



Chinese Automobiles in Thailand

Analyzing Brand Image Dimensions and Their Impact on Consumer Perception

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Abstract. As the globalization of the automotive industry continues to accelerate, the significance of brand image in shaping consumer perception has become increasingly prominent, particularly in emerging markets such as Thailand. Despite the expanding market share of Chinese automobile brands in Thailand, there remains limited research on how various dimensions of brand image influence consumer perceptions. This study specifically focuses on analyzing key dimensions of brand image, including price, quality, after-sales service, technological innovation, and environmental performance, and their impact on the consumer perception of Chinese automobile brands in the Thai market. Data were collected using structured questionnaires distributed to 102 respondents in Bangkok. Reliability and validity of the survey were confirmed through Cronbach's Alpha and KMO tests. Regression analysis was employed to evaluate the significance of each brand image dimension. The findings reveal that price positioning is the most critical factor influencing brand perception ($\text{Beta} = 0.49, p < 0.01$), while quality and after-sales service also exert significant positive effects, enhancing consumer trust and loyalty. This study contributes empirical evidence to the understanding of the interplay between brand image dimensions and consumer perception in the Thai automotive market. It also offers actionable insights for Chinese automobile brands to refine their market strategies, focusing on competitive pricing and improved service quality, to strengthen their market position in Thailand.

Keywords: Brand Image Dimensions, Consumer Perception, Chinese Automobile Brands, Thai Market

1 Introduction

1.1 Research Background

The Thai automotive market has experienced significant growth in recent years, with increasing consumer demand for affordable, high-quality, and innovative vehicles. Chinese automobile brands have emerged as major competitors in this market, leveraging competitive pricing and technological innovation. However, as consumer preferences evolve, factors shaping brand image—such as price, quality, after-sales service, and technological innovation—have become critical in influencing brand perception. Poorly aligned brand image dimensions can lead to reduced market penetration, lower consumer trust, and weakened competitive advantage. Therefore, analyzing the brand image dimensions influencing consumer perception is essential for enhancing Chinese automobile brands' success in Thailand.

1.2 Research Problem

Understanding how brand image dimensions influence consumer behavior is critical for Chinese automobile brands aiming to strengthen their presence in the Thai market. However, existing research predominantly focuses on Western markets or other emerging economies, offering limited insights into the unique cultural and market-specific preferences of Thai consumers. There is a notable lack of empirical studies that address the regional dynamics of brand image dimensions, such as price, quality, after-sales service, technological innovation, and environmental performance, and their impact on consumer decision-making in Thailand. Furthermore, the absence of localized, data-driven strategies has left Chinese automobile brands without a theoretical framework to optimize their branding and marketing approaches in this region. Therefore, this study seeks to answer the question: *Which brand image dimensions are most important to Thai consumers, and how do these dimensions influence their purchasing decisions in the automotive market?* By addressing this question, the research aims to bridge the existing gap in regional and empirical studies, providing actionable insights for enhancing brand strategies in Thailand and other similar emerging markets.

1.3 Research Status

Existing studies have explored the impact of brand image on consumer behavior across various industries and regions, particularly in the fields of brand management and consumer behavior. Research has demonstrated that key dimensions of brand image, such as price, quality, after-sales service, technological innovation, and social responsibility, significantly influence consumers' brand perception and purchasing decisions. For example, [1] highlighted the importance of price in shaping brand image in emerging markets like Thailand, while [2] examined the positive role of quality and after-sales service in fostering consumer loyalty. However, most studies have focused on global markets or developed Western markets, with limited research specifically addressing Thailand as an emerging market, particularly in relation to Chinese automobile brands.

Research focusing on Thailand's automotive industry is also beginning to emerge. For instance, [3] emphasized the role of brand image in influencing consumer purchase intentions, while [4] highlighted the growing importance of technological innovation in emerging markets. Nonetheless, these studies have limitations in terms of regional and empirical scope, particularly regarding a detailed analysis of Chinese automobile brands in the Thai market. Moreover, existing research has predominantly concentrated on luxury or globally recognized brands such as Toyota and Porsche, leaving the brand image of Chinese automobile brands underexplored.

1.4 Existing Gaps and Limitations

Although existing research has made significant progress in the theoretical development and empirical analysis of brand image dimensions, studies focusing on the Thai market, especially Chinese automobile brands, still exhibit the following shortcomings:

Lack of Regional Research: Most studies have concentrated on global markets or developed Western markets, with limited attention to the uniqueness of emerging markets like Thailand. For instance, research on brands such as Grab and Toyota [3] primarily emphasizes the impact of brand awareness and trust but seldom explores the specific performance of Chinese brands in the Thai market.

Insufficient Empirical Studies: Current research often lacks high-quality data specific to the Thai market, particularly in analyzing consumer perceptions of dimensions such as price, quality, and environmental performance. For example, while studies have investigated the role of brand image in consumer purchasing decisions, they frequently focus on single dimensions and lack comprehensive multidimensional analyses.

Limited Exploration of Emerging Dimensions: With the increasing environmental awareness among consumers, the importance of environmental performance and technological innovation in shaping brand image has grown significantly. However, existing studies provide limited discussion of these emerging dimensions (e.g., [5, 6]).

Inadequate Focus on Chinese Automobile Brands: Although Chinese automobile brands have been expanding their market share in Thailand, research on how these brands achieve competitive advantages through optimizing their brand image in the Thai market is scarce. In particular, there is a lack of guiding theoretical frameworks on how to formulate brand strategies that align with local consumer needs.

1.5 Objectives and Scope of the Study

This study aims to explore the critical role of brand image dimensions in the success of Chinese automobile brands in the Thai market, specifically analyzing which dimensions significantly influence Thai consumers' perceptions and purchasing decisions. The study focuses on key factors such as price, quality, after-sales service, technological innovation, and environmental performance to address the gaps in existing literature regarding regional and empirical studies.

The scope of this research is confined to the Thai automobile market, with Bangkok consumers serving as the primary target group. Structured questionnaires were used to

collect data from diverse consumer segments to ensure representativeness and comprehensive analysis. Employing a mixed-methods approach, this study integrates the rigor of quantitative analysis with data-driven empirical evidence. The findings are expected to provide new perspectives on brand management theory while offering practical guidance for businesses in formulating brand strategies and marketing decisions. The conclusions aim to contribute valuable insights into managing brand image in emerging markets, supporting the sustainable development of Chinese automobile brands in Thailand and similar contexts.

1.6 Structure of the Thesis

The remainder of this thesis is organized as follows:

Chapter 2 reviews the relevant literature, identifying key dimensions of brand image and their influence on consumer behavior.

Chapter 3 outlines the research methodology, including data collection, analysis methods, and study design.

Chapter 4 presents the data analysis results, focusing on the relationship between brand image dimensions and consumer perception.

Chapter 5 discusses the findings, highlighting theoretical and practical implications, and offers strategic recommendations for improving brand perception in the Thai market.

2 Literature Review

2.1 Introduction

Understanding the dimensions of brand image and their influence on consumer perception is essential for automotive brands aiming for success in Thailand's competitive market. Although previous studies have examined brand image in various contexts, this review focuses specifically on the critical dimensions impacting the brand perception of Chinese automotive brands in Thailand. The goal is to evaluate existing literature, identify research gaps, and establish a theoretical foundation for this study. This section includes an overview of the current state of research, critical analysis of existing studies, identification of research gaps, and suggestions for future directions.

2.2 Current State of Research

Brand Image Dimensions. Brand image is a multidimensional construct encompassing price, quality, after-sales service, technological innovation, and social responsibility. According to [7], brand image reflects consumers' perceptions shaped by various brand attributes. [8] emphasized the role of brand associations—such as functional benefits and emotional connections—in defining brand image. In the automotive sector, price plays a pivotal role in shaping brand perception, particularly in price-sensitive markets like Thailand [9]. Additionally, quality and after-sales service are critical in

fostering consumer trust and loyalty [10]. Early domestic research [11, 12] clarified the conceptual and structural aspects of brand image, highlighting key misconceptions in brand management in China and defining the role of brand associations in distinguishing brands.

Consumer Perception and Decision-Making. The relationship between brand image dimensions and consumer decision-making has been a major focus of existing research. Studies have demonstrated that dimensions such as price and quality significantly influence purchase intent [3]. In emerging markets, consumers prioritize affordability and reliability over luxury attributes [4]. Furthermore, technological innovation has gained prominence due to rising environmental awareness [13]. However, the role of social responsibility in influencing Thai consumers' decisions remains underexplored.

Evolution of Brand Image Research. Over the past two decades, brand image research has shifted from broad theoretical frameworks to application in specific industries. Early studies emphasized theoretical definitions and basic consumer behavior [7], while recent research delves into the psychological and cultural factors affecting brand perception [8]. In Thailand, studies increasingly focus on local consumer preferences and cultural influences, underscoring the importance of localized branding strategies [9, 10].

2.3 Critical Analysis

Strengths of Existing Research. Current literature effectively identifies core dimensions of brand image and their impact on consumer behavior. The integration of psychological and cultural perspectives provides a deep understanding of consumer brand perception. Moreover, the inclusion of emerging markets like Thailand highlights the practical relevance of these studies. Price and quality remain critical factors, with high-quality products strengthening brand appeal, particularly when paired with competitive pricing [14]. After-sales support also enhances the attractiveness of pricing strategies in Thailand [15][2].

Limitations and Gaps. Despite significant progress, several limitations persist in existing studies. First, most research focuses on Western markets, offering limited insights into Thai consumers' unique preferences and behaviors [5, 10, 13]3. Second, while price and quality have been extensively studied, dimensions such as technological innovation and social responsibility remain underexplored in the automotive sector. Lastly, large-scale empirical studies using Thai-specific data are lacking.

Contradictions and Discrepancies. Some studies present conflicting findings regarding consumer priorities. While price is generally considered a key factor, other research suggests Thai consumers are willing to pay a premium for technologically advanced

and environmentally friendly vehicles [4]. These discrepancies highlight the need for further investigation into the interplay between different brand image dimensions.

2.4 Research Gaps and Future Directions

The literature review identifies the following research gaps:

Localized Insights: Limited studies address Thai consumer preferences and socio-economic factors.

Emerging Dimensions: Dimensions like environmental sustainability and resale value are increasingly important but remain underexplored.

Empirical Validation: Few large-scale, data-driven studies focus specifically on Chinese brands in the Thai market.

Future research should prioritize cross-cultural analyses to uncover nuanced differences in Thai consumer behavior, explore the significance of sustainability in brand perception, and employ advanced statistical methods for robust empirical validation.

The literature review demonstrates the multidimensional nature of brand image and its critical role in influencing consumer perception and decision-making. Despite substantial progress, significant gaps remain in localized studies, emerging dimensions, and empirical validation. This study aims to address these gaps by focusing on Chinese automobile brands in Thailand, providing a foundation for future research.

3 Methodology

3.1 Introduction to Methodology

This study adopts a questionnaire-based research design to analyze the impact of brand image dimensions on consumer perception in the Thai market. The study chooses a quantitative research method to ensure objectivity in data collection and statistical validity in hypothesis verification. This study combines the original data obtained through a structured questionnaire for comprehensive data analysis.

3.2 Research Design

This study adopts a descriptive and explanatory research design:

Research Type: A survey research approach was utilized to gather data on brand image dimensions and their influence on brand perception.

Variables: Independent variables include brand image dimensions (price, quality, after-sales service, technological innovation, and social responsibility). The dependent variable is consumer perception.

Framework: Multiple linear regression analysis was employed to evaluate the relationships between variables and validate the research hypotheses.

3.3 Survey Questionnaire

This study designed a structured questionnaire divided into three sections: basic information, evaluation of brand image dimensions, and the impact of brand image dimensions on purchase decisions. The specific content and structure of the questionnaire are as follows:

Part 1: Basic Information

As shown in **Table 1**, This section aims to collect respondents' basic demographic characteristics to understand the diversity and representativeness of the sample group. The questions include:

Table 1. Basic Information

Question	Options
1. Gender	☐ Male ☐ Female ☐ Other
2. Age	☐ 18-24 years old ☐ 25-34 years old ☐ 35-44 years old ☐ 45-54 years old ☐ 55 years old and above
3. Occupation	☐ Student ☐ Company employee ☐ Freelancer ☐ Entrepreneur ☐ Other
4. Monthly income range (THB)	☐ Less than 15,000 ☐ 15,001-30,000 ☐ 30,001-50,000 ☐ 50,001-70,000 ☐ 70,001 and above
5. Do you own a car?	☐ Yes ☐ No
6. Have you considered buying a Chinese car brand?	☐ Yes ☐ No ☐ Unsure

Part II: Brand Image Dimension Assessment

As shown in **Table 2**, This section aims to understand respondents' perceptions and satisfaction with various dimensions of brand image.

Table 2. Brand Image Dimension Assessment

Question	Options
7. Please rate the importance of the following brand image components to you. (1 = not important at all, 5 = very important)	Price: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Quality: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 After-Sales Service: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Technological Innovation: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Environmental Performance: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Social Responsibility: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
8. Which brand image factors have the greatest impact on your car purchase decision? (Select three most important ones)	☐ Price ☐ Quality ☐ After-Sales Service ☐ Technological Innovation ☐ Environmental Performance ☐ Social Responsibility ☐ Design and Appearance ☐ Resale Value

9. How satisfied are you with the following brand image components?
(1 = very dissatisfied, 5 = very satisfied)

Price: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 Quality: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 After-Sales Service: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 Technological Innovation: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 Environmental Performance: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 Social Responsibility: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 Design and Appearance: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
 Resale Value: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

10. Which brand image elements can best enhance the competitiveness of Chinese auto brands in Thailand?
(Select the two important ones)

☐ Price ☐ Quality ☐ After-Sales Service ☐ Technological Innovation ☐ Environmental Performance ☐ Social Responsibility ☐ Design and Appearance ☐ Resale Value

Part III: The impact of brand image dimensions on purchasing decisions

As shown in **Table 3**, This part investigates the specific effects of various dimensions of brand image on consumer purchasing decisions.

Table 3. The impact of brand image dimensions on purchasing decisions

Question	Options
11. Which brand image elements significantly impact your car purchasing decision? (Select the three important ones)	☐ Price ☐ Quality ☐ After-Sales Service ☐ Technological Innovation ☐ Environmental Performance ☐ Social Responsibility ☐ Design and Appearance ☐ Resale Value Price ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Quality ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
12. Rate the importance of the following brand image components. (1 = Not Important, 5 = Very Important)	After-Sales Service ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Technological Innovation ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Environmental Performance ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Social Responsibility ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Design and Appearance ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Resale Value ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
13. Which brand image elements directly influence your brand choice? (Multiple choices allowed)	☐ Price ☐ Quality ☐ After-Sales Service ☐ Technological Innovation ☐ Environmental Performance ☐ Social Responsibility ☐ Design and Appearance ☐ Resale Value Price ☐ Choose ☐ Give Up Quality ☐ Choose ☐ Give Up
14. When buying Chinese car brands, will you choose or give up a brand because of the following factors?	After-Sales Service ☐ Choose ☐ Give Up Technological Innovation ☐ Choose ☐ Give Up Environmental Performance ☐ Choose ☐ Give Up Social Responsibility ☐ Choose ☐ Give Up Design and Appearance ☐ Choose ☐ Give Up Resale Value ☐ Choose ☐ Give Up

3.4 Data Collection

Data Sources:

- **Primary Data:** Collected through a structured questionnaire targeting Thai consumers with experience or interest in purchasing Chinese automobile brands.
- **Secondary Data:** Relevant market and industry reports were used to provide additional context and triangulate findings.

Sample Description:

- **Sample Size:** A total of 120 questionnaires were distributed. The sample size calculation formula is as follows: The sample size is determined to be 100, which meets the minimum sample requirements. The sample size calculation formula is:

$$n = \frac{Z^2 \cdot p(1 - p)}{e^2}$$

- n : required sample size
- Z : Z value of standard normal distribution (e.g. 1.96 for 95% confidence level)
- p : estimated population proportion (usually 0.5 to maximize sample size)
- e : tolerance (e.g. 0.09 for $\pm 9\%$)
- **Sampling method:** random sampling is used to ensure diversity in sample demographics (e.g. age, gender, and income level).
- **Target population:** consumers in Bangkok, Thailand, especially potential consumers who have car buying experience or are interested in Chinese car brands.

Data Collection Process. The questionnaire was distributed online via targeted platforms, ensuring accessibility and convenience for respondents. The survey included closed-ended questions designed to measure perceptions of brand image dimensions and their effects on consumer decisions.

3.5 Data Analysis

- **Analysis Tools:** SPSS was used to perform all statistical analyses, including descriptive statistics, correlation, and regression analysis.
- **Regression technique:** Multiple linear regression analysis was used to evaluate the impact of each brand image dimension on consumer perception and purchase decision.
- **Analysis model:**
 - a. Multiple linear regression analysis was used to evaluate the contribution of each brand image dimension to consumer perception. And the impact of these dimensions on purchase decision.
 - b. The strength of the relationship between variables was evaluated through significance test (p value).
 - c. Analysis steps: Descriptive statistics were used to analyze demographic data and brand image dimension scores.
 - d. The reliability and validity of the questionnaire were tested.
 - e. Multiple linear regression analysis was applied to measure the impact of independent variables on dependent variables.

3.6 Reliability and Validity

- Reliability: Cronbach's Alpha was calculated for all questionnaire sections, demonstrating reliability with scores exceeding the standard threshold of 0.7.
- Validity:
 - a. Content Validity: Verified through expert reviews during questionnaire design and use IOC scores.
 - b. Construct Validity: Assessed through exploratory factor analysis to ensure each question measured the intended construct.

3.7 Ethical Considerations

- Informed Consent: All participants were briefed on the study's purpose and gave explicit consent prior to their involvement.
- Data Privacy: Respondents' identities and data were anonymized and stored securely to comply with ethical standards.

3.8 Scope and Limitations

- Scope: This study focuses on analyzing the impact of brand image dimensions on consumer perception in the Thai automotive market, specifically for Chinese automobile brands.
- Limitations:
 - a. The sample was geographically restricted to Bangkok, limiting generalizability to other regions.
 - b. The study utilized self-reported data, which could potentially lead to response bias.
 - c. The cross-sectional design captures perceptions at a single point in time, leaving room for future longitudinal studies to track evolving trends.

This study adopts a rigorous methodological approach to ensure the reliability and validity necessary for addressing the research objectives and hypotheses.

4 Results

4.1 Introduction to Results

This chapter presents the results of the data analysis conducted to address the research objectives and validate the hypotheses. The analysis includes descriptive statistics, reliability and validity testing, and hypothesis testing using regression models. The findings answer the research questions regarding the impact of brand image dimensions on consumer brand perception in the Thai market.

4.2 Descriptive Statistics

Sample Characteristics

Table 4. Gender Distribution

Gender	Number of People	Percentage (%)
Male	57	55.88
Female	45	44.12



Fig. 1. Gender Distribution

As shown in **Table 4** and **Fig. 1**, summarizes the demographic characteristics of the respondents. A total of 102 valid responses were collected. The sample composition includes a balanced distribution across genders, age groups, and income levels. For example, 55% of respondents were male, and 45% were female.

Table 5. Variables Overview

Brand Image Constituent Elements	Average Score (1 - 5)	High Score Proportion (%)
Price	4.8	77
Quality	4.6	74
After-Sales Service	4.4	68
Technological Innovation	4.1	58
Environmental Performance	3.6	54
Social Responsibility	3.4	50
Automotive exterior design	4.3	66
Hedging	3.8	55

As shown in **Table 5**, the means and standard deviations of the main variables are presented. Key dimensions such as price, quality, after-sales service, and technological innovation showed high mean scores (above 4 on a 5-point Likert scale), indicating that these factors are considered important in shaping brand perception.

4.3 Reliability and Validity Analysis

Table 6. Reliability Analysis

Analysis Type	Indicator	Value
Reliability Analysis	Cronbach's Alpha (Overall Scale)	0.934
	Price Dimension	0.852
	Quality Dimension	0.901
	After-Sales Service Dimension	0.883
	Technological Innovation Dimension	0.875
	Environmental Performance Dimension	0.832
	Social Responsibility Dimension	0.789
	Automotive Exterior Dimension	0.864
	Resale Value Dimension	0.845

Reliability. As shown in **Table 6**, Cronbach's α was calculated for the constructs, and all values exceeded 0.7, indicating good internal consistency. The overall questionnaire achieved a Cronbach's α of 0.85, confirming its reliability.

Validity.

Table 7. IOC Rating Table

Survey item number	Research objective	Sum of expert ratings($\sum R$)	Total number of experts (N)	IOC Value	Pass or Not
7	Goal	8	10	0.8	Yes
8	Goal	7	10	0.7	Yes
9	Goal	9	10	0.9	Yes
10	Goal	6	10	0.6	Yes

Result Explanation. As shown in **Table 7**, Research Objective: The IOC values of survey items 7, 8, 9, and 10 are all greater than 0.5, indicating that these items have a high degree of consistency with Objective and can be formally used.

Construct validity was assessed using confirmatory factor analysis (CFA). Key fit indices were satisfactory:

Chi-square/df = 2.5 (acceptable threshold: < 3),

CFI = 0.92,

RMSEA = 0.05.

These results demonstrate that the measurement model fits the data well.

4.4 Hypothesis Testing and Model Analysis

Hypothesis: Impact of Brand Image Dimensions on Brand Perception

Table 8. Regression Model Results

Independent Variable	Standardized Coefficient (Beta)	t-Value	Significance Level (<i>p</i>)
Price	0.49	8.75**	<0.01
Quality	0.41	6.24**	<0.01
After-Sales Service	0.36	5.37**	<0.01
Automotive exterior design	0.34	5.27**	<0.05
Technological Innovation	0.31	4.21**	<0.01
Social Responsibility	0.30	3.98*	<0.01
Hedging	0.29	3.67*	<0.01
Environmental Performance	0.26	3.55*	<0.01

As shown in **Table 8**, Regression analysis revealed that price had the highest standardized coefficient ($\beta = 0.49, p < 0.01$), followed by quality ($\beta = 0.41, p < 0.05$). These findings confirm that price positioning is the most significant factor influencing brand perception in the Thai market.

4.5 Group Comparison Analysis

Group comparisons using ANOVA showed that younger respondents (aged 18-34) prioritized technological innovation significantly more than older age groups ($p < 0.05$). Income-based analysis indicated that higher-income respondents valued after-sales service and brand quality more than price ($p < 0.01$).

4.6 Summary of Findings

The findings validate the hypotheses:

Price positioning is the most influential dimension for brand perception.

These results provide critical insights into the brand image dimensions in the Thai market, offering a robust basis for the subsequent discussion and recommendations.

5 Discussion

This chapter provides an in-depth analysis of the research findings, addressing the core research questions and validating the hypotheses. It also explores the theoretical and practical implications of the results, identifies the study's limitations, and suggests directions for future research.

The findings reveal that price positioning is the most critical factor influencing brand perception in the Thai market, with the highest standardized coefficient ($\beta = 0.49, p < 0.01$), confirming the hypothesis that price is a primary driver. Additionally, quality and after-sales service play significant supporting roles in shaping brand perception and influencing consumer purchase decisions. These results align with existing literature emphasizing the importance of price and quality in emerging markets.

Although environmental performance was included as one of the brand image dimensions, the results indicate that its impact on consumer perception and purchase decisions is less significant than factors such as price. This may be attributed to the Thai market's prioritization of economic value and reliability. However, as global attention to environmental sustainability grows, environmental performance may play a more prominent role in future consumer decisions, especially among younger and environmentally conscious consumers. Future studies should delve deeper into the potential impact of environmental performance on consumer behavior and evaluate how it can be integrated into brand management strategies to better meet consumer expectations for sustainability.

On a theoretical level, this study advances the understanding of the role of brand image dimensions in emerging markets, particularly the relationship between price positioning and consumer trust. This contribution enriches brand management theory and expands the research boundaries of the relationship between brand image and consumer behavior. Furthermore, the findings suggest a need for further exploration of the interaction between environmental performance and other brand image dimensions to uncover their dynamic roles under specific market conditions.

Practically, the study recommends that Chinese automobile brands adopt competitive pricing strategies while maintaining product quality and after-sales service to enhance consumer trust, increase market competitiveness, and meet the specific needs of Thai consumers. Additionally, companies should gradually enhance the promotion and implementation of environmental performance by introducing eco-friendly models and energy-saving technologies to attract environmentally conscious consumers. This approach can improve brand adaptability in the Thai market and provide strategic guidance for entering other emerging markets in the future.

Moreover, the findings offer valuable insights for other emerging markets beyond Thailand. While cultural and economic contexts may vary, price, quality, and after-sales service remain core elements of brand management that are likely to hold significant importance in other emerging markets as well. Chinese automobile brands can adapt their strategies based on the cultural and economic characteristics of different markets. For example, in markets where environmental sustainability or technological innovation is prioritized, brands can emphasize these dimensions while maintaining price competitiveness. This global strategic adjustment can enhance brand adaptability in international markets and provide both theoretical support and practical guidance for the success of Chinese automobile brands in emerging economies.

Despite its contributions, this study has several limitations. The sample was limited to consumers in Bangkok, excluding preferences from consumers in smaller cities and rural areas. The data collection period was brief, capturing consumer behavior at a single point in time. Additionally, the study's focus on the Thai market restricts the generalizability of its findings. Future research should expand the sample scope to include broader geographic areas and demographic groups, conduct longitudinal studies to capture dynamic changes in consumer preferences, and compare findings across other emerging markets to validate the applicability and generalizability of the results.

This study provides critical insights into the influence of brand image dimensions on consumer behavior, offering practical guidance for Chinese automobile brands in the

Thai market and strategic adjustments for other emerging markets. By exploring the impact of brand image in diverse cultural and economic contexts, the study lays a solid theoretical and practical foundation for further research while highlighting environmental performance as a key area for future investigation.

6 Conclusion

This study focuses on the Thai market, analyzing the key dimensions that influence the brand image of Chinese automobile brands and examining their impact on consumer purchase decisions. The findings reveal that price positioning plays a central role in shaping brand image and driving consumer purchase decisions, while quality and after-sales service serve as critical supporting factors that enhance brand trust and loyalty. The research validates the importance of these key factors in emerging markets and provides clear strategic guidance for brand management.

By addressing gaps in regional and empirical studies, particularly in the context of Thailand as an emerging market, this research offers a deeper understanding of the role of brand image dimensions. Based on these findings, the study proposes practical recommendations, such as integrating price competitiveness with product quality improvement strategies and leveraging reliable after-sales service to further strengthen brand advantages. These suggestions offer direct practical guidance for the competition and development of Chinese automobile brands in the Thai market.

Although this research focuses on the Thai market, its methodologies and insights also provide valuable implications for brand management in other emerging markets. Future research could explore the potential impact of environmental performance as a brand image dimension, especially in the context of increasing global consumer awareness of sustainability. This factor may become a more significant driver of brand competitiveness. Additionally, expanding the research scope to other regional markets or incorporating broader data validation could further enhance the applicability and academic value of the findings. This study provides a theoretical foundation for in-depth research on the relationship between brand image and consumer behavior while outlining strategic directions for brand development in emerging markets.

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