

ปัจจัยส่วนประสมทางการตลาดสมัยใหม่และการรับรู้ภาพลักษณ์ตราสินค้าที่มีอิทธิพลต่อการตัดสินใจซื้อเฟอร์นิเจอร์ผ่านช่องทางออนไลน์ของผู้บริโภคในกรุงปักกิ่ง ประเทศจีน
Modern Marketing Mix Factors and Brand Image Perception Influencing Consumers' Furniture Purchasing Decisions through Online Channels in Beijing, China

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การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยส่วนประสมทางการตลาดสมัยใหม่และการรับรู้ภาพลักษณ์ตราสินค้าที่มีอิทธิพลต่อการตัดสินใจซื้อเฟอร์นิเจอร์ผ่านช่องทางออนไลน์ของผู้บริโภคในกรุงปักกิ่ง ประเทศจีน กลุ่มตัวอย่างที่ศึกษาในการวิจัยนี้ คือ ผู้บริโภคที่อาศัยอยู่ในกรุงปักกิ่งและเคยมีประสบการณ์ซื้อเฟอร์นิเจอร์ผ่านช่องทางออนไลน์ โดยกำหนดขนาดกลุ่มตัวอย่างจำนวน 20 เท่าต่อตัวแปรสังเกตได้ ซึ่งในการวิจัยนี้มีตัวแปรสังเกตได้ 18 ตัวแปร จึงได้ขนาดตัวอย่างจำนวน 360 คน สุ่มตัวอย่างด้วยวิธีการสุ่มตัวอย่างแบบเจาะจง แต่ภายหลังการเก็บรวบรวมข้อมูลพบว่ามีอัตราการตอบกลับของข้อมูลที่สมบูรณ์จำนวน 300 ชุด คิดเป็นอัตราการตอบกลับเท่ากับ 83.33%

เครื่องมือที่ใช้ในการเก็บข้อมูลคือแบบสอบถาม และวิเคราะห์ข้อมูลด้วยแบบจำลองสมการโครงสร้าง กำลังสองน้อยที่สุดบางส่วน (PLS-SEM) ผลการวิจัยพบว่า ปัจจัยส่วนประสมทางการตลาดสมัยใหม่และการรับรู้ภาพลักษณ์ตราสินค้ามีอิทธิพลเชิงบวกต่อการตัดสินใจซื้อเฟอร์นิเจอร์ผ่านช่องทางออนไลน์ของผู้บริโภคในกรุงปักกิ่ง ประเทศจีน อย่างมีนัยสำคัญทางสถิติที่ระดับ .000 ถึง .002 โดยมีอำนาจในการพยากรณ์ร้อยละ 36.6 ซึ่งการรับรู้ภาพลักษณ์ตราสินค้ามีอิทธิพลสูงกว่าปัจจัยส่วนประสมทางการตลาดสมัยใหม่ ดังนั้นการเสริมสร้างภาพลักษณ์แบรนด์และการใช้กลยุทธ์การตลาดสมัยใหม่เพื่อส่งเสริมพฤติกรรมการซื้อสินค้าออนไลน์ของผู้บริโภคในตลาดเฟอร์นิเจอร์

คำสำคัญ: ปัจจัยส่วนประสมทางการตลาดสมัยใหม่ การรับรู้ภาพลักษณ์ตราสินค้า การตัดสินใจซื้อ ช่องทางออนไลน์

ABSTRACT

This research aimed to examine the influence of modern marketing mix factors and brand image perception on consumers' decisions to purchase furniture through online channels in Beijing, China. The target population consisted of consumers residing in Beijing who had previously purchased furniture online. The sample size was determined based on the guideline of 20 respondents per observed variable, resulting in a required sample of 360 participants, as the study included 18 observed variables. A purposive sampling method was employed to select the participants. However, only 300 valid responses were collected, yielding a response rate of 83.33%.

Data were gathered using a structured questionnaire and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings revealed that both modern marketing mix factors and brand image perception had a statistically significant positive influence on consumers' online furniture purchasing decisions, with p-values ranging from .000 to .002. The model demonstrated a predictive power of 36.6%, with brand image perception exerting a stronger influence than modern marketing mix factors. These results highlighted the importance of enhancing brand image and utilizing modern marketing strategies to foster online purchasing behavior in the furniture market.

Keywords: modern marketing mix, brand image perception, purchasing decisions, online channels

1. Introduction

Rapid technological development and the widespread acceptance of internet use have brought marketing into the modern age and made online shopping an important channel for consumers, offering convenience, a wide range of options and easy comparison of products and prices (Chaffey & Ellis-Chadwick, 2019). The Chinese e-commerce market is one of the largest and fastest growing markets in the world. Increasing internet access, improved logistics and a tech-savvy population make online shopping a matter of course (China Internet Network Information Center, 2023). The number of online shoppers in China has reached 782 million, with e-commerce sales accounting for a significant proportion of total retail sales. The capital Beijing is of great importance to the online market due to its large population and advanced technological infrastructure (McKinsey & Company, 2023).

The furniture industry in China is showing significant growth trends due to increased consumer spending and demand for home furnishings. Furniture stores that previously relied on traditional brick-and-mortar stores have gradually shifted to online platforms due to various factors such as increasing urbanization, consumers' fast-paced lifestyles and the demand for seamless shopping experiences (Deloitte, 2022). Online furniture stores offer diverse catalogs, detailed product descriptions, customer reviews and virtual room setups, allowing consumers to make informed decisions from the comfort of their own homes. This shift can be seen in the increasing number of online furniture retailers and the expansion of traditional furniture brands into the online space (Frost & Sullivan, 2022).

However, understanding consumer behavior is crucial for companies to succeed in the highly competitive online market (Solomon, 2018). Therefore, the traditional marketing mix characterized by the 4Ps (Product, Price, Place, Promotion) has evolved into a more digital marketing strategy framework known as the 4 Es (Experience, Exchange, Everyplace, Evangelism), which is relevant to the online shopping context (Lauterborn, 1990). First, Experience is the component that emphasizes the importance of providing memorable and exciting customer experiences, including an easy-to-use website interface, high-quality product images, and detailed product descriptions (Schiffman & Wisenblit, 2019). The ability to view products through augmented reality (AR) or virtual reality (VR) greatly enhances the shopping experience (PwC, 2020). Secondly, exchange refers to the value proposition for customers, which goes beyond price alone to include perceived value, ease of transaction and customer service. Offering competitive prices, flexible payment options, easy returns and efficient customer support are therefore crucial components of exchange (Kotler & Armstrong, 2018). Thirdly, Everyplace is the component that aims to reach customers everywhere. This includes a strong online presence on various platforms such as websites, social media and applications. Therefore, seamless product availability through a well-integrated omnichannel strategy is essential, as are efficient logistics and delivery services to ensure that products reach customers quickly and in good condition (Forrester Research, 2022). Finally, evangelism is the

component that focuses on creating brand advocates who promote the brand through word of mouth and social media. Positive customer reviews, collaboration with influencers and engaging content marketing play a crucial role in creating brand advocates. Satisfied customers who share their positive experiences can significantly influence the purchasing decisions of potential buyers (Edelman, 2020). Furthermore, brand image is a crucial factor that determines consumer behavior, especially in the online context where there is no physical interaction with the product. A strong brand image, characterized by attributes such as reliability, quality and trustworthiness, can significantly influence consumer trust and purchasing decisions (Aaker, 1991). In the furniture industry, where perceived value and product longevity are important, brand image is even more important. Brands that can effectively communicate their values and maintain a positive online image have a greater chance of succeeding in the highly competitive e-commerce environment (Keller, 2013).

Considering the above situation, the researcher recognizes that the study of modern marketing mix factors, especially the 4E framework, and the perception of brand image that influence the decision to purchase furniture through online channels in Beijing should not be overlooked. As e-commerce continues to evolve, companies must adapt their strategies to meet the changing needs and preferences of consumers. This study will provide valuable insights into the key drivers of online furniture purchases and help companies improve their marketing efforts, support the growth of the industry, provide information for policy and regulation formulation, and contribute to academic literature. Ultimately, understanding these factors will help companies build stronger connections with consumers and grow in the highly competitive online marketplace.

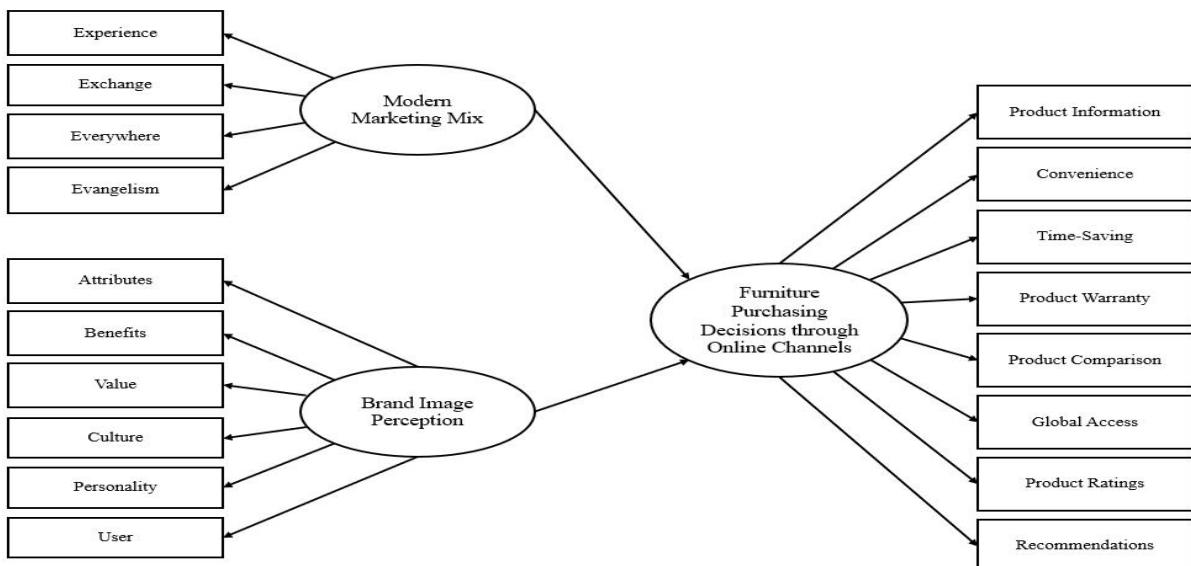
Research objectives

1. To investigate the factors of modern marketing mix that influence consumers' decision to purchase furniture through online channels in Beijing, China.
2. To investigate the influence of brand image perception on consumers' decision to purchase furniture through online channels in Beijing, China.

Research hypothesis

1. Modern marketing mix factors influence consumers' decision to purchase furniture through online channels in Beijing, China.
2. Brand image perception influences consumers' decision to purchase furniture through online channels in Beijing, China.

Research Framework



Finger 1. Conceptual framework

2. Literature review

2.1 Concepts and theories related to the modern marketing mix (4Es)

The modern marketing mix (4Es) is an interesting new concept developed from the traditional marketing mix (4P), which has long been used as a marketing tool applied by all businesses (Suherlan & Okombo, 2023). However, in the current era where the internet plays a more significant role, a new Marketing Model has been developed into the modern marketing mix (4Es) to respond to the present world (Fei & Kenikasahmanworakhun, 2023). Fetherstonhaugh (2018) stated that the modern marketing mix (4Es) is a transformation of the traditional marketing mix known as "4Ps" into a new form called "4Es". By combining marketing and strategy to develop more comprehensive and appropriate marketing plans and strategies. The components of the modern marketing mix (4Es) are as follows: (1) Experience, (2) Exchange, (3) Everywhere, and (4) Evangelism.

2.2 Concepts and theories related to brand image

Rossolatos (2017) defined brand image as a symbol used to represent the brand beyond its physical characteristics. It has personal and social meanings, including various values attached to the product, making these products like symbols that consumers use to emphasize their self-image. Dwivedi et al. (2021) described brand image as a physical form that has social and psychological effects. The components of brand image stimulate positive attitudes and feelings towards the brand, which include attributes, benefits, values, and user personality. While Buil et al. (2016) state that creating a brand image is important in product strategy. Well-known brands allow for higher pricing of products. A brand is a complex symbol that can convey meaning in 6 aspects including attributes, benefits, value, culture, personality, and user.

2.3 Concepts and theories related to purchasing decisions

Karnreungsiri and Praditsuwan (2017) defined consumer purchase decision as the process of choosing a product from two or more alternatives. It is a decision-making process in the form of mental, cognitive, and behavioral aspects. Petcharat and Leelasantitham (2021) state that consumer purchase decision is the action of a person related to acquiring goods and services, including the decision-making process and actions of that person regarding buying and using products. Qazzafi (2019) explains the buying decision process as a sequential set of steps that consumers typically follow when making purchasing decisions. Based on survey data from numerous consumers, it was found that the process generally consists of five distinct stages: (1) need recognition or problem recognition, where the consumer identifies a need or problem that requires a solution; (2) information search, during which the consumer seeks relevant information about possible solutions; (3) evaluation of alternatives, where different options are compared based on various attributes; (4) purchase decision, in which the consumer selects and buys the most suitable product; and (5) post-purchase behavior, which involves the consumer's reflection and satisfaction level after the purchase has been made.

Recent studies further strengthen the theoretical foundation of this research by highlighting the importance of marketing mix factors and brand image in influencing purchasing decisions. Sugito et al. (2022) found that product, price, promotion, and retail service significantly affect purchase decisions and customer loyalty in modern retail settings, aligning with the role of marketing mix elements observed in online furniture markets. Widyastuti et al. (2020) similarly reported that product and place factors have a positive impact on purchase decisions, emphasizing the relevance of product attributes and accessibility. In the online context, Liu and Kenikasahmanworakhun (2023) demonstrated that the 4Es marketing mix, including experience and exchange, significantly enhances customer satisfaction, supporting the present study's emphasis on the modern marketing approach. Furthermore, Anwar and Andrean (2020) and Havidz and Mahaputra (2020) highlighted that brand image, alongside perceived quality and price perception, exerts a substantial positive effect on consumers' online purchase decisions. These findings collectively reinforce the critical influence of marketing strategies and brand image in shaping consumer behavior, particularly in digital environments such as the online furniture market in Beijing.

3. Methodology

3.1 Population and Sample

The population for this study consisted of consumers who have purchased or previously purchased furniture through online channels and are currently residing in Beijing, China. Due to the large and indeterminable population size, the exact number of the population was unknown. Therefore, the sample size determination adhered to the criteria proposed by Hair et al. (2017), who recommended that the minimum sample size for Structural Equation Modeling (SEM) should

be at least 20 times the number of observed variables. In this study, there were 18 observed variables, indicating a required minimum sample size of 360 participants. The sampling technique employed was non-probability purposive sampling, targeting consumers who met the specified criteria. Although purposive sampling may have some limitations regarding data inference, it is considered appropriate for reaching the target group effectively under the circumstances where the population frame is unknown. After the data collection process, 300 completed questionnaires were obtained within the specified timeframe, representing a response rate of 83.33%, which exceeds the generally accepted minimum threshold of 50%, thereby affirming an adequate and acceptable response rate for analysis. Although the achieved sample size was slightly lower than the targeted 360 participants, this does not significantly impact the reliability of the findings because the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique is particularly suitable for small sample sizes and complex models, and it is recognized for its ability to provide stable and reliable parameter estimates even when sample sizes are limited (Hair et al., 2021).

3.2 Research Instruments

The instrument used for data collection in this research was a structured questionnaire, developed by the researcher based on a comprehensive review of various concepts, theories, and related studies to serve as a framework for questionnaire construction. The questionnaire included both closed-ended and open-ended questions, with the closed-ended questions divided into four parts: (1) Personal information of respondents, covering gender, age, marital status, education level, income, and occupation; (2) Consumer opinions on the modern marketing mix 4Es; (3) Consumer opinions on brand image; and (4) Decisions to purchase furniture through online channels. To ensure content validity and to preliminarily address common method bias, the researcher presented the draft questionnaire to three experts for evaluation, with the Index of Item-Objective Congruence (IOC) values ranging from 0.67 to 1.00, exceeding the minimum acceptable threshold of 0.50. Furthermore, the reliability of the questionnaire was assessed using Cronbach's Alpha Coefficient, where the reliability values for each scale exceeded the standard threshold of 0.70, indicating satisfactory internal consistency. Specifically, the 18-item modern marketing mix scale showed reliability values ranging from 0.843 to 0.907, the 24-item brand image scale ranged from 0.853 to 0.884, and the 8-item furniture purchasing decision scale achieved a reliability coefficient of 0.926. These procedures confirm the adequacy of the instrument's validity and reliability for subsequent data collection and analysis.

3.3 Data Analysis

The data analysis in this research consisted of both descriptive and inferential statistics. Descriptive statistics were employed to present preliminary information about the sample group, with general respondent information analyzed using frequency distribution tables, including frequency and percentage. For hypothesis testing, inferential statistics were applied using Partial Least Squares Structural Equation Modeling (PLS-SEM) via the ADANCO software,

which allowed for simultaneous analysis of the relationships between independent and dependent variables. The model estimation was conducted using the consistent PLS algorithm with a bootstrapping resampling method of 5,000 subsamples to assess the significance of path coefficients. Model fit was evaluated through multiple criteria, including the Average Variance Extracted (AVE > 0.50), Dijkstra-Henseler's rho ($\rho_A > 0.70$), Jöreskog's rho ($\rho_C > 0.70$), and Cronbach's alpha ($\alpha > 0.70$), ensuring sufficient convergent validity and internal consistency reliability. Discriminant validity was assessed using the Fornell-Larcker criterion, which requires that the square root of the AVE for each latent construct must be greater than its highest correlation with any other construct. Meeting this condition indicates that each construct is distinct and that there is no issue of multicollinearity among the latent variables.

4. Results

4.1 Results of the analysis of respondents' general information

The majority of respondents were female, comprising 176 individuals (58.67%). Most respondents were aged between 31 and 40 years, accounting for 149 individuals (49.67%). A significant portion were married or living together, totaling 236 individuals (78.67%). Additionally, 176 respondents (58.67%) held a bachelor's degree. The majority had an average monthly income between 4,001 and 6,000 CNY, represented by 117 individuals (39.00%). Furthermore, 130 respondents (43.33%) were private sector employees.

4.2 Results of the analysis of modern marketing mix factors, brand image, and purchasing decisions

The analysis of modern marketing mix factors, brand image, and purchasing decisions was conducted using descriptive statistics, with mean and standard deviation calculated for each factor. To interpret the level of opinion, the five-point Likert scale was divided into five levels based on an interval width of 0.80 as follows: (1) a mean score between 4.21–5.00 was interpreted as "highest"; (2) a mean score between 3.41–4.20 as "high"; (3) a mean score between 2.61–3.40 as "moderate"; (4) a mean score between 1.81–2.60 as "low"; and (5) a mean score between 1.00–1.80 as "lowest." The results of the data analysis are presented in Table 1.

Table 1. The mean and standard deviation of each factors

Factors	\bar{X}	SD	Level of opinion
Modern Marketing Mix Factors			
- Experience	3.40	0.95	Moderate
- Exchange	3.34	1.02	Moderate
- Everywhere	3.31	0.98	Moderate
- Evangelism	3.38	1.01	Moderate

Table 1. (Cont.)

Factors	\bar{X}	SD	Level of opinion
Brand Image Perception			
- Benefits	3.34	1.02	Moderate
- Value	3.41	1.03	High
- Culture	3.35	0.97	Moderate
- Personality	3.34	0.98	Moderate
- Attributes	3.36	0.94	Moderate
- User	3.34	1.02	Moderate
Furniture Purchasing Decisions			
- Product Information (ZY1)	3.35	1.21	Moderate
- Convenience (ZY2)	3.41	1.15	High
- Time-Saving (ZY3)	3.41	1.18	High
- Product Warranty (ZY4)	3.43	1.20	High
- Product Comparison (ZY5)	3.47	1.14	High
- Global Access (ZY6)	3.41	1.10	High
- Product Ratings (ZY7)	3.44	1.18	High
- Recommendations (ZY8)	3.39	1.18	Moderate

4.3 Hypothesis testing results

Table 2. Shows the test results for structural integrity and component weight

Factors	Loading	AVE	Dijkstra-Henseler's rho (pA)	Jöreskog's rho (pc)	Cronbach's alpha (α)
Modern Marketing Mix		.553	.740	.831	.732
- Experience	.755				
- Exchange	.777				
- Everywhere	.688				
- Evangelism	.751				
Brand Image Perception		.509	.861	.807	.809
- Benefits	.751				
- Value	.709				
- Culture	.685				
- Personality	.711				
- Attributes	.707				
- User	.715				

Table 2. (Cont.)

Factors	Loading	AVE	Dijkstra-Henseler's rho (ρ_A)	Jöreskog's rho (ρ_C)	Cronbach's alpha (α)
Purchasing Decisions		.660	.927	.939	.926
- Product Information	.820				
- Convenience	.795				
- Time-saving	.788				
- Product Warranty	.834				
- Product Comparison	.803				
- Global Access	.805				
- Product Ratings	.826				
- Recommendations	.826				

Based on Table 2, it was found that all observed variables in the model have factor loading values greater than 0.5, ranging from .685 to .834, which signifies their reliability in measurement. The Dijkstra-Henseler's rho (ρ_A) values range from .740 to .927, Jöreskog's rho (ρ_C) values range from .807 to .939, and Cronbach's alpha (α) falls within the range of .732 to .926. Notably, all these values exceed the 0.7 threshold, confirming the reliability of the measurement. Additionally, the latent variables demonstrate discriminant validity, with AVE values above 0.5, ranging from .509 to .660 (Henseler, Hubona, & Ray, 2016).

Table 3. Shows a comparison of discriminant validity according to the Fornell-Larcker criterion

Factors	Modern Marketing	Brand Image	Purchasing
	Mix	Perception	Decisions
Modern Marketing Mix	.743		
Brand Image Perception	.608	.713	
Purchasing Decisions	.302	.344	.812

Based on Table 3, it was found that the model exhibits discriminant validity, as evidenced by the fact that the square roots of the Average Variance Extracted (AVE) are higher than the correlations (r) between each latent variable. This finding aligns with the criteria established by Henseler et al. (2016), which stipulate that each latent variable must have a relationship with other latent variables that does not exceed the square root of the AVE. The correlations between latent variables in this model range from .302 to .608.

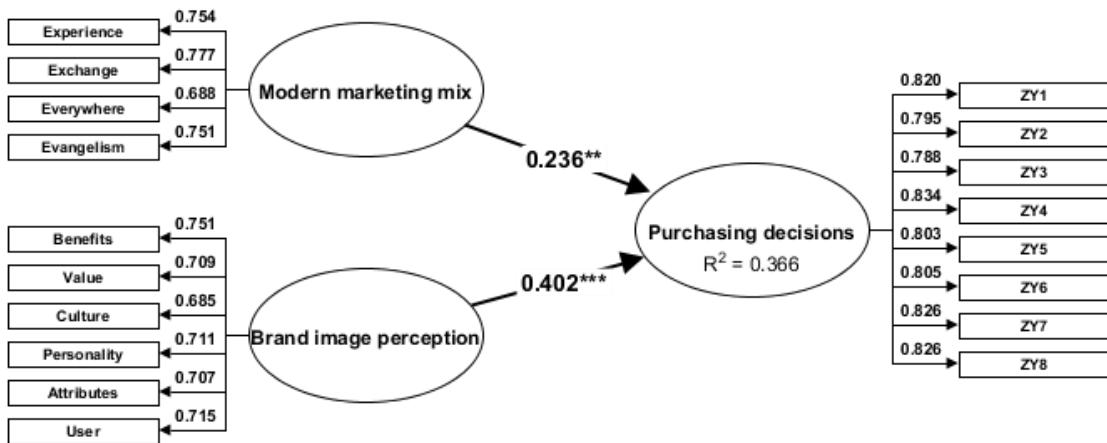


Figure 2. Shows the results of hypothesis testing

Table 4. Shows the effects of the modern marketing mix and brand image perception on furniture purchasing decisions through online channels

Factors	Purchasing Decisions			
	Beta	t-test	p-value	Cohen's F2
- Modern Marketing Mix	.236	2.939	.002**	0.034
- Brand Image Perception	.402	5.142	.000***	0.100

*** p-value < .001, ** p-value < .01, * p-value < .05

Based on Table 2, it was found that both the modern marketing mix and brand image perception have a statistically significant influence on furniture purchasing decisions through online channels of consumers in Beijing, China, with significance levels ranging from .000 to .002. The model exhibits a predictive power of 36.6% ($R^2 = 0.366$), indicating that approximately one-third of the variance in consumers' purchasing decisions can be explained by the modern marketing mix and brand image perception, which reflects a moderate level of explanatory power.

In terms of effect size, brand image perception ($\beta = .402$) has a greater impact compared to the modern marketing mix ($\beta = .236$). Furthermore, the Cohen's F^2 values ranged from 0.034 to 0.100, where an F^2 value around 0.02 indicates a small effect and around 0.15 a medium effect. Therefore, the results suggest that both factors exert a small to moderate effect on purchasing decisions, highlighting that while marketing efforts and brand image building strategies are important, other external factors may also play a significant role in influencing consumers' decisions in the online furniture market in Beijing.

5. Conclusion and discussion

The findings reveal that brand image perception has the greatest influence on consumers' decisions to purchase furniture through online channels in Beijing, China. A strong brand image plays a vital role in building trust and fostering positive attitudes toward products, both of which

are essential in online shopping environments where physical interaction with the product is absent. As consumers rely heavily on visual cues and brand reputation, a favorable brand image enhances confidence in product quality and reduces perceived risk, thereby increasing the likelihood of purchase. This finding is consistent with the results of Björck and Lu (2019), who emphasized that brand image enhances consumer trust and reduces the reliance on physical evaluation. When examining factor loadings within the model, product warranty emerged as a crucial element influencing purchasing decisions. In online settings where consumers cannot inspect the furniture in person, the presence of a comprehensive and reliable product warranty serves as a substitute for physical assurance. It reduces consumer uncertainty, signals product durability, and acts as a commitment from the brand to stand behind its offerings. The inclusion of a clear warranty policy can thus be a decisive factor in finalizing a purchase.

Within the brand image construct, the "benefits" dimension had the highest factor loading, indicating that consumers prioritize furniture that delivers tangible advantages, particularly health-related features such as ergonomic design. This reflects broader consumer preferences for comfort and wellness, especially in home and work environments. Buil et al. (2016) noted that perceived functional benefits enhance brand perception and foster long-term trust. The next most influential dimension was "user," highlighting the importance of ease of use and maintenance. Consumers are more inclined to buy furniture that is simple to assemble, clean, and move, especially when purchasing online where assurance about usability significantly influences confidence (Išoraitė, 2018). The "personality" dimension followed, underscoring the emotional resonance between the brand and the consumer. Brands that project a personality aligned with consumers' self-image foster deeper loyalty and sustained brand preference.

Following brand image, the modern marketing mix ranked second in influencing online furniture purchase decisions. Modern marketing emphasizes consumer-centric strategies tailored for digital contexts, such as delivering value, personalized experiences, and omnichannel engagement. Dwivedi et al. (2021) identified the 4Es of modern marketing: Experience, Exchange, Everywhere, and Evangelism, as critical to addressing the needs of digital-era consumers. In this study, "Exchange" exhibited the highest factor loading, indicating that consumers highly value receiving quality products at reasonable prices. Price transparency and the ability to compare across platforms empower consumers to assess value more efficiently, strongly motivating online purchases. Poteet (2017) supported this, noting that perceived value and quality are primary drivers of simplified decision-making.

The "Experience" component followed closely, with consumers emphasizing the importance of intuitive online shopping processes, responsive customer service, and smooth transactions. Positive experiences build confidence in online platforms, as noted by Sharma (2024), who highlighted customer experience as essential for long-term brand relationships. The "Evangelism" component was also significant, as consumers place considerable trust in peer-generated content such as reviews, ratings, and social media posts. These forms of digital word-

of-mouth shape perceptions and influence behavior more effectively than traditional advertising (Fetherstonhaugh, 2018). Lastly, "Everywhere" had the lowest influence. While reliable delivery and availability contribute to satisfaction, they are perceived as expected standards rather than differentiating factors in purchase decisions. This is consistent with Mir-Bernal and Sadaba (2022), who noted that accessibility and convenience are now considered baseline expectations in modern e-commerce environments.

It is important to recognize that these findings are specific to consumers in Beijing, China, and caution should be exercised when generalizing the results to other regions or countries. The cultural and economic context of Beijing, characterized by a highly developed e-commerce infrastructure, high smartphone penetration, and a consumer culture that emphasizes brand reputation, likely amplifies the role of brand image in purchasing decisions. In this environment, consumers may rely more heavily on brand cues to compensate for the inability to physically interact with products. This reliance may explain why brand image perception exerts a stronger influence than the modern marketing mix. While marketing strategies remain important, they appear to serve a supportive role by enhancing the overall brand experience rather than independently driving purchase behavior. A critical understanding of these dynamics highlights the importance for brands operating in Beijing's online furniture market to prioritize brand-building efforts alongside delivering superior customer experiences.

5.1 Suggestions for use in this research

Based on the findings, several policy and practical recommendations can be drawn to enhance online furniture purchasing decisions, particularly in the context of brand image perception and modern marketing practices. As the "benefits" dimension was the most influential, companies should highlight health-related features such as ergonomic design that supports comfort and wellbeing, especially in their advertising content. Ease of use and maintenance are also critical; therefore, product designs should prioritize user-friendliness and include clear usage instructions to reduce buyer hesitation online. Brand personality, especially when portrayed as modern, trustworthy, or relatable, helps foster emotional connections, and should be consistently conveyed across digital platforms. Price-value perception also plays a central role; offering high-quality products at fair prices and promoting discounts can increase perceived value and drive sales. In addition, emphasizing durable product attributes and aligning design with cultural elements familiar to the target market such as Chinese aesthetics can deepen brand connection and enhance consumer trust.

From a marketing perspective, a competitive pricing strategy that clearly communicates product value is essential. Creating a seamless online experience through intuitive interfaces, fast service, and responsive support strengthens customer satisfaction and builds trust. Encouraging customers to share their experiences through reviews or social media enhances credibility and amplifies word-of-mouth marketing. Although convenience of delivery had less influence on purchase decisions, it remains a key expectation; providing reliable, trackable,

and wide-reaching delivery options contributes to overall satisfaction and strengthens brand reputation. Together, these approaches can effectively increase consumer confidence, enhance brand loyalty, and boost purchasing behavior through online channels.

5.2 Future research

Future research should explore the influence of psychological and emotional factors on online furniture purchasing decisions, including consumer confidence, concerns about product quality, and emotional attachment to brands. Understanding these internal drivers can support the development of marketing strategies that resonate more deeply with consumer motivations. Additionally, a comparative study should be conducted to examine how brand image perception and the modern marketing mix influence purchasing behavior across different industries, such as apparel or electronics. Insights from such studies would help determine whether these factors hold similar weight in other sectors or if industry-specific variations exist that require distinct strategic approaches.

Another important area for future investigation is the role of emerging technologies such as artificial intelligence (AI) and virtual reality (VR) in shaping the online furniture shopping experience. Exploring how these innovations improve customer interaction, reduce perceived risk, and simulate in-store experiences can offer guidance for enhancing digital engagement and increasing customer loyalty. Furthermore, the influence of customer reviews and feedback should be examined more thoroughly, especially in the context of the furniture industry. As online reviews play a significant role in building trust and shaping consumer decisions, understanding how to effectively manage and leverage this feedback will provide valuable direction for brands aiming to strengthen their online presence and reputation.

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