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Definition of An Action Plan to Strengthen The SAIC Group Brand in Its Industry Context

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Master in Applied Management

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ISCTE-IUL

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BUSINESS
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Department of Marketing, Operations and General
Management

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Abstract

The research focuses on the Chinese auto market. It develops a strategic action plan for SAIC Group, allowing it to improve its brand portfolio and be an industry leader in terms of positioning.

The objective is accomplished through secondary data analysis including market and industry reports, peer-reviewed articles, and conference papers in which it utilizes.

The background of SAIC Motor Corporation Company is discussed, including the production and sales of commercial & passenger cars and new energy vehicles (NEV) and the company's international trades. They are to define the actions that SAIC Group can undertake to establish its brand distinctiveness, determine specific activities to create customer awareness and loyalty and utilize research and development capabilities to remain competitive.

The research provides advice on specialised advertising campaigns, influencer partnerships, social media marketing, online targeting, and collaborations/partnerships to take advantage of foreign markets. These strategies seek to broaden the SAIC brand, differentiate it from competitors, connect with customers, and augment its market share in the Chinese and global automotive industry.

Keywords: SAIC Motor, Auto Industry, Chinese market, Brand differentiation, Global Expansion.

JEL Classification:

L25 Firm Performance: Size, Diversification, Scope

L62 Automobiles. Other Transportation Equipment. Related Parts and Equipment

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Glossary

AV - autonomous vehicles

Capex - capital equipment

CR - corporate reputation

CSL - Chinese Super League

CTR - click-through rate

EM – Emerging Markets

EV - electric vehicles

IOR - interorganizational relationships

NEV - new energy vehicles,

R&D - research and development

SASAC - state-owned asset provision and administration commission

SDA – Secondary data analysis

TCE - transaction cost economics

WOM - word-of-mouth

1. Introduction

SAIC Motor Corp. (SAIC Motor) produces commercial and passenger cars. SAIC Motor Corporation was China's top automaker in 2021, selling about 2.76 million vehicles. The company offers a variety of parts, including chassis, engines, gearboxes, powertrains, interior, exterior, and other small electrical parts (GlobalData UK, 2023). The sale of SAIC Motor's new energy vehicles (NEVs) surpassed 1.07 million parts, up 46.5 per cent year over year; sales abroad hit an all-time high of over 1.01 million components, up 45.9 percentage year over year, assisting it in maintaining the leading identify among China's automobile manufacturers for seven successive years. The carmaker sold more than 5.3 million vehicles in 2022, representing 17 consecutive years of sales leadership in the country (SAIC, 2024). With more than one million yearly NEV sales and export sales, SAIC Motor became the first Chinese automaker (SAIC, 2024). In addition, it provides energy-saving and recharging services, investment, insurance, and financing connected to autos, mobility services, logistics services, and vehicle E-commerce (GlobalData UK, 2023). SAIC Motor indicates it attained the status of a listed company at the end of 2011.

Since its formation in 2003, the state-owned asset provision and administration commission (SASAC) has encouraged in a selective manner a few SOEs in its control to list their assets publicly to develop a financial system that can aid in raising capital and augment management efficiency. It is investigating the industrialization of exploration and research on intelligent driving technologies. It works on new energy vehicle research, development, manufacturing, and sales of parts for electric drives, batteries, chassis, motor drives, power electronics, and other parts (PitchBook, 2023). To provide clients with expanded services, it is presently building an intelligent logistics service platform (Forbes, 2023). Additionally, it is engaged in the organisation of big data and artificial intelligence industries, auto-related financing, insurance, and investment services, as well as logistics, e-commerce, travel, energy-saving, and charging services (PitchBook, 2023). The issue is how SAIC Group may become a market leader in the cutthroat auto industry by focusing on innovation, international commerce, mobility services, sustainability, and switching to electric and intelligent vehicles. SAIC Motor will accelerate its approach to electrification, intelligent connectivity, sharing, and

globalization while keeping up with advancements in technology, market evolution, and industry shifts (SAIC, 2024). To win in the restructured global automobile industry, it will not only work to increase performance but also create an innovation chain to strengthen its business. Aiming to become a top automaker with global competitiveness and a powerful brand influence, the company also intends to quicken its corporate transformation and modernization (SAIC, 2024).

The company must develop a comprehensive action plan to establish its brand and differentiate itself in the competitive market. This thesis aims to create a plan to strengthen the SAIC Group's reputation in the cutthroat automobile industry. This boosts consumer loyalty, trust, brand recognition, reputation, and image. Customer loyalty is when customers consistently receive the same goods or services from different suppliers over time (Firnd and Alvandi, 2015). The degree to which a customer is committed to using a specific brand of services or goods from a particular company is known as loyalty. This is the ultimate objective of an organization's marketing (Firnd and Alvandi, 2015). Businesses employ branding as a tactical instrument to improve their business regularly (Firnd and Alvandi, 2015). These ideas are not novel. Relationship marketing, marketing communication, and consumer centricity are all integrated into modern marketing strategies (Firnd and Alvandi, 2015). The power of relationship marketing lies in its capacity to increase customer loyalty. For marketing professionals, the relationship between a brand and its level of loyalty is crucial (Firnd and Alvandi, 2015). The plan will centre on forging a unique brand identity, building a robust web presence, and using alliances and advocates for the brand.

This thesis begins with an introduction, a description of the goals and purpose of the research, and a thorough evaluation of the literature on reputation development and R&D investments. Based on this, the methodology of the thesis conducts secondary analysis, utilizing existing data from market reports, industry articles, and academic literature to investigate market dynamics and strategic options for SAIC Motor in the Chinese auto industry. Despite its practicality, secondary data analysis faces inherent limitations and potential biases. Methodologically, the research formulates research questions, identifies pertinent datasets, and evaluates their applicability. Through meticulous selection and scrutiny of data sources, the study aims to provide actionable insights to inform economic decision-making for companies such as SAIC Motor.

In this project, we will explore how to formulate an action plan to strengthen the SAIC Group's brand in its industry context. We will begin by introducing the SAIC Group and its position in the automotive industry, providing a brief overview of the significance of branding in this sector. Subsequently, we will outline the problem statement: the challenges faced by the SAIC Group in enhancing its brand. Following this, we will conduct a literature review, defining branding and discussing its relevance in competitive industries, reviewing pertinent

literature on brand management strategies, and examining case studies or theoretical frameworks related to brand strengthening in the automotive industry. We will then detail the methodology, including rationale for the chosen research approach and data collection methods. In the analysis section, we will evaluate the current brand image of the SAIC Group, conduct a SWOT analysis to identify strengths, weaknesses, opportunities, and threats in brand management, and assess the SAIC Group's brand positioning relative to competitors. Moving on to action plan development, we will propose specific strategies and tactics to fortify the SAIC Group's brand, segmenting the plan into short-term and long-term goals, and substantiating each proposed action with theoretical concepts and empirical evidence. In the implementation plan, we will explain how the strategies will be executed, allocate resources (e.g., budget, personnel), and establish timelines. The evaluation and monitoring section will outline key performance indicators (KPIs) to measure success, outline plans for ongoing assessment, and detail contingency measures. Finally, in the conclusion, we will summarize key findings, reiterate the proposed action plan and its anticipated impact, and suggest future research directions in brand management within the automotive industry.

1.1. Research Purpose

This study intends to develop a strategic action plan to enhance the SAIC group brand and position it as a market champion in China's aggressive automobile market. The plan will be targeted towards sectors of innovation, international trade, mobility services, sustainability, and the switch to electric and intelligent vehicles.

1.2. Research Objectives

1. Determine the steps that SAIC Group will take to distinguish its brand from competing Chinese auto industry companies.
2. Evaluate specific measures SAIC Corporation can use in the market to grow brand awareness and customer loyalty.
3. Analyse how the SAIC group uses its research and development capabilities and partners to be competitive and innovative in the ruthless Chinese auto industry.

2. Literature Review and Hypothesis Development

2.1. Introduction

The literature review looks at how spending money on research and development (R&D) affects a company's worth as a brand name in the global market. The review starts by pointing out how a company's investment in research and development connects with its brand image, marketing efforts, and money performance. It highlights that companies must consider how R&D spending will impact their brand worth when making investment plans. The review also stresses that making money from R&D discoveries requires new steps simultaneously. Then, the review highlights how spending money on research and development is essential for making technical improvements. It also aids in creating better designs and implementations, improving goods or services. It says that companies must put money into research and development in demanding businesses to stand out from their competitors. The review says that companies using a strategy of making their product unique benefit from it. They need to keep researching so they stay different and unique. It says these businesses can ask for more money from their essential items or services, ensuring they get paid in the future. The review also talks about how product competition, shared technology advancements, and the similar or alternative use of R&D investments in different companies connect. It tells us that technology spreads can be good or bad based on how they affect competitors' decision-making processes and market size. The review stresses how vital a good reputation is in the world market. It helps companies do better and stay ahead for more extended periods. It says that a good name helps get the best people, make more customers, charge extra money, and have others believe in fresh items. However, businesses from growing countries might have problems with being unknown in new marketplaces. They use networks to beat the issue of where they are from and get data.

2.2. Investment in R&D Developing Better Brands

Kurt (2019) demonstrates how R&D endeavours can impact a company's brand value, marketing initiatives, and financial performance. Kurt (2019) emphasizes that businesses should consider how R&D investments affect brand value while developing investment strategies. Kurt (2019) demonstrates that the commercialization of discoveries made through research and development involves innovative actions that must be carried out in tandem. One of the most significant competitive variables that results in technical advancements, more efficient design and implementation, and better goods and services is research and development (R&D) spending (Wang et al., 2022). A technology-based industry is highly competitive because of the market's growing R&D spending. Due to intense competition, businesses are compelled to look for ways to expand and gain a sizable portion of the market in order to compete with rivals by using unique products and innovative approaches to

innovation (Wang et al., 2022). The efficacy of R&D investment is most significant when the amount spent is in line with a firm's unique competitive advantage (Guo, Wang, and Wei, 2018). Different competitive advantages are offered by different strategic positioning. Businesses that use a strategy of product differentiation benefit from their distinctiveness, which needs to be supported by continuing, in-depth investigation. To set themselves separately from challengers and fend off the detrimental impacts of technological spill over, they are required to invest significantly in research and development. These businesses may ensure future incomes by charging more for their valued items or services, owing to the advances produced by research and development (Guo, Wang, and Wei, 2018). As a result, companies that use a product differentiation strategy spend more on research and development, and this will boost the performance of the company in the long run (Guo, Wang and Wei, 2018). Businesses do not compete in production when they operate in independent or complementary marketplaces.

Since technology spillovers do not shrink a firm's market size, they may be advantageous or harmless for both businesses (Grebel & Nesta, 2020). On the other hand, if items are near replacements, technology spill overs could affect the competitor company's manufacturing function. Firms' ability to make money from research endeavours is contingent upon the extent of information transfer and product substitution (Grebel & Nesta, 2020). Whether or not R&D investments between organizations are complementary or substitutes will depend on how product market rivalry and technological spill overs interact (Grebel & Nesta, 2020). According to Tubbs (2007), there will come a time when companies with a high R&D intensity (R&D as a percentage of sales) for their industry will no longer see the same returns from increasing their R&D expenditures. However, this threshold will vary depending on the industry, size, and other considerations (Tubbs, 2007). This figure may be significantly higher than the industry average; firms like BMW, Nokia, and Renishaw have strong performance in their respective industries. However, they also regularly invest far more in R&D than the industry average (Tubbs, 2007).

2.3. Reputation in International Market

Businesses may see improvements in their domestic reputation and competitive position when they purchase critical assets elsewhere. According to best business practices, future financial performance favourably correlates with a favourable reputation (Smith et al., 2013). However, the strategic position of a business in an aggressive marketplace is not the sole benefit of having a stellar reputation; it can also add to a firm's long-term competitive edge (Smith et al., 2013). An organization's reputation is essential because it helps it attract top talent, increase its share of the market, and charge higher fees (Smith et al., 2013). It can also positively impact new items regarding consumers choosing what to buy; people are more willing to take a chance on a new product if they are familiar with and trust a well-known firm.

Furthermore, a company's reputation might encompass its brand, corporate culture, and overall standing (Smith et al., 2013). In foreign marketplaces, where their nation of origin may pose a liability and impede their legitimacy, EM enterprises may also face difficulties related to a lack of reputation (Fiaschi et al., 2017; Stoian & Mohr, 2016). EM enterprises rely on networks to obtain information and compensate for their lack of legitimacy and reputation to overcome liability of origin. According to Smith et al. (2013), the four qualities of strategic assets are rarity, value, non-substitutability, and imperfect immutability. These attributes make organizational culture, staff knowledge, and company reputation all strategic assets. Employee skill, corporate culture, and brand reputation give businesses a competitive edge. For various reasons, a company's reputation is precious, exceptionally rare, non-replaceable, somewhat imitable, and eventually strategic. According to Smith et al., (2013), a company's reputation is essential, uncommon, and difficult to replicate. It also takes a while to establish. Before becoming ingrained in the consumer's recollection of product and brand stocks, brand or product awareness must develop over time. Based on a company's past successes, signals, and actions, reputation is an intangible asset at the corporate level (Yamakawa et al., 2013).

One intangible asset essential to maintaining a company's operations is corporate reputation (CR). Positive customer relations (CR) confers numerous benefits to particular firms, such as enhanced profitability, influence over certain consumer decisions, risk mitigation, and so forth (Berlepsch et al., 2022). The interactions between stakeholders, particularly the business partners that comprise the supply chain, shape the perceptions of CR held by those stakeholders (Berlepsch et al., 2022). A company's reputation is at risk due to its supply chain partners' market offerings, communications, and actions. This is especially true for businesses operating in large supply networks or chains spanning multiple nations with a history of poor transparency, corruption, and human rights violations (Berlepsch et al., 2022). Organizations and their stakeholders co-create a corporation's reputation. As a consequence, CR is a dynamic construct constantly changing and evolving since it is susceptible to outside

factors like customer perceptions (Berlepsch et al., 2022). As a result, its value changes with time (Berlepsch et al., 2022). Corporate reputation is a special kind of status-based asset that is intangible and emerges from stakeholders' acuties of the business's future compulsions and how meticulously it has performed in the past to meet their demands, which are generally based on what they believe in (Berlepsch et al., 2022).

2.4. Hypothesis

Investing in R&D can lead to technological advances that accelerate the growth of businesses. According to Nguyen et al. (2018), the achievement of a new product can be attributed to various techniques, including research and development (R&D), innovation, and product program development. Product development techniques that can quicken the pace of the process include agile development, initial feedback loops, and late decision-making (Iheanachor et al., 2020). Agile development is typified by short iterations used to gather input and by overlapping procedures, with the next iteration starting before the current one ends. The organisation uses integrative practices involving foundational consumer and supplier interaction to rejuvenate its body of knowledge (Iheanachor et al., 2020). Customer representatives who actively contribute to creating new products by helping to form the requirements analysis are known as foundational customers (Iheanachor et al., 2020). To verify preliminary market assumptions, it is necessary to involve clients who can offer practically instantaneous feedback during the need analysis and initial product design phases (Iheanachor et al., 2020).

Suppliers' different responsibilities in developing new products are collectively referred to as supplier participation (Iheanachor et al., 2020). The abilities, expenditures, expertise, knowledge, and concepts that suppliers offer; the duties they complete and the obligations they take on concerning the creation of a component, procedure, or service for the advantage of an organization's present or upcoming product development initiatives (Flanckegård, 2022). It can encompass everything from providing parts following a specification to actively participating in the design procedure (Iheanachor et al., 2020). One important group of participants in the product development process is suppliers. The customer interface offers insightful data on users' purchasing and consumption habits. R&D benefits some industries

more than others; examples include the internet and biotech companies (Guo et al., 2018). Successful R&D, according to Tubbs (2007), will have significantly less of an impact on a company's performance than a vast, poorly thought-out acquisition or shoddy marketing. Similarly, a company's economic performance will soon suffer from a relative competitiveness reduction in its goods and services if it fails to invest in R&D compared to its main sector rivals (Tubbs, 2007).

Only industries like software or pharmaceuticals, where R&D is a critical competitive advantage, would be anticipated to demonstrate a clear correlation with performance; many other sectors, where R&D is far less important than marketing, capital equipment (Capex), or additional input costs, would not certainly show such a correlation (Tubbs, 2007). The size of the opportunity, past performance, and competitive consequences all affect a firm's inclination to invest in new R&D alternatives. When a highly leveraged company boosts its discretionary R&D spending during a downturn, it indicates that its R&D initiatives are essential to its competitive edge (Srinivasan et al., 2011). This implies that the company believes the benefits of its R&D investments, that is, profitable goods and technologies, will outweigh the increased financial leverage-related expenses related to capital (Srinivasan et al. 2011). Therefore, companies with considerable financial leverage during recessions will boost their R&D spending to create new, better goods with an unmistakable edge over the competition (Srinivasan et al., 2011). Customers should receive these items well and be produced at an affordable price, resulting in more sales and profits. Businesses under a lot of financial strain have cash flow responsibilities related to stock returns since they have loan repayments to pay off principal and interest (Srinivasan et al., 2011). As a result, investors may assume that highly indebted companies have high expectations for their near-term R&D outputs and raise their expectations for the company's future cash flows when they make discretionary investments in research and development during recessions (Srinivasan et al., 2011). Investors also anticipate that high-quality organizations will take on expensive activities for low-quality enterprises since they find it difficult to distinguish between them (Srinivasan et al., 2011). R&D activity highlights the alignment between managers' decisions about R&D investment and a company's overarching business strategy, and it is closely associated with the critical component of internal operations (Guo et al., 2018). Because it can emphasize the active feedback procedure of R&D activities and upcoming performance, it is preferable to use the decision maker's intrinsic motivations as a starting point. Based on these arguments, it generates the following hypothesis:

Hypothesis 1: Investing more money into research and development will help SAIC Group develop better brands within the Chinese automotive industry.

Working together with outside organizations is now a potent strategy to accomplish goals more quickly, broadly, and adaptably (Kissimoto et al., 2019). To be competitive,

businesses must constantly evolve and modify their business plans to consider the growing ubiquity of social media and the importance of user-generated content (Kissimoto et al., 2019). The embeddedness approach criticism of early transaction cost economics (TCE) in its explanation of governance is a foundation for some behaviour-oriented definitions of collaboration. Hardy et al. (2005) defined collaboration as the outcome of discussions, highlighting the importance of functional, bilateral, communication in the definition of collaboration. Nonetheless, the concepts of collaboration and coordination also allude to communication and negotiation techniques. The emphasis on negotiation in definitions of collaboration most likely originates from a political or power viewpoint of the interorganizational relationships (IOR) setting, where many organizational actors must agree (Castañer & Oliveira, 2020). The distinctive qualities of fair behaviour and relational commitment in partnerships have been invoked through collaboration. They include whether each side contributes evenly to the shared goals in their evaluation of collaboration between buyer and supplier, implying a requirement of input symmetry. The desire to willingly assist a partner in achieving a shared objective or pursuing personal purposes unrelated to the IOR is called a collaborative attitude (Castañer & Oliveira, 2020). When a partner in an alliance aids a counterparty who has had a damaging incident, that is an example (Castañer & Oliveira, 2020). A situation like this could hurt the other party and harm all alliance members' standing. An incident of this kind may lead to additional partners assisting the impacted counterparty to avoid reputational harm from spill overs (Bruyaka et al., 2018). Actions to help a counterparty accomplish any number of private and shared objectives constitute collaboration conduct (Castañer & Oliveira, 2020). An outcome of collaboration is when such assistance is provided to attain a shared goal or to support a focus partner's objective. Collaboration results might also include the fallout from supporting the focal partner in achieving its objectives, such as a sense of civic duty, obligation to the assisting partner, or an outside reputation as a reliable partner (Castañer & Oliveira, 2020).

Because it crosses several academic fields, such as management, economics, sociology, and marketing, and has multiple conceptual interpretations, the phrase "corporate reputation" can be slightly ambiguous (Rayne et al., 2023). Solid relationships and socially distinctive experiences with critical stakeholders build a positive corporate reputation (Smith et

al., 2013). A company's reputation is shaped and created by various events, such as a happy customer experience with a product or service, an employee's job expertise, or a supplier's interaction with the operations manager (Smith et al., 2013). Insiders' and outsiders' assessments of particular organizational features comprise the economic lens. At the same time, the institutional approach is more globalized and considers the perception of a group of stakeholders as a whole, such as investors or consumers (Rayne et al., 2023). The institutional viewpoint aligns with this, as it adopts a comprehensive consumer-based approach to business reputation. Working with other organizations frequently results in the generation of new ideas or technologies, which may or may not be put to use at that particular time.

A competitor cannot precisely mimic the evolution of a company's reputation over time (Smith et al., 2013). Positive customer perceptions of a product or service can attract new clients and encourage repeat business through recurring purchases or acquiring other goods from the same business (Smith et al., 2013). If customers have positive opinions about the product or service, they will also use word-of-mouth (WOM) to spread the word about it through social media. This helps to draw in new clients (Smith et al., 2013). As a learned evaluative mechanism, attitudes frequently influence customers' perceptions, resulting in favourable or unfavourable reactions and behaviours (Rayne et al., 2023). Adopting a more methodical approach can lead to better partnership outcomes (Rayne et al., 2023). In particular, social partnerships should be implemented collaboratively based on confidence, dedication, mutual complementarity, and appropriateness (Tsarenko & Simpson, 2017) to maximize value for society and the organizations involved (Herlin, 2015). Results from Ibáñez-Sánchez et al. (2021) with over four hundred Spanish consumers showed that consumers' attitudes toward the communication, their intentions to buy, and their perception of the influencer's trust were all improved by renowned brand-influencer partnerships compared to non-renowned brand-influencer collaborations. Moreover, there is a higher inclination to seek information and a favourable attitude toward the message regarding services provided by well-known businesses compared to their merchandise (Ibáñez-Sánchez et al., 2021). This resulted in the following hypothesis.

Hypothesis 2: SAIC group's collaborations and partnerships with other well-known companies and organizations contribute positively to their target audience's awareness and perception of their product or services.

There may be multiple links between internationalization and reputation. Knowledge-intensive businesses, for example, may have a propensity to internationalize more quickly and reap more significant rewards in terms of legitimacy and reputation (Prashantham & Birkinshaw, 2015). Product positioning, consumer group selection, venue selection, marketing channel, and international public relations strategies are the critical components of an organization's brand expansion plan (Wu et al., 2021). Businesses can quickly join the market

using a low-price positioning strategy that results in minimal profits but strong sales, giving them a clear edge over competitors. Internationally recognized IT companies position their products at the top end of the market; therefore, high-end customer groups are logical candidates for their products (Wu et al., 2021). Effectively managing international public relations can improve businesses' reputations and make them more accessible. Practical public relations efforts facilitate businesses' entry into new markets (Wu et al., 2021). Reputational resources are transportable between nations at the consumer level, influencing sentiments toward international companies (Fong et al., 2013). There is also a connection between these ideas when a company comes from a nation with a good reputation in a particular sector (Velez-Ocampo & Gonzalez-Perez, 2019). The firm's goal of globalization benefits from the reputation of its home country, which could help its performance (Elango & Sethi, 2007). International diversification enables businesses to achieve economies of scale through standardising production, amortizing R&D expenditure, and spreading fixed costs over a more extensive scope (Arte & Larimo, 2021).

As a heuristic tool, evaluating market tactics separately and only is valuable and significant, particularly for comprehending the genesis or exacerbation of market-based power disparities and, in a broader sense, for understanding corporate power and behaviours (Wood et al., 2021). Products or services sold in several national markets across the three primary industrialized continents are considered global brands (Townsend, Yeniyurt, and Talay, 2008). Even when the execution is changed to suit local marketing techniques, the core elements of the brand identity remain unchanged (Townsend, Yeniyurt, and Talay, 2008). This is not to argue that products are not tailored for particular markets or areas; instead, a global brand essentially projects a consistent image throughout the world through its distinctive qualities, which might include associations, attributes, and unique identifiers like a logo (Townsend et al., 2008). Each brand's place in the global brand architecture of a company is determined by a continuum of geographic extent and level of consistency. This structural structure of a brand portfolio is known as the worldwide brand framework (Townsend et al., 2008). The process and result of creating a strategic justification that unifies decisions about brand portfolio management within the company and among various geographical regions is known as brand architecture (Townsend et al., 2008). The quantity of brands an automaker markets and owns

determines the extent of its brand portfolio. Complex brand portfolios with many brands are typical because they enable businesses to satisfy the demands of diverse client segments while achieving marketing efficiency (Lei et al., 2008). The most important aspects of a brand portfolio are its positioning and extent within an automaker's lineup. Increasing a company's brand portfolio necessitates better portfolio management, according to a study, even if there is no direct correlation between the size of the brand portfolio and market performance (Kirca et al., 2019). This calls for increasing the resources devoted to successful brands, recognizing and devaluing the weaker ones, and carefully considering the addition of premium brands to the portfolio (Kirca et al., 2019). By leveraging shared brand names and production facilities to service many geographies, businesses can achieve economies of scale through the synergy that results from a dual-diversification approach (Arte & Larimo, 2021). This creates the following hypothesis:

Hypothesis 3: SAIC Group's expansion into the international market, especially those with high demand for electric vehicles, will guarantee that their brand name gets positive exposure, thus increasing global recognition.

3. Methodology

The study employs secondary analysis, including SAIC market reports, industry reports, peer-reviewed articles, and grey literature in conference papers. This involves using published data for research that does not address the current concern. When a methodical approach is taken, secondary data analysis is helpful in the investigation process (Johnston, 2014). Secondary data analysis examines information gathered by another party for a different primary objective. Using this current data offers a practical solution for research that might be short on time or resources (Johnston, 2014). Like any other research approach, secondary analysis is an empirical exercise with steps to follow. It applies the same basic research principles as studies that employ first-hand information. Secondary analysis is a systematic procedure having operational and analytical components, similar to collecting and evaluating initial information, despite its adaptability and value in a variety of contexts (Johnston, 2014). Instead of using specific hypotheses to guide the identification and analysis of studies, the study employs broad review inquiries; it looks for examines for inclusion outside of bibliographic records; and it does not follow an established structure of approaches to determine which studies to include, such as concentrating on randomized control trials because of their supposedly higher level of accuracy (Ruggiano & Perry, 2019).

A secondary data comparative effectiveness study can be helpful and productive if well-planned and carried out (Sun & Lipsitz, 2018). The use of secondary data, such as claims or administrative data, has become increasingly common in studies on comparative effectiveness due to the high costs and logistical challenges associated with gathering and using primary data (Sun & Lipsitz, 2018). Extensive datasets gathered by governments, academic institutions, and other organizations are instances of secondary data sources. Rigid study design and methodology, frugality when managing the data, and cautious application of statistical methods can provide excellent research that can be vital for research, even though there are dangers of biases connected with such data (Sun & Lipsitz, 2018). Although biases may not often affect secondary data, procedures are typically farther removed from the data than the data itself (Busse, 2010). The choice of methodologies is constrained by the predetermined structure of secondary data, which depends more heavily on indirect analyses

and interpretations of its data (Busse, 2010). On the other hand, the term 'secondary data' may include large-scale surveys and information obtained in individual studies. It allows the analysis of the existing data and either develops new hypotheses or addresses essential research issues based on them. It is important to note that this saves time, money, and resources. Accurate and representative population data are also contained in extensive sample survey data. It also ensures that there will be no wastage of resources in researching populations that are hard to reach or delicate subject matters by carefully looking into data obtained from previous studies.

The first step of secondary research is to identify the research question and the purpose of a study. This time, the research challenge was understanding market trends in the Chinese auto industry, intending to identify some of the most effective strategies SAIC Motor could use to consolidate its market presence further. The second step involved selecting essential data and information from various resources such as media news, market surveys, and reliable websites like Reuters and Statista. This subsequently resulted in scrutinizing the data to identify the prime movers in the Chinese auto industry and current market trends. Additionally, the data could be used in evaluating SAIC Motor relative to awareness and research & development. Concisely, an adequately done report format was applied to arrange and present the data retrieval and analysis outcomes. The study also gave suggestions and recommendations for SAIC Motor based on the results of data analysis.

3.1. Secondary Analysis Procedure

The researcher's methodology is determined by the research questions and the area of study. The research technique is the process by which the researcher collects, analyses, and assesses the data for the study (Johnston, 2014). This work proposes a method for secondary analysis that begins with developing questions for study, determines the data set, and ends with a thorough evaluation of the dataset because there is not much literature that describes a detailed process for secondary assessment (Johnston, 2014). Below is an illustration of this process.

3.2. Research Questions Development

Utilising current information to tackle research issues requires the use of theoretical understanding as well as conceptual abilities, which is the key to secondary data analysis (Johnston, 2014). The study continuously refines the leading review questions, re-examines search criteria, and employs interpretive and inductive methodologies in determining and evaluating the research findings (Ruggiano & Perry, 2019). Thus, the first step in the process is to formulate the research questions.

3.2.1. Research Questions

1. How can SAIC Group make its brand stand out from others in the Chinese car industry?

2. What unique marketing tactics can SAIC Corporation use to boost its brand recognition and keep customers loyal in the Chinese market?

3. How can SAIC Group use its research and development abilities and partnerships to keep up in the competitive Chinese car industry?

3.2.2. Data set Identification

In this study, the focus was to know more about and explain a plan on how they can make their SAIC Group Brand stronger in its business area. Before starting the study, I looked at many books and articles to find out what work has already been done on this subject. It also entailed searching for important groups or centres working in similar areas. The information used for this study mostly comes from secondary sources like business reports and market studies by Statista and Finbox. These places give info on what's happening now in China's car market. They tell us how many cars are sold, who has the most significant share, and which brands perform best. The research shows that China has been the world's biggest car sales market for many years. Most of this significant share goes to Chinese companies like SAIC Motor Corporation, Changan Automobile, and Dongfeng Motor Corp. The data also shows how the COVID-19 pandemic affected China's car business. Sales went down a lot in 2025. The data also details how electric vehicles (EVs) are becoming more popular in China. The data also explains how much SAIC Motor has spent on research and development in the last few years. This shows a strong interest in new ideas and technology by this company. Also, the information includes SAIC Motor's plans for five years. This cover grows its expensive services, focusing on people with more income and spending money to improve electric or mixed vehicles. Finally, the data has information about SAIC Motor's brand reputation and how it keeps customers loyal. This includes its support of a prominent Chinese soccer league to increase the number of people who know its name or think nice things about it. The data shows us a big picture of the car market in China. Also, we can see where SAIC Motor stands and how they plans to grow more later on. The study also used informal networks to collect details about what research is happening right now in this area. Then, it involves finding data from old research on the subject. This data set was not thoroughly checked or shared, but it had valuable details that could answer the researcher's questions. This data set was good for the study, and I chose to use it. The study wanted to find answers to these questions with help

from their research. This choice was made because the questions fitted well with the first study, and how they got information matched what researchers needed it for.

3.2.3. Dataset Evaluation

The checking process ensures the information set fits our learning well. It handles any possible problems, like unfair decisions or missing details. It lets the scientist see how extensive or essential the study is and learn about who's doing it. It also helps to understand if their data-collecting methods are excellent and proper. Approval using raw data and all-important papers is crucial for carefully checking. It is best to check more than one thing against what you find. This helps make the results more robust and more confident.

To determine whether a dataset is appropriate for a research project and to ensure that the final dataset and the original study are of the same quality, the following review methods should be carried out: (a) the purpose of the study; (b) the individual responsible for collecting the information; (c) the data collected; (d) the timing for the information collection; (e) the mode of data gathering; and (f) the level of concordance between information gathered from disparate sources.

It required following these main steps to check a data set for the study.

1. Determine the purpose of the original study: Knowing the original aims and background of the study can help you decide if it is a good fit for your additional research. Additionally, it's critical to understand the organization or persons responsible for gathering the data and any parallels or divergences in the research objectives between those investigators and the researcher considering secondary analysis (Johnston, 2014). The researcher must find out why the first study made this data. This helps decide if the data set matches what is being studied and possible limits or favouritism.
2. Identify who collected the data: Understanding how well-known the leading researchers are can help us determine if the information is trustworthy and accurate. The researcher must look at how reliable and respected those who gathered the data are.
3. Assess the information collected: It is essential to look into the primary research team's notes. This will help you understand how they managed their data better. The researcher needs to get information about how data was collected. Access to sufficient primary research material, including the protocols and processes used in the data gathering, is essential for the secondary researcher (Johnston, 2014). This includes guidelines and steps they followed during this process. This lets you check if the data is correct and trustworthy. The rigor of the articles was evaluated based on the researchers' ability to describe particular parts of the secondary analysis, such as the SDA method or targeted initiatives for enhancing rigor (Ruggiano & Perry, 2019).

4. Consider the time frame of data collection: It is essential to ensure the data we use is up-to-date and connected with our study topic. The time when data was gathered needs to be thought of. It can change how valuable and accurate the information is.
5. Evaluate the methodology used in collecting the data: Knowing about the survey tool and other things connected to getting data can help judge if it's trustworthy and accurate. The researcher evaluated how the original data was gathered and looked at how bias, response rates, sampling, and missing replies were addressed in the original study (Johnston, 2014). It entails the need to look at how the data was collected. This includes checking for problems with survey tools used in getting this information. The items in this category were assessed using the setting in which SDA happened. For instance, if data from various investigations were combined, whether or not additional assessment was performed on the data from the initial study, if the SDA was employed to analyse entire information sets or segments, or how well fresh subject matter or methodologies for analysis were utilized in particular (Ruggiano & Perry, 2019). The aim of the secondary analysis, which was to further theory on a specific problem or strategy, was also assessed. The articles were assessed based on whether the investigators recognized elements of SDA that presented difficulties or constraints for their conclusions (Ruggiano & Perry, 2019).
6. Secure access to raw data and supporting documents: To complete a correct study, you must get the primary information set along with all related papers. All paperwork, including the questionnaire, coding materials, and publications about the data, must be obtained regarding the procedures and methods that the primary researchers followed (Johnston, 2014). To comprehend the initial context of data collection in the parent research, articles were evaluated based on whether or not they included information about the parent studies, including their methodology, funding sources, IRB approval, context, and data sharing process where relevant (Ruggiano & Perry, 2019). The research needs the raw information to do new studies and sort out any worries.
7. Check consistency of information across sources: If there are many places with the same data, checking them together can make your results surer. If possible, the researcher should try to find extra data from other sources that can be compared with

their original information set. Having a variety of sources can help increase confidence in results, regardless of whether two or more sources reach the same conclusion for comparison, allowing one to contrast (Johnston, 2014). This analysis was not practicable in this research because no comparable data on this particular issue could be found (Johnston, 2014). Doing these steps allowed ease in determining if and how good the information set is for this research topic.

4. Insights from Data and Analysis

4.1. Market Trends in China

For several years, China has had the world's most significant automobile sales market; in 2022, 26.9 million vehicles were sold (Statista, 2023). The passenger vehicle segment dominates the market, with SUVs being the most popular model over the last three years. Most of the market share is held by domestic automakers, with SAIC Motor Corporation, Changan Automobile, and Dongfeng Motor Corporation following in order of prominence (Statista, 2023). China's automobile industry has experienced substantial expansion, with a high per cent growth rate of 93% in 2010, partly attributed to the international car trade (Statista, 2023). Nevertheless, there has been a persistent deceleration since then, culminating in a 6.2% decline in 2022 (Statista, 2023). China's used car market is also expanding; by 2022, it is expected to be worth 1.1 billion yuan. Sales of automobiles fell to all-time lows in April 2022 due to the COVID-19 outbreak and the lockdowns that followed in China (Statista, 2023). However, sales have begun to rise again as China loosens its limitations. The rising demand for electric vehicles in the Chinese auto industry is one of the biggest trends.

With sales expected to reach 3.5 million units in 2021 and a 13.3% market share, China is the largest EV market in the world (Statista, 2023). The top-selling EV brands have been Tesla, BYD Auto, and the SAIC-GM-Wuling joint venture. The lockdowns affected EV sales, but since then, sales have steadily increased; in August 2023, 846,000 units were sold (Statista, 2023). This increase is linked to China's government's encouragement of electric mobility and growing public knowledge of the environmental advantages of EVs. By 2030, the number of Chinese-branded cars sold annually in foreign countries will reach 9 million (Reuters, 2023). As a result, Chinese brands would hold a 30% market share worldwide, with 15% of the market in Europe, 19% in South America, and 19% in South East and Southeast Asia (Reuters, 2023). In the upcoming years, Chinese automakers will be just as disruptive to established global automakers as Tesla has been due to their competitiveness. Significant overcapacity also exists in the Chinese sector, and Dyer predicted a wave of consolidation. Only 25 to 30 of the 167 NEV trademarks will remain by 2030 (Reuters, 2023). Over two-thirds of the brands had no sales data for the previous year. Despite the obstacles presented by the

COVID-19 pandemic, the Chinese automobile sales industry has proven robust. The market is typified by the rising used car industry, the dominance of domestic automakers, and the substantial presence of EVs.

4.2. Key Strategies

4.2.1. Enhancing Research and Development

The company must utilise its robust R&D resources to enhance its offerings, consistently emphasizing technology and innovation. This will draw in clients who appreciate cutting-edge and sophisticated products in addition to helping the business stand out. SAIC Motor has been continuously allocating funds for R&D to enhance its offerings and maintain a competitive edge. This demonstrates the company's strong dedication to innovation and ability to stand out in the marketplace. Investing in research and development is essential for designing products that are simple to manufacture and for streamlining production processes (Guo et al., 2018). According to Guo et al. (2018), R&D spending is positively correlated with future success for businesses using a product differentiation approach, while for companies using a cost leadership strategy, the relationship is inversely U-shaped. However, spending too much on research and development goes against the stringent cost control guidelines and could result in needless expenses. Furthermore, a waste of resources would result from excessive invention that cannot be implemented into large-scale production (Guo et al., 2018). Research and development spending can be reduced by companies who pursue a cost leadership strategy, and future performance can only be positively impacted by a suitable level of R&D spending (Guo et al., 2018). Over the past few years, SAIC Motor has spent an average of 16.184 billion yearly on research & development; in 2021, this amount increased to 19.668 billion (Finbox, 2023).

Nonetheless, research and development costs fell in 2019 and 2022. December 2021 saw the most significant research and development costs for SAIC Motor, while December 2019 saw the lowest (Finbox, 2023). The company has continuously invested a sizable sum of money in research and development over the past five years, emphasising cutting-edge and novel technology (Finbox, 2023). It is possible that this investment has improved their vehicles' efficiency and performance and led to technological developments. Nonetheless, there has been a minor decline in research and development costs in the last few years, which may be reason for alarm. To stay ahead of the competition and make cutting-edge cars, SAIC Motor must keep spending money on research and development (Finbox, 2023). A great deal of technological innovation surrounds new energy vehicles, yet this innovation benefits society (Shao et al., 2021). However, businesses' R&D and production are now heavily reliant on rules, and the current state of the sector makes it difficult for companies to meet the needs of the actual demand (Shao et al., 2021).

The focus of R&D should address the issue of digital technologies in SAIC cars. According to Albert et al. (2021), at least half of a vehicle's value comprises digital technologies. Hardware and software integration have increased a car's usefulness and complexity. Important factors speeding up the digitalization of the car industry include location-based services, driver connection, and the ability to categorize drivers according to their choices and tastes, a characteristic nonexistent twenty years ago (Albert et al., 2021). The value chain will benefit significantly from digitization, increasing productivity, lowering expenses, and fostering creativity and teamwork (Albert et al., 2021). Through its automakers, it will switch to a business-to-consumer from business-to-business approach, opening up new opportunities for collaboration among suppliers and customer contact that depend on the exchange of information (Albert et al., 2021). Businesses must shift their focus from selling goods to value-based interactions with consumers in order to accommodate vehicles with more connectedness (Hoffmann, 2019). Accenture (2017) predicts that digitization will impact the connected supply chain, offering lower costs and better process management from start to finish. Digital production will have a major role in the forthcoming industrial revolution. It will also be supported by the invention of robots that can carry out multiple assemblies, as well as the increasing importance of robotics, AI, and internet access (Albert et al., 2021).

SAIC, for the next five years, General Motors will keep investigating and creating both conventional and cutting-edge technologies, helping to offset the ongoing downturn in the Chinese car industry. The present product range would be optimized for 2019 and 2020. About CNY80 billion will need to be spent by the company to realize SAIC's long-term ambition, of which CNY30 billion would go toward electrification (Shihua, 2019). GM and its partner SAIC will work together in China to produce EV battery packs (Lienert & Chan, 2019). Through 2020, SAIC will invest \$3.8 billion in the development of electric and hybrid vehicles, including working with partner GM to develop EVs and batteries jointly (Lienert & Chan, 2019).

Furthermore, SAIC and its partner VW are investing \$2.45 billion in new electric vehicle manufacturing in China (Lienert & Chan, 2019). As the JV struggles with this achievement, which might negatively impact sales numbers by 16.1%, excellent sales, and marketing will help it catch up to the competition (Shihua, 2019). With the introduction of new models, this strategy should broaden consumers' horizons by opening doors from luxury, sport-utility, and

multipurpose cars to new-energy vehicles and shifting their focus from single to family car purchases (Shihua, 2019). In addition to concentrating on expanding its premium services, the JV must target and, to some extent, retarget the upwardly mobile class, who exhibit strong brand loyalty (Shihua, 2019). More ways to draw attention to the brand include providing excellent customer service, holding weekly promotions, allocating unique discounts and offers, and differentiating the communication channels, from print and digital ads to sophisticated face-recognition data collection (Shihua, 2019). These could also help GM become a stronger player in the industry and attract suppliers to invest in the company. It will also be crucial to constantly communicate with the government and suppliers to form future alliances and have early conversations. The world's first mass-produced smart car, the Roewe MARVEL X, was introduced by SAIC Motor to highlight the company's state-of-the-art technology and dedication to advancement. This might improve the company's standing and brand distinction in China's fiercely competitive auto industry. As China's auto industry enters a lean period, a violent price war has broken out as sales have plummeted after a government subsidy on EV purchases ended the previous year (Limin & Wei, 2023). Automakers that use traditional fossil fuels and new energy are competing with one another for survival by trying to take a more significant piece of the market (Limin & Wei, 2023).

4.2.2. Brand Awareness and Customer Loyalty

Customer loyalty is influenced equally by contentment with the car brand and happiness with the after-sales services (García et al., 2019). Due to the challenges, most businesses have been keeping their clients and the growing recognition of the dealer's position in customer relationship management, loyalty is essential (García et al., 2019). Even though consumer loyalty has been studied for many years, there are still many unanswered questions about the causes of loyalty, especially regarding how the actions of various supply chain participants affect the end user's loyalty (García et al., 2019). Factors influencing customer loyalty by considering "image" as an antecedent of the relationship and concurrently examining the effects of image and dealer and automaker contentment on customer loyalty (García et al., 2019). SAIC Motor's affiliation with the Chinese Super League (CSL) indicates its dedication to enhancing its brand recognition and impact. In this case, marketing's ultimate goal is retaining customers and fostering relationships to foster loyalty. Consumers and brands can communicate trustworthiness when there is commitment. Affective, continuation and normative commitment are the three categories of brand commitment (Alkhaldeh et al., 2017). "Affective commitment" is relevant to this study since it shows a consumer's emotional bond with a brand (Alkhaldeh et al., 2017). Affective commitment signifies a long-term desire for buyers and sellers to keep essential relationships (Alkhaldeh et al., 2017). Affective commitment, centred on a feeling of liking, identification, and emotional relationship with the brand, matches the customer scenario (Alkhaldeh et al., 2017). Commitment is

merely a stopgap tactic to draw in new clients. A strong brand helps marketers establish enduring connections with their target audience.

A strong brand is becoming increasingly crucial for positioning against rivals; success would follow from its popularity among its intended consumers (Alkhaldeh et al., 2017). Customers can benefit from brands on a rational, psychological, and societal level. In the business sector, brands invest a lot of money to gain market share and influence consumers' choices and loyalty (Alkhaldeh et al., 2017). A profitable marketing plan that adds worth to brands in competitive marketplaces produces loyalty. Although there are attractive alternatives, loyal customers are willing to repurchase brands; they also go above and beyond in recommending the company's services to others; they put in a great deal of effort to try new brands; and they provide honest feedback for the company to meet their requirements and expectations (Alkhaldeh et al., 2017).

The CSL, one of Asia's most lucrative soccer leagues, typically runs for nine months, from March 2 to November 11, providing an excellent platform for the company to improve its brand. In 2017, over 5.7 million people watched a match, with an average of 23,700 spectators per match, placing fifth globally (SAIC Motor, 2018). A total number of 434 million people saw about 2,170 games, including replays, on television during the 2017 season (SAIC Motor, 2018). Both local TV stations and China Central Television's sports channel carried live coverage of the CSL. In 2017, each match was covered by about 580 print media and over 5,000 internet media outlets (SAIC Motor, 2018). The CSL, currently available to watch in 96 countries and territories, has 16 clubs playing in 12 Chinese cities, including eight local derbies (SAIC Motor, 2018).

Leading Chinese automaker SAIC Motor has improved its brand image and visibility by supporting several prestigious locations and events in the past, such as the SAIC Motor International Circuit and the Shanghai Roewe Children's Art Theatre. Customers would see a product with a positive brand image as having a good brand that is more distinctive and different from other brands (Sasmita & Mohd, 2015). Social media provides young consumers feedback and brand awareness about a particular product. They can easily distinguish a specific product or brand from rival products or brands and are familiar with its appearance and features thanks to social media (Sasmita & Mohd, 2015). Clients increasingly have a more

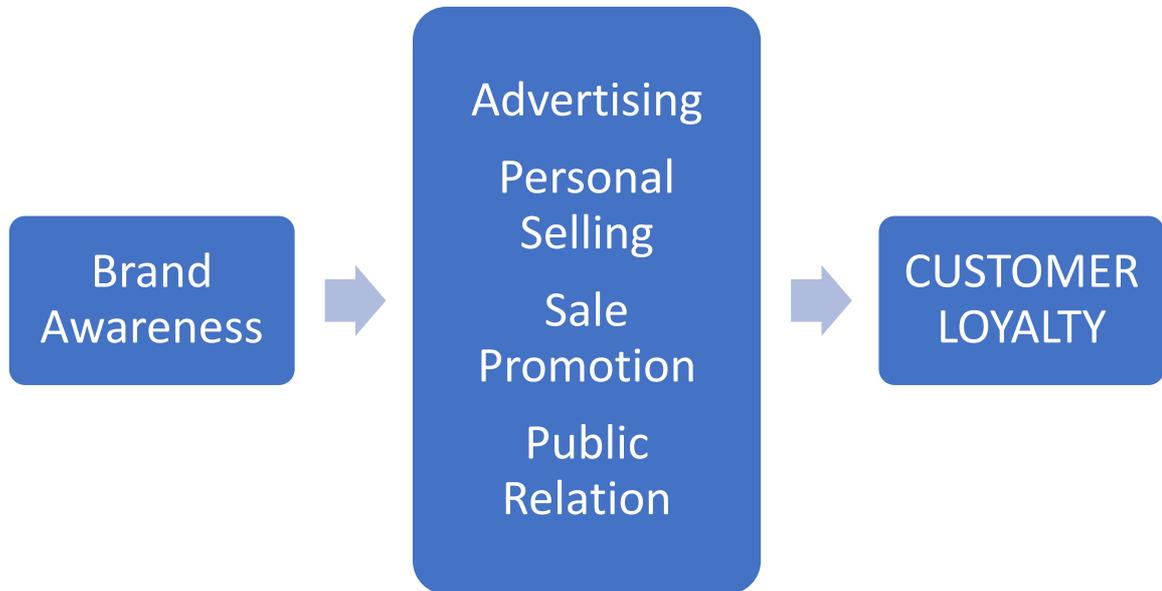
proactive and significant role in the connection between companies and prospects, rather than just being receivers of brand data and the interactions that brands initiate. Customers see the company's strength favourably and find it to be very recognizable, which distinguishes it from competing brands (Smith et al., 2017). Customers now have more influence over connection choices (Smith et al., 2017). A business that has a strong brand image can increase its market share, acquire a more decisive competitive edge, and improve its positioning in the marketplace. A favourable image of the business is more beneficial to the expansion of the company as it can be leveraged to effectively implement branding initiatives and even help the company through times of crisis (Išoraitė, 2018). Customers loyal to a brand value it not only for its quality but also for the impression it leaves on the surroundings (Išoraitė, 2018). Individuals can see more apparent contrasts between rival brands when employed for emotional stimuli instead of intellectual ones.

Considering that the brand is growing steadily and quickly, marketers should target the user's heart as well as their mind since the established brand has a significant market share (Išoraitė, 2018). Trademarks help ensure that, should the customer be happy, they will purchase the remaining product and find it easier to recognize the same manufacturer's items the next time (Išoraitė, 2018). Companies have the incentive to develop solutions that are consistent with the distinctive attributes and personality features of trademarks since consumer behaviour can be determined by these features, leading to interactions between consumers and brands that may be either one of the following or both identity-related and partner-like (Lai & Williams, 2022). Failing to do so may cause customers to react negatively and relationships to end, which affects the selection of innovations and, ultimately, the welfare of society (Lai & Williams, 2022). The invention of a product or service benefits the trademark, and the trademark and brand are frequently the objects of value (Lury, 2009). Businesses occasionally invest in new and enhanced goods and services to preserve the brand's value. A product or service that embodies customers' wants might be considered a brand (Lai & Williams, 2022). This may influence the inventions made and their potential for commercialization. These days, trademarks are becoming more and more significant in the marketplace. The best brands are, after all, more recognizable and sought after. However, the number of customers who make repeat purchases or are brand loyal determines a brand's long-term success rather than those who only make one purchase (Išoraitė, 2018). In addition to giving SAIC Motor a fresh venue for advertising campaigns and brand promotion, the company's objective of appealing to a younger, more tech-savvy audience is also supported by cooperation with the CSL. With its numerous brands, including Roewe, Maxus, Chexiang, and EVCARD, SAIC Motor will have an excellent opportunity to interact with potential customers thanks to the CSL's growing popularity, vast audience size, and media attention.

4.3. Brands Awareness Strategies

Using the Internet network to create efficient marketing campaigns and advertisements is known as "new wave marketing with Internet marketing" (Dilham et al., 2018). An automotive company's branding establishes the core beliefs associated with the business, which significantly influences customers' purchasing process (Carlberg & Kjellberg, 2018). Brand recognition is essential to prospective automobile buyers; brands in the initial consideration set have a threefold higher chance of being bought finally than those not (Court et al., 2009). Purchasing a new car is typically a more significant financial commitment for most consumers than purchasing other products; thus, developing a sense of loyalty to the brand is essential for most automakers (Carlberg & Kjellberg, 2018). In general, products use emotional cues to assist customers in deciding what to buy, why to buy it, and what to expect both during and after use (Kapferer, 2012). Establishing a product or brand's recognition in consumers' brains at the top of their minds is one of the anticipated aims (Dilham et al., 2018). The offenders of small and medium-sized enterprises should be aware that brand awareness can develop before purchase, as this will influence the customer's decision to select our products over those of competitors (Dilham et al., 2018). Brand awareness has grown to influence how consumers view a company significantly. Success in brand management results from accurately assessing and managing brand loyalty and image to build powerful attributes influencing customers' decisions (Dilham et al., 2018).

Figure 1: Research Framework of the Awareness Strategies



Public relations, sales promotion, personal selling, and advertising are all part of brand awareness. Since queries can be addressed with this kind of promotion, awareness can be raised through staff selling more successfully (Khan, 2012). Advertising that raises brand recognition is the main element that increases consumer loyalty (Khan, 2012). Customers may develop strong brand loyalty because of a brand's distinctiveness, flavour, ease of use, and sufficient brand knowledge (Dilham et al., 2018). They may also do so because of the brand's affordability, among other reasons. For a business to achieve its goals, brand loyalty is crucial, so it works hard to satisfy consumers and address any issues they may have with a particular product or service (Dilham et al., 2018). SAIC Motor has already taken significant steps to raise awareness of its brand, such as sponsoring the Chinese Super League and forming partnerships with several esteemed organizations and venues. SAIC Motor can employ the following tactics to keep building its brand and raising awareness:

4.3.1. Targeted Advertising Campaigns

SAIC Motor can use focused advertising campaigns to connect with particular groups of people, such as families or young professionals. This can involve influencer collaborations, social media marketing, or internet targeting. Online advertising spending is rising rapidly globally, but because of a phenomenon known as "banner blindness," people frequently avoid viewing advertisements (Kaspar et al., 2019). It is anticipated that demographic targeting would counteract this trend by drawing users' attention to more content that is relevant to them personally (Kaspar et al., 2019). Businesses engage in excessively high levels of ineffective targeted advertising at equilibrium, with inefficiency rising with the centralities of their target agents (Bimpikis et al., 2016). With the rise of the Internet as a popular medium for communication and advertising, businesses can now target specific demographics with their

advertising campaigns (Bimpikis et al., 2016). Eye tracking data showed that when web users are in a free-viewing mode, demographic targeting may have medium- to large-sized impacts on several eye movement metrics (Kaspar et al., 2019). A phenomenon known as "banner blindness" has been identified due to internet users learning to avoid glancing at online adverts on webpages partially (Panero et al., 1998). Because this is an instinctive, subconscious procedure that happens in tandem with browsing and is not dependent on the consumer to take any behavioural action, advertisements are more inclined to be cognitively disregarded (Chatterjee, 2008). Customers who want to avoid advertisements physically do so consciously, which has varied degrees of psychological reaction (Chatterjee, 2008). In contrast to non-zapped and potentially cognitively avoided commercials, explicit memory and better recall are produced by paying closer attention to the advertisement to avoid it, such as with TV zap ads (Chatterjee, 2008).

Allocating a disproportionate percentage of the marketing budget to specific agents who are essential in the word-of-mouth process in the hopes that they would spread the pertinent information to others may be an ideal targeting technique (Bimpikis et al., 2016). It is important to note that seeding diminishes word-of-mouth (WOM) about competitors' items in the same area as the focal product and boosts talks about it amongst non-seed consumers (Chae et al., 2017). It is estimated that WOM marketing generates an astonishing six trillion dollars in yearly consumer expenditure, or 13% of all sales made to customers (O'Neill, 2022). Those that elicit strong emotions generate three times as much word-of-mouth advertising as those with weaker emotional ties. According to a Nielsen survey, 92% of customers trust recommendations from friends and family above commercials (O'Neill, 2022). In addition to recommendations from friends and family, 88% of buyers place equal trust in online evaluations authored by other customers as they do in personal recommendations (O'Neill, 2022). HubSpot reports that while 90% of individuals trust referrals from relatives and close friends and 70% believe internet reviews, 75% of consumers reject the claims made in commercials (O'Neill, 2022). If they were more secure about delivery, 49% of customers would purchase online more, and 57% would be hesitant to use a store if the shipment is delayed (O'Neill, 2022). Buyers are 90% more inclined to believe in and choose a brand a friend has recommended (O'Neill, 2022). Consumers who trusted suggestions from people they knew

the best-ranked recommendations based on word-of-mouth at 88% (O'Neill, 2022). 75% of individuals do not think paid ads are trustworthy.

Similar approaches have been used in practice, albeit haphazardly and erratically. For instance, Blout offers social media analytics to gauge a user's influence inside her social network (Bimpikis et al., 2016). Social media analytics is the study of social media networks through constant surveillance. Typically, this includes monitoring the use of social media on news pages, blogs, social networking sites, photo and video sharing websites, forums, message boards, microblogs such as Twitter, wikis, and user-generated content (Acharya et al., 2023). Businesses using social media management solutions may monitor, control, track, and react to online discussions about their brand (Acharya et al., 2023). The Blout program gathers information from social networks and gives users a "Klout" score indicating their influence level. Next, it links companies with high-scoring individuals to persuade the latter to promote the former in exchange for free goods and other benefits (Bimpikis et al., 2016). Businesses can impact the process of word-of-mouth transmission by allocating advertising expenditures to particular people.

4.3.2. Influencer collaborations

Sánchez et al. (2021) found that, in contrast to non-renowned brand-influencer collaborations, famous brand-influencer cooperation enhanced consumer attitudes regarding the information, their decision to purchase, and their impression of the influencer's trustworthiness. The research study involved over four hundred Spanish customers. Furthermore, well-known companies provide services with an upbeat disposition toward the content and a propensity to explore for more information than their products (Sánchez et al., 2021). The endorsements of influencers are widely appreciated by their followers, who take them at face value and frequently purchase and encourage the goods that these brand partnerships promote (Belanche et al., 2021). Over the past few years, companies have increased their investment in influencer marketing campaigns because to the success of these relationships (Sánchez et al., 2021). According to Sánchez et al. (2021), the worldwide influencer-based advertising sector is now valued at approximately \$8 trillion, and by 2022, it is expected to have grown considerably to over \$15 trillion. Therefore, SAIC Group can team up with famous people in the car business to make stuff that shows off their cars, tech, and services. These big names can be people who love cars, experts in the field, or even famous social media users with lots of followers and interest from their fans. Famous people can create exciting and authentic content like reviews, test drives, or comparisons showing the unique features and good points of SAIC Group's cars. This content can be shared on their social media apps, YouTube videos, blogs, or even in newspapers and TV shows for many people to see.

The launch of a corporate blog to share the content of SAIC group cars is selected to assess readership and target audience engagement in the context of sales and brand awareness impact utilizing web traffic measures, such as visits to landing sites and targeted web pages using Google Analytics (Cowley-Cunningham, 2018). LinkedIn Analytics, Twitter Analytics, and Facebook Insights are the social media sites used to measure blog content reach and interaction. This allows us to determine whether the new branding outperformed the old one and met the digital criteria for the automotive industry (Cowley-Cunningham, 2018). A content marketing plan, content calendar, analytics cycle, evaluative reporting, and comprehensive integration with the promotional materials of every marketing staff member are necessary for the SAIC corporate blog posts (Cowley-Cunningham, 2018). Persona studies are also required to match material that will agree with marketplace segments considered profitable now or in the future (Cowley-Cunningham, 2018). The newly created blog saw an average click-through rate (CTR) of 1.40% (Cowley-Cunningham, 2018). According to HubSpot Industry Statistics from December 4th, 2017, the click-through rate for the automotive sector is 3.5 times higher than the global industry average (Cowley-Cunningham, 2018). This suggests that a new blog successfully engages potential consumers with the brand. Given the demographic composition of the LinkedIn Channel following audience, it is reasonable to assume that brand recognition has improved among the professional target audience (Cowley-Cunningham, 2018). The first phase is to direct visitors to the blog; the following techniques to convert this traffic are tested using A/B testing for different sets of offers and call-to-actions (Cowley-Cunningham, 2018).

By working with famous people, SAIC Group can use their trustworthiness. Their fans see them as good sources of information and advice to follow. This can make people trust SAIC Group, know its name, and help it grow as a company. Moreover, influencers can also make a big deal about new products or events by putting them in their content. They might even attend and talk up these things, too. This can make their fans happy and interested in SAIC Group's products. It also gets people looking at what the company has to offer. To make influencer marketing work best, SAIC Group should choose the right people who fit their brand values and target group. The important people talking about cars should care for them and have a good name. They must give fair thoughts based on facts. This makes the partnership

feel real and connects with the influencer's followers and SAIC Group's ideal customers. SAIC Group might also think about making deals with popular people. These agreements would give these famous individuals a unique discount code or link to recommend their products to others. This makes the people who follow SAIC Group's brand interact with it and also helps to see how effective or influential these partnerships are.

4.3.3. Social media marketing

Social media is utilized for sales via the Internet, corporate communication, vendor and customer relations, service and product marketing, brand support, cost-cutting, and online communication (Ashley & Tuten, 2015). User engagement on social media sites requires regular updates. Social media network marketing initiatives can be categorized using a wide range of factors (Raudeliūnienė et al., 2018). According to Raudeliūnienė et al. (2018), the objectives include increasing customer satisfaction, lowering marketing expenses, creating an improved perception of the company, improving brand image, boosting sales, as well as getting to know consumers and maintaining connections with them. People can participate in creating, developing, and distributing advertising content because of social media's interconnectedness, which eventually affects their intentions for future behaviour (Lee & Cranage, 2014). According to prior marketing research, businesses can use social media for marketing their goods and services, building communities, growing website traffic, fostering new business opportunities, maintaining open lines of communication with disgruntled consumers, promoting their brands online, and developing fresh business possibilities (Li et al., 2019). Companies can track and analyse customer feedback in reviews or comments, determine the connections their actions make in consumers' brains, and determine whether they employ appropriate positioning strategies (Raudeliūnienė et al., 2018). Content producers must create social media messages that differentiate from the crowd to combat information overload (Ashley & Tuten, 2015). Perhaps more importantly, they must be able to influence users' behaviour. Persuasion can be used to increase trustworthiness even more. This involves employing various appeals, such as the informational appeal, which highlights facts and practical advantages, and the emotional appeal, which concentrates on feelings and interpersonal connections (Ashley & Tuten, 2015). According to the studies, user-generated content liked, shared, commented on, and subsequently shared with others will likely produce additional interaction (Ashley & Tuten, 2015).

SAIC should make official pages on famous social media sites such as Facebook, Instagram, Twitter, and LinkedIn. These sites let the business tell their chosen group new stuff, news, and what's coming straight from them. SAIC can make and share many things on social media to talk with their fans. This might include pictures and movies of their cars, behind-the-scenes looks, and customer reviews. It can also be news from the industry and teach about innovative vehicles running on electricity. Social media websites allow SAIC to talk with their

fans via comments, likes, and shares. The public shares measure social media engagement, likes, and comments on online marketing platforms (Li et al., 2019). DiPietro et al. (2012) show marketers employ SNSs to increase social media engagement. All of a business's short-term brand promotion efforts fall under the category of promotional activities. Some of these include informing customers about exclusive deals and discounts, allowing them to participate in games and quizzes, urging visitors to join events and post video testimonials, and introducing new bands or solo artists (Li et al., 2019).

Answering customer questions, solving problems, and creating a feeling of community can help build trust and love among them. Working with famous people with many fans in the car world can help SAIC get more attention and trust. Influencers can show SAIC's products, discuss their abilities, and give fair reviews. SAIC can also use paid ads on social media to talk to more people. This may include sponsored posts, aimed ads, and boosted content to raise brand awareness. It also helps bring more people to their website or shop place. SAIC can have games or give things away on social media to get more people involved and make the brand known. This can mean asking people to talk about using SAIC cars, adding their friends, or taking part in tests and questionnaires. SAIC needs to watch and study how well their social media work. They can measure things like how many people engage, the size of their audience, or what impressions they make. They also look at 'click-through rates' and if they turn into sales. This shows them which social media strategies work best so they can decide wisely for future efforts using just common 2000 words in English.

4.4. Internet targeting

Reducing marketers' access to consumer data results in a fall in ad performance, as digital targeting significantly enhances response to commercials (John et al., 2018). SAIC Motor wants to be seen as an intelligent thinker in the business. They make and share helpful, interesting content about electric cars with brains, being friendly to our environment, and the ways we move around. This plan is about making blog posts, whitepapers, and videos to teach and keep the audience interested. SAIC Motor will use focused online ads to reach its chosen groups of customers. This means using different ways like search engine marketing, showing ads on screens, and social media advertising. SAIC Motor wants to create a firm brand name and image using its internet presence. This means making an exciting website, doing fun

things on social media, and showing its new tech ideas that are good for the environment through online stuff. However, there is evidence that utilizing "surveillance" on the internet to sell things can backfire with customers. Offering optional ad transparency is a typical tactic advertiser use to avert criticism about targeting (John et al., 2018). Many of them now have the AdChoices emblem, a blue sign that shows the ad that goes with it, which has been customized based on the recipient's unique attributes (John et al., 2018). Businesses should think about locating their clients through methods other than utilizing personal information, like placing advertisements on websites that target their target audience (John et al., 2018). The organization must be prepared to share information on its data-use policies upon request. These disclosures ought to be understandable and straightforward to find. This is one of the goals of the AdChoices icon; customers who are less concerned about privacy are unlikely to be inconvenienced by the icon, but interested parties can click on it to find out why they are seeing an advertisement or to opt out of targeted advertising (John et al., 2018). It can be helpful and in and of itself can promote trust to include it on a website (John et al., 2018). Using a translated website for the SAIC group, customer ease of use can be prioritized to allow languages other than Chinese (Astbury & Lux, 2017). Customers have already encountered a significant obstacle if they had to utilize a translation service to use the website. The objective is to raise the perceived dedication to servicing the market and enhancing the user experience (Astbury & Lux, 2017). Marketers explain why they gather personal data and how it will result in more relevant and helpful advertisements. This is particularly true when customers may not immediately understand the necessity of a particular piece of information (John et al.2018). Feelings of intrusiveness can be reduced by balancing less transparent methods of exploiting customers' data with more transparency (John et al., 2018). More importantly, it can offer a more comprehensive view of the client, enabling even better suggestions. Naturally, collecting data directly from customers is expensive and occasionally unfeasible due to the notoriously poor response rates to consumer surveys (John et al., 2018). Marketers relying on third-party data can provide customers significant discretion over its usage (John et al., 2018).

4.5. Collaborations and Partnerships

The business may keep working with well-known brands or companies to raise its profile. This can entail joint ventures with leading Chinese brands to integrate state-of-the-art technology into their automobiles and broaden their clientele. Additionally, SAIC Motor may expand its brand recognition internationally and build its market presence by collaborating with major global automakers like Volkswagen and General Motors. For SAIC Motor, the joint ventures with Volkswagen (SAIC-VW) and General Motors (SAIC-GM) proved to be very consequential (Baker, 2023). Through these alliances, the business could manufacture and sell well-known foreign brands in China, including Buick, Chevrolet, Volkswagen, and Audi (Baker, 2023). These partnerships improved SAIC Motor's product portfolio while facilitating

the transfer of cutting-edge automotive technologies, which helped the company improve its products (Baker, 2023). More incredible quality innovation is linked to international collaboration than local collaboration. It has been discovered that the difficulties posed by the various cultural frameworks of partners have a detrimental impact on the calibre of innovation (Fu et al., 2022). However, the existence of ORCs might mitigate the detrimental effects of the physical and cultural barriers to working internationally (Fu et al., 2022).

They can leverage their learning from their latest collaboration in India. To improve the performance of its MG brand in India, one of the biggest automotive markets in Asia, SAIC, based on sales, has teamed up with the Indian conglomerate JSW Group (Fusheng, 2023). In a deal signed last week in London, United Kingdom, JSW will purchase a 35 per cent ownership in MG India for an undisclosed sum (Fusheng, 2023). Through the partnership, MG will be able to grow its activities in the local market and represent JSW's first entry into the automotive industry. The first vehicle from MG India, which SAIC founded in 2017, was released in 2019 (Fusheng, 2023). It was named the Hector. The company ranked eighth in the Indian market with sales of 52,000 units from January to October, up 29.7% over the same period last year (Fusheng, 2023). One of the most recent initiatives by Chinese automakers to increase their worldwide presence is the alliance between SAIC and JSW (Fusheng, 2023).

They can also hasten the acquisition of new technologies and improve the calibre of inventions. Improved innovation performance through global cooperation also depends on other elements, such as the size of the innovation budget, the methods used in project selection, and the project's objectives (Fu et al., 2022). Leading MNEs from developing markets are more likely to strengthen their competitiveness and improve the quality of their innovations through international collaboration than through local collaboration (Fu et al., 2022). Because they operate in comparable surroundings and engage with similar suppliers, consumers, and competitors, a domestic collaborator's information stream and the focus firm's knowledge pool may overlap significantly (Fu et al., 2022). As a result, there might not be many significant knowledge synergies from such cooperation. On the other hand, because of the diverse knowledge of foreign collaborators, their unique knowledge characteristics, and the competitive circumstances in which they function, international collaborations create an ideal platform for achieving knowledge exchanges and producing higher-quality innovation between

partners. International cooperation may also offer developing-nation companies various R&D experiences (Fu et al., 2022).

4.6. Developing foreign Markets

Apart from concentrating on the Chinese market, SAIC Motor has the potential to develop foreign markets, particularly in areas where the demand for electric vehicles is rising. SAIC Motor saw how important it was to increase its presence internationally as it cemented its place in the Chinese market. Expanding internationally allowed the company to diversify its sources of income and expose itself to cutting-edge technologies and local market intelligence (Baker, 2023). SAIC Motor used a multipronged strategy to penetrate foreign markets. The business concentrated on developing a solid export plan and exported automobiles to numerous nations in Asia, Europe, and other continents (Baker, 2023). SAIC Motor also created foreign subsidiaries and production sites to serve regional markets and lessen logistical difficulties. More substantial obstacles were encountered when entering established North American and European vehicle markets. These regions include intense brand loyalty, strict legal constraints, and highly competitive landscapes (Baker, 2023). The challenge for SAIC Motor was to win over customers in these markets and position itself as a serious competitor to more established brands (Baker, 2023). There were extra challenges in adjusting to local consumer tastes, managing cultural differences, and maintaining compliance with various regulatory frameworks. Nonetheless, SAIC Motor overcame many of these obstacles and established itself in foreign markets owing to its dedication to innovation, quality, and long-term vision (Baker, 2023).

The belief that businesses seeking global expansion most frequently favour the following strategic options is also widely held: setting up export-import activities; creating foreign branches and affiliates; franchise commitments; forming joint ventures; and setting up production overseas (Khosroeva, 2019). The business can lower its entry expenses into the new market by focusing on exports. The company can exit the market without suffering financial consequences if a different strategic course is decided upon (Astbury and Lux, 2017). The emphasis here should be on areas with a total traffic demand of 30% to 50% usage rate of electrical autonomous vehicles (AVs), which is the ideal range (Gokasar et al., 2023). Additionally, the growing quantity of these electrical AVs may impact the frequency of traffic accidents. The primary cause of this is the nation's electrical supply resources and the issues posed by its infrastructure (Gokasar et al., 2023). Changes at the corporate and systemic levels must be planned with observance of the current customs. This will enhance brand recognition internationally in addition to helping to boost revenue. By pushing EV companies like Roewe and Maxus, SAIC Motor may profit from the rising demand for electric cars. Because China has the world's largest EV market, this will help the company establish itself as a leader in the Chinese EV market and boost its brand awareness globally. Creating a

worldwide marketing plan is one of the most important things businesses must do to compete in global marketplaces (Craig & Douglas, 1996).

A long-term dynamic strategy must be developed to give the company a durable competitive edge, regardless of whether it focuses on a small number of domestic markets or targets several markets worldwide (Craig and Douglas, 1996). In the long-term strategy, managers rank prospects by applying heuristics to screen foreign sites. The most significant expected returns are offered by sites deemed least dangerous, according to a prioritization heuristic that is constant across time (Guercini & Milanese, 2022). The heuristics provide consistency in decision-making in dynamic and complicated circumstances, which lends credence to a positive perspective of them (Guercini & Milanese, 2022). When clients communicate their wants to the business, they should feel comfortable doing so. Customers should be able to get correct email responses from SAIC Group in their mother tongue (Astbury & Lux, 2017). Hiring a third-party company to handle letters in different languages would be a cheap way to provide this service. English-speaking customer service is required because SAIC wants to enter a market where English is not the primary language (Astbury & Lux, 2017). Simultaneously, this approach should empower the company to foresee, address, and adjust to the worldwide market's escalating intricacy and swift transformation velocity (Craig & Douglas, 1996). Businesses use brand image to their advantage when entering new or related product markets to grow their market share (Craig & Douglas, 1996). There is a demand to integrate and coordinate operations and strategies across national and regional marketplaces as these companies expand their market base in many nations and create new goods tailored to target customers (Craig & Douglas, 1996). Rather than competing as a collection of local firms, they must utilize the global breadth of operations by leveraging the company's core competency across regional boundaries and diverse business activities or product divisions (Craig & Douglas, 1996). Establishing communication channels is also necessary for better coordination and integration of activities across geographic borders. These channels facilitate the flow of knowledge, concepts, and skills from one market to another and promote cooperation in formulating strategies (Craig & Douglas, 1996).

5. Conclusions

In the end, SAIC Group can do many things to strengthen its brand in business. First, you can use unique ads to link with specific groups like families or young workers. This can be done by working with famous people, using social media ads, and aiming for the right places on the internet. Working with famous people known for their cars can help make your brand more well-known and build trust among fans. The Influencer Team-Up rides on the positive ripples from brand and influencer partnerships. Especially when these partnerships tap are-as that might bring profit in the future, this tie-up improves customers' views of the product, nudges them to buy more, and boosts their trust in the influencer's sincerity. Brands that e-njoy the backing of famous, trustworthy folks usually win the hearts of followers. These followers often shop and root for the products being promoted. These tactics work well since they bank on famous folk who share the target crowd's ideals and the core values of the SAIC Group. For this reason, the SAIC Group finds value in roping in famous social media characters. These public figures play a crucial role in building the brand's good name.

Social marketing is another essential tactic that relies on social media sites to achieve sales, communicate with customers, strengthen consumer relations, and improve customer care. This approach is advantageous as it presents companies with a relatively inexpensive form of marketing that uses the same channels that facilitate feedback monitoring, customer perception and preference understanding, and social media evaluation process analysis. Additionally, developing and implementing social media channels connected to promotional materials such as corporate blogs, videos, and pictures offer companies a solid base upon which they can evaluate the effectiveness of various activities to promote their products, such as games and discount contests. Therefore, the customer engagement efforts by marketers for their target market can be tracked based on statistics generated from this campaign. Applying targeted online advertising is crucial to SAIC Group for combining the low costs associated with customer data acquisition. Even though personalized ad transmission has recently become increasingly popular, this tactic is surrounded by criticism because when marketers use people's data, they do not see it as intrusive. To break down such obstacles, marketers should outline precisely why they collect information about customers, provide grounds for the need for some info, and let users opt in or out of targeted advertising. Moreover, marketers should specify data use policies openly and prominently on their websites. Deploying these strategies ensures that users have an overview of the customer and receive better recommendations. Thus, this approach is critical in developing customer loyalty and improving user experience. Lastly, adopting technology-aided sales tools like virtual tests, product visualizers, and 'smart marketing' can allow SAIC Group to enhance customer acquisition and brand recognition by utilising its technological capabilities.

Working with other famous companies can also help make SAIC Motor more well-known. By accelerating the development of electric and autonomous vehicles and boosting brand awareness; SAIC Motor aims to become a leader in the automotive market. This focus on electric and autonomous vehicles is a wise strategy since the global demand for sustainable transport options continues to rise. In this dynamic market, SAIC can benefit from investing in research and development to keep innovating strategies that will help maintain a competitive advantage over others. SAIC Motor's efforts to increase brand awareness and work with other companies also illustrate their desire to thrive in a competitive environment. Through collaboration with established global brand names and utilising their experience, the company can further improve its product range as well as prove itself in new overseas markets. Moreover, the partnership with JSW Group in India shows that SAIC Motor can accommodate local markets and consumer tastes.

The strategies also reveal SAIC Motor's determination to create foreign markets. With its strategy aimed at exporting certain products, creating foreign subsidiaries and affiliates, and forming joint ventures, the company is diversifying sources of income, making itself a global player in the automotive business. In addition, the focus on building communication links and regional coordination with national marketplaces indicates SAIC Motor's understanding of the complexities and challenges associated with entry into new markets. This could be working with big Chinese or world car companies to put advanced technology into their vehicles and grow the number of people they serve. These partnerships can also be taken to technology companies or famous people influencers. This helps make the brand more well-known and its place in markets bigger. Also, moving into other countries and places with more demand for electric cars can be an intelligent choice for SAIC Motor. This will not only increase money made but also make the brand known around the world. To be a leader in the industry, SAIC Group needs to make an international marketing plan and run operations smoothly across national and local markets. This can help them stand out better through focused advertising campaigns with big brands or famous people worldwide. They also need to use social media platforms more often, which will let others know about their company even if they don't live near it. These methods will help people understand the SAIC Motor brand, build customer confidence, and finally place them as leaders in the car industry.

5.1. Research Limitations

Even though this study unveils in-depth details on different techniques SAIC Motor can adopt to strengthen its brand and attract more customers; several limitations should also be considered. First, the study relies heavily on secondary data and does not accurately reflect current market dynamics. Secondly, even though the study has focused on how SAIC Motor could benefit from targeted advertising campaigns and influencer collaborations, social media marketing, and internet targeting, it is possible that some other strategies would work effectively for this automotive giant but haven't been discussed in detail here. Third, given the fact that there is a lack of time and resources for this research, only a superficial analysis has been conducted on the target market with no insights into particular customers' preferences or behaviour. Moreover, the analysis of SAIC Motor's corporate blog success is only under click-through rate, but other indicators could help to show a more complex picture. Lastly, this study focuses mainly on the Chinese market and does not consider issues that SAIC Motor might encounter in international markets.

5.2. Recommendations for Future Research

In the future, brand awareness strategies could focus on different areas. This will help us know better marketing methods and improve how well people remember a brand. Here are some recommendations for future research:

The role of social media influencers: Look into how social media influencers affect brand recognition and customer loyalty. Look at how various types of people who have an impact (big, small, and very small) can convince others about a brand. Also, find out what makes these influencers famous or well-known to many people. Learn about the possible problems with influencer marketing, such as whether they can be trusted and how real they are.

Cross-cultural brand awareness strategies: It needs to evaluate how brand awareness techniques change in different cultures and areas. Look into how well global branding campaigns work compared to local ways. Look at how cultural beliefs and rules help shape a brand's popularity or customer actions. Find the main parts that help make cross-cultural brand awareness campaigns successful.

Impact of emerging technologies: Evaluate whether new technologies like virtual reality, augmented reality, and artificial intelligence can make a brand more well-known and how well new marketing methods like hands-on experiences and customised information work. They grab customers' attention and make them interact with brands more strongly. Look at the right and wrong points of using new technologies to make people know your brand.

Brand awareness in the digital age: Study how digital platforms and channels affect people's knowledge about a brand. Study which types of digital marketing work best, like search engine advertising, display ads, and content making. These can help make your brand

famous. Look at how content created by users and social media helps make brands known or change what people think about them.

Effectiveness of different advertising channels: Look at how effective old advertising methods like TV and radio are compared to online ad methods such as social media, search engines, or web ads in making people aware of a brand. Look into the best mix of advertising ways for different groups and types of businesses.

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