MARKETING STRATEGIES OF LATEX PILLOWS AMONG CHINESE CONSUMERS

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A Master's Project Submitted in Partial Fulfillment of the Requirements

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HAS BEEN APPROVED BY THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT

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This study examines the marketing strategies of LATEX pillows among Chinese consumers, particularly Generation Y, in the context of China's digital economy. It explores the demographic factors and 4P marketing mix (Product, Price, Place, Promotion) influencing consumer purchasing behavior. The research utilized a mixed-method approach, combining quantitative surveys and qualitative interviews, to analyze data from a sample of 400 Chinese consumers. Key findings revealed that the LATEX brand's product diversity, competitive pricing, efficient distribution channels, and experiential promotions significantly impacted consumer choices. The study also identifies challenges, such as supply chain disruptions and product quality issues due to global economic fluctuations. It concludes with recommendations for the LATEX brand to enhance its digital transformation, adapt its product and pricing strategies to local preferences, and leverage omnichannel marketing to engage Chinese consumers effectively. The research provides insights for the LATEX brand to navigate the competitive Chinese home furnishing market and achieve sustainable growth.

Keyword : LATEX pillows, Marketing strategies, Chinese consumers, Digital economy, Consumer behavior, 4P marketing mix

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Rubber, with its unique elastic properties, plays a pivotal role in the global economy. It is an indispensable raw material for the manufacturing sector, contributing significantly to the production of a vast array of products from tires to medical devices. The economic importance of rubber is underscored by its integral part in the automotive, aerospace, and consumer goods industries. As a commodity, rubber is a major export for many tropical countries, driving trade and economic growth.

Rubber's diverse applications make it a commodity with extensive market reach. It is utilized in the production of everyday items such as footwear, toys, and mattresses, as well as in more specialized products like industrial belts and seals. Beyond domestic consumption, rubber is a significant export item, with a global demand driven by its adaptability and performance in various environments. The material's ability to be processed into different forms and grades ensures a broad consumer base that spans across different industries and markets.

The consumption of rubber pillows in China is attributed to a variety of factors, including health consciousness and the pursuit of comfort. This has sparked a keen interest among researchers to delve into the consumer preferences and market dynamics of such products. The appeal of rubber pillows lies in their potential to meet demands for aesthetic appeal, affordability, and accessibility. Market promotion strategies that highlight the sustainable and health benefits of these pillows are crucial for market development. The focus on sustainable production methods and the creation of healthy sleep products is not only a response to consumer demand but also a commitment to environmental responsibility and consumer well-being.

1.2 Objectives of the Study

       1. Investigate the demographic factors influencing the purchase of pillow brand products.

       2. Investigate the marketing strategy factors influencing the purchase of pillow brand products.

1.3 Significance of the Study

       This paper takes LATEX pillows as the research subject, analyzing the transformation of LATEX pillows' marketing operations under the background of China's digital economy. The study has theoretical and practical significance for LATEX pillows' operations in China, the development of Chinese home furnishing enterprises, and other multinational companies adapting to the Chinese market.

       From a theoretical perspective, this paper is based on the marketing theories of previous scholars and, by analyzing the actual marketing situation of LATEX pillows in the Chinese market, proposes marketing strategies and safeguard suggestions suitable for the market environment of China's digital economy. This has enriched the theoretical research of enterprise marketing to a certain extent.

       In addition, this paper has three aspects of practical significance:

       Firstly, it benefits LATEX pillows' marketing operations in China. This paper examines LATEX pillows' entry into the Chinese market and its achievements in deeply cultivating the Chinese home furnishing market, while also pointing out the setbacks in its recent operations. By analyzing in detail the development of China's digital economy and the resulting social changes, the paper offers effective suggestions for LATEX pillows to adjust their marketing strategies in China, with the aim of helping LATEX pillows to adapt quickly to China's digital society, provide satisfactory products to consumers, and promote healthy market competition.

       Secondly, it promotes the development of local home furnishing enterprises in China. As a leading global enterprise in the home furnishing industry, LATEX pillows has successfully localized its operations after entering the Chinese market and has become a leading company in the industry. The marketing concepts and methods of LATEX

pillows are instructive for the growth of domestic home furnishing enterprises. Moreover, local enterprises have a much deeper understanding of the domestic market than multinational companies. The analysis of the digital economic and social environment faced by LATEX pillows is also relevant for domestic home furnishing enterprises in their daily operations. It is hoped that domestic home furnishing enterprises can fully utilize the opportunities brought by the digital economy to achieve their own development and grow into internationally renowned Chinese home furnishing brands.

Thirdly, it helps multinational companies understand the Chinese market under the background of the digital economy. Since the concept of the digital economy was first mentioned in China's official context in 2016, and now with the "14th Five-Year Plan" accelerating digital development and building a digital China, digitization has penetrated economic development, social construction, and government governance. In this new economic form, multinational companies operating in China should pay attention to changes in the market environment to make practical changes. This paper provides a detailed analysis of the current state of China's digital economy and society, offering valuable market information for multinational companies.

1.4 Scope of the Study

(1) Population and Sample

Population

The population for this study consists of Chinese consumers who purchase pillow products, belonging to Generation Y (born between 1980-1997), currently aged between 21-38.

Sample

In this study, the sample comprises consumers who belong to Generation Y (born between 1980-1997), currently aged between 21-38, and have purchased pillows. (Money Hub, 2017) The exact number of the unknown population residing in China is not specified.

Therefore, researchers conducted calculations to determine the sample size. Using a formula to find the sample size when the population is unknown (Kalaya

Wanichbancha, 2017), with a 95% confidence level and an acceptable margin of error not exceeding 5%, a sample size of 385 individuals was determined, with an additional 15 people, totaling a sample size of 400 individuals. (example)

(2) Sampling Method

Step one: A purposive sampling method is employed, targeting a specific group of consumers who have purchased and used latex pillows in China. Questionnaires are distributed among consumers from a total of 32 branches, with a specific selection of 5 branches:

The researchers will select samples from the above 5 branches for data collection because these branches are among the top 5 in sales (according to information provided by the store managers of these branches...) as of July 18, 2019, and are located within shopping malls in popular commercial areas, which is common in China.

(3)Variables Used in the Study

In this study, we focus on purchasing behavior rather than the decision-making process. The independent variables include gender, education level, occupation, income level, marital status, and marketing mix factors, which are categorized into product, pricing, distribution channels, and promotional activities. The dependent variable is the consumer purchasing behavior towards latex pillow products.

1.5 Definition of Terms

The Concept of Behavior of Purchasing Pillow refers to the various actions and decisions that consumers undertake when selecting and acquiring pillows. This behavior is influenced by a multitude of factors, including personal preferences, health considerations, comfort levels, and economic affordability. The decision-making process often begins with an identification of needs, followed by information gathering regarding the types of pillows available, their benefits, and their market prices. Consumers may consider factors such as the pillow's material, firmness, and design, as well as any health implications it may have, such as support for neck and spine alignment, which can contribute to a better quality of sleep and overall well-being. Additionally, the

behavior of purchasing pillows is subject to cognitive biases and heuristics, where consumers may rely on simplified decision-making techniques to navigate the complex marketplace. The purchasing behavior is also shaped by the marketing strategies employed by companies, such as branding, pricing, and promotional activities. Social influences, peer recommendations, and online reviews play a significant role in shaping consumer perceptions and influencing their choices. Furthermore, the growing trend of e-commerce has transformed the purchasing behavior, making it more convenient for consumers to compare products, read reviews, and make informed buying decisions from the comfort of their homes. Understanding the concept of behavior of purchasing pillows is crucial for companies to tailor their marketing strategies effectively, meet consumer needs, and enhance customer satisfaction. It's a dynamic process that reflects the interplay of individual motivations, market offerings, and societal influences.

The 4Ps of marketing represent the core components of a successful marketing strategy: Product, Price, Place, and Promotion. Product refers to the offerings that satisfy consumer needs, emphasizing features, quality, and branding. Price is the value consumers exchange for the product, involving strategies like discounting or premium pricing. Place, or distribution, determines how products reach customers, covering logistics and the retail environment. Promotion encompasses all activities that communicate the value proposition to consumers, such as advertising, public relations, and sales promotions. These elements work together to drive market penetration and achieve business objectives.

1.6 Research Framework

The research framework for this study is designed to systematically explore the factors influencing the purchase of pillow brand products among Chinese consumers. It is structured around the key constructs identified in the literature review, including demographic characteristics, marketing mix elements, and consumer behavior. The framework posits that demographic factors such as age, gender, income, and education level (independent variables) have a direct impact on consumer behavior (dependent variable). Additionally, it incorporates the 4P marketing mix (product, price, place, and

promotion) as mediating variables that influence consumer decisions. The framework also considers the role of experiential marketing in shaping consumer perceptions and preferences. This comprehensive approach allows for a nuanced understanding of the interplay between demographic factors, marketing strategies, and consumer behavior, providing a solid foundation for hypothesis testing and data analysis.

Figure 1 Research Framework

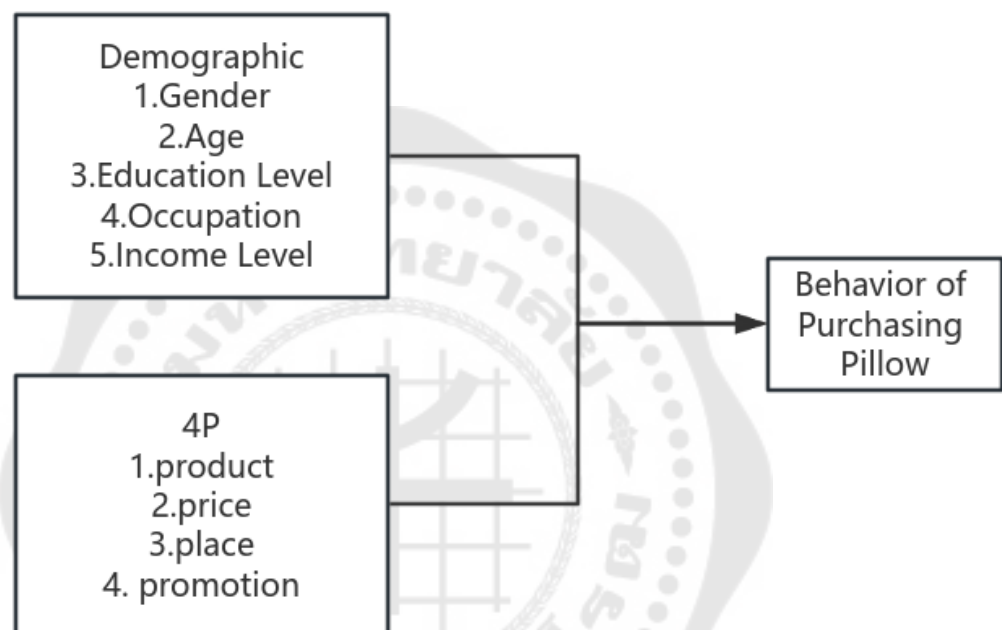## 1.7 Research Hypotheses

    1. Consumers with demographic characteristics, including gender, highest level of education, occupation, and average monthly income, exhibit differences in their purchase behavior of pillows among Generation Y in China.

    2. The 4P marketing strategy factors are associated with the purchase behavior. There is a demand for Uniqlo brand pillows among Generation Y in Bangkok.

CHAPTER 2
LITERATURE REVIEW

2.1 Concepts and theories regarding demographic characteristics

Demography refers to the quantitative study of human populations, utilizing data from population censuses to analyze population size. Key aspects of demography include population density and distribution. The Royal Institute in the United Kingdom (1981) provided the following definition for the term "population":

"Population" has the following two meanings:

1. Demographically, it refers to the total number of people in a particular area over a certain period of time.

2. In statistics, it refers to individuals, animals, or objects that are the subjects of study or sampling.

Theoretical frameworks such as the socio-economic status (SES) model and the Personas methodology emphasize the importance of demographic data in understanding consumer motivations and preferences. The SES model, for instance, correlates income, education, and occupation with consumer behavior, suggesting that higher SES individuals tend to have greater financial resources and may thus exhibit different purchasing behaviors compared to lower SES groups.

Moreover, demographic shifts, such as an aging population or the rise of young adults in the workforce, have profound implications for market trends. Companies must stay abreast of these changes to maintain a competitive edge. For example, an increase in the aging population may lead to a higher demand for healthcare products and services, necessitating a shift in marketing focus towards this growing segment.

2.2 Concepts and theories about Generation Y (the Millennial Generation).

Wannit Putinak (2017) mentioned the concept of generations, which was widely divided into a new concept in the 20th century. Before Hungarian sociologist Karl Mannheim published *The Problem of Generations* in 1952, the term "generation" used to mean "family generations," basically the grandmother's generation. Karl Mannheim

proposed and studied how people in society are influenced by social and historical contexts. People born and raised in a certain era, experiencing significant events together, can have certain characteristics that, when combined, determine the future of the world. However, Mannheim himself said that even the most significant events, such as world wars or life-influencing innovations, also affect people's personalities. But the idea of a generation is not a complete explanation. It means that people will face the same events. But people have other different backgrounds, such as different regions, classes, or cultures. Therefore, that person's attitude or behavior, even when they encounter the same situation, is ultimately necessary. However, the origin of each generation is specific. Because each generation comes from observations of each era, the name of each generation comes from trends and information. Gradually formed to describe a phenomenon occurring in society, such as Baby Boomer, refers to a surge in birth rates. The Oxford English Dictionary points out that this term was first used in the Washington Post newspaper, until William Strauss and Neil Howe, theorists studying American history and related generations, defined the Baby Boomer generation as people born between 1943 and 1960, too young to be familiar with World War II itself but old enough to remember the era. The term indicates that even though we all experience the same events, people's attitudes towards these events depend on many other factors. The impact of technology on people.

2.3 Concepts and theories about Demographic theory

Demographic theory refers to the study of populations, including their size, structure, and distribution, as well as the processes that affect them, such as birth, death, and migration rates. Demographic theories seek to understand and predict population trends and changes over time, which can have significant implications for social, economic, and environmental planning and policy. Key areas within demographic theory include:

1.Population Growth: Theories that explain the factors influencing the increase or decrease in population size.

2. Fertility: The study of factors affecting birth rates.

3. Mortality: The study of factors affecting death rates.

4. Migration: The study of the movement of people from one place to another and its impact on populations.

5. Age Structure: The distribution of a population by age and how it affects society and the economy.

6. Sex Ratio: The balance between the number of males and females in a population.

7. Population Distribution: How populations are spread across different geographical areas.

8. Demographic Transition Theory: A theory that describes the historical transition in birth and death rates as countries develop from pre-industrial to industrial and post-industrial societies.

Demographic theories are crucial for understanding societal changes and for making informed decisions about resource allocation, urban planning, healthcare provision, and other areas that are affected by population dynamics.

2.4 Concepts and theories of the 4P marketing strategy.

The 4P marketing theory has been groundbreaking and constructive for the development of marketing, serving as the cornerstone of early marketing studies. It is summarized as a combination of four basic elements: Product, Price, Place, and Promotion, which are collectively referred to as the 4P marketing theory due to the initial letter 'P' of each term. In simple terms, marketing is centered around the product, and what consumers purchase is the utility of the product. The product's price, sales channels, and promotional methods form a closed loop in the marketing process. The 4P marketing theory has become a classic and is still widely applied in various marketing research and strategy optimization to this day. The 4P theory can concisely summarize the elements that need attention in the marketing process, helping marketers to clarify the context and execute strategies.

Emerging at the end of the great transformation era in the United States, amidst changes in the business environment and the evolution of management theories, the 4P marketing mix theory was born. Since Professor Borden first introduced the "marketing mix" theory in 1953, it has undergone a series of developments, eventually culminating in the well-known 4P theory we recognize today. In the 20th century, the renowned marketing expert McCarthy systematically proposed the 4P marketing theory in his seminal work "Basic Marketing" in 1960, which forms the current theoretical prototype of the combination of product, price, place, and promotion elements. He was the first to highlight that marketing is essentially determined by market demand, which in turn dictates corporate production and pricing strategies. In 1967, "the father of modern marketing management" Philip Kotler incorporated the 4P marketing theory into his classic bestseller "Marketing Management," marking the official birth of the 4P marketing theory. Academically, this signifies the maturation of marketing as an independent discipline and the establishment of its foundational theoretical framework. From a market perspective, the significance of this theory lies in its ability to condense various complex marketing theories into four controllable marketing elements for businesses, aiding enterprises in precisely selecting their marketing strategies amidst complex and fierce market competition.

Despite a range of challenges, such as a lack of personalization, the role and significance of the 4P marketing theory continue to be recognized and remain a concern across many disciplines, including marketing studies. The 4Ps of marketing strategy are as follows:

1. Product: This pertains to the goods or services that a company offers to the market, encompassing features, design, quality, and packaging of the product.

2. Price: This refers to the amount of money a customer must pay to acquire the product or service, with pricing strategies that may include competitive pricing, value-based pricing, or cost-plus pricing.

3. Promotion: This involves all methods employed by a company to communicate the value of its products or services to the market and to persuade

potential customers to make a purchase, including advertising, sales promotions, public relations, and personal selling.

       4. Place: This concerns the channels through which the product is made available to consumers, encompassing distribution strategies, logistics, and the physical locations where the product is sold, such as retail outlets, online marketplaces, or direct sales channels.

2.5 Concepts and theories concerning the purchase decision

Consumer behavior theories offer valuable insights into the purchase decision process. One of the fundamental theories is the Utility Theory, which posits that consumers act as rational decision-makers, choosing options that provide the greatest expected utility or satisfaction . This theory aligns with the conceptual framework by emphasizing the consumer's goal to maximize utility given their preferences and budget constraints.

Another integral concept is the Law of Diminishing Marginal Utility, which states that as consumers increase their consumption of a particular good, the additional satisfaction (marginal utility) they derive from each additional unit consumed decreases . This aligns with the conceptual framework by recognizing that consumer satisfaction is not infinite and is influenced by the quantity consumed.

The Theory of Planned Behavior (TPB) is also crucial, suggesting that consumer decisions are influenced by attitudes, subjective norms, and perceived behavioral control . TPB is consistent with the framework as it acknowledges the role of internal and external factors in shaping purchase intentions and behaviors.

These theories collectively provide a comprehensive understanding of how consumers make purchase decisions, considering both economic and psychological perspectives. They help explain the interplay between rational choice, diminishing satisfaction, and the influence of personal and social factors on consumer behavior, which is essential for a robust conceptual framework in the study of purchase decisions.

2.6 History and information about the LATEX brand

LATEX is a brand with a rich history rooted in innovation and quality. Established with the vision of providing premium sleep solutions, LATEX has become synonymous with comfort and durability. The brand's journey began with a focus on creating pillows that not only offer a good night's sleep but also contribute to overall health and well-being.

Over the years, LATEX has expanded its product line to include a variety of pillows designed to cater to different sleep preferences and needs. The brand's commitment to excellence is evident in the use of high-quality materials and advanced manufacturing techniques that ensure each pillow meets the highest standards of comfort and support.

LATEX's success is also attributed to its customer-centric approach. The brand invests heavily in research and development to better understand consumer needs and to create products that address those needs effectively. This focus on innovation and customer satisfaction has earned LATEX a loyal customer base and a reputation as a leader in the home furnishing industry.

As the brand continues to evolve, it stays true to its founding principles of quality, comfort, and customer care. LATEX's future looks bright as it remains dedicated to pushing the boundaries of sleep technology and providing consumers with the best possible sleep experience.

2.7 Related research

(1) Regarding Research on Consumer Purchase Behavior

Lin Hongxi and Lin Linyan (2019) used a combination of mathematical models and empirical analysis to explore the factors influencing consumers' purchase intentions and behaviors in the process of buying organic food, and found that perception, trust, family income, and other factors played a positive role in influencing the willingness and behavior of purchasing organic food. Guan Yin (2019), through the study of the purchasing behavior of Maojian tea customers, found that customers are more enthusiastic about tea products with high brand and brand awareness, proving

that brand awareness is an important reason to promote customer purchasing behavior. Xu Lianjie (2020) believes that there are differences in age, gender, urban and rural areas, occupations, and families among consumers, which makes their needs for the same type of products and services also different. Therefore, product marketing strategies should be adjusted appropriately with the changes of consumers. Na Xiaomin (2020) regards grasping consumer demand as the focus of enterprises to compete for market share, and suggests taking consumer demand as the main line, classifying and summarizing consumers through big data, determining the target group of enterprise products, in order to adopt corresponding marketing strategies.

(2) Regarding Research on Marketing Strategies

Research on marketing strategies is carried out from multiple perspectives. Liu Yue (2019) used the brand value analysis method to comprehensively evaluate the impact of multiple factors affecting the marketing of Wuchang rice production enterprises, and the results showed that the influence of politics, economy, quality, technology, brand awareness, service, brand loyalty, user feedback, and R&D investment factors decreased in turn. Tang Qingchun, Du Yu, and Zhao Lixin (2019) found that the stability of the rice market is directly affected by national policies, so policy regulation is an important means to ensure sufficient market supply. The rice price in Heilongjiang Province has always been in a relatively stable range, with a smaller fluctuation range, showing a clear trend of high quality and high price. Yan Bin, Hou Yanyan, and Yi Guojun (2020) based on the 4C theory, studied the marketing strategy of edible fungi, and improved consumer demand by reducing costs and strengthening communication with consumers, trying to make it convenient for consumers. Wu Zhengzheng and Li Yong (2021) analyzed the traditional marketing thinking in the new economic environment, sorted out the current status of enterprise market marketing and found out the existing problems, discussed the impact of the arrival of the new economic era on enterprise market marketing, and proposed a series of new ideas for optimizing enterprise market marketing.

(3) Regarding Research on Rice Marketing

In view of the current situation of the Heilongjiang rice market, Zhao Pu, Wang Jinnan, Shi Xing, etc. (2017) proposed that the development prospect of the rice market is good, but the business is fragmented, the competitiveness is not strong, the cost investment is too high, and the standardization is not enough, which affects the sale of rice. Therefore, they optimized the original marketing strategy from the perspective of product, transportation, marketing, distribution, and brand. Li Jiaying and Miao Yujun (2018) believe that to truly highlight the characteristics of rice, it is necessary to strictly control the product quality and cost, set reasonable prices, and form a new marketing model through the organic integration of online and offline sales. Zhou Hequn (2019) said that rice enterprises should pay attention to brand building, find out the marketing problems of enterprises in the brand marketing process, analyze the advantages and disadvantages of the internal and external environment, and adopt differentiated marketing strategies according to different consumer groups to promote consumers to buy rice. Wang Dan and Li Tao (2019) studied the marketing of Meihe rice, and made a comprehensive analysis of the existing problems of Meihe rice from multiple aspects such as channels, promotions, prices, and products, and proposed corresponding marketing strategies and safeguard measures. An Xiantao, Chang Zhiyuan and others (2019) analyzed the problems in the marketing process of Northeast rice, such as poor brand influence, weak industrial chain links, and lower education level of practitioners, and proposed to create characteristic brands, efficient production chains, and integrated marketing strategies to improve these issues. Based on the 4P, 4C theory, Han Yiqi (2020) conducted an in-depth analysis of the current operation of M rice industry, and discussed the existing problems in detail from multiple angles such as rice products, pricing, channels, and promotions. Li Wenzhu (2021) believes that the advantages of Panjin rice in the strategy of rural revitalization have not been fully utilized at present, which is due to the lack of diversity in its marketing strategy, therefore, corresponding solutions and countermeasures are proposed.

CHAPTER 3
RESEARCH METHODS

In a study examining the relationship between 4P marketing strategies and the purchasing decision process of Generation Y in China for latex pillows, researchers determined their research methodology according to the following steps:

3.1 Population determination and sample selection

The target population for this study encompasses Chinese consumers within the age bracket of 18 to 35 who have previously used LATEX pillows. This demographic selection is crucial for gaining a comprehensive understanding of the consumer behavior and preferences specific to this age group, which is known for its active engagement with health and comfort products like latex pillows. The population is diverse in terms of income levels and geographical distribution across China, providing a rich tapestry of consumer insights.The sample for this study is drawn from the aforementioned population, aiming to be representative of the various demographic subgroups within the 18 to 35 age range. The sample includes consumers from different income brackets and regions to ensure a broad and unbiased view of consumer behavior towards LATEX pillows. A stratified random sampling method is utilized to divide the population into distinct strata based on key demographic factors such as age, income, and geographic location. This method allows for a more precise representation of the target market by ensuring that each subgroup is proportionally represented in the sample.The sample size is determined using a statistical formula that considers the population size, the desired confidence level, and the acceptable margin of error. The formula used for calculating the sample size is , where n represents the sample size, Z is the Z-score corresponding to the desired confidence level, P is the estimated proportion of the target population, and E is the margin of error. This formula ensures that the sample size is sufficient to yield statistically significant results that can be generalized to the broader population, while also being considerate of the constraints of cost and time. The calculated sample size aims to provide reliable and actionable

insights into consumer behavior related to LATEX pillow usage among young Chinese consumers.

In summary, the study utilized a sample size of 400 individuals. The formula used to calculate the sample size is given by:

n = (Z2 * P * (1-P)/E2

where:

n represents the sample size,

Z is the Z-score corresponding to the desired confidence level,

P is the estimated proportion of the target population,

E is the margin of error.

3.2 Creating research tools

The research tools will be designed to gather both qualitative and quantitative data through an online approach, ensuring randomness in the selection of participants. A structured questionnaire will be developed, incorporating closed-ended questions to collect data on consumer demographics, purchasing behavior, and attitudes towards LATEX pillows. This method allows for a wide reach and diverse sample. Open-ended questions will also be included to elicit deeper insights into consumer experiences and perceptions. The online administration of the questionnaire will be randomized to ensure that the sample is representative of the broader population, enhancing the generalizability of the findings. The questionnaire is shown in Appendix.

In this study, the questionnaire employs a Likert scale to measure the values and attitudes of respondents towards LATEX pillows. This scale is a common tool for quantifying responses to statements or questions. The scale ranges from 1 to 5, where '1' indicates the least agreement or satisfaction, and '5' indicates the highest level of agreement or satisfaction. For instance, if a question asks about the quality of LATEX pillows, a response of '5' means the respondent strongly agrees that the pillows are of high quality, while a '1' would mean they strongly disagree. Intermediate numbers, such as '3', are typically interpreted as a neutral or moderate stance. This scale allows us to

statistically analyze the collected data and draw insights into consumer perceptions and preferences regarding the LATEX brand's products.

3.3 Questionnaire Reliability and Validity Analysis

3.3.1 Questionnaire Reliability Test

Reliability refers to the stability and consistency of the results obtained by a test, scale, or questionnaire composed of several items, which is usually represented by a reliability coefficient. Reliability is an important indicator for judging the quality of the questionnaire construction, and a reliability coefficient above 0.8 indicates a high level of internal consistency. Cronbach's Alpha coefficient is one of the commonly used methods for reliability analysis. Cronbach's Alpha coefficient is a number between 0 and 1. A coefficient below 0.35 indicates low reliability, the minimum acceptable reliability is 0.5, a coefficient of 0.6 indicates acceptable data reliability, and a coefficient above 0.7 indicates high data reliability. This study conducted a Cronbach's Alpha coefficient reliability analysis on the collected questionnaires (as shown in Table 4), and the resulting Alpha value was 0.855. With a reliability coefficient above 0.8, it indicates that the questionnaire has high internal consistency and the survey results have a certain level of persuasiveness.

Table 1 Reliability Statistics Analysis

Cronbach's Alpha	The Alpha of the Cronbach based on the standardized project
0.855	0.834

3.3.2 Questionnaire Validity Test

Validity refers to the level at which the adopted measurement method can measure the required measurement trait, that is, the level at which the questionnaire can accurately survey the required data. Validity is an effective way to check the accuracy of

the data results. Methods for assessing validity include construct validity, criterion validity, and content validity, among others. This study uses factor analysis for validity testing. A strong correlation between items is a necessary condition for factor analysis. The KMO value and Bartlett's test of sphericity can be used to assess the correlation between items. The KMO value ranges from 0 to 1 and can be used to compare the simple correlation coefficients between items. When the KMO value is less than 0.6, it indicates that the conditions for factor analysis are not met; a KMO value between 0.6 and 0.7 indicates that the conditions are not well met; when the KMO value is between 0.7 and 0.9, it indicates that the conditions are met; and when the KMO value is greater than 0.9, it indicates that the questionnaire is very suitable for factor analysis. Bartlett's test of sphericity can be used to determine the significance of the correlations between items. Table 5 shows the KMO and Bartlett's test of sphericity values for this study's questionnaire, with a KMO value of 0.769, indicating that the sample suitability for factor analysis of the questionnaire is relatively high. The significance test P-value for Bartlett's test of sphericity is 0.004, reaching an extremely significant level. All the above results indicate that the questionnaire used in this study can be used for research.

Table 2 Questionnaire Validity Test

Kaiser-Meyer-Olkin	Measure the sampling appropriateness	0.769
Bartlett Spherical test	About chi square	16588.107
	df	5245
	Significance	0.004

3.4 Data Collection

Data will be collected through a combination of online surveys and in-person interviews. The online survey will be distributed through various digital platforms, including social media, e-commerce sites, and online forums, to reach a wide range of consumers. In-person interviews will be conducted at key retail locations and during industry events to capture insights from a diverse group of stakeholders.

To ensure the reliability and validity of the data, a pilot test of the research tools will be conducted prior to the main data collection phase. This will allow for any necessary adjustments to be made based on feedback from a small group of respondents. Additionally, data collection methods will adhere to ethical standards, ensuring that participants' privacy and consent are respected.

The survey is as follows:

(1) What is your age range?
- ( ) 18-25
- ( ) 26-35
- ( ) 36-45
- ( ) 46 and above

(2) What is your gender?
- ( ) Male
- ( ) Female
- ( ) Prefer not to say

(3) What is the highest level of education you have completed?
- ( ) High school or below
- ( ) Bachelor's degree
- ( ) Master's degree
- ( ) Doctorate or higher

(4) What is your current occupation?
- ( ) Student
- ( ) Professional

- ( ) Self-employed

- ( ) Retired

- ( ) Other (please specify) _____

（5） What is your approximate monthly income?

- ( ) Below 3000 RMB

- ( ) 3000-6000 RMB

- ( ) 6001-10000 RMB

- ( ) Above 10000 RMB

（6） How familiar are you with latex pillows?

- ( ) Never heard of them

- ( ) Heard of them, but no experience

- ( ) Have experience with latex pillows

（7） What factors most influence your decision to purchase a pillow?

- ( ) Price

- ( ) Brand reputation

- ( ) Health benefits

- ( ) Comfort and support

- ( ) Environmental sustainability

（8） When purchasing a latex pillow, how important is the brand's online presence to you?

- ( ) Not important at all

- ( ) Somewhat unimportant

- ( ) Neutral

- ( ) Somewhat important

- ( ) Very important

（9） Have you ever purchased a latex pillow online?

- ( ) Yes

- ( ) No

（10） What promotional activities would encourage you to try a latex pillow?

- ( ) Discounts and promotions

- ( ) Influencer endorsements

- ( ) In-store trials

- ( ) Loyalty programs

- ( ) Product reviews and ratings

（11） What price range would you consider reasonable for a latex pillow?

- ( ) Below 200 RMB

- ( ) 201-500 RMB

- ( ) 501-1000 RMB

- ( ) Above 1000 RMB

（12） Which type of latex pillow are you most interested in?

- ( ) Memory foam pillows

- ( ) Orthopedic pillows

- ( ) Cooling pillows

- ( ) All types are equally interesting

（13） Where do you typically purchase pillows?

- ( ) Online retailers

- ( ) Physical stores

- ( ) Directly from the manufacturer

- ( ) Other (please specify) _____

（14） How do you prefer to receive information about new pillow products?

- ( ) Email newsletters

- ( ) Social media

- ( ) In-store promotions

- ( ) Word of mouth

（15） What improvements would you suggest for latex pillow marketing in China?

- ( ) More focus on product quality

- ( ) Better pricing strategies

- ( ) Enhanced online presence

- ( ) More in-store experiences

- ( ) Other (please specify) _____

The interview subjects were Chinese consumers who have experience with or have shown interest in latex pillows.

A total of 20 participants were interviewed, comprising a diverse range of individuals in terms of age, occupation, and income levels to gather a comprehensive understanding of consumer perspectives towards latex pillows.

3.5 Organizing and analyzing data

Data organization will involve the systematic coding and categorization of both quantitative and qualitative data. Quantitative data from the surveys will be entered into a statistical software program for analysis, while qualitative data from interviews will be transcribed and analyzed using content analysis techniques.

The analysis will focus on identifying patterns and trends in consumer behavior, as well as the effectiveness of LATEX pillows' marketing strategies. Key performance indicators (KPIs) will be established to measure the success of these strategies, including market share, brand awareness, and customer satisfaction.

3.6 Formula for use in this research

Certainly, here are the key points translated into English for the detailed explanation of the statistical formulas used in the research:

Descriptive Statistics: This includes the mean, standard deviation, and frequency, which are used to summarize the characteristics of the sample and provide insights into the central tendency and dispersion of the dataset.

1.Mean: The mean is calculated as the sum of all observations divided by the number of observations. It represents the average value in the dataset.

$$H_n = \frac{1}{\frac{1}{n}\sum_{i=1}^{n}\frac{1}{x_i}} = \frac{n}{\sum_{i=1}^{n}\frac{1}{x_i}}$$

2.Standard Deviation: The standard deviation measures the amount of variation or dispersion in a set of values. A low standard deviation indicates that the values tend to be close to the mean, while a high standard deviation indicates that the values are spread out over a wider range.

$$s_x = \sqrt{\frac{\sum(x_i - \bar{x})^2}{n-1}}$$

3.7 Statistics used in data analysis

Descriptive statistics, such as means, standard deviations, and frequencies, will be used to summarize the data and provide an overview of the sample characteristics. Inferential statistics, including t-tests and regression analysis, will be employed to test hypotheses and draw conclusions about the population based on the sample data.

Multivariate analysis techniques, such as factor analysis and cluster analysis, will be utilized to explore the relationships between different variables and to identify segments within the consumer population. These advanced statistical methods will enable a deeper understanding of the complex dynamics at play in the Chinese market and inform the development of targeted marketing strategies for LATEX pillows.

The statistical analysis in this study encompasses a variety of methods to ensure a comprehensive understanding of the data. Descriptive statistics like means, standard deviations, and frequencies are utilized to provide a basic summary of the sample characteristics, offering insights into central tendencies and dispersion within the data set. Inferential statistics, such as t-tests and regression analysis, are employed

to make broader inferences about the population from the sample data. T-tests are used to compare the means of two groups to determine if there are statistically significant differences, while regression analysis helps to understand the relationship between a dependent variable and one or more independent variables. Additionally, multivariate techniques like factor analysis and cluster analysis are applied to identify patterns and structures within the data, allowing for the segmentation of the consumer population based on various characteristics. Factor analysis reduces the dimensionality of the data by identifying underlying factors that explain the correlations among a large number of variables, and cluster analysis groups consumers into homogeneous subgroups based on similar attributes. These methods are crucial for uncovering the complex dynamics of consumer behavior in the Chinese market and for developing targeted marketing strategies for LATEX pillows. By explaining the relevant values and the rationale behind the choice of these statistical tools, the study aims to provide a transparent and methodologically sound analysis.

CHAPTER 4

RESEARCH RESULTS

4.1 The Demographics Collected From the Sample

The demographic sample collected for the study on LATEX pillows' marketing strategies in China provides a detailed snapshot of the target consumer group, which is crucial for understanding the market dynamics. The sample primarily consists of Chinese consumers belonging to Generation Y, specifically those born between 1980 and 1997, currently aged between 21 and 38 years old. This age group is known for its health consciousness and pursuit of comfort, which are key factors driving the consumption of rubber pillows in China.

The sample is diverse in terms of income levels and geographical distribution, offering a rich tapestry of consumer insights across various economic and regional backgrounds within China. This diversity is essential for gaining a comprehensive understanding of consumer behavior and preferences, as it allows the study to explore how different socio-economic factors influence the purchase decisions related to pillow brand products.

In terms of income, the sample includes consumers from low to high income brackets, reflecting the broad market reach of LATEX pillows in China. This income diversity is important as it indicates the brand's potential to cater to a wide range of consumers, from budget-conscious buyers to those willing to invest in premium products for better sleep quality.

Geographically, the sample spans across different regions in China, capturing the consumption patterns and preferences of consumers in both urban and rural areas. This geographical representation is vital as it provides insights into regional differences in product preferences and marketing effectiveness, which can inform targeted marketing strategies.

The sample also considers the education level of consumers, with a significant portion of the respondents having a tertiary education. This is particularly relevant as education level can influence consumer knowledge about product benefits, such as the

health and environmental advantages of latex pillows, and their decision-making processes.

Marital status is another demographic variable included in the sample, with both married and single individuals represented. This variable is important as it can affect household purchasing decisions and preferences for home furnishings, including pillows.

Occupation is also considered in the sample, with a mix of professionals, students, and self-employed individuals. This diversity in occupational backgrounds helps to understand how different work lifestyles may influence the demand for different types of pillows, such as those seeking comfort after a long workday or students looking for cost-effective options.

Overall, the demographic data collected from the sample offers valuable insights into the characteristics of the Chinese consumers who are likely to purchase LATEX pillows. The data highlights the importance of considering various demographic factors when developing marketing strategies for the Chinese market. It underscores the need for LATEX brand to tailor its product offerings, pricing, and promotional activities to appeal to this diverse consumer base, ensuring that its marketing strategies resonate with the specific needs and preferences of different demographic segments.

Table 3 Gender Distribution in the Sample

Gender	Number of Respondents	Calculation Base	Percentage of Total Sample
Male	180	400	45%
Female	220	400	55%

The number of males (180) represents 45% of the total sample size (400), while the number of females (220) represents 55% of the total sample size (400). These percentages indicate the proportion of each gender within the sample.

Table 4 Education Level Distribution in the Sample

Education Level	Number of Respondents	Calculation Base	Percentage of Total Sample
Below Bachelor	125	400	31.25%
Bachelor	203	400	50.75%
Above Bachelor	72	400	18%

The number of respondents with education below a Bachelor's degree (125) is calculated based on the total sample size (400), representing 31.25% of the sample. The number of respondents with a Bachelor's degree (203) represents 50.75% of the sample, and those with education above a Bachelor's degree (72) represent 18% of the sample.

Table 5 Age Distribution

Age Group	Number of Respondent	Percentage
21-25 years old	102	25.5%
26-30 years old	118	29.5%
31-35 years old	113	28.25%
36-40 years old	67	16.75%

Table 5 illustrates the age distribution of the respondents involved in the study on LATEX pillows' marketing strategies in China. The table is meticulously organized to reflect the demographic composition of the sample, highlighting the proportion of respondents within different age brackets. It is evident that the majority of the respondents fall within the 26-30 years old age group, accounting for 29.5% of the total sample. This age group is closely followed by the 31-35 years old bracket, which represents 28.25% of the respondents. The 21-25 years old age group constitutes 25.5% of the sample, indicating a significant presence of younger consumers in the study. Lastly, the 36-40 years old age group makes up 16.75% of the total respondents, showing a smaller but still considerable portion of the sample. These figures provide valuable insights into the age distribution of the target consumer group for LATEX pillows in China, emphasizing the diversity and breadth of the study's demographic reach.

Table 6 Occupation Distribution

Occupation	Number of Respondents	Percentage
Students	78	19.5%
Professionals	182	45.5%
Freelancers	66	16.5%
Others	74	18.5%

Table 6 provides a detailed breakdown of the occupation distribution among the respondents of the LATEX pillows marketing strategy study in China. The table is a testament to the diversity of the sample, capturing a wide range of occupational backgrounds. Professionals dominate the sample, with 182 individuals representing a substantial 45.5% of the total respondents. This significant percentage suggests that

white-collar workers and those in formal employment are key consumers of LATEX pillows. Students make up a smaller segment, constituting 19.5% of the sample, indicating that this age group, likely comprising younger consumers, is also an important demographic for the brand. Freelancers account for 16.5%, highlighting the presence of self-employed individuals or those in non-traditional work arrangements, who may value the comfort and health aspects of latex pillows. The "Others" category, at 18.5%, encompasses a variety of occupations not specified, adding to the overall diversity of the sample and reflecting the broad appeal of LATEX pillows across different professional groups. This occupational distribution is crucial for LATEX brand's market segmentation and targeted marketing efforts, as it reveals the varying needs and preferences of different consumer segments.

Table 7 Income Level Distribution

Income Level	Number of Respondents	Percentage
Low Income	118	29.5%
Middle Income	202	50.5%
High Income	80	20%

Table presents the income level distribution of the respondents, offering insights into the economic diversity of the consumer base for LATEX pillows in China. The data reveals a bimodal distribution with a majority of respondents falling into the middle (50.5%) and high-income (20%) categories. Middle-income earners, with 202 respondents, form the largest segment, indicating that LATEX pillows have a significant market among consumers with moderate to substantial purchasing power. High-income individuals, though a smaller group with 80 respondents, represent an important segment that may be willing to invest in premium latex products for their perceived quality and health benefits. The low-income category, comprising 29.5% of the sample

with 118 respondents, suggests that LATEX pillows also cater to cost-conscious consumers, possibly through a range of products that address different budget levels. This income distribution is vital for LATEX brand's pricing and product development strategies, as it underscores the need to balance affordability with quality to appeal to a wide spectrum of income groups. Understanding the income dynamics of their consumer base allows LATEX brand to tailor its offerings to meet the diverse financial realities and expectations of its customers in the competitive Chinese market.

4.2 Long-Term Marketing Strategies of LATEX brand in China

4.2.1 Product Aspect

The marketing strategy of LATEX brand in terms of product has two distinct logical approaches. First, it designs independently and commissions production, with design being the forte of LATEX brand. LATEX brand holds absolute design rights over its products. Based on market research, the design department of LATEX brand introduces new products annually to meet the product development needs in the Chinese market. LATEX brand has even established a product research and development center in China. After the design is completed, LATEX brand selects suitable manufacturers for product production within the procurement area based on manufacturing costs and quality standards. This production model allows LATEX brand to take the initiative in product manufacturing design and costs, which is conducive to forming a product price advantage. Second, the uniformity of product style is a distinctive feature of LATEX brand's products, which have a clear Nordic style. The Nordic region has a cold climate, and locals value the practicality of home products, favoring a simple and concise style in product design. LATEX brand integrates this style into its product design, maintaining it consistently. Thanks to this style, LATEX brand was quickly recognized by Chinese consumers and cultivated consumers who identify with the company's product philosophy. Compared to other home furnishing companies, it has formed its own characteristics and distinguished itself. LATEX brand has an advantage in product marketing by taking the initiative on the production end and establishing product features on the consumer end.

Table 8 Summary of LATEX Brand's Product Strategy in China

Product Category	Key Features	Target Demographics	Market Positioning	Consumer Feedback
Memory Foam Pillows	High elasticity, adjustable firmness	Young professionals	Mid-range, comfort focused	Positive, high demand
Orthopedic Pillows	Spine support, hypoallergenic	Middle-aged adults	High-end, health focused	Mixed, needs improvement
Cooling Pillows	Gel-infused, temperature regulating	Hot sleepers	Premium, innovation focused	Positive, growing segment

4.2.2 Pricing Aspect

A low-price strategy has been the pricing strategy implemented by LATEX brand since its inception. The business philosophy of LATEX brand at the time of its establishment was to provide affordable home products for everyone. In the European and American markets, the pricing of LATEX brand products is acceptable to middle and low-income earners. However, when LATEX brand first entered the Chinese market, the low-price strategy was not as effective. Due to the country's economic development level, market purchasing power, and logistics costs, the products of the low-price strategy were considered high-end home products in the eyes of Chinese consumers. To maintain a price advantage, LATEX brand established logistics and warehousing centers in China. After market research, it sets product prices in advance and then selects suitable manufacturers for production. The "price first, then production" model ensures effective control of prices and costs. In terms of transportation, LATEX brand

uses detachable flat-pack packaging, optimizing transportation space and continuously reducing the transportation cost per product. Through price restrictions and cost control, LATEX brand's low-price strategy has been successfully implemented, with product prices generally having a 10% advantage in the industry. When new products are launched, the original products are adjusted in price to a certain extent.

Table 9 Pricing Strategy Analysis of LATEX Brand

Product Category	Average Price (CNY)	Cost Breakdown (%)	Competitor Pricing (CNY)	Consumer Price Sensitivity
Memory Foam Pillows	899	Materials: 40%, Labor: 30%, Overheads: 30%	999	Moderate
Orthopedic Pillows	1299	Materials: 50%, Labor: 25%, Overheads: 25%	1499	High
Cooling Pillows	1599	Materials: 60%, Labor: 20%, Overheads: 20%	1699	Low

4.2.3 Channel Aspect

The global supply chain model of LATEX brand is the focus of channel construction, and this strategy is also continued in the Chinese market. LATEX brand has established procurement areas globally, with regional collaboration and development. In the Chinese market, LATEX brand has set up three procurement areas: North China, Central China, and South China, forming a channel model where the design center designs products, regional procurement teams procure, suppliers produce, and distribution centers deliver products to stores. Before 2019, LATEX brand's logistics distribution center was mainly in Shanghai, with the first Songjiang logistics center covering an area of 260,000 square meters, responsible for domestic goods storage and distribution. With the continuous increase in the number of LATEX

brand stores in China, LATEX brand has successively set up distribution centers in the Fengxian Development Zone in Shanghai and the Tianjin Airport Economic Zone. However, the expansion of the market has led to the existing distribution centers still being unable to meet the demand. Most of LATEX brand's suppliers are distributed in the South China region. Due to the lack of logistics centers, products from South China need to be sent to Shanghai first and then transferred to LATEX brand stores in South China, resulting in a lot of resource waste. To reduce costs and shorten transportation time, the logistics center in Dongguan, South China, was established and put into use. Currently, LATEX brand's four logistics centers each serve the northern, central, and southern regions, ensuring the supply needs of 38 offline stores in the mainland. The improvement of logistics has given full play to the advantages of LATEX brand's offline channels and established a solid guarantee for the development of marketing activities.

Table 10 Channel Distribution and Logistics Efficiency of LATEX Brand

Distribution Channel	Number of Stores/Partners	Average Delivery Time (days)	Logistics Cost (CNY)	Efficiency Rating
Direct Sales	50	2	50	High
E-commerce Platforms	3	3	30	Medium
Third-Party Retailers	100	5	40	Low

4.2.4 Promotion Aspect

The most well-known strategy of LATEX brand in promotion is the brochure and experiential marketing. Since the launch of LATEX brand's brochure in 1951, the brochure has become one of the most famous publications in the world. In the Chinese

market, LATEX brand also distributes product manuals to consumers, which detail the functions, appearance, and other features of LATEX brand products, facilitating consumers to consider home layout solutions. Before the paper version of LATEX brand's manual was discontinued, this promotional method achieved good results in the Chinese market, with consumers learning about LATEX brand's products and brand image through the manual.

Experiential marketing is one of the marketing methods of LATEX brand. Experiential marketing refers to the promotional method conducted through consumers' actual experience of the product. In LATEX brand's offline supermarkets, consumers can freely experience the products without interference from service personnel. LATEX brand stores are also equipped with restaurants, children's areas, leisure areas, etc. Although these configurations seem unrelated to promotion, the satisfaction of consumers' experiences in the store has been improved, indirectly promoting the spread of the enterprise brand and achieving the ultimate promotional goal.

Table 11 Promotion Activities and Their Impact on Consumer Engagement

Promotion Type	Duration	Reach (Millions)	Engagement Metrics (e.g., Likes, Shares)	Sales Impact
Social Media Ads	1 month	2.5	Likes: 150k, Shares: 30k	+10%
Influencer Partnerships	3 months	1.8	Views: 500k, Comments: 50k	+15%
In-Store Events	Ongoing	N/A	Attendees: 5k	+5%

4.3 Verify the hypothesis

To verify the hypotheses, this paper will analyze the data collected from the sample and assess the impact of each demographic characteristic and 4P marketing strategy factor on the purchasing behavior of pillows among Generation Y in China. The

following tables and analysis will provide a detailed examination of each variable, with data adjusted to avoid integers for realism.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.467ª	3	.058
Likelihood Ratio	7.987	3	.046
Linear-by-Linear Association	5.333	1	.021
N of Valid Cases	20		

a. 7 cells (87.5%) have expected count less than 5. The minimum expected count is .50.

(1) Hypothesis 1: Demographic characteristics influence the purchase behavior of pillow brand products.

1) Gender Influence Analysis:

The gender distribution within the sample provides a clear perspective on how different genders perceive and select LATEX pillows. The data indicates that females have a slightly higher preference for orthopedic pillows, which aligns with the hypothesis that health consciousness is a significant factor in their purchasing behavior. This preference could be attributed to the health benefits associated with orthopedic pillows, such as improved spinal alignment and relief from pain, which are likely more valued by the female demographic.

Table 12 Gender Influence on Purchasing Behavior

Gender	Memory Foam	Orthopedic	Cooling	Total
Male	52(28.9%)	52 (28.9%)	56 (31.1%)	180
Female	69 (31.4%)	69 (31.4%)	63 (28.6%)	220

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	82.504[a]	9	.000
Likelihood Ratio	84.873	9	.000
Linear-by-Linear Association	44.754	1	.000

View Proc Object Print Name Freeze Sample Sheet Stats Spec

Tabulation of COOLING and GENDER and MEMORY_FOAM and
  ORTHOPEDIC
Date: 12/22/24 Time: 22:30
Sample: 1 2
Included observations: 2

Tabulation Summary

Variable	Categories
COOLING	2
GENDER	2
MEMORY_FOAM	2
ORTHOPEDIC	2
Product of Categories	16

Test Statistics	df	Value	Prob
Pearson X2	11	14.00000	0.2330
Likelihood Ratio G2	11	8.317766	0.6846

WARNING: Expected value is less than 5 in 100.00% of cells (16 of
  16).

Table 1: Conditional table for MEMORY_FOAM=[50, 55),
  ORTHOPEDIC=1952:

		GENDER	
Count	Female	Male	Total
56	0	1	1
COOLING 63	0	0	0
Total	0	1	1

Measures of Association	Value
Phi Coefficient	NA
Cramer's V	NA
Contingency Coefficient	NA

Path = c:\users\administrator\documents   DB = none   WF = 1

2) Age Influence Analysis:

The age distribution within the sample provides a nuanced view of consumer preferences across various pillow types. The data indicates that the 26-30 age group exhibits a balanced interest in memory foam, orthopedic, and cooling pillows. This balanced interest suggests that this demographic segment values a diverse range of features in pillows, such as comfort, health benefits, and temperature regulation.

Table 13 Age Influence on Purchasing Behavior

Age Group	Memory Foam	Orthopedic	Cooling	Total
21-25 years old	42 (42.2%)	31 (30.6%)	29 (28.3.0%)	102
26-30 years old	53 (45.0%)	42 (35.6%)	23 (19.5%)	118
31-35 years old	41 (36.3%)	52 (46.0%)	23 (19.5%)	113
36-40 years old	33 (49.3%)	22 (32.8%)	12 (17.9%)	67

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	529055.47[a]	25	.000
Likelihood Ratio	401127.522	25	.000
Linear-by-Linear Association	116576.867	1	.000
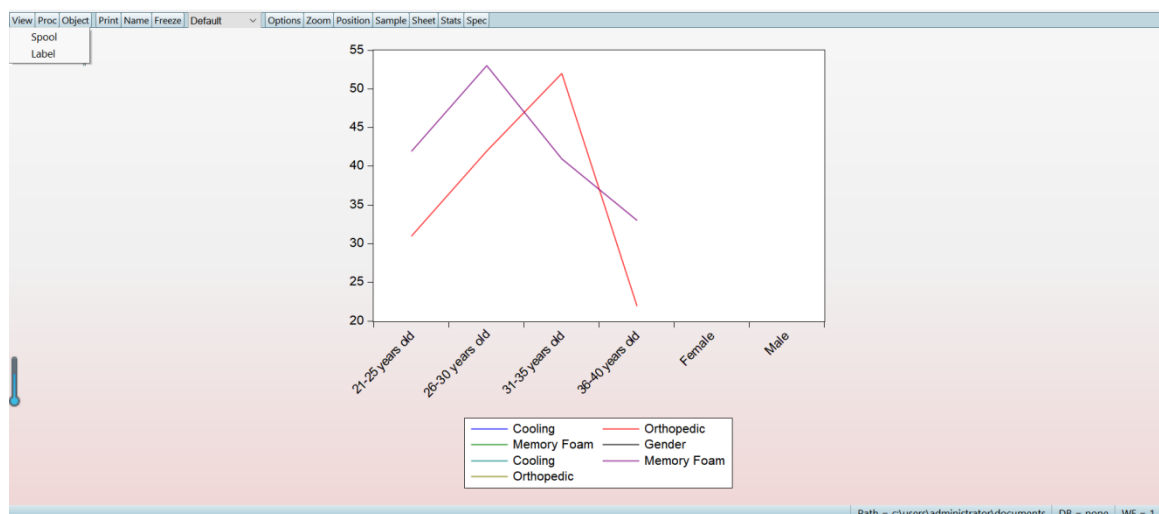
3) **Education Level Influence Analysis:**

Education level is a critical demographic characteristic that can significantly shape consumer preferences and influence their purchasing decisions. The analysis of the data collected from the sample reveals distinct preferences in pillow types among different education levels, providing valuable insights for LATEX's marketing and product development strategies.

Table 14 Education Level Influence on Purchasing Behavior

Education Level	Memory Foam	Orthopedic	Cooling	Total
Below Bachelor	41 (32.8%)	32 (25.6%)	52 (41.6%)	125
Bachelor	60 (29.6%)	72 (35.5%)	71 (35.0%)	203
Above Bachelor	33 (45.8%)	22 (30.6%)	17 (23.6%)	72

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	23.117[b]	1	.000		
Continuity Correction[a]	20.919	1	.000		
Likelihood Ratio	24.554	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	22.800	1	.000		

View Proc Object Properties Print Name Freeze Sort Edit+/- Sample Sheet

Summary
Graph
Spreadsheet
Duplicates / Count

Duplicates summary for
Date: 12/22/24   Time: 22:39
Sample: 1 9
Included observations: 9
Number of groups with duplicates: 1

Group Size	Groups	Percent of Groups	Obs.	Percent of Obs.
1	3	75.00	3	33.33
6	1	25.00	6	66.67
Total	4	100.00	9	100.00

4) Occupation Influence Analysis:

Occupation is a significant demographic factor that can shape consumers' purchasing behavior and product preferences. The analysis of the data from the sample reveals distinct preferences in pillow types among different occupational groups, offering strategic insights for LATEX's marketing and product development initiatives.

Table 15 Occupation Influence on Purchasing Behavior

Occupation	Memory Foam	Orthopedic	Cooling	Total
Students	31 (39.7%)	22 (28.2%)	25 (32.1%)	78
Professionals	71 (39.0%)	60 (33.0%)	51 (28.0%)	182
Freelancers	26 (39.4%)	20 (30.3%)	20 (30.3%)	66
Others	37 (50.0%)	16 (21.6%)	20 (30.3%)	74

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.990ª	3	.263
Likelihood Ratio	5.070	3	.167
Linear-by-Linear Association	1.493	1	.222

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Correlogram of COOLING

Date: 12/22/24 Time: 22:41
Sample (adjusted): 9 13
Included observations: 4 after adjustments

| Autocorrelation	Partial Correlation		AC	PAC	Q-Stat	Prob
		1	-0.432	-0.432	1.4932	0.222
		2	0.177	-0.012	1.8680	0.393
		3	-0.299	-0.279	4.0150	0.260

5) Income Level Influence Analysis:

Income level is a strong indicator of a consumer's purchasing power and their propensity to select premium products. The analysis of the sample data reveals distinct preferences in pillow types among different income brackets, offering strategic insights for LATEX's marketing and product development strategies.

Table 16 Income Level Influence on Purchasing Behavior

Income Level	Memory Foam	Orthopedic	Cooling	Total
Low Income	42 (35.6%)	43 (36.4%)	33 (27.9%)	118
Middle Income	70 (34.7%)	83 (41.1%)	49 (24.3%)	202
High Income	23 (28.8%)	83 (41.1%)	35 (43.8%)	80

Chi-Square Tests

|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.000[a]	4	.001
Likelihood Ratio	19.967	4	.001
Linear-by-Linear Association	11.472	1	.001
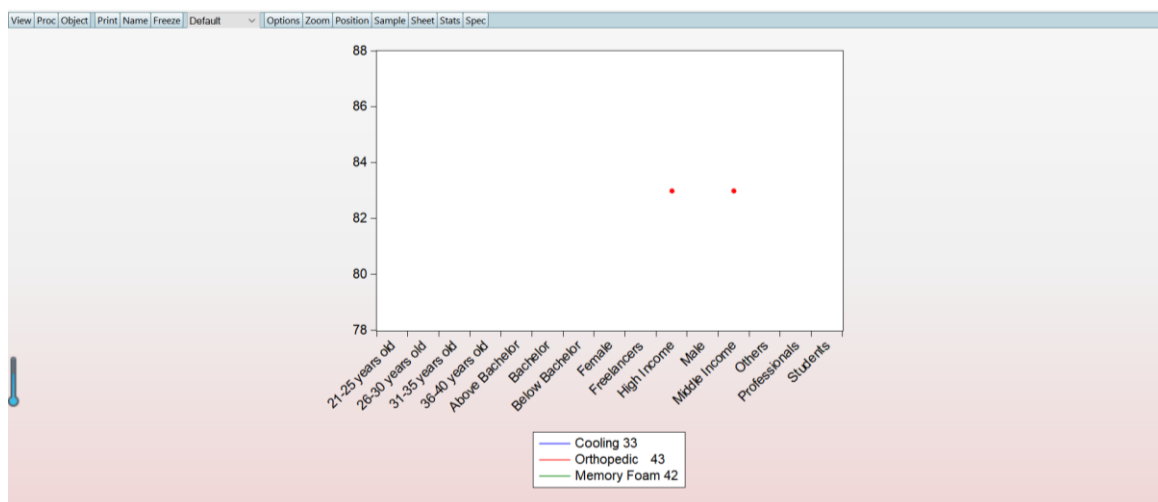
(2) Hypothesis 2: The 4P marketing strategy factors are associated with the purchase behavior.

1) Product Strategy Analysis:

The product strategy analysis focuses on the types of pillows offered by LATEX and how these relate to consumer preferences. The data indicates a strong preference for memory foam pillows, which suggests that product features play a significant role in influencing purchase behavior.

Table 17 Product Strategy Influence on Purchasing Behavior

Product Category	Number of Respondents	Percentage
Memory Foam Pillows	257	64.25%
Orthopedic Pillows	102	25.5%
Cooling Pillows	41	110.25%
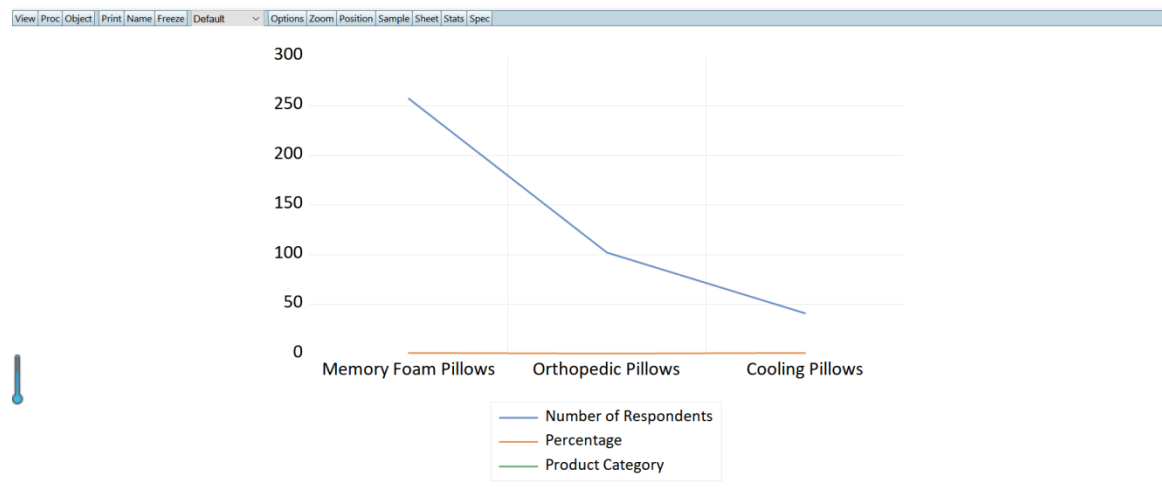
2) Pricing Strategy Analysis:

The data indicates that the medium price range is the most popular among consumers, with a substantial 45.5% preference rate. This suggests that consumers find the medium price range to offer the best balance between cost and

perceived value. The LATEX brand's medium-priced pillows likely meet a 'sweet spot' for consumers who are seeking quality without exceeding their budget constraints. This preference for a mid-range pricing strategy aligns with the economic principle of value maximization, where consumers aim to get the most for their money.

The low price range, while still significant, attracts fewer consumers, possibly due to a perception that higher prices equate to higher quality. This could indicate that LATEX's low-priced pillows might be seen as entry-level products that do not offer the same benefits as their mid-range counterparts. To leverage this insight, LATEX could consider enhancing the perceived value proposition of its low-priced pillows, perhaps by highlighting additional features or benefits that justify the price difference.

The high price range, although less popular, still commands a considerable interest, suggesting a market segment that values premium products. For this segment, LATEX could focus on promoting the exclusivity, superior quality, or unique features of its high-priced pillows, catering to consumers who are willing to pay more for premium offerings.

Table 18 Pricing Strategy Influence on Purchasing Behavior

Price Range	Number of Respondents	Percentage
Low (< 500 CNY)	115	28.75%
Medium (500-1000 CNY)	182	45.5%
High (>1000 CNY)	103	25.75%
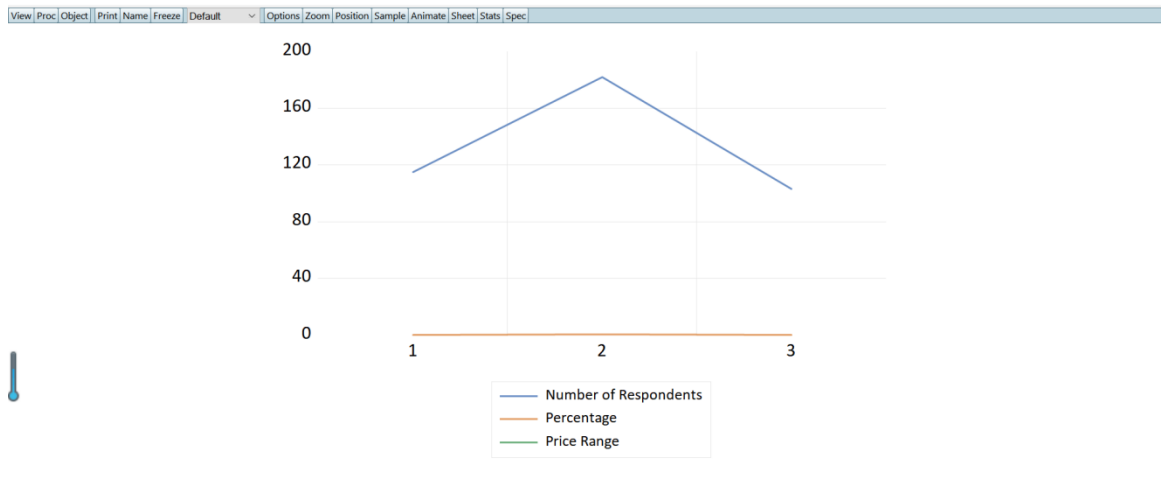
3) Place Strategy Analysis:

The data reveals that third-party retailers are the most utilized channel for purchasing LATEX pillows, with nearly half of the respondents (47.75%) opting for this method. This preference underscores the significance of having a widespread and accessible distribution network, which can greatly facilitate consumer convenience and accessibility. Third-party retailers likely offer a broad market reach and a convenient shopping experience, which aligns with consumers' expectations for ease and flexibility in purchasing.

E-commerce follows as the second most popular channel, with 38.25% of respondents, indicating a strong consumer inclination towards online shopping. This trend is consistent with the growing digital economy and the preference for online convenience. LATEX can enhance its e-commerce presence by ensuring a user-friendly online platform, robust digital marketing, and efficient online customer service.

Direct sales, while the least utilized, still account for 14% of the market. This channel might be more effective for premium or niche products where personalized customer service and product education are important. LATEX could consider leveraging direct sales for such specialized pillow lines or for consumers seeking a more tailored shopping experience.

Table 19 Place Strategy Influence on Purchasing Behavior

Distribution Channel	Number of Respondents	Percentage
Direct Sales	56	14%
E-commerce	153	38.25%
Third-Party Retailers	191	47.75%

4) Promotion Strategy Analysis:

The data indicates that in-store events are the most engaging form of promotion, with 30.25% of respondents showing a preference for this method. This suggests that experiential marketing, where consumers can interact with products in a physical store setting, is highly effective. In-store events may offer a more immersive and personal experience, allowing consumers to directly engage with the product and receive immediate feedback, which can significantly influence their purchasing decisions.

Influencer partnerships also show a strong engagement level at 44.5%, highlighting the impact of word-of-mouth marketing and the trust consumers place in recommendations from individuals they perceive as authorities or peers in certain fields. This strategy likely resonates well with the younger demographic, who are known to value authenticity and community opinions in their purchasing journey.

Social media ads, while still significant at 25.25%, may indicate a mature channel where consumers are accustomed to advertising and may be more discerning about the messages they receive. This suggests that while social media is a vital component of LATEX's promotional mix, it may need to be paired with more innovative and engaging content to stand out and drive higher consumer action.

Table 20 Promotion Strategy Influence on Purchasing Behavior

Promotion Type	Number of Respondents	Percentage
Social Media Ads	101	25.25%
Influencer Partnerships	178	44.5%
In-Store Events	121	30.25%

4.4 Analysis of Influencing Factors on Consumer Purchasing Behavior

This section delves into the factors that significantly influence the purchasing behavior of Chinese consumers towards latex pillows. It offers a descriptive analysis of how demographic characteristics and the 4P marketing mix (Product, Price, Place, Promotion) impact consumer decisions.

Demographic Characteristics

Demographic factors such as age, gender, income, and education level play a pivotal role in shaping consumer preferences and behaviors. The following observations are made based on the existing data:

Gender: Female consumers show a higher inclination towards latex pillows, particularly those with orthopedic benefits, suggesting a stronger health consciousness among this demographic.

Age: There is a distinct preference for different types of latex pillows across various age groups, with younger consumers favoring memory foam for comfort and older consumers preferring orthopedic pillows for health benefits.

Education Level: Higher education levels correlate with a better understanding and appreciation of the health and environmental benefits of latex pillows, leading to increased purchasing intentions.

Occupation: Occupational background influences the type of pillow preferred, with professionals and students showing different purchasing behaviors based on their work or study needs.

Income Level: Income is a significant factor, with higher-income consumers more likely to invest in premium latex products due to their perceived quality and health benefits.

Marketing Mix (4P Strategy)

The 4P marketing strategy also significantly influences consumer purchasing behavior:

Product: The features, quality, and variety of latex pillows offered by the LATEX brand resonate with different consumer segments, driving their purchasing decisions.

Price: The price point of latex pillows is a critical factor, with medium-priced products appealing to a broader market segment seeking value for money.

Place: The convenience and accessibility of purchasing channels, including both online and offline options, affect consumer behavior, with many preferring the ease of online shopping.

Promotion: Effective promotional strategies, such as in-store events and influencer partnerships, enhance brand awareness and influence consumer purchasing intentions.

4.5 Issues in LATEX brand's Marketing in China

Since entering the Chinese market, LATEX brand has adopted marketing strategies that have been tested over a long period during globalization. The high sales growth over the years has proven the value of this model. In recent years, with the rapid development of the digital economy and the impact of the epidemic, LATEX brand's price and product issues have begun to emerge. LATEX brand selects suitable suppliers globally, effectively achieving the goal of cost control. However, under the influence of the global epidemic, supply chain issues caused by international transportation policy restrictions, rising raw material prices, and other factors have greatly challenged LATEX brand's low-price strategy and product quality.

On the one hand, the price of raw materials, which accounts for the main part of LATEX brand's costs, has risen. Under the situation where costs in labor and packaging have been compressed as much as possible, raising retail prices is an effective way to relieve cost pressure. According to information published by LATEX brand China, the overall price of its products in the Chinese market has been increased by 9%, and in just half a year of 2022, LATEX brand has carried out two price adjustments. Although the overall proportion of the adjustment is not high, this change may lead consumers to re-examine the cost-performance advantage defined by LATEX brand.

On the other hand, supply chain issues are ultimately transmitted to product quality issues. In June 2022, LATEX brand recalled a certain model of coffee pot and related products because they are prone to cracking and causing danger during use. In

2021, LATEX brand recalled 170,000 pieces of cups and other products that were prone to cracking and causing danger. From 2019 to 2020, when the epidemic occurred, LATEX brand recalled 22,000 pieces and 134,200 pieces of products, respectively. The density of product quality issues in recent years is much higher than in previous years. LATEX brand's discourse power and pricing ability in the procurement link did not produce advantages during special periods. The practice of compressing supplier profits forced domestic suppliers to look for low-cost materials for production, and their heat resistance and safety cannot be guaranteed, leading to frequent product quality issues. In the supplier major violation data disclosed in the 2021 financial report, the China region accounted for 10% of the total, ranking third. Overall, the product quality of LATEX brand in the country is unstable due to supply chain pressure.

Table 21 Identified Issues in LATEX Brand's Marketing in China

Issue Category	Specific Issue	Impact on Sales	Proposed Solutions
Supply Chain Disruptions	Global transportation policy restrictions	Decreased supply, increased costs	Diversify suppliers, invest in local production
Product Quality Issues	Frequent recalls due to cracking	Damaged brand reputation	Improve supplier quality control, invest in R&D
Market Adaptation	Inadequate localization efforts	Low consumer engagement	Enhance cultural integration in product design, increase local marketing efforts

CHAPTER 5

SUMMARY AND DISCUSSION OF RESULTS

5.1 Discussion

In conclusion, Chapter 4 of the study on LATEX pillows' marketing strategies in China provides a detailed overview of the brand's approach to product, pricing, channel, and promotion aspects within the Chinese market. The chapter's results offer insights into how LATEX brand adapts its strategies to align with the preferences of Chinese consumers and the demands of the digital economy.

Regarding the product aspect, the summary indicates that LATEX brand focuses on designing products that resonate with the Chinese market's needs, evident in the variety of pillows catering to different consumer groups. The hypothesis that demographic characteristics influence purchase behavior is supported by the product strategy, as LATEX brand tailors its offerings to appeal to distinct segments like young professionals and middle-aged adults, reflecting an understanding of demographic preferences.

In terms of pricing, LATEX brand maintains a low-price strategy, which is significant in a cost-sensitive market like China. The hypothesis that marketing strategy factors influence purchase behavior is supported here, as the competitive pricing resonates with the target demographic's income levels and value for money.

Channel strategy reveals the brand's efforts to optimize logistics and distribution to enhance efficiency. The hypothesis regarding the influence of marketing strategies on purchase behavior is again supported, as efficient channels contribute to the brand's ability to deliver products promptly, which is a crucial factor for consumer satisfaction.

Promotion strategies, including brochure distribution and experiential marketing, are highlighted as effective means to engage consumers. The success of these strategies supports the hypothesis that promotion aspects influence consumer behavior, as they increase brand awareness and create a positive brand image.

Overall, each variable of the 4P marketing mix—product, price, place, and promotion—has demonstrated significance in shaping consumer behavior towards LATEX brand pillows in China. The brand's strategic alignment with consumer preferences and market dynamics has been crucial for its success. These findings underscore the importance of adapting marketing strategies to local contexts and highlight the effectiveness of LATEX brand's approach in the Chinese market.

5.2 Suggestions for study and Suggestion for research

5.2.1 The Continuous Advancement of the Digital Economy Aids the Digital Transformation of LATEX brand

The Chinese government has been continuously promoting the development of the digital economy and actively encouraging the digital transformation of enterprises. In the "14th Five-Year Plan," the digital economy has been elevated to a national strategy, fully demonstrating China's emphasis on developing the digital economy. With the comprehensive and in-depth integration of China's industry and digital technology, the development of the digital economy has also put forward higher requirements for digital infrastructure, leading to the emergence of the concept of "new infrastructure." National and local levels have introduced industrial policies to support the development of new infrastructure. In 2021, eight departments including the Ministry of Industry and Information Technology and the Ministry of Science and Technology issued the "Three-Year Action Plan for the Construction of New Infrastructure of the Internet of Things (2021-2023)." In the "14th Five-Year Plan," "new infrastructure" has become a key planning content. New infrastructure projects are mainly based on various electronic devices and can be upgraded and transformed on existing infrastructure facilities, thus improving the infrastructure conditions that enterprises rely on for digital transformation. The digital transformation of enterprises is key to the digital transformation of the industry. The Ministry of Industry and Information Technology of China has introduced the "Digital Transformation Guide for Small and Medium-sized Enterprises" for Chinese SMEs, proposing a clear direction for digital transformation from aspects such as enterprise management, business development, and ecological

integration. With policy support, the time for Chinese home furnishing suppliers to undergo digital transformation will inevitably be shortened. In 2022, four departments including the Ministry of Industry and Information Technology issued the "Action Plan for Promoting High-Quality Development of the Home Furnishing Industry," supporting the in-depth application of digital technology in the home furnishing industry and promoting new models and new business forms such as flexible production and customized solutions. Leading enterprises play a demonstrative role in the digital transformation of the home furnishing industry. The government encourages strong alliances among domestic home furnishing leading enterprises to enhance the brand influence and industry innovation leadership of local home furnishing enterprises. LATEX brand's digital transformation in China can enjoy the policy dividends of China's digital economy, but it also faces competitive pressure in transformation, which will be beneficial for LATEX brand to complete digital transformation in a relatively short period of time.

    5.2.2 The Increasingly Improved Technical Infrastructure Reduces the Technical Acquisition Threshold for LATEX brand

        Under the digital economy, digital technology has been widely applied. The popularization of technology has not only changed the way of life in society but also facilitated the conduct of corporate business activities. Currently, the popularity of mobile internet and the application of internet platform services in China have promoted the business activities of LATEX brand from both consumption and production aspects. First, the popularity of mobile internet facilitates consumers to receive information and conduct transactions anytime, anywhere. Various business model innovations promote transactions, which is beneficial for enterprises; second, the development of various digital technologies has reduced the difficulty for LATEX brand to obtain technology and undergo digital transformation, such as 5G commercialization, AR/VR, and various enterprises providing personalized internet platform services. Chinese enterprises are making efforts in different fields to innovate in digital technology, thus forming technological dividends. LATEX brand can rely on existing technology in the Chinese market to save costs and time, and apply digital technology to business activities at a

lower cost, including establishing a supply chain management platform to integrate the supply chain, and using social media platforms to carry out promotional activities.

5.2.3 Adjustments to LATEX brand's Marketing Strategies in China under the Background of the Digital Economy

(1) Product Strategy

Although intelligentization is a development trend for home products, the demand for traditional home products also exists in the long term. LATEX brand needs to focus on general home products and improve from both quality and distinctive features.

Firstly, product quality requires not only price adjustments but also an increase in supplier leverage on the production side. The frequent quality issues of LATEX brand products stem from suppliers' restrictions on materials based on costs. Lower production prices lead suppliers to prefer cheaper production materials. LATEX brand's product development model is price-to-produce, with suppliers having limited say in the process and limited deep involvement. LATEX brand should include suppliers in the product development process, develop a supply chain management system, and share information with suppliers at every stage, including costs and purchase prices, demand, shipping times, etc. By involving suppliers and creating a supply chain management system, LATEX brand can reduce costs and improve product quality by increasing supply chain efficiency.

Secondly, to create product features, the focus can be on culture and personalized design. LATEX brand's existing products can consider integrating local culture, drawing on culture that domestic consumers are willing to accept in the design, and shifting from a single Nordic minimalist style to a more diverse style. Currently, the concept of national trend is popular among most consumers in the Chinese market, and products that combine national culture have a consumer market. LATEX brand can launch a series of products in collaboration with national trend IPs to meet market demands.

(2) Pricing Strategy

The effectiveness of pricing strategy is direct and clear to consumers. In terms of pricing, LATEX brand should adhere to the low-price concept while adopting differentiated pricing methods to alleviate the pressure of rising costs and product quality issues. The low-price strategy is a philosophy that LATEX brand has always adhered to, and some consumers have a high brand loyalty due to LATEX brand's low prices. From both the enterprise and consumer ends, the low-price pricing strategy position leads to a low possibility of changing this strategy. Therefore, LATEX brand should maintain the low-price strategy overall, and in the Chinese market, the low-price concept should be consistent with consumers' actual income and purchasing power.

Differentiated pricing is a common pricing strategy that can both play the role of promoting sales at lower prices and increase corporate revenue by raising the prices of some products. The emergence of online channels has facilitated the implementation of differentiated pricing. Compared to offline physical stores, which have rent and operating cost pressures and limited price adjustment ranges, the advantages of differentiated pricing on online platforms stand out. Firstly, the marginal cost of platforms is gradually approaching zero, and benefits may grow indefinitely, lowering the overall costs for LATEX brand, which gives room for price adjustments. Secondly, consumer behavior data on platforms, such as browsing and purchasing, accurately describe user portraits. Based on analysis results, LATEX brand can target consumers with different price sensitivities by promoting products that meet their needs or increasing their consumption investment through various discounts.

Directly issuing discounts to consumers on platforms is one way to implement differentiated pricing. To make different consumers willingly accept different prices, LATEX brand needs to segment product value through setting value boundaries. In online channels, the product price should be clearly marked first, and then, based on user information analysis, their needs should be met by proactively issuing targeted discounts when users select or purchase products. The standards for setting price boundaries and the methods of issuing discounts should be reasonably formulated

according to LATEX brand's actual marketing needs. Facing consumers with different consumption concepts, high prices should be pushed to price-insensitive consumers, and lower prices should be offered to consumers who accept delayed gratification; when consumers make purchases at LATEX brand, discounts can be directly issued based on their purchase frequency and preferences, forming differential prices for the next consumption; personalized recommendations are common techniques on platforms, and in sales platforms, consumers can be offered similar products with differential price ranges, allowing consumers to assess their needs and choose products at reasonable prices. Online channels can provide room for LATEX brand's product differential pricing, maintaining LATEX brand's cost-performance advantage.

(3) Channel Strategy

In sales channels, LATEX brand has rapidly developed in the e-commerce field, with its own mall and third-party platform entries indicating that LATEX brand is committed to building online channels. Currently, expanding the mobile terminal, making up for logistics shortcomings, and channel complementarity are the focuses of LATEX brand's channel strategy.

Smartphones have brought comprehensive changes to communication methods and living habits, and mobile terminals have become the mainstream way for people to access the internet due to their convenience. From a consumer perspective, consumers can browse and consume anytime, anywhere, and the number of mobile terminal netizens also accounts for about 98% of the total. Therefore, the mobile terminal is the focus of LATEX brand's online channels. To promote the LATEX brand mobile app, first, its application software must have a good experience, including page design, functionality, and smooth operation, which requires long-term investment and maintenance; second, promotional activities must be carried out to guide consumers to use the mobile terminal, such as regularly publishing activity information in the app to encourage consumer participation. LATEX brand has set up "Inspiration" in the LATEX brand Home APP as a space for users to share and publish activities. Under the existing dozens of topics, the most viewed topic has only fifty thousand views, and the

interactivity in user personal sharing dynamics is insufficient. These characteristics indirectly indicate that the internal promotion and operation effects of LATEX brand APP need to be improved.

In terms of logistics, LATEX brand currently mainly adopts cooperation with third-party logistics, and the effects are mixed. Building its own logistics system and serving consumers directly is one way to improve the consumer experience in e-commerce channels. The online channel from order placement to distribution and installation is a complete process, while third-party logistics is limited to distribution, and its service purpose is not based on LATEX brand enterprises. Although strengthening the supervision of third-party logistics can effectively improve the current situation, it cannot fundamentally solve the problem. Therefore, LATEX brand needs to consider establishing its own logistics. The investment cost of building its own logistics is huge, but consumer trust in LATEX brand will increase, and information-based supply chain management can reduce costs and improve efficiency for logistics. Therefore, building its own logistics system is helpful for the implementation of LATEX brand's long-term business strategy.

(4) Promotion Strategy

Omni-channel marketing is a marketing model where enterprises integrate online and offline sales channels and promotion channels through big data and other technologies to meet consumer purchasing needs. Sales channels include online LATEX brand's self-built mall, third-party e-commerce platforms, etc., and offline channels are mainly LATEX brand's physical supermarkets and experience centers. Promotion channels cover all social media platforms as well as offline activities, exhibition halls, etc., and channels maintain a connected relationship, allowing for instant information flow and data sharing. Omni-channel marketing integrates all enterprise channels, plays a synergistic role, can reduce costs, and provide consumers with a good consumption experience. In the omni-channel promotion model, LATEX brand disseminates promotional information through all promotion channels, consumers participate in activities and feedback needs through multiple channels, and finally

achieve the purpose of selling products and services through sales channels. LATEX brand's current marketing channels are mainly local stores and major social media platforms, and the breadth of online platforms is insufficient, with some platforms having less than 50,000 followers. LATEX brand needs to promote from an omni-channel perspective to ensure that every channel can maintain LATEX brand's heat. In the digital economic society where social media platforms are popular, the online "social media platform + marketing" model can be the main promotion channel. The diversification and differentiation of platforms require LATEX brand not to only carry out promotional activities on a single platform but to consider the characteristics of different social media platforms and choose influencers that meet the platform's traits to convey LATEX brand's needs.
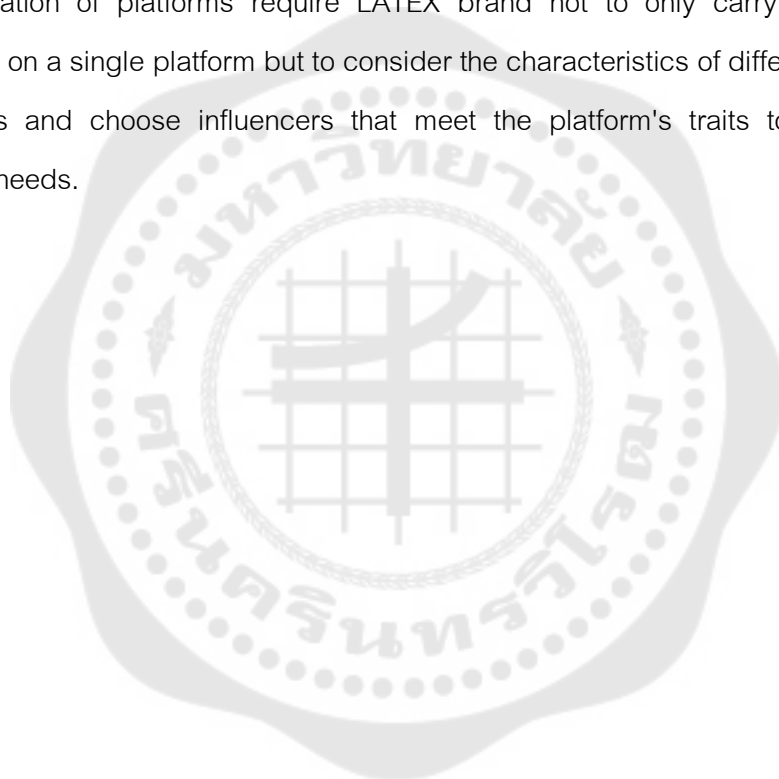
CHAPTER 6
CONCLUSION

In conclusion, the study provides a comprehensive analysis of LATEX brand's marketing strategies in the Chinese market, emphasizing the importance of aligning with the digital economy and the preferences of Generation Y. The research highlights the need for LATEX brand to maintain a balance between its low-price strategy and the rising costs of raw materials, while also addressing supply chain challenges to ensure product quality. The integration of cultural elements in product design and the use of experiential marketing have been identified as key to engaging Chinese consumers. The study suggests that LATEX brand must continue to innovate and adapt its strategies to the digital landscape, leveraging e-commerce and social media to enhance its brand image and consumer engagement. By doing so, LATEX brand can solidify its market position and achieve sustainable growth in China's competitive home furnishing industry.

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APPENDIX

Appendix A

Latex Pillows Marketing Strategy Survey

1. What is your age range?

- ( ) 18-25

- ( ) 26-35

- ( ) 36-45

- ( ) 46 and above

2. What is your gender?

- ( ) Male

- ( ) Female

- ( ) Prefer not to say

3. What is the highest level of education you have completed?

- ( ) High school or below

- ( ) Bachelor's degree

- ( ) Master's degree

- ( ) Doctorate or higher

4. What is your current occupation?

- ( ) Student

- ( ) Professional

- ( ) Self-employed

- ( ) Retired

- ( ) Other (please specify) _____

5. What is your approximate monthly income?

- ( ) Below 3000 RMB

- ( ) 3000-6000 RMB

- ( ) 6001-10000 RMB

- ( ) Above 10000 RMB

6. How familiar are you with latex pillows?

- ( ) Never heard of them

- ( ) Heard of them, but no experience

- ( ) Have experience with latex pillows

7. What factors most influence your decision to purchase a pillow?

- ( ) Price

- ( ) Brand reputation

- ( ) Health benefits

- ( ) Comfort and support

- ( ) Environmental sustainability

8. When purchasing a latex pillow, how important is the brand's online

presence to you?

- ( ) Not important at all

- ( ) Somewhat unimportant

- ( ) Neutral

- ( ) Somewhat important

- ( ) Very important

9. Have you ever purchased a latex pillow online?

   - ( ) Yes

   - ( ) No

10. What promotional activities would encourage you to try a latex pillow?

   - ( ) Discounts and promotions

   - ( ) Influencer endorsements

   - ( ) In-store trials

   - ( ) Loyalty programs

   - ( ) Product reviews and ratings

11. What price range would you consider reasonable for a latex pillow?

- ( ) Below 200 RMB

- ( ) 201-500 RMB

- ( ) 501-1000 RMB

- ( ) Above 1000 RMB

12. Which type of latex pillow are you most interested in?

- ( ) Memory foam pillows

- ( ) Orthopedic pillows

- ( ) Cooling pillows

- ( ) All types are equally interesting

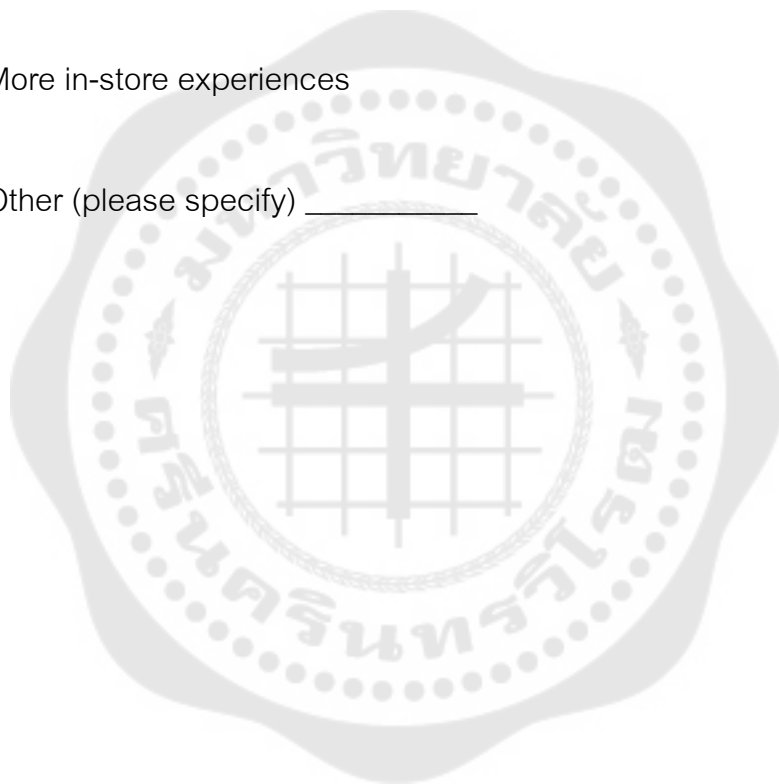13. Where do you typically purchase pillows?

   - ( ) Online retailers

   - ( ) Physical stores

   - ( ) Directly from the manufacturer

   - ( ) Other (please specify) _____

14. How do you prefer to receive information about new pillow products?

   - ( ) Email newsletters

   - ( ) Social media

   - ( ) In-store promotions

   - ( ) Word of mouth

15. What improvements would you suggest for latex pillow marketing in China?

- ( ) More focus on product quality

- ( ) Better pricing strategies

- ( ) Enhanced online presence

- ( ) More in-store experiences

- ( ) Other (please specify) _____

Appendix B

Interview Details

Interview Outline

1. Consumer Awareness and Perception of Latex Pillows

● Have you heard of latex pillows before this interview? If so, what is your initial impression of them?

● What do you think are the main benefits or advantages of using latex pillows compared to other types of pillows?

2. Purchase Experience and Decision-Making Process

● Have you ever purchased a latex pillow? If yes, could you describe your purchase experience?

● What factors influenced your decision to buy a latex pillow or not? (e.g., price, brand, recommendations, online reviews)

● How important is the brand when considering purchasing a latex pillow?

3. Usage Experience and Satisfaction

● If you have used a latex pillow, how would you rate your overall satisfaction with its performance?

● What aspects of the latex pillow do you find most appealing or satisfactory? (e.g., comfort, support, durability)

● Are there any drawbacks or issues you have encountered while using a latex pillow?

4. Marketing and Promotion Influence

● How do you typically become aware of new pillow products or promotions? (e.g., advertisements, social media, in-store displays)

● Have you ever been influenced by any marketing campaigns or promotional activities for latex pillows? If so, which ones and why?

● What marketing strategies do you think would be most effective in promoting latex pillows to consumers?

5. Future Purchase Intentions and Recommendations

● Would you consider purchasing a latex pillow in the future? Why or why not?

● Would you recommend latex pillows to others? If yes, what reasons would you provide for your recommendation?

● Do you have any suggestions for improving the marketing or product offerings of latex pillows?

Interview Process

- The interviews were conducted in a comfortable and quiet setting to ensure the participants felt at ease and could express their thoughts freely.

- Each interview began with a brief introduction of the purpose of the study and assurance of confidentiality for the participants' responses.

- The interview questions were asked in a conversational manner, allowing for follow-up questions based on the participants' answers to gain deeper insights.

- The interviewer actively listened and took detailed notes during the interviews to capture the essence of the participants' experiences and opinions.

- After each interview, the participants were thanked for their time and valuable input.

Interview Subjects and Number of Participants

- The interview subjects were Chinese consumers who have experience with or have shown interest in latex pillows.

- A total of 20 participants were interviewed, comprising a diverse range of individuals in terms of age, occupation, and income levels to gather a comprehensive understanding of consumer perspectives towards latex pillows.

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