Research Article

Using Digital Marketing Strategy and Perceived Value to Promote Brand Trust in Chinese Mobile Phone Brands

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Abstract.
Over the past few years, China's branded mobile phone industry has experienced significant growth, becoming one of the largest global markets. With fierce domestic and international competition, brand trust has emerged as a crucial factor influencing consumer purchasing decisions. Consumers trust mobile phone brands that excel in product quality, service, and value. This study explores how digital marketing strategies and perceived value enhance brand trust in Chinese mobile phone brands. The study formulates a research model and designs a survey questionnaire by reviewing relevant literature on digital marketing strategy, perceived value, brand trust, and Chinese mobile phone brands. Data is collected through an online survey using SPSS software to analyze the relationship between digital marketing strategy, perceived value, and brand trust. Finally, considering the unique characteristics of the Chinese mobile phone brand market and the research findings, the study provides practical recommendations for Chinese mobile phone brands.

Keywords: digital marketing strategy, perceived value, brand trust, Chinese mobile phone brands

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1. Introduction

1.1. Background

The Chinese branded mobile phone industry has experienced a boom in the past few years, becoming one of the largest mobile phone markets in the world. Numerous local brands are competing fiercely in the local market and emerging internationally. However, as competition intensifies, brand trust has become one of the key factors in determining consumer purchasing decisions [1]. When choosing a mobile phone brand, consumers are more inclined to trust brands that demonstrate excellence in product quality, service, and values. Against this backdrop, building brand trust has become an important topic worthy of study.

Digital marketing strategy plays a key role in developing China's branded mobile phone industry and building brand trust. Through social media marketing, content marketing, search engine optimization, and other means, branded mobile phone companies can more precisely communicate and interact with potential consumers. These strategies increase brand awareness and communicate the brand's core values and promises. The brand messages consumers are exposed to in digital marketing play a crucial role in shaping brand image and trust. A skillful digital marketing strategy can make consumers feel the brand's attention and value, deepening their trust in the brand and leading to purchase decisions [2].

In the branded mobile phone industry, perceived value is one of the key factors in building brand trust. Consumers' perceived value of a mobile phone product depends mainly on the consistency between their experience and expectations. If consumers have a satisfying, comfortable, and convenient experience, they will have a positive perceived value for the brand. This positive perceived value will help consumers form trust in the brand and make them more willing to choose branded mobile phone products. Therefore, branded mobile phone companies should emphasize product performance, user experience, and quality service to enhance consumers' perceived value of the brand and thus increase brand trust [3].

Given the importance of brand trust and the vital role that digital research strategies and perceived value play in brand trust, this study is dedicated to exploring how digital marketing strategies and perceived value can be utilized to enhance the brand trust of Chinese mobile phone brands, which will help branded mobile phone companies to understand consumer needs and psychology better, and to enhance their brand trust so that they can achieve sustained development in a highly competitive market.

1.2. Research hypotheses

This study contains two main hypotheses.

Hypothesis 1: Digital marketing strategy affects the brand trust of Chinese mobile phone brands.

H1a: Product affects the brand trust of Chinese mobile phone brands.

H1b: Price affects the brand trust of Chinese mobile phone brands.

H1c: Place affects the brand trust of Chinese mobile phone brands.

H1d: Promotion affects the brand trust of Chinese mobile phone brands.

H1e: People affect the brand trust of Chinese mobile phone brands.

Hypothesis 2: Perceived value affects the brand trust of Chinese mobile phone brands.

1.3. Research objectives

To study the digital marketing strategies of Chinese mobile phone brands.

To study the perceived value of customers of Chinese mobile phone brands.

To study customers' trust in Chinese mobile phone brands.

To investigate the impact of digital marketing strategies on brand trust of Chinese mobile phone brands.

To investigate the impact of perceived value on brand trust of Chinese mobile phone brands.

2. Literature Review

2.1. 5Ps digital marketing strategy

The traditional marketing mix model is the 4Ps: Product, Price, Place, and Promotion. This model was proposed by American marketer McCarthy [4] and it is a kind of enterprise-centered marketing thinking emphasizing how enterprises can influence consumers' purchasing behavior by controlling these four elements.

With the development of digital technology, the 4Ps model can no longer be fully adapted to the characteristics and needs of digital marketing, so some scholars proposed the 5Ps model, based on the 4Ps, the addition of People. People refer to the interaction and relationship between the enterprise and consumers, including the enterprise's employees, partners, consumers, and opinion leaders. This consumer-centric marketing model emphasizes how companies can build and maintain trust and loyalty with consumers by meeting their needs and expectations.

2.2. Perceived value

The concept of perceived value has been enriched and developed theoretically. Porter [5] also talked about differentiated competition as one of the competitive advantages of enterprises in his study of the competitive advantage of enterprises, and technological

innovation can enhance the level of differentiation, thus increasing customer benefits, reducing customer costs, meeting diversified customer needs, increasing consumer awareness, and making customers willing to pay a premium for the enterprise's value creation behavior Enterprise value-creating behavior. Zeithaml [6] and Mazumdar & Monroe [7] define perceived value as a cost-benefit ratio best viewed as a comparison between the benefits that add to the benefits and the costs associated with the benefits, i.e., the ratio of benefits to costs. According to Woodruff [8], perceived value is the consumer's subjective perception of product attributes and performance in a given situation. It is an exclusive preference and assessment of a particular product. Based on the theoretical results of previous researchers, this paper understands perceived value as a psychological evaluation of a product's utility ratio, which measures the benefits consumers receive and the costs they pay when purchasing or using a specific product, as well as their subjective perceptions of product attributes and service quality.

2.3. Brand trust

Brand trust, which refers to consumers' confidence in a brand's ability and willingness to fulfill its promises and expectations, significantly impacts consumer behavior, purchase decisions, and brand loyalty. Singh and Sirdeshmukh [9] emphasized the role of agency and trust mechanisms in consumer satisfaction and loyalty judgments. They found trust is vital in promoting a strong relationship between consumers and brands. Similarly, Moorman, Zaltman, and Deshpande [10] explored the dynamics of trust within and between organizations in the context of market research. They emphasized the importance of trust in facilitating effective cooperation and knowledge sharing. In addition, the relationship marketing commitment-trust theory proposed by Morgan and Hunt emphasizes the reciprocal relationship between commitment and trust in marketing relationships. Their study emphasized the role of trust as a foundation for building long-term relationships between brands and consumers. In the area of e-commerce, McKnight, Choudhury, and Kacmar [11] developed and validated trust measures for e-commerce, emphasizing the need to build trust in online transactions. These highly cited references provide valuable insights into brand trust and its impact on consumer behavior and relationships. They provide a theoretical basis for understanding the role of trust in the mobile phone industry and emphasize the importance of reliability, transparency, and consumer perception in building and maintaining brand trust.

2.4. The impact of digital marketing strategies on brand trust

In digital marketing, the 5Ps of marketing digital marketing strategy play a pivotal role in guiding marketers in designing and implementing effective strategies. The framework comprises five key elements: product, price, Promotion, place, and people.

Hypothesis 1: Digital marketing strategy affects the brand trust of Chinese mobile phone brands.

2.4.1. Product

5Ps The first element of a digital marketing strategy is the product, which revolves around creating and delivering a product that meets the needs and expectations of customers. In the digital era, attention to customer experience becomes crucial. The findings of Alhaddad [12] showed that brand strategy has a significant positive effect on brand trust, brand trust has a significant positive effect on brand loyalty, and brand trust plays a partial mediating role between brand strategy and brand loyalty.

Rohm & Pagani [13] analyzed Chinese mobile phone brands' current situation and problems and proposed brand strategies to improve consumer trust. To a certain extent, it illustrates the importance of brand strategy on brand trust for Chinese mobile phone brands.

H1a Products affect brand trust in Chinese mobile phone brands.

2.4.2. Price

5Ps The pricing element of digital marketing strategy focuses on setting prices consistent with customers' perceptions of value. In digital marketing, pricing strategies have evolved to include dynamic and personalized approaches. Brynjolfsson, Hu, and Rahman [14] delved into the dynamics of pricing strategies in the era of omni-channel retailing. They argue that digital platforms enable companies to adopt flexible pricing models that respond to real-time market changes and customer behavior.

Alhaddad [12] concluded that pricing strategy has a significant negative impact on consumer trust, while brand image has a significant positive impact on consumer trust.

H1b Price affects brand trust in Chinese mobile phone brands.

2.4.3. Promotion

The promotional element of the 5Ps digital marketing strategy framework focuses on communicating the value of a product or service to a target audience. Smith and Yongjian [15] explored the differences in user-generated content related to brands across various social media platforms. Companies can capitalize on the power of user-generated content by actively engaging with their customers encouraging them to share their experiences and opinions on digital platforms. This interaction builds a community of brand advocates that helps create a positive brand image and enhances brand trust.

H1c: Place affects brand trust in Chinese mobile phone brands.

2.4.4. Place

5Ps The Place element of a digital marketing strategy is the distribution channel through which products and services are offered to customers. Verhoef and Inman [16] explore the shift from multi-channel to omni-channel retailing and emphasize the importance of digital channels in creating a seamless shopping experience. Today's consumers expect a consistent and integrated experience across various touchpoints (e.g., online stores, social media platforms, mobile apps, and brick-and-mortar stores).

H1d: Promotion affects the brand trust of Chinese mobile phone brands.

2.4.5. People

5Ps The 'People' element of digital marketing strategy focuses on understanding and interacting with the target audience. Su & Sun [17] found that people strategy significantly positively impacts brand trust. He concluded that the hospitality industry should improve brand trust by increasing people strategy while focusing on creating a good brand image and providing quality services.

Ong, Nguyen & Syed Alwi [18] found that people strategy has a significant positive effect on customer satisfaction, customer satisfaction has a significant positive effect on brand loyalty, and people strategy does not have a direct effect on brand loyalty but an indirect effect through customer satisfaction.

H1e: People affect the brand trust of Chinese mobile phone brands.

2.5. The impact of perceived value on brand trust

Consumers' perceived value of a product or service and trust in a brand are key factors in brand building and marketing. Han Bing [19] states that perceived value directly and positively influences trust in a brand's good perception, reliability, and competence. This suggests that when consumers perceive higher value provided by a brand, they are more likely to have a good perception of the brand as reliable and capable. In addition, Hou Shuxia [20] found in a study in the field of mobile phone products that functional value plays a positive role in promoting brand trust. Therefore, Chinese mobile phone brands should improve consumers' overall perceived value and enhance brand trust.

Hypothesis 2: Perceived value affects brand trust of Chinese mobile phone brands.
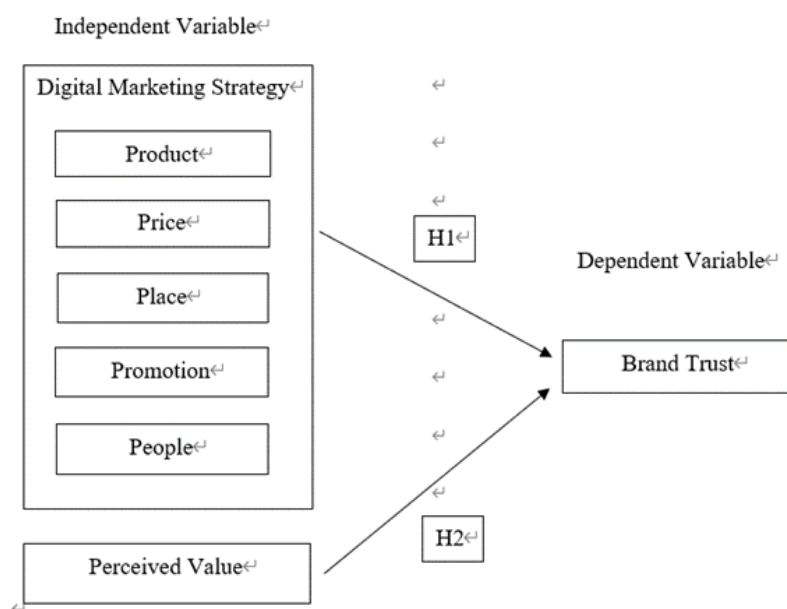
2.6. Conceptual framework

Figure 1: Concept framework.

3. Research Methodology

The population of this study consists of 500 consumers of Chinese-branded mobile phones over the age of 20 who were exposed to Chinese mobile phone brands through digital marketing channels. In order to calculate the sample size for an infinite population (N > 100,000) with the required confidence interval for this study of 95% and a z-score

significance level of 5% (Z) = 1.96, this paper uses the formula provided by Krejcie and Morgan(1970). There are 384 samples. However, 500 samples were collected.

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

Where:

n is the required sample size.

Z is the critical value of the standard normal distribution corresponding to the chosen confidence level.

p is the expected sample proportion.

E is the desired sampling error.

So,

$$n = \frac{\left(1.96^2 * 0.5 * (1-0.5)\right)}{0.05^2} = 384.16.$$

In this study, quota sampling will be used to draw the sample. In this study, quotas will be set according to the characteristics of the study age to ensure that the number of people in the sample in each age group matches the proportion of the total population (see table 1).

TABLE 1: Table of quota sample sizes.

Age group	Number	Percentage	Sample
20-30years old	168985000	15	75
31-40years old	237227000	21	105
41-50 years old	212568000	18	90
51+ years old	534482000	46	230

Source of data: National Bureau of Statistics of China (NBS) Information Disclosure Network.

3.1. Validity

To ensure the validity of the questionnaire's content, the questionnaire will be screened by experts in digital marketing strategy, perceived value, and brand trust5 using the Project Objective Coherence Index (IOC) [21]. If the IOC value for any question is greater than 0.5, it is acceptable, and if it is less than 0.5, the relevant question needs to be

modified. Five experts were involved in this study to assess and share their opinions on determining content validity scores. The IOC results for each questionnaire item were higher than 0.5, which is acceptable for distribution to respondents.

3.2. Reliability

This part of the test measures the stability and consistency of the results of the scale instrument. The data collected from the questionnaire was analyzed in this study using SPSS 27.0, and Cronbach's alpha (a) coefficient was calculated to determine the reliability of the questionnaire. If the coefficient of the measurement sample is higher than 0.80, the stability is very good; if the coefficient of the measurement sample is higher than 0.70, the stability of the measurement is acceptable; if the coefficient of the measurement sample is between 0.60 and 0.70, the scale should be modified; and if the coefficient of the measurement sample is less than 0.60, the scale has lost its value and needs to be redesigned [22]. The higher the reliability of the scale, the lower its standard error of measurement. The reliability test commonly used in most attitudinal scale methodological studies is the alpha coefficient proposed by L. J. Cronbach [22].

The test results showed that the Cronbach alpha coefficient values for the 23 items of the seven scales were all greater than 0.8, with an alpha value of 0.893, which indicates that the questionnaire used in this study has a high degree of consistency and reliability.

4. Data Analysis

4.1. Descriptive analysis of demographic data

The sample demographics mainly reflect the characteristics of Chinese mobile phone brand consumers, such as age, gender, education level, income, and occupation. In the sample, the 20-30-year-old consumer group is the largest age group, accounting for 30.8%, and they have an essential role to play in digital marketing strategies and perceived value in enhancing the brand trust of Chinese mobile phone brands. Men are the largest gender group in the sample, accounting for 56.8%, and digital marketing strategies and perceived value enhancement campaigns should consider their needs and preferences. College and bachelor degree holders are the most educated group in the sample, accounting for 65.2%, and they greatly influence consumer behavior and market demand. Consumers with an income of 3,000-9,000 RMB are the largest income

range group in the sample, accounting for 76.8%, which may mean that Chinese mobile phone brands are more prevalent in this income range. Government or state-owned enterprise workers are the largest occupational group in the sample, accounting for 26.8%, which may reflect that government or state-owned enterprise workers trust and support Chinese mobile phone brands. These sample characteristics can help us better understand the characteristics and needs of Chinese mobile phone brand consumers so we can formulate more effective marketing strategies and product positioning.

4.2. Mean and standard deviation of variables

The following are the means and variances of the seven variables of this study (see table 2):

TABLE 2: Mean and standard deviation of variables.

Variable	Mean	S.D	Meaning
Product	3.84	1.0348	Agree
Price	4.04	0.9943	Total Agree
Place	4.08	0.9988	Total Agree
Promotion	3.94	0.8306	Agree
People	3.78	0.8852	Agree
Perceived Value	3.94	0.8460	Agree
Brand Trust	3.67	0.9124	Agree

Note: 1-2.00 = disagree, 2.01-3.00 = indifferent, 3.01-4.00 = agree, 4.01-5.00 = total agree
Table source: Author's own

The data shows that the means of product, price, location, Promotion, personnel, perceived value, and brand trust are 3.84, 4.04, 4.08, 3.94, 3.78, 3.94, 3.67 in order, and the variances are 1.0348, 0.9943, 0.9988, 0.8306,0.8852,0.8460and0.9124 in order. Respondents' attitudes towards the 5Ps marketing strategy and perceived value of Chinese mobile phone brands tend to be "Agreed" overall. This means the respondents hold a high opinion of these variables, with no significant difference or bias. Respondents rated location the highest with an average of 4.08, indicating they are very satisfied with "where you sell". Respondents rated brand trust the lowest, with an average of 3.6675, indicating that they still have reservations or skepticism about Chinese mobile phone brands.

4.3. Correlation analysis

This section will use Pearson correlation coefficients and p-values to explore the relationship between the variables; correlation coefficients with p-values less than the significance level (usually 0.05) are usually considered statistically significant, as shown in Table 3.

TABLE 3: Pearson's coefficients and their p-values for each variable.

Variables	BT	Product	Price	Place	Promotion	People	PV
BT	1	-	-	-	-	-	-
Product	0.321	1	-	-	-	-	-
Price	0.069	0.153***	1	-	-	-	-
Place	0.103	0.227***	0.171***	1	-	-	-
Promotion	0.212***	0.379***	0.182***	0.305***	1	-	-
People	0.315***	0.418***	0.159***	0.199***	0.413***	1	-
PV	0.281***	0.359***	0.118	0.175***	0.342***	0.296***	1

Note: *** significance at the 0.01
Table source: Author's own

Correlation analysis showed that:

Brand trust (BT) was significantly and positively correlated with product (r=0.321) and price (r=-0.069), significantly and positively correlated with location (r=0.103), significantly and positively correlated with Promotion (r=0.212), and significantly and positively correlated with personnel (r=0.315). In addition, BT was significantly and positively correlated with Perceived value (PV)(r=0.281).

Product was significantly and positively correlated with price (r=0.153), location (r=0.227), promotion (r=0.379), personnel (r=0.418), and PV (r=0.359).

Price was significantly and positively correlated with location (r=0.171), Promotion (r=0.182), personnel (r=0.159), and PV (r=0.118).

Location is significantly and positively correlated with Promotion (r=0.305), Personnel (r=0.199), and PV (r=0.175).

Promotion is significantly and positively correlated with Personnel (r=0.413) and PV (r=0.342).

Personnel is significantly and positively correlated with PV (r=0.296).

4.4. Hypothesis testing results

4.4.1. Test hypotheses H1a, H1b, H1c, H1d, H1e, H2

In this section, the study will use multiple linear regression to test hypotheses H1a, H1b, H1c, H1d, H1e, H2.

TABLE 4: Multiple Linear Regression of H1a,H1b, H1c, H1d, H1e,H2.

Variables	B	SE. B	β	t	Sig.	VIF
(Constant)	1.914	0.292		6.557	.000	
Product	0.200	0.050	0.191	4.020	.000	1.373
Price	-0.166	0.045	-0.155	-3.713	.000	1.062
Place	0.012	0.049	0.010	0.234	.815	1.139
Promotion	0.031	0.055	0.027	0.568	.570	1.407
People	0.220	0.052	0.199	4.210	.000	1.358
PV	0.168	0.047	0.160	3.553	.000	1.234
R^2	0.187					
Adjusted R^2	0.177					
ANOVA	$F (6, 493) = 18.866, p < .05$					

Table source: Author's own

The results in table 4 show that the t-value for the independent variable product (H1a) is 4.02, and the p-value is less than 0.05; the t-value of people (H1e) is 4.21, and the p-value is less than 0.05; and the t-value of perceived value is 3.553, and the p-value is less than 0.05. Therefore, a significant positive effect exists between product (H1a) and people (H1e) and brand trust. This indicates that hypotheses H1a, H1e, and H2 are valid.

The t-value of the independent variable price (H1b) is -3.713, and the p-value is less than 0.05. Therefore, there is a significant adverse effect between price (H1b) and brand trust. This indicates that hypothesis H1b is valid.

The t-value of the independent variable location (H1c) is 0.234 with a p-value greater than 0.05, and the t-value of Promotion (H1d) is 0.568 with a p-value greater than 0.05. Therefore, no significant linear correlation exists between location (H1c), Promotion (H1d), and brand trust. This indicates that hypothesis H1c and hypothesis H1d are not valid.

According to the results in the table above, the entire model is statistically significant with $F (6, 493) = 18.866$, $p < 0.05$, indicating that the regression model effectively explains the changes in the dependent variable.

In addition, the adjusted coefficient of determination (Adjusted R^2) was 0.177, indicating that the model's independent variables could explain about 17.7% of the variation in the dependent variable.

By testing the independent variables for multicollinearity, we find that the VIF values of all independent variables are less than 10, indicating no serious multicollinearity problem in the regression model.

In summary, we can construct the following multiple linear regression equation:

Brand = 1.914 + 0.200 * Product - 0.166 * Price + 0.012 * Place + 0.031 * Promotion + 0.220 * People + 0.168 * PV

4.4.2. Test hypotheses H1, H2

In this section, the study will use multiple linear regression to test hypotheses 1 and hypotheses 2.

TABLE 5: Multiple linear regression of H2.

Variables	B	SE. B	β	t	Sig.	VIF
(Constant)	1.52	0.296		5.139	.000	
DMS	0.335	0.079	0.195	4.217	.000	1.195
PV	0.212	0.048	0.202	4.368	.000	1.195
R^2	0.111					
Adjusted R^2	0.107					
ANOVA	$F(2, 497) = 230.93$, $p < 0.05$					

Table source: Author's own

According to the results in Table 5, 1.52 is the constant term indicating the baseline value of brand trust when both the independent variables DMS and PV are 0. 0.195 and 0.202 are the standardized regression coefficients of the independent variables DMS and PV, respectively, used to measure their effects on brand trust.

The coefficient of determination (R^2) between the independent variables, digital marketing strategy and perceived value, and the dependent variable, brand trust, is 0.111, indicating that the linear model explains 11.1% of the variance in the dependent variable. The adjusted coefficient of determination (Adjusted R^2) is 0.107, suggesting that the model better explains the dependent variable's variance.

In addition, the ANOVA conducted showed $F(2, 497) = 230.93$ with $p < 0.05$ for the F-statistic with degrees of freedom of 2 and 497, indicating that the model as a whole is statistically significant.

The VIF value 1.195 indicates some covariance between the independent variables DMS and PV. This implies that the effects of the independent variables DMS and PV may interact in this model and that their independent contributions to brand trust must be interpreted cautiously.

We can construct the following multiple linear regression equation:

Brand Trust = 1.52 + 0.195 * DMS + 0.202 * PV

4.5. Research summary

This study used inferential regression to test the variable hypotheses in depth. The results of hypothesis testing are summarized in Table 6.

TABLE 6: Summary of hypothesis testing results.

Statement of Hypothesis	Sig.	Decision results	β
H1: Digital marketing strategy affects the brand trust of Chinese mobile phone brands.	.000	Partially Supported	0.195
H1a: Product affects the brand trust of Chinese mobile phone brands.	.000	Supported	.244
H1b: Price affects the brand trust of Chinese mobile phone brands.	.000	Supported	-.144
H1c: Place affects the brand trust of Chinese mobile phone brands.	.710	Not Supported	
H1d: Promotion affects the brand trust of Chinese mobile phone brands.	.223	Not Supported	
H1e: People affect the brand trust of Chinese mobile phone brands.	.000	Supported	.236
H2: Perceived value affects the brand trust of Chinese mobile phone brands.	.000	Supported	.281

Table source: Author's own

5. Discussion and Recommendation

5.1. Conclusion

This study empirically investigates the relationship between digital marketing strategies and perceived value and brand trust of Chinese mobile phone brands through quantitative methods, aiming to explore the relationship between digital marketing strategies, perceived value, and brand trust of Chinese mobile phone brands. The five research objectives of this study are:

1. To study the digital marketing strategies of Chinese mobile phone brands.

2. To study customers' perceived value of Chinese mobile phone brands.

3. To investigate the impact of digital marketing strategies on brand trust of Chinese mobile phone brands.

4. To investigate the impact of perceived value on brand trust of Chinese mobile phone brands.

5. To investigate the effects of digital marketing strategies and perceived value on the brand trust of Chinese mobile phone brands.

The study results show that digital marketing strategies play a crucial role in the brand trust of Chinese mobile phone brands. Specifically, perceived value proved to be one of the key factors influencing brand trust. In addition, the study found that among digital marketing strategies, there is a strong positive correlation between product strategy, people strategy, and brand trust of Chinese mobile phone brands. However, a strong negative correlation exists between price strategy and brand trust. Therefore, effective digital marketing strategies and the creation of perceived value are crucial for improving the brand trust of Chinese mobile phone brands.

5.2. Discussion

First, this study provides preliminary evidence of a positive and highly significant relationship between product and brand trust. That is, the better the brand strategy of a Chinese mobile phone brand, the higher the consumer trust in the Chinese mobile phone brand. In a previous study, the results of Rohm and Pagani [13] reached a similar conclusion. By analyzing the current situation and problems of Chinese mobile phone brands, branding strategies that can improve consumer trust are proposed, including brand positioning, brand image, brand communication, and brand extension.

Second, the data in this study provide preliminary evidence of a negative and highly significant statistical relationship between price strategy and brand trust. In other words, the better the price strategy, the lower the trust of Chinese mobile phone brands. This finding is supported by Alhaddad's [12] finding that price strategy has a negative impact on consumer trust, but brand image has a significant positive impact on consumer trust. Therefore, it is suggested that brand operators should offset the negative impact of price strategy on consumer trust by enhancing brand image. In addition, a significant interaction between price strategy and consumer trust and purchase intention. When the reference price is higher than the market price, adopting a low-price strategy increases consumer trust and purchase intention; on the contrary, when the reference price is lower than the market price, adopting a high-price strategy increases consumer trust and purchase intention. This phenomenon may be because different reference prices activate different anchoring effects, leading consumers to assess product quality and value differently. However, it is worth noting that a pricing strategy does not only mean lowering the price but also needs to be considered to give consumers more value.

Third, the results of this study demonstrate a positive and highly significant statistical relationship between people strategy and brand trust. In other words, when the people strategy is effectively improved, the trust in Chinese mobile phone brands increases accordingly. This finding is consistent with Su, N., Reynolds, D., & Sun, B. [17], who found that people strategy significantly positively affects brand trust. Furthermore, this finding is supported by the study of Kassim, N., & Asiah Abdullah, N. [23] who found that people strategy has a significant positive effect on service quality, which in turn has a significant positive effect on brand trust. Although people strategy has no direct effect on brand trust, it indirectly affects brand trust by influencing service quality. In conclusion, these findings emphasize the key role of personnel strategy in enhancing brand trust in Chinese mobile phones. Therefore, brand operators should focus on improving and optimizing personnel strategies to increase brand trust in consumers' minds.

Finally, the data results show that perceived value has a significant positive effect on brand trust. This means that the higher the perceived value of a brand, the more consumers are willing to trust the brand. Han Bing [19] stated that perceived value directly affects a brand's good perception, reliability, and competence. This suggests that when consumers perceive that a brand offers higher value, they are more likely to perceive the brand favorably and believe it is reliable and has certain capabilities. In addition, in a study on mobile phone products, Hou Shuxia [20] found that functional

value positively promotes brand trust. The study analyzed data on functional value, brand ethics, brand reputation, and brand trust using the structural equation method and found that the functional value of a product can contribute to consumers' trust in the brand. Therefore, Chinese mobile phone brands should focus on improving consumers' overall perceived brand value and trust.

5.3. Recommendation and future research study

Research shows that under the 5Ps digital marketing framework, product, crowd, and perceived value positively impact brand trust, while price negatively impacts brand trust. Therefore, this paper proposes the following suggestions to improve brand trust in Chinese cell phone brands: first, optimize brand strategy to ensure clear and consistent positioning to meet target consumers' needs. Second, adopt a prudent pricing strategy, focus on value positioning rather than price competition, and emphasize the value and performance of the product to improve trust. Third, optimize the talent strategy by providing comprehensive training, especially customer-facing employees, to improve customer service skills and problem-solving abilities. Also, implement a reward system to motivate employees and increase loyalty. Finally, enhance perceived value through continuous product innovation and improvement by investing in R&D, incorporating the latest technologies and features into products, and emphasizing excellence and uniqueness in marketing. However, it should be noted that the primary sample of this study was drawn from consumers of cell phone brands in China, which may limit the generalization of the findings. Therefore, it is recommended that further in-depth research be conducted in the following areas: first, to study the relationship between digital marketing strategies of cell phone brands and perceived value and brand trust in other regions in order to develop more effective countermeasures to enhance brand trust internationally. Second, to explore the relationship between digital marketing strategies and perceived value and brand trust in other industries to provide targeted recommendations for improving brand trust across industries, finally, expanding the traditional 5Ps to 6Ps or 7Ps to create a more diverse relationship between digital marketing strategy and brand trust to enhance brand trust from a more holistic digital marketing perspective. These recommendations are intended to advance understanding of these dynamic relationships and improve brand trust in different contexts.

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