communication influences consumer behavior and purchasing decisions in different ways. Through well-planned advertisements, companies are able to present the advantages and features of their products in a vivid way that captures the attention of consumers and stimulates their interest and desire. Promotional campaigns utilize attractive offers and discounts to directly stimulate consumers' desire to buy, making them feel that this is a fantastic opportunity that cannot be missed. Marketing communication on social media creates a word-of-mouth effect through users' sharing and recommendations, both positive and negative, which significantly affects brand image and consumers' purchasing decisions (Sandes & Urdan, 2013; Wang & Yu, 2017). Companies can utilize social media platforms to enhance consumer trust and purchase intentions (Mainardes & Cardoso, 2019). Public relations campaigns further enhance consumer confidence in a brand by portraying a favorable corporate image, causing them to prefer the brand's products among the many choices available (Lin & Lu, 2010). Direct marketing meets the specific needs of consumers through precise targeting and personalized communication, providing tailored solutions that greatly increase purchase intentions.

The literature study demonstrates that marketing communications, encompassing corporate image, relationship marketing, word of mouth, social media, and influencer marketing, positively affect customer purchase intention. By establishing

trust, utilizing social connections, and executing successful communication tactics, organizations may augment customer purchase intention and stimulate sales in the current competitive marketplace. From the aforementioned findings, the subsequent hypothesis may be formulated:

H4: There is a beneficial influence that marketing communication has on the intention of consumers to purchase luxury electric vehicles.

2.6 Brand Preference

2.6.1 The Definition of Brand Preference

Various academic disciplines, each possessing distinct research paradigms, hold divergent views on the examination of preferences. Economics depends on economic choices and decisions to understand preferences, while psychology emphasizes behavior to analyze them. Economics and psychology have not yet reached an agreement on the theoretical analysis of brand preference. Economists assert that preferences are stable and external, influencing consumer choice behavior. However, preferences that diverge from the rational consumer model of economic theory remain unaccounted for. External descriptions affect customer preferences in decision-making processes. “In relation to choice, hedonic preference (liking) is more stable and less affected by specifications (Hsee et al., 2009).” Researchers have sought to connect economics and psychology to examine the development of consumer preferences (Albanese, 1987).

Marketers define preference as the process of selecting between alternatives based on desirability. Brands possess distinct attributes that shape their image in consumers' minds, influencing their perceptions and attitudes. Differences in brand equity contribute to brand preference by shaping consumers' differentiated attitudes toward a brand's products or services. Brand preference reflects consumers' inclination to favor a particular brand and represents behavioral tendencies that indicate the extent to which one brand is preferred over another (Overby & Lee, 2006). In other words, brand preference encapsulates consumers' attitudes toward a specific

brand, representing a relative inclination to choose and use it after comparing it with competing brands (Chomvilailuk & Butcher, 2010).

2.6.2 The Importance of Brand Preference Research

Before making a purchase, most consumers have predetermined interests and preferences; only a small percentage of consumers have fleeting impulsive buying tendencies. Inherited interests and tendencies influence people's purchasing behavior to some extent, even though it may not be planned (Hoyer & Brown, 1990). Once customers have developed a preference for a brand, it is difficult to change, particularly if the distinctive features are thought to be irrelevant to the brand (Muthukrishnan & Kardes, 2001). For luxury electric cars, the price may be two to three times the ex-factory price, but they are still in high demand (Hanzaee & Rouhani, 2013). As a result, doing research on the preferences of consumers about brands can assist businesses in enhancing their marketing effectiveness, expanding their market share, and ultimately achieving better levels of income.

The importance of luxury electric vehicle brand preference research is reflected at multiple levels, covering marketing strategy development, consumer behavior understanding, and industry trend prediction. First, by studying consumers' cognitive, emotional, and behavioral tendencies toward different luxury EV brands, companies can better design products, pricing strategies, and promotional activities to enhance brand competitiveness (Mohsin et al., 2024). Second, studying the reasons why consumers choose a particular brand, such as whether it is recognition of brand image, pursuit of product performance, or promotion of environmental protection concepts, can help companies better meet consumers' deep-seated needs (Wei et al., 2019; Wiktor et al., 2023). The third point is that the market for electric vehicles is rapidly developing, and the preferences and requirements of customers are constantly evolving. By continuously tracking and analyzing consumer preferences for different brands, we can grasp the market dynamics in a timely manner, predict the future development trend, and provide a basis for enterprises to formulate long-term development strategies.

In short, luxury electric car brand preference research is an important foundation for enterprises to formulate effective marketing strategies, understand consumer behavior, and predict market development trends. Through in-depth study of consumer preferences for different brands, enterprises can better meet consumer demand, enhance brand competitiveness, and occupy a favorable position in the rapidly developing electric vehicle market.

2.6.3 The Components of Brand Preference

Crites Jr et al. (1994) concept of preference as an “attitudinal outflow” and their three dimensions of cognitive, emotional, and behavioral intentions provide an important theoretical framework for understanding consumer behavior and brand attitudes. In conjunction with Grimm (2005), consumer brand preferences can be viewed as a combination of these three responses. In order to understand this framework more deeply, we need to examine these three dimensions separately and analyze how they work together to influence consumers' final choices.

2.6.3.1 Cognitive Preference

We must first learn about something before we can grow fond of it. Brand awareness serves as the basis for developing brand preference since consumers can only build a preference for a brand if they possess some degree of brand knowledge (Olson & Mathias Thjørmøe, 2003). Both internal and external elements influence people's perceptions at the brand recognition stage. Humans are not entirely logical decision-makers; outside influences as well as cognitive biases affect consumer choices. Thus, brand recognition happens when consumers' judgments of brand attributes—formed through exposure to a variety of information—create associations that are stored in memory to produce a specific brand image, all while being influenced by internal and external influences. Cognitive preferences are further reinforced by favorable assessments of product performance and quality within this brand image. Brand cognitive preference reflects consumers' attitudes toward a brand's attributes and characteristics. Essentially, it is the relative evaluation consumers make after comparing a particular brand to others, which manifests as a positive attitude toward that brand (Lee et al., 2011).

In the automotive sector, the formation of brand preferences among customers is supported by a comprehensive cognitive framework that acts as the foundation. According to Pimenta and Piato (2016), purchasers have a variety of distinct impressions regarding the various luxury electric vehicle brands. The company Tesla, which is well-known for its advanced battery technology and features that enable autonomous driving, places a high priority on technological innovation and great performance. When it comes to the global market for new energy vehicles, BYD, a well-known Chinese company, has established a considerable position thanks to the diverse product offers it provides and its commitment to environmental responsibility. On the other hand, XPENG appeals to younger consumers by virtue of its current and fashionable appearance as well as its intelligent technology (Björck & Lu, 2019). The high-end design and battery-swapping technology that NIO is known for have earned it much acclaim. At the same time, Mercedes-Benz and BMW are putting an emphasis on cultivating a luxury image by delivering premium interiors and cutting-edge technologies for electric vehicles. Each brand constructs its own unique identity with relation to technology, design, and user experience. This allows the brand to cater to a wide range of customer preferences and generate cognitive connections, which eventually influence the consumer's intention to make a purchase.

2.6.3.2 Emotional Preference

In the stage that comes after the stage of brand cognition, the formation of brand emotions takes place. Consumers begin to acquire emotional reactions to the product once they have developed a certain level of brand awareness. These reactions might include loving or disliking the product, appreciating or resenting the product's quality, packaging, service, and other aspects of the product. The extent to which the product satisfies the individual's particular wants, attitudes, and experiences, as well as the degree to which it is congruent with their temperament and value system, all contribute to the formation of these emotional preferences. Brand emotional preference refers to consumers' tendency to have positive or negative feelings toward a particular brand. These preferences are based

on feelings and values, rather than on the strengths or weaknesses of the product itself (Breckler & Wiggins, 1989). In most cases, emotionally driven preferences stem from individuals' core values.

Consumers' emotional preferences significantly influence their brand decisions when purchasing a product or service. This emotional preference pertains not only to the product's functionality and quality but also encompasses the emotional value communicated by the brand and the emotional bond between the brand and the individual (Gentile et al., 2007). Brand emotion endows products with anthropomorphic thoughts and feelings, facilitating genuine interactive communication that conveys the brand's core values, history, and culture. This fosters consumer identification with the brand concept and resonance, addressing their emotional and spiritual needs. Brand emotional preference typically indicates the extent of consumer affinity for the brand, potentially influencing their purchasing decisions and loyalty. The success of luxury electric vehicles relies not just on technological advancements but also on establishing a profound emotional bond with consumers.

2.6.3.3 Behavioral Preference

The brand personality theory, proposed by Aaker (1997), suggests that brands can exhibit human-like personality traits, such as sincerity, excitement, competence, sophistication, and ruggedness. Consumers tend to choose brands that align with their own personalities, leading to the formation of brand behavioral preferences.

Brand behavioral preference represents the highest stage of brand preference, referring to the tendency of consumers to choose a particular brand in their actual consumption behavior (AakerDavid, 1991). It is the outcome of both cognitive and affective preferences working together (Fishbein & Ajzen, 1977). In an information-saturated market environment, consumers often face decision-making dilemmas when presented with multiple options. As a result, they are typically able to clarify their brand preferences only after making an actual purchase (Iyengar & Lepper, 2000).

In real-world situations, consumers must ascertain their views and emotions after engaging in specific behaviors. Some academics believe that emotional preference is the result of consumers' emotional alignment with their brand values, collective culture, and inherent values, whereas cognitive choice is the result of consumers' cerebral processes after rational evaluation and reflection. These elements work together to promote the development of behavioral inclinations, particularly behavioral preferences.

The complex process of behavioral preference for luxury electric vehicles incorporates the car-buying experience, product attributes, and brand impression. Customers take into account a number of criteria while choosing a luxury electric car, such as the brand's reputation, the features of the product, environmental consciousness, and the overall shopping experience. Consumers are drawn to well-known brands, superior performance, and cutting-edge technology.

This study proposes that brand preference formation is a progressive process that unfolds in three distinct stages: cognitive preference, affective preference, and conative preference, with each stage representing a higher level of brand attachment and commitment.

2.6.4 Marketing Communication and Brand Preference

Companies use marketing programs and other activities to promote their brands. However, what really matters is the image of the brand in consumers' minds. Most consumers have pre-existing brand preferences before making a purchase, and only a few will make an impulse purchase. Brand preference often influences purchasing decisions. Marketing communications through tools such as advertising, sales promotion, and public relations influence these preferences.

Substantial advertising expenditures can markedly elevate brand awareness and improve customer perceptions of brand quality by augmenting brand exposure and reinforcing brand connections (Tellis, 2003). The regular occurrence of brand commercials intensifies brand recognition among consumers by broadening communication channels, fostering more robust brand associations, and increasing consumer preference for the brand. Sales promotion disseminates information that

enhances brand awareness and elicits positive connections (Palazn-Vidal & Delgado-Ballester, 2005). Sales promotion makes current customers like a brand more by making it more visible through more sales (Pauwels et al., 2002). It may also encourage potential customers to try the brand, which makes them more likely to buy it. Social media use in public relations initiatives has been beneficial for generating conversions, enhancing brand positioning, and sustaining brand retention (Allagui & Breslow, 2016). Favorable engagements on social media and proficient content marketing can substantially enhance a business's digital visibility and consumer brand preference (Kaplan & Haenlein, 2010). Based on the above findings, the following hypotheses can be constructed:

H5: Marketing communications positively influence consumer brand preferences for luxury electric vehicles.

2.6.5 Brand Preference and Purchase Intention

Hoyer and Brown (1990) demonstrated that, barring a small proportion of consumers who exhibit irrational purchasing behavior under specific circumstances, most individuals develop established preferences prior to purchasing a particular brand or product. Even in the absence of premeditated purchase planning, these pre-existing preferences exert a significant influence on purchasing decisions. Furthermore, as Howard and Sheth (1969) argued, consumers develop psychological predispositions and affective attitudes—ranging from favorable to unfavorable—toward a brand based on their level of brand recognition. These predispositions not only shape purchase intentions but also ultimately influence actual purchase behavior.

Empirical studies have been conducted by scholars to examine the relationship between perceived value, brand preference, and consumers' purchase intentions. Chen and Chang (2008), in their study of the airline industry in Taiwan, found that brand equity positively impacts brand preference and purchase intention, with brand preference serving as a driver of purchase intention.

Khasanah (2015) examined the relationship between brand preference, perceived quality, perceived value, and purchase decisions, suggesting that manufacturers should offer value-added services to both companies and consumers,

which can enhance brand preference and ultimately influence consumer purchase decisions.

Muzakir and Damrus (2018) studied the effect of customer perceived value on brand preference and future purchase intention at 7-11 convenience stores in Indonesia. Their study revealed that both customer perceived value and brand preference have a significant positive impact on future purchase intention.

Brand preference is particularly important in the luxury electric vehicle segment, as these products are usually more expensive, purchase decisions are more rational, and the added value that the brand can provide (e.g., social status symbols, technological innovations, etc.) becomes a key factor influencing consumer choice. Marketing communication delivers brand messages, builds brand image, and influences consumer attitudes and behaviors through the process of communicating with consumers (Ravi & Amandeep Singh, 2024). Based on these findings, the following hypothesis can be proposed:

H6: Brand preference has a positive influence on the intention of the purchase of luxury electric vehicles.

H7: Marketing communication has an influence on purchase intention through brand preferences.

Chapter 3

Research Methodology

For the purpose of conducting a quantitative investigation into the influence of marketing communications, consumer perceived value, and brand preference on the intention to purchase luxury electric vehicles, this study makes use of structural equation modeling (SEM), which is a multivariate framework for evaluating causality and estimating the effects among observed variables. In order to evaluate the extent to which these elements influence consumers' intentions to make purchases, an investigation was carried out. In light of this, the researcher devised a research plan in order to accomplish the goals of the study. The following is the order in which the presentation of the quantitative study will commence:

3.1 Research Design

Based on a comprehensive review of the literature, this study synthesizes and refines existing models of marketing communication, purchase intention, brand preference, and consumer perceived value to construct the foundational framework for this research. After a thorough analysis of relevant domestic and international scale literature, the researcher meticulously designed the study's measurement scales and developed a robust survey methodology, including survey design, implementation, and data analysis procedures. The primary objective of this study is to examine the causal relationships among marketing communication, perceived value, brand preference, and luxury electric vehicle purchase intention, as well as to assess the relative influence of each factor. To achieve this, a survey-based approach was employed to collect sample data, ensuring the empirical grounding of the study's findings.

To operationalize the variables in this study, the author conducted an extensive review of scale development theory. Drawing on well-established scales from renowned scholars, an initial draft of the questionnaire was developed, tailored

specifically to the target consumer group of luxury electric vehicles. This draft underwent a rigorous iterative refinement process. To ensure the precision and clarity of the questionnaire items, the instructor and students were invited to review and provide feedback on the questionnaire, focusing on the phrasing of the questions and the overall structural organization. This collaborative approach aimed to enhance the reliability and validity of the measurement instrument.

Subsequently, five marketing professionals were consulted to assess the questionnaire. Following the mentor's recommendations, certain ambiguous, redundant, or unclear indicator items were removed, while others were incorporated. To guarantee the precision and clarity of the questionnaire items, I solicited modifications from seasoned sales professionals and users of premium electric vehicles. I consolidated and eliminated items that were extremely analogous and indistinguishable to the responders. The questionnaire was finalized following the modifications and revisions.

This study adheres to the criteria of questionnaire design, including a scientifically structured format, a suitable number of questions, and clear, straightforward content. The questionnaire format is selected to be standardized, encompassing the title, preamble, major body (which comprises the basic circumstances, fundamental issues, and attitudes and opinions), and acknowledgments.

The initial section of the questionnaire serves as a preface, elucidating its primary objective and conveying that there are no correct or incorrect responses, only individual perspectives. This section aims to alleviate any apprehensions and encourage respondents to articulate their genuine sentiments candidly and precisely. The primary focus of the questionnaire is the assessment of variables; however, the author included inquiries regarding respondents' car-buying experience and price prior to the variable measurement questions. This approach may prompt respondents to quickly recall their car-related experiences and perspectives, enhancing their engagement with the subsequent questions.

3.2 Population and Sample

3.2.1 Population

This study examines a cohort of consumers in China who are current or prospective purchasers of premium electric automobiles. Interest in clean energy and sustainable transportation has markedly increased in recent years as Chinese society has become more ecologically aware. The government has effectively fostered the sustained increase in new energy vehicle sales in China through a range of supportive policies, such as subsidized car purchases and complimentary parking and charging facilities. According to China's Ministry of Public Security, China's electric vehicle ownership reached 22.09 million by 2024, accounting for 4.88% of total vehicle ownership (Network, 2025).

Moreover, luxury electric vehicles address contemporary consumers' quest for a premium lifestyle through technology advancements, intelligent features, and an eco-conscious reputation (Li, 2024). Under the trend of urbanization and consumption upgrading, luxury EVs have not only become an ideal choice for urban living but also symbolize the improvement of one's social status (da Silva et al., 2024). China's luxury electric vehicle industry is promising, primarily attracting environmentally concerned individuals who prioritize quality of life, possess middle to high salaries, and have elevated social position. As electric vehicle technology progresses and the industry evolves, we anticipate the continued growth of this consumer demographic.

A better understanding of the luxury electric car industry in China will be achieved through the completion of this study, which will also provide substantial market insights for allied industries. The questionnaire was designed to include specific luxury electric vehicle brands in order to increase the relevance of the study. Participants in the survey are identified as the ten most prominent brands operating in China's luxury electric vehicle market, according to this scientific investigation. The legitimacy, validity, and scientific rigor of the responses are ensured by the fact that respondents are more likely to offer accurate responses to the questionnaire when it comes to electric vehicle brands that have a high sales volume.

3.2.2 Sample

This study uses random sampling. Convenience sampling and random sample are the main methods used in the survey design, which is determined by the goals of the study as well as pragmatic factors. The study targets consumers who have already purchased or intend to purchase luxury electric vehicles. The distribution of questionnaires is carried out in two main forms: online and paper-based. Paper questionnaires are distributed on-site through street interception and random sampling, and respondents complete them immediately in a self-administered format, with the investigator collecting them afterward. Online questionnaires are used to overcome the challenges of distributing paper questionnaires and to enhance the efficiency of questionnaire collection.

When compared to other multivariate methods, structural equation modeling (SEM) is a technique for conducting multivariate statistical analysis that necessitates the use of large samples. Both statistical precision and statistical power should be taken into consideration when determining the sample requirements for structural equation modeling (SEM). Unfortunately, there is no consensus in the literature regarding the appropriate sample size for structural equation modeling (SEM), despite the fact that determining the appropriate sample size is a key issue during the SEM process.

The empirical method has long been regarded as a state-of-the-art approach in research (Wang et al., 2013). In the context of structural equation modeling (SEM), determining an appropriate sample size often involves considering the number of parameters to be estimated. Generally, as the number of parameters increases, a larger sample size is required to ensure reliable results. A widely recommended guideline suggests a ratio of 10:1 to 20:1 for the sample size relative to the number of parameters being estimated (Jackson, 2003). To ensure plausible parameter estimates, a minimum ratio of 5:1 is advised, while a ratio of at least 10:1 is necessary to validate the significance tests (Bentler & Chou, 1987). For more complex models, a minimum sample size of 200 is generally considered acceptable (Kline, 2018). Hair et al. (2019) subsequently elevated the minimum sample

requirement to 300 while reducing the acceptable communality threshold to 0.45, with special considerations for under-identified model structures. These guidelines highlight the importance of aligning sample size with the complexity of the model to achieve robust and reliable statistical outcomes.

This study adopts a quantitative research methodology and carries out empirical analysis based on a theoretical model containing 14 latent variables. In order to ensure an appropriate and adequate sample size, multiple factors were considered and 700 consumers were finally selected as the research sample. This research design not only satisfies the recommended parameter-to-sample ratio of 10:1 to 20:1 (Jackson, 2003), but also incorporates buffer capacity to account for potential non-response effects and data cleaning procedures.

3.3 Research Tools

The design of the questionnaire in this study strictly follows the norms of social survey methodology, the first part of the module is set up as a unit of subject portrait construction, and a stratified sampling control technique is used to collect data on demographic characteristics. During the first part of the questionnaire, the respondents are asked to provide fundamental demographic information about themselves. This information includes their gender, age, education level, occupation, years of experience, and income. In order to guarantee the reliability of the sample data, respondents are strongly encouraged to provide truthful responses while also taking into consideration their concerns over privacy. There are nine questions in this part that pertain to the respondents' gender, age, degree of education, and salary of the respondents.

The main section of the questionnaire was constructed using a 5-point Likert scale, a widely adopted tool in market research. On this scale, 1 denotes "strongly disagree," 2 represents "mildly disagree," 3 indicates "neutral," 4 signifies "mildly agree," and 5 corresponds to "strongly agree." To ensure clarity and facilitate subsequent analysis, the author systematically organized the dimensions into the following categories: Marketing Communications (MC), Advertising (A), Sales Promotion (SP),

Public Relations (PR), Personal Selling (PS), Direct Marketing (DM), Consumer Perceived Value (CPV), Functional Value (FV), Price Value (PV), Social Value (SV), Emotional Value (EV), Brand Preference (BrP), Cognitive Preference (CP), Emotional Preference (EP), Behavioral Preference (BP), and Purchase Intention (PI). Drawing on the literature review, conceptual definitions, and established scales from prior studies, the author identified and developed the necessary research indicators, ensuring their alignment with the study's objectives and theoretical framework.

The second section of the questionnaire centered on marketing communications. The literature on marketing communication scales is extensive, encompassing diverse aspects of communication strategies across various contexts. For this study, the scale design draws on the foundational work of Yoo et al. (2000), which provides a well-established framework for measuring marketing communication effectiveness. The scale was adapted to align with the specific context of luxury electric vehicles, ensuring its relevance and applicability to the study's objectives. The scale is designed as Table 3.1.

Table 3.1 Pre-survey scale design for marketing communications

Dimension	Questionnaire Items	Source
AD	A1 I often sees the brand's advertising;	Yoo et al. (2000) Villarejo-Ramos and Sanchez- Franco (2005)
	A2 Persuasive advertising for this electric vehicle;	
	A3 Online media advertising such as search engines, social networks, and websites are attractive;	
	A4 Attractive advertisements in car magazines, TV, outdoor billboards, etc.	
SP	SP1 I often see the brand's promotional publicity;	
	SP2 The promotion of this product made it worthwhile for me;	

Table 3.1 Pre-survey scale design for marketing communications (continued)

Dimension	Questionnaire Items	Source
PR	SP3 When I know there's a promotion I'm interested in, I'll look at that brand of car more often;	Yoo et al. (2000) Villarejo-Ramos and Sanchez-Franco (2005)
	PR1 The brand is regularly featured in a variety of media (TV, websites, magazines and social media, etc.).	
	PR2 The electric car company has a good reputation;	
	PR3 Celebrities, automotive experts and experienced car enthusiasts use or recommend it to make me more likely to buy that electric car;	
PS	PR4 The business deals with consumer comments and problems in a timely and sincere manner;	
	PS1 Salespeople have better vocational training;	
	PS2 Salespersons have strong business skills; PS3 Salespersons are polite, friendly, sincere and reliable;	
DM	DM1 Emails about new car promotions, limited-time discounts or car recommendations interest me;	
	DM2 I regularly see the business sending out new promotions, products or services through various media outlets;	
	DM3 I am more satisfied with the business' direct contact and engagement with me.	

Source: Organize according to information

The third section of the questionnaire addresses the perceived value of luxury electric vehicles. Consumer perceived value is conceptualized across four dimensions: functional value, social value, price value, and emotional value. Unlike fast-moving consumer goods, automobiles, as durable goods, provide long-term benefits to consumers. Therefore, the perceived value scale in this study primarily draws on the work of Sheth, Sweeney, and Soutar et al., which focuses on durable goods. Additionally, successful brands must deliver superior value to consumers and differentiate their offerings from competitors (Kim et al., 2008). Given the unique nature of perceived value in the context of luxury electric vehicles, this study incorporates insights from Hanzaee and Rouhani (2013) and adapts their scale to better capture the specific dimensions of luxury electric vehicle value perception. This adaptation ensures the scale's relevance and alignment with the study's objectives. The scale is designed as Table 3.2.

Table 3.2 Conceptualization of a pre-survey scale for the evaluation of the value of luxury electric vehicles

Dimension	Questionnaire Items	Source
FV	FV1 The luxury electric vehicle offers good safety and stability;	Sheth et al. (1991)
	FV2 The Luxury Electric Vehicle offers excellent ride and handling;	
	FV3 The luxury electric vehicle offers reliable, high-tech intelligent driver assistance systems;	
	FV4 The luxury electric vehicle has the features to meet my needs;	
PV	PV1 The pricing of the electric vehicle is reasonable;	Hanzaee and Rouhani (2013)
PV	PV2 The electric vehicle is good value for money;	
PV	PV3 The electric vehicle is a good product for its price;	

Table 3.2 Conceptualization of a pre-survey scale for the evaluation of the value of luxury electric vehicles (continued)

Dimension	Questionnaire Items	Source
SV	SV1 Luxury electric vehicle allow me to make a good impression on others and demonstrate my social status;	Sheth et al. (1991) Sweeney and Soutar (2001) Hanzaee and Rouhani (2013)
	SV2 The luxury electric vehicle gives me social value for self-realization;	
	SV3 The brand image that the luxury electric vehicle represents is very appealing;	
	SV4 Driving a luxury electric vehicle helps me to develop a positive, high-end and stylish personal image;	
	SV5 Electric vehicles are in line with modern concepts of healthy and green living, and are environmentally conscious;	
EV	EV1 The appearance of this luxury electric car will give a high-end and aesthetic feeling;	
	EV2 The luxury electric vehicle has a quiet and smooth ride that makes me feel comfortable;	
	EV3 Driving a luxury electric vehicle will give me a feeling of pleasure;	
	EV4 Driving a luxury electric car makes me feel stylish.	

Source: Organize according to information

In the fourth section, we will discuss our preferred brand. The term "brand preference" refers to the attitude that customers exhibit toward a certain brand. This attitude is essentially the relative evaluation that consumers provide after comparing a particular brand with other brands. It is represented as the positive attitude that

people have toward a particular brand. It consists of three dimensions, namely cognitive preference, affective preference, and behavioral intention preference. Cognitive preference reflects the rational assessment of a brand's attributes, such as quality, reliability, and innovation, while affective preference captures the emotional connection and attachment consumers feel toward the brand. Behavioral intention preference, on the other hand, represents the likelihood of consumers choosing the brand over competitors in actual purchase situations. This study measures brand preference based on consumers' cognitive, emotional, and behavioral tendencies.

Table 3.3 Pre-survey scale design for luxury electric vehicle brand preference

dimension	Questionnaire Items	Source
CP	CP1 I possess superior knowledge of this brand compared to any other luxury electric vehicle brand;	Mohan Raj et al. (2013)
	CP2 I am more attracted to this luxury electric vehicle brand;	
	CP3 I closely monitor this brand;	
EP	EP1 In comparison to other luxury electric vehicle brands, I would lament the disappearance of this particular brand more profoundly;	Chen and Chang (2008)
	EP2 This Brand is more than a mere product to me;	
	EP3 This brand gives me a sense of belongingness;	
BP	BP1 I have more connections with the same brand of car guys;	
	BP2 I am proud to have others know I use this brand;	
	BP3 I would love to speak about this brand to others.	

Source: Organize according to information

Preliminarily identifying brand preference measures that are suitable to this study, this study leans on Mohan Raj et al. (2013) on the design of the brand preference scale, adjusted with the features of the luxury electric vehicle industry. This study uses the scale to develop these brand preference measures. The scale is designed as Table 3.3.

Table 3.4 Pre-survey scale design for luxury electric vehicle purchase intention

dimension	Questionnaire Items	Source
InR	InR1 I possess a profound inclination to get a luxury electric vehicle from this brand;	Dodds et al. (1991) Chen and Chang (2008)
	InR2 The probability of me acquiring a luxury electric vehicle from this brand is substantial;	
	InR3 I would acquire the brand again if circumstances permitted;	
	InR4 I'm willing to pay a higher price for a luxury electric vehicle	
ExR	ExR1 I am inclined to endorse this brand of luxury electric vehicles to others;	Dodds et al. (1991) Chen and Chang (2008)
	ExR2 I am prepared to promote the advantages of premium electric vehicles to others;	
	ExR3 When solicited for counsel regarding the acquisition of luxury electric vehicles, I endorse the brand.	

Source: Organize according to information

The fifth section focuses on analyzing purchase intentions for luxury electric vehicles. Drawing upon a comprehensive review of relevant literature and the theoretical framework of purchase intention, this study employs the measurement scale originally developed by Dodds et al. (1991) and subsequently refined by other researchers. The scale is designed as Table 3.4.

3.4 Reliability

The reliability of an instrument refers to the consistency of measurements, whether over time, across different forms, between items, or among different raters (Mueller & Knapp, 2018). Although the measurement items for all variables were derived from well-established scales, the researcher conducted a small pre-survey in order to improve the validity of the questionnaire, taking into account the fact that different research contexts and study participants may get different results.

The researchers randomly selected a group of respondents to distribute the questionnaires; a total of 98 questionnaires were distributed. Respondents were invited to complete the full questionnaire. This study primarily uses Cronbach's Alpha to assess the internal consistency of the variables underlying the question items. The Cronbach's Alpha coefficient ranges from 0 to 1, with values closer to 1 indicating higher reliability. A value below 0.5 suggests the results are unreliable. The higher the Cronbach's alpha coefficient, the stronger the correlation between the items in a variable, and the greater the internal consistency. According to research by American statistician Hair et al. (2010), a Cronbach's Alpha greater than 0.7 is considered highly reliable.

The data entry for this study was carried out with the assistance of the statistical software known as SPSS. The Cronbach's alpha coefficients for each indicator item are displayed in Table 3.5.

Table 3.5 Reliability statistics

Measurement dimensions	Cronbach's Alpha	N of Items
All Variables	.986	48
Marketing Communication (MC)	.963	17
Consumer Perceived Value (CPV)	.967	15
Brand Preference (BrP)	.957	9
Purchase Intention (PI)	.923	7

The results of the reliability test showed that the observed variables had confidence levels between .923 and .967. The overall confidence level was .986, which is greater than .700. The survey-specific confidence levels are shown in Table 3.4, and the reliability of each dimension is greater than .700, indicating that the entire questionnaire and the individual indicator questions are reasonably well designed and have a high degree of internal consistency.

3.5 Validity

Validity is whether an instrument or method actually measures what you think it measures. In research, validity determines whether the study actually measures what it is trying to measure or how true those findings are (Bashir et al., 2008). This study utilized factor analysis to assess the accuracy and validity of the questionnaire, which is a common and important research step. Factor analysis is a statistical method used to extract a small number of common factors from a large number of correlated variables to reduce the complexity of the data and to verify the construct validity of a measurement instrument. In questionnaire research, factor analysis contributes to the understanding of structural relationships in questionnaires by identifying potential factors in the data and verifying their consistency with the expected theoretical model.

Prior to factorization, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were conducted for each variable in this study. The KMO test was used to

assess the adequacy of sampling, i.e., the suitability of the data for factor analysis. The Bartlett's test of sphericity was used to test whether the correlation matrix was unitary, i.e., to test the existence of a significant correlation between variables, thus confirming the existence of a meaningful relationship between the variables. Significant correlation between the variables, thus confirming the existence of a meaningful relationship between the variables. Together, these tests examined the structural validity of the questionnaire and provided a solid basis for ensuring the reliability and trustworthiness of the findings.

The KMO measure is an indicator used to assess the appropriateness of data for factor analysis, with values ranging from 0 to 1. A KMO value closer to 1 indicates stronger correlations among the variables, suggesting greater suitability for factor analysis. According to established guidelines, a KMO value greater than .9 is considered highly suitable for factor analysis; a value between .8 and .9 indicates good suitability; a value between .7 and .8 suggests acceptable suitability; and a value below .6 is generally regarded as unsuitable for factor analysis. These thresholds provide a clear framework for evaluating the adequacy of the data for factor analysis in this study (Kang, 2013).

Bartlett's test of sphericity is used to determine whether the sample correlation matrix is an identity matrix. The null hypothesis is that "the correlation matrix is an identity matrix," meaning there is no correlation between the variables. If the test result shows a significance level (Sig.) of less than 0.05, the null hypothesis is rejected, indicating that there is a significant correlation between the variables, making the data suitable for factor analysis (Bartlett, 1950).

The table 3.6 above presents the results of the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity. The KMO value of .778 indicates that the data is suitable for factor analysis, as it falls within the acceptable range. Additionally, Bartlett's test of sphericity yields a significance level (Sig.) of .000, which is statistically significant at the $p < .001$ level. This result confirms that the correlation matrix is not an identity matrix, thereby supporting the presence of significant

relationships among the variables and further validating the suitability of the data for factor analysis.

Table 3.6 KMO and Bartlette’s test

	KMO	.778
Bartlett's Test of Sphericity	Approx. Chi-Square	9299.273
	df	2775
	Sig.	.000

3.6 Data Collection

Data collection is a fundamental component of empirical research, as it provides an objective foundation for understanding and addressing the research problem (Mazhar et al., 2021). This study aims to investigate the “Influence of Marketing Communication on Purchase Intention of Luxury Electric Vehicles in China: Mediating Role of Consumer Brand Preferences and Perceived Value.” To achieve this objective, a meticulously designed data collection process was implemented to ensure the accuracy, reliability, and representativeness of the data. By adhering to rigorous methodological standards, the study seeks to generate robust and meaningful insights into the relationships between marketing communication, consumer brand preferences, perceived value, and purchase intention in the context of luxury electric vehicles in China.

3.6.1 Types of Data

This study necessitates the acquisition of two categories of data: main data and secondary data. The primary methods of data collecting include observation, experimentation, and surveys. This study utilized the survey approach to collect primary data pertinent to its objectives. To reduce study costs, secondary data was sourced from credible outlets, including recent research papers, reputable journals, national and international electronic databases, and online academic publications.

3.6.2 Duration of the Survey and Survey Respondents

Data collection was conducted from August 2024 to September 2024. The survey respondents included consumers who were either potential buyers with the intention to purchase a luxury electric vehicle or had already purchased one. To ensure the representativeness of the sample, respondents were recruited from diverse geographic regions across China, covering both urban and suburban areas.

3.6.3 Survey Methodology

To comprehensively capture the perspectives of respondents, multiple questionnaire distribution channels were utilized, including email, in-person visits, and online questionnaire platforms (e.g., QuestionStar). The focus of this study is on buyers or potential buyers of luxury electric vehicles in China. Given the need for a large sample size and the requirement that respondents be familiar with luxury electric vehicles, a combination of convenience sampling and random sampling methods was employed. First, researchers distributed questionnaires at luxury electric vehicle brand 4S stores and automotive exhibitions, inviting both marketing personnel and consumers to complete the survey in exchange for compensation to enhance the response rate. Second, online survey platforms offering recruitment services were utilized to efficiently screen and contact respondents who met the research criteria, thereby improving the efficiency and quality of data collection. Additionally, informants with expertise in consumer behavior were welcomed to participate in the survey. Prior to completing the questionnaire, researchers explained the purpose and significance of the study to participants and assured them of confidentiality to alleviate any concerns.

3.6.4 Questionnaire Collection

The researcher collected these data using a tested questionnaire. The data collection was carried out during the period of August 2024–September 2024, and 723 questionnaires were returned within a period of 2 months, which is considered complete and sufficient for the study. There were 701 valid questionnaires with a validity rate of 97%.

3.7 Data Analyses

Using SPSS 21 and AMOS 21 statistical software packages, this study will employ quantitative analysis methods to examine the relationships between marketing communications, perceived value, brand preference, and purchase intention. SEM will be implemented to investigate the specific effects of each influencing factor on the research objectives. The analytical results will provide empirical evidence for subsequent discussions and validate the effectiveness of the proposed theoretical models in this study.

Data analysis has two broad approaches: obtaining descriptive features as estimates and performing tests of hypothesis to obtain inference on the data collected (Labani et al., 2017). The researchers conducted an initial screening of the recovered data to eliminate obviously invalid questionnaires, such as those that had neither purchased a luxury electric vehicle nor had an intention to do so. Categorical variables were coded so that they could be analyzed in statistical software. Simultaneously, we clarified the meaning and measurement scale of each variable to establish the groundwork for subsequent analyses.

For the data formed through the questionnaire, this study used conventional statistical methods for data analysis and hypothesis testing. These statistical and analytical methods are mainly:

1. The statistical examination of descriptive data For the purpose of determining whether or not the sample is representative of the population, descriptive statistical analysis of the sample data is performed in order to gain an understanding of the distribution profile of the sample in terms of gender, age, education, income, and consumption expenditure.

2. Reliability test employs Cronbach's alpha coefficient to measure the internal consistency and stability of the data.

3. When conducting the validity test, factor analysis is utilized to evaluate the correctness and validity of the questionnaire. This is done in order to determine the extent to which the measurement findings accurately reflect the content that is going to be studied. Validity is increased when the results of the measurement are

more closely aligned with the content that is being studied; on the other hand, validity decreases when the opposite is true.

4. Correlation analysis examines whether there exists some kind of dependency relationship between research objects, and explores the direction and degree of correlation between research objects with dependency relationship, which is mainly described by the correlation coefficient, and Pearson's correlation analysis is adopted in this paper.

5. Equations Based on Structure The purpose of modeling analysis is to validate the rationality and scientificity of the theoretical model, as well as to evaluate the degree to which the hypothetical model is compatible with the data.

6. The purpose of mediation analysis is to investigate whether or not the effect of independent factors on dependent variables is realized through one or more variables that act as mediators. This study use the Bootstrap approach for the purpose of doing mediation analysis.

3.8 Model Fit Evaluation

In Structural Equation Modeling (SEM) analysis, Model Fit Evaluation (MFE) is an important step to ensure that the theoretical model matches the real data. It helps the researcher to determine whether the proposed theoretical model matches the real data, so as to verify the validity of the research hypothesis.

In this study, a variety of Goodness-of-Fit (GOF) metrics were used to assess the fit of the constructed model in order to test its reasonableness and validity. A good model fit is a prerequisite to ensure the validity of research findings. The model fit test aims to answer the following question: to what extent is the covariance matrix predicted by the model similar to the actual observed covariance matrix? If the model fit is poor, it indicates that the model fails to adequately capture the underlying relationships in the data, which may lead to erroneous inferences and conclusions. Therefore, evaluating the GOF is a crucial step in SEM analysis.

Kline (2023) emphasized that researchers should report multiple GOF metrics in order to fully assess model fit. The study talks about how to use the MIN/DF, GFI,

AGFI, CFI, IFI, TLI, and RMSEA indices to check how well a model fits (Hu & Bentler, 1999; Marsh & Hocevar, 1985; Rahman et al., 2023), and Table 3.7 shows the criteria that are needed.

Table 3.7 Standards for alignment between model and empirical data

Fit parameters	Recommendation value
CMIN/DF	<3
GFI	>0.9
AGFI	>0.9
CFI	>0.9
IFI	>0.9
TLI	>0.9
RMSEA	<0.05
SRMR	<0.05

Source: Organize according to information



Chapter 4

Data Analysis Result

Building upon the methodological framework established in the preceding chapter, which comprehensively addressed the research design, data collection procedures, and analytical techniques, this chapter presents the empirical findings derived from systematic data analysis. The primary objectives of this chapter are twofold: to examine the structural relationships among variables within the proposed research model and to empirically validate the hypothesized relationships through rigorous statistical analysis. Utilizing SPSS 21 and AMOS 21 as primary analytical tools, the study processes and interprets the survey data obtained from the formal questionnaire administration, ensuring methodological consistency and analytical rigor throughout the investigation.

4.1 Descriptive Statistical Analysis

4.1.1 Sample Characteristics

This study focuses on the Chinese luxury electric vehicle market, with a specific sample population comprising Chinese consumers aged 18 years and above who are either actively considering (in purchase negotiations) or have previously purchased luxury electric vehicles. The demographic characteristics and general profile of the respondents are presented in Table 4.1, which provides a comprehensive overview of the sample composition and essential descriptive statistics.

Table 4.1 General information of respondents

(n=701)

	List of items	Numbers	Percentages
1.sex	Female	363	51.8
	Male	338	48.2
	Total	701	100
2.Age	18-25	39	5.6
	26—35	16	2.3
	35—45	254	36.2
	46—59	383	54.6
	Over 60	9	1.3
	Total	701	100
3.Educational Level	Below post-secondary	24	3.4
	Post-secondary	106	15.1
	Undergraduate	416	59.3
	Master's degree or above	155	22.1
	Total	701	100
4.Careers	Student	48	6.8
	Company employee	183	26.1
	Owner/senior management	73	10.4
	Government/Institutions	228	32.5
	Freelancer	97	13.8
	Retirees	24	3.4
	Other	48	6.8
	Total	701	100

Table 4.1 General information of respondents (continued) (n=701)

	List of items	Numbers	Percentages
5. Annual Family Income	Under \$14000	0	0
	\$14001-28000	0	0
	\$28001-42000	10	1.4
	\$42001-71000	407	58.1
	Above \$71000	284	40.5
	Total	701	100
6. Car Purchase Budget	Under \$42000		
	\$42000-57000	161	23
	\$57001-71000	131	18.7
	\$71000-85000	154	22
	above \$85000	255	36.4
	Total	701	100
7. Brand Name	Audi	59	4.20%
	AVATR	62	4.40%
	Mercedes-Benz	269	19.20%
	BMW	152	10.90%
	LEADINGIDEAL	73	5.20%
	Tesla	376	26.90%
	DENZA	64	4.60%
	AITO	172	12.30%
	NIO	46	3.30%
	XPENG	43	3.10%
	Yangwang	67	4.80%
	Other	15	1.10%
		Total	701

Table 4.1 presents general information regarding the 701 respondents, comprising both current and potential consumers of luxury electric vehicles. General information encompasses gender, age, and educational attainment. The gender distribution indicates that 51.8% of the sample is male and 48.2% is female, reflecting a relatively balanced gender ratio. The age distribution indicates that the cohort aged 46-59 comprised the largest segment at 54.6%, while the 36-45 age group represented 36.2%. These findings may suggest a greater propensity for car purchases within the older demographic. The sample group exhibits a high level of education, with 59.3% holding a bachelor's degree and 22.1% possessing a master's diploma or higher. The occupational distribution indicates that government/institution workers comprised the largest proportion of respondents at 32.5%, while company employees accounted for 26.1%. Regarding annual household income, 40.5% of respondents report earnings exceeding \$70,000, while 58.1% fall within the \$50,001-\$70,000 range. This result suggests that the sample of high-income households is inclined to purchase luxury electric vehicles. The preferred model's price range of \$70,000-850,000 is the most prevalent, comprising 36.4% of the total, while the \$45,000-57,000 range accounts for 23%. The data delineate the fundamental characteristics of the sample group, facilitating a more profound analysis of car purchasing preferences and behavioral patterns across various demographics.

4.1.2 Analysis of the Distribution of the Variables

Prior to the structural correlation analysis (SEM), analysis of variance (ANOVA) was performed on the observed and latent variables. Some descriptive statistics are mean (MEAN), standard deviation (S.D.), skewness (SK), and kurtosis (KU). These help us figure out what role the variables we've seen play in solving equations. Is the structure normally distributed? The latent variables in this study include four variables: Marketing Communication, Consumer Perceived Value, Brand Preference, and Purchase Intention.

The proposed structural equation model includes 14 observed variables (manifest variables), which are operationalized as follows:

1. Advertising (AD)
2. Sales Promotion (SP)
3. Public Relations (PR)
4. Personal Sales (PS)
5. Direct Marketing (DM)
6. Functional Value (FV)
7. Price Value (PV)
8. Social Value (SV)
9. Emotional Value (EV)
10. Cognitive Preference (CP)
11. Emotional Preference (EP)
12. Behavioral Preference (BP)
13. In-role Purchase Intention (InR)
14. Extra-role Purchase Intention (ExR)

This research used descriptive statistics to look at four main areas: Marketing Communication (advertising, sales promotion, public relations, and personal sales); Consumer Perceived Value (functional value, price value, social value, and emotional value); Brand Preference (cognitive preference, emotional preference, and behavioral preference); and Purchase Intention (intra-role purchase intention and extra-role purchase intention). As shown in Table 4.2, the analysis included important statistical measures such as question items, mean values, standard deviations, skewness, and kurtosis. The results indicate that all variables and their respective dimensions demonstrate relatively balanced distributions with characteristics approximating a normal distribution, thereby satisfying the fundamental assumptions required for subsequent structural equation modeling analysis.

Table 4.2 Descriptive statistics for observable variables

Variant	Min	Max	MEAN	S.D.	SK	KU
AD	1.00	5.00	3.0763	1.13132	-.120	-1.187
SP	1.00	5.00	3.1113	1.20435	-.065	-1.215
PR	1.00	5.00	3.0949	1.13645	-.140	-1.120
PS	1.00	5.00	3.0376	1.15471	-.010	-1.122
DM	1.00	5.00	3.0689	1.20824	-.098	-1.194
FV	1.00	5.00	3.0417	1.17608	-.042	-1.241
PV	1.00	5.00	3.0399	1.20606	-.005	-1.255
SV	1.00	5.00	3.0745	1.11396	-.112	-1.183
EV	1.00	5.00	3.0680	1.22642	-.073	-1.265
CP	1.00	5.00	3.0262	1.22024	-.036	-1.267
EP	1.00	5.00	3.1089	1.20569	-.115	-1.222
BP	1.00	5.00	3.0799	1.24708	-.068	-1.309
InR	1.00	5.00	3.0703	1.17973	-.078	-1.266
ExR	1.00	5.00	3.0319	1.21868	-.026	-1.301

4.2 Reliability and Validity Analysis

4.2.1 Reliability Analysis

This study assessed the reliability of the measurement scales across all constructs. As shown in Table 4.3, Cronbach's alpha (α) coefficients—a key metric for internal consistency—were computed for each dimension. The α values ranged from .799 (Personal Selling) to .874 (In-role Behavior), all exceeding the recommended threshold of .7 (Hair et al., 2010), indicating high reliability. The overall scale reliability was .952, further confirming the robustness of the measurement instrument.

Table 4.3 Reliability analysis

Dimensionality	Number of terms	Cronbach's Alpha	Total Cronbach's Alpha
Advertising	4	.849	
Sale Promotion	3	.836	
Public Relations	4	.851	
Personal Salling	3	.799	
Direct Marketing	3	.822	
Functional Value	4	.856	
Price Value	3	.818	
Social Value	5	.873	.952
Emotional Value	3	.836	
Cognitive Preference	3	.828	
Emotional Preference	3	.840	
Behavioral Preference	3	.816	
In-role	4	.874	
Extra-role	3	.849	

4.2.2 KMO and Bartlett's Test of Sphericity

For the purpose of this investigation, a total of 48 items (questions) relevant to the four variables under investigation were utilized to conduct the evaluation. A validated factor analysis was utilized in order to evaluate the link that exists between the items that were measured and the variables that were being studied. Through the utilization of the SPSS software, a validated factor analysis was carried out. Bartlett's test of sphericity and Kaiser Meyer-Olkin (KMO), which examined sample adequacy, both indicated that factor analysis is suitable for component analysis. This means that factor analysis can be used to analyze components.

Table 4.4 Sphere test results for KMO and Bartlett's test

	KMO	.923
Bartlett's Test of Sphericity	Approx. Chi-Square	18663.861
	df	1128
	Sig.	.000

The KMO of .923 indicated that the sample data was suitable for factor analysis, as KMO values greater than .8 are usually considered good. Moreover, the approximate Chi-square value of 18663.861, the degree of freedom of 1128, and the significance level of 0.000 indicate that the data collected are suitable for factor analysis.

4.2.3 Distinguishing Validity and Internal Consistency

Internal consistency and differential validity were assessed for scales with multiple dimensions. We used Pearson's correlation coefficient to see how the different dimensions related to each other. Compositional reliability (C.R.) and average variance extracted (AVE) were the main ways to measure scale reliability.

Table 4.5 Pearson correlation coefficients between observable variables

	C.R.	AVE	AD	SP	PR	PS	DM	FV	PV	SV	EV	CP	EP	BP	InR	ExR
AD	0.842	0.571	0.756													
SP	0.819	0.601	.333**	0.775												
PR	0.844	0.575	.380**	.428**	0.758											
PS	0.786	0.551	.326**	.379**	.424**	0.742										
DM	0.803	0.576	.332**	.424**	.401**	.456**	0.759									
FV	0.858	0.602	.364**	.322**	.313**	.338**	.390**	0.776								
PV	0.789	0.555	.424**	.363**	.377**	.380**	.358**	.411**	0.745							
SV	0.859	0.549	.413**	.437**	.364**	.469**	.443**	.361**	.487**	0.741						
EV	0.828	0.616	.339**	.326**	.349**	.403**	.320**	.353**	.450**	.402**	0.785					
CP	0.813	0.592	.376**	.368**	.344**	.370**	.377**	.369**	.352**	.383**	.345**	0.769				
EP	0.814	0.593	.407**	.423**	.377**	.393**	.400**	.298**	.355**	.378**	.353**	.444**	0.770			
BP	0.799	0.571	.416**	.392**	.385**	.389**	.452**	.303**	.309**	.378**	.309**	.454**	.462**	0.756		
InR	0.854	0.594	.422**	.357**	.425**	.412**	.329**	.337**	.419**	.357**	.412**	.378**	.388**	.424**	0.771	
ExR	0.832	0.623	.323**	.348**	.369**	.375**	.388**	.389**	.423**	.359**	.366**	.408**	.401**	.336**	.356**	0.789

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

The results of the study showed that the C.R. values for all dimensions were greater than 0.7, indicating high internal consistency in the scales. The AVE values were also greater than 0.5, further confirming the reliability of the scales. The Pearson correlation coefficients showed that there was a moderate relationship between the different dimensions. The values ranged from 0.298 to 0.487, and all of them were significant at the 0.01 level of significance (two-tailed). The AVE's square root values were all higher than the Pearson correlation coefficients for the other dimensions. This meant that the dimensions could be clearly distinguished, which is what discriminant validity means.

4.3 Confirmatory Factor Analysis

Jöreskog and Sörbom (1982) suggested structural equation modeling (SEM) as a way to do statistical analysis. It uses linear equations to show the relationship between observed variables and latent variables, as well as the relationship between latent variables. Experiments are used to test the relationship between latent variables in the theoretical model's hypothesis. Structural equation modeling verifies the relationship between observed variables and latent variables by combining the methods of path analysis and factor analysis and ultimately derives the overall, direct, and indirect effect between the independent variable and the dependent variable. This study used AMOS software to analyze the data.

The research employed confirmatory factor analysis (CFA) to examine the structural relationships within the proposed research model. The model incorporates four key latent variables: Marketing Communication (MC), Consumer Perceived Value (CPV), Brand Preference (BrP), and Purchase Intention (PI). The analytical results of the CFA are presented systematically in the following sections, demonstrating the measurement model's validity and reliability before proceeding to structural equation modeling.

4.3.1 Marketing Communication Measurement Model

Companies use marketing communication tools to create value for consumers and motivate them to be loyal to the organization. Marketing

communication measures include five observable variables: advertising communication, sales promotion, public relations, people selling, and direct marketing, as shown in Figure 4.1.

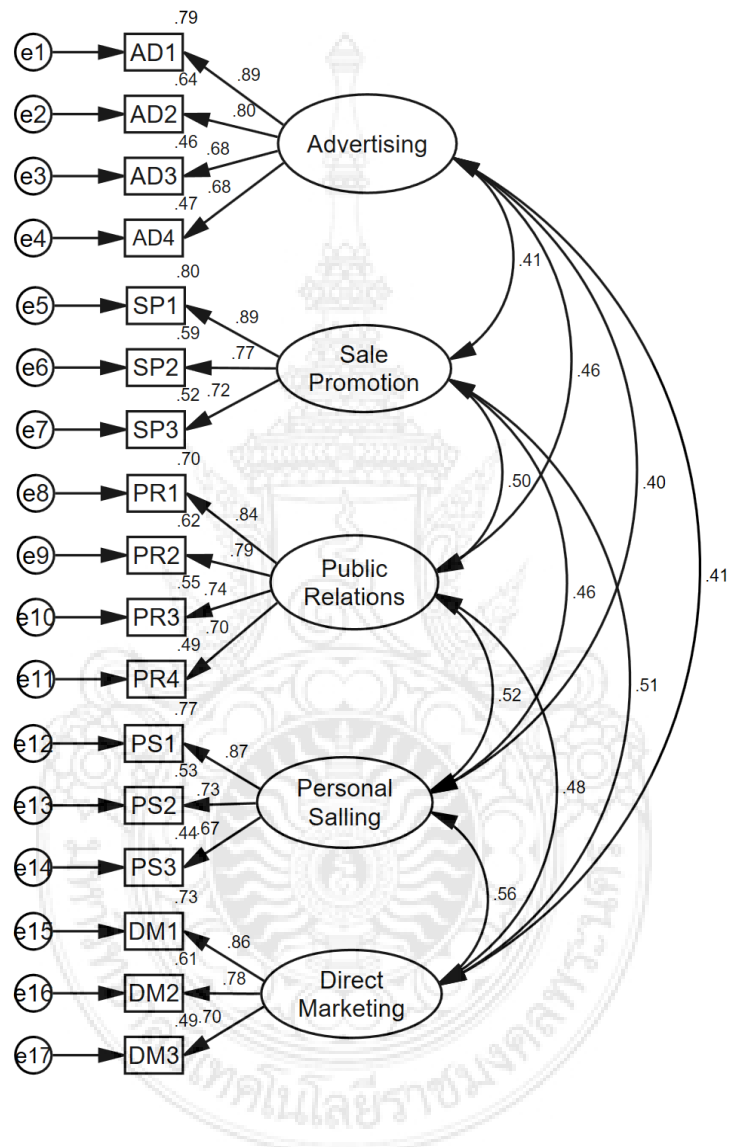


Figure 4.1 Measurement model of marketing communication

Figure 4.1 presents the results of the analysis of all five metrics, which measure marketing communications. From the perspective of the measurement relationships, the absolute value of the standardized loading for each measurement

is greater than .6 and statistically significant, indicating a strong measurement relationship. The results suggest that the marketing communication model is a good fit, with the fitted values for all metrics falling within the recommended range. The details are shown in Table 4.6.

Table 4.6 Model fit results of marketing communication

Fit parameters	Value	Recommendation value	Result
CMIN/DF	2.035	<3	Good
GFI	.964	>0.9	Good
AGFI	.950	>0.9	Good
CFI	.980	>0.9	Good
IFI	.980	>0.9	Good
TLI	.975	>0.9	Good
RMSEA	.038	<0.05	Good
SRMR	.0250	<0.05	Good

Table 4.6 demonstrates the model fit metrics, CMIN/DF=2.035, GFI=.964, AGFI=.950, CFI=.980, IFI=.980, TLI=.975, SRMR=.0250, and RMSEA=0.038 . All of these metrics met the model fit evaluation criteria, which means the model for the marketing communication study is well-fitted.

4.3.2 Consumer Perceived Value Measurement Model

Figure 4.2 illustrates the measurement model of Consumer Perceived Value (CPV), comprising four distinct dimensions: Functional Value (FV), Price Value (PV), Social Value (SV), and Emotional Value (EV). The confirmatory factor analysis results reveal that all four indicators effectively measure the latent construct of consumer perceived value. The measurement relationships demonstrate strong validity, with standardized factor loadings exceeding .6 ($p < .05$) across all indicators, indicating robust measurement reliability. Furthermore, the model exhibits excellent goodness-of-fit, with all fit indices falling within recommended thresholds, as detailed

in Table 4.7. These findings confirm the structural validity and reliability of the consumer perceived value measurement model.

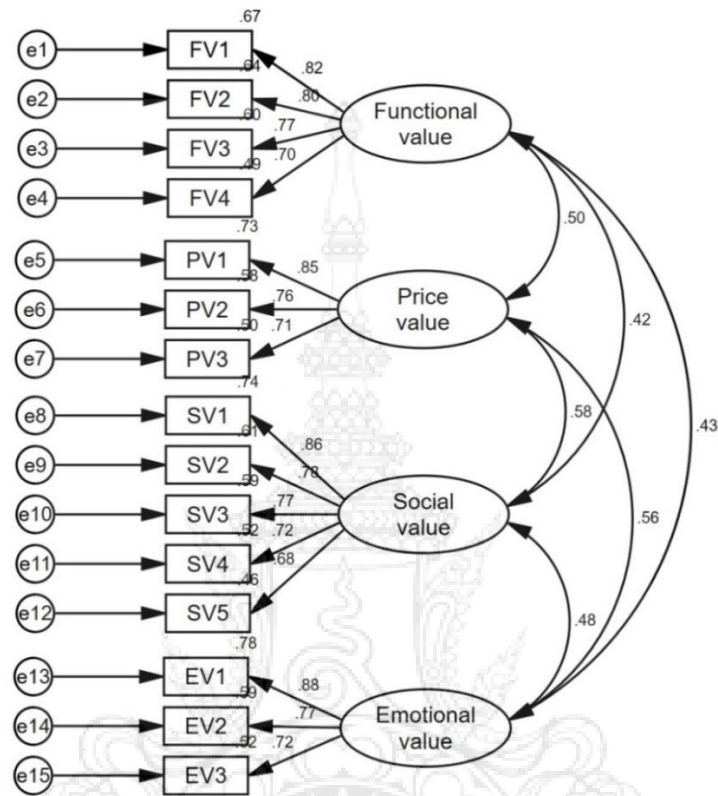


Figure 4.2 Measurement model of consumer perceived value

Table 4.7 Model fit results of consumer perceived value

Fit parameters	Value	Recommendation value	Result
CMIN/DF	2.108	<3	Good
GFI	.968	>0.9	Good
AGFI	.954	>0.9	Good
CFI	.982	>0.9	Good
IFI	.980	>0.9	Good
TLI	.977	>0.9	Good
RMSEA	.040	<0.05	Good
SRMR	.0253	<0.05	Good

Table 4.7 presents the model fit indices for the consumer perceived value measurement model, demonstrating excellent fit statistics: CMIN/DF=2.108, GFI=.968, AGFI=.954, CFI=.982, IFI=.980, TLI=.977, SRMR=.0253, and RMSEA=.040. All indices exceed established threshold values, indicating strong model fit and confirming the robustness of the proposed measurement model for assessing consumer perceived value.

4.3.3 Brand Preference Measurement Model

The measurement model for brand preference, as illustrated in Figure 4.3, comprises three distinct yet interrelated dimensions: cognitive preference (CP), emotional preference (EP), and behavioral preference (BP). These constructs collectively capture the multifaceted nature of brand preference, providing a comprehensive framework for assessing consumer-brand relationships.

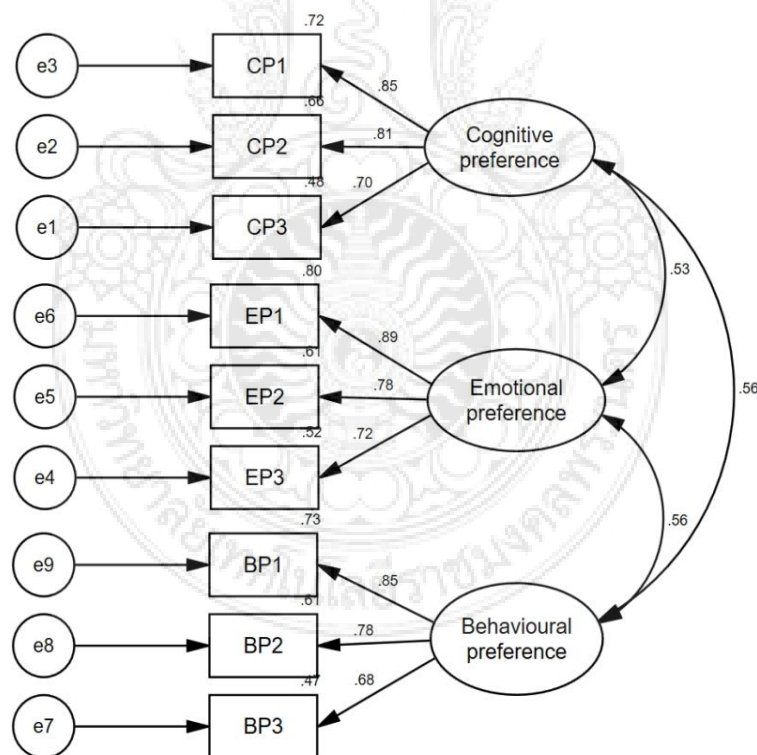


Figure 4.3 Measurement model of brand preference

Table 4.8 Model fit results of brand preference

Fit parameters	Value	Recommendation value	Result
CMIN/DF	3.189	<3	Acceptable
GFI	.978	>0.9	Good
AGFI	.959	>0.9	Good
CFI	.982	>0.9	Good
IFI	.982	>0.9	Good
TLI	.973	>0.9	Good
RMSEA	.056	<0.05	Acceptable
SRMR	.0226	<0.05	Good

Figure 4.3 displays the confirmatory factor analysis results for the three-dimensional brand preference measurement model. The standardized factor loadings range from .68 to .89 ($p < .001$), demonstrating statistically significant and psychometrically robust measurement relationships. The model exhibits excellent goodness-of-fit, with all fit indices exceeding recommended thresholds, as detailed in Table 4.8. These findings confirm the structural validity and reliability of the brand preference measurement model.

Table 4.8 shows the fit indices of the model. CMIN/DF = 3.189; although this value is greater than 3 (which is typically considered a poor fit), it can still be acceptable in certain cases, especially when other fit indices perform well. Therefore, this value does not decisively reject the model (Schermelleh-Engel et al., 2003). However, other fit indices of the model, such as RMSEA = .056, SRMR=.0226, GFI = .978, AGFI = .959, CFI = .982, IFI = .982, and TLI = .973, all indicate that the model fits well. Therefore, it can be concluded that the overall fit of the model is acceptable and suitable for further analysis and interpretation.

4.3.4 Purchase Intention Measurement Model

The purchase intention measurement model incorporates two distinct dimensions: Intra-role Purchase Intention (InR) and Extra-role Purchase Intention (ExR),

as depicted in Figure 4.4. These constructs collectively capture the multifaceted nature of purchase intention, providing a comprehensive framework for assessing consumer purchase decision processes.

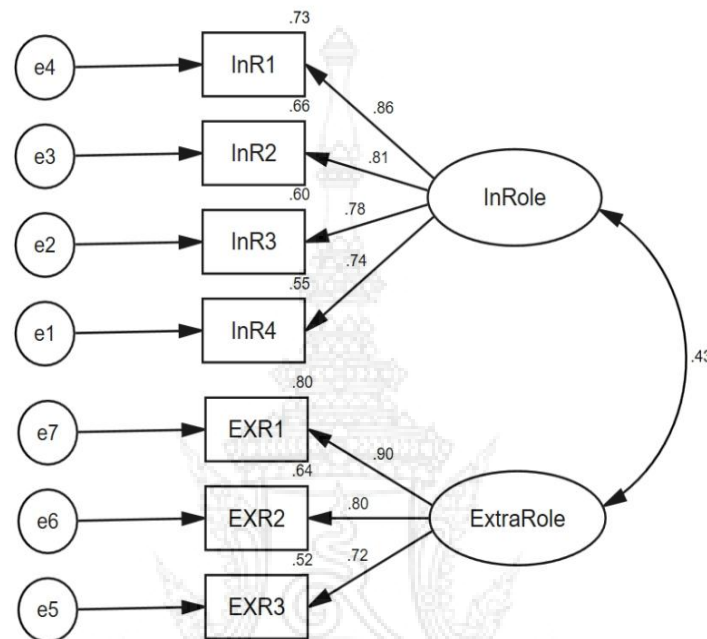


Figure 4.4 Measurement model of the purchase intention

Figure 4.4 illustrates the findings of the investigation into the two indicators that measure the intention to make a buying decision. In terms of measurement relationships, the standardized loading coefficients are statistically significant and vary from .72 to .90. This indicates that there is a good measurement relationship between the two variables. The results demonstrate that the model of purchase intention is a favorable match, as the values that were fitted for all of the indicators were found to fall within the range that was indicated. Table 4.9 provides an overview of the information.

Table 4.9 demonstrates the model fit metrics, $CMIN/DF=2.576$, $GFI=.978$, $AGFI=.971$, $CFI=.992$, $IFI=.992$, $TLI=.986$, $SRMR=.0225$, and $RMSEA=.047$ are the value of the model fit metrics that are displayed in Table 4.9. Each of these metrics satisfies

the evaluation requirements for model fit, which indicates that the model that was used for the study of consumer perceived value is adequate.

Table 4.9 Model fit results of purchase intention

Fit parameters	Value	Recommendation value	Result
CMIN/DF	2.576	<3	Acceptable
GFI	.978	>0.9	Good
AGFI	.971	>0.9	Good
CFI	.992	>0.9	Good
IFI	.992	>0.9	Good
TLI	.986	>0.9	Good
RMSEA	.047	<0.05	Good
SRMR	.0225	<0.05	Good

4.4 Hypothesis Testing and Structural Equation Modeling Analysis

4.4.1 Structural Equation Testing Results

Guided by the conceptual framework and research hypotheses established in the previous sections, structural equation models were developed and empirically tested using AMOS software. Figure 4.5 shows the complete structural model, including all path coefficients and relevant statistical parameters, allowing for comprehensive hypothesis testing and model evaluation.

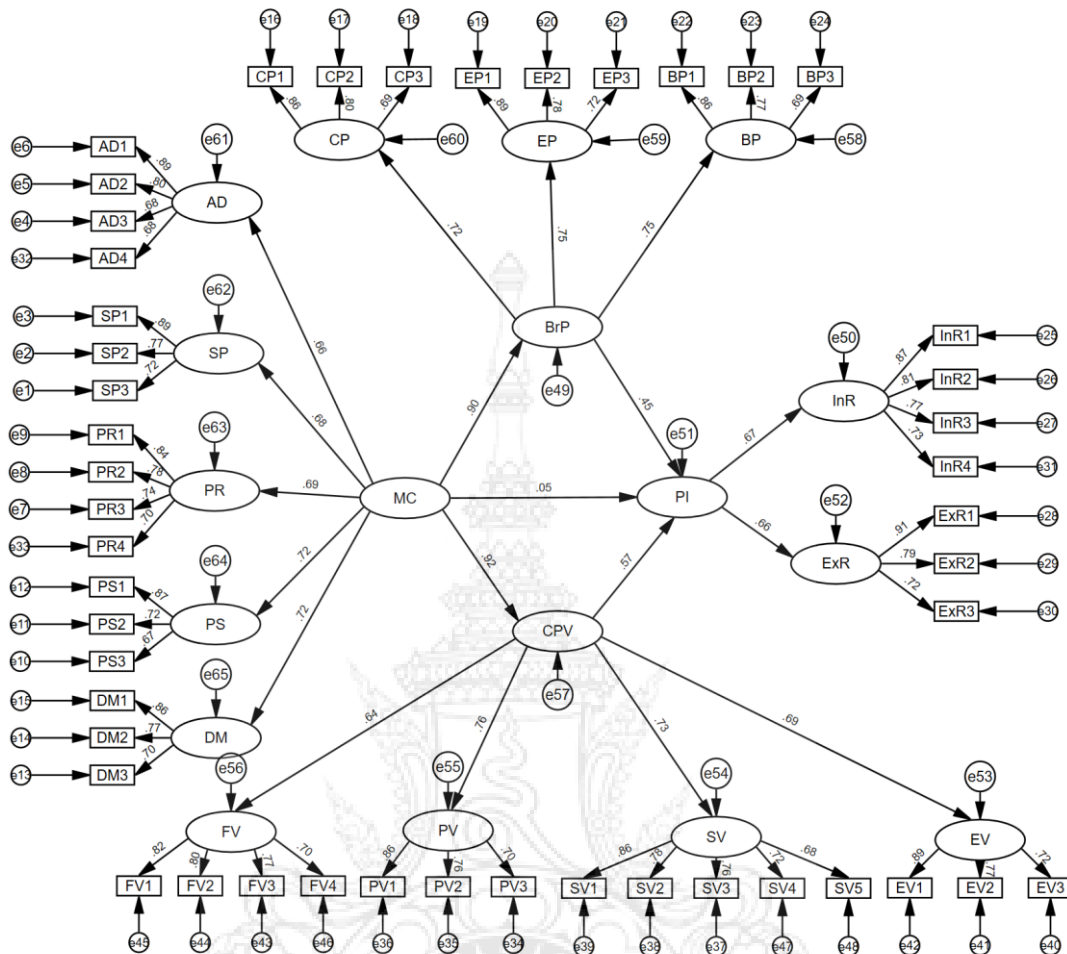


Figure 4.5 Structural equation modeling

The goodness-of-fit of structural equation modeling (SEM) was evaluated to ensure the validity and reliability of the model. The model fit metrics included the following: CMIN/DF, GFI, AGFI, CFI, IFI, TLI, RMSEA, and SRMR. The specific results are shown in Table 4.10.

In particular, the CMIN/DF value is 1.814, which is below the recommended value of 3, indicating that the model is an excellent fit for the data. The GFI is .901, which is greater than the recommended value of .9. The AGFI is .890, which meets the acceptable recommended criterion value of greater than .8. The CFI and IFI are both .952, which are above the recommended value of .9, indicating that the model performs well in comparative and incremental fitting. The TLI value was

.949, which further corroborates the model's satisfactory fit. The RMSEA was .034, which is below the suggested value of .05, indicating an overall excellent model fit. The SRMR value was .0356, which is below the suggested value of .05, indicating that the model's residual terms are within acceptable limits. Collectively, these metrics substantiate that the structural model exhibits a commendable fit in several domains.

Table 4.10 Model fit results

Fit value scale	Value	Recommendation value	Result
CMIN/DF	1.814	<3	Good
GFI	.901	>0.9	Good
AGFI	.890	>0.9	Acceptable
CFI	.952	>0.9	Good
IFI	.952	>0.9	Good
TLI	.950	>0.9	Good
RMSEA	.034	<0.05	Good
SRMR	.0356	<0.05	Good

4.4.2 Structural Equation Modeling Modification

During the analysis of structural equation modeling (SEM), researchers often need to identify potential points of improvement in the model through the Modification Index (M.I.) to enhance the model fit. The Modification Index provides suggestions on how to improve model fit by releasing specific parameter constraints. However, correction indices need to be used with caution because over-reliance on correction indices may lead to overfitting of the model, which reduces its theoretical explanatory power and generalization ability. Therefore, when considering the correction index, researchers should take into account the theoretical background and practical significance to ensure that the model is adjusted in a way that improves the statistical fit and maintains theoretical consistency and rationality. In this way, the application of correction indices can be an effective tool for optimizing SEM models while avoiding falling into data-driven traps.

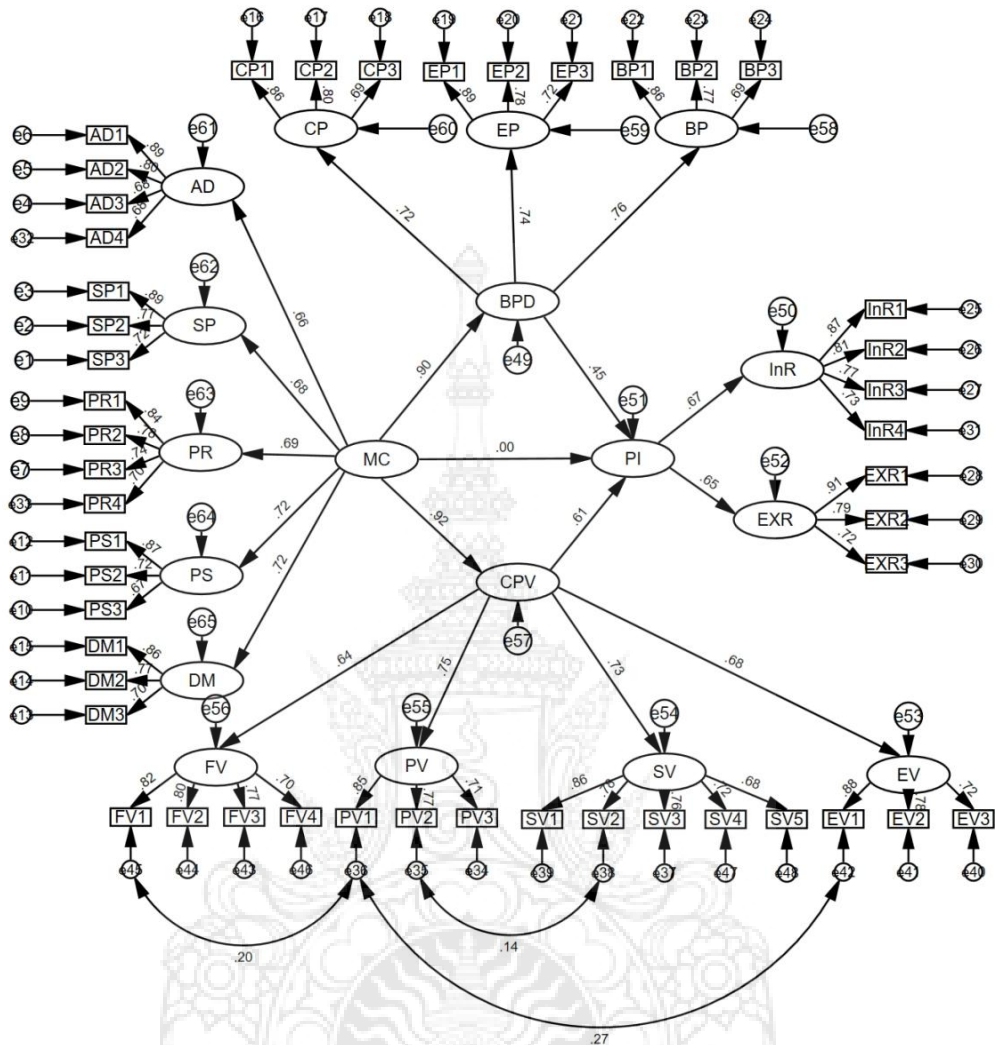


Figure 4.6 Improved structural equations modeling

Adjustments are first made from the line with the highest M.I. value, then drag the arrows to connect them and reanalyze the results. Based on the criteria, the result yields a CMIN/DF value, indicating that the model remains in harmony until the hypothesis undergoes testing. Improvements to the model show that it is more consistent with the empirical data, as shown in Figure 4.6.

4.4.3 Results of Hypothesis Testing

This study examined the impact of marketing communication, consumer perceived value, and brand preference on the purchase intentions of luxury electric automobiles. The research hypotheses are delineated as follows:

Hypothesis 1: The way in which consumers perceive the value of luxury electric vehicles is positively impacted by marketing communication.

Hypothesis 2: The perceived value by consumers positively affects the intention to acquire luxury electric vehicles.

Hypothesis 3: Marketing communication has an influence on purchase intention through consumer perceived value.

Hypothesis 4: There is a beneficial influence that marketing communication has on the intention of consumers to purchase luxury electric vehicles.

Hypothesis 5: Marketing communications positively influence consumer brand preferences for luxury electric vehicles.

Hypothesis 6: Brand preference has a positive influence on the intention of the purchase of luxury electric vehicles.

Hypothesis 7 (H7): Marketing communication has an influence on purchase intention through brand preferences.

The direct effects testing results are presented in Table 4.11, which shows the standardized path coefficients and significance levels for all hypothesized direct relationships

In the structural equation modeling (SEM) analysis, the impact of marketing communications on consumer perceived value was investigated. The results revealed a standardized estimate of .918 and an unstandardized estimate of 1.050, suggesting a positive relationship between marketing communications and consumer perceived value, *ceteris paribus*. The standard error (S.E.) of .100 reflects the precision of the estimates, while the critical ratio (C.R.) of 10.522, exceeding the threshold of 1.96, demonstrates that the effect is statistically significant at a high level of confidence. This conclusion is further supported by the p-value of .000, which confirms the statistical significance of the positive effect of marketing communications

on consumer perceived value. Consequently, the research hypothesis H1 is substantiated by the empirical evidence.

Table 4.11 Summary of correlation coefficients of variables

Hypothesis	Path	Standardized Estimate	Estimate	S.E.	C.R.	P
H1	CPV<---MC	.918	1.05	.100	10.522	***
H2	PI<---CPV	.569	.679	.243	2.791	.005
H3	PI<---MC	.046	.063	.392	.160	.873
H4	BrP<---MC	.899	1.336	.117	11.388	***
H5	PI<---BrP	.450	.413	.160	2.575	0.010

The analysis using structural equation modeling (SEM) examined the impact of consumer perceived value on purchase intention. The results showed a standardized estimate of .569 and an unstandardized estimate of .679 (S.E. = .243), indicating a positive influence of consumer perceived value on purchase intention. The critical ratio (C.R.) of 2.791, exceeding the threshold of 1.96, confirmed the statistical significance of this relationship ($p = .005$). These findings support research hypothesis H2, which posits that consumer perceived value significantly enhances purchase intention.

Researchers investigated the effect of marketing communications on purchase intention in the structural equation modeling analysis. The study's results reveal a standardized estimate of .046 and an estimate of .063, suggesting that marketing communications do not significantly influence purchase intention, assuming all other factors remain equal. The S.E. is .392, which indicates the estimation's unreliability. The C.R. of .160, which is less than the standard value of 1.96, indicates that the effect is statistically insignificant. The level of significance (p -value) of .873

further confirms that Marketing Communications does not have a significant positive effect on purchase intention. Therefore, H3 is not valid.

In the structural equation modeling (SEM) analysis, the impact of marketing communications on brand preference was examined. The results showed a standardized estimate of .899 and an unstandardized estimate of 1.336 (S.E. = 0.117), indicating a positive relationship between marketing communications and brand preference. The critical ratio (C.R.) of 11.388, exceeding the threshold of 1.96, confirmed the statistical significance of this relationship ($p < .001$). These findings support research hypothesis H4, which posits that marketing communications have a significant positive effect on brand preference.

In the structural equation modeling (SEM) analysis, the effect of brand preference on purchase intention was investigated. The results showed a standardized estimate of .450 and an unstandardized estimate of .413 (S.E. = 0.160), indicating a positive relationship between brand preference and purchase intention. The critical ratio (C.R.) of 2.575, exceeding the threshold of 1.96, confirmed the statistical significance of this relationship ($p = .010$). These findings support research hypothesis H5, which posits that brand preference has a significant positive effect on purchase intention.

4.4.4 Mediation Analysis

Having identified the direct effect of purchase intention for luxury electric vehicles, this study proceeded to use bootstrap analyses to test the mediating role of consumers' perceived value and brand preference. In order to test the mediating mechanism behind the observed relationships, this study utilizes the Bootstrap method for the mediating effect. This method is a commonly used technique in statistics to help us assess the significance of the mediating effect more accurately. Bootstrap method determines the significance of the mediating effect by taking a large number of samples and calculating the confidence interval of the mediating effect. The advantage of this method is that it corrects the possible bias of traditional mediation effect testing methods and provides more reliable test results.

Bootstrap analysis can be used to investigate whether consumers' perceived value and brand preference are potential mediators of the relationship between marketing communications and purchase intention. Mediation analyses were conducted using a bootstrap method with 1000 resamples, which provided more robust estimates of indirect effects than traditional significance testing methods. The analysis specifically examined the direct effects of marketing communications on purchase intentions as well as the indirect effects mediated through consumers' perceived value and brand preferences. Table 4.12 shows the detailed results of the mediation analysis, including standardized path coefficients, confidence intervals, and significance levels for all direct and indirect effects.

Table 4.12 Mediation analysis

Path	Point Estimate	SE	Bias-corrected		Percentile	
			Lower	Upper	Lower	Upper
MC→BrP→PI	0.713	0.472	0.101	1.444	0.136	1.502
MC→CPV→PI	0.552	0.422	0.001	1.170	0.034	1.216

This study uses the bootstrap method with 1,000 new samples to look at how brand preference affects the link between marketing communications and purchase intention with a 90% confidence level. It does this using both the percentile and bias-corrected methods. The results indicate that the point estimate of the mediating effect is 0.713, with a standard error (S.E.) of 0.472. Further analysis of the confidence intervals obtained from the bias-corrected and percentile methods shows that the former is [0.101, 1.444] and the latter is [0.136, 1.502], both of which do not contain zero. This suggests that brand preference plays a mediating role in the influence of marketing communications on purchase intention.

This study uses the bootstrap method with 1,000 new samples to look at how consumer perceived value affects the link between marketing communications and purchase intention with a 90% confidence level. The percentile and bias-corrected methods are also used to check the results. The results indicate that the

point estimate of the mediating effect is 0.552, with a standard error (S.E.) of 0.422. Further analysis of the confidence intervals obtained from the bias-corrected and percentile methods shows that the former is [0.001, 1.170] and the latter is [0.034, 1.216], both of which do not contain zero. This conclusion suggests that consumer perceived value plays a mediating role in the influence of marketing communications on purchase intention.



Chapter 5

Conclusions, Discussions, and Recommendations

This study systematically uncovers the relationship between marketing communication, customer perceived value, brand choice, and purchase intention through theoretical classification and empirical analysis. We have developed models, discussed pertinent theories in detail, and thoroughly examined and tested the data that was gathered in the earlier chapters. Based on these rich and reliable research findings, this chapter will give a thorough summary of the study's conclusions before offering luxury electric vehicle companies specific, doable marketing recommendations that will help them stand out in the highly competitive market and accomplish the strategic objective of sustainable development. This chapter's precise contents are as follows:

5.1 Overall Analysis Results of the Respondents

The majority of respondents are male, comprising 51.8% of the sample, which aligns with the trend that men demonstrate greater interest in automobiles among Chinese consumers. Regarding age distribution, the 46–59 age group represents the largest proportion at 54.6%, followed by the 36–45 age group at 36.2%, suggesting a higher demand for car purchases within these age ranges.

In terms of educational background, a significant proportion of respondents hold a bachelor's degree or higher, with bachelor's degree holders accounting for 59.3% and those with a master's degree or above comprising 22.1%, indicating a highly educated sample group. In the occupational distribution, government and institutional employees constitute the largest proportion at 32.5%, followed by company employees at 26.1%.

Regarding annual household income, 40.5% of respondents report earnings exceeding \$70,000, while 58.1% fall within the \$50,001–70,000 range, suggesting a tendency among high-income households to purchase luxury electric vehicles.

In terms of preferred model price range, vehicles priced between \$70,000 and \$85,000 are the most favored, accounting for 36.4% of responses, followed by models priced between \$45,000 and \$57,000, which constitute 23% of preferences.

In the statistical analysis of the brand preference survey on the luxury electric vehicle market, it is found that Tesla is significantly ahead of other brands with 376 mentions, accounting for a high percentage of 26.90%, which shows that it has a high degree of recognition and market influence in the minds of consumers. Mercedes-Benz ranked second with 269 mentions, accounting for 19.20%, while BMW ranked third with 152 mentions, accounting for 10.90%. The traditional luxury image of these three brands continues to be widely recognized by consumers in the EV segment. With 59 and 62 mentions, accounting for 4.20% and 4.40%, respectively, Audi and Avita were relatively weak in the survey. Although emerging EV brands such as Ideal, Azera, and Xiaopeng are gradually gaining attention in the market, their number of mentions and share in this survey are still low, with 73 (5.20%), 46 (3.30%), and 43 (3.10%) mentions, respectively. In addition, the number and percentage of mentions of brands such as Tengshi, Ask, and Yangwang are also relatively low, at 64 (4.60%), 172 (12.30%), and 67 (4.80%), respectively.

The “Other” category was mentioned only 15 times, accounting for 1.10% of the total, which may include some EV brands that have not yet formed a scale or are less well-known. This data reveals the distribution of brand preferences in the luxury EV market, with Tesla leading the way and traditional luxury brands such as Mercedes-Benz and BMW maintaining a strong presence in the EV segment. While emerging brands are working hard to increase their market share, they still need to make more efforts in brand building, product quality, and marketing to gain wider consumer recognition.

5.2 Discussion and Conclusion

Based on SOR and TPB theories, this study proposes a model to explain how marketing communication influences purchase intention of Chinese consumers of luxury electric vehicles through perceived value and brand preference. In the model,

marketing communication (e.g., advertising, sales promotion, public relations, etc.) acts as an external stimulus variable to deliver product information and brand value related to luxury electric vehicles to consumers. After receiving external stimuli, consumers will have internal psychological and emotional responses to them, which are manifested in the formation and change of consumers' perceived value and brand preference. This study developed and tested five hypotheses to determine responses to the research questions.

5.2.1 Hypothesis 1 is supported, indicating that marketing communication has a significant positive effect on consumer perceived value. Marketing communication has a significant positive effect on consumer perceived value with a standardized estimate coefficient of .918, which is highly statistically significant ($p < .001$, marked ***). The results of the study are consistent with the research of Kovanovienė et al. (2021), who found that the relationship between marketing communication tools (advertising, promotion, personal selling, public relations, and direct marketing) and consumers' perceived value varies from medium to strong. This finding implies that marketing communication plays a crucial role in the enhancement of consumer perceived value in the luxury electric vehicle market.

5.2.2 Hypothesis 2 is supported, indicating that consumer perceived value has a significant positive effect on purchase intention. Specifically, the standardized estimate coefficient of .569 ($p < .001$) demonstrates that consumer perceived value significantly enhances the purchase intention of luxury electric vehicles. This finding suggests that consumers' perceived value of luxury electric vehicles plays a crucial role in shaping their purchase intentions (Lv et al., 2024). These results align with prior research by Dam (2020) in the context of branded cell phones and Kuo et al. (2009) in the domain of mobile value-added services, further validating the positive relationship between perceived value and purchase intention.

5.2.3 The results of the study showed no support for the H4. This indicates that marketing communication does not have a significant effect on the willingness to purchase luxury electric vehicles. The standardized estimated coefficient of .046 indicates that the effect of marketing communications on luxury electric vehicles is

not statistically significant. Prior research has shown that marketing communications can influence consumer purchase intentions in a variety of ways. For example, Quayson et al. (2024) showed that direct marketing, public relations, and promotional programs for banks had a positive effect on acquiring loyalty, while advertising had the opposite effect on building and maintaining loyalty. Kim and Lee (2020) showed that advertising and sales promotion had a positive effect on purchase intention in the coffee shop industry. The present study is not consistent with their findings.

This suggests that it is difficult for marketing communication alone to directly and effectively influence consumers' purchase intention in the luxury electric vehicle market. Consumers do not place orders easily just because of effective advertising campaigns, and trust in a brand takes time to build up. When choosing high-end products, especially those involving safety and durability, such as luxury electric cars, consumers will pay more attention to the quality and performance of the products (Gani et al., 2024) and the perfect after-sales service system (Hu, 2022). This also reminds enterprises that when formulating marketing strategies, they should not overly rely on the direct role of marketing communication but should use it as a means to build brand image, enhance brand awareness and influence, and synergize their efforts with other factors that influence purchase intention.

5.2.4 Hypothesis 5 is supported, indicating that marketing communication has a significant positive effect on brand preference. Specifically, the standardized estimate coefficient of .889 ($p < .001$) demonstrates that marketing communication significantly enhances brand preference. These findings are consistent with prior research by Tellis (2003) and Pauwels et al. (2002), who highlighted the role of marketing communication tools, such as advertising and sales promotion, in increasing brand awareness and preference by stimulating consumer purchases. This suggests that marketing communications are a critical factor in shaping brand preferences for luxury electric vehicles.

5.2.5 Hypothesis 6 is supported, indicating that brand preference has a positive influence on purchase intention. Brand preference significantly increases the purchase intention of luxury electric cars with a standardized estimate coefficient of .45, which

is also statistically significant. This means that luxury brand perception is highly affecting consumers' purchase intention in this luxury electric vehicle industry (Sari & Kusuma, 2014).

5.2.6 The present study employed Bootstrap testing to validate the dual mediating pathways through which marketing communications influence purchase intention for luxury electric vehicles, thereby supporting Hypotheses 3 and 7. These findings establish a significant dialogue with existing literature in the field. The findings not only support the value transmission theory proposed by Petrick (2002) (consumer perceived value path: $\beta=0.552$) but also confirm the mediating role of brand preference ($\beta=0.713$) as posited by Rosalina and Marlien (2023), with the latter exhibiting a significantly stronger effect size (28.8%, $p < .05$). This indicates that brand preference exerts a greater influence than consumer perceived value in the purchase decision-making process for luxury EVs.

Furthermore, this research extends the application of the Reflective-Impulsive Model (Fritz & Roland, 2004) to the new energy vehicle sector, uncovering the unique "rational-emotional" dual-driver mechanism in luxury EV consumption. This suggests that consumers' purchase decisions are shaped by both rational factors (e.g., technical specifications, environmental performance) and emotional factors (e.g., brand image, social status symbolism).

Consequently, researchers recommend that luxury EV manufacturers strategically allocate marketing resources, balancing the core emphasis on brand-building—a well-established practice in traditional luxury automotive marketing (Dorit & Sabina, 2024)—with the need to effectively communicate the technological value propositions of EVs. These findings provide novel theoretical insights into the consumption decision-making process for technology-driven luxury products while offering empirical evidence to guide industry practices.

5.3 Recommendations

China's luxury electric vehicle market is experiencing accelerated growth and intensified competition. An examination of how marketing communications affect people's plans to buy luxury electric vehicles, along with a look at how brand preference and perceived value affect those plans, not only helps businesses understand market trends and come up with successful marketing plans, but it also helps the industry grow in a way that is sustainable and healthy.

5.3.1 Optimize Marketing Communication Strategy to Improve Consumer Perceived Value

The study showed that marketing communication has a very strong positive impact on how much people think a product is worth (standardized path coefficient of .918, $P < .001$). This proves that in the case of luxury electric vehicles, good marketing communication can greatly increase how much people think a product is worth. Marketing communication conveys information about the product's unique advantages, quality assurance, innovative technology, and supporting services to consumers through a variety of channels and means, such as advertisements, public relations, and social media promotions, which results in an increase in consumers' perceived value of the product.

In addition, compared to Westerners, Chinese consumers are more likely to link luxury brands to “mianzi” (or face) and to perceive the purchase of luxury goods as an important means of preserving, maintaining, or improving self-status (Mo & Wong, 2019). In addition to considering its functional benefits, consumers also value the symbolic meaning of EVs, which may be an effective expression of their identity (Liu et al., 2021). Chinese consumers buy luxury EVs to express their self-presentation needs, including business success, pursuit of quality, and pragmatism (Li et al., 2021). Therefore, luxury EV companies should not only maintain the traditional functional and price values of automobiles but also explore the social and emotional values of their products (Lv et al., 2024) and improve brand awareness, technological innovation, aesthetics, safety design, and cost-effectiveness to satisfy consumers' self-presentation needs.

5.3.2 Strengthening the Synergy between Consumers' Perceived Value and Brand Preference

Marketing communication has a significant positive effect on brand preference (standardized path coefficient of .889, $p < 0.001$). Positioning a brand by creating a meaning to communicate to customers through consistent, precise, and creative marketing communication campaigns differentiates it from competing brands (Firmansyah et al., 2022). For example, Mercedes-Benz's comprehensive social media strategy, which included visually appealing content and interactive campaigns, successfully enhanced brand value and consumer response (Xu, 2024), cultivating a large number of loyal brand preferences. Once a brand preference is formed, consumers will pay more attention and prioritize the brand in the purchase decision process and are more likely to choose their preferred brand even in the face of many competitors.

The aforementioned studies show that consumers' perceived value and brand preference have a positive effect on purchase intention. Therefore, in the marketing practices of luxury electric vehicle enterprises, efforts should be made to strengthen the synergistic linkage between consumers' perceived value and brand preference. In their marketing practices, luxury EV companies should focus on improving brand image and product value, enhancing consumers' perceived value and brand preference through innovative technologies, optimizing services, strengthening brand story and social responsibility, and effectively using marketing communication tools.

5.3.3 Making Up for the Lack of Direct Effect of Marketing Communication on Purchase Intention

The results of the study showed that marketing communications did not have much of an impact on people's plans to buy luxury electric cars (standardized path coefficient of .046). This may seem like a strange result, but a deeper analysis reveals that the result makes sense. Consumers in the luxury EV market are typically more rational and cautious, which makes it challenging to directly influence their purchase decisions through mass marketing communications alone. In addition, luxury

EVs are expensive, and purchase decisions are influenced by a variety of factors beyond marketing communications, such as personal financial strength, brand reputation, product performance, and after-sales service (Fu et al., 2023). Therefore, various strategies are needed to compensate for the lack of direct impact of marketing communications on purchase intentions.

One important thing for luxury EV brands to do is to build a sustainable marketing strategy that centers around the perceived value of the product. Such an approach will help increase customers' intention to buy the brand by highlighting core values like technological innovation, sustainability, and premium experience. For instance, according to Sheykhan et al. (2024), Tesla has risen to the position of leading brand in the industry thanks to its high-quality products, exceptional experiences, and powerful brand image. Despite the lack of a direct effect of marketing communication on purchase intention, Tesla's high level of brand recognition has been acquired through all-around branding. This is something people naturally consider when purchasing a car.

Thirdly, as consumers increasingly prefer to use social media as their primary source of information about automobiles, luxury electric vehicle (EV) companies should leverage these platforms to meet their information needs and improve their interactions with potential customers. Establishing brand communities and encouraging owners to share user-generated content (UGC) such as driving experiences and environmental ideas can enhance consumers' brand identity and stimulate purchase intentions through community interactions (Muniz et al., 2001). By embracing these modernized channels, EV companies can enhance brand influence and marketing effectiveness.

5.4 Limitations of the Study

Despite the researcher's efforts to assure the validity and trustworthiness of the findings, the study nevertheless presents certain limits and numerous opportunities for future exploration.

First, there are certain constraints in the research process. The method of data collection for this study was primarily a questionnaire. Although the researchers

surveyed consumers of all ages, genders, and educational backgrounds in an effort to ensure the diversity of the sample, they were unable to accurately represent the characteristics and behaviors of all purchasers of luxury electric vehicles. This suggests that the findings may not be applicable to other underrepresented consumer groups. Subjective factors such as memory bias and social desirability bias may have influenced respondents' answers during the questionnaire collection process. In addition, there may be limitations in the questionnaire design to cover all elements of the study variables.

Secondly, this study provides a detailed analysis of key variables such as marketing communication, consumer perceived value, brand preference and purchase intention. However, the study may have the problem of measuring these variables too simply. Indeed, these variables are multidimensional in structure and are influenced by a range of psychological, social and situational factors that may not have been adequately considered in this study. For example, consumer perceived value is also influenced by e-word-of-mouth and experiential dimensions, while brand preference may be influenced by factors such as brand trust, loyalty and past experience. In addition, external factors, including socio-cultural, market competition landscape and macroeconomic environment, may have an impact on consumer purchase intention. However, the model in this study did not include these factors. Therefore, the results of this study may not adequately reflect the complexity of real-world consumer decision-making. Future research could use more comprehensive measurement scales and add other moderating and mediating variables to enhance the robustness of the findings.

Third, factors such as market environment, consumer needs and behavior, and marketing communication tools may change over time. As a result, the findings may no longer be applicable after a period of time, requiring the re-collection of sample data for further updating and validation.

5.5 Recommendations for the Next Study

Given the study's limitations, we propose the following recommendations for future research:

First, the coverage of the sample should be expanded to cover not only different regions but also a wider range of age groups, income groups, and types of occupations. Multi-stage sampling can be used to ensure a more representative sample. For example, stratified sampling can be conducted according to geographic regions, and then further sampling can be conducted in each region for different age and income levels. At the same time, consideration can be given to increasing the sample size to improve the reliability and generalizability of the research results.

Second, given the growing importance of emotional connections in luxury consumption (as evidenced by the stronger effect of brand preference in our study), researchers could examine how brand authenticity—particularly through digital storytelling—enhances consumer trust and engagement in the EV market. For instance, does user-generated content (UGC) or behind-the-scenes brand narratives strengthen perceived authenticity more than traditional advertising? Additionally, integrating influencer marketing effectiveness as a moderator could reveal whether micro-influencers (vs. macro-influencers) better amplify brand authenticity for sustainable luxury products.

Third, subsequent studies should investigate how personalized marketing (e.g., AI-driven recommendations or dynamic pricing) influences consumer decision-making across omnichannel platforms (e.g., mobile apps, physical showrooms, and social media) in the luxury EV sector. The significant role of consumer perceived value (e.g., technical specifications) suggests opportunities to investigate personalized marketing strategies across omnichannel platforms. For example, how does AI-driven customization (e.g., tailored EV performance simulations via augmented reality) compare to conventional test drives in shaping rational purchase decisions? Future studies could also assess whether consistency in Integrated Marketing Communication (IMC)—such as aligning social media messaging with in-dealership experiences—further amplifies the dual mediation pathways identified in this study.

References

- Aaker, D. A. (2012). *Building strong brands*. Simon and schuster.
- Aaker, J. L. (1997). *Dimensions of brand personality*. *Journal of marketing research*, 34(3), 347-356.
- AakerDavid, A. (1991). *Managing brand equity: capitalizing on the value of a brand name*. In: New York, NY: The Free Press, 299.
- Agency, X. N. (2025). *China's new energy vehicle production and sales volume will exceed 12 million units in 2024*.
- Agung Febra, P. (2023). *The Effect of Sales Promotion on Purchasing Decisions on Customer Loyalty of Brand Beverages Re.Juve*. *International Journal of Social Service and Research*, 3(4), 964-974.
- Ajzen, I. (1988). *Attitudes, Personality, and Behavior*. Milton-Keynes, England: Open. In: University Press & Chicago, IL: Dorsey Press.
- Ajzen, I., & Madden, T. J. (1986). *Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control*. *Journal of experimental social psychology*, 22(5), 453-474.
- Albanese, P. J. (1987). *The nature of preferences: An exploration of the relationship between economics and psychology*. *Journal of economic psychology*, 8(1), 3-18.
- Allagui, I., & Breslow, H. (2016). *Social media for public relations: Lessons from four effective cases*. *Public relations review*, 42(1), 20-30.
- Alvalin, A. F., & Sugjarto, C. (2024). *The Influence of Social Media Influencers on Consumers' Purchase Intentions for Electric Cars Mediated by Brand Image, Consumer Attitude, and Moderated by Green Attitude.*, Impact Factor: 7.943
- Ana, R.-M., Pedro, P.-S., Jose Ramon, S., & Carmen Rodriguez, S. (2022). *Revisiting the impact of perceived social value on consumer behavior toward luxury brands*. *European management journal*, 40(2), 224-233.

References (Continued)

- Anderson, E. W., Fornell, C., & Mazvancheryl, S. K. (2004). *Customer satisfaction and shareholder value*. *Journal of marketing*, 68(4), 172-185.
- Andreu, L., Bigné, E., Chumpitaz, R., & Swaen, V. (2006). *How does the perceived retail environment influence consumers' emotional experience? Evidence from two retail settings*. *Int. Rev. of Retail, Distribution and Consumer Research*, 16(5), 559-578.
- Armstrong, J. S., Morwitz, V. G., & Kumar, V. (2000). *Sales forecasts for existing consumer products and services: Do purchase intentions contribute to accuracy?*. *International journal of forecasting*, 16(3), 383-397.
- Aybeniz Akdeniz, A. (2013). *Effect Of Perceived Values On The Brand Preference and The Purchase Intention*. *European Scientific Journal*, 8(17).
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). *Work and/or fun: measuring hedonic and utilitarian shopping value*. *Journal of consumer research*, 20(4), 644-656.
- Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). *The role of emotions in marketing*. *Journal of the academy of marketing science*, 27(2), 184-206.
- Bajaj, R. (2023). *Function Of Public Relations In Establishing And Maintaining Corporate Image*. *Journal for ReAttach Therapy and Developmental Diversities*, 465-470.
- Bashir, M., Afzal, M. T., & Azeem, M. (2008). *Reliability and validity of qualitative and operational research paradigm*. *Pakistan journal of statistics and operation research*, 35-45.
- Belch, G. E., & Belch, M. A. (1995). *Introduction to Advertising and Promotion: An Integrated Marketing Communication Perspective*, Richard D. Irwin. Inc., Chicago, IL.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*. mcgraw-hill.
- Bentler, P. M., & Chou, C.-P. (1987). *Practical issues in structural modeling*. *Sociological methods & research*, 16(1), 78-117.

References (Continued)

- Björck, L., & Lu, M. (2019). *Consumer Perception of Brand Image: Country of Origin and Country of Ownership in Electric Vehicle Brands*.
- Bose, I., & Chen, X. (2009). *Quantitative models for direct marketing: A review from systems perspective*. *European Journal of Operational Research*, 195(1), 1-16.
- Bove, L. L., Pervan, S. J., Beatty, S. E., & Shiu, E. (2009). *Service worker role in encouraging customer organizational citizenship behaviors*. *Journal of business research*, 62(7), 698-705.
- Breckler, S. J., & Wiggins, E. C. (1989). *Affect versus evaluation in the structure of attitudes*. *Journal of experimental social psychology*, 25(3), 253-271.
- Camilleri, M. A. (2018). *Integrated marketing communications*. Springer.
- Chen, C.-F., & Chang, Y.-Y. (2008). *Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs*. *Journal of air transport management*, 14(1), 40-42.
- Chidananda, H., Varghese, J., Sridhar, K., & Kishan, P. (2024). *Effect of perceived environmental knowledge, performance expectancy, perceived risk on electric purchase intention*. *EPRA International Journal of Economic and Business Review (JEBR)*, 12(5), 12-16.
- Chomvilailuk, R., & Butcher, K. (2010). *Enhancing brand preference through corporate social responsibility initiatives in the Thai banking sector*. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 397-418.
- Crane, E. (1965). *Marketing Communications A Behavioral Approach to Men, Messages and Media*. John WileyveSons. Inc., New York-USA, 12.
- Crites Jr, S. L., Fabrigar, L. R., & Petty, R. E. (1994). *Measuring the affective and cognitive properties of attitudes: Conceptual and methodological issues*. *Personality and social psychology bulletin*, 20(6), 619-634.

References (Continued)

- da Silva, J. L. G., Costa, T. P. d. P., & Castro, F. N. (2024). *Tell me what you buy, and I will tell you how you are: Luxurious cars increase perceptions of status, social dominance, and attractiveness*. *Personality and Individual Differences*, 218, 112489.
- Dam, T. C. (2020). *Influence of brand trust, perceived value on brand preference and purchase intention*. *The Journal of Asian Finance, Economics and Business*, 7(10), 939-947.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). *Effects of price, brand, and store information on buyers' product evaluations*. *Journal of marketing research*, 28(3), 307-319.
- Dorit, Z.-S., & Sabina, L. (2024). *Generation Z - factors predicting decline in purchase intentions after receiving negative environmental information: Fast fashion brand SHEIN as a case study*. *Journal of retailing and consumer services*, 81, 103999.
- Faisal, A., & Ekawanto, I. (2021). *The role of social media marketing in increasing brand awareness, brand image and purchase intention*. *Indonesian Management and Accounting Research*, 20(2), 185-208.
- Featherman, M., Jia, S. J., Califf, C. B., & Hajli, N. (2021). *The impact of new technologies on consumers beliefs: Reducing the perceived risks of electric vehicle adoption*. *Technological Forecasting and Social Change*, 169, 120847.
- Febriyantoro, M. T. (2020). *Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation*. *Cogent Business & Management*, 7(1), 1787733.
- Feng, H., Guo, M., Yu, L., Huang, J., Li, Q., & Xu, Z. (2024). *Research on the spatiotemporal evolution characteristics of China's charging stations*. *Science of The Total Environment*, 955, 177239.

References (Continued)

- Firmansyah, F., Margono, S., Rohman, F., & Khusniyah, N. (2019). *The concept and steps of personal selling*. 2018 International Conference on Islamic Economics and Business (ICONIES 2018),
- Firmansyah, F., Setiawan, M., Rohman, F., & Indrawati, N. K. (2022). *Dimensions of integrated marketing communication in the automotive industry*. *Journal of Positive School Psychology*, 6(5), 1-13.
- Fishbein, M., & Ajzen, I. (1977). *Belief, attitude, intention, and behavior: An introduction to theory and research*.
- Fishbein, A. (1975). *Taking and information handling in consumer behavior*. Boston-Graduate School of Business Administration, Harvard University, 176-210.
- Fritz, S., & Roland, D. (2004). *Reflective and Impulsive Determinants of Social Behavior*. *Personality and Social Psychology Review*, 8(3), 220-247.
- Fu, Z., Jung, J.-S., Niu, S., & Yi, L. (2023). *The influence of the attributes of electric vehicles on brand image, consumer attitude, and purchase intention: Focusing on the moderating effects of ESG management*. *Journal of Global Business and Trade*, 19(3), 1-23.
- Fujimoto, T. (2007). *Competing to Be Really, Really Good: the behind-the-scenes drama of capability-building competition in the automobile industry*.
- Gani, A. A., Abd Ghani, A. H., Kamase, J., Gani, A. A., & Gani, P. J. A. (2024). *Brand Image of a Global Automotive Brand: Does Marketing Mix still Work the Charm?*. *Jurnal Minds: Manajemen Ide dan Inspirasi*, 11(1), 73-84.
- Genchev, E., & Todorova, G. (2017). *Sales promotion activities—effective tool of marketing communication mix*. *Trakia Journal of Sciences*, 15(1), 181-185.
- Gentile, C., Spiller, N., & Noci, G. (2007). *How to sustain the customer experience: An overview of experience components that co-create value with the customer*. *European management journal*, 25(5), 395-410.

References (Continued)

- Glen, M. B., Shawna, C., & James, R. (1997). *Toward a Concept and Theory of Organization-Public Relationships*. *Journal of Public Relations Research*, 9(2), 83-98.
- Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M. L., Molina-Collado, M. V., & Imhoff, B. (2023). *The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries*. *Current Psychology*, 42(15), 12711-12727.
- Grimm, P. E. (2005). *Ab components' impact on brand preference*. *Journal of business research*, 58(4), 508-517.
- Grönroos, C. (2004). *The relationship marketing process: communication, interaction, dialogue, value*. *Journal of business & industrial marketing*, 19(2), 99-113.
- Grover, D. P., & Mandan, R. K. (2017). *Analysing role of social media in consumer decision making for purchase of auto brands In India*. *International Journal of Management*, 8(1).
- Gruen, T. W. (1995). *The outcome set of relationship marketing in consumer markets*. *International Business Review*, 4(4), 447-469.
- Gutman, J. (1982). *A means-end chain model based on consumer categorization processes*. *Journal of marketing*, 46(2), 60-72.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis*. In *Multivariate data analysis* (pp. 785-785).
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis*. In: Cengage Learning EMEA.
- Hanzaee, K. H., & Rouhani, F. R. (2013). *Investigation of the effects of luxury brand perception and brand preference on purchase intention of luxury products*. *African Journal of Business Management*, 7(18), 1778.

References (Continued)

- Haryadi, H., Suseno, T., Herlina, U., Nurjaman, F., Prasetyo, E., Handoko, A. S., Okfarina, S., Susanti, D., & Bahfie, F. (2024). *SWOT analysis (strengths, weaknesses, opportunities, threats) of nickel to reach global electric battery market in Indonesia*. *Mineral Processing and Extractive Metallurgy*, 133(1-2), 21-32.
- Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*. New York, 63(331), 145.
- Hoyer, W. D., & Brown, S. P. (1990). *Effects of brand awareness on choice for a common, repeat-purchase product*. *Journal of consumer research*, 17(2), 141-148.
- Hsee, C. K., Yang, Y., Gu, Y., & Chen, J. (2009). *Specification seeking: How product specifications influence consumer preference*. *Journal of consumer research*, 35(6), 952-966.
- Hu, L. t., & Bentler, P. M. (1999). *Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives*. *Structural equation modeling: a multidisciplinary journal*, 6(1), 1-55.
- Hu, Z. (2022). *Research on the consumer behavior characteristics and marketing strategy of new energy vehicles—Taking BYD and tesla as examples*. *BCP Business & Management*, 31, 168-175.
- Idris, A. A., Asokere, A. S., Ajemunigbohun, S. S., Oreshile, A. S., & Olutade, E. O. (2012). *An empirical study of the efficacy of marketing communication mix elements in selected insurance companies in Nigeria*. *Australian Journal of Business and Management Research*, 2(5), 8.
- IEA. (2024). *Global EV Outlook 2024*.
- Iyengar, S. S., & Lepper, M. R. (2000). *When choice is demotivating: Can one desire too much of a good thing?*. *Journal of personality and social psychology*, 79(6), 995.

References (Continued)

- Jackson, D. L. (2003). *Revisiting sample size and number of parameter estimates: Some support for the N: q hypothesis*. *Structural equation modeling*, 10(1), 128-141.
- James, K. E., & John, L. F. (2020). *Sales promotion in health and medicine: using incentives to stimulate patient interest and attention*. *BMC Health Services Research*, 20.
- Jiahuan, H. (2024). *Competitive Strategies and Market Positions of Global Automotive Giants: Toyota, Tesla, and BMW*. *Modern Management Science & Engineering*, 6(2).
- Jöreskog, K. G., & Sörbom, D. (1982). *Recent developments in structural equation modeling*. *Journal of marketing research*, 19(4), 404-416.
- Kang, H. (2013). *A guide on the use of factor analysis in the assessment of construct validity*. *Journal of Korean Academy of Nursing*, 43(5), 587-594.
- Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. *Business Horizons*, 53(1), 59-68.
- Khasanah, I. (2015). *Analisis pengaruh preferensi merek, persepsi kualitas, dan perceived value terhadap keputusan pembelian sepeda motor Yamaha matik di Semarang*. *Jurnal Studi Manajemen Organisasi*, 12(2), 115-126.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). *A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents*. *Decision support systems*, 44(2), 544-564.
- Kim, S.-H., & Lee, S. A. (2020). *The role of marketing communication mix on Korean customers' coffee shop brand evaluations*. *Journal of Hospitality and Tourism Insights*, 3(3), 291-309.
- Kline, R. (2018). *Response to Leslie Hayduk's Review of Principles and Practice of Structural Equation Modeling*. *Can Stud Popul*, 45(3-4), 188-195.
- Kline, R. B. (2023). *Principles and practice of structural equation modeling*. Guilford publications.

References (Continued)

- Kotler, P. (1997). *Marketing management : analysis, planning, implementation, and control*. Prentice-Hall.
- Kotler, P., & Levy, S. J. (1969). *Broadening the concept of marketing*. *Journal of marketing*, 33(1), 10-15.
- Kovanovienė, V., Romeika, G., & Baumung, W. (2021). *Creating value for the consumer through marketing communication tools*. *Journal of competitiveness.*, 13(1), 59-75.
- Kumar, V., Dalla Pozza, I., & Ganesh, J. (2013). *Revisiting the satisfaction–loyalty relationship: empirical generalizations and directions for future research*. *Journal of retailing*, 89(3), 246-262.
- Kuo, Y.-F., Wu, C.-M., & Deng, W.-J. (2009). *The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services*. *Computers in human behavior*, 25(4), 887-896.
- Labani, S., Wadhwa, K., & Asthana, S. (2017). *Basic approach to data analysis and writing of results and discussion sections*. *MAMC Journal of Medical Sciences*, 3(1), 6-15.
- Lantos, G. P. (2015). *Consumer behavior in action: Real-life applications for marketing managers*. Routledge.
- Lee, D. (2024). *BYD Posts Record Sales Quarter to Challenge Tesla at Own EV Game*. *Environment & Energy Report*(Jan.), 8-11.
- Lee, S., Ha, S., & Widdows, R. (2011). *Consumer responses to high-technology products: Product attributes, cognition, and emotions*. *Journal of business research*, 64(11), 1195-1200.
- Li, L., Li, T., Cui, J., Gu, Y., & Zhang, J. (2021). *To gain a foothold in the luxury EV market for Chinese new car-making forces brands: Resonate with consumers through branding first*. *IOP Conference Series: Earth and Environmental Science*,

References (Continued)

- Li, Z. (2024). *Redefining Luxury Electric Cars: A Comprehensive Analysis of Faraday Future Inc.*
- Lii, Y.-S. (2011). *The effect of Corporate Social Responsibility (CSR) initiatives on consumers' identification with companies.* African Journal of Business Management, 5(5), 1642.
- Lim, W. M., Yong, J. L. S., & Suryadi, K. (2014). *Consumers' perceived value and willingness to purchase organic food.* Journal of Global Marketing, 27(5), 298-307.
- Lin, L. Y., & Lu, C. Y. (2010). *The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth.* Tourism review, 65(3), 16-34.
- Liu, R., Ding, Z., Wang, Y., Jiang, X., Jiang, X., Sun, W., Wang, D., Mou, Y., & Liu, M. (2021). *The relationship between symbolic meanings and adoption intention of electric vehicles in China: The moderating effects of consumer self-identity and face consciousness.* Journal of Cleaner Production, 288, 125116.
- Lv, Z., Zhao, W., Liu, Y., Wu, J., & Hou, M. (2024). *Impact of perceived value, positive emotion, product coolness and Mianzi on new energy vehicle purchase intention.* Journal of retailing and consumer services, 76, 103564.
- Mainardes, E. W., & Cardoso, M. V. (2019). *Effect of the use of social media in trust, loyalty and purchase intention in physical stores.* The International Review of Retail, Distribution and Consumer Research, 29(4), 456-477.
- Maoheng, W. (2018). *Research on the brand marketing of Tesla Electric Vehicle.* Siam University.
- Marsh, H. W., & Hocevar, D. (1985). *Application of confirmatory factor analysis to the study of self-concept: First-and higher order factor models and their invariance across groups.* Psychological bulletin, 97(3), 562.

References (Continued)

- Mazhar, S. A., Anjum, R., Anwar, A. I., & Khan, A. A. (2021). *Methods of data collection: A fundamental tool of research*. *Journal of Integrated Community Health*, 10(1), 6-10.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. An approach to environmental psychology.
- Melton, N., Aksen, J., Goldberg, S., Moawad, B., & Wolinetz, M. (2017). *Canada's ZEV policy handbook*. Metcalf Foundation.
- Mo, T., & Wong, N. (2019). *Standing out vs fitting in: luxury value perception and acculturation*. *International Marketing Review*, 36(3), 483-510.
- Mohan Raj, P., Sasikumar, J., & Sriram, S. (2013). *A Study on customers brand preference in Suvs and Muvs: effect of marketing mix variables*. *A Study on Customers Brand Preference in SUVs and MUVs: Effect of Marketing Mix Variables (January 4, 2013)*. *Researchers World: Journal of Arts, Science and Commerce*, 4.
- Mohsin, R., Rimsha, K., Sandra Maria Correia, L., & Heesup, H. (2024). *Luxury brand at the cusp of lipstick effects: Turning brand selfies into luxury brand currency to thrive via richness*. *Journal of retailing and consumer services*, 79, 103850.
- Monroe, K. B. (1990). *Pricing: Making Profitable Decisions* McGraw-Hill. New York.
- Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). *When do purchase intentions predict sales?*. *International journal of forecasting*, 23(3), 347-364.
- Mueller, R. O., & Knapp, T. R. (2018). *Reliability and validity*. In *The reviewer's guide to quantitative methods in the social sciences*. Routledge, 397-401
- Muniz, Jr, A., M, x, Guinn, T., xa, & C. (2001). *Brand Community*. *Journal of consumer research*, 27(4), 412-432.

References (Continued)

- Muthukrishnan, A., & Kardes, F. R. (2001). *Persistent preferences for product attributes: The effects of the initial choice context and uninformative experience*. *Journal of consumer research*, 28(1), 89-104.
- Muzakir, M., & Damrus, D. (2018). *Analysis of customer perceived value and its impact on customer brand preference and future purchase intention*. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 2(1).
- Network, C. G. (2025). *The number of motor vehicles in the country reached 453 million, and the number of drivers reached 542 million*.
- Noble, C. H., & Kumar, M. (2008). *Using product design strategically to create deeper consumer connections*. *Business Horizons*, 51(5), 441-450.
- Okyere, N. Y. D., Agyapong, G. K., & Nyarku, K. M. (2011). *The effect of marketing communications on the sales performance of Ghana telecom (Vodafone, Ghana)*. *International Journal of Marketing Studies*, 3(4), 50.
- Olariu, I. (2016). *Personal selling in marketing*. *Studies and scientific researches*. Economics edition.
- Olofsson, G., & Winblad, P. (2023). *Driven by Zero Emissions or Paramount Prestige?- Investigating the Coexistence of Environmental Concern and Materialism in Predicting Purchase Intentions of Premium Electric Cars*.
- Olson, E. L., & Mathias Thjørmøe, H. (2003). *The effects of peripheral exposure to information on brand preference*. *European Journal of Marketing*, 37(1/2), 243-255.
- Overby, J. W., & Lee, E.-J. (2006). *The effects of utilitarian and hedonic online shopping value on consumer preference and intentions*. *Journal of business research*, 59(10-11), 1160-1166.
- Palazn-Vidal, M., & Delgado-Ballester, E. (2005). *Sales promotions effects on consumer-based brand equity*. *International Journal of market research*, 47(2), 179-204.

References (Continued)

- Paulssen, M., Brunneder, J., & Sommerfeld, A. (2019). *Customer in-role and extra-role behaviours in a retail setting: The differential roles of customer-company identification and overall satisfaction*. *European Journal of Marketing*, 53(12), 2501-2529.
- Pauwels, K., Hanssens, D. M., & Siddarth, S. (2002). *The long-term effects of price promotions on category incidence, brand choice, and purchase quantity*. *Journal of marketing research*, 39(4), 421-439.
- Pegah, B., Flavio, B., Emanuele, C., Maurizio, G., & Danilo, M. (2024). *Luxury Car Data Analysis: A Literature Review*. *Data*, 9(4), 48.
- Peter, M. G., & Paschal, S. (2006). *Implementation Intentions and Goal Achievement: A Meta-analysis of Effects and Processes*. *Advances in Experimental Social Psychology*, 69-119.
- Petravičiūtė, K., Šeinauskienė, B., Rūtelionė, A., & Krukowski, K. (2021). *Linking luxury brand perceived value, brand attachment, and purchase intention: the role of consumer vanity*. *Sustainability*, 13(12), 6912.
- Petrick, J. F. (2002). *Development of a Multi-Dimensional Scale for Measuring the Perceived Value of a Service*. *Journal of Leisure Research*, 34(2), 119-134.
- Pimenta, M. L., & Piato, É. L. (2016). *Cognitive relationships between automobile attributes and personal values*. *Asia Pacific Journal of Marketing and Logistics*, 28(5), 841-861.
- Podsakoff, P. M., & MacKenzie, S. B. (2014). *Impact of organizational citizenship behavior on organizational performance: A review and suggestions for future research*. *Organizational Citizenship Behavior and Contextual Performance*, 133-151.
- Quayson, A., Issau, K., Gnankob, R. I., & Seidu, S. (2024). *Marketing communications' dimensions and brand loyalty in the banking sector*. *Revista de Gestão*, 31(1), 115-132.

References (Continued)

- Rahman, M. S., Bag, S., Gupta, S., & Sivarajah, U. (2023). *Technology readiness of B2B firms and AI-based customer relationship management capability for enhancing social sustainability performance*. *Journal of business research*, 156, 113525.
- Ratih, H., Rohmat Dwi, J., & Yulist Rima, F. (2023). *Purchase Intention as Mediation: SOR Model of Hedonic Lifestyle and Word of Mouth on Purchase Behavior*. *Business Innovation Management and Entrepreneurship Journal (BIMANTARA)*, 2(2), 135-148.
- Ravi, K., & Amandeep Singh, S. (2024). *THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND EXPERIENCE AND CONSUMERS' PURCHASE INTENTION OF LUXURY FASHION BRANDS*. *INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN COMMERCE, MANAGEMENT & SOCIAL SCIENCE*, 7, 83-91.
- Reed, A. (2002). *Social identity as a useful perspective for self-concept-based consumer research*. *Psychology & Marketing*, 19(3), 235-266.
- Rehan, H., Justin, P., & Bernadett, K. (2022). *The role of brand experience, brand resonance and brand trust in luxury consumption*. *Journal of retailing and consumer services*, 66, 102895.
- Rogers, E. (2003). *Diffusion Networks*. *Networks in the Knowledge Economy*.
- Rosalina, S., & Marlien, R. A. (2023). *Brand Preference Sebagai Mediasi Faktor-Faktor Yang Mempengaruhi Purchase Intention*. *Journal of Economic, Bussines and Accounting (COSTING)*, 6(2), 1648-1657.
- Salehzadeh, R., & Pool, J. K. (2017). *Brand attitude and perceived value and purchase intention toward global luxury brands*. *Journal of international consumer marketing*, 29(2), 74-82.
- Sánchez-Gutiérrez, J., Cabanelas, P., Lampón, J. F., & González-Alvarado, T. E. (2019). *The impact on competitiveness of customer value creation through relationship capabilities and marketing innovation*. *Journal of business & industrial marketing*, 34(3), 618-627.

References (Continued)

- Sandes, F. S., & Urdan, A. T. (2013). *Electronic word-of-mouth impacts on consumer behavior: Exploratory and experimental studies*. *Journal of international consumer marketing*, 25(3), 181-197.
- Santy, R. D., & Atika, S. D. (2020). *Purchasing decisions in terms of perceived quality and product knowledge*. *International Conference on Business, Economic, Social Science, and Humanities–Economics*. Business and Management Track (ICOBEST-EBM 2019).
- Sarah, R.-B. (2016). *Public relations and communications*. *The Public Relations Handbook*, 27-49.
- Sari, D., & Kusuma, B. (2014). *Does luxury brand perception matter in purchase intention? A comparison between a Japanese brand and a German brand*. *ASEAN Marketing Journal*, 6(1), 5.
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). *Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures*. *Methods of psychological research online*, 8(2), 23-74.
- Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). *The impact of brands on consumer purchase intentions*. *Asian Journal of Business Management*, 4(2), 105-110.
- Shamila Nabi, K., & Muhammad, M. (2017). *The power of emotional value: Exploring the effects of values on green product consumer choice behavior*. *Journal of Cleaner Production*, 150, 65-74.
- Shao, X., Wang, Q., & Yang, H. (2021). *Business Analysis and Future Development of an Electric Vehicle Company--Tesla*.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Consumption values and market choices: Theory and applications*.

References (Continued)

- Sheykhan, S., Boozary, P., GhorbanTanhaei, H., Pourmirza, M., & Rabiee, M. (2024). *Evaluation of sustainable marketing strategy based on product perceived value in attracting brand loyalty using FCM & Rough BWM methods*. Power System Technology, 48(1), 806-827.
- Singh, S. N., & Dalal, N. P. (1999). *Web home pages as advertisements*. Communications of the ACM, 42(8), 91-98.
- Skippon, S. M. (2014). *How consumer drivers construe vehicle performance: Implications for electric vehicles*. Transportation Research Part F: Traffic Psychology and Behaviour, 23, 15-31.
- Song, B. L., Meysam, S., & Shaheen, M. (2016). *The effects of marketing stimuli factors on consumers' perceived value and purchase of organic food in Malaysia*. Jurnal Pengurusan, 47, 119-130.
- Sushil Kumar, B., & Sukhvir, S. (2021). *A study on consumer buying behaviour for fashion and luxury brands under emotional influence*. Research Journal of Textile and Apparel, 26(4), 405-418.
- Sweeney, J. C., & Soutar, G. N. (2001). *Consumer perceived value: The development of a multiple item scale*. Journal of retailing, 77(2), 203-220.
- Tellis, G. J. (2003). *Effective advertising: Understanding when, how, and why advertising works*. Sage Publications.
- Twinkle, T., Shivam, T., & Darshit, V. (2024). *A Study on Consumer Behaviour and Preferences for Luxury and Affordable Cars in Gujarat*. Advancement in Management and Technology, 5(2), 16-21.
- Vanlalhruii, L., & Sharma, L. S. (2024). *The Influence of Marketing Mix on Consumer Buying Decisions in the context of Fast Moving Consumer Goods*. International Journal For Multidisciplinary Research, 6(1).
- Vigneron, F., & Johnson, L. W. (1999). *A review and a conceptual framework of prestige-seeking consumer behavior*. Academy of marketing science review, 1(1), 1-15.

References (Continued)

- Villarejo-Ramos, A. F., & Sanchez-Franco, M. J. (2005). *The impact of marketing communication and price promotion on brand equity*. *Journal of Brand Management*, 12, 431-444.
- VRANEEVI, T., PANDA, I., & Horvat, S. (2008). *Consumer perceived value of banking services in Croatia*. *International Journal of Management Cases*, 10(3), 169-179.
- Wang, C., Yao, X., Sinha, P. N., Su, H., & Lee, Y.-K. (2022). *Why do government policy and environmental awareness matter in predicting NEVs purchase intention? Moderating role of education level*. *Cities*, 131, 103904.
- Wang, L. L., Watts, A. S., Anderson, R. A., & Little, T. D. (2013). *Common fallacies in quantitative research methodology*.
- Wang, X.-W., Cao, Y.-M., & Zhang, N. (2021). *The influences of incentive policy perceptions and consumer social attributes on battery electric vehicle purchase intentions*. *Energy Policy*, 151, 112163.
- Wang, Y., & Yu, C. (2017). *Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning*. *International Journal of Information Management*, 37(3), 179-189.
- Wei, S., Debra, G., & Mitchell, R. (2019). *Investigating brand visibility in luxury consumption*. *Journal of retailing and consumer services*, 49, 357-370.
- Wiedmann, K.-P., Labenz, F., Haase, J., & Hennigs, N. (2018). *The power of experiential marketing: exploring the causal relationships among multisensory marketing, brand experience, customer perceived value and brand strength*. *Journal of Brand Management*, 25, 101-118.
- Wiktor, R., Anna, Z. C., & Paweł, F. (2023). *Luxury consumption and the dark triad of personality*. *Journal of business research*, 169, 114246.
- Woodruff, R. B. (1997). *Customer value: the next source for competitive advantage*. *Journal of the academy of marketing science*, 25, 139-153.

References (Continued)

- Wu, Y.-L., & Li, E. Y. (2018). *Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective*. *Internet Research*, 28(1), 74-104.
- Xi, X., Yang, J., Jiao, K., Wang, S., & Lu, T. (2022). "We buy what we wanna be": *Understanding the effect of brand identity driven by consumer perceived value in the luxury sector*. *Frontiers in psychology*, 13, 1002275.
- Xing, R., Zhuang, M., & Li, B. (2024). *For-profit or for-CSR: decisions of power batteries recovery in the supply chain*. *IMA Journal of Management Mathematics*, dpae011.
- Xu, Y. (2024). *Strategic Engagement and Brand Perception: An Analysis of Social Media Marketing in the Luxury Automobile Industry*. *Advances in Economics, Management and Political Sciences*, 105, 47-54.
- Yoo, B., Donthu, N., & Lee, S. (2000). *An examination of selected marketing mix elements and brand equity*. *Journal of the academy of marketing science*, 28, 195-211.
- Yu, T. (2023). *Tesla's Pioneering Role in the New Energy Vehicle Industry: Strategies for Success*. *Highlights in Business, Economics and Management*, 23, 988-991.
- Yuanzhong, L. (2024). *Comparative Analysis of Chinese New Energy Vehicle Enterprises*. *Highlights in Business, Economics and Management*, 24, 802-807.
- Zeithaml, V. A. (1988). *Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence*. *Journal of marketing*, 52(3), 2-22.
- Zhao, H., Furuoka, F., Rasiah, R. A. L., & Shen, E. (2024). *Consumers' purchase intention toward electric vehicles from the perspective of perceived green value: An empirical survey from china*. *World Electric Vehicle Journal*, 15(6), 267.
- Zhao, W. (2022). *China's goal of achieving carbon neutrality before 2060: experts explain how*. *National Science Review*, 9(8), nwac115.

References (Continued)

Zheng, S. (2023). *Research on Tesla's Marketing Strategy Based on Consumer Psychology*. *Advances in Economics, Management and Political Sciences*, 26, 350-355.



Appendix



Questionnaire

Dear Madam/Mr:

Good day, dear At Rajamangala University of Technology Phra Nakhon, Thailand, where I am currently the candidate for a doctoral degree in Business Administration, I am in the process of writing my dissertation on the topic of the intents to acquire luxury electric automobiles. I need empirical data for analysis, and I would be grateful if you could take five minutes to fill out the following questionnaire to provide me with the information I need. It is imperative that you provide your honest feedback while ensuring that your replies are kept confidential. Every piece of information that you supply will be used purely for the purpose of contributing to my academic research, and I will not reveal any personal information about you. We are grateful to you for your assistance.

The term "luxury electric vehicle" in this study is defined as a vehicle manufactured by a premium brand, featuring an extensive range, sophisticated driver assistance technologies, opulent interior design, superior performance, and a price exceeding \$42,000 (approximately ¥300,000 or more, based on the exchange rate of January 1, 2024, where 1 RMB equaled \$0.1409 USD, inclusive of VAT).

I. Basic information

1. Are you considering purchasing a luxury electric vehicle or have you already purchased a luxury electric vehicle?

Yes (continue) No

2. Your gender

Men women

3. Your age

18-25 26-35 36-45 46-59 above 60

4. Your educational background

- Below post-secondary Post-secondary
Undergraduate Master's degree and above

5. Your Career:

- Student Company employee Owner/senior
management Government/Institutions Freelancer Retirees Others

6. Your annual household income:

- Under \$14000 \$14000-28000 \$28001-42000
\$42001-71000 above \$71000

7. If you're planning an electric vehicle, your car buying budget:

- Under \$42000 \$42001-57000 \$57001-71000
\$71001-85000 above \$85000

8. What brand of luxury electric car are you looking at:

- Audi AVATR Mercedes-Benz BMW LEADING IDEAL Tesla
DENZA AITO NIO XPENG
Yangwang Other (Please specify)

II. Measurement of the variables

Given your familiarity with and experience with luxury electric vehicles, select a luxury electric vehicle (e.g., Tesla Model S, BMW iX3, Avatr 11, NIO ES6, ZEEKR 009, AITO M9, Benz EQE, etc.). Please respond to the subsequent inquiries regarding the specific luxury electric vehicle you would select and its corresponding brand, use the following way to express your level of agreement with each question.

1=Strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5= Strongly Agree

Indicate your level of agreement with the following statements related to Marketing Communications by using the scale below and circling the appropriate number. Please make "√" on the corresponding score.

Advertising	
1.I often sees the brand's advertising.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
2.I Persuasive advertising for this electric vehicle;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
3.Online media advertising such as search engines, social networks, and websites are attractive;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
4.Attractive advertisements in car magazines, TV, outdoor billboards, etc.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Sales Promotion	
5.I often see the brand's promotional publicity;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
6.The promotion of this product made it worthwhile for me;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
7.When I know there's a promotion I'm interested in, I'll look at that brand of car more often;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Public Relations	
8.The brand is regularly featured in a variety of media (TV, websites, magazines and social media, etc.).	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
9.The electric car company has a good reputation;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
10.Celebrities, automotive experts and experienced car enthusiasts use or recommend it to make me more likely to buy that electric car;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
11.The business deals with consumer comments and problems in a timely and sincere manner;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Personal Selling	
12.Salespeople have better vocational training;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

Personal Selling	
12.Salespeople have better vocational training;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
13.Salespersons have strong business skills;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
14.Salespersons are polite, friendly, sincere and reliable;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Direct Marketing	
15.Emails about new car promotions, limited-time discounts or car recommendations interest me;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
16.I regularly see the business sending out new promotions, products or services through various media outlets;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
17.I am more satisfied with the business' direct contact and engagement with me.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
<p>Indicate your level of agreement with the following statements related to Consumer Perceived Value by using the scale below and circling the appropriate number. Please make "v" on the corresponding score.</p>	
Functional Value	
18.The luxury electric vehicle offers good safety and stability;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
19.The Luxury Electric Vehicle offers excellent ride and handling;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
20.The luxury electric vehicle offers reliable, high-tech intelligent driver assistance systems;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
21.The luxury electric vehicle has the features to meet my needs;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

Price Value	
22.The pricing of the electric vehicle is reasonable;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
23.The electric vehicle is good value for money;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
24.The electric vehicle is a good product for its price;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Social Value	
25. Luxury electric vehicle allow me to make a good impression on others and demonstrate my social status;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
26.The luxury electric vehicle gives me social value for self-realization;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
27.The brand image that the luxury electric vehicle represents is very appealing;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
28. Driving a luxury electric vehicle helps me to develop a positive, high-end and stylish personal image;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
29.Electric vehicles are in line with modern concepts of healthy and green living, and are environmentally conscious;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Emotional Value	
30.The appearance of this luxury electric car will give a high-end and aesthetic feeling	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
31.The luxury electric vehicle has a quiet and smooth ride that makes me feel comfortable;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
32.Driving a luxury electric vehicle will give me a feeling of pleasure;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

Indicate your level of agreement with the following statements related to Brand Preference by using the scale below and circling the appropriate number. Please make "√" on the corresponding score.

Cognitive Preference	
33. I possess superior knowledge of this brand compared to any other luxury electric vehicle brand;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
34. I am more attracted to this luxury electric vehicle brand;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
35. I closely monitor this brand.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Emotional Preference	
36. In comparison to other luxury electric vehicle brands, I would lament the disappearance of this particular brand more profoundly;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
37. This Brand is more than a mere product to me;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
38. This brand gives me a sense of belongingness;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Behavioral Preference	
39. I have more connections with the same brand of car guys;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
40. I am proud to have others know I use this brand;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
41. I would love to speak about this brand to others.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

Indicate your level of agreement with the following statements related to Purchase Intention by using the scale below and circling the appropriate number. Please make "v" on the corresponding score.

In-role (Purchase Probability)	
42. I possess a profound inclination to get a luxury electric vehicle from this brand;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
43. The probability of me acquiring a luxury electric vehicle from this brand is substantial;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
44. I would acquire the brand again if circumstances permitted;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
45. I'm willing to pay a higher price for a luxury electric vehicle	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Extra-role (Recommending Willingness)	
46. I am inclined to endorse this brand of luxury electric vehicles to others;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
47. I am prepared to promote the advantages of premium electric vehicles to others;	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
48. When solicited for counsel regarding the acquisition of luxury electric vehicles, I endorse the brand.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

Biography

Name Yan Song
Date of Birth October 29, 1977
Domicile Zigong, Sichuan, China

Educational Record

Educational Qualification	Name of institution	Year of Graduation
Bachelor's degree	Northwestern Polytechnical University	2000
Master's degree	Central University of Finance and Economics	2005

Current Position and Workplace

Staff No.519, Huixing Road, Ziliujing District, Zigong City, Sichuan Province, China

