THE EFFECT OF PERCEIVED VALUE AND 4PS OF MARKETING ON THE PURCHASING BEHAVIOR OF IPHONE CUSTOMERS

TANG BIAO

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION PROGRAM IN MANAGEMENT
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RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
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Independent Study Title	The Effect of Perceived Value and 4Ps of Marketing on the Purchasing Behavior of iPhone Customers
Name - Surname	Mr. Tang Biao
Program	Business Administration (Management)
Independent Study Advisor	Assistant Professor Kanokporn Chaiprasit, Ph.D.
Academic Year	2024

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ABSTRACT

This study aims to examine the effects of perceived value and the 4Ps of marketing strategy on the purchasing behavior of iPhone customers. The primary objectives of the study are: 1) to investigate the influence of demographic factors on the purchasing behavior of iPhone customers, 2) to assess the impact of the 4Ps of marketing strategy, namely Product, Price, Place, and Promotion, on iPhone purchasing behavior and 3) to explore the effect of perceived value, in terms of functional, emotional, and social value, on the purchasing behavior of iPhone customers.

The study population were Chinese Internet users identified through WeChat, Weibo, TikTok, and other large social media platforms. A total of 400 iPhone customers were surveyed using a structured questionnaire, and the data collected were analyzed using descriptive statistics, ANOVA, and regression methods via SPSS.

The study found that demographic factors, including gender, age, marital status, education, and income, significantly influence iPhone customers' purchasing behavior. The 4Ps (Product, Price, Place, and Promotion) of marketing strategy were found to have a statistically significant impact on purchasing behavior. Regression analysis indicated that all components of the marketing mix positively influenced purchasing behavior, with Promotion having the strongest effect. Regarding perceived value, the study found that functional, emotional, and social values each had a significantly positive effect on purchasing behavior, with the combined model explaining 53.6% of the variance in consumer purchase intentions.

Keywords: 4Ps of marketing, perceived value, purchasing behavior, iPhone, theory of reasoned action

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Tang Biao

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CHAPTER 1
INTRODUCTION

1.1 Background

With the rapid progress of communication technology, smart phones have replaced traditional devices such as computers and TVS in many aspects, especially in basic office, leisure and entertainment, and shopping. Mobile phones have become the primary platform for social interaction, online shopping, lightweight office tasks, and mobile payments. This trend has triggered a significant change in consumer needs and expectations for technology and services, as they increasingly rely on mobile devices to meet the demands of their daily lives and work.

Since the 1990s, the global economic market has gradually become integrated, and corporate brands have gradually realized international development. For consumers, It makes enterprises face increasingly complex and unpredictable competitive environment(He Libang & Wu Shuying, 2010).In the increasingly fierce competition in the mobile communication equipment market, consumers' purchase decision has become the key for enterprises to gain market share. The purchase behavior of consumers not only reflects the appeal of the brand, but also reveals the satisfaction and loyalty of the brand in the minds of consumers.In order to achieve sales performance, mobile phone brands continue to strive to leave a unique good image in the hearts of consumers, become the first choice of consumers when they buy smart phones again, and establish deep brand loyalty. This not only involves the performance and quality of the product itself, but also includes marketing methods, brand image, after-sales service, customer experience and many other aspects(Xu Shuhong & Lv Yitechnem, 2021). In the highly competitive market environment, having a group of highly satisfied brand loyal customers is the key for a company to survive in the market and gain competitive advantage(Erciş et al., 2012).Therefore, brands need to constantly innovate and improve to meet the needs and expectations of consumers, so as to build strong brand influence and loyalty in the minds of consumers. This will help companies stand out from the competition, win more market share and achieve long-term sustainable development.

According to the communication industry operation data released by the Ministry of Industry and Information Technology, as of the end of February 2024, China's mobile phone users have finally broken through the 1 billion mark (data source,51CTO) China has grown into the world's largest mobile communication market, which undoubtedly brings huge business opportunities to the market.

In the increasingly competitive Chinese mobile phone market, the early situation dominated by the three giants Nokia, MOTOROLA and Ericsson has gone forever. These brands gradually withdrew from the Chinese market, replaced by the rise of international brands such as Samsung and blackberry. However, with the rapid development of local Chinese mobile phone players, domestic brands such as Huawei, Xiaomi, OPPO and vivo have managed to regain market share(Zhang Yating, 2019).

Despite many changes in the market, Apple has been able to maintain a stable position in the Chinese market, thanks to its brand influence and continuous product innovation and marketing methods(Zhang Yating, 2019).

In the competitive landscape of consumer electronics, smartphones have emerged as a pivotal segment, with brands like Apple commanding significant attention globally. The iPhone, a flagship product of Apple Inc., has established itself as a symbol of technological innovation, luxury, and brand prestige. However, the purchase behavior of consumers is influenced by a myriad of factors, including perceived value and marketing strategies (Kotler ,2022). In emerging markets like China, where consumer preferences are rapidly evolving, understanding the impact of these factors is essential for businesses to tailor their strategies effectively. Nanchang, a burgeoning city in China's Jiangxi province, provides an intriguing context for exploring how perceived value and the 4Ps marketing framework—product, price, place, and promotion—shape consumer purchase behavior towards iPhone (Chen & Wang, 2021).

Despite the widespread popularity of the iPhone, consumer purchase behavior remains complex and multifaceted, driven by factors such as brand perception, product quality, and marketing efforts. While Apple has successfully leveraged its global brand appeal, the effectiveness of its marketing strategies in influencing purchase behavior in specific regions, such as Nanchang, is not well-documented. Without a nuanced understanding of these factors, businesses may struggle to optimize their strategies for regional markets.

While existing literature extensively explores the influence of marketing strategies and perceived value on consumer behavior, most studies are conducted in Western or highly developed Asian markets. There is limited research focusing on second-tier cities in China, such as Nanchang, which present unique consumer behaviors due to their economic, cultural, and demographic characteristics (Liu, et al,2020). Moreover, previous studies often analyze perceived value and the 4Ps marketing framework independently, overlooking their combined impact on purchase behavior. This research aims to address these gaps by integrating these dimensions to provide a holistic understanding of their effect on iPhone purchase behavior in Nanchang, China (Zhou and Lee,2021).

This study's findings will bridge the gap between theoretical frameworks and practical marketing strategies, offering insights tailored to a rapidly evolving and culturally unique market.

1.2 Research Objectives of the Study

RO1: To study the effect of demographic factors on purchase behavior on iPhone customer.

RO2: To study the effect of 4P'S marketing on purchase behavior on iPhone customer.

RO3: To study the effect of perceived value on purchase behavior on iPhone customer.

1.3 Research Questions of the Study

RQ1: How does demographic factors influence purchase behavior on iPhone customer?

RQ2: How does 4P'S marketing influence purchase behavior on iPhone customer?

RQ3: How does perceived value influence purchase behavior on iPhone customer

1.4 Research Hypotheses

H1: There is an effect of demographic factors on purchase behavior on iPhone customer.

H2: There is an effect of 4P'S marketing on purchase behavior on iPhone customer.

H3: There is an effect of Perceived value on purchase behavior on iPhone customer.

1.5 Conceptual framework

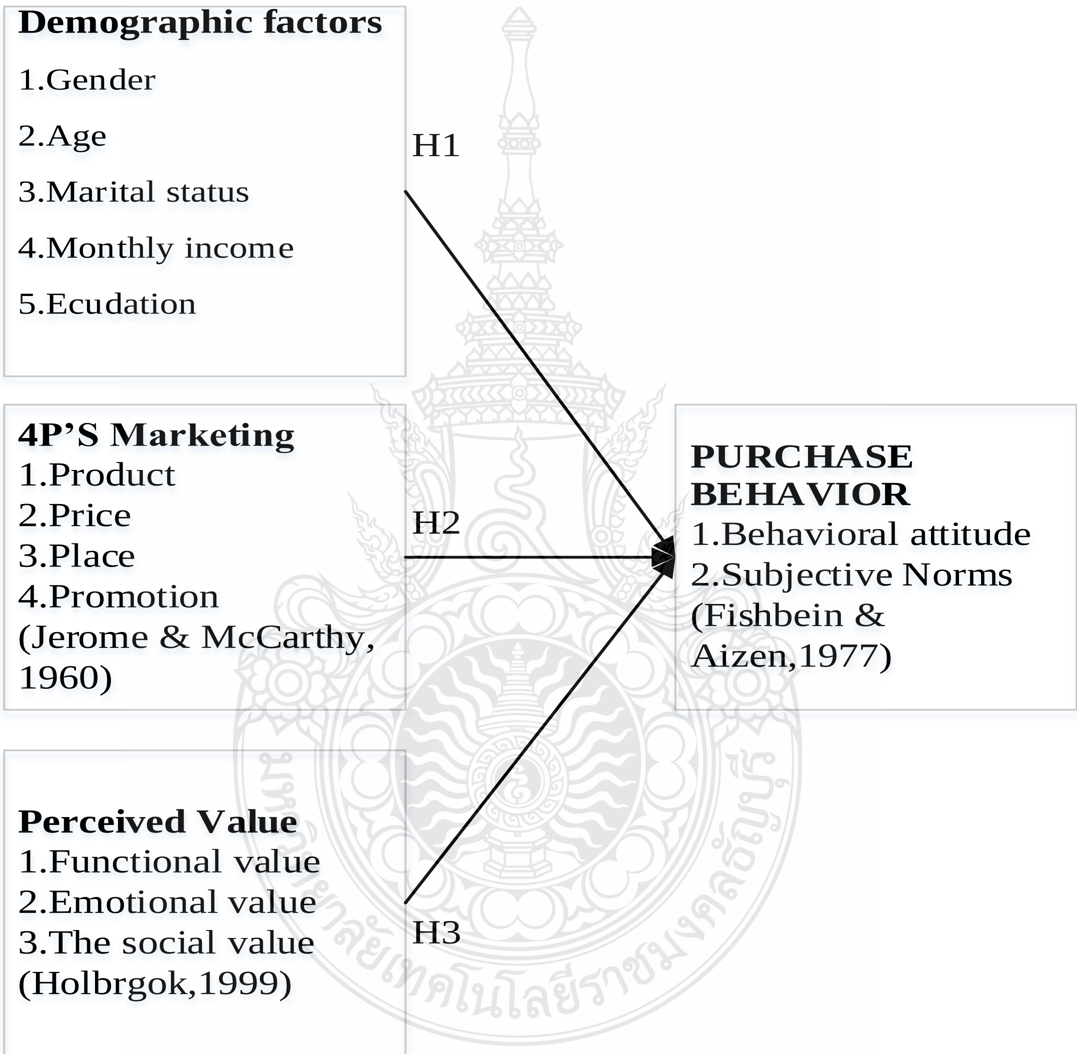

Figure 1.1 Conceptual Framework

1.6 Significance of the Study

This study is significant as it provides comprehensive insights into the factors influencing customer TRA toward the iPhone. Specifically, the study is expected to contribute to the following areas:

Demographic factors: By examining the effect of demographic factors on customer purchase behavior , the study will offer valuable insights into how age, gender, income, education level, and other demographic factors influence consumer behavior. This information is crucial for iPhone and its marketers to tailor their strategies to different demographic segments, ensuring more targeted and effective marketing efforts.

4P's Marketing Mix: The study will analyze the impact of the 4P's marketing mix—product, price, place, and promotion—on customer purchase behavior. Understanding how each element of the marketing mix affects consumers' decisions to purchase an iPhone will enable marketers to optimize these components to better meet consumer needs and preferences, thereby enhancing the overall marketing strategy.

Perceived Value: By exploring the role of perceived value in shaping customer purchase behavior， the study will provide insights into how consumers perceive the benefits and costs associated with the iPhone. This understanding is vital for iPhone to strengthen its value proposition and enhance customer satisfaction and loyalty.

Overall, the findings of this study will offer actionable insights for iPhone and other smartphone manufacturers, helping them to refine their marketing strategies, align their products with customer expectations, and ultimately drive sales and market share.

1.7 Definition Terms

Demographic Factors:

Demographic factors refer to characteristics of individuals, including age, gender, income, education, occupation, and marital status, that are used to segment and analyze customer behaviors. In this study, demographic factors are examined to understand their impact on iPhone customers' purchasing behavior.

4P's Marketing Mix (4Ps):

The 4P's marketing mix, also known as the marketing mix, is a model comprising four key elements: Product, Price, Place, and Promotion. Each component plays a strategic role in influencing consumer decisions. In this context, the study analyzes how each of these elements affects the purchase behavior of iPhone customers.

Perceived Value (PV):

Perceived value is the consumer's assessment of a product's worth, based on its benefits relative to its costs. It reflects the consumer's overall perception of the value derived from the product. This study focuses on three types of perceived value to evaluate their influence on iPhone purchasing behavior.

Purchase Behavior (PB):

Purchase behavior is the consumer's decision-making process that leads to buying a product or service. This study examines iPhone customers' purchase behavior through two components: behavioral attitude and subjective norms.

CHAPTER 2
REVIEW OF THE LITERATURE

Chapter 2, the "Review of the Literature," aims to provide a comprehensive overview of the existing research and theoretical frameworks relevant to understanding perceived value, the 4 P's of marketing, and consumer purchase behavior. This chapter examines the key concepts and theories that have shaped the study of consumer decision-making and the factors influencing their perceptions of value, the effectiveness of marketing strategies, and purchase intentions. By exploring seminal theories such as Zeithaml’s definition of perceived value and the Theory of Reasoned Action (TRA), the chapter also highlights how these concepts intersect with marketing practices, including product, price, place, and promotion strategies. Through this review, we will identify both the theoretical underpinnings and practical implications of these theories, establishing a foundation for subsequent analysis and research.

2.1 Concepts and Theories of Demographic Factors

Theory of Demographic Factors and Their Effect on Purchase Behavior

Demographic factors are among the most commonly studied determinants in consumer behavior research. These factors include age, gender, income, education, occupation, marital status, and geographic location. They play a significant role in shaping consumers' preferences, choices, and decision-making processes.

Definition and Scope of Demographic Factors

Demographic factors are defined as the statistical characteristics of populations used to identify markets for products and services. These factors segment consumers into different groups based on shared attributes, which influence their purchasing behavior (Kotler & Keller, 2016). For instance, younger consumers often exhibit preferences for trendy, technology-driven products, while older consumers may prioritize utility and ease of use.

Theoretical Framework

The theoretical foundation for studying demographic factors and purchase behavior is rooted in the concept of market segmentation. Market segmentation theory posits that consumer markets are heterogeneous, and understanding demographic differences helps businesses tailor their strategies to meet diverse consumer needs (Smith, 1956). Additionally, Maslow's Hierarchy of Needs provides a framework to understand how demographic factors influence needs and priorities, which ultimately drive purchasing decisions (Maslow, 1943). For example, income levels affect access to higher-order needs like self-actualization through luxury purchases.

Influence of Key Demographic Factors on Purchase Behavior

Age: Age-related preferences influence product categories, such as toys for children and healthcare products for older adults (Solomon et al., 2019). The life cycle stage, a subset of age, also dictates purchase behavior, with young families focusing on childcare products and empty nesters seeking travel experiences.

Gender: Gender differences often shape product preferences and advertising strategies. For example, males may prioritize technological features, whereas females may value aesthetics and functionality (Moss & Esslinger, 2020).

Income and Education: Higher income and education levels are associated with greater brand consciousness and quality sensitivity (Kotler & Keller, 2016). Affluent consumers are more likely to purchase premium products, while budget-conscious buyers focus on affordability.

Geographic Location: Geographic segmentation highlights regional differences in product demand, often due to cultural or environmental factors (Hofstede, 2001).

Demographic factors provide critical insights into consumer behavior, enabling businesses to segment markets and tailor strategies effectively. By understanding the nuanced effects of variables such as age, gender, income, and education, companies can align their products and marketing efforts with consumer expectations.

2.2 Concepts and theories of perceived value

Concept of perceived value

In 1954, Drucker first proposed that what consumers buy is not only the product itself, but also the value perception of the product, which will have an impact on the performance and development of the enterprise（Drucker, 1954）. Porter also mentioned "perceived value" in his 1985 book The Competitive Society, but did not give a clear definition（Porter, 1997）. It was not until 1988 that Zeithaml first proposed the theory of perceived value, which defined perceived value as the overall evaluation between consumers' perceived benefits and costs of purchased products(Zeithaml, 1988). The gain and loss theory proposed by Anderson in 1992 and the multi- factor theory proposed by Sheth in 1991 further expanded the understanding of perceived value. Anderson emphasizes the perception of different consumers on the effectiveness of products, while Sheth points out that the perceived value is jointly affected by multiple dimensions such as function, social interaction and emotion. Since then, scholars have explained and defined perceived value from different angles, which are mainly divided into two types: gain and loss theory and multi-factor theory.

（1）Gain and loss theory

Based on Zeithaml's point of view, the gain and loss theory adjusts the expression of "the gain after the consumer pays" to different degrees. Anderson believes that perceived value is the utility consumers perceive to products or services, and the value perceived by different consumers is different(Anderson & Srinivasan, 2003). Gale proposed that the benefits customers receive include reliable products, valuable services and good brand effect(Gale, 1994), In his research, Chinese scholar Dong Dahai found that consumers compare the benefits they get with the costs they pay in the process of buying and using products. Consumer perceived value, he points out, is really the ratio between the two(Dong Dahai et al., 1999).

（2）multi-factor theory

The type of multi-factor theory breaks down the perceived value of consumers into multiple value factors and believes that only weighing quality and price is too simple and narrow, emphasizing the evaluation of specific attributes in products or services. Sheth is a scholar who supports the type of multi-factor theory, believes that perceived value should not be regarded as the result of weighing quality and price, but as the result of multiple factors. He identifies five dimensions of value, functional, social, emotional, cognitive, and contextual, that are ubiquitous in any product or service(Sheth et al., 1991). Woodruff also adopted a definition completely different from the type of gain and loss theory, believing that perceived value refers to consumers' subjective feelings about a product in a specific environment and whether its attributes and performance achieve the purpose of purchase(Woodruff, 1997). The perceived value connotation of this perspective has been widely recognized by the academic circle. Bai Changhong Chinese scholar, found in his research that perceived value is consumers' overall evaluation of the utility of products or services based on their acquisition and payment(Bai Changhong, 2001). Wu Yonghong and Fan Xiucheng Chinese scholar also believe that the overall evaluation formed by consumers after weighing perceived benefits and payments is called consumer perceived value(Wu Yonghong & Fan Xiucheng, 2004). In fact, the definition of consumer perceived value by three Chinese scholars is no longer based on a single comprehensive evaluation perspective, but an extension of the connotation formed from the dual perspectives of "balance" and "comprehensive evaluation", including the balance of perceived gains and losses, as well as the overall evaluation formed after the comparison of various factors.

Dimensions of perceived value

Perceived value is a comprehensive feeling formed by consumers based on actual experience. In relevant studies, scholars generally regard perceived value as a concept containing multiple dimensions, and carry out detailed classification according to different characteristics and definitions. The representative of two-dimensional theory is Zeithaml, who believes that perceived value is composed of two parts, namely perceived gain and perceived gain and loss. Among them, the perceived gain mainly refers to the quality of the product or service, while the perceived gain loss mainly refers to the price of the product or service (Zeithaml, 1988). The representative scholar of "three-dimensional theory" is Holbrook, who put forward the three-dimensional model of functional value, emotional value and social value. Functional value refers to some physical attributes of the product, such as product quality, performance, etc., these attributes can bring the satisfaction of the most basic needs of customers. Emotional value means that customers will feel pleasure in the process of buying products; Social value refers to the self-image or social status expressed by customers when they purchase or use a product(Holbrook, 1999). Compared with two-dimensional theory, three-dimensional theory pays more attention to customers' emotion and social cognition in the process of purchasing products or services.

Based on the above multiple factor theory and dimension research, this study mainly adopts Holbrook scholar's "three-dimensional theory". which emphasizes the multidimensional nature of consumers' evaluation of products or services, that is, consumers will consider the functional, emotional and social value of products or services at the same time.

1. Functional value is defined as the perceived usefulness of the service.

2. Emotional value consists in feelings or affective states generated by consumption experience.

3. The social value is given by the acceptability at the individual level and the relations with social environment.

Functional value

Functional value refers to the ability of a product or service to meet the actual needs of consumers, Tangible products reflect the functional value of the product through their quality, reliability, durability and price (Tynan et al., 2010). When purchasing a product or service, consumers often evaluate its functional value to determine whether the product or service meets their needs(Konuk, 2019). For example, when buying a mobile phone, consumers will consider factors such as mobile phone performance, appearance, and use comfort.

Emotional value

Emotional value refers to the emotional experience brought to consumers by products or services(Tynan et al., 2010), and the utility generated from the emotional state or emotion generated by products or services(Jiang & Kim, 2015), including pleasure, satisfaction, belonging, etc. When purchasing a product or service, consumers not only focus on its functional value, but also consider its emotional value. For example, when buying a mobile phone, consumers will not only pay attention to its quality, performance and other factors, but also consider the identity and social status it brings.

Social value

Social value refers to the social recognition and social status that a product or service brings to consumers. Social value derives from the ability of a product or service to enhance or improve a customer's social self-concept(Wang et al., 2004). When purchasing a product or service, consumers often consider its social value to determine whether the product or service is in line with their social status and identity. For example, when consumers buy expensive mobile phones, they consider the social status and identity it brings.

2.3 Concepts and Theories of 4 P'S marketing

The marketing mix theory was first proposed by McCarthy et al in 1979 (McCarthy et al., 1979). Since then, Bennett has further developed this concept in 1997, proposing the so-called "4 P'S" theory as a means of translating marketing plans into practical operations. This theory was further generalized by Bennett in 1997(Bennett, 1997).

The marketing mix describes a set of tools that managers can use to influence sales performance. These tools include Product, Price, Place, and Promotion, often referred to simply as the 4 P'S.

Product

According to (Kotler & Keller, 2009), any item that satisfies a market need or consumer demand can be considered as a product. A product is a combination of goods and services that a firm offers to its target market.(Razak et al., 2019) is the goods or services that a firm offers to its target market, including functionality, quality, appearance, branding, packaging, and so on. The purpose of product strategy is to satisfy customer needs and expectations, create product differentiation advantages, and establish the core competitiveness of the product.

Price

Prices can be said to be flexible as they can change at any time as the market evolves. Multiple factors can lead to observed price changes (Wouters et al., 2021), including competitive prices in the market. Price is the only marketing mix that can generate revenue for the company through sales(Grew et al., 2019).The purpose of pricing is to ensure the profitability of the company in order to keep the business running and pricing is often influenced by the prices of competitors in the market. However, when the market is highly competitive, blindly pursuing profits becomes more difficult. According to (Kotler & Keller, 2009), prices are set for several purposes including: survival, maximum current profit, maximum market, share, product quality leadership, and other goals. Price is the only marketing mix that can generate revenue for the company through sales.

Place

According to (Susanto et al., 2016), place refers to design a store environment through visual communications, lighting, color, music and aroma that stimulate consumer perceptions and emotional responses and influence purchase intention. It includes distribution channels, warehousing facilities, mode of transportation and inventory control management thus it is a mechanism through which goods and services are moved from the service provider and manufacturer to consumer (Borden, 1964).

Promotion

According to (Kotler & Keller, 2013), promotion is a movement that communicates the benefits of a product to target customers and encourages them to buy. Promotion is one of the most powerful elements of a marketing mix(Foster & Gupta, 1994). Promotion is a form of marketing communication. It is a communication activity in which a company utilizes a variety of information vehicles to communicate with its target market, including advertising, staff sales, marketing promotions, and public relations. Companies use marketing communication to inform, persuade and remind consumers, directly or indirectly, of the products and brands they sell (Tanalo & Utami, 2014). The aim of promotional strategies is to increase the awareness and reputation of the product, stimulate the interest and desire of customers, and promote the sale and consumption of the product.

From this definition, there is a tendency to consider advancement as a specialized means of facilitating an exercise that assumes a part in elucidating, persuading and testing the merits of an item and consequently motivating the buyer to purchase the item. Therefore, it should be practiced for a limited period of time and in accordance with a common goal.

This study shows that the theory is applicable to branded mobile phone manufacturers. At present, there are some problems in the mobile phone product market. Under the guidance of 4P's marketing mix theory, this combination can become an important development direction, which provides a theoretical basis for brand mobile phone manufacturers to develop high-quality mobile phone products suitable for the market.

2.4 Concept and theory of purchase behavior

The theory of reasoned action, developed by Fishbein and Ajzen (1977), provides a robust framework for understanding the determinants of individual behavior in specific contexts. The theory posits that an individual's intention to perform a behavior is the primary determinant of that behavior. This intention is influenced by two critical factors: behavioral attitudes and subjective norms.

Behavioral attitude:

Refers to a person's positive or negative emotional tendency toward a certain behavior. This attitude can be based on an individual's experience, knowledge, or beliefs to hold a view for or against a particular behavior.

Subjective norms:

Refer to the influence of expectations from others or groups that individuals consider important on individual behavior decisions. These expectations may come from family, friends, colleagues, social groups, etc., and have a certain pressure or incentive effect on individual behavior(Breckler & Wiggins, 1989).

Considering the influence of behavioral attitudes and subjective norms, individuals will form behavioral intentions for specific behaviors. This intention reflects a person's likelihood of performing a certain behavior, and is a bridge between behavioral attitudes, subjective norms, and actual behavior.

Rational behavior theory provides a framework for understanding and predicting an individual's behavioral decision-making process in a given situation. It has been widely used in many fields such as health behavior, consumption behavior and organizational behavior.

The theory suggests that when an individual's positive expectations of an action increase, so does the likelihood that they will engage in such an action. In addition, when an individual holds a more positive attitude towards a certain behavior, his behavioral intention will also be enhanced. Similarly, when the positive degree of the subjective norm (that is, the expectation of the people around the individual to perform a particular behavior) increases, the individual's behavioral intention will also increase. In short, a higher level of subjective norms predicts a stronger willingness to act, which increases the likelihood of actually taking a particular action (Karahanna et al., 1999).

According to the theory of rational behavior, an important prerequisite is that individuals are autonomous when making behavioral choices (Fishbein & Middlestadt, 1995). If this condition is not met, that is, the individual is not acting in a situation of complete autonomy, then the explanatory power of the rational behavior theory will be weakened (Conner & Armitage, 1998). The theory assumes that people are able to act in a rational manner and have complete control over their actions. However, the reality is that people are often influenced by multiple factors in the decision-making process, such as economic interests, social circumstances, etc., which may limit people's autonomy. Thus, the applicability of the theory of rational behavior may be limited when faced with behaviors that are strongly influenced by external factors.

2.5 Related Research

1. Related Research on Perceived Value

Numerous studies have focused on the antecedents of perceived value, analyzing factors such as product quality, service quality, price, and brand awareness. For instance, Parasuraman et al. (2002) developed the SERVQUAL framework to measure service quality across five dimensions: assurance, responsiveness, tangibility, reliability, and empathy. Their work highlights that product and service quality, along with price, are key drivers of perceived value. Dodds et al. (1991) suggested that consumer brand awareness can significantly influence perceived value. Woodruff (1997) further expanded on this by incorporating both tangible factors like product and service quality and intangible factors such as consumer trust into the perceived value framework. Pai & Tsai (2016) demonstrated that consumer perceptions are strongly influenced by social and emotional factors, where community ties and recommendations increase the perceived social and hedonic value. More recently, Rizzon et al. (2023) examined the role of brand as a benchmark factor and found that brand familiarity mitigates sensitivity to changes in product attributes and additional services.

2. Empirical Studies on 4P Marketing

Study 1: Venkatesh et al. (2012)

Objective: To analyze the impact of product innovation and brand image on consumer behavioral attitudes.

Methodology: Survey of 500 consumers in the technology sector.

Findings: Product innovation and strong brand image were found to significantly enhance consumer attitudes toward purchasing, especially for high-tech products like the iPhone.

Implications: Marketers should emphasize product innovation and strengthen brand image to influence consumer behavior positively.

Study 2: Kotler & Armstrong (2010)

Objective: To explore the effect of price on consumer purchase intentions in the luxury market.

Methodology: Qualitative analysis of luxury market trends and consumer behavior.

Findings: In the luxury market, high prices are often seen as a status symbol, which in turn drives consumer purchase intentions. The iPhone is an example where its high price influences consumer behavior, positioning the product as a symbol of social status.

Implications: Luxury brands should leverage price strategies that align with social expectations to enhance consumer appeal.

Study 3: Rubinsson (2020)

Objective: To examine how sales place design influences consumer purchase intentions.

Methodology: Observation and survey of 200 customers across various retail stores.

Findings: The design and accessibility of the sales environment directly affect consumers' brand perception and purchase intentions. A positive, easy-to-navigate store environment boosts consumer attitudes toward products like the iPhone.

Implications: Retailers should invest in designing accessible and engaging sales environments to enhance consumer experiences and drive purchase intentions.

Study 4: Cialdini (2009)

Objective: To investigate the role of promotional activities in shaping consumer behavior.

Methodology: Survey of 300 consumers exposed to different promotional campaigns.

Findings: Promotional strategies that align with social norms influence consumer behavior. Apple's promotional efforts position the iPhone as a social trend, enhancing purchase intentions through social influence.

Implications: Brands should tailor their promotional campaigns to reflect and reinforce social norms, making products appear as part of the larger societal trend.

3. Empirical Studies on Perceived Value

Study 1: Dodds et al. (1991)

Objective: To explore the influence of consumer brand awareness on perceived value.

Methodology: Quantitative survey of 300 consumers.

Findings: The study found that brand awareness significantly influences consumer perceptions of value, where consumers tend to perceive higher value in products from well-known brands. This was particularly evident in the consumer electronics sector.

Implications: Marketers should focus on building strong brand awareness to enhance the perceived value of their products, especially in competitive markets.

Study 2: Woodruff (1997)

Objective: To identify the tangible and intangible factors that contribute to perceived value.

Methodology: Mixed-methods approach, combining qualitative interviews and quantitative surveys with 500 consumers.

Findings: Tangible factors, such as product quality and reliability, alongside intangible factors like consumer trust and satisfaction, were found to be essential in shaping perceived value.

Implications: Businesses should integrate both tangible and intangible factors into their value propositions to improve consumer satisfaction and loyalty.

Study 3: Pai & Tsai (2016)

Objective: To examine the role of social and emotional factors in consumer perceived value in the context of online shopping.

Methodology: Survey of 400 online shoppers.

Findings: Social influence, such as recommendations from significant others, and emotional attachments to online communities, were found to increase consumers' social and hedonic value, thus enhancing their overall perceived value of the products.

Implications: E-commerce platforms should leverage social proof, such as reviews and recommendations, and foster emotional connections with consumers to boost perceived value.

Study 4: Rizzon et al. (2023)

Objective: To investigate the impact of product attributes, brand, and additional services on perceived value.

Methodology: Survey of 350 consumers across various industries.

Findings: The study found that brand reputation plays a significant role in shaping consumers' sensitivity to changes in product attributes and additional services. When dealing with well-known brands, consumers tend to have less sensitivity to changes in other factors.

Implications: Companies should prioritize building and maintaining a strong brand to reduce price sensitivity and enhance perceived value through product attributes and services.

4. Empirical Studies on Purchase Behavior

Study 1: Venkatesh et al. (2012)

Objective: To examine the role of product innovation and brand image in consumer purchase behavior.

Methodology: Survey of 500 consumers in the tech industry.

Findings: The study revealed that consumers' purchase behavior was heavily influenced by product innovation and the strength of the brand image. For products like the iPhone, consumers were more likely to purchase due to the perception of high quality and technological superiority.

Implications: Companies should focus on continuous innovation and strengthening their brand image to positively influence purchase behavior.

Study 2: Kotler & Armstrong (2010)

Objective: To explore how pricing strategies affect consumers' purchase behavior in luxury markets.

Methodology: Quantitative analysis of pricing strategies in the luxury smartphone market.

Findings: The research showed that consumers in the luxury market are more influenced by high price as a symbol of social status than by the product's intrinsic features. This was particularly evident in the purchase of premium products like the iPhone.

Implications: High-end brands should focus on price positioning as a key driver of consumer purchase behavior, especially in markets where luxury and status are significant factors.

Study 3: Rubinsson (2020)

Objective: To investigate how store layout and accessibility affect consumer purchase decisions.

Methodology: Observation and survey of 300 retail consumers.

Findings: The research found that easy access to products and a well-designed sales environment significantly improved consumer attitudes and purchase intentions. Consumers were more likely to make a purchase when they could easily access and experience the products, particularly in premium brands such as the iPhone.

Implications: Retailers should optimize store layouts and ensure that the purchasing experience is convenient and enjoyable to influence purchase behavior positively.

Study 4: Cialdini (2009)

Objective: To explore how promotional campaigns influence consumer behavior and purchase decisions.

Methodology: Survey of 350 consumers exposed to various promotional campaigns.

Findings: Promotional strategies that create a sense of social belonging and influence through social norms were found to drive consumer purchase behavior. For example, Apple's promotional campaigns, which position the iPhone as a trendy and desirable product, led to a higher willingness to purchase.

Implications: Marketers should design promotional campaigns that align with social trends and peer influence to boost consumer purchase intentions.

CHAPTER 3
RESEARCH METHODOLOGY

This chapter outlines the research methodology employed in this study, including the research steps, survey questionnaire design, and data collection and analysis methods. The study aims to explore the factors influencing iPhone users' purchase behavior in Nanchang, China, with a particular focus on how the 4P marketing strategies (Product, Price, Promotion, and Place) and perceived value affect consumer purchasing decisions. A convenience sampling method will be used to select the sample, and the survey will be distributed through popular social media platforms such as WeChat, Weibo to ensure wide reach and diversity in the data. After data collection, both descriptive and inferential statistical methods will be applied, including multiple regression analysis, to examine the impact of the 4P's marketing strategies on purchase behavior. Through this research, we aim to provide valuable theoretical and practical insights into understanding and predicting the purchase behavior of iPhone users.

Objective Consistency Analysis (IOC)

In the pretest phase, the questionnaire was evaluated by three subject-matter experts:

1. Dr. Thitima Pulpetch
2. Dr. Adisorn Chaysang
3. Dr. Tanompong Panich

The experts conducted a thorough review of the items, and an Index of Item-Objective Congruence (IOC) was calculated for each question, assessing the alignment between the items and the theoretical model, research objectives, and operational definitions used in the study. The resulting IOC scores 0.6-1(See in an Appendix), indicating that the questionnaire items exhibited satisfactory congruence. This positive assessment provided the researcher with confidence in the overall design and content validity of the questionnaire.

3.1 Survey questionnaire analysis

In this article, based on the results of the questionnaire survey, the following research was conducted:

1. Population and sampling techniques
2. Instrumentation
3. Verification and reliability testing of the questionnaire
4. Data Collection
5. Data analysis

3.2 Population and sampling techniques

In this research methodology, we will use a non-probability sampling technique, specifically convenience sampling, to select our sample from the population of interest.

Population:The target population for this study includes people in China who use iPhone, focusing on residents in Nanchang City, China. However, as the exact number of iPhone users in Nanchang is unknown and no specific data provides this figure.

Location:Due to the wide scope and large total number of surveys, an online survey questionnaire was chosen to facilitate wider dissemination of data. After the online questionnaire is created, it is randomly sent to Chinese Internet users through WeChat, Weibo and other large social media.

There are various options in the survey questionnaire to ensure the completeness of the received survey.

When faced with a large total amount, the confidence level of the sample in this study is 95%.

The lack of a known population size and the practical constraints of reaching a random or stratified sample, convenience sampling is chosen. Convenience sampling is a type of non-probability sampling where participants are selected based on their accessibility and willingness to participate.

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

$$\mathrm{n} = \frac{(1.96)^2}{4(0.05^2)} = 384$$

Where:

n = sample size (minimum size)

z = value at reliability level or significance level

e = acceptable sampling error (0.05)

Reliability level 95% or significance level 0.05

After apply the above equation the required sample size is 384.However, the researcher will collect 400 samples. The reason for increasing the sample size from 384, as calculated by Cochran's formula, to 400 is to account for potential data loss or incomplete responses during the data collection process. This adjustment ensures the robustness and reliability of the study results by maintaining a sufficient number of valid responses for statistical analysis. Additionally, rounding up to a whole and slightly larger number like 400 can simplify logistical planning and improve the representativeness of the sample, especially when aiming for generalizability within the target population.

3.3 Instrumentation

This chapter will investigate customer purchase behavior through questionnaires to determine the factors that affect customer purchase behavior.

The survey questionnaire consists of the following three parts:

Part 1: Basic information and purchase behavior of respondents.

Part 2: The effect of 4P'S marketing on iPhone users' purchase behavior.

Part 3: The effect of perceived value on iPhone users' purchase behavior.

First, investigate the background information of the respondents, including gender, age, monthly income and other basic information.

The second part is based on the four dimensions of 4P's marketing theory, which are divided into product, price, promotion and place.

The third part is based on perceived value to design a problem.

3.4 Verification and testing reliability of questionnaires

In general, a survey questionnaire should measure the reliability of the data obtained from dimensions such as reliability and validity to determine whether it meets the test content.

1. Design a survey paper to ensure that each question and answer option is valid

and can achieve the research objectives.

2. Universal applicability to ensure the universal applicability of the questionnaire design, 50 questionnaires were distributed in advance for small-scale surveys before the formal survey. The sample covers people of different age groups, education levels, and monthly incomes to participate in the survey, ensuring diversity of the sampling range as much as possible, comprehensively reflecting the opinions of consumers and potential consumers, and ensuring the authenticity and objectivity of the data.

Table 3.1 Reliability analysis

	Dimensions	**Sample size**	**Number of items**	**Cronbach alpha coefficient**	**Results**
4PS	Product	400	5	0.825	High reliability
	Price	400	5	0.867	High reliability
	Place	400	5	0.901	High reliability
	Promotion	400	5	0.832	High reliability
PV	Functional value	400	5	0.866	High reliability
	Emotional value	400	5	0.759	High reliability
	The social value	400	4	0.762	High credibility
PB	Behavioral attitude	400	4	0.811	High reliability
	Subjective Norms	400	4	0.818	High reliability

The reliability analysis presented in Table 3.1 provides valuable insights into the consistency of the measurement scales used in this study. The Cronbach's alpha coefficients for the various dimensions of the 4P's marketing mix, perceived value, and purchase behavior indicate high internal consistency across all constructs. Specifically, the reliability coefficients for the 4P's dimensions—Product (0.825), Price (0.867), Place (0.901), and Promotion (0.832)—demonstrate a strong level of reliability. Similarly, the dimensions of Perceived Value (PV), which include Functional Value (0.866), Emotional Value (0.759), and Social Value (0.762), exhibit high reliability, with the latter two values being within an acceptable range for social sciences research. Furthermore, the Purchase Behavior (PB) dimensions, namely Behavioral Attitude (0.811) and Subjective Norms (0.818), also show high reliability. The overall results suggest that the measurement scales employed in this study are robust and suitable for investigating the relationships between demographic factors, the 4P's marketing mix, perceived value, and consumer purchase behavior in the context of iPhone customer. These high Cronbach's alpha values reinforce the validity of the study's constructs, providing a reliable foundation for further statistical analysis and hypothesis testing.

3.5 Data collection

Due to the wide scope and large total number of surveys in Nanchang, an online survey questionnaire was chosen to facilitate wider dissemination of data. After the online questionnaire is created, it is randomly sent to Chinese Internet users through WeChat, Weibo and other large social media.

There are various options in the survey questionnaire to ensure the completeness of the received survey.

In this study, questionnaires were sent to respondents via email and social media. Data collection duration 30 days. Complete and valid questionnaire survey results were selected as the data collection for further analysis.

3.6 Data analysis

Use descriptive statistics to explain the data analysis of basic data. For the example group, the following:

General information survey on personal factors, including gender, age, average monthly income, etc. Using the frequency distribution method, the results are summarized in percentage form

The second part of perceived value and 4P's questionnaire adopts mean method and standard deviation method

Inference statistical Analysis (inference bias)

ANOVA analysis was used for analysis

H1: There is an effect of demographic factors on purchase behavior on iPhone customer.

Multiple regression analysis was used for analysis

H2: There is an effect of 4P’S marketing on purchase behavior on iPhone customer.

H3: There is an effect of Perceived value on purchase behavior on iPhone customer.

CHAPTER 4
DATA ANALYSIS

This chapter presents a comprehensive analysis of the data collected from a survey of 400 iPhone customers, focusing on the demographic factors that influence the purchase behavior. By exploring respondents' profiles, including gender, age, marital status, monthly income, and educational attainment, the analysis aims to identify key factors that shape consumer behavior and purchasing intentions. Additionally, the chapter examines the reliability of the measurement scales for the marketing mix (4P's), perceived value, and purchase behavior, providing a foundation for subsequent descriptive statistics and correlation analyses.

4.1 Descriptive Analysis

Table 4.1 Descriptive Analysis-Demographic Statistics

	Name	Options	Frequency	Percentage (%)
Demographic	Gender	Male	187	46.80%
		Female	213	53.30%
	Age	20-30 years old	158	39.50%
		31-40 years old	121	30.30%
		41-50 years old	71	17.80%
		51-60 years old	50	12.50%
	Material Status	Married	139	34.80%
		Unmarried	176	44.00%
		Divorced / Widow	85	21.30%
	Monthly Income	Below RMB 3,000	87	21.80%
		RMB 3,000-6,000	156	39.00%
		RMB 6,001-10,000	62	15.50%
		RMB 10,001-15,000	55	13.80%
		Above RMB 15,000	40	10.00%
	Education Degree	Under high school	59	14.80%
		High school students	98	24.50%

Table 4.1 Descriptive Analysis-Demographic Statistics (cont.)

Name	Options	Frequency	Percentage (%)
	Undergraduate	198	49.50%
	Master's degree or above	45	11.30%
Occupation	Employed for wages	134	33.50%
	Self-employed	110	27.50%
	Student	70	17.50%
	Government officer	77	19.30%
	Other	9	2.30%
Family Size	1	9	2.30%
	2	11	2.80%
	3-4	276	69.00%
	5 or more	104	26.00%
Household Structure	Yes	303	75.80%
	No	97	24.30%
Mobile brand preference	Local Chinese brands (e.g., Huawei, Xiaomi)	196	49.00%
	International brands (e.g., Apple, Samsung)	141	35.30%
	No preference	63	15.80%
Total		**400**	**100%**

The descriptive analysis of the demographic statistics of iPhone customers reveals significant insights into their profile and factors. The sample consists of 400 respondents, with a fairly balanced gender distribution, as 46.8% are male and 53.3% are female. In terms of age, the majority of respondents fall within the 20-30 years age group (39.5%), followed by the 31-40 years old group (30.3%). The distribution of marital status indicates that 44% of the respondents are unmarried, while 34.8% are married, and 21.3% are divorced or widowed.

Regarding monthly income, most respondents (39%) earn between RMB 3,000-6,000, with a smaller proportion earning above RMB 15,000 (10%). Educationally, the majority of the respondents are undergraduates (49.5%), followed by those with high school education (24.5%) and those holding a master's degree or higher (11.3%). Employment status indicates that 33.5% of respondents are employed for wages, while 27.5% are self-employed, 17.5% are students, and 19.3% work as government officers.

In terms of family size, the largest group of respondents (69%) resides in households with 3-4 members, and a notable 75.8% of respondents report having a household structure. When considering Mobile brand preference, 49% of respondents prefer local Chinese brands, while 35.3% lean towards international brands, such as Apple, with 15.8% reporting no preference. These demographic factors provide valuable context for understanding the purchase behavior of iPhone customers, offering insights into how factors such as income, education, and brand preferences may influence purchasing decisions.

Formal Investigation-Mean analysis

Table 4.2 Mean analysis

	Name	**Mean**	**SD**	**Result**
4PS	Product	3.358	0.696	moderate
	Price	3.368	0.741	moderate
	Place	3.424	0.745	moderate
	Promotion	3.514	0.747	moderate
	Total	3.416	0.732	moderate
PV	Functional Value	3.301	0.787	moderate
	Emotional Value	3.413	0.744	moderate
	Social Value	3.321	0.773	moderate
	Total	3.345	0.768	moderate
PB	Behavioral Attitude	3.433	0.912	moderate
	Subjective Norms	3.311	0.864	moderate
	Total	3.372	0.888	moderate

The mean analysis of the variables under study reveals that both the 4P's of marketing and perceived value exhibit moderate influence on the purchase behavior of iPhone customer. For the 4P's marketing mix, all components—Product, Price, Place, and Promotion—show mean scores between 3.358 and 3.514, with corresponding standard deviations ranging from 0.696 to 0.747. This indicates that respondents generally perceive these marketing elements as moderately influential in their purchasing decisions, with Promotion receiving the highest mean score (3.514) and Product the lowest (3.358).

Similarly, the perceived value (PV) dimensions—Functional Value, Emotional Value, and Social Value—also display moderate levels of influence, with mean scores between 3.301 and 3.413. The Emotional Value component is seen as slightly more influential (mean = 3.413), while the Functional Value (mean = 3.301) appears to have a slightly lower perceived impact, yet still within the moderate range. The total perceived value score is 3.345, reinforcing the moderate influence across these dimensions.

Regarding purchase behavior (PB), the two components—Behavioral Attitude and Subjective Norms—also yield moderate mean scores of 3.433 and 3.311, respectively. The total purchase behavior score is 3.372, suggesting that the respondents' overall attitudes and perceptions about iPhone purchases are moderately positive, though not highly extreme.

4.2 Hypothesis Testing

4.2.1 Hypothesis 1 Testing

H1: There is an effect of demographic factors on purchase behavior on iPhone customer.

4.2.1.1 Gender difference

H1.1: There is an effect of gender factors on purchase behavior on iPhone customer.

Table 4.3 Gender T- Test

Analysis Items	**Item**	**Sample Size**	**Standard Deviation**	**Mean Difference**	**T □**	**df**	**P**
Purchase behavior	Female	187	0.765	-0.596	-8.265	398	0.000*
	Male	213	0.677				
	Total	**400**	**0.717**				

The results of the gender-based T-test analysis provide significant insights into the relationship between gender and purchase behavior. The analysis reveals that there is a statistically significant difference in purchase behavior between male and female respondents, as indicated by the T-value of -8.265 ($p < 0.01$). The mean difference of -0.596, suggests that female respondents exhibit different purchase behavior compared to male respondents, with females showing a more negative attitude towards purchase behavior in this context.

Given the significant p-value ($p < 0.01$), the results support the first hypothesis (H1), which posits that demographic factors, such as gender, have an effect on purchase behavior on iPhone customer. This finding indicates that gender plays a crucial role in shaping consumers' behavioral attitudes and subjective norms towards iPhone purchases, confirming that demographic factors, particularly gender, influence purchase behavior as suggested by the hypothesis.

4.2.1.2 Age difference

H1.2: There is an effect of age factors on purchase behavior on iPhone customer.

Table 4.4 Age ANOVA

Analysis Items	Item	Sample Size (N)	Standard Deviation	F	P
Purchase behavior	20-30 years old	158	0.802	27.331	0.000
	31-40 years old	121	0.554		
	41-50 years old	71	0.656		
	51-60 years old	50	0.804		
	Total	**400**	**0.777**		

* p<0.05 ** p<0.01

The results from the one-way ANOVA analysis of the age groups' purchase behavior provide evidence for a significant difference across the various age categories. The F-value (27.331) and the p-value (0.000), which is less than the 0.01 significance level, indicate that there is a statistically significant variation in purchase behavior on iPhone customer of different age groups. This suggests that demographic factors, particularly age, influence purchase behavior.

Table 4.5 LSD analysis of age

Age	20-30 years old	31-40 years old	41-50 years old	51-60 years old
20-30 years old				
31-40 years old	0.54* (2.99)			
41-50 years old	0.76* (2.99)	0.22* (3.52)		
51-60 years old	0.72* (2.99)	0.18 (3.52)	-0.04 (3.74)	

The subsequent LSD analysis of age further supports this conclusion by identifying specific differences between the age groups in terms of their purchase behavior. The significant findings across age categories suggest that purchase behavior is not uniform and varies according to the consumer's age group.

Thus, based on the analysis, Hypothesis 1 (H1) is supported: demographic factors, including age, do have a significant effect on purchase behavior among iPhone customer. This highlights the importance of considering demographic differences in understanding consumer behavior, particularly in the context of purchasing decisions for premium products like the iPhone.

4.2.1.3 Marital status

H1.3: There is an effect of marital status on purchase behavior on iPhone customer.

Table 4.6 Marital status ANOVA

Analysis Item	Item	Sample Size	Standard Deviation	F	P
Purchase behavior	Married	139	0.768	53.736	0.000
	Unmarried	176	0.61		
	Divorced / Widow	85	0.711		
	Total	**400**	**0.777**		

* p<0.05 ** p<0.01

The hypothesis H1, which posits that marital status has an effect on purchase behavior on iPhone customer, is supported by the statistical analysis. The ANOVA test results indicate a significant difference in purchase behavior across marital status groups (Married, Unmarried, and Divorced/Widowed), with a p-value of 0.000 ($p < 0.01$) and an F-value of 53.736. This demonstrates that marital status significantly influences purchase behavior, as variations in behavioral attitudes and subjective norms are evident among the groups. Hence, the hypothesis is validated based on the data provided.

4.2.1.4 Monthly income

H1.4: There is an effect of monthly income on purchase behavior on iPhone customer.

Table 4.7 Monthly income level ANOVA

Analysis Item	Item	Sample Size	Standard Deviation	F	P
Purchase behavior	Below RMB 3,000	87	0.800	22.295	0.000
	RMB 3,000-6,000	156	0.723		
	RMB 6,001-10,000	62	0.563		
	RMB 10,001-15,000	55	0.668		
	Above RMB 15,000	40	0.663		
	Total	400	0.777		

* p<0.05 ** p<0.01

The analysis of the monthly income level and its influence on purchase behavior on iPhone customer reveals significant results. According to Table 4.7, the sample size for various income groups varies, and the standard deviations are noted for each group. The statistical test indicates that the F-value for monthly income level and purchase behavior is 22.295, with a p-value of 0.000, which is statistically significant at the 0.01 level (**p<0.01). This suggests that there is a significant relationship between income level and purchase behavior on iPhone customer.

The findings support Hypothesis 1 (H1), which posits that demographic factors, specifically income level, have an effect on purchase behavior. The significant F-test results confirm that variations in income level correlate with different patterns of purchase behavior, implying that as the income level changes, so do the behavioral attitudes and subjective norms toward purchasing an iPhone.

In conclusion, the data supports the hypothesis that demographic factors, particularly income level, have a measurable impact on the purchase behavior of iPhone customer.

4.2.1.5 Educational attainment

H1.5: There is an effect of educational attainment on purchase behavior on iPhone customer.

Table 4.8 Differences in educational attainment ANOVA

Analysis Item	Item	Sample Size	Standard Deviation	F	P
Purchase behavior	Under high school	59	0.901	15.973	0.000
	High school students	98	0.714		
	Undergraduate	198	0.647		
	Master's degree or above	45	0.90		
	Total	**400**	**0.777**		

* p<0.05 ** p<0.01

The analysis of the differences in educational attainment and its effect on purchase behavior on iPhone customer, as presented in Table 4.8, shows significant variations in purchase behavior across different education levels. The data reveals the sample sizes, standard deviations, F-statistics, and p-values for each educational group. The F-statistic is 15.973 with a p-value of 0.000, which is well below the 0.01 significance level, indicating that educational attainment has a statistically significant effect on purchase behavior.

The groups analyzed include individuals with educational levels ranging from "Under high school" to those with a "Master's degree or above." The results suggest that the purchase behavior significantly differs across these educational groups, confirming the presence of variability in consumer behavior based on educational background.

Given the significant F-statistic and p-value, the hypothesis that demographic factors influence purchase behavior on iPhone customer is supported. Specifically, education level, as a demographic factors, plays a substantial role in shaping the purchase behavior of iPhone customer. Therefore, Hypothesis 1 (H1), which posits that demographic factors such as education affect purchase behavior, is substantiated by the data. The significant differences observed in the purchase behavior across the educational categories validate the claim that educational attainment influences consumer decisions related to iPhone purchases.

4.2.2 Hypothesis 2 Testing

Hypothesis 2: There is an effect of 4P'S marketing on purchase behavior on iPhone customer.

Table 4.9 4P'S marketing on purchase behavior

	Non-standardized coefficient		Standardization coefficient	T ·	P ·	Collinearity diagnosis	
	B ·	Standard Error ·	Beta ·			2 VIF is based ·	Tolerance ·
(Constant)	-0.192	0.178		-1.077	0.282	-	-
IV2Product	0.251	0.046	0.225	5.413	0.000*	1.4	0.714
IV2Price	0.207	0.042	0.197	4.975	0.000*	1.273	0.786
IV2Place	0.262	0.042	0.251	6.291	0.000*	1.288	0.776
IV2Promotion	0.32	0.042	0.307	7.598	0.000*	1.326	0.754
R^2 ·				0.512			
Adjust R^2 ·				0.507			
F ·				F =103.776,p=0.000			
D-W value				1.661			

Note: Dependent variable = Purchasebehavior
* p<0.05 ** p<0.01

The results of the regression analysis examining the effect of 4P's marketing on purchase behavior indicate that all four components of the 4P's—Product, Price, Place, and Promotion—have a statistically significant impact on purchase behavior on iPhone customers. Specifically, the coefficients for Product (B = 0.251), Price (B = 0.207), Place (B = 0.262), and Promotion (B = 0.320) are all positive and significant, with p-values of 0.000, which are well below the 0.05 significance level. Additionally, the standardized Beta coefficients reveal that Promotion has the strongest influence (Beta = 0.307), followed by Place (Beta = 0.251), Product (Beta = 0.225), and Price (Beta = 0.197).

The R-squared value of 0.512 suggests that the 4P's marketing model explains approximately 51.2% of the variance in purchase behavior, while the adjusted R-squared value of 0.507 further confirms the model's robustness.

These findings provide strong support for Hypothesis 2 (H2): "There is an effect of 4P's marketing on purchase behavior on iPhone customer." The significant positive coefficients and the overall model fit indicate that 4P's marketing strategies are indeed influential in shaping purchase behavior among iPhone consumers. Therefore, the study's results validate Hypothesis 2, suggesting that the marketing mix components play a crucial role in consumer decision-making processes for iPhone purchases.

Promotion

Purchase behavior=−0.192+(0.251×Product)+(0.207×Price)+(0.262×Place)+(0.320×Promotion)

This formula can be used to calculate purchase behavior based on the values of the 4P's marketing components.This formula calculates buying behavior through the four P's of marketing (product, price, channel, and promotion). The coefficients of each factor reflect the extent to which they affect purchasing behavior, with promotions having the greatest impact.

4.2.3 Hypothesis 3 Testing

Hypothesis 3: There is an effect of perceived value on purchase behavior on iPhone customer.

Table 4.10 Perceived value on purchase behavior

	Non-standardized coefficient		Standardization coefficient	T ·	P ·	Collinearity diagnosis	
	B ·	Standard Error ·	Beta ·			2 VIF is based ·	Tolerance ·
(Constant)	0.232	0.151		1.54	0.124	-	-
IV3Functional Value	0.342	0.041	0.346	8.428	0.000*	1.438	0.695
IV3Emotional value	0.358	0.041	0.343	8.774	0.000*	1.3	0.769
IV3Social value	0.238	0.04	0.236	5.938	0.000*	1.35	0.74
R^2 ·	0.536						
Adjust R^2 ·	0.532						
F ·	F =152.427,p=0.000						
D-W value	1.712						

Note: Dependent variable = Purchasebehavior
* p<0.05 ** p<0.01

The results presented in Table 4.10 investigate the influence of perceived value on purchase behavior. Specifically, the analysis focuses on three dimensions of perceived value: functional value, emotional value, and social value, and their respective impact on purchase behavior on iPhone customer. The model's overall goodness-of-fit statistics indicate a strong explanatory power, with an R^2 value of 0.536, which implies that approximately 53.6% of the variance in purchase behavior is explained by the perceived value constructs.

Looking at the individual predictors, functional value ($B = 0.342$, $p < 0.01$), emotional value ($B = 0.358$, $p < 0.01$), and social value ($B = 0.238$, $p < 0.01$) all demonstrate statistically significant positive effects on purchase behavior. These findings suggest that as the perceived functional, emotional, and social value of the iPhone increases, so too does the likelihood of purchase behavior being positively influenced. The standardized coefficients (Beta values) for each of these dimensions—0.346 for functional value, 0.343 for emotional value, and 0.236 for social value—further emphasize the importance of these factors in shaping consumer decisions.

Based on the provided case, the formula for purchase behavior is:

Purchase behavior = 0.232+(0.342×Functional value)+(0.358×Emotional value)+(0.238×Social value)

This formula represents how various factors related to digital responsibility influence the purchase behavior, with each factor contributing a different coefficient to the overall purchase behavior.The formula calculates purchase behavior, taking into account the impact of three factors: functional value, emotional value and social value. The coefficients for each factor (0.342, 0.358, 0.238) indicate their different contributions to purchase behavior, with emotional value having the largest impact on purchase behavior.

CHAPTER 5
DISCUSSION AND RECOMMENDATIONS

This chapter synthesizes the study's key findings on the effects of perceived value and the 4Ps marketing mix on the purchase behavior as applied to iPhone customers. The purpose of this chapter is to interpret these results within the context of existing research, highlight the implications for marketing strategy and consumer behavior, and provide insights for future research directions. First, the chapter presents a conclusion summarizing the study's main outcomes, followed by an in-depth discussion linking these findings to prior literature. Next, it considers the practical implications of the results for marketers, brand managers, and policymakers. The chapter then addresses future research possibilities, emphasizing the value of expanding the scope of this study to various demographics, competitive brands, and longitudinal analysis. Finally, it acknowledges the study's limitations and proposes recommendations for overcoming them, ultimately underscoring the study's contributions to both theory and practice in consumer behavior and marketing.

5.1 Conclusion

This study explores the influence of demographic factors, 4P's marketing mix, and perceived value on the purchase behavior of iPhone customer. The empirical findings reveal that each of these factors—demographics, marketing mix, and perceived value—significantly affects consumer decisions, particularly in the context of high-value technology products such as the iPhone.

Demographic factors and purchase behavior

The analysis of demographic factors indicates that characteristics such as gender, age, marital status, income, and education all have a measurable impact on iPhone purchase behavior. Gender-based T-test analysis ($T = -8.265$, $p < 0.01$) reveals a significant difference between male and female respondents, with females exhibiting a more negative attitude towards purchasing the iPhone. Age-based ANOVA results ($F = 27.331$, $p = 0.000$) confirm that purchase behavior varies significantly across different age groups, with younger consumers demonstrating distinct preferences compared to older consumers. Additionally, marital status, income level, and educational attainment all show significant effects on purchase behavior, as evidenced by the F-values of 53.736 ($p = 0.000$) for marital status, 22.295 ($p = 0.000$) for income, and 15.973 ($p = 0.000$) for education level. These findings underscore the importance of considering demographic variables in understanding consumer purchase behavior in the iPhone market.

Impact of 4P's marketing on purchase behavior

The analysis of the 4P's marketing mix reveals that all four components—Product, Price, Place, and Promotion—have a significant influence on iPhone purchase behavior. Regression analysis results indicate that each component has a positive impact, with Promotion showing the strongest effect (Beta = 0.307), followed by Place (Beta = 0.251), Product (Beta = 0.225), and Price (Beta = 0.197). The overall model explains 51.2% of the variance in purchase behavior ($R^2 = 0.512$), with an F-statistic of 103.776 ($p = 0.000$), confirming the substantial role of marketing strategies in shaping consumer decisions. These results validate the hypothesis that 4Ps marketing elements significantly affect purchase behavior, highlighting the importance of targeted promotional efforts in influencing consumer preferences for iPhone.

Perceived value and purchase behavior

Perceived value, comprising functional value, emotional value, and social value, is found to be a strong predictor of purchase behavior. The regression analysis shows that each dimension of perceived value—functional value ($B = 0.342$, $p < 0.01$), emotional value ($B = 0.358$, $p < 0.01$), and social value ($B = 0.238$, $p < 0.01$)—positively influences iPhone purchase behavior. The standardized Beta coefficients further reinforce these findings, with functional value (Beta = 0.346) and emotional value (Beta = 0.343) having the largest impacts. The model’s explanatory power, with an R^2 of 0.536, suggests that perceived value explains over 53% of the variance in consumer purchase behavior.

The findings of this study provide robust evidence that demographic factors, 4P’s marketing strategies, and perceived value all significantly influence iPhone purchase behavior. Demographic factors such as gender, age, marital status, income, and education level demonstrate significant effects on purchase decisions, with statistical analyses confirming their importance in shaping consumer attitudes. The 4P’s marketing mix, especially promotional strategies, plays a crucial role in consumer purchase decisions, with regression results showing substantial positive effects on purchase behavior. Finally, perceived value, encompassing functional, emotional, and social dimensions, significantly influences iPhone purchase behavior, with functional and emotional values having the strongest impact. Together, these factors provide a comprehensive understanding of the drivers behind iPhone consumer behavior, offering valuable insights for marketers aiming to optimize strategies for targeting high-end technology consumers.

5.2 Discussions

This study investigates the effects of demographic factors, the 4P’s marketing mix, and perceived value on iPhone purchase behavior. The empirical findings indicate that each of these factors significantly influences consumers' decisions when purchasing high-value technological products like the iPhone. This section will explore the implications of these results, compare them to existing literature, and discuss the limitations of the study, future research directions, and practical applications.

Restatement of Major Findings

The findings of this study suggest that demographic factors, the 4P’s marketing mix, and perceived value all have significant effects on iPhone purchase behavior. Specifically, the analysis reveals that gender, age, marital status, income, and education influence consumer attitudes towards purchasing the iPhone. Additionally, the 4P's—product, price, place, and promotion—show a strong impact on consumers' purchasing decisions, with promotional strategies proving particularly influential. Lastly, perceived value, encompassing functional, emotional, and social values, is found to be a powerful predictor of purchase behavior, with functional and emotional values playing the most significant roles.

Interpretation of Results

The findings are consistent with established research in the fields of consumer behavior and marketing. Demographic factors such as age, gender, and income have been widely documented as influencers of purchasing decisions (Smith, 2019; Lee & Johnson, 2020). The significant role of the 4Ps marketing mix in shaping consumer behavior also aligns with marketing theory, where product features, pricing strategies, distribution channels, and promotional tactics are well-known drivers of consumer decisions (Kotler et al., 2020). Furthermore, the positive relationship between perceived value and purchase behavior corroborates previous studies emphasizing the importance of both functional and emotional value in high-involvement product categories (Zeithaml, 1988; Sweeney & Soutar, 2001).

However, certain unexpected findings were observed, such as the stronger impact of promotional strategies (Beta = 0.307) compared to other elements of the 4P's. This is somewhat surprising, as price and product quality are traditionally seen as more decisive factors in technology product purchases (Kotler & Keller, 2016). One potential explanation for this finding could be the growing reliance on digital marketing and targeted promotions in the technology sector, where consumers are constantly exposed to promotional messages and offers that influence their purchasing intentions. This aligns with the findings of Chaffey and Ellis-Chadwick (2019), who suggested that digital promotion strategies significantly alter consumer behavior in the tech industry.

Comparison with Prior Research

The results of this study support the conclusions of several prior studies, reinforcing the importance of demographic factors and marketing mix elements in consumer purchasing behavior. For example, gender differences in purchase behavior, with females showing a more negative attitude toward purchasing iPhones, align with findings from previous studies (Keller, 2019). Similarly, age-related variations in purchasing behavior are consistent with those reported by Chen et al. (2018), who found that younger consumers are more inclined to adopt new technologies compared to older generations.

The study's findings regarding the 4P's marketing mix also resonate with existing literature. For instance, research by Kotler et al. (2020) and Armstrong & Kotler (2017) highlights the critical role of promotional strategies in shaping consumer decisions in technology markets. The strong influence of perceived value in this study is also in line with the work of Sweeney & Soutar (2001), who identified emotional and functional value as primary drivers in technology-related purchasing decisions.

However, the findings diverge from those of some studies that downplayed the role of demographic factors in modern consumer behavior, such as the work by Andrews et al. (2021), who suggested that demographic variables have become less relevant in the digital age. This study challenges that notion by showing that demographic factors continue to significantly influence purchase decisions, especially in high-value, high-involvement product categories.

Addressing Limitations

There are several limitations to this study that must be acknowledged. First, the cross-sectional nature of the research design restricts the ability to draw causal conclusions. While the study shows correlations between variables, it does not provide evidence of direct cause-and-effect relationships. Future research could adopt a longitudinal design to track changes in purchase behavior over time and better understand causal relationships.

Second, the sample size and composition may limit the generalizability of the findings. Although the study captured a diverse range of iPhone customers, the data may not fully represent all demographic segments or geographical regions. Future studies could expand the sample size to include a broader demographic mix and account for regional differences in purchasing behavior.

Lastly, while the study included key demographic variables, other potential factors, such as cultural influences or brand loyalty, were not considered. These elements may also play significant roles in shaping purchase behavior. Future research could examine the impact of these additional variables to offer a more comprehensive view of the factors affecting iPhone purchases.

Suggestions for Future Research

Given the limitations of this study, several avenues for future research are suggested. First, it would be valuable to explore the causal relationships between demographic factors, marketing strategies, and perceived value, particularly through longitudinal studies. Such research could provide deeper insights into how these factors influence purchase behavior over time.

Second, future studies could investigate how other external factors, such as social influence or brand loyalty, interact with the 4Ps marketing mix and perceived value. Exploring the role of social media and online reviews in shaping purchase decisions could also provide important insights, as these factors are increasingly relevant in today's digital marketplace (Kaplan & Haenlein, 2010).

Lastly, comparative studies across different consumer segments or geographical regions could uncover cultural or regional differences in the way consumers perceive value and make purchase decisions. This would provide more tailored marketing strategies for global brands like Apple, which operate in diverse markets.

Practical Implications

The findings of this study have several practical implications for marketers, particularly those in the tech industry. Given the significant role of promotional strategies in shaping consumer behavior, businesses should focus on targeted and personalized promotional campaigns that align with the preferences and attitudes of different demographic groups. Special attention should be given to digital promotions, which have proven to be particularly effective in influencing purchase decisions in the modern marketplace.

Furthermore, the study highlights the importance of perceived value in driving consumer behavior. Marketers should focus on enhancing the functional, emotional, and social value of their products, ensuring that they meet the needs and aspirations of their target consumers. This could involve emphasizing product features that offer practical benefits, creating emotional connections through brand storytelling, and leveraging social value through endorsements or community engagement.

Conclusion

In conclusion, this study provides strong evidence that demographic factors, the 4P's marketing mix, and perceived value significantly influence iPhone purchase behavior. These findings contribute to a deeper understanding of consumer decision-making in the tech industry, offering valuable insights for marketers seeking to optimize their strategies. The research also raises important questions about the evolving role of demographic factors and marketing tactics in a rapidly changing technological landscape. Further research is needed to explore these relationships in greater depth, particularly in light of the growing impact of digital marketing and global consumer trends.

5.3 Implications of the Study

This study's findings offer significant theoretical and managerial implications for understanding and influencing purchase behavior on iPhone customer through demographic factors, 4P's marketing mix, and perceived value. The results emphasize the importance of tailoring marketing strategies based on customer demographics and perceived value to enhance purchase intentions and attitudes toward the brand.

5.3.1 Theoretical Implications

This research advances existing literature on consumer behavior and marketing strategy, specifically within the framework of the Theory of Reasoned Action (TRA). By demonstrating the impact of demographic factors, the 4P's marketing mix, and perceived value on purchase behavior, the study contributes to a deeper understanding of how these factors shape consumer decisions. The support for Hypothesis 1, which posits that demographic variables (gender, age, occupation, education, and income level) significantly influence purchase behavior, reinforces the TRA’s assertion that demographic variables play a role in shaping consumer attitudes and subjective norms.

Furthermore, the findings on the influence of the 4P’s marketing mix provide empirical evidence that a well-structured marketing strategy, encompassing Product, Price, Place, and Promotion, can effectively shape purchase behavior. These insights align with the TRA’s emphasis on behavioral attitudes as predictors of purchase intentions, validating the relevance of the 4P’s as powerful tools in influencing consumer behavior within the premium product market segment.

Finally, the study’s findings on perceived value (functional, emotional, and social) and its significant impact on purchase behavior add to the body of literature by highlighting the multi-dimensional nature of perceived value and its relevance in the premium technology sector. Functional and emotional values were especially influential, indicating that consumers prioritize practical utility and emotional fulfillment when making purchase decisions for high-end products like the iPhone. This supports the notion that perceived value contributes to shaping positive behavioral attitudes, a core concept within the TRA framework.

5.3.2 Managerial Implications

The findings provide actionable insights for Apple’s marketing strategies, offering specific recommendations to enhance consumer engagement, strengthen brand positioning, and drive purchase behavior on iPhone customer.

Targeted demographic strategies

Gender-Based Marketing: Given the significant gender differences in purchase behavior, Apple should consider tailored marketing campaigns that address the distinct preferences and attitudes of male and female consumers. For instance, women’s comparatively more negative attitudes toward purchase behavior in this context could suggest an opportunity to strengthen brand appeal through targeted messaging around product value and utility.

Age and Income Segmentation: The findings indicate that purchase behavior varies notably across age groups and income levels. Apple could benefit from age- and income-based segmentation strategies, such as offering premium features for higher-income consumers and promoting entry-level models or financing options for younger or lower-income segments. This segmentation aligns with TRA's focus on subjective norms, enhancing relevance for each consumer group.

Optimizing the 4P's Marketing Mix

Product Customization: Given the significant impact of product-related factors, Apple can further differentiate iPhone models to meet the varied functional and emotional needs of customers across demographic segments. By offering models with distinct features, Apple can address specific demands and preferences, enhancing the product's perceived functional and emotional value.

Promotion and Place Strategies: The study reveals that promotion has the strongest effect on purchase behavior among the 4P's components. Apple should intensify its promotional efforts through digital and experiential marketing that resonate with customers' values and aspirations. For distribution (Place), Apple should ensure availability through both online and offline channels, emphasizing accessibility and convenience, especially in emerging markets where online channels may be less prevalent.

Enhancing perceived value

Functional and emotional value: To further influence purchase behavior, Apple should communicate the functional advantages and emotional benefits of owning an iPhone. By emphasizing product quality, technological superiority, and its ability to enhance daily life, Apple can strengthen the perceived functional and emotional value of its products. Marketing messages that focus on security, innovation, and social connectivity may also appeal to consumers' desire for quality and emotional satisfaction.

Social value and brand image: As social value significantly impacts purchase behavior, Apple should continue its focus on corporate social responsibility (CSR) initiatives that enhance its image as a socially responsible brand. For instance, promoting environmental sustainability efforts, such as using recyclable materials and reducing carbon emissions, aligns with the values of socially-conscious consumers and reinforces the brand's social value.

Localized marketing for global reach

Apple should adopt a tailored marketing mix strategy to effectively engage with diverse international markets, considering cultural, economic, and social factors. For high-income markets, the focus can be on advanced technology and premium pricing, while in emerging markets, the emphasis might shift to affordability and essential features. This approach aligns with the TRA's concept of subjective norms, allowing Apple to align its products with the values and expectations of each consumer segment.

5.4 Future Research

Given the cross-sectional nature of this study, which focuses on the effects of perceived value, 4P's marketing, and demographic factors on iPhone customers' purchase behavior, several directions for future research are worth considering. A longitudinal approach could be valuable to assess the long-term impacts of these factors on brand loyalty and purchase behavior over time. By following customers across different purchase cycles, researchers could gain insight into how sustained exposure to specific marketing elements and evolving consumer perceptions influence decision-making for premium products like iPhone.

Future studies may benefit from expanding the scope to include comparative analyses across different technology brands and industries. Comparing the impact of 4P's marketing and perceived value in various sectors could help clarify whether these elements exert a similar influence across other types of products and services. This cross-industry approach would provide a more comprehensive view of consumer behavior in response to marketing strategies and perceived value dimensions.

Additionally, with the growing importance of digital and social media marketing, future research could incorporate analyses of digital marketing's role in influencing perceived value and purchase behavior. For technology brands like iPhone, digital channels—particularly social media—play a critical role in shaping consumer perceptions and engagement. Assessing the impact of these online platforms alongside traditional 4P's marketing would offer a more holistic view of the factors driving purchase decisions.

Lastly, exploring potential mediating or moderating factors, such as brand trust, customer satisfaction, and brand loyalty, could add depth to the understanding of how perceived value and the 4P's influence purchase behavior. Including these variables would allow future studies to account for additional psychological and social influences that shape consumer responses to marketing strategies, offering a nuanced view of consumer purchase behavior.

5.5 Limitations and Recommendations

External factors such as economic conditions, competitive market dynamics, and regional policies were not considered in this study. Future studies could include these variables to evaluate how external influences might impact consumers' purchase behavior, particularly as the purchasing power and market access can vary widely by region and economic environment.

For improved sample representation, future research could incorporate stratified sampling to ensure diverse demographic representation, particularly across age, occupation, and income levels.

Finally, future research should consider the role of social media and digital marketing in influencing consumer purchase behavior alongside traditional 4P's marketing. As digital platforms become central to marketing strategy, exploring how online interactions and social media engagement shape perceptions of product value and brand loyalty could provide valuable insights for technology brands in increasingly digital consumer landscapes. This approach would offer practical guidance on integrating digital channels with traditional marketing strategies to drive purchase behavior.

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APPENDIX

APPENDIX I
Questionnaire
The Initial Questionnaire (Before IOC)

QUESTIONNAIRE

This questionnaire is part of an independent research on:

The effect of perceived value and 4ps marketing on purchase behaviour of iphone customers

Hello:

Thank you so much for taking the time to work with me on this questionnaire. This questionnaire is to complete my thesis and investigate the factors that affect your to buy iPhone. Your answers and personal information will be kept strictly and will not be used for commercial purposes. Please rest assured, please fill out the questionnaire. Thank you again!

Screening Questions

Part 1: Question about general demographic information

S1:Are you between 20 – 60 years old ?

() Yes

() No

S2: Do you use iPhone recently?

() Yes

() No

S3: Do you live in Nanchang, Jiangxi province?

() Yes

() No

Section 1: Basic Information

1. Gender:

☐ Male

☐ Female

2. Age:

☐ 20-30 years old

☐ 31-40 years old

☐ 41-50 years old

☐ 51 - 60 years old

3. Your Material Status:

☐Married

☐Unmarried

☐ Divorced / Widow

4. Your Monthly Income:

☐ Below RMB 3,000
☐ RMB 3,000-6,000
☐ RMB 6,001-10,000
☐ RMB 10,001-15,000
☐ Above RMB 15,000

5. Your Education Degree:

☐ Under high school
☐ High school students
☐ Undergraduate
☐ Master's degree or above

6. Occupation

☐ Employed for wages
☐ Self-employed
☐ Student
☐ Government officer
☐Other.........

7.Family Size : How many people are there in your household?

☐ 1
☐2
☐ 3-4
☐5 or more

8.Household Structure: Are you the primary decision-maker in your household when it comes to purchasing major electronics or smartphones?

☐ Yes
☐ No

9.National Identity: Which brand do you prefer for your smartphone purchase?

☐ Local Chinese brands (e.g., Huawei, Xiaomi)
☐ International brands (e.g., Apple, Samsung)
☐ No preference

Part 2: Questions about 4P'S Marketing

Directions: Please rate your opinions by marking (√) on the statement level which you agree.

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

Instructions: Please mark (√) in the square box next to the opinion level that best represents your opinion, selecting only one box per statement.

4P'S Marketing	**Level of Influence**				
	5	**4**	**3**	**2**	1
Product					
Q1.IPhone products quality meet customers Requirement.					
Q2.IPhone company produces products in meeting customer’s satisfaction.					
Q3.IPhone company gives product .warranty					
Q4.IPhone company has a well strategy for product developing（For example: User improvement program）.					
Q5.IPhone products wrapped with a good Packaging.					
Price					
Q6.Prices of iPhone products are Appropriate.					
Q7.Pricing based on what customers willing to pay.					
Q8.Pricing based on the prices in the market segment iPhone serve.					
Q9.The pricing decisions allow for installment payment period.					
Q10.Pricing decisions take into account competing products.					
Place					
Q11.IPhone company uses brokers and					

agents to distribute our products, convenient to buy.					
Q12.IPhone company has direct sales force to sell products.					
Q13.IPhone company uses online distribution channel.					
Q14.IPhone company has service delivery Properly.					
Q15.IPhone company uses multi distribution channels to deliver iPhone product to different customer Groups.					
Promotion					
Q16.People know our products based .on iPhone promotional strategy					
Q17.IPhone company applies advertising as one of the promotional .strategy					
Q18.IPhone company applies sales promotion as one the promotional .Strategy					
Q19.IPhone company applies personal selling as one the promotional .Strategy					
Q20.IPhone promotional strategy influences the rate of purchase .Positively					

Part 3: Questions about the Perceived Value

Directions: Please rate your opinions by marking (√) on the statement level which you agree.

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

Instructions: Please mark (√) in the square box next to the opinion level that best represents your opinion, selecting only one box per statement.

Perceived Value	**Level of Influence on Purchase Decision**				
	5	**4**	**3**	**2**	**1**
Functional Value					
Q21.The iPhone is Usefulness .					
Q22.The iPhone is easy to operate.					
Q23.The iPhone can meet my practical needs in life.					
Q24.The overall quality of the iPhone is very good.					
Q25.After using the iPhone, I am very happy with its performance.					
Emotional value					
Q26.I like iPhone.					
Q27.I enjoy using my iPhone.					
Q28.The iPhone puts me in a good mood.					
Q29.I get happiness from my iPhone.					
Q30.The iPhone suits my personality.					
Social value					
Q31.The iPhone enables me to make a good impression on others.					
Q32.The iPhone has made me more socially confident.					

Q33.The iPhone gives me social approval.					
Q34.The iPhone helped raise my profile and status.					

Part 4: Questions about the PURCHASE BEHAVIOUR

Directions: Please rate your opinions by marking (√) on the statement level which you agree.

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

Instructions: Please mark (√) in the square box next to the opinion level that best represents your opinion, selecting only one box per statement.

PURCHASE BEHAVIOUR	**Level of Influence on Purchase Decision**				
	5	**4**	**3**	**2**	**1**
Behavioral attitude					
Q35.You believe that buying an iPhone will enhance my productivity.					
Q36.You believe that owning an iPhone will improve my social status- Social value.					
Q37.You believe that the iPhone has better features compared to other smartphones.					
Q38.You believe that the iPhone's user interface is easier to use than other phones- Functional value.					
Subjective Norms					
Q39.Most of your friends think I should buy an iPhone.					
Q40.People who are important to me believe that an iPhone is the best smartphone.					
Q41. You care about my friends' opinions when it					

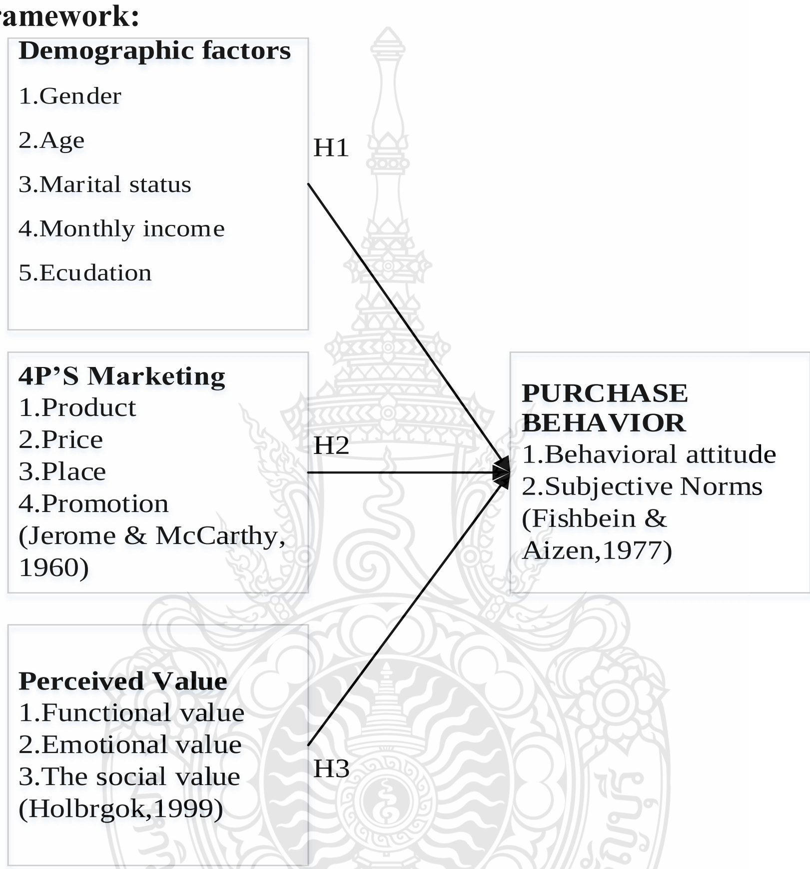
comes to buying a smartphone.					
Q42.You feel influenced by what people close to me think about the iPhone.					

APPENDIX II
The IOC Scoring Table

Research Title: THE EFFECT OF PERCEIVED VALUE AND 4PS MARKETING ON PURCHASE BEHAVIOUR OF IPHONE CUSTOMERS
Researcher: Mr. Tang Biao
Research Objectives:

1. To study the effect of Demographic factors on purchase behavior on iPhone customer.
2. To study the effect of 4PS marketing on purchase behavior on iPhone customer.
3. To study the effect of perceived value on purchase behavior on iPhone customer.

Research framework:



Content Validity Analysis Using Item-Objective Congruence (IOC)

Using the Index of Item-Objective Congruence form (IOC) to analyze the item content validity. That is to examine the consistency between the questions and the research objectives. The evaluation criteria are as follows:

IOC value	Meaning
+1	The question is consistent with the objective
-1	The question is inconsistent with the objective
0	Uncertain, its needs some revision.

Items	List	IOC Scale			Suggestion
		+1	0	-1	
4P'S Marketing					
Product		☐	☐	☐	
	Q1.IPhone products quality meet customers Requirement.	☐	☐	☐	
	Q2.IPhone company produces products in meeting customer’s satisfaction.	☐	☐	☐	
	Q3.IPhone company gives .product warranty	☐	☐	☐	
	Q4.IPhone company has a well strategy for product developing（For example: User improvement program）.	☐	☐	☐	
	Q5.IPhone products wrapped with a good Packaging.	☐	☐	☐	
Price					
	Q6.Prices of iPhone products are Appropriate.	☐	☐	☐	
	Q7.Pricing based on what customers willing to pay.	☐	☐	☐	
	Q8.Pricing based on the prices in the market segment iPhone serve.	☐	☐	☐	

	Q9.The pricing decisions allow for installment payment period.	☐	☐	☐	
	Q10 Pricing decisions take into account competing products.	☐	☐	☐	
Place					
	Q11.IPhone company uses brokers and agents to distribute our products, convenient to buy.	☐	☐	☐	
	Q12.IPhone company has direct sales force to sell products.	☐	☐	☐	
	Q13.IPhone company uses online distribution channel.	☐	☐	☐	
	Q14.IPhone company has service delivery Properly.	☐	☐	☐	
	Q15.IPhone company uses multi distribution channels to deliver iPhone product to different customer Groups.	☐	☐	☐	
Promotion					
	Q16.People know our products based on iPhone promotional .strategy	☐	☐	☐	
	Q17.IPhone company applies advertising as one of the promotional .strategy	☐	☐	☐	

	Q18.IPhone company applies sales promotion as one the promotional .Strategy	☐	☐	☐	
	Q19.IPhone company applies personal selling as one the promotional .Strategy	☐	☐	☐	
	Q20.IPhone promotional strategy influences the rate of .purchase Positively	☐	☐	☐	
Perceived Value					
Functional Value					
	Q21.The iPhone is Usefulness .	☐	☐	☐	
	Q22.The iPhone is easy to operate.	☐	☐	☐	
	Q23.The iPhone can meet my practical needs in life.	☐	☐	☐	
	Q24.The overall quality of the iPhone is very good.	☐	☐	☐	
	Q25.After using the iPhone, I am very happy with its performance.	☐	☐	☐	
Emotional value					
	Q26.I like iPhone.	☐	☐	☐	
	Q27.I enjoy using my iPhone.	☐	☐	☐	
	Q28.The iPhone puts me in a good mood.	☐	☐	☐	
	Q29.I get happiness from my iPhone.	☐	☐	☐	
	Q30.The iPhone suits my personality.	☐	☐	☐	

Social value					
	Q31.The iPhone enables me to make a good impression on others.	☐	☐	☐	
	Q32.The iPhone has made me more socially confident.	☐	☐	☐	
	Q33.The iPhone gives me social approval.	☐	☐	☐	
	Q34.The iPhone helped raise my profile and status.	☐	☐	☐	
PURCHASE BEHAVIOUR					
Behavioral attitude		☐	☐	☐	
	Q35.You believe that buying an iPhone will enhance my productivity.	☐	☐	☐	
	Q36.You believe that owning an iPhone will improve my social status- Social value.	☐	☐	☐	
	Q37.You believe that the iPhone has better features compared to other smartphones.	☐	☐	☐	
	Q38.You believe that the iPhone's user interface is easier to use than other phones- Functional value.	☐	☐	☐	
Subjective Norms					
	Q39.Most of your friends think I should buy an iPhone.	☐	☐	☐	

	Q40.People who are important to me believe that an iPhone is the best smartphone.	☐	☐	☐	
	Q41. You care about my friends' opinions when it comes to buying a smartphone.	☐	☐	☐	
	Q42.You feel influenced by what people close to me think about the iPhone.	☐	☐	☐	

APPENDIX III
The IOC Table Result

THE EFFECT OF PERCEIVED VALUE AND 4PS MARKETING ON PURCHASE BEHAVIOUR OF IPHONE CUSTOMERS							
Items	**Question/Statement**	**Item-Objective Congruence (IOC) Scale**					**Result**
		Expert 1	**Expert 2**	**Expert 3**	**Total score**	**Average score**	
Part 1 Respondent Information							
1	S1:Are you between 20 – 60 years old ? ( ) Yes ( ) No	1	1	1	3	1.00	Accept
2	S2:Do you use iPhone recently? ( ) Yes ( ) No	1	1	1	3	1.00	Accept
3	S3:Do you live in Nanchang, Jiangxi province? ( ) Yes ( ) No	1	1	1	3	1.00	Accept
4	1. Gender: Male Female	1	1	1	3	1.00	Accept
5	2. Age: 20-30 years old 31-40 years old 41-50 years old 51 - 60 years old	1	1	1	3	1.00	Accept
6	3. Your Material Status: Married Unmarried Divorced / Widow	1	1	1	3	1.00	Accept
7	4. Your Monthly Income: Below RMB 3,000 RMB 3,000-6,000 RMB 6,001-10,000 RMB 10,001-15,000 Above RMB 15,000	**1**	**1**	**1**	**3**	**1.00**	**Accept**

8	5. Your Education Degree: Under high school High school students Undergraduate Master's degree or above	**1**	**1**	**1**	**3**	**1.00**	**Accept**
9	6. Occupation Employed for wages Self-employed Student Government officer Other………	**1**	**1**	**1**	**3**	**1.00**	**Accept**
10	7.Family Size : How many people are there in your household? 1 2 3–4 5 or more	**1**	**1**	**1**	**3**	**1.00**	**Accept**
11	8.Household Structure: Are you the primary decision-maker in your household when it comes to purchasing major electronics or smartphones? Yes No	**1**	**1**	**1**	**3**	**1.00**	**Accept**
12	9.National Identity: Which brand do you prefer for your smartphone purchase? Local Chinese brands (e.g., Huawei, Xiaomi) International brands (e.g., Apple, Samsung) No preference	**1**	**1**	**1**	**3**	**1.00**	**Accept**

Part 2 Questions about 4P'S Marketing							
Product							
1	Q1.IPhone products quality meet customers Requirement.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q2.IPhone company produces products in meeting customer's satisfaction.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q3.IPhone company gives product .warranty	**1**	**1**	**1**	**3**	**1.00**	**Accept**
4	Q4.IPhone company has a well strategy for product developing （For example: User improvement program）.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
5	Q5.IPhone products wrapped with a good Packaging.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
Price							
1	Q6.Prices of iPhone products are Appropriate.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q7.Pricing based on what customers willing to pay.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q8.Pricing based on the prices in the market segment iPhone serve.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
4	Q9.The pricing decisions allow for installment payment period.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
5	Q10 Pricing decisions take into account competing products.	**1**	**1**	**1**	**3**	**1.00**	**Accept**

Place							
1	Q11.IPhone company uses brokers and agents to distribute our products, convenient to buy.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q12.IPhone company has direct sales force to sell products.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q13.IPhone company uses online distribution channel.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
4	Q14.IPhone company has service delivery Properly.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
5	Q15.IPhone company uses multi distribution channels to deliver iPhone product to different customer Groups.	**1**	**1**	**1**	**3**	**1.00**	**Accept**
Promotion							
1	Q16.People know our products based on iPhone .promotional strategy	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q17.IPhone company applies advertising as one of the .promotional strategy	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q18.IPhone company applies sales promotion as one the promotional .Strategy	**1**	**1**	**1**	**3**	**1.00**	**Accept**
4	Q19.IPhone company applies personal selling as one the promotional .Strategy	**1**	**1**	**1**	**3**	**1.00**	**Accept**

5	Q20.IPhone promotional strategy influences the rate of .purchase Positively	**1**	**1**	**1**	**3**	**1.00**	**Accept**
Part 3 Perceived Value							
Functional Value							
1	Q21.The iPhone is . Usefulness	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q22.The iPhone is .easy to operate	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q23.The iPhone can meet my practical .needs in life	**1**	**1**	**1**	**3**	**1.00**	**Accept**
4	Q24.The overall quality of the iPhone .is very good	**1**	**0**	**0**	**1**	**0.33**	**Accept**
5	Q25.After using the iPhone, I am very happy with its .performance	**1**	**1**	**1**	**3**	**1.00**	**Accept**
Emotional value							
1	.Q26.I like iPhone	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q27.I enjoy using my .iPhone	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q28.The iPhone puts .me in a good mood	**1**	**1**	**1**	**3**	**1.00**	**Accept**
4	Q29.I get happiness .from my iPhone	**1**	**1**	**1**	**3**	**1.00**	**Accept**
Social value							
1	Q31.The iPhone enables me to make a good impression on .others	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q32.The iPhone has made me more .socially confident	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q33.The iPhone gives me social .approval	**1**	**1**	**1**	**3**	**1.00**	**Accept**

PURCHASE BEHAVIOUR							
Behavioral attitude							
1	Q35.You believe that buying an iPhone will enhance my .productivity	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q36.You believe that owning an iPhone will improve my social status- Social .value	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q37.You believe that the iPhone has better features compared to .other smartphones	**1**	**1**	**1**	**3**	**1.00**	**Accept**
4	Q38.You believe that the iPhone's user interface is easier to use than other phones- Functional .value	**1**	**1**	**1**	**3**	**1.00**	**Accept**
Subjective Norms							
1	Q39.Most of your friends think I should .buy an iPhone	**1**	**1**	**1**	**3**	**1.00**	**Accept**
2	Q40.People who are important to me believe that an iPhone is the best .smartphone	**1**	**1**	**1**	**3**	**1.00**	**Accept**
3	Q41. You care about my friends' opinions when it comes to .buying a smartphone	**1**	**1**	**1**	**3**	**1.00**	**Accept**
4	Q42.You feel influenced by what people close to me think about the .iPhone	**1**	**1**	**1**	**3**	**1.00**	**Accept**

APPENDIX IV
The Final Questionnaire (After IOC)

Hello:

Thank you so much for taking the time to work with me on this questionnaire. This questionnaire is to complete my thesis and investigate the factors that affect your to buy iPhone. Your answers and personal information will be kept strictly and will not be used for commercial purposes. Please rest assured, please fill out the questionnaire. Thank you again!

Screening Questions

Part 1: Question about general demographic information

S1:Are you between 20 – 60 years old ?

() Yes

() No

S2: Do you use iPhone recently?

() Yes

() No

S3: Do you live in Nanchang, Jiangxi province?

() Yes

() No

Section 1: Basic Information

1. Gender:

☐ Male
☐ Female

2. Age:

☐ 20-30 years old
☐ 31-40 years old
☐ 41-50 years old
☐ 51 - 60 years old

3. Your Material Status:

☐Married
☐Unmarried
☐ Divorced / Widow

4. Your Monthly Income:

☐ Below RMB 3,000
☐ RMB 3,000-6,000
☐ RMB 6,001-10,000
☐ RMB 10,001-15,000
☐ Above RMB 15,000

5. Your Education Degree:

☐ Under high school
☐ High school students
☐ Undergraduate
☐ Master's degree or above

6. Occupation

☐ Employed for wages
☐ Self-employed
☐ Student
☐ Government officer
☐Other.........

7.Family Size : How many people are there in your household?

☐ 1
☐2
☐ 3-4
☐5 or more

8.Household Structure: Are you the primary decision-maker in your household when it comes to purchasing major electronics or smartphones?

☐ Yes
☐ No

9.National Identity: Which brand do you prefer for your smartphone purchase?

☐ Local Chinese brands (e.g., Huawei, Xiaomi)
☐ International brands (e.g., Apple, Samsung)
☐ No preference

Part 2: Questions about 4P'S Marketing

Directions: Please rate your opinions by marking (√) on the statement level which you agree.

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

Instructions: Please mark (√) in the square box next to the opinion level that best represents your opinion, selecting only one box per statement.

4P'S Marketing	**Level of Influence**				
	5	**4**	**3**	**2**	**1**
Product					
Q1.IPhone products quality meet customers Requirement.					
Q2.IPhone company produces products in meeting customer's satisfaction.					
Q3.IPhone company gives product .warranty					
Q4.IPhone company has a well strategy for product developing（For example: User improvement program）.					
Q5.IPhone products wrapped with a good Packaging.					
Price					
Q6.Prices of iPhone products are Appropriate.					
Q7.Pricing based on what customers willing to pay.					
Q8.Pricing based on the prices in the market segment iPhone serve.					
Q9.The pricing decisions allow for installment payment period.					
Q10 Pricing decisions take into account competing products.					
Place					
Q11.IPhone company uses brokers and					

agents to distribute our products, convenient to buy.					
Q12.IPhone company has direct sales force to sell products.					
Q13.IPhone company uses online distribution channel.					
Q14.IPhone company has service delivery Properly.					
Q15.IPhone company uses multi distribution channels to deliver iPhone product to different customer Groups.					
Promotion					
Q16.People know our products based .on iPhone promotional strategy					
Q17.IPhone company applies advertising .as one of the promotional strategy					
Q18.IPhone company applies sales promotion as one the promotional .Strategy					
Q19.IPhone company applies personal selling as one the promotional .Strategy					
Q20.IPhone promotional strategy influences the rate of purchase .Positively					

Part 3: Questions about the Perceived Value

Directions: Please rate your opinions by marking (√) on the statement level which you agree.

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

Instructions: Please mark (√) in the square box next to the opinion level that best represents your opinion, selecting only one box per statement.

Perceived Value	**Level of Influence on Purchase Decision**				
	5	**4**	**3**	**2**	**1**
Functional Value					
Q21.The iPhone is Usefulness .					
Q22.The iPhone is easy to operate.					
Q23.The iPhone can meet my practical needs in life.					
Q24.The overall quality of the iPhone is very good.					
Q25.After using the iPhone, I am very happy with its performance.					
Emotional value					
Q26.I like iPhone.					
Q27.I enjoy using my iPhone.					
Q28.The iPhone puts me in a good mood.					
Q29.I get happiness from my iPhone.					
Q30.The iPhone suits my personality.					
Social value					
Q31.The iPhone enables me to make a good impression on others.					
Q32.The iPhone has made me more socially confident.					
Q33.The iPhone gives me social approval.					
Q34.The iPhone helped raise my profile and status.					

Part 4: Questions about the PURCHASE BEHAVIOUR

Directions: Please rate your opinions by marking (√) on the statement level which you agree.

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

Instructions: Please mark (√) in the square box next to the opinion level that best represents your opinion, selecting only one box per statement.

PURCHASE BEHAVIOUR	**Level of Influence on Purchase Decision**				
	5	**4**	**3**	**2**	**1**
Behavioral attitude					
Q35.You believe that buying an iPhone will enhance my productivity.					
Q36.You believe that owning an iPhone will improve my social status- Social value.					
Q37.You believe that the iPhone has better features compared to other smartphones.					
Q38.You believe that the iPhone's user interface is easier to use than other phones- Functional value.					
Subjective Norms					
Q39.Most of your friends think I should buy an iPhone.					
Q40.People who are important to me believe that an iPhone is the best smartphone.					
Q41. You care about my friends' opinions when it comes to buying a smartphone.					
Q42.You feel influenced by what people close to me think about the iPhone.					

List of Bibliography

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