

SUMMARY OF MASTER'S DISSERTATION

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<p><b>Title</b> An Integrated Qualitative and Quantitative Approach to Make a Marketing Strategy for China's Premium Car Market</p>			
<p><b>Abstract</b></p> <p>In China, with the rapid economic growth, the auto market, including the premium car market, is also booming. China is expected to replace the U.S. to become the world's largest premium car market in 2020. However, in this fierce business competition, Japanese carmakers fail to obtain the same market share as they have in the U.S.</p> <p>Some people doubt whether China's market will grow as well as forecasted due to restrictions on cars for environment protection. It is therefore necessary to point out that the number of cars is not the main cause for huge CO<sub>2</sub> emission; the main reason is inefficient gasoline production technology. Some people argue that the political risk may impede the performance of Japanese car brands in China. However, recent study shows that the low market share of Japanese car brands has lingered for quite a long time. The poor performance does not exist in other industries; Japanese cameras, for example, still enjoy a large market share in China. Hence, this research focuses on proposing marketing strategies to increase Japanese market share in China's premium car market.</p> <p>This research integrates qualitative analysis and quantitative analysis. Qualitative analysis is for formulating the research questions about interview results of the car dealers in China. Quantitative analysis is for forecasting future sales of Japanese premium car brands to improve the market share in China and understand Chinese consumer preference on each attribute of a premium car. Following the research objective, Grounded Theory Approach is used in qualitative analysis, and Bass Model and Conjoint Analysis are used in quantitative analysis.</p> <p>The result shows that Japanese premium car brands will have low market share in China until 2020 and Chinese consumers prefer German cars rather than Japanese cars. The results of Grounded Theory Approach and Conjoint Analysis show that Chinese consumers misunderstand the safety level of Japanese car brands. What-if Analysis of market share then proves that the branding strategy is the most efficient in increasing the market share. The coefficient results of Bass Model find that imitation effects, such as word-of-mouth, are more effective than innovation effects such as traditional advertisement. Based on the findings, marketing plans are proposed to increase the market share, which are validated by the stakeholders.</p>			
<p><b>Key Word(5 words)</b> demand forecast, consumer preference, marketing plan, qualitative analysis, quantitative analysis</p>			