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The influences of marketing mix(7p), perceived quality, and product knowledge on consumer purchase intention of chinese domestic brands in mobile phones in fujian province, China

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Abstract
Consumers' purchasing intentions heavily influence the scale of domestic brands in China's fiercely competitive smartphone market. This study examines the impact of the marketing mix (7Ps), perceived quality, and product knowledge on consumers' purchase intention for domestic mobile phone brands in Fujian. A quantitative survey was conducted with 400 consumers from urban and rural areas, and the data were analyzed using descriptive statistics, t-tests, one-way ANOVA, and multiple linear regression. Demographic factors such as age, education, income, occupation, work experience, and work location are found to have a significant influence on purchase intention, whereas gender, residency, and work position do not. Product, physical evidence, and price are the most predictive elements of the marketing mix. Perceived quality, especially responsiveness, empathy, and reliability, has a direct impact on purchase intention. Besides, product knowledge, as represented by the product life cycle, has the greatest impact on consumer decision-making. Seventy-five percent of the variability in purchase intention can be explained, pointing to the significance of the findings. These results offer valuable implications for local smartphone manufacturers: optimize their marketing strategies, improve perceived quality, and leverage consumer knowledge to reinforce market control.

Keywords:
Marketing Mix (7Ps); Perceived Quality; Product Knowledge; Consumer Purchase Intention; Domestic Brands

A. INTRODUCTION

In China's fiercely competitive and fast-changing smartphone market, domestic brands such as Huawei, Xiaomi, and Oppo vie to gain ground against international rivals Apple and Samsung. However, Fujian, a province on China's southeastern coast, is a microcosm of this national tapestry, and here the line between who prefers what is clear between urban and rural spaces. Consumers in urban cities such as Fuzhou and Xiamen express a strong demand for advanced technologies such as 5G and AI, whereas those in rural areas tend to prioritize cost, quality, and after-sales support (IDC, 2025).

The dissimilar desire structure highlights the need for tailored marketing plans that take into account regional and demographic heterogeneity. Domestic brands need to understand what has driven consumers' purchase intentions. Critical influencers include the marketing mix (7Ps), perceived quality, product knowledge, and some demographic factors, such as age, income, and work location. Previous studies demonstrated that service quality and consumer knowledge influenced buying intention (Parasuraman et al., 1985; Brucks, 1985), but few empirical studies have examined the impact of Fujian's special economic background on these potential factors. The research purpose of this study is to bridge this gap by examining how these factors influence consumer intention toward domestic mobile phone brands in Fujian Province. The purpose of this study is to contribute to the sustained expansion of brands within a local context in a highly competitive market.

1. Research Objectives

This study aims to achieve the following objectives:

1. To analyze the effect of demographic factors on consumer purchase intention toward domestic mobile phone brands in Fujian Province, China, identifying key demographic drivers of preference.

2. To evaluate the role of the marketing mix 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) in enhancing consumer purchase intention, with a focus on region-specific strategies for Fujian's urban and rural markets.

3. To examine how perceived quality (tangibles, reliability, responsiveness, assurance, empathy) directly affects consumer purchase intention, identifying the most critical quality dimensions for domestic mobile phone brands.

4. To investigate how product knowledge (features, performance, market information, lifecycle, and support services) directly affects consumer purchase intention toward domestic mobile phone brands in Fujian Province, China.

2. Research Framework

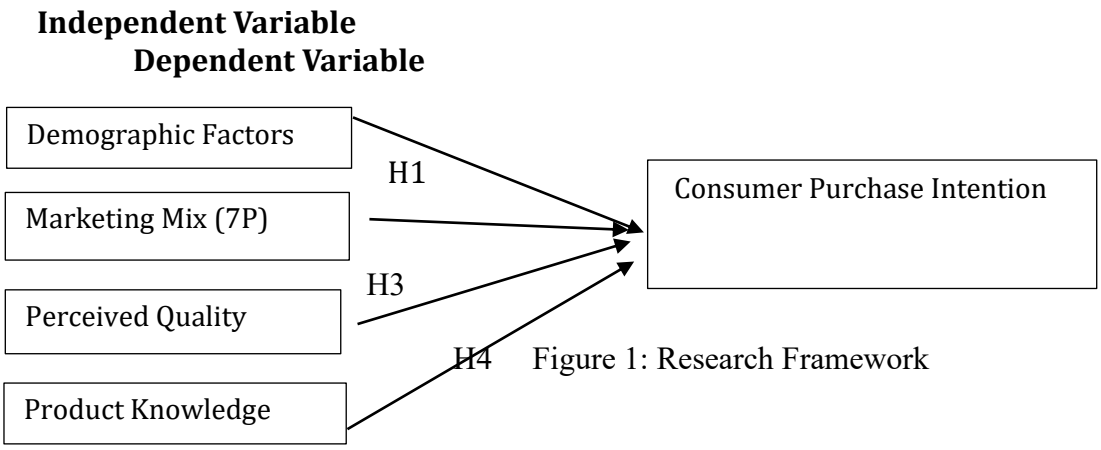

Figure 1: Research Framework

3. Research Hypotheses

In order to further explore the above issues, this study proposes the following hypotheses:

H1: Demographic factors significantly influence consumer purchase intention toward domestic mobile phone brands in Fujian Province.

H2: The marketing mix 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) positively and significantly impacts consumer purchase intention.

H3: Perceived quality significantly influences consumer purchase intention toward domestic mobile phone brands in Fujian Province.

H4: Product knowledge significantly influences consumer purchase intention toward domestic mobile phone brands in Fujian Province.

Literature review

1. Demographic Factors

Our results indicate that demographic factors indeed play a role in Fujian cellular callers' intention to purchase, as hypothesized theoretically. The Life Cycle Theory (Modigliani, 1986) explains why younger consumers in China prefer domestic brands, such as Xiaomi, for their value and novelty, while older consumers focus on product stability and permanence. The Income Effect Theory (Friedman, 2018) shows that high-income urban users tend to select branded, premium phones such as Huawei, while low-income or rural users purchase budget phones such as Oppo. In the same light, the Urban–Rural Divide Theory (Glaeser & Gottlieb, 2009) can be observed in the mismatch between the technologically oriented demand of urban purchasers and the long-life, durable, and serviceable product demand of rural consumers. Social Stratification Theory

(Weber, 1922/2019) also fits here, as white-collar workers might be more likely to choose the priciest phone in line with their social standing.

In contrast, blue-collar workers make more pragmatic choices based on price. Level of education helps perpetuate this stratification: more educated consumers prefer innovative features, while less well-educated consumers prefer durability and price. While gendered preferences may have been more pronounced in previous work (Lin, 2003), the current results indicate that men and women in Fujian contribute to the objective preference weights in consistent but different ways: men on technical and women on design and usability, suggesting that gendered trends in mobile phone preferences may have been changing but are still present.

2. Marketing Mix (7P)

The findings support the 7P model with extension as a strong predictor of consumer behavior in the urban and rural markets of Fujian. The preferred product features align with Feature Integration Theory (Treisman & Gelade, 1980), in which urban consumers consider advanced features (AI camera and 5G), whereas rural consumers focus more on simple, sturdy features. Price sensitivity aligns with Prospect Theory (Kahneman & Tversky, 1979), with high-income urban consumers treating premium pricing as a gain in prestige and rural shoppers seeing affordability as a loss reduction. Place Attachment Theory (Scannell & Gifford, 2010) is reflected in the fact that rurality is a central focus for buyers in rural areas who deem trust and proximity as important influences. In contrast, urban consumers access digital sources for convenience. Promotion strategies, too, are consistent with the Elaboration Likelihood Model proposed by Petty and Cacioppo (1986): urban promotions emphasize innovativeness and logical reasons, while rural promotions emphasize reliability through emotional appeals. People and process attributes count, as do skilled staff and efficient service processes, which foster policyholder trust, consistent with the Peter Principle (Peter & Hull, 1969) and Service Blueprinting (Shostack, 1984), which enhance satisfaction and trust. Lastly, in line with the Servicescape Model (Bitner, 1992), Physical and digital cues-store/website design and aesthetics reinforce perceptions of quality, indicating that all seven 7Ps coalesce to influence consumer decision-making.

3. Perceived Quality

Perceived quality played a significant role in the Fujian market and was consistent with SERVQUAL (Parasuraman et al., 1985) and related theories. Urban household consumers value tangible features such as sleek design and responsive customer service. In contrast, rural consumers value battery life, durability, and prompt after-sales service, supporting Oliver's (1980) Expectancy–Disconfirmation Theory, which holds that satisfaction depends on performance surpassing or falling short of expectations. Adaptation-Level Theory (Helson, 1964) also accounts for why feelings are relative: urban consumers demand the latest and greatest features, but rural upgraders compare to what is normal. Source credibility theory (Hovland et al., 1953) and social exchange theory (Blau, 1964) are reflected in the role of staff expertise, trustworthiness, and empathetic communication in predicting consumer trust. These results are in line with Zeithaml's (1988) distinction between intrinsic characteristics (such as battery life and performance) and extrinsic cues (such as product brand and store layout). Social media also mediates perceived quality; it can again present, enhance, or detract from credibility through peers' evaluations, underscoring the duality of formal service quality and consumers' informal words shaping purchase intention.

4. Product Knowledge

The research finds that excellent product knowledge is the dominant factor in determining purchase intention in Fujian, consistent with information-processing and innovation theories. Urban consumers depend on leading-edge knowledge of technology, including specifications such as CPU speed, 5G capabilities, and AI-powered applications, which can be explained by the Feature Integration Theory (Treisman & Gelade, 1980) and Doblin's Product Performance Innovation Theory. They deliberately incorporate the high-performing features into their evaluations. Market Orientation Theory (Kohli & Jaworski, 1990) is reflected in how firms offer market intelligence that enables informed comparisons, and Product Life Cycle Theory (Vernon, 1966) accounts for rural consumers' preference for mature, stable models over more volatile new

models. This is also where Vargo & Lusch's (2004) service-dominant logic theory would be applicable, as more and more value is co-created in the area of after-sales service and warranties, which rural consumers are known to heavily depend on in building loyalty and trust. These results support previous studies (Sapienza et al., 2023; CAICT, 2025) that reported that knowledge of service commitments and associations with peer recommendations lead to increased perceptions of quality and consumer loyalty. As a whole, the results indicate that higher product knowledge correlates with decision confidence among urban consumers and leads to the realization of functional reliability and long-term satisfaction among rural consumers.

B. METHODS

The study targeted consumers aged 20–65 years in urban and rural areas of Fujian Province, China, who were potential or current users of domestic mobile phone brands. A sample of 400 respondents was determined using the Yamane formula (1973) at a 95% confidence level with a 5% margin of error, and a convenience sampling method ensured demographic diversity across key regions, including Fuzhou, Xiamen, and Quanzhou. Data were collected via a structured online survey on the Wenjuanxing platform, with geotargeting to stratify participants by urban and rural status. The instrument was validated using Item-Objective Congruence (IOC ≥ 0.67) and demonstrated high reliability (Cronbach's $\alpha > 0.70$) for the Marketing Mix (7Ps), Perceived Quality, Product Knowledge, and Consumer Purchase Intention. Descriptive statistics summarized demographics and perceptions, while Independent Samples t-tests, One-Way ANOVA, and Multiple Linear Regression assessed the effects of demographic factors, marketing mix elements, perceived quality, and product knowledge on purchase intention ($p < 0.05$), controlling for multicollinearity and heteroscedasticity. Likert-scale variables (1–5) were treated as continuous, with mean scores interpreted according to McIver and Carmines (2011): 0.5–<1.5 = Strongly Disagree; 1.5–<2.5 = Disagree; 2.5–<3.5 = Neutral; 3.5–<4.5 = Agree; 4.5–5.5 = Strongly Agree, providing a standardized framework for analyzing respondents' attitudes and perceptions.

C. RESULT & DISCUSSION

1. Descriptive statistics

1.1 Demographic Factors

Results should be presented clearly and concisely. This section should summarize the scientific findings rather than providing raw data in excessive detail. Authors are encouraged to highlight the differences between their results and those of previous studies.

he Discussion should focus on the significance of the findings, rather than merely restating them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and unnecessary repetition of published literature.

The Discussion is the most critical part of the paper, as it provides an opportunity to interpret and justify your results. Ensure that the discussion corresponds to the results but does not simply reiterate them. It should begin with a brief summary of the main scientific findings (not a restatement of experimental data). The discussion should address the following components: How do your results relate to the original questions or objectives outlined in the Introduction section (what)? Do you provide interpretation scientifically for each of your results or findings presented (why)? Are your results consistent with what other investigators have reported (what else)? Or are there any differences?

All figures and tables must be centered and numbered consecutively. Tables (refer with: Table 1, Table 2,…) should be presented above the table contain in center alignment. A descriptive title should be placed after table title (refer with: Table 1, table 2,…) above each table. The source of the table should be placed below the table in right alignment. Example:

Table 1. Descriptive Statistics for Demographic Factor

Item	Classification	Frequency	Percent
Gender	Male	247	61.75
	Female	153	38.25
Age	20 - 30 years	88	22.00
	30 - 40 years	127	31.75
	40 - 50 years	127	31.75
	50 - 60 years	38	9.5
	60 - 65 years	20	5.0
Education Level	High school or junior high school	52	13.0
	Junior College	97	24.25
	Undergraduate	173	43.25
	Master's degree and above	78	19.50
Monthly Income	lower than 3,000 yuan	20	5.00
	3,000 but less than 5,000 yuan	78	19.50
	5,000 but less than 10,000 yuan	149	37.25
	10,000 but less than 15,000 yuan	107	26.75
	15,000 yuan and above	46	11.50
Occupation	Administrative Institutions	58	14.50
	State-owned enterprises	52	13.00
	Foreign-funded enterprises	107	26.75
	Private Enterprises	163	40.75
	Others	20	5.00
Residential Area	urban	175	43.75
	rural	225	56.25
Working Position	General Worker	210	52.50
	Junior Manager or alike	93	23.25
	Senior Manager or alike	50	12.50
	Executive or alike	47	11.75
Working Experience	Less than 1 year	38	9.50

	1 but less than 3 years	81	20.25
	3 but less than 5 years	118	29.50
	More than 5 years	163	40.75
Working Location	Fuzhou	68	17.00
	Xiamen	72	18.00
	Quanzhou	66	16.50
	Zhangzhou	51	12.75
	Putian	44	11.00
	Sanming	37	9.25
	Nanping	30	7.50
	Longyan	11	2.75
	Ningde	21	5.25
Total		400	100.00

Demographic characteristics of the 400 respondents are shown in Table 1. 61.75% were males and 38.25% were females. The largest age groups were 30–40 and 40–50 years (31.75% each), followed by 20–30 years (22.00%), with smaller shares in the 50–60 (9.50%) and 60–65 (5.00%) age brackets. Most respondents held an undergraduate degree (43.25%), followed by junior college (24.25%), master's or higher (19.50%), and high school or below (13.00%).

Monthly income was concentrated in the middle ranges: 5,000–10,000 RMB (37.25%) and 10,000–15,000 RMB (26.75%), with 24.50% earning below 5,000 RMB and 11.50% earning 15,000 RMB or more. Private enterprise employees represented the largest occupational group (40.75%), followed by foreign-funded enterprises (26.75%), administrative institutions (14.50%), state-owned enterprises (13.00%), and others (5.00%). The sample was slightly skewed toward rural residents (56.25%) compared to urban residents (43.75%).

Regarding organizational positions, general workers accounted for 52.50%, junior managers for 23.25%, senior managers for 12.50%, and executives for 11.75%. Maximum work experience (>5 years) was found in 40.75% respondents, followed by < one year (9.50%), 1-< 3 years (20.25%), 3-< 5 (29.50%). In geographic terms, the share of respondents was highest for Xiamen (18.00%), followed by Fuzhou (17.00%) and Quanzhou (16.50%) and smallest for other cities. On the whole, the sample is a representative profile of mobile phone consumers in Fujian Province, mainly young and middle-aged males with middle educational and income levels.

1.2 Marketing Mix7p

Table 2. Descriptive Statistics for Marketing Mix (7P) Perceptions

Item	Level of Opinion (Frequency)								
	1	**2**	**3**	**4**	**5**	**Mean**	**SD**	**Meaning**	**Rank**
Product Feature	19	46	27	218	90	3.79	1.066	Agree	4
Price Feature	21	44	27	221	87	3.77	1.071	Agree	5
Process	22	41	32	201	104	3.81	1.101	Agree	1

Place Feature	11	55	27	229	78	3.77	1.005	Agree	6
Promotion	17	47	27	222	87	3.79	1.046	Agree	3
People Feature	21	44	38	208	89	3.75	1.082	Agree	7
Physical Evidence	19	48	29	203	101	3.80	1.093	Agree	2
Marketing Mix 7Ps	**-**	**-**	**-**	**-**	**-**	**3.78**	**1.075**	**Agree**	**-**

From Table 2, we note that the highest rating was given to **Process** (M = 3.81, SD = 1.10), followed closely by **Physical Evidence** (M = 3.80, SD = 1.09). Both **Product Feature** and **Promotion** obtained mean scores of 3.79, with standard deviations of 1.07 and 1.05, respectively. **Price Feature** and **Place Feature** each recorded a mean score of 3.77, though Place Feature showed slightly lower variability (SD = 1.01). **People Feature** was rated lowest among the 7Ps, with a mean score of 3.75 (SD = 1.08). Overall, all marketing mix dimensions fall within the "Agree" level, suggesting that respondents positively perceive these elements as influential factors in shaping their purchase decisions regarding domestic mobile phone brands.

1.3 Perceived Quality

Table 3. Descriptive Statistics of Perceived Quality

Item	**Level of Opinion (Frequency)**								
	1	**2**	**3**	**4**	**5**	**Mean**	**SD**	**Meaning**	**Rank**
Tangibles	13	50	33	214	90	3.80	1.030	Agree	4
Reliability	20	43	28	224	85	3.78	1.056	Agree	5
Responsiveness	20	45	24	215	96	3.81	1.079	Agree	3
Assurance	17	48	22	219	94	3.81	1.058	Agree	2
Empathy	19	46	27	196	112	3.84	1.101	Agree	1
Perceived Quality	**-**	**-**	**-**	**-**	**-**	**3.81**	**1.028**	**Agree**	**-**

Empathy is rated highest among the service quality dimensions, with a mean score of 3.84 (SD = 1.10), as presented in Table 3. **Assurance** and **Responsiveness** follow closely, both with mean scores of 3.81 (SD = 1.06 and SD = 1.08, respectively). **Tangibles** ranks fourth with a mean of 3.80 (SD = 1.03), while **Reliability** records the lowest mean at 3.78 (SD = 1.06). Overall, all five service quality dimensions fall within the "Agree" level of perception, reflecting respondents' generally favorable evaluations. Examination of the nature of the responses shows that the standard deviations (1.03 to 1.10) seem moderate, i.e., the mean response was very positive, but not all respondents necessarily have identical opinions.

1.4 Product knowledge

Table 4 Descriptive Statistics of Product Knowledge

Item	**Level of Opinion (Frequency)**								
	1	**2**	**3**	**4**	**5**	**Mean**	**SD**	**Meaning**	**Rank**
Product Features	20	39	42	211	88	3.77	1.056	Agree	3
Product Performance	14	49	29	231	77	3.77	1.001	Agree	2

Market Information	23	43	34	220	80	3.73	1.078	Agree	5
Product Lifecycle	20	42	31	222	85	3.78	1.055	Agree	1
Support Services	20	44	34	213	89	3.77	1.071	Agree	4
Product knowledge	-	-	-	-	-	**3.76**	**1.023**	**Agree**	-

Table 4 shows that **Product Lifecycle** is the product knowledge dimension participants are most familiar with, with a mean of 3.78 (SD = 1.06). This is succeeded in turn by **Product Features**, **Product Performance**, and **Support Services**, all with means of 3.77 and varying slightly in complexity (SD = 1.06, 1.00, and 1.07, respectively). **Market Information** ranks the lowest, at 3.73 (SD = 1.08). In general, the five dimensions of product knowledge score "Agree," indicating that respondents in this profile generally agree with the statement. These results indicate that knowledge of mobile phone brands has a significant effect on Chinese consumers' perceptions of the value of domestic mobile phone brands.

1.5 Consumer Purchase Intention

Table 5. Descriptive Statistics of Consumer Purchase Intention

Item	Level of Opinion (Frequency)							
	1	**2**	**3**	**4**	**5**	**Mean**	**SD**	**Meaning**
Consumer Purchase Intention	13	56	14	260	57	3.73	.978	Agree

The analysis of consumer purchase intention reveals that respondents generally favor domestic mobile phone brands in Fujian Province. As shown in Table 5, the overall mean score for consumer purchase intention is 3.73, with a standard deviation of 0.978, indicating a consensus among respondents at the "Agree" level. This suggests that the majority of consumers intend to purchase domestic mobile phone brands.

2. Inferential Statistics

2.1 Differences in Demographic Factors Generate Differences in Consumer Purchase Intention

2.1.1 Differences in Gender Generate Differences in Consumer Purchase Intention

Null Hypothesis (H_0): There is no significant difference in consumer purchase intention between male and female respondents ($\mu_1 = \mu_2$).

Alternative Hypothesis (H_a): There is a significant difference in consumer purchase intention between male and female respondents ($\mu_1 \neq \mu_2$).

Table 6. Independent Samples t-test results of the Gender Factor

Item	Gender	N	Mean	Standard Deviation	t-value	df	sig
Consumer Purchase Intention	Male	247	3.73	.967	.072	398	.942
	Female	153	3.72	1.002			

From Table 6, the p-value for Consumer Purchase Intention with respect to Gender is approximately 0.942, which is well above the 0.05 significance level. Therefore, the null hypothesis cannot be rejected, indicating that differences in Gender do not generate significant differences in Consumer Purchase Intention.

2.1.2 Differences in Residential Area Generate Differences in Consumer Purchase Intention

Null Hypothesis (H_0): There is no significant difference in consumer purchase intention between male and female respondents ($\mu_1 = \mu_2$).

Alternative Hypothesis (H_a): There is a significant difference in consumer purchase intention between male and female respondents ($\mu_1 \neq \mu_2$).

Table 7. Independent Samples t-test of Residential Area Factor

Item		N	Mean	Standard Deviation	t-value	df	sig
Consumer Purchase Intention	Urban	175	3.67	.942	-1.003	398	.889
	Rural	225	3.77	1.007			

According to the independent samples t-test of Table 7, the p-value for the difference between urban and rural dwellers of Consumer Purchase Intent is 0.889, which is much greater than the standard level of alpha (0.05). Thus, the null hypothesis is not rejected, indicating that there is no significant difference in Consumer Purchase Intention between urban and rural areas, according to the dissertation. It shows whether consumers' purchase intentions toward domestic mobile phone brands differ between rural and urban areas in Fujian.

2.1.3 Differences in Age, Educational Level, Monthly Income, Occupation, Working Position, Working Experience, and Working Location Generate Differences in Consumer Purchase Intention

H_0: $\mu_i = \mu_j$ (no difference in consumer purchase intention across groups)

H_a: $\mu_i \neq \mu_j$ for at least one pair where $i \neq j$ (there is a difference in consumer purchase intention across groups)

Table 8. The One-way ANOVA of Age, Educational Level, Monthly Income, Occupation, Working Position, Working Experience, and Working Location

Item	Classification	Sum of Squares	df	Mean Square	F	sig
Age	Between Groups	212.260	3	53.065	122.879	.000*
	Within Groups	170.580	395	.432		
	Total	382.840	399			
Educational Level	Between Groups	12.148	3	4.049	4.326	.005*
	Within Groups	370.692	396	.936		
	Total	382.840	399			
monthly income	Between Groups	14.442	4	3.610	3.871	.004*
	Within Groups	368.398	395	.933		
	Total	382.840	399			
Occupation	Between Groups	12.612	4	3.153	3.364	.010*
	Within Groups	370.228	395	.937		
	Total	382.840	399			

	Between Groups	2.023	3	.674	.701	.552
Working Position	Within Groups	380.817	396	.962		
	Total	382.840	399			
	Between Groups	11.928	3	3.976	4.245	.006*
Working Experience	Within Groups	370.912	396	.937		
	Total	382.840	399			
	Between Groups	190.499	8	23.812	48.407	.000*
Working Location	Within Groups	192.341	391	.492		
	Total	382.840	399			

* Mean difference at the significant level of 0.05

According to Table 8, the p-values for Consumer Purchase Intention in relation to Age, Educational Level, Monthly Income, Occupation, Work Experience, and Work Location are .000, .005, .004, .010, .006, and .000, respectively, all below the threshold of 0.05. Therefore, the null hypotheses (H_0) for these demographic factors are rejected, indicating that differences in Age, Educational Level, Monthly Income, Occupation, Work Experience, and Work Location are significant predictors of Consumer Purchase Intention.

On the contrary, the p-value for Work Position is approximately .552, which is considerably higher than the critical value of 0.05. Therefore, the null hypothesis for Work Position cannot be rejected, meaning that differences in Work Position generate no significant differences in Consumer Purchase Intention.

2.2 The Influence of Marketing Mix 7P on Consumer Purchase Intention

To examine the influence of the Marketing Mix 7Ps on Consumer Purchase Intention, this study employs Multiple Linear Regression (MLR) analysis with the following hypotheses:

Null Hypothesis (H_0): $\beta i = 0$, indicating that the corresponding marketing mix variable has no significant effect on Consumer Purchase Intention.

Alternative hypothesis (H_a): $\beta i \neq 0$ (for I = 1, 2, 3, 4, 5, 6, 7), indicating that the marketing mix variable significantly influences Consumer Purchase Intention.

The results of the analysis are presented in Table 9 and are expressed in terms of the predicted Consumer Purchase Intention ($\hat{Y}$) in Equation (1).

$$\hat{Y} = .273 + 0.198X_1 + 0.155X_2 + 0.108X_3 + 0.138X_4 + 0.154X_5 + 0.161X_7 \quad (1)$$

(0.007) (0.000) (0.000) (0.004) (0.001) (0.000) (0.000)

Adjusted $R^2 = 0.759$

Table 9. The Multiple Linear Regression of Consumer Purchase Intention based on Marketing Mix 7P

Item	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.273	.301		2.707	.007		
product (X_1)	.198	.041	.215	4.883	.000	.310	3.221
price(X_2)	.155	.040	.169	3.912	.000	.323	3.098

place (X_3)	.108	.038	.121	2.869	.004	.339	2.948
promotion (X_4)	.138	.043	.141	3.198	.001	.308	3.243
people (X_5)	.154	.041	.164	3.762	.000	.316	3.161
physical evidence (X_7)	.161	.039	.180	4.127	.000	.318	3.144

Dependent variable Y: Consumer Purchase Intention
* The mean difference is significant at the 0.05 level.

It can be seen that Product (X_1) has the greatest influence on Consumer Purchase Intention at 0.198, followed by Physical Evidence (X_7) at 0.161 and Price (X2) at 0.155. The other three factors: People (X_5), Promotion (X4), and Place (X_3), are also significant but to a lesser extent, with values of 0.154, 0.138, and 0.108 in order. The Adjusted R^2 = 0.759 means that the model explains 75.9% of the variance of Consumer Purchase Intention with a very large predictive power (respectively).

2.3 The Influence of Perceived Quality on Consumer Purchase Intention

To examine the influence of perceived quality on consumer purchase intention, this study employs Multiple Linear Regression (MLR) analysis based on the following hypotheses:

Null Hypothesis (H_0): $\beta i = 0$, indicating that the corresponding perceived quality variable has no significant effect on consumer purchase intention.

Alternative hypothesis (H_a): $\beta i \neq 0$ (for I = 1, 2, 3, 4, 5), indicating that the perceived quality variable significantly influences consumer purchase intention.

The results of the analysis are presented in Table 10 and are expressed in terms of the predicted consumer purchase intention ($\hat{Y}$) in Equation (2).

$$Y = 0.314 + 0.164X_1 + 0.201X_2 + 0.231X_3 + 0.104X_4 + 0.198X_5 \quad .....(2)$$
$$(0.002)\ (0.000)\ \ (0.000)\ \ (0.000)\ \ (0.019)\ \ (0.000)$$
$$\text{Adjusted } R^2 = 0.747$$

Table 10. The Multiple Linear Regression Analysis of Consumer Purchase Intention based on Perceived Quality

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.314	.103		3.058	.002*		
tangibles (X_1)	.164	.041	.172	3.981	.000*	.339	2.946
reliability(X_2)	.201	.041	.216	4.902	.000*	.326	3.070
responsiveness (X_3)	.231	.039	.254	5.949	.000*	.347	2.878
Assurance (X_4)	.104	.044	.113	2.352	.019*	.276	3.617
Empathy(X_5)	.198	.038	.223	5.232	.000*	.350	2.860

Dependent variable Y: Consumer Purchase Intention
* The mean difference is significant at the 0.05 level.

It can be observed that Responsiveness (X_3) is the most influential variable influencing Consumer Purchase Intention, with a standardized coefficient of 0.231, followed by Reliability (X2) and Empathy (X5) with standardized coefficients of 0.201 and 0.198, respectively. Both the other dimensions, Tangibles (X_1) and Assurance (X_4), have lower sums (0.164 and 0.104, respectively). With an Adjusted R^2 of 0.747, the model accounted for nearly 74.7% of the variance in Consumer Purchase Intention, suggesting that the model is highly predictive and rational, and

that the value perceived quality plays a significant role in influencing consumers' purchase intentions towards domestic mobile phone brands in Fujian Province.

2.4 The Influence of Product knowledge on consumer purchase intention

To examine the influence of product knowledge on consumer purchase intention, this study employs Multiple Linear Regression (MLR) analysis based on the following hypotheses:

Null Hypothesis (H_0): $\beta i = 0$, indicating that the corresponding product knowledge variable has no significant effect on consumer purchase intention.

Alternative hypothesis (H_a): $\beta i \neq 0$ (for i = 1, 2, 3, 4, 5), indicating that the product knowledge variable significantly influences consumer purchase intention.

The results of the analysis are presented in Table 11 and are expressed in terms of the predicted consumer purchase intention ($\hat{Y}$) in Equation (3).

$$\hat{Y} = 0.293 + 0.120X_1 + 0.181X_2 + 0.194X_3 + 0.244X_4 + 0.175X_5 \ldots\ldots(3)$$
$$(0.005)\ (0.002)\ \ (0.000)\ \ (0.000)\ \ (0.000)\ \ (0.000)$$
$$\text{Adjusted } R^2 = 0.749$$

Table 11. The Multiple Linear Regression Analysis of Consumer Purchase Intention based on Product Knowledge

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.293	.103		2.847	.005*		
product features (X_1)	.120	.038	.129	3.123	.002*	.367	2.724
product performance(X_2)	.181	.044	.186	4.135	.000*	.309	3.239
market information(X_3)	.194	.040	.213	4.812	.000*	.320	3.121
product lifecycle (X_4)	.244	.040	.263	6.150	.000*	.344	2.903
support services(X_5)	.175	.038	.192	4.625	.000*	.366	2.734

Dependent variable Y: Consumer Purchase Intention

* The mean difference is significant at the 0.05 level.

The results show that the Product Lifecycle factor (X_4) had a significant impact on changes in Consumer Purchase Intention, with a coefficient of .244. It was observed information. It is followed by Market Information (X_3) and Support Services (X_5), both having coefficients of .194 and .181, respectively. This is then followed by Product Performance (X_2) and Product Feature (X_1). The model summary shows an Adjusted R^2 of 0.749, indicating that the model explains about 74.9% of the variation in Consumer Purchase Intention. Therefore, product knowledge accounts for almost three-quarters of the reasons that determine consumers' purchase intentions for domestic mobile phone brands in Fujian Province.

Discussion

The findings indicate that demographic factors, marketing mix elements, perceived quality, and product knowledge collectively shape consumer purchase intention in Fujian's mobile phone market, aligning with prior theoretical and empirical studies. Age, income, education, occupation, and urban–rural differences influence preferences, with younger, higher-income, and educated urban consumers favoring technologically advanced and premium products, while rural and lower-income buyers prioritize reliability, affordability, and service support (Modigliani, 1986; Friedman, 2018; Glaeser & Gottlieb, 2009; Weber, 1922/2019; Sapienza et al., 2023; CAICT, 2025). The 7P marketing mix demonstrates that product innovation, pricing, place, promotion, and

service-related elements effectively shape urban and rural consumer choices, consistent with Feature Integration Theory, Prospect Theory, and the Servicescape Model (Treisman & Gelade, 1980; Kahneman & Tversky, 1979; Bitner, 1992). Perceived quality—mediated by tangible and intangible cues, staff credibility, and social feedback—further drives purchase intention, supporting SERVQUAL, Expectancy–Disconfirmation, and Adaptation-Level frameworks (Parasuraman et al., 1985; Oliver, 1980; Helson, 1964). Product knowledge strengthens decision confidence in urban consumers and ensures functional reliability for rural buyers, consistent with Product Performance Innovation and Service-Dominant Logic theories (Doblin Group; Vargo & Lusch, 2004). These overall findings validate the importance of an integrated approach that combines demographic targeting, effective marketing mix implementation, high perceived quality, and improved product knowledge to influence purchasing decisions in both urban and rural markets, and lend empirical support to classic consumer behavior models.

D. CONCLUSION

As indicated in the demographic analysis, the respondents were mostly male, middle-aged, averagely educated, and middle-income, and the majority worked in private or foreign enterprises. Findings show that the Product of the marketing mix, Responsiveness in perceived quality, and Product Lifecycle knowledge are key determinants of purchase intention toward domestic mobile phone brands. Inferential statistics also reveal that age, education, income, occupation, work experience, and work location have a significant tendency to predict purchase intention, but not purchase intention due to being male or female, living place, or position at work. Regression analysis confirms that all elements of the Marketing Mix, Perceived Quality, and Product Knowledge have a significant positive impact on consumers' behavioral intention to buy, with good predictive power (adjusted $R^2 \approx 0.75$).

RECOMMENDATION

Based on the styles of consumer purchase intention to domestic mobile phone brands in Fujian, the study suggests some recommendations:

1. Optimize the marketing strategy for the manufacturers at present through leveraging more powerful insights attained from deeper samples, which will not only allow them to focus on individual groups that they may have missed but also offer significant potential for refinements. Towards Fujian Province, strategies need to be adjusted based on Marketing.
2. Tailor marketing strategies to demographic segments. Since age, income, and (especially) geographic location significantly affect purchase intention, domestic brands should adopt segmented marketing strategies.
3. Optimize the marketing mix (7P) for competitive advantage. In the study, product attributes were the most important factor, followed by physical evidence and pricing. Domestic brands should therefore adopt continuous innovation in design and the addition of features that bring it up to (or exceed) this level. At the same time, they must strengthen the physical evidence-store atmosphere and the website interface to provide buyers with greater confidence in their purchase choices.
4. Enhance perceived quality through service excellence. The responsiveness, empathy, and reliability that emerged as critical dimensions of perceived quality in our study indicate to brands that they should prioritize training staff in these areas. This is particularly pressing for urban markets, where customer expectations are higher and a more personalized engagement with clients can be achieved.
5. Bridge knowledge gaps through consumer education. Awareness of the product life cycle and market information significantly impacts purchasing decisions. Brands must establish targeted educational campaigns to promote the lasting value of their products, including policies on software updates and durability. By adopting these recommendations, domestic mobile phone brands can effectively respond to the diverse needs of Fujian's urban and rural markets, enhance their competitive positioning, and achieve sustainable growth in the province's rapidly evolving smartphone industry.

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