

## **Abstract**

This research aims to identify the important factors in marketing mix influencing Chinese consumers' purchase intention on Haier electric water heater in Beijing urban area and investigates the relationship between each factor in marketing mix (independent variable) and the purchase intention of Haier electric water heater(dependent variable).

This study reviewed several previous related empirical researches and relevant theories of consumer behavior and marketing mix. Eight factors in marketing mix are chosen for this study, which are product quality, brand name, after-sale service, quality warranties, price, advertising, sales promotion, and store location.

The research methodologies used were the descriptive method and hypothesis testing. Spearman's rho was used to determine if there is significant relationship between independent variables and dependent variable.

Target population of this research is the Chinese consumers aged over 22 who plan to buy new electric water heater in the following two years (2003-2004) and live in the Beijing urban area, since this group of people has more probability to be the actual buyer of electric water heater in the near future.

The finding showed that eight factors (product quality, brand name, after-sale service, quality warranties, price, advertising, sales promotion, and store location) are significant related to purchase intention of Haier electric water heater. Among the eight factors, price factor has the strongest relationship with the purchase intention. Moreover, only price factor is negative related to the purchase intention, other seven factors are positive related to the purchase intention.