

Title	Effective marketing strategy for customer perception intersects social media and technology in Chongqing, China
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Abstract

The objectives of this research were to study 1) the influence of brand perception on the change from traditional marketing approach to innovation, and 2) the influence of brand perception on marketing strategy under new media technology in Chongqing, China. The population in this quantitative study was 8,518,000 consumers in Chongqing, China, the sampling size was 400 respondents which applied the Taro Yamane' formula. The research instrument was a questionnaire used for data collection. The convenient sampling approach was used to choose the respondents. The statistics used for analysis were percentage, mean, and standard deviation, statistics.

The research results revealed that 1) brand perception influences the success of transitioning from traditional to innovative marketing approaches. The impact varies based on factors like brand age, target demographic, and product category with a statistically significant level of .05. 2) Brand perception influenced marketing strategies in social media and technology, with reality, personalization, and multi-channel consistency were key factors to purchase intentions at the highest level.

Keywords: Marketing strategy, customer perception intersects social media and technology in Chongqing, China