

THE EFFECT OF 4P'S MARKETING MIX ON CONSUMER REPURCHASE INTENTION OF MOBILE PHONE BRAND

Wang Yi¹, Kanokporn Chaiprasit²

1 Faculty of Business Administration, Rajamangala University of Technology Thanyaburi, Thailand; wang_yiy@mail.rmUTT.ac.th

2 Faculty of Business Administration, Rajamangala University of Technology Thanyaburi, Thailand; Kanokporn_c@rmUTT.ac.th (Corresponding)

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ABSTRACT

This article attempts to explore the relational factors influencing consumer repurchase intentions of mobile phone brands by proposing a framework based on understanding how the 4P's marketing mix affects repurchase intention from the consumer's perspective. This article uses empirical analysis to conduct statistical tests on the hypothesis proposed in this article, verifying the impact of 4P's marketing mix on consumer repurchase intention. In this study, Chinese consumers of Huawei mobile phones are taken as the population of this study. The regression analysis results quantitatively verified that 4P's marketing mix significantly positively impacts consumer repurchase intention.

Keywords: 4P's marketing mix, Consumer repurchase intention, Huawei mobile phone.

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INTRODUCTION

Chinese domestic mobile phones have developed from the initial independent production to the present and have experienced a period of rapid development by taking advantage of low prices, as well as setbacks due to the lack of core technology and poor marketing, which led to a decline in sales (Wu et al., 2021). Some domestic brands have been eliminated by market competition under the ever-changing trend of the times; some have developed more and more outstandingly, with increasing enterprise scale and reputation, gradually going international and occupying a certain market share with their unique advantages. With the continuous upgrading and landing of the US government's sanctions policy, the development of Huawei's mobile phone business can be described as unable to move an inch. First, the chip is crucial as the "brain" of the phone. Although Huawei can design high-end mobile phone chips, there is no high-end chip manufacturing foundry in China, and Huawei's existing high-end chips may not be able to support the continued development of Huawei's high-end mobile phone business. The supply of chips directly affects the production capacity of Huawei mobile phones. After the new ban took effect in September 2020, the newly listed Hua P50pro, mate40pro and mate40E almost completely lost the chip supply, and the production capacity fell by more than 90% (Dmitrijevs, 2020). At the same time, the increase in manufacturing costs has forced Huawei to raise the price of the above three new models by 300 yuan to 500 yuan. From the perspective of customer cost, the price increase of Huawei mobile phone products puts the product price outside of the actual purchasing ability of the target customer group, which will inevitably lead to the cold reception of the product in the market. The sharp price increase directly weakens Huawei's competitiveness and affects Huawei's brand reputation. The biggest marketing problem facing Huawei mobile phones, and the problem that has the most serious impact on Huawei, is Huawei's product problem; Huawei mobile phone production will face difficult production problems in the future unless the domestic can break through lithography technology and rapidly improve the level of high-end chip manufacturing (Jiajia, 2021). In a highly competitive market environment, maintaining a customer base with high brand satisfaction is fundamental to an organization's survival and securing a competitive edge (Gupta et al., 2020). Therefore, the best way to create a strong brand is to increase consumers' brand loyalty to enhance repurchase intention. In much of repurchase intention research, scholars often consider how transactional benefits (e.g., interface quality, effective web design, satisfaction, and lower price) affect repurchase intention (Anderson & Srinivasan, 2003; Jones et al., 2000). Those transactional benefit factors only partially explain the cause of repurchase intention, and others remain a large space to explore. Therefore, it is crucial to find out what constitutes consumer repurchase evaluation. As Chatzoglou et al. (2022) argue, it's essential to move beyond transactional factors and incorporate relational factors to comprehensively understand consumer repurchase intentions.. Therefore, this article attempts to explore the relational factors influencing consumer repurchase intentions of mobile phone brands by proposing a framework

based on understanding how the 4P's marketing mix affects repurchase intention from the consumer's perspective. The research objective of this article is as follows: To study the effect of 4P's marketing mix on consumer repurchase intention for Huawei mobile phones.

LITERATURE REVIEWS

Theory Basis

4P's Marketing Mix Theory

McCarthy et al. (1979) offered the "marketing mix", often referred to as the "4P's", as a means of translating marketing planning into practice (Bennett, 1997). The marketing mix describes the set of tools that management can use to influence sales. The traditional formulation is known as the 4Ps: product, price, place, and promotion (Mir-Bernal et al., 2022). From the beginning, questions were raised about the 4P formulation of the marketing mix. The ultimate goal of the 4Ps marketing mix theory is to enable customers to complete product purchases, and pricing, distribution, and promotional strategies all provide corresponding services for the product. The marketing mix (4Ps) is grouped under four elements, i.e., Product, Price, Place, and Promotion.

Repurchase Intention Theory

Repurchase intention is defined as the individual's judgment about buying a designated service from the same company again, taking into account his or her current situation and likely circumstances. Based on the theory of reasoned action proposed by Ajzen and Fishbein (2000), intention is considered the best immediate factor in the relationship between attitude and behavior. It is appropriate to test consumers' behavior. Customers' repurchasing or loyalty is critical to the success and profitability of all stores. Repurchase intention indicates an individual's willingness to make another purchase from the same company based on his or her previous experiences (Hellier et al. 2003). The competitive advantage of an Internet business is obtained from customer loyalty and retention for repeat purchases (Tsai & Huang 2007).

The Effect of 4P's Marketing Mix on Consumer Repurchase Intention

In the customer-value hierarchy, the level of the product served is the expected product, which needs a group of attributes and conditions buyers normally expect when they purchase this product (Tanalo & Utami, 2014). In their research, Han & Ryu (2012) found that product quality and good service can influence customer satisfaction, which can affect the consumer repurchase intention. Ahmad et al. (2012) studied the impact mechanism of marketing strategies on the assets of leisure sports apparel brands. They found that style design has a significant positive impact on consumer-perceived quality and repurchasing behavior.

Salelaw and Singh (2016) studied the impact of market price and marketing promotion on brand assets through an open-ended survey of consumers. They found a positive relationship between market price and brand assets. Consumers make judgments by perceiving prices when they cannot determine product quality. Sales promotion techniques influence consumers prior to their decision-making process; consumers evaluate the presence of promotions to determine which product to repurchase when two products are equally appealing (Huseynzade, 2023).

Ianenko et al. (2023) proposed that channel design and management are increasingly crucial marketing tools for enhancing brand equity. Swaen et al. (2021) found that store image significantly and positively impacts perceived quality. Within distribution channels, retailers interact with numerous company customers. A well-designed shopping mall can attract more potential consumers, encouraging attention, interaction, and visitation. Additionally, such shopping malls enhance customer satisfaction, stimulate repurchase intentions, and foster a positive reputation among consumers (Thanasi-Boçe et al., 2021). Consumers will only exhibit brand loyalty and increased repurchasing behavior if the product and store images are consistent (Chinomona et al., 2017).

A study by Nicolas et al. (2020) explores the development of consumer behavior research trends that show high-frequency keywords at different periods using bibliometric methods to analyze publications between 1990 and 2017. The study shows the evolution of keywords to reveal emerging topics, which include advertising, consumer behavior, trust, innovation, and customer satisfaction. Zia et al. (2021) conducted experiments and found that promotions can enhance consumers' understanding of the brand, increase brand knowledge, and consequently lead to higher repurchase rates.

Based on the above analysis, this article proposes the following hypothesis:

H1: The 4P's marketing mix has an effect on consumer repurchase intention of Huawei mobile phone brand.

Figure 1 below displays the conceptual framework of this study.

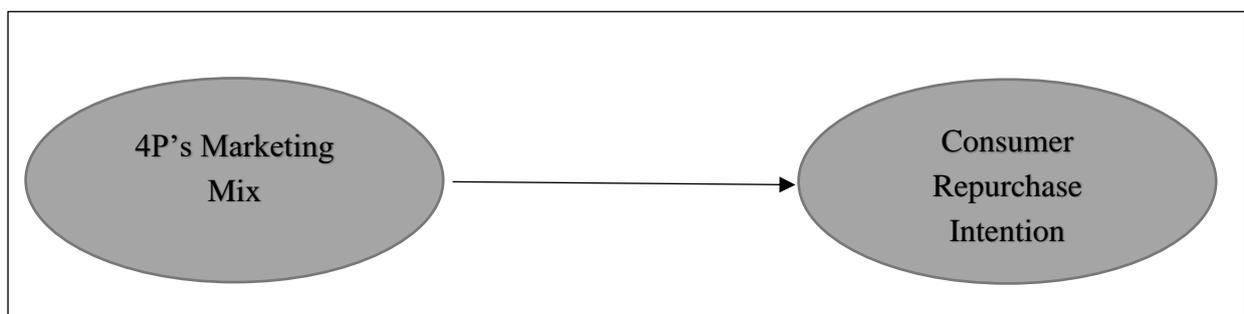


Figure 1 Conceptual Framework

METHODOLOGY

Population and Sampling

Population and Sampling Technique

In this study, Chinese consumers of Huawei mobile phone are taken as the population of this study. This study uses non probability sampling technique.

Sample Size

If the population size is unknown, the population proportion is unknown, the following formula is appropriate to calculate sample size (Cochran, 1977).

$$n = \frac{z^2}{4(e^2)} \quad (\text{Formula 1})$$

Where:

n = sample size (minimum size)

z = z value at reliability level or significance level

e = acceptable sampling error ($e = 0.05$)

Reliability level 95% or significance level 0.05; $z = 1.96$

According to the above formula, input the relevant numbers and calculate the sample size is 384 in this study.

Data Collection

In the first step, a total of 384 formal questionnaires were distributed. The second step is to explain the purpose of the questionnaire and the explanation of professional vocabulary in the questionnaire to the surveyed respondents and explain the confusing questions in the questionnaire to the consumers. Each customer needs about 15-20 minutes to complete the questionnaire. Finally, a small gift for them.

Instruments

The 4P's marketing mix are measured using five items adapted from Ngugi et al. (2020) & Karim et al. (2021), the respondents were asked to rate their responses on a 5-point Likert scale from (1) strongly disagree to (5) strongly agree.

The measures of consumer repurchase intention assess the consumers' intentions to remain with Huawei mobile phones. This study measures repurchase intentions with three items and modifies the scales of Cronin et al. (2000) and Zeithaml et al. (1996). All measures are a 5-point Likert-type scale from one (strongly disagree) to five (strongly agree).

Statistical Analysis

Reliability Analysis

The test of reliability is an important test of sound measurement. A measuring instrument is reliable if it provides consistent results. Reliability is the measure of consistency. A reliable instrument could produce accurate results, showing consistency in repeated measurements.

Correlation Analysis and Regression Analysis

This study will first analyze the correlation among variables and then analyze the regression relationship. In the regression model, consumer repurchase intention is set as the dependent variable, and the 4P's marketing mix is set as the independent variable.

RESULTS

Profile of Respondents

The profile of respondents in this article is shown in Table 1.

Table 1 Respondents Profile

Demographic	Category	Frequency	Percentage
Gender	Male	183	47.7%
	Female	201	52.3%
Age	Below 20	36	9.4%
	20-30	136	35.4%
	31-40	110	28.6%
	41-50	80	20.8%
	Above 50	22	5.7%
Material Status	Married	160	41.7%
	Unmarried	165	43.0%
	Others	59	15.4%
Monthly Income	Below RMB 3000	29	7.6%
	RMB 3000-6000	52	13.5%
	RMB 6001-10000	60	15.6%
	RMB 10001-15000	202	52.6%
	Above RMB 15000	41	10.7%
Education Degree	Under high school	40	10.4%

	High school students	101	26.3%
	Undergraduate	111	28.9%
	Master's degree or above	132	34.4%

Reliability Analysis

From Table 2, it can be concluded that both the 4P's marketing mix and consumer repurchase intention scales have good reliability (Cronbach's Alpha coefficient > 0.70), in accordance with the questionnaire analysis.

Table 2 Reliability Test Results

Scale	Number of items	Cronbach's Alpha
4P's Marketing Mix	8	0.856
Consumer Repurchase Intention	3	0.863

Correlation Analysis

Table 3 provides a correlation matrix that illustrates the relationships between marketing mix elements (Product, Price, Place, and Promotion). Product attributes correlate positively (0.388), indicating that product quality and features are relevant to repurchase intentions. Price demonstrates a positive correlation (0.464), suggesting that perceived value for money impacts repurchasing behavior. Place (distribution) correlates positively (0.451), highlighting the importance of accessibility and availability in repurchase decisions. Promotion activities positively correlate (0.394), suggesting effective marketing communication can increase repurchase intentions.

Table 3 Correlations Analysis

	Product	Price	Place	Promotion	Consumer Repurchase Intention
Product	1				
Price	0.690**	1			
Place	0.429**	0.688**	1		
Promotion	0.377**	0.379**	0.556**	1	
Consumer Repurchase Intention	0.388**	0.464**	0.451**	0.394**	1

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

Regression Analysis

This study constructed a regression model to analyze the influences of 4P's marketing mix on consumer repurchase intention for Huawei mobile phones. The dependent variable is consumer repurchase intention, and the independent variables are perceived value and 4P's marketing mix. The output results of this regression model are shown in Table 4. It can be seen from Table 4 that the R square of the regression model is 0.284, and the adjusted R square is 0.276, indicating that the regression model can explain 27.6% of the variation of the dependent variable of consumer repurchase intention. Table 4-7 shows that the F test statistic is 36.436 ($p < 0.01$), indicating that the regression coefficients of the two independent variables are not all 0; that is, there is a significant linear relationship between the independent variables and the dependent variable. The coefficient of the Product is 0.095, which indicates a small positive effect on repurchase intention, although it is not statistically significant ($p = 0.106$). The coefficient of Price is 0.214, which indicates that price has a positive and significant impact on repurchase intention ($p = 0.005$). The coefficient of Place is 0.163, which has a positive and significant impact on repurchase intention ($p = 0.026$). The coefficient of Promotion is 0.164, which shows a positive and significant effect on repurchase intention ($p = 0.001$).

According to Table 4, the following regression model expressions can be derived:

Consumer Repurchase Intention

$$= 1.146 + 0.214 \times \text{Price} + 0.163 \times \text{Place} + 0.164 \times \text{Promotion}$$

Table 4 Regression analysis of Consumer Repurchase Intention on 4P's marketing mix

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.146	0.178		6.445	0.000		
Product	0.095	0.059	0.102	1.619	0.106	0.491	2.036
Price	0.214	0.076	0.217	2.812	0.005	0.328	3.050
Place	0.163	0.073	0.154	2.233	0.026	0.410	2.440
Promotion	0.164	0.048	0.188	3.440	0.001	0.652	1.533

$R = 0.533$, $R^2 = 0.284$, Adjusted $R^2 = 0.276$, $F = 36.436$, $p = 0.000$

Dependent Variable: Consumer Repurchase Intention

CONCLUSION AND DISCUSSION

Conclusion

This article explores the effects of 4P's marketing mix on consumer repurchase intention of mobile phone brands. This article summarizes the literature of previous scholars and relevant theoretical foundations and constructs a research model of 4P's marketing mix and consumer repurchase intention. This article uses empirical analysis to conduct statistical tests on the hypothesis proposed in this article, verifying the impact of 4P's marketing mix on consumer repurchase intention.

In this article, Chinese consumers of Huawei mobile phones are taken as the population of this study. This article collects first-hand data through a questionnaire survey method. In the empirical analysis section, this article sequentially conducted sample demographic analysis on the valid data collected from the questionnaire, reliability test of the questionnaire scale, correlation analysis and regression analysis. The data analysis results show that the questionnaire scales in this article are reliable and meet the basic data analysis requirements. The regression analysis results quantitatively verified that 4P's marketing mix significantly positively impacts consumer repurchase intention.

Discussion

The empirical analysis results of this article confirm that 4P's marketing mix has a significant positive impact on consumer repurchase intention, that is, H1 holds, which is consistent with Nugroho & Irena (2017), Bootwala et al. (2009) and Parment et al. (2011). The 4Ps of marketing mix have long been found to influence consumer repurchase intention. According to Dibb (2001), marketing mix provides a specific action plan to pursue the market and win customers. Furthermore, a study about facial makeup confirms that there is a relationship between all marketing mix'smix variables and consumer repurchase intention (Bootwala et al., 2009). Therefore, there is a clear relationship between marketing mix and repurchase intention.

Products are goods and services offered by the organization to satisfy the needs of a certain group of people (Eavani & Nazari, 2012). From this definition, it can be seen that a product's ability to satisfy consumers' needs influences repurchase intention. A good pricing strategy helps to determine a consumer's choice. Consumers would have higher repurchase intention for products with a competitive price, especially since consumers have become more price-sensitive (Kotler & Armstrong, 2010). Promotion is defined as companies' activities to market the products and persuade consumers to buy the products (Kotler & Armstrong, 2010). Therefore, with the right promotion strategy, companies could better market their products and influence potential

consumers to repurchase their product intention. Lamb et al. (2011) claim that products must be available in the right place and at the right time. When products are available to customers, it will result in higher repurchase intention. Without the right place strategy, consumers cannot access the product.

Implications

This article supplements a new perspective on consumer repurchase intention research. This article takes Huawei's mobile phone brand as an example, based on the theoretical foundations of 4P's marketing mix, explores the impact path of 4P's marketing mix on consumer repurchase intention, and makes a reasonable analysis of the formation of continuous purchasing behavior among brand mobile phone consumers.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

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