

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Economic Theories**



**Bachelor Thesis**

**Chinese Consumer Decision Analysis in The New Era**

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## BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

**Chinese Consumer Decision Analysis in the new era**

### Objectives of thesis

In the early 21st century 20s, the global economy has entered a new situation of rapid development and high integration. Although mankind is facing the challenges brought by COVID-19, it still cannot affect the continued growth of the global economy. Therefore, all kinds of brands and products are abundant, and the market competition is highly fierce. Under such a market background, the company urgently needs to improve the competitiveness of its products and win the favor of consumers. The analysis of consumer decision-making can be very effective in helping companies make the right decision. Consumer decision refers to the process of analysis, evaluation, selection, and implementation of the best purchase plan among two or more options available to consumers in order to meet a certain demand. It is a systematic decision-making activity process, including the determination of demand, the formation of purchasing motivation, the selection and implementation of purchasing plans and other links. Specifically, it is the process in which consumers carefully evaluate the attributes of a product, brand or service and make choices and purchase products that meet a specific need. Therefore, through the analysis of consumer decision-making, it can help companies formulate better business strategies, more accurately divide audience groups and estimate sales, develop and manufacture more attractive products, set more reasonable prices and conduct more effective publicity, which will make their own products are favored by more consumers in competition with competing products, thereby increasing market share. For consumers, the products developed after analyzing their own decision-making thinking will undoubtedly be more in line with the actual use of consumers, so that consumers are more satisfied with their consumption behavior. At the same time, as a developing country, China is the most populous country in the world. After 40 years of rapid development, China has become the second largest economy in the world after entering a new era and is widely regarded as the most potential economic market. With the sustained and rapid economic development, the Chinese market is showing its vitality, as well as its strong consumption power and productivity. It can be seen that the decisions of Chinese consumers have a crucial role in global companies. Therefore, the objective of the thesis is the Chinese market in the new era as the background, and analyze various factors that may affect Chinese consumers' decision-making, such as the type of brand advertising, consumer preferences, product competitiveness, brand effects, and consumer nationalism, etc. Obtain data by issuing questionnaires and inquiring about the official financial reports of various companies, and explore whether various factors will have an impact on consumers' decision-making, and how much will they have an impact. Finally, it draws conclusions about the factors

that affect Chinese consumers' decision-making in the new era, help companies understand consumers' decision-making thinking and make rational decisions in a competitive market.

## **Methodology**

This paper will conduct theoretical research through analyzing but not limited to the following papers: Institutional Costs and China's Economy, Corporate Social Responsibility and Its Impact on Consumer Decision-Making. Establish a thinking direction, put forward assumptions and lay a theoretical foundation; Through the research including but not limited to the following sets of data: 2020 China Statistical Yearbook, 2020 BRICs joint Statistical Manual. Conduct data analysis to help understand the details of the Chinese market; At the same time, it will also compare but not limited to the following real cases: "The consumers decision in the Chinese market between the global giant coffee chain Starbucks and China's emerging coffee company Luckin Coffee"; "The consumers decision in the Chinese market between the global giant technology company Apple Inc. and the Chinese giant Huawei"; "The consumers decision in the Chinese market between the new Chinese auto brand Li Auto and the Chinese traditional auto brand Dongfeng Motor". Conduct empirical research and analyze relevant cases to verify assumptions and conduct specific analysis.

## The proposed extent of the thesis

30-40 pgs

## Keywords

Consumer decision; China; New era; Chinese consumer; Economics; Consuming behavior; Nominal decision making; Chinese market

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### **Declaration**

I declare that I have worked on my bachelor thesis titled "Chinese Consumer Decision Analysis in The New Era" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 03.03.2023

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# Chinese Consumer Decision Analysis in The New Era

## Abstract

After political, cultural and economic changes, China has entered a new era with a huge economic volume and is closely related to foreign capital. The highly active Chinese market is extremely competitive, and the correct analysis of consumer decisions can provide ideas for business operations and decision-making, and help business succeed in market competition. Therefore, this thesis analyses several representative consumer decision-making models theoretically, summarizes the similarities and explains them, and concludes that product performance, market positioning and promotion are the main factors affecting consumer decision-making. After analyzing the three factors combined with the research theme, it is found that product positioning mainly affects the consumer decision-making of a certain type of product, rather than a certain consumer group, and has no significant impact on the study of a specific consumer group in a specific historical period in this thesis. At the same time, the impact of product performance with fewer variables on consumer decision-making is also limited. However, it is not difficult to find in a detailed analysis that promotion plays a decisive role in the decision-making of Chinese consumers in the new era. Finally, in order to find a promotion method suitable for the Chinese market in the new era, this thesis explores several representative market segments, and obtains the most effective promotion method for Chinese consumers in the new era, forming five inferences. Subsequently, a questionnaire survey was carried out to verify the above inferences and draw the final conclusion.

**Keywords:** Consumer Decision, China, New Era, Chinese Consumer, Economics, Chinese Market, Consuming Behavior, Marketing Management, Promotion, Consumer Behavior.



# **Analýza rozhodování čínského spotřebitele v nové éře**

## **Abstrakt**

Po politických, kulturních a ekonomických změnách Čína vstoupila do nové éry s obrovským ekonomickým objemem a úzce souvisí se zahraničním kapitálem. Vysoce aktivní čínský trh je extrémně konkurenční a správná analýza spotřebitelských rozhodnutí může poskytnout nápady pro obchodní operace a rozhodování a pomoci podnikům uspět v tržní konkurenci. Tato práce proto teoreticky analyzuje několik reprezentativních modelů spotřebitelského rozhodování, shrnuje podobnosti a vysvětluje je a dochází k závěru, že hlavními faktory ovlivňujícími rozhodování spotřebitele jsou výkonnost produktu, postavení na trhu a propagace. Po analýze tří faktorů v kombinaci s tématem výzkumu bylo zjištěno, že postavení na trhu ovlivňuje především rozhodování spotřebitelů o určitém typu produktu, spíše než o určité skupině spotřebitelů, a nemá významný dopad na studium konkrétní skupiny spotřebitelů v konkrétním historickém období v této práci. Zároveň je také omezený dopad výkonnosti produktu s menším počtem proměnných na rozhodování spotřebitelů. Při podrobném rozboru však není těžké zjistit, že propagace hraje v rozhodování čínských spotřebitelů v nové době rozhodující roli. Abychom našli metodu propagace vhodnou pro čínský trh v nové éře, tato práce zkoumá několik reprezentativních segmentů trhu a získává nejúčinnější metodu propagace pro čínské spotřebitele v nové éře, přičemž tvoří pět závěrů. Následně bylo provedeno dotazníkové šetření k ověření výše uvedených závěrů a vyvození konečného závěru.

**Klíčová Slova:** Spotřebitelské Rozhodování, Čína, Nová Éra, Čínský Spotřebitel, Ekonomika, Čínský Trh, Spotřebitelské Chování, Marketingový Řízení, Propagace, Spotřebitelské Chování.

# Table of Content

<b>1. INTRODUCTION .....</b>	<b>1</b>
1.1 Introduction of The "New Era" .....	1
1.2 Introduction of the Chinese Market.....	2
1.3 Introduction for Consumer Decision Analysis .....	3
<b>2. OBJECTIVES AND METHODOLOGY .....</b>	<b>4</b>
2.1 Objectives .....	4
2.2 Methodology .....	4
<b>3. LITERATURE REVIEW .....</b>	<b>5</b>
3.1 Establishing a Theoretical Foundation .....	5
3.1.1 AIDMA Model.....	5
3.1.2 AISAS Model .....	6
3.1.3 EBK Model.....	6
3.1.4 Howard-Sheth Model .....	7
3.2 Summarize and Build a Model.....	7
3.3 Analyze and Get The Influencing Factors .....	11
<b>4. THEORETICAL INQUIRY .....</b>	<b>13</b>
4.1 Market Positioning .....	13
4.2 Product Performance.....	16
4.3 Promotion .....	19
4.4 Summary.....	24
<b>5. PRACTICAL PART .....</b>	<b>25</b>
5.1 Case Analysis .....	25
5.1.1 Cases of the New Energy Vehicle Market .....	25
5.1.2 Cases of the Smartphone Market.....	30
5.1.3 Cases of the Recent Film Market.....	33
5.1.4 Cases of Luxury Market .....	34
5.2 Questionnaire .....	35
<b>6. CONCLUSION .....</b>	<b>40</b>
<b>7. REFERENCE .....</b>	<b>42</b>

## List and Appendix

<b>LIST OF PICTURES .....</b>	<b>44</b>
<b>Picture 1 .....</b>	<b>44</b>
<b>Picture 2 .....</b>	<b>44</b>
<b>LIST OF TABLES .....</b>	<b>45</b>
<b>Tables 1 .....</b>	<b>45</b>
<b>Tables 2 .....</b>	<b>45</b>
<b>LIST OF GRAPHS .....</b>	<b>46</b>
<b>Graph 1 .....</b>	<b>46</b>
<b>Graph 2 .....</b>	<b>46</b>
<b>Graph 3 .....</b>	<b>47</b>
<b>Graph 4 .....</b>	<b>47</b>
<b>Graph 5 .....</b>	<b>48</b>
<b>Graph 6 .....</b>	<b>48</b>
<b>Graph 7 .....</b>	<b>48</b>
<b>APPENDIX .....</b>	<b>49</b>

# Chinese Consumer Decision Analysis in The New Era

## 1. Introduction

### 1.1 Introduction of The "New Era"

For China, the term "new era" not only represents a new period, but also represents a new historical position in China's development. It is a new stage divided according to the comprehensive changes in China's economy, politics and culture. When the People's Republic of China was established in 1949, China transitioned from a semi-colonial and semi-feudal society to a socialist society. After nationwide production and construction, China has gained a certain political status in the international community and has regained its seat in the United Nations and its status as a permanent member. In 1978, China implemented reform and opening up, began to build a socialist society with Chinese characteristics. After 40 years of economic development, China has jumped from a poor country that cannot solve the problem of food and clothing to the second largest economy in the world and has built a prosperous Moderately Prosperous Society. The above two historical events were raised at the political conference of the Communist Party of China<sup>1</sup> and determined the new development direction of the country. In the subsequent development, whether it is a policy change such as the transition from a planned economy to a market economy, or an economic change such as contradictions change in social production, or a cultural change such as people's concept of consumption changes, all of them have a big influence on the economic market and consumers. On October 18, 2017, Chinese President Xi Jinping (2017) [1.] mentioned in the report *Secure a Decisive Victory in Building a Moderately Prosperous Society in All Respects and Strive for the Great Success of Socialism with Chinese Characteristics for a New Era* at the 19th National Congress of the Communist Party of China, "After long-term efforts, the Socialism with Chinese characteristics has entered a new era, which is a new historical position in my country's development." This is widely regarded as an important judgment and an important turning point.

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<sup>1</sup> According to the "Constitution of the People's Republic of China", the leadership of the Communist Party of China is China's fundamental political system.

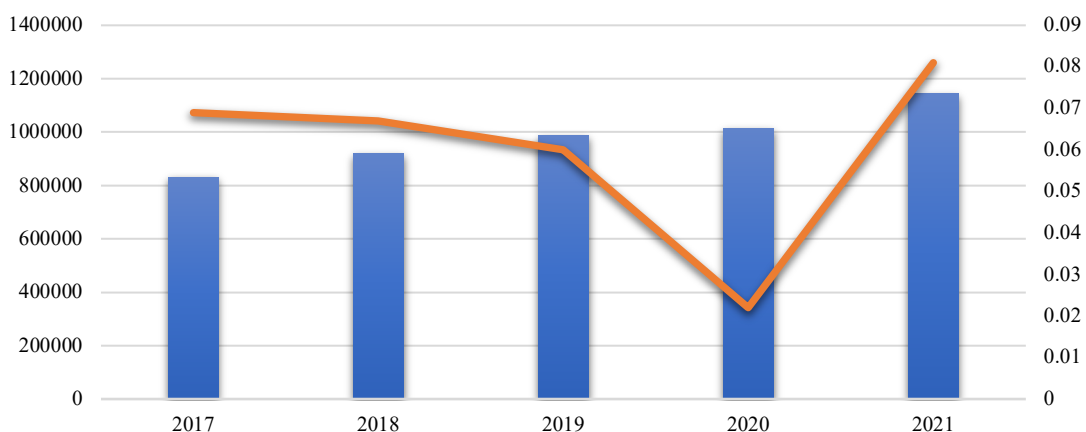
**Therefore, the new era in China refers to a new period starting in October 2017.**

At the same time, the official and private people have also divided the above three events into three important stages in the process of Chinese history, "standing upright, becoming prosperous, and growing in strength", and gave them the same historical status. It is enough to see that in the "Socialism with Chinese Characteristics for a New Era", the decision-making of the Chinese market and its consumers will undergo important changes.

## 1.2 Introduction of the Chinese Market

Today, the global economy is growing rapidly, and the market competition is highly fierce. The world economy has entered a new situation of rapid development and high integration.

After 40 years of rapid economic growth, China has become the world's second largest economy. At the same time, as the world's most populous country, developing's China is widely regarded as the most potential economic market. According to the data of the *China Statistical Yearbook* [2.] published by the National Bureau of Statistics of China (2022), draw a table of China's gross domestic product and GDP growth rate from 2017 to 2021:



As shown in the figure, China's GDP in 2021 has reached about 13.73 trillion US dollars, accounting for 18.45% of the world's total, ranking second in the world and maintaining continuous growth. At the same time, in the face of the challenges of COVID-19, the Chinese market has not been hit too hard, and even while adhering to

the "zero policy" in 2021, the GDP growth rate has exceeded the pre-epidemic average. It can be seen that China's economy is developing vigorously, and the overall situation is good, with certain stability, and can effectively face risks. In the world, Zhou Qiren (2017) [3.] mentioned in *Institutional Costs and China's Economy* that in 2010, China became the world's largest exporter. In 2013, China became the world's largest trading country again. In 2014, the International Monetary Fund (IMF), using the purchasing power parity method, announced that China's total economic size surpassed that of the United States and became the world's largest. The "*China Foreign Investment Statistical Bulletin 2020*" issued by the Ministry of Commerce of China (2019) [4.] also pointed out that "as of December 2019, China has established a total of 1.002 million foreign-invested enterprises, and the cumulative actual use of foreign capital has reached 2.29 trillion US dollars. In 2019, China's primary, secondary, and tertiary industries accounted for 0.3%, 29.9%, and 69.8% of the actual use of foreign capital, of which the actual use of foreign capital in the tertiary industry increased by 10.3% year-on-year, an increase of 5.2 percentage points compared with the previous year. From 2017 to In 2019, it ranked second in the world for three consecutive years." The above data are sufficient to show that the Chinese market, which is deeply trusted by capital from various countries, is also closely related to the international market. It can be said that in this important international market, the decisions of Chinese consumers will have a crucial impact on enterprises all over the world.

### **1.3 Introduction for Consumer Decision Analysis**

Consumer decision-making refers to the activity process in which consumers analyze, evaluate, select and implement the best purchase plan among two or more purchase plans that can be selected under the control of a certain purchase motivation in order to meet a certain demand. It is a systematic decision-making process, including the determination of demand, the formation of purchase motivation, the selection and implementation of purchase plans, etc. Specifically, it is a process in which consumers carefully evaluate the attributes of a product, brand or service, make choices, and purchase products that can meet a specific need. For consumers, the products developed

through the analysis of their decision-making thinking will undoubtedly be more in line with the actual use of consumers, making consumers more satisfied with their own consumption behavior. Therefore, the analysis of consumer decisions can help enterprises to formulate better business strategies, more accurately divide audience groups and estimate sales, develop and manufacture more attractive products, and set more reasonable prices, which will make their products more popular with consumers in the competition with competitors, so as to increase market share. It can be seen that accurate analysis of consumer decisions will have a decisive impact on the company.

## **2. Objectives and Methodology**

### **2.1 Objectives**

In the previous part, the significance of the new era to the Chinese market, the importance of the Chinese market to the global economy, and the importance of consumer decision analysis were introduced respectively. It can be seen that the decision-making of Chinese consumers in the new era will change slightly, and the changed decision-making will have a crucial impact on global companies. Therefore, this thesis will take the Chinese market in the new era as the background, analyze various factors that may affect Chinese consumers' decision-making, and finally sort out whether various factors will have an impact on consumer decision-making, and how much impact they will have, and draw conclusions. Help the company understand the decision-making thinking of consumers in the competitive market and make reasonable decisions.

### **2.2 Methodology**

This thesis will complete the analysis of Chinese consumer decision-making in the new era through three parts. The first is to find out the factors that affect consumers' decision-making through theoretical analysis. In this process, the existing consumer decision-making models will be theoretically analyzed, and the core parts and common points of each model will be found, and summarized, set of suitable models will be

concluded. Based on this consumption model, we will find the important factors that affect consumer decision-making. After the first part, the theoretical basis and research direction of this thesis have been initially established. Therefore, in the second part, we will conduct a situation analysis and explore the factors that affect consumer decision-making. In this part, we will combine market conditions and government or stakeholders. The authoritative data further analyzes the influencing factors, find out the factors affecting the representativeness of Chinese consumers in the new era, and finally determines the research direction of this thesis. The last part is practical exploration. In this part, this thesis will use real cases of the Chinese market in the new era and use questionnaires and other methods to explore the real impact and degree of influence of relevant factors on Chinese consumers in the new era, and finally draw conclusions to achieve the goal of this thesis.

### **3. Literature Review**

#### **3.1 Establishing a Theoretical Foundation**

Since the birth of economics, economists have been analyzing consumer decisions and putting forward their theoretical models. Nowadays, the decision-making analysis of consumers has been very comprehensive, and economists have also had a more specific understanding of the decision-making process of consumers. The existing decision-making models have been proven to be more mature, but even so, the theoretical models proposed by various economists are still different. Therefore, this thesis will list several models to analyze and summarize.

##### **3.1.1 AIDMA Model**

As the first batch of mature consumer decision-making models in the field of economics, this thesis will take the lead in explaining the "AIDMA" model proposed by Elmo Lewis (1908) [5.]. According to this theory, consumers will go through the following five stages when making purchase decisions: Attention, consumers notice a product or product category, or even a brand through advertising; Interest, consumers



understand this product through product introduction and other ways, and are interested in its role; Desire, consumers feel the charm of the goods and their role in life through sales promotion; Memory, consumers leave a deep impression on a certain product or brand by comparing different products; Action, consumers will finally buy a certain commodity after going through the above stages.

### **3.1.2 AISAS Model**

The "AISAS" model is different from other models mentioned in this thesis. Unlike the model proposed by economists based on their own theories, the "AISAS" model was optimized by Nippon Telecom (2004) [6.] based on the AIDMA model in response to changes in consumption patterns in the mobile Internet era. The first two stages are the same as the "AIDMA" model, with attention and interest. The third stage changes to Search, that is, after consumers become interested, they search on the Internet to find out the specific information of the product, and then enter the Action stage. This does not mean the end. After the end of the action phase, consumers will enter a new phase -- Share. Thanks to the development of the Internet, users who have purchased can provide suggestions to potential users after purchase and share their comments on the product, thus affecting consumers' decision-making in the search stage.

### **3.1.3 EBK Model**

EBK model, also known as Engel model, Proposed by J.F. Engel, D.T. Kollat and R.D (1968) [7.], is a very complete and clear model in the field of economics. The EBK model believes that the decision-making process of consumers consists of the following five steps: the first is problem cognition, that is, consumer demand generated by the stimulation of the external environment; The second is to collect information, that is, to seek information related to this problem after consumers' cognitive problems exist, which may be internal information such as existing data and past consumption experience, or external information such as information released by mass media for decision-making; The third is program evaluation, consumers evaluate various possible

programs according to the information collected, and are influenced by the evaluation criteria formed by personal experience and consumers' beliefs, attitudes and intentions; The last is choice, that is, a certain scheme selected by consumers after evaluation.

### **3.1.4 Howard-Sheth Model**

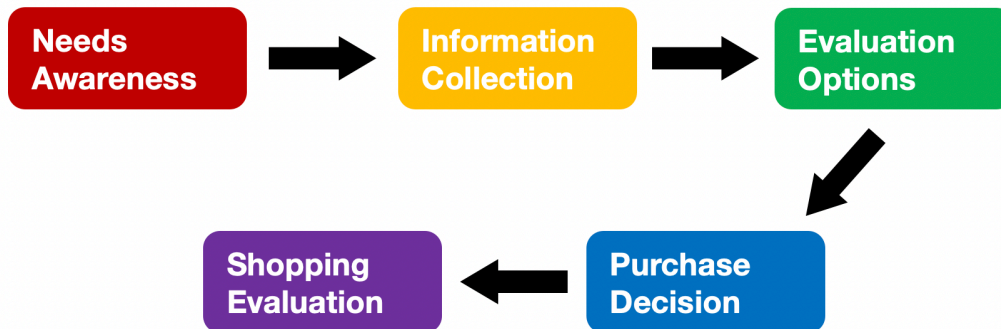
Howard-Sheth model is a relatively in-depth theoretical model in the field of economics, proposed by John Howard and Jagadish Sheth (1969) [8.]. It believes that consumers' purchase decisions are divided into four major factors, namely, input factors, external factors, internal factors and output factors. Input factors refer to the factors controlled by the sales department, usually the price, characteristics, functions and quality of a product are transmitted to consumers through advertisements, media and salesmen to form input factors; External factors refer to the factors that consumers are affected by in the decision-making process, such as culture, personality, property status and other factors that affect consumer decision-making; The internal factor refers to the role of the above two factors in consumers' psychological activities, it is a subjective psychological tendency formed by consumers according to their own needs, purchase motivation, urgency of needs and historical memory, which is the most important factor in this model and is difficult to understand; The output factor refers to the purchase behavior resulting from the decision-making process influenced by the above three factors.

### **3.2 Summarize and Build a Model**

In the previous paragraph, a certain theoretical basis was formed by consulting a large number of literatures, but due to the limited space, only the above four representative models were listed. This thesis focuses on analyzing the decision-making of consumer groups in a single country in the current time period, so it will appropriately simplify each model and summarize some similarities in consumer purchase decisions, providing reference and theoretical basis for building a theoretical model suitable for analyzing Chinese consumer decision-making in the new era.

Looking at the above four models, and summing up the views of economists in

different periods of history, plus the latest views of entrepreneurs on the unpredictable market, it is not difficult to find that most of the detailed models and in-depth theories can be briefly summarized with the five-step model of consumer decision-making established by John Dewey (1910) [9.] :



First of all, consumers need to be aware of the purchase demand before they can have the following decision-making behaviors. How to be aware of the purchase demand, I think can be divided into two categories. On the one hand, consumers are self-generated and aware of the purchase demand. For example, when the shower gel at home is used up, consumers will realize that they need to buy a new bottle; Or when the clothes are damaged, consumers will realize that they need to buy another one to replace them. The above is the purchase demand that consumers themselves are aware of, which usually occurs in daily necessities. The second type is that the external environment has actively stimulated consumers' purchase demand. For example, a technology company recently released a smart phone, which made consumers understand its powerful functions and beautiful appearance by laying advertisements, making consumers aware of their needs and have a desire to buy; Or consumers saw a luxury car on the road, through the image created by this car brand, consumers can realize the decent image of the owner, using consumers' vanity and yearning for a better life, consumers can gradually become aware of their needs and have a desire to buy.

After consumers realize their needs and have the desire to buy, they will enter the information collection stage, consumers hope to make choices through the information they have collected. How to collect information, I think, is divided into two categories. One is that consumers use their own historical experience or subjective experience as

information, for example, consumers will remember whether the bath gel they are using is good or not and use this information to make choices when buying the bath gel next time; Or consumers will subjectively think that cotton clothes are more comfortable than polyester clothes according to their life experience, forming a certain inherent thinking, and make choices based on this information. The second type is that consumers actively or passively accept information from outside, such as product profiles that consumers actively search, or reviews from users, as well as detailed experience from mass media; Consumers will also hear the recommendation of friends, or the introduction of sales personnel, as well as the product information learned in the form of advertising at the demand recognition stage.

Next, consumers will generate several alternative plans based on the collected information. Here, we can imagine the scenario of consumers buying cars, and give examples of this stage based on the assumption table. Consumers think that they need a luxury car, and through the information they have collected and their own car purchase budget, they have produced three alternatives at the same price points, including *BMW 5-Series*, *Mercedes Benz E-Class* and *Audi A6*. With different selling points, these three cars almost equally divide the car market of this price range, and the competition is quite fierce. This is obviously beneficial to consumers and constitutes benign competition to promote product development. But it also makes consumers' choices more difficult. Therefore, the vast majority of consumers will form a rational evaluation procedure in their mind according to their own needs. This evaluation procedure can be simply described as that consumers rate each feature of the product one by one and multiply the weight of each feature demand by consumers respectively, and then add them up. For example, a consumer who pays attention to the appearance of cars and does not have high requirements on the controllability of cars can get the following scores and weights for the appearance, operation and comfort of three cars (The data in the table are the author's assumptions, and the purpose is to allow readers to intuitively understand the decision-making process that consumers go through in the stage of evaluating choices. Therefore, the data in the table is meaningless and has no real source.):

	<i>Benz</i>	<i>BMW</i>	<i>Audi</i>	Weight
<b>Appearance</b>	10	6	4	50%
<b>Manipulate</b>	2	10	8	15%
<b>Comfort</b>	8	8	10	35%
<b>Total</b>	20	24	22	1
<b>Total after weight</b>	8.1	7.3	6.7	×

As shown in the table, from the total score, this consumer thinks that the comprehensive performance of *BMW* and *Audi* is better than that of *Mercedes Benz*, but this consumer pays more attention to the beauty of the car. Therefore, affected by consumer needs and preferences, *Mercedes Benz* will be more competitive for this consumer than the other two brands. The above simulates the evaluation and selection stage in the consumer decision-making process.

After completing the evaluation and selection of goods, consumers will make the only purchase decision. This step is the only substantive step in the whole process, is the goal that businesses and consumers pursue together, and it is also the result of joint efforts. It marks the end of consumer buying behavior and the success of business promotion, and also meets the needs of consumers.

So far, the consumer has completed the purchase, and the business has reached the goal. It seems that the consumer's purchase decision has ended, but in fact it is not. After the consumer completes the purchase, there is another important stage, which is the post purchase evaluation. This stage is easy to be ignored, but it is the most important stage in the whole process for both businesses and consumers. The post purchase evaluation affects the purchase decisions of other potential users and also determines whether the product can be sold continuously. The user's evaluation is ubiquitous in the whole market. Whether it is reviews on shopping websites, blogs on social networking sites, or special evaluation media, or people's subjective experiences are spread in a "viral" way through communication, the evaluation of goods is spread in a large area and scope. This kind of communication will grow exponentially. Therefore, a positive evaluation can create a "phenomenal" product. For example, the success of the iPhone 4 in 2010 made Apple highly sought after around the world[10.],

it also left a good impression on users and gained a large number of fans. This made Apple's new products released subsequently all sought after, and eventually became the company with the largest market value in the world<sup>2</sup>; Negative comments will also cause a brand to experience a "public relations crisis". For example, the famous "United Broke Guitar" event, which recounts Dave Carroll's nine-month battle against an unsuccessful claim after his precious guitar was broken by a United baggage handler. So, a music video called "United Broke Guitar" was made and uploaded to YouTube[11.]. That left United in the crosshairs of millions and caused it to lose \$180 million in market value overnight<sup>3</sup>. It can be seen that the customer's post purchase evaluation has a far-reaching and decisive effect on the product and the company.

### 3.3 Analyze and Get The Influencing Factors

After establishing the theoretical basis and summarizing, a simplified consumer decision-making model suitable for this study is found. Now we will analyze the five-step model of consumer decision-making established by John Dewey (1910) [9.] to determine the research goal of this thesis.

Through the analysis of the above model, it is not difficult to find that there are three key factors that occupy almost every stage of the model and can greatly and always affect consumer decision-making. The three key factors are positioning, that is, whether the product meets the market, whether it meets a certain demand of people, and whether there are enough people with such demand; Performance refers to the nature and function of the product, whether the product is excellent enough, whether it can meet people's expectations, whether various parameters meet people's requirements, and whether the product quality is satisfactory; Promotion refers to that businesses transmit various information about brands and products to consumers through advertising,

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<sup>2</sup> The iPhone 4 released by *Apple* on June 8, 2010, received extensive positive comments, broke multiple sales records of various platforms, and caused serious stock shortage.

<sup>3</sup> This video received nearly 500,000 hits in just 3 days and became one of the most popular videos on the Internet. Under pressure, United Airlines was forced to pay compensation.

promotion, public relations and brand promotion to attract consumers to buy their products. The following is the specific analysis:

1. **Needs Awareness Stage**, effective promotion will help consumers understand and even generate consumption demand. Accurate market positioning can quickly attract target customers, occupy this market, and even open up a new market to create demand for consumers through promotion. The product performance that can meet consumers' expectations will undoubtedly increase consumer demand.
2. **Information Collection Stage**, the promotion methods such as clear brochures will undoubtedly attract more attention from consumers, so that users can notice their products at a glance among many products. After getting enough attention, accurate market positioning can attract users to continue to understand, and excellent performance will also be favored by users.
3. **Evaluation Options Stage**, promotion methods such as reasonable promotion can win consumers' hearts, and promotion methods such as introducing brand image can also win consumers' trust. Precise positioning will get consumers' tendency in weighting, and excellent performance will also enable consumers to give a higher total score.
4. **Purchase Decision Stage**, consumers will prefer products with exquisite product packaging, humanized pre-sales services and other promotion methods, and will also give priority to products with precise positioning and competitive performance.
5. **Shopping Evaluation Stage**, merchants actively guide customers to express their satisfactory user experience through public relations, and deal with customer complaints in a timely manner, which can greatly affect the product reputation, maintain contact with the mass media, and invite them to experience their products and show their advantages, which can be highly recognized by public opinion. Of course, only with excellent positioning accuracy can consumers' needs be met, and their expectations be met, and consumers' recognition and good evaluation be obtained.

Therefore, we conclude that the market positioning of the product, its performance, and the effective promotion of the product are the **three main factors affecting consumer decision-making**.

#### **4. Theoretical Inquiry**

In the above theoretical stage, we summarized a simple consumer decision-making process by studying the consumer decision-making models proposed by economists and summarizing these models. Through analyzing this process, we determined that the market positioning, product performance and product promotion of products are the main factors affecting consumer decision-making. But the theme of this thesis is to study the decision-making of Chinese consumers in the new era. Therefore, we need to carry out specific research on these three influencing factors, find out the key points and narrow the scope for in-depth research, so as to achieve the research goal more accurately.

##### **4.1 Market Positioning**

In order to conduct further research, we need to analyze in detail the impact of these three influencing factors on Chinese consumers in the new era. The first is the market positioning of the product. Market positioning refers to the position of the enterprise and the product in the target market, and the merchant needs to arrange so that the product occupies a clear, special and ideal position among the target consumers. Market positioning is equivalent to a track that merchants are looking for their products, and design products based on this track to compete with competitors on this track. Appropriate market positioning can greatly increase the possibility of product success. Therefore, merchants will pursue a market with a wider audience, fewer competitors, larger profit margins, and better development prospects and design products to compete. For example, as for watches, *Rolex*, which advertises itself as a luxury and noble watch brand, and *Casio*, which is famous for its powerful outdoor functions, have achieved success in their respective fields and do not constitute a competitive relationship; the



famous jewelry brand *Swarovski* from Austria has excellent In the name of advanced cutting technology and design, it has served customers in many countries around the world; Chinese beverage company *Nongfu Spring* has launched a healthy sugar-free and fat-free series of drinks "Oriental Leaf", which has been well received by the market. Appropriate market positioning will greatly increase the possibility of a product's success and build a brand, but it may also cause its product to fail entirely. Here is a famous case[12.]: in 1998, Nokia, a giant in the mobile phone industry, took a fancy to the luxury mobile phone market and established its sub brand "*Vertu*". At that time, the mobile phone market had just come out of the thick and professional design ideas, and the luxury mobile phone market was still blank. In the next 10 years, the mobile phone market will expand rapidly, and high-income groups will grow rapidly. *Vertu* mobile phones have achieved great success because of their precise market positioning. But around 2010, the market of traditional mobile phones and luxury mobile phones began to decline. *Vertu* did not realize in time that luxury mobile phone users who need to symbolize their identity need a smart phone that can handle business matters anytime and anywhere, and the keyless capacitive mobile phone screen that follows the trend can also symbolize their identity. Therefore, *Vertu* has always adhered to its original market positioning, which made its products no longer adapt to the times and withdraw from the market in just a few years. Nokia, its parent company, was also abandoned by users because of its insistence on the market positioning of durable, long endurance functional phones. It can be seen that the market positioning of a product determines the success or failure of a product as well as the rise and fall of the brand. But I think market positioning is not the focus of this thesis. The analysis of market positioning tends to focus on a certain category of products rather than a certain consumer group. In other words, different product categories will have different market positioning analysis. We should discuss the impact of market positioning on consumer decision-making in papers such as "consumer decision-making analysis of mobile phone industry", "consumer decision-making analysis of new energy vehicles" and other designated product categories for analysis.

However, we can still make a simple analysis of Chinese consumers' decisions in

the new era under the influence of market positioning. First of all, it is important to clearly understand the market positioning, characteristics and selling points of potential competitors, as well as the characteristics of target consumers and the importance attached to different functions. Through the understanding of the above information, we can create a unique and impressive product. By distinguishing itself from other products in the market through unique and distinctive product features, it is even possible to explore a completely new and different market, and the market in any field at any time will gain considerable advantages. For the Chinese market, different from the capitalist countries, the policies of the Chinese government as socialism highly determine the development of the future market. For example[13.], in 2014, the government proposed to "adhere to cultural self-confidence", and then the Chinese clothing brand "*Li Ning*" launched a number of clothes designed in the language of Chinese classical culture, which was warmly welcomed by the market and also ignited this domestic brand. Therefore, paying close attention to the relevant policies of the government and formulating corresponding strategies will be of great help to the market positioning of products. For example, China has recently relaxed its family planning policy, and pregnant women will increase in a short time. The market of baby products and post-natal care places will be vacant. At the same time, around this policy, the number of multi child families will rise rapidly. Automobile manufacturers can target the six seat or seven seat car market to cope with this change.

Therefore, we draw the following conclusion: the research on market positioning mainly plays a role in the consumer decision-making analysis of a certain category of products, rather than a certain consumer group, **so market positioning is not the focus of this thesis.** However, in the new era of China's market, before designing products, find out the appropriate market and design products based on it to create a product that meets the needs of more consumers with clear characteristics and distinctive product power, which will be more favored by consumers when making consumer decisions. Close attention to the policies of the Chinese government will help the company find the right market and create competitive products.

## 4.2 Product Performance

Product performance includes product functionality and non-functionality. I think product functionality is the primary factor that constitutes competitiveness. Consumers first purchase products to meet their functional requirements, that is, the ability to achieve a certain behavior. This is the first element that causes consumers to generate consumption demand, which is directly related to consumers' demand. The product function here seems to be the same as the product market positioning mentioned in the previous paragraph, but it is not true. For example, an automobile manufacturer has produced a high-performance vehicle with a 100 km acceleration of up to 3 seconds. At this time, as a product category, high-performance vehicles are the manufacturer's product positioning, while the 100 km acceleration of 3 seconds is the product function of this vehicle. In the high-performance vehicle racetrack, Automobile brands will pursue more excellent product functions, that is, faster 100km acceleration. The non-functionality of a product refers to the degree and durability to which the product realizes its functions. The non-functionality also includes the durability, reliability, maintainability, safety, adaptability and economy of the product. That is, the product non-functionality realizes the measurement of other product properties except functions and is the first element to meet consumer needs. It can be said that product performance includes all indicators of a product. But I think this is also not the focus of this thesis. Product performance is a one-dimensional indicator, just like exam scores, there are only high and low points under the same subject. After the merchants select the track for their products through market positioning, the products need to constantly break through the specified track through their own performance and strive to surpass. In any era of any market, consumers will pursue products with higher performance at the same price, that is, better product performance, so there is no significance for in-depth analysis.

Similarly, we can briefly describe how product performance affects the decision-making of Chinese consumers in the new era. With the rapid development of China's economy, the number of high-income groups is increasing, and many international giants are targeting the high-end market in China. These hundreds of millions of

consumers quickly responded to these companies with their spending power, making these brands successful in the Chinese market. Even many middle - and low-end brands came to China and took the high-end route, they still gained a lot of popularity. Therefore, more and more domestic and foreign companies have launched high-end products, or even specifically raised the price to meet the growing needs of high-income groups. But these companies have ignored the huge scale of consumers in the Chinese market. The 2021 China Statistical Yearbook pointed out that China has a population of 1.413 billion, accounting for 18% of the global population, and is firmly the world's largest population country. At the same time, according to the *China statistical yearbook* (2022) [2.], we know that in 2021, there will be five equal income groups of the national residents, and draw the following table:

<b>GROUP</b>	<b>ANNUAL INCOME (RMB)</b>	<b>ANNUAL INCOME (DOLLAR)</b>
<b>VERY LOW (0%-20%)</b>	8333	1147. 52
<b>LOW (20%-40%)</b>	18446	2540. 12
<b>MIDDLE (40%-60%)</b>	29053	4000. 82
<b>HIGH (60%-80%)</b>	44949	6189. 82
<b>VERY HIGH (80%-100%)</b>	85836	11820. 27

It can be seen from this table that more than 80% of Chinese households have an annual per capita income of less than 10000 US dollars, which is far lower than the data of developed countries. However, China has made remarkable achievements in poverty alleviation, and low - and middle-income households also have certain consumption demand and consumption capacity. Therefore, the prosperity of China's high-end consumer market stems from the large population base. Even though the proportion of high-income groups is very low, there will be a large number of consumer groups in front of the huge base. This phenomenon makes many companies, especially those from abroad, ignore the medium and low-end consumer market with the same rapid development, but some companies are keenly aware of this. *PDD*, an online shopping software focusing on the sinking market, once listed, focused on low prices and quickly spread among the third and fourth tier cities and low-income groups. It took only two years to achieve a single day trading volume of more than 100 million yuan. It took two

years to occupy the first place in the application market download list, and it was successfully listed on NASDAQ in the third year. *PDD*, because of its focus on the low-end market, has captured a large number of customers, and even soon surpassed Chinese e-commerce giants Alibaba and JD, becoming the online shopping software with the largest number of users. The successful case of *PDD* tells us that a large number of users in China are paying attention to low-end products with lower prices, which not only enlightens us on the market positioning of products, but also tells us that we can sacrifice some product performance and set lower prices when designing products. *PDD* tells us the potential of sinking the market[14.], and many businesses have begun to customize products for these users. For example, Tesla continuously lowered its selling price through domestic production, and soon reached the monthly sales volume of 20000 units of a single model. However, the domestic electric vehicle, the *WuLing HongGuang Mini EV*, whose selling price is only one tenth of Tesla's, has exceeded the monthly sales volume of 40000 once it was launched[15.]. The Chinese coffee brand *Luckin Coffee* quickly spread and listed on Nasdaq through the price of a few yuan per cup[16.]. There are many successful cases of sinking market, which prove the potential of China's sinking market. But consumers in the middle and low end markets tend to pay more attention to the durability of the product for a longer time and are particularly sensitive to the costs incurred in the use of the product. Therefore, when designing products and controlling costs, businesses focusing on the track of sinking market should pay more attention to durability and economy in product performance. At the same time, product quality is of great significance to the sustainable development of products. Businesses should attach the same importance to the non-functionality of products as to the functionality of products. For example, the emerging company *Townew* launched its first product, an intelligent trash that can automatically pack and replace garbage bags. Once it came out, it received a lot of attention because a new market positioning made it a phenomenal product and received a lot of orders. But soon, the feedback of the first batch of users on the high failure rate and low stability dampened the heat of this trash can and quickly buried it in the memory of the Internet. This also gives us inspiration, the product of functionality and non-functionality

determines the product performance, and both are indispensable and equally important.

Finally, we come to the following conclusion: While the Chinese market has entered a new era, a large number of poor people have lifted out of poverty and generated certain consumption demand and consumption capacity, forming a huge consumer group with low and middle-income families. This should attract enough attention from businesses, fully understand the functional and non-functional requirements of these consumer groups for products and do a good job of subtraction when controlling costs. At the same time, all performance parameters of the product shall be weighed and balanced. **But this is also not the focus of this thesis.** Different consumers have different needs, and businesses only need to meet their needs as much as possible for different consumers. Therefore, the impact of product performance with fewer variables on consumer decision-making is relatively limited, so there is no need to discuss too much.

### 4.3 Promotion

Promotion is one of the important theories of marketing management and one of its main frameworks. Banting and Ross (1973) [17.] pointed out, Economics lists promotion, product, price, and location as the four basic elements of marketing mix, that is, 4P, which gives promotion a crucial position. Promotions are marketing communications used to inform target audiences of the relative merits of a product, service, brand or issue with the aim of increasing brand awareness and creating consumer interest, sales and brand loyalty. It can be said that enterprises and their products need to establish popularity through promotion and realize the first contact with customers. Therefore, successful promotion will lead to more opportunities for the product, while failed promotion will result in the efforts made to develop the product without corresponding rewards. Zenith<sup>4</sup> data shows that in 2022, global spending on promotion will reach US\$ 705 billion, of which social media, TV and search engine advertising will spend the most, at US\$ 177 billion, US\$ 174 billion and US\$ 144

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<sup>4</sup> Is a data collection and analysis company.

billion respectively[18.]. And most of the revenue of international giants such as Meta Platforms, Twitter and Chinese Internet giants such as Tencent comes from the promotion fees paid by each company, and even all of the revenue of multiple applications of these companies comes from the promotion business they provide. Meanwhile, basically all companies in the market, even the governments and armies of various countries, no matter what their main business is, need to invest more or less money in promotion to achieve the purpose of promoting sales or establishing an image. It is enough to see that each company attaches great importance to promotion and recognizes the economic benefits that promotion can bring.

Promotion spreads in every aspect you can touch. When browsing the web, you will see advertisements arranged on various websites and search engines; when watching movies, you will see advertisements embedded in the plot; when walking on the street, you can also see advertisements posted on huge billboards, buses and subways; shop windows; screens on vending machines; sharing by Internet talent; even handbags you receive when you buy fast food, etc. etc. are one of the forms of promotion. There is no standard answer for promotion, as long as it does not violate morality and law, businesses can catch the eyes of target groups in various novel ways and in just a few tens of seconds or even just a few pictures or moments, they can highlight their advantages as much as possible to attract their interest. For example, Coca-Cola's "*drinkable advertisement*" in 2015 was a successful promotion[19.]. Coca Cola uses the rapidly changing technology of mobile marketing to turn the smart phone in the hands of customers into a straw, allowing customers to interact with giant billboards and vending machines and smoke virtual drinks on the big screen. This more flexible and creative way of promotion made Coca-Cola gain huge popularity and become a star in the beverage industry. The same famous case is Apple's 1984 advertisement "*1984*".[20.] The short one-minute advertisement did not show any Apple products but clearly conveyed Apple's corporate culture. Classic slogans such as "the intersection of technology and humanities" have allowed Apple to have a large number of loyal users, and it is firmly seated on the throne of the world's largest market value today. There are also cases from China, such as the emerging tea brand "Xiao

Guan Cha”, which quickly increased its popularity through a large number of advertisements in a short period of time and created a high-end product image through slogans showing a high-end image and exquisite aluminum packaging, capturing the In Chinese culture, the Chinese people's demand for "decency and grandeur" has become one of the first choice products for gift giving.

At this time, we found that due to the influence of different cultures, concepts and times, product marketing should also be optimized accordingly. The important theory "Segmentation, positioning, targeting" in marketing management, that is, STP marketing subdivides the market into geographical, demographic, psychological and behavioral. The Chinese consumers in the new era discussed in this thesis will have differences in the above four segments. In order to evaluate whether the promotion will affect the decision-making of Chinese consumers in the new era, we need to analyze several typical cases of the Chinese market in the new era.

Since the 1990s, China has always had the title of "world factory". The mature and powerful manufacturing industry has attracted production orders from companies from all over the world. Whether it is the souvenirs you buy in Prague Square, the furniture you buy at IKEA, or maybe the mobile phone everyone owns, you can see Made in China printed on the packaging box or product label. Even Airbus jets assembled in Tianjin, China, or Tesla cars produced in Shanghai, China, have the quality they are known for around the world. Made in China has become a business card, representing efficient production cycle, low production cost and mature manufacturing process. But China, which has entered the new era, has become a globally recognized innovative country with advanced scientific and technological levels, and is working hard to change the "Made in China" in the product label to "Created in China". In recent years, the rapid innovation of science and technology has given China such an opportunity. The emergence and rapid popularization of smart phones ten years ago made investors quickly discover opportunities, and capital from all sides entered the market to join the track of mobile phone research and development. After more than ten years of development, most mobile phone brands have been eliminated, but the remaining products are all Got a lot of sales. For example, Huawei, whose global shipments are



second only to Samsung and Apple, and Xiaomi, which is exported to the European and Indian markets. It is enough to see that the smartphones developed and designed by China have been recognized by Chinese consumers and the world. In recent years, the international community has paid more and more attention to environmental issues. As a large country with a large population and economy, China has promised to peak its carbon emissions in 2030 and then reduce them year by year, and to achieve carbon neutrality in 2050. In order to achieve this goal, China has begun to vigorously develop new energy vehicles, which has achieved a good curve overtaking, leaving the well-developed traditional car tracks in European countries, and laying out new energy vehicles ahead of traditional brands. The market exploded with unprecedented vitality, and even began to export Chinese cars to European countries such as Norway. Therefore, smartphones and new energy vehicles are two typical commodities in the Chinese market in the new era, which are suitable for analyzing the decisions of Chinese consumers in the new era.

First, take new energy vehicles as an example to explore. In order to control variables, we need to select two models with similar launch time, price, type, and main functions but with large differences in publicity methods and sales volume. Among the many models, there is only one group of cars that meet so many conditions at the same time, that is, Li Auto and Voyah. Li Auto is a new car brand established in 2015. It was listed on NASDAQ shortly after its launch. Voyah is a subsidiary of Chinese government controlled Dongfeng Motor established in 2018 and focuses on new energy vehicles. The two brands launched their first cars in less than a year. At the same time, these two cars are the only two Range-extended electric vehicles<sup>5</sup> in the market, and their prices are almost the same. Both cars list each other as their main competitors, which makes their core selling points similar. For example, the whole car is controlled by three large screens running through the entire front row. In some performance indicators, the Voyah is far superior to the Li Auto, such as more powerful power and

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<sup>5</sup> Range-extended electric vehicle is a vehicle driving method with distinct technical characteristics and is different from common plug-in hybrid electric vehicles and pure electric vehicles, which can well distinguish user needs.

the air suspension system that is equipped with a luxury car, but despite this, the sales of the Li Auto are still overwhelmingly higher than the Voyah, the annual sales of nearly 6 times the gap[21.]. Under roughly the same product, if there is only some gap, we can find many reasons to explain it, such as offline service or delivery speed, etc., but there should not be such a big difference. To find out why, I read a ton of content from social media and automotive forums and took a test drive of two cars. Ultimately, I believe that the biggest reason for this gap is the very different marketing methods of the two. The Li Auto founder is an Internet product manager, and is marketing with Internet thinking, using mass media and social software in a more flexible way. His young team has also grasped the rapid innovation of marketing methods and quickly established Brand awareness and build a community of Li Auto users and fans. However, Voyah, which is backed by a state-owned enterprise, is bound by the traditional system, and still chooses traditional methods in marketing, such as buying press releases from TV stations and news agencies. The same advertising words cannot arouse the interest of consumers, but also separated from its target young customers. At the same time, the parent company Dongfeng Motor's main business is commercial vehicles, which is different from other consumer oriented B2C, namely Business To Customer business model. Dongfeng Motor's B2B, namely Business To Business model, led to its lack of experience in communicating with customers without a good organization of brand fans and users, away from consumers who could not let consumers carry out word of mouth marketing for it, which ultimately led to its failed promotion. I also reached a similar conclusion when I studied smart phones. Apple, a recognized leader in innovation and user experience, has been widely praised all over the world. Its marketing method has also become a typical case in the industry, making it the company with the highest market value in the world. However, its reputation in the Chinese market is not as good as that of China's own brand Huawei. The reason is that Apple in the United States does not know enough about Chinese consumers, and its rigid marketing method is slowly not suitable for the changing Chinese market, which is labeled as arrogant to China. However, Huawei, a local brand, has sensitively captured the weathervane of the psychological changes of Chinese consumers in the new era, carried out patriotic

marketing with the help of the national pride of Chinese consumers, and successfully established the image of a domestic brand, which has been sought after by a large number of people for a time. The above two typical cases are enough to show that the impact of marketing on Chinese consumers' decision-making is almost decisive, and the appropriate marketing methods can even cover up the disadvantages of product performance and help products to succeed in the market.

From the above, we draw conclusions. Product marketing has a huge impact on the decision-making of Chinese consumers, it will have a decisive impact on consumers' purchasing behavior, and it will also greatly affect the sales performance of the company's products. At the same time, influenced by their traditional culture and different ideas, Chinese consumers have developed consumption habits that are quite different from those in other countries. In the new era, the Chinese market has become more prosperous, and people's ideas have changed accordingly. Therefore, merchants need to find the most effective and suitable promotion plan for Chinese consumers at the current stage of the Chinese market and implement it reasonably so that consumers can pay more attention to their products when making decisions. **This will also be the focus of the next discussion in this thesis.** This thesis will use questionnaires and other methods to conduct practical explorations, find out and explain which promotion methods meet the preferences of Chinese consumers in the new era and are more suitable for the Chinese market.

#### 4.4 Summary

This thesis takes up a lot of space to theoretically explore the three influencing factors, which will make it difficult for readers to read and understand the author's intention intuitively. But I think it is necessary. Accurate and detailed theoretical analysis will help to carry out practical research more scientifically and draw more helpful conclusions. In order to make the author's intention clearer, a brief summary of the theoretical analysis is given.

In the previous stage, we concluded that product market positioning, performance and product promotion are three important factors affecting consumer decision-making.

However, the theme of this thesis is aimed at Chinese consumers in the new era, that is, a specific consumer group at a specific time. However, there is no significant difference in the impact of market positioning and product performance on specific time periods and specific consumer groups, which does not meet the objectives of this thesis. However, merchants can still optimize these two points for the Chinese market in the new era. For example, pay close attention to the policies of the Chinese government to make timely adjustments to product market positioning, and pay attention to the large number of low- and middle-income consumers in the Chinese market, and adjust product performance to meet the functional and non-functional requirements of the sinking market consumers.

After analyzing real cases and researching data, I believe that the factor that really has a major impact on Chinese consumers' decision-making is promotion. After comprehensive changes in economy, politics and culture, Chinese consumers in the new era will fully base their decisions on the promotion behavior of merchants. Therefore, this thesis will conduct practical research on promotion and find a promotion form suitable for the Chinese market in order to achieve the goal of this thesis.

## **5. Practical Part**

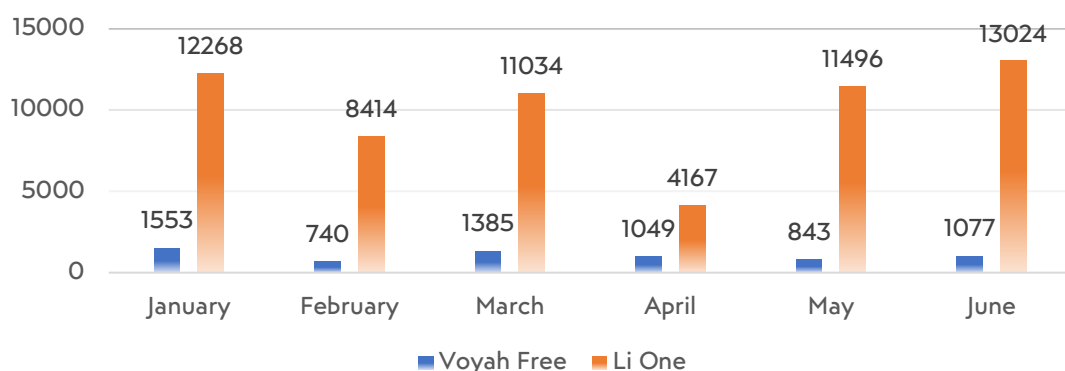
### **5.1 Case Analysis**

#### **5.1.1 Cases of the New Energy Vehicle Market**

In the part of theoretical exploration, we introduce the popularity and representativeness of new energy vehicles in the Chinese market due to high policy support and other reasons and taking two Chinese new energy vehicle brands Li Auto and Voyah Auto as examples, it is analyzed and concluded that promotion is the main factor affecting Chinese consumers' decision-making. Now we will analyze this case in detail, explore the differences in promotion methods between the two, and understand what kind of promotion techniques Li Auto achieved success.

As mentioned above, the core features of the first products of the two car brands, the "Li One" and "Voyah Free", are very similar. Both cars are medium-to-large urban

off-road vehicles in terms of specifications, and it adopts the same driving method which is very rare in the market, and the touch screen running through the entire front row also endows the two cars with clear characteristics. From this point of view, the two cars have the same market positioning, face almost the same group of users, and form direct competition. However, in terms of product performance, Voyah Free surpasses its competitors in an all-round way. For example, it is equipped with an air suspension that the Li One does not have, and its power parameters far exceed the Li One. Voyah Free is even equipped with the same electrochromic canopy as the Boeing 787. In the winter and summer test results of China's authoritative auto media "Dcar", Voyah Free's indicators far exceeded the Li One. From this point of view, according to conventional business knowledge and market experience, Voyah will undoubtedly defeat Li. But this is not the case. In order to intuitively compare the difference in sales of the two cars, the delivery data from January 2021 to June 2022 released by the China Passenger Car Market Information Association (2022) [21.] is quoted here:



The data of these six months is that the two cars have gone through the production capacity ramp-up stage and the concentrated delivery stage in the initial stage of new car launch, and no iteration models have come out, and there are fewer cars with the same driving mode on the market. Therefore, the data is relatively stable and has reference value. After removing the errors caused by subjective factors such as design style, the reason for such a huge sales gap is the success and failure of promotion methods.

In order to explore the differences in promotion methods, I think it is necessary to briefly introduce the two companies, Li and Voyah. Li Xiang, the founder of Li Auto,

was already an entrepreneur in his own right before founding Li Auto. The company he founded, "AutoHome", has been successfully listed on the New York Stock Exchange. AutoHome is a company mainly engaged in automobile forums. Since its launch in 2005, it has become a large-scale automobile website in China with a large number of automobile content and databases. In 2020, relying on the promotion expenses of automobile brands, AutoHome's annual revenue will reach 8.66 billion Chinese Yuan,[22.] or about 1.283 billion U.S. dollars. As one of the earliest founders of new media in China, Li Xiang made a lot of innovations in search and interaction when operating AutoHome, and thus has a deep understanding of the advantages of Internet communication. It can be said that Li Xiang has rich experience in car promotion and has used this to create a new car brand Li Auto. Voyah is a wholly owned subsidiary of Dongfeng Motor. The parent company Dongfeng Motor is a state-owned enterprise funded and established by the Chinese government. It was established in 1969 and is one of the four major automobile groups in China. It has more than 50 years of car manufacturing experience and mastered a variety of core technologies. Voyah is oriented towards the high-end new energy vehicle market and integrates Dongfeng Motor's car manufacturing technology and superior resources. Lu Fang, the CEO appointed by the state for Voyah, is also an engineer, he is a doctoral graduate of automotive engineering from a well-known university, worked as a product designer and director of a joint venture brand between German Volkswagen and China. With such a professional team, Voyah has manufactured products with excellent performance. However, Dongfeng Motor's main business is mostly commercial vehicles, and it rarely has the opportunity to directly contact customers, Its car sales have also relied on agents for a long time. It can be said that neither the company nor its managers have experience in car promotion.

Such different company philosophies have created two completely different promotion methods. Li Auto has spent a lot of marketing funds and has in-depth cooperation with self-medias in the car category, encouraging them to buy Li's cars and promote them for a long time. Then, all kinds of social media are full of recommendations and sharing by self-medias, which is different from traditional

advertisements, they use their real life as the background to introduce the important role of the product, and users usually do not perceive it as a promotional behavior of the merchant. Consumers will think more of real recommendations from users, thereby reducing their vigilance and aversion to business practices, and at the same time, it is easier to accept and share these recommendations, and it also makes it easier to spread this information. The authoritative image of self-medias has also brought Li Auto a relatively good reputation. Li Auto has also formulated a complete set of user incentive plans, old users will receive corresponding points rewards for posting product-related content on any forum or social platform. Successfully recommending new users to buy a car will also receive a large amount of point rewards. The Li Auto Public Relation team will also keep an eye out for negative news and reach out to the publisher to resolve the issue. This series of promotions made Li Auto spread rapidly on the Internet and quickly formed a good reputation. It was also a healthy business competition method, although Li Auto has greatly benefited from this, it has not harmed the interests of consumers. On the contrary, the timely resolution of problems and a large number of praises have increased the consumption experience of Li Auto customers.

The promotion method of Voyah is relatively traditional, and the marketing method is far less effective than Li Auto. Voyah has also invested a lot of marketing funds, but usually chooses partners such as TV stations and news media and other traditional media. For example, Voyah placed his advertisement on the Chinese New Year Gala of China Central Television. This important TV program, which is well-known and occupies an absolute rating, will undoubtedly bring Voyah a lot of exposure, but the actual effect is open to question, such advertising behavior obviously did not attract enough attention from Chinese consumers. Chinese consumers who have entered the new era have formed a more obvious attitude of wariness to traditional advertisements, and it is difficult to arouse consumers' interest, and the traditional promotion methods have also been rejected by consumers. Voyah sometimes chooses to cooperate with news media or some new media, but the way it uses is to send its own edited text promotion slogans or posters through their platform. This way will be regarded by consumers as a business behavior that is boasted by businesses, such

promotion behavior is difficult to affect Chinese consumers.

In addition to having an in-depth understanding of the use of new media and other marketing, a Li Auto successful marketing also has another important reason, that is, the emphasis on public relations. Li Auto has a large-scale public relations department, they maintain a very good and close relationship with the media and self-medias, and often invite them to participate in various activities, maintain communication with them, and even hire self-medias to handle the relationship with the media and web blogger. Such an unusual approach can fully guide them to carry out positive publicity for the Li Auto and respond in a timely manner when there is negative news, take the initiative to coordinate and solve the problem, and also maintain a good reputation through the media. An example that can prove this point is the world-renowned new energy vehicle brand Tesla. At the beginning of 2021, Tesla fell into a major public relations crisis in China. A Tesla car in Henan Province, China rear-ended two cars in a row, the owner of the car believed that the accident was caused by Tesla's brake failure. During the communication with Tesla, Tesla found that the car was not faulty, reluctant to heed the demands of the owner of the vehicle. Later, the owner of the car in question stood on the roof of a Tesla show car wearing a slogan "Tesla Brake Failure" at the largest auto show in Shanghai, arousing widespread concern. But even so, Tesla did not make any efforts at the level of public relations but dealt with the dispute toughly through the law. Subsequently, according to the law, the car owner was forcibly taken away and detained for five days, and received a lawsuit from Tesla, or faced huge compensation. But this did not end the dispute, but instead sparked outrage and criticism across the country. People think that Tesla's attitude towards Chinese consumers is arrogant and tough, and they are not willing to believe the conclusion that the car has no faults. On the contrary, people are more willing to believe that a large company bullied a consumer, and then involved Tesla all accidents have been questioned as Tesla brake failure. Things quickly fermented, and Tesla cars were even labeled as unable to brake, Tesla owners were ridiculed by people, and there were even incidents where individual communities banned Tesla from entering for safety reasons. Despite the ferment of the incident, Ms. Tao Lin, CEO of Tesla China, still did not pay enough attention, in an interview with



the media, she still said that Tesla needs to "educate"<sup>6</sup> car owners how to drive the car correctly. Although Ms. Tao Lin did not have malicious intentions, the relevant remarks were quickly misinterpreted, which had a huge negative impact on Tesla and caused incalculable losses. This incident fully proves the importance of public relations to enterprise marketing, and a good public relations strategy is the basis for effective promotion.

Through the practical exploration of China's new energy vehicle market, we can draw the following inferences: Chinese consumers in the new era have a strong resistance to advertising, and it is difficult to generate trust in commercial behavior. Therefore, they are more willing to accept new promotion methods from the new media field, such as network-based communication and "interactive" sharing on social media and various forums. At the same time, active and gentle communication is an important way to help promote success, and the basis for all this is to maintain good public relations.

### **5.1.2 Cases of the Smartphone Market**

As a major country producing mobile phones in the world, China has a very high penetration rate of smartphones. In the past decades of competition, Chinese smartphones have not only replaced cash and identity documents in the country, but even exported a large number of smartphones of China's own brands to the world, such as Xiaomi, which is popular in India and Europe, and OnePlus, which is recognized by American consumers. At the same time, China is also the largest overseas market for Apple, which occupies an absolute dominance in the smartphone industry. The R&D and production of smart phones has brought a lot of economic volume to China, so the highly competitive smart phone market has a significant representative in China.


Apple, the world's representative smartphone brand, and Huawei, the representative smartphone brand in China, are undoubtedly the best cases to explore

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<sup>6</sup> In the context of Chinese, the term "educate" is more often used between teachers and students, or between elders and younger generations.

how promotion can affect Chinese consumers' decisions in the new era. Apple does not need too much introduction, it has long occupied the company with the highest market value in the world, the pioneer and industry leader of smartphones, and has absolute dominance in technological innovation and core technology. However, although it has achieved world-renowned achievements in product design and research and development, product marketing in the Chinese market has not been smooth sailing. Huawei is a private high-tech enterprise from China. After a long-term technical reserve, it has become a global leader in the field of information and communication technology (ICT), such as the fifth-generation mobile communication technology. Since Huawei announced its first mass-produced smartphone in 2010 and since 2015, the smartphone business has become one of its core businesses, Huawei's successful marketing methods have helped it quickly become the largest mobile phone manufacturer in China, leading the world. The market analysis firm Canalys provided the following data (2020) [23.]:

<b>Worldwide smartphone shipments and annual growth</b>					
<b>Canalys Smartphone Market Pulse: 2019</b>					
<b>Vendor</b>	<b>2019 shipments (million)</b>	<b>2019 market share</b>	<b>2018 shipments (million)</b>	<b>2018 market share</b>	<b>Annual growth</b>
<b>Samsung</b>	298.1	21.8%	293.3	21.1%	+2%
<b>Huawei</b>	240.6	17.6%	206.0	14.8%	+17%
<b>Apple</b>	198.1	14.5%	212.2	15.3%	-7%
<b>Xiaomi</b>	125.5	9.2%	120.6	8.7%	+4%
<b>Oppo</b>	120.2	8.8%	116.0	8.3%	+4%
<b>Others</b>	384.3	28.1%	441.4	31.8%	-13%
<b>Total</b>	<b>1,366.7</b>	<b>100.0%</b>	<b>1,389.4</b>	<b>100.0%</b>	<b>-2%</b>



Note: percentages may not add up to 100% due to rounding  
 Source: Canalys Smartphone Analysis (sell-in shipments), January 2020

This set of data tells us that Huawei has surpassed Apple in global shipments in 2019, occupying the second place in the world. In the following 2020, Huawei fell into a turmoil with the US government and was severely sanctioned by it. As a result, in the globalized market, Huawei could not use the parts and software services of any company doing business in the United States. In the end, Huawei had no choice but to sell most of its mobile phone business. But even so, Huawei still showed us the success of its marketing strategy by defeating Apple in 2019.

To explore Huawei's marketing strategy, we can use "Patriotism"(or positive nationalism) to sum it up. In the process of promoting mobile phones, Huawei often associates its business with national development and national rejuvenation, leading Chinese consumers to think that buying Huawei mobile phones is a contribution to their country. Huawei's powerful public relations department has also labeled Huawei as "loving the motherland" through active contacts with the media. This kind of marketing method is very effective for Chinese consumers, due to the influence of Chinese history, culture and politics, Chinese people have always valued collectivism, and they are unusually united at the national and national levels. Therefore, Huawei's move has attracted the support of a large number of Chinese consumers. Apple, which has been deeply involved in the Chinese market for many years, has also seen this. When Apple's founder, Mr. Steve Jobs, did not pay enough attention to the Chinese market when he was in charge of Apple, and he responded negatively to consumer demands just like Tesla mentioned in the previous paragraph. Because of this, Apple has been caught in the turmoil of "treating Chinese consumers differently", "mislabeling China's map", "not complying with China's consumer rights protection law" and so on in the Chinese market, and has been labeled as disrespectful to China, arrogant to China, etc., and has received large-scale boycotts. This has attracted the attention of Jobs' successor, Apple's current CEO Tim Cook. After he took office, he visited China many times, took the initiative to cater to the latest laws in China, solved the employment problem in China, and donated money to China many times to build schools or rebuild after disasters. The sales volume of products represented in China by iPhone 6 proves that his approach is effective enough. But the same impact on Apple is due to political reasons. After the Trump administration took office, China-US relations have fluctuated, sanctions on Chinese companies represented by Huawei and the initiative to launch a trade war against China have caused dissatisfaction among Chinese consumers. Although Apple has made enough efforts in marketing to China, it is still affected because of its identity as an American company. However, Apple, as a foreign company, and some foreign companies such as Microsoft, still do a very good job in nationalist marketing to China, but Xiaomi and other companies that are also Chinese independent brands have not

defeated Huawei in marketing, so we can know that whether they are Chinese brands or not, they can implement marketing methods that cater to the "nationalist" thinking of Chinese consumers.

Comparing the Chinese smartphone market, we can draw the following inferences: Chinese consumers in the new era have a strong "Patriotism". They will pursue companies that are friendly to China and reject companies that do not pay enough attention to Chinese consumers. Sufficient respect for Chinese consumers and showing love for the Chinese nation are good promotion methods. Treating the Chinese market equally and actively promoting the brand's help and contribution to China are necessary methods to complete effective promotion. At the same time, international relations will still affect the company's image. Maintaining a friendly attitude and good relationship with the country and the government is also an important basis for helping the company develop smoothly and promote products normally.

### **5.1.3 Cases of the Recent Film Market**

During the practical inquiry, it coincided with the most important festival in China - the Lunar New Year. The hottest topic during this period is the rapid recovery of the film market after China ended the zero-clearing policy against COVID-19. Among the many films that have been released recently, two films have received a lot of attention. They are "*The Wandering Earth 2*", which represents the highest level of Chinese science fiction films, and the suspenseful comedy "*Full River Red*", directed by a famous director and with a wider audience. Both films received widespread critical acclaim when they were released, and quickly surpassed 3 billion Chinese yuan, or about \$450 million, at the box office, but the widely accepted "*Full River Red*" has a slight lead at the box office. Facing the pursuit of competitors, "*Full River Red*" began to adopt an unfriendly promotion method, when making box office posters, it used provocative slogans and even began to mock competitors. The film crew originally wanted to use this method to create a witty atmosphere to gain more attention and show off their success, but Chinese consumers did not buy it. They thought it was inappropriate to destroy the friendly competitive atmosphere, And it caused a lot of

negative public opinion, which led to the rapid decline of the word-of-mouth of "*Full River Red*", and the box office of "*The Wandering Earth 2*" began to overtake. Based on this, we can infer that although merchants have fierce competition for promotion, they should not show this to consumers. In the new era, Chinese consumers prefer friendly and modest marketing methods rather than fierce and proud marketing attitudes or brand image.

#### **5.1.4 Cases of Luxury Market**

An equally important case is Dolce & Gabbana's misunderstanding and misuse of Chinese culture. This incident happened in 2018. In order to promote its annual new product and promote its fashion show held in China that night, the world-renowned luxury design company Dolce & Gabbana released three short films called "Eating with Chopsticks". The Asian girl in the short film wears "squinting eyes" and other ugly makeup that violates traditional Chinese aesthetics and holds traditional Chinese tableware chopsticks in very exaggerated and weird postures. Even the narration is "how to use this small Stick-shaped tableware, come and eat our great traditional margherita pizza." This quickly angered Chinese consumers, and many stars immediately withdrew from the upcoming fashion show venue, and the fashion show was forced to be cancelled. Then, in the face of criticism and accusations from consumers, Banner, the co-founder of Dolce & Gabbana, responded with insulting words towards China. This behavior caused Dolce & Gabbana to completely lose the Chinese market, and the stores in China were closed because no one patronized them, many Western stars also chose not to wear Dolce & Gabbana clothes on this sensitive issue. Dolce & Gabbana, who was aware of the crisis, finally compromised and apologized. At the same time, he hired a crisis public relations team with huge sums of money, but he was still powerless to save his market in China. However, its competitor Prada has made a good example. 2022 is the "Year of the Tiger" in the Chinese New Year, Prada launched the "Year of the Tiger Action Plan" and invited Chinese and international art students to create and adopt the image of the tiger. On top of its products, the program also donates to China Green Foundation to protect wild animals

in China, this move has attracted a lot of recognition from Chinese consumers and completed a successful promotion. From this incident, we can see the important position of Chinese culture in the hearts of Chinese consumers, and we can infer from this that the promotion of brands in China must understand and respect Chinese traditional culture, and Chinese culture cannot be slandered Or despise, meanwhile the love and reasonable use of Chinese culture will help the company complete excellent promotion.

## 5.2 Questionnaire

Due to space limitations, this thesis only lists typical cases that can represent the four important areas of the Chinese market in the new era. However, these cases are distinctive in style and have remarkable effects, they corroborate each other and allow us to preliminarily determine what kind of promotion methods are more effective for Chinese consumers in the new era. Then we will use questionnaires to confirm the above inferences. In order to facilitate the investigation, here is a brief summary of the above inferences, which are summarized into the following five main inferences:

1. Chinese consumers in the new era have a high degree of recognition of new promotion methods from the new media field, and interactive and sharing promotion methods are easier for them to accept than traditional media fixed promotion methods.
2. Fully showing respect for the Chinese nation and emphasizing the Chinese market in the promotion process will cater to the nationalist thinking of Chinese consumers and will produce positive results.
3. Enterprises should pay attention to lowering their profile and maintaining modesty during promotion. It is easier to get the support of consumers when promoting with a gentle and friendly attitude and fully respecting competitors.
4. The company maintains good public relations with Chinese consumers and media, meanwhile the government of the country where the company is located maintains good international relations with the Chinese government is a good foundation to help the company promote.

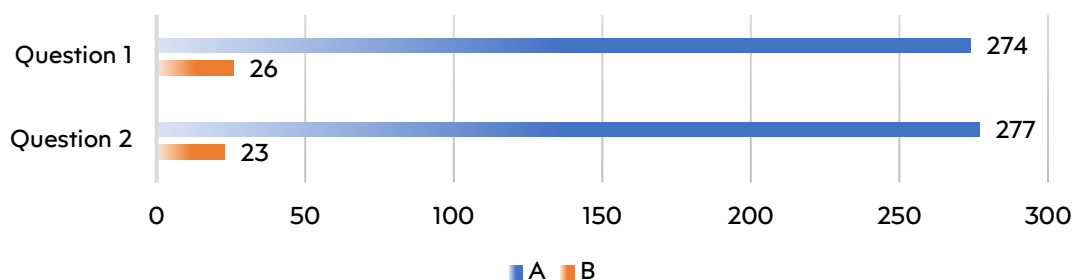
5. It is necessary to maintain sufficient respect and recognition for Chinese culture. A correct understanding of Chinese culture and rational use of it in promotion will also be of great help to the company's promotion behavior.

In order to confirm the above inference, I distributed a total of 300 questionnaires to Chinese consumers through Chinese social media and recovered all of them. The following are the results of the analysis of 300 samples.

In order to confirm the **first** inference, I set up the following two questions:

1. In contrast, what kind of promotion behavior will make you more willing to learn about this product?
  - A. Self-made content published by third parties such as media or users to recommend a product or share their experience.
  - B. Video advertisements or posters launched by merchants online or offline to introduce the excellent performance of the product.
2. From which channel do you usually learn more about a product for the first time?
  - A. Weibo, Tieba or Bilibili<sup>7</sup> and other information dissemination platforms with "multi-way communication".
  - B. Traditional information dissemination platforms with "one-way communication" such as TV stations and newspapers.

The following are the results of the questionnaire survey:



**The findings for both questions differed significantly, with statistical significance, supporting the first inference.**

<sup>7</sup> The above three software functions are similar to Twitter, Instagram and YouTube respectively, and are popular in China and occupy an absolute market share.

In order to confirm the **second** inference, I set up the following three questions:

**3.** When making a purchase decision, do you tend to choose a product of this brand because it is a domestic brand or the brand's business behavior has contributed to your motherland.

A. Yes      B. No

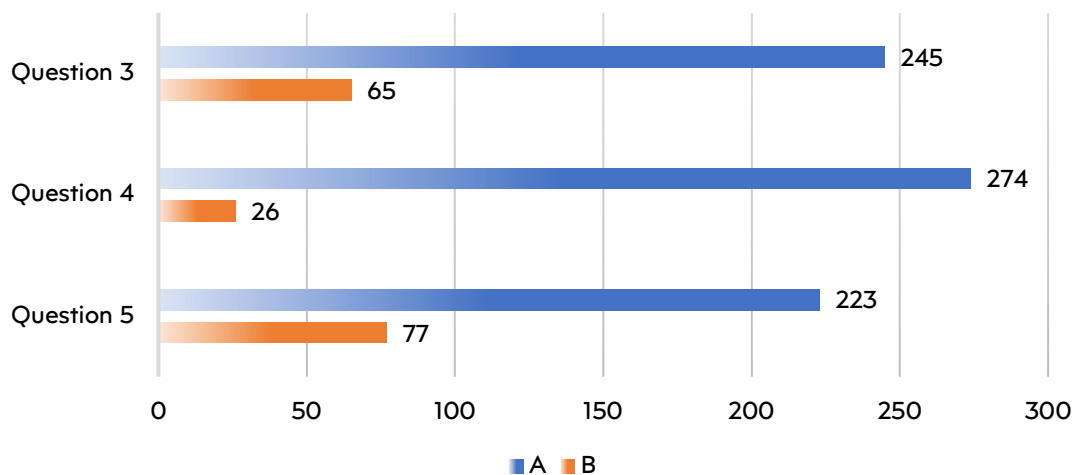
**4.** When making a purchase decision, do you tend to choose products of a certain brand because it has shown enough attention or recognition to your country and consumers.

A. Yes      B. No

**5.** When making a purchase decision, do you tend to choose products of a certain brand because it has shown enough attention or recognition to your country and consumers.

A. Yes      B. No

The following are the results of the questionnaire survey:



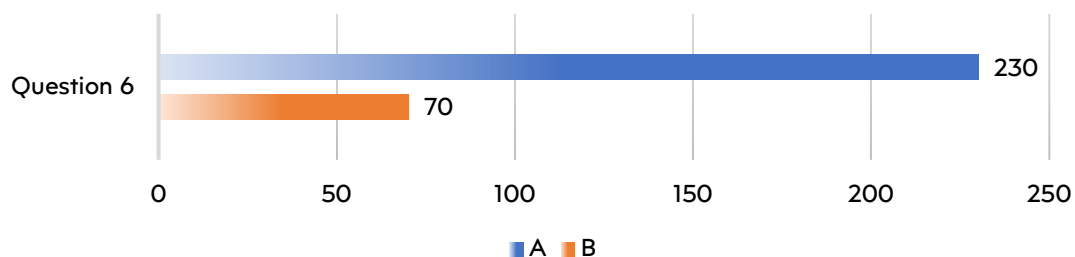
**The findings for all three questions were significantly different and statistically significant, supporting the second inference.**



In order to confirm the **third** inference, I set up the following question:

6. Which of the following promotion methods will make you prefer to choose their products over their competitors' products.
- A. When promoting your product, maintain a friendly relationship with your competitors with a humble attitude while promoting your product, even if you are not sure whether this product is ahead of the competition.
- B. When promoting products, try to promote the relevant characteristics of your products and actively compare them with competing products to form a more intense competitive relationship with competitors. By comparison, you may be willing to believe that this product has better performance.

The following are the results of the questionnaire survey:



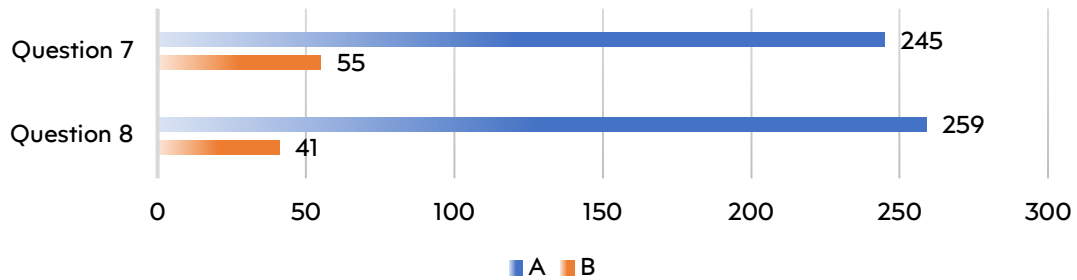
**The findings for the question were significantly different and statistically significant, supporting the second inference.**

In order to confirm the **fourth** inference, I set up the following question:

7. When you notice the negative news or public opinion of a certain brand, which of the following ways of dealing with the company will make you more likely to choose the products of this brand
- A. Respond to doubts with a moderate attitude and take the initiative to assume certain responsibilities. Even if there is no major fault, still keep in touch with stakeholders and solve problems through mediation.
- B. Maintain the brand image with a more serious attitude and hold accountable for false statements, if there is no major fault, persist in dealing with problems with a strong attitude, and strive to gain public trust based on objective facts.

**8.** Will you consider international relations and tend to reject products produced by companies from unfriendly countries?  
 A. Yes      B. No

The following are the results of the questionnaire survey:



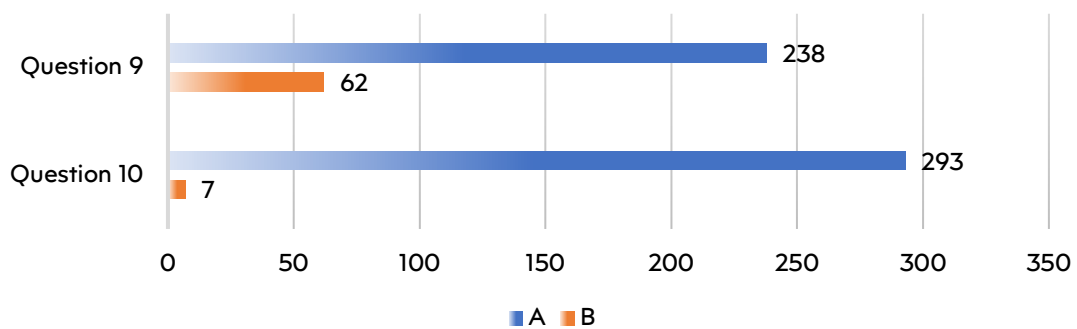
**The findings for both questions differed significantly, with statistical significance, supporting the first inference.**

In order to confirm the **fifth** inference, I set up the following question:

**9.** Do you feel friendly because of the reasonable use of Chinese culture in the promotion of a certain brand, and then tend to choose this product?  
 A. Yes      B. No

**10.** Would you refuse to choose a certain brand's products because of a certain brand's disrespectful behavior towards Chinese culture, such as impolite ridicule, unreasonable modification, or unsigned reference?  
 A. Yes      B. No

The following are the results of the questionnaire survey:



**The findings for both questions differed significantly, with statistical significance, supporting the first inference.**

## 6. Conclusion

After analyzing and summarizing several mature consumer decision-making models, this thesis concludes that the product's market positioning, performance and promotion will have an impact on consumer decision-making. Based on the understanding of the Chinese market in the new era that is changed and different from other countries in terms of politics, economy and culture, this thesis finally determines that product promotion is the main factor affecting the decision-making of Chinese consumers in the new era and finds out the direction of practical research. Then in the practical part, this thesis analyzes representative cases of the Chinese market in the new era and draws corresponding inferences, and confirms these inferences through questionnaire surveys and draws conclusions:

The purchasing decisions of Chinese consumers in the new era are fully influenced by corporate promotion, and even the effectiveness of enterprise promotion strategies determines whether their products can succeed in the highly competitive Chinese market. As one of the main structures and basic frameworks of marketing management, enterprises should pay enough attention to promotion. In the face of Chinese consumers in the new era, companies should promote through social platforms and other new media that can disseminate multiple information to get enough exposure, and choose to cooperate with third parties such as self-media, and let them produce and publish relevant promotional content. Such promotion has two characteristics of interaction and sharing, and is more likely to be recognized by consumers. Traditional media and fixed advertisements will make consumers feel the obvious commercial behavior of the company, which will create a sense of alertness. When promoting, it is recommended to cater to the patriotic (or positive nationalism) thoughts of Chinese consumers in the new era, such as showing respect for the Chinese nation or attaching importance to the Chinese market, so as to produce positive effects. At the same time, a company's strong way of doing things or tough attitude is likely to be dissatisfied by consumers, and it will also be disgusted by consumers to compare with competitors to highlight that their products are better. Therefore, enterprises should actively maintain

public relations, promote in a gentle and friendly manner, lower their posture when facing consumers, and remain humble when facing competitors. If the country where the company is located has a friendly relationship with China, it can focus on promoting it to achieve positive results. Finally, it is very important to maintain full respect and recognition of Chinese culture. Applying Chinese culture to promotion will make it more effective. Misunderstanding or unreasonable use will also lead to a complete failure of promotion.

While this thesis ultimately draws conclusions, there are limitations. The marketing management to which promotion belongs divides the market into geographical, psychological, demographic and behavioral, but this thesis only draws conclusions based on the overall situation of the Chinese market, and does not specifically consider the existence of various groups of different ages and incomes in this huge market. Although the final conclusions are still valid and apply to the whole Chinese market, the general conclusions are obviously not as detailed and valid as the conclusions drawn after segmentation. In targeting more extreme users, such as very old or low-income groups, the validity of conclusions will be significantly reduced.

Therefore, the suggestion of this thesis for future research is to further segment the consumer groups. In future research, according to the market positioning of a certain product and the characteristics of the consumer groups it faces, we can conduct practical exploration again by further subdividing the market. Targeted case analysis of the market in which this group is located and precise delivery of questionnaires to draw more detailed conclusions.

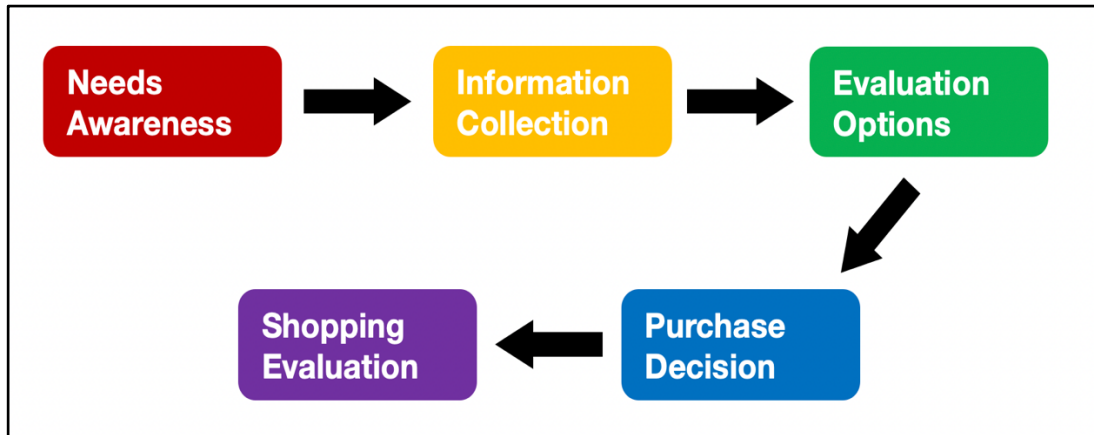
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## List of Pictures

**Picture 1**



Five-step model of consumer decision-making established by John Dewey. (1910). [9.]

**Picture 2**

Worldwide smartphone shipments and annual growth Canalys Smartphone Market Pulse: 2019					
Vendor	2019 shipments (million)	2019 market share	2018 shipments (million)	2018 market share	Annual growth
Samsung	298.1	21.8%	293.3	21.1%	+2%
Huawei	240.6	17.6%	206.0	14.8%	+17%
Apple	198.1	14.5%	212.2	15.3%	-7%
Xiaomi	125.5	9.2%	120.6	8.7%	+4%
Oppo	120.2	8.8%	116.0	8.3%	+4%
Others	384.3	28.1%	441.4	31.8%	-13%
<b>Total</b>	<b>1,366.7</b>	<b>100.0%</b>	<b>1,389.4</b>	<b>100.0%</b>	<b>-2%</b>

Note: percentages may not add up to 100% due to rounding  
Source: Canalys Smartphone Analysis (sell-in shipments), January 2020

The market analysis firm Canalys provided the Mobile phone shipment data in 2019. (2020) [23.]

## List of Tables

**Tables 1**

	<i>Benz</i>	<i>BMW</i>	<i>Audi</i>	<b>Weight</b>
<b>Appearance</b>	10	6	4	50%
<b>Manipulate</b>	2	10	8	15%
<b>Comfort</b>	8	8	10	35%
<b>Total</b>	20	24	22	1
<b>Total after weight</b>	8.1	7.3	6.7	×

The data in this table are the author's assumptions, which are used to let readers understand the author's thinking at the stage of consumers' evaluation and choice.

**Tables 2**

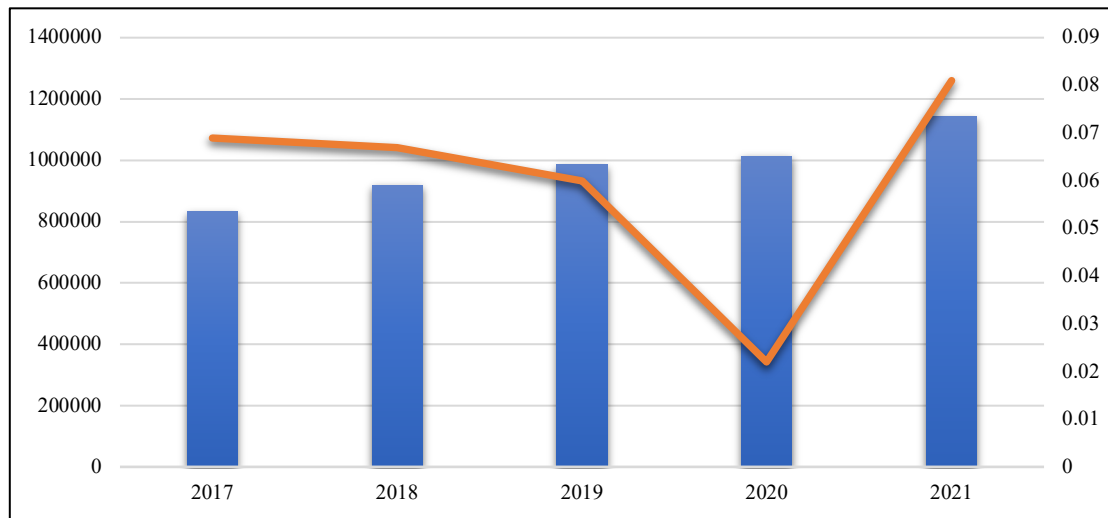
<b>GROUP</b>	<b>ANNUAL INCOME (RMB)</b>	<b>ANNUAL INCOME (DOLLAR)</b>
<b>VERY LOW (0%-20%)</b>	8333	1147.52
<b>LOW (20%-40%)</b>	18446	2540.12
<b>MIDDLE (40%-60%)</b>	29053	4000.82
<b>HIGH (60%-80%)</b>	44949	6189.82
<b>VERY HIGH (80%-100%)</b>	85836	11820.27

Chinese household income quintile data, from the China statistical yearbook. (2022) [2.]



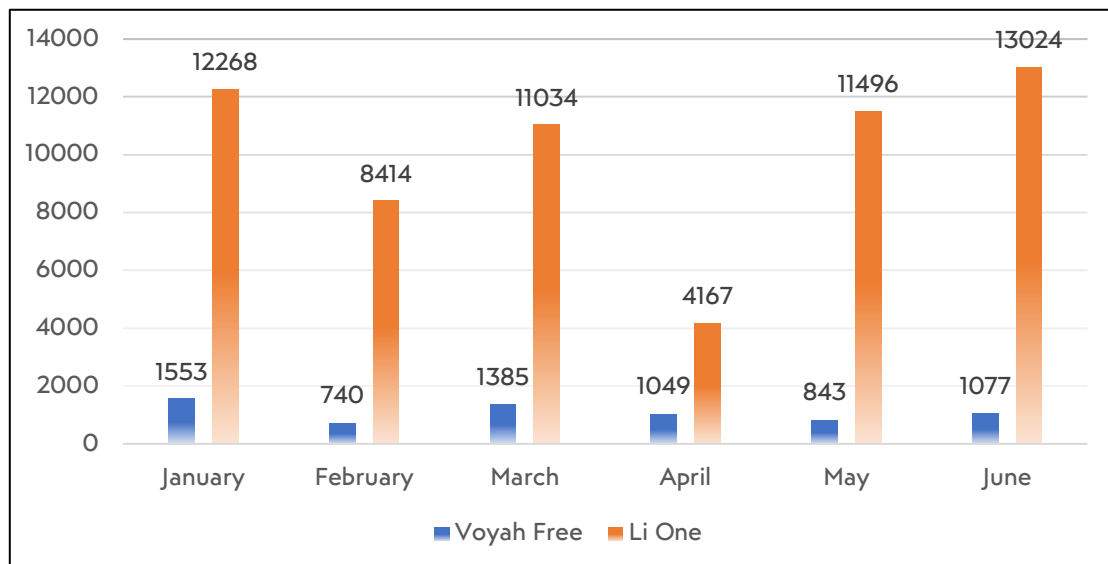
## List of Graphs

### Graph 1



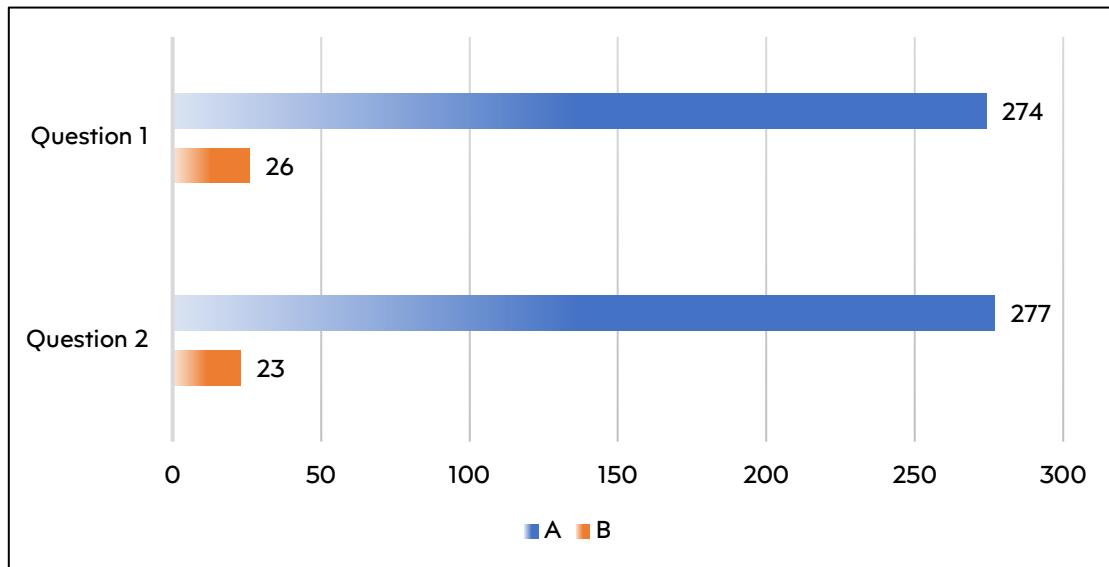
China's gross domestic product and GDP growth rate from 2017 to 2021, from the China statistical yearbook. (2022) [2.]

### Graph 2



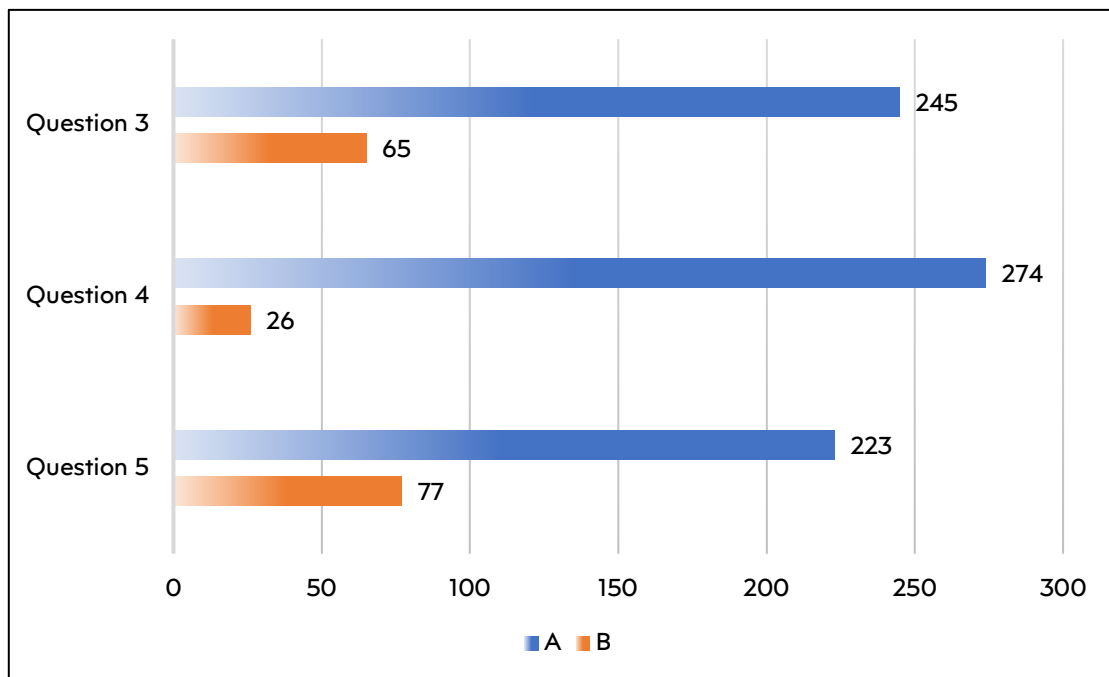
Delivery figures for the Voyah Free and Li One vehicles from January to June 2022, from the China Passenger Car Market Information Association. (2022) [21.]

**Graph 3**



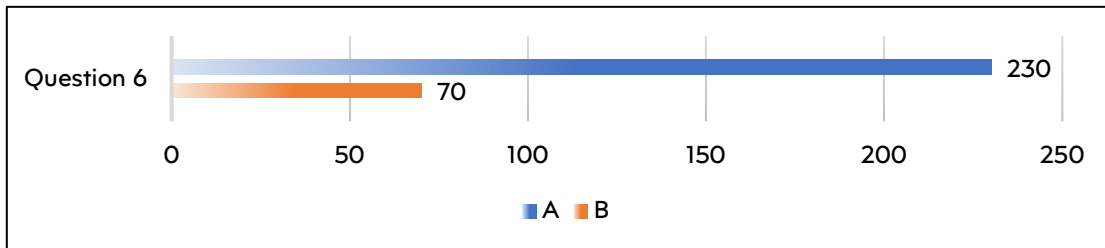
The results of the two questions in the questionnaire used to verify the first inference.

**Graph 4**



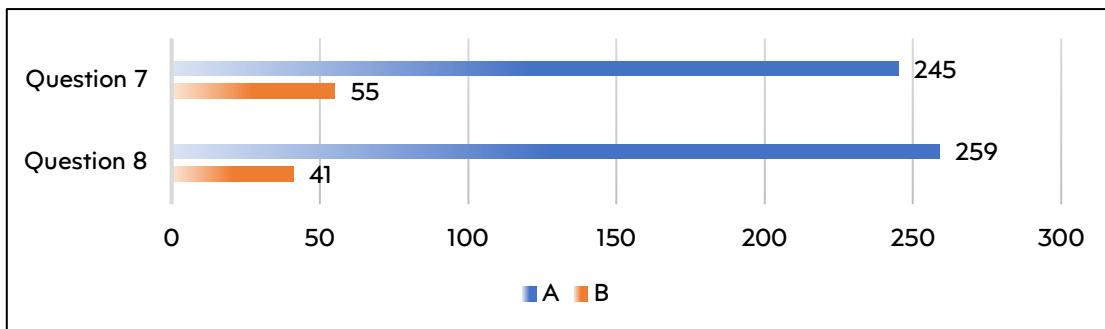
The results of the three questions in the questionnaire used to verify the second inference.

**Graph 5**



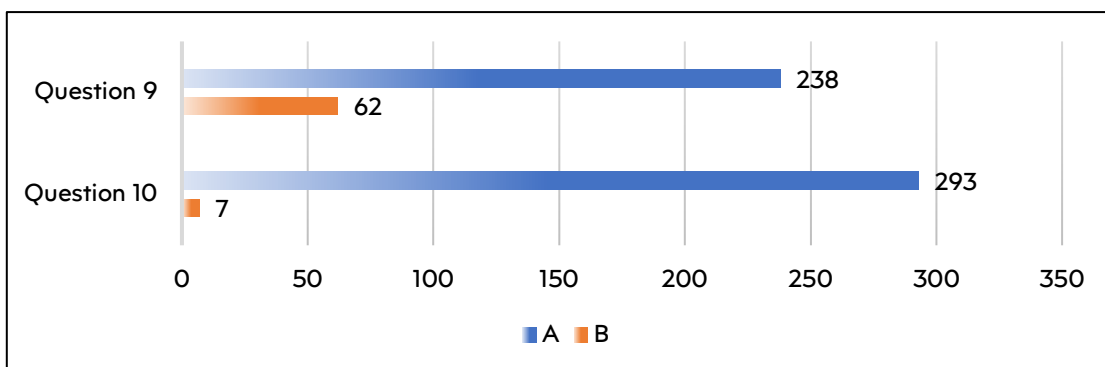
The results of the questions in the questionnaire used to verify the third inference.

**Graph 6**



The results of the two questions in the questionnaire used to verify the fourth inference.

**Graph 7**



The results of the two questions in the questionnaire used to verify the fifth inference.

## Appendix

All sample data of the questionnaire in the practical part of the thesis are listed below:

<b>Sample</b>	<b>Q 1</b>	<b>Q 2</b>	<b>Q 3</b>	<b>Q 4</b>	<b>Q 5</b>	<b>Q 6</b>	<b>Q 7</b>	<b>Q 8</b>	<b>Q 9</b>	<b>Q 10</b>
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<b>228</b>	B	B	A	A	A	A	A	B	B	A

<b>229</b>	A	A	A	A	A	A	A	A	A	A
<b>230</b>	A	A	A	A	A	B	A	A	A	A
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<b>232</b>	A	A	A	A	A	A	A	A	B	B
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<b>234</b>	A	A	B	A	B	A	A	A	A	A
<b>235</b>	B	A	A	A	A	A	B	A	B	A
<b>236</b>	A	A	A	A	A	B	B	B	A	A
<b>237</b>	A	A	B	A	B	A	B	B	A	A
<b>238</b>	A	A	A	A	A	A	A	A	A	A
<b>239</b>	A	A	A	A	A	A	B	B	B	A
<b>240</b>	A	A	A	A	A	B	A	A	A	A
<b>241</b>	A	A	A	B	A	A	A	A	A	A
<b>242</b>	A	A	A	A	A	A	A	A	A	A
<b>243</b>	A	A	A	A	A	A	B	B	A	A
<b>244</b>	A	A	A	A	A	A	A	A	A	A
<b>245</b>	A	A	A	A	A	B	A	A	B	A
<b>246</b>	A	A	A	A	A	A	A	A	A	A
<b>247</b>	A	A	B	A	B	A	B	B	A	A
<b>248</b>	A	A	A	A	A	A	A	A	A	A
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<b>258</b>	A	A	A	A	A	A	A	A	A	A
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<b>260</b>	A	A	A	A	A	A	A	A	A	A
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<b>264</b>	A	A	B	A	B	A	A	A	A	A
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<b>267</b>	A	A	A	A	A	A	A	A	A	A
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<b>270</b>	A	A	A	A	A	B	A	A	A	A
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<b>272</b>	A	A	A	A	A	A	A	A	A	A
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<b>277</b>	A	A	A	A	A	A	A	A	B	A
<b>278</b>	A	A	A	A	A	A	A	A	A	A
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<b>281</b>	B	B	A	A	A	A	A	B	A	A
<b>282</b>	A	A	B	B	B	B	A	A	B	A
<b>283</b>	A	A	A	A	A	A	A	A	A	A
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<b>287</b>	A	A	A	A	A	A	A	A	A	A
<b>288</b>	A	A	A	A	A	A	B	B	A	A
<b>289</b>	A	A	A	A	B	A	A	A	A	A
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<b>295</b>	A	A	A	A	A	A	B	B	B	A
<b>296</b>	A	A	A	A	A	A	B	B	B	A
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<b>300</b>	A	A	A	A	A	A	A	A	B	A

<b>Analysis</b>			
	<b>A</b>	<b>B</b>	<b>Check</b>
<b>Question 1</b>	274	26	300
<b>Question 2</b>	277	23	300
<b>Question 3</b>	245	55	300
<b>Question 4</b>	274	26	300
<b>Question 5</b>	223	77	300
<b>Question 6</b>	230	70	300
<b>Question 7</b>	245	55	300
<b>Question 8</b>	259	41	300
<b>Question 9</b>	238	62	300
<b>Question 10</b>	293	7	300