A Study on the Impact of Brand Association on Consumers' Purchase Intention: The Mediating Role of Perceived Brand Value

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Abstract

This study focuses on new energy vehicle brands, exploring the impact of brand association on consumers' purchase intention and the mediating role of perceived brand value. In the context of market homogenization, consumers rely on brand information to reduce selection risks, while new energy vehicle companies urgently need to enhance their competitiveness through brand strategies to address theoretical gaps related to brand association in brand equity theory. This paper systematically reviews relevant domestic and international research and constructs a theoretical model with brand association (operationalized through four dimensions: quality assurance, self-identity, social recognition, and status symbol) as the independent variable, perceived brand value as the mediator, and purchase intention as the dependent variable. Through a literature review, a questionnaire survey (with 489 responses), and SPSS statistical analysis, empirical results indicate that all dimensions of brand association significantly and positively influence purchase intention, with perceived brand value playing a partial or full mediating role. This study provides theoretical support and practical guidance for enterprises to optimize brand management.

Keywords: *Brand Association; Perceived Brand Value; Consumer Purchase Intention; New Energy Vehicles*

1.Introduction

In this study, New Energy Vehicles (NEVs) specifically refer to alternative energy vehicles that do not rely solely on traditional internal combustion engines, primarily including Battery Electric Vehicles (BEVs) and Plug-in Hybrid Electric Vehicles (PHEVs). At present, most NEV brands in China remain in the early stages of brand equity development and still lag behind international competitors in terms of brand awareness, premium capability, and emotional connection. Given the technological complexity, information asymmetry, and high perceived risk associated with NEVs, consumers tend to rely more on indirect cues such as brand image in their evaluations. For high-tech durable goods such as new energy vehicles, the role of branding is particularly prominent. Especially when consumers lack professional knowledge and find it difficult to evaluate product performance, brand associations often serve as a critical factor shaping their first impressions and influencing their preference formation. New energy vehicle enterprises urgently need to enhance their brand equity and market competitiveness through the development of effective brand associations. However, there remains a significant gap in both theoretical and empirical research regarding whether brand associations influence consumer purchase intention by enhancing perceived brand value—highlighting the critical importance of this study.

As an emerging industry, new energy vehicles are experiencing unprecedented rates of international expansion and market penetration. Consequently, the challenge lies in creating distinctive and internationally competitive brand associations that can effectively boost consumer purchase intention and enable these brands to stand out in a fiercely competitive marketplace. Scholars widely acknowledge the critical role that brand associations play in shaping consumers' initial perceptions, reducing choice costs, and driving purchase decisions. For example, Li, Li, Zhang, Ku, and Liang (2024) found that brand reputation and the frequency of new product releases influence consumers' assessments and purchase decisions regarding electric vehicles. Chin, Yu, Tuan, and Tat (2024) argued that brand image positively influences perceived benefits and

attitudes, thereby enhancing purchase intention. While, findings by Jahanzeb, Fatima, and Butt (2013) confirmed that brand associations can be even more influential than price in determining final purchase decisions.

Given these challenges, it is both urgent and practically significant to explore how to build differentiated and unique brand associations that can, in turn, enhance consumer purchase intention through the mediation of brand perceived value. To this end, the present study constructs a theoretical model wherein brand associations serve as the independent variable, brand perceived value as the mediating variable, and consumer purchase intention as the dependent variable. Utilizing survey data and statistical analysis, this research delves into the intrinsic relationships among these dimensions. Notably, the innovative finding that brand perceived value mediates the relationship between brand associations and purchase intention fills a critical gap in the existing literature on brand associations, offering scientific brand management strategies for new energy vehicle enterprises and supporting Chinese brands in achieving breakthrough development in the global market.

2. Objectives

2.1 To identify and validate the impact of brand associations in the NEV sector

2.1.1 Identify the different dimensions of brand associations

2.1.2 Measure how different brand associations influence NEV purchase intention to inform strategic brand decisions

2.2 To examine the mediating role of perceived brand value and provide managerial insights

2.2.1 Develop and statistically test a mediation model to evaluate how perceived brand value connects brand associations with purchase intention

2.2.2 Generate practical recommendations for NEV brand managers to strengthen purchase intention via brand perception strategies

3. Materials and Methods

Based on an extensive review of prior studies and tailored to the unique aspects of this research, this study primarily employs three methodological approaches: literature review, questionnaire survey, and statistical analysis.

3.1 Literature Review

This study aims to synthesize existing research to establish a robust theoretical foundation for model development, hypothesis formulation, and questionnaire design, thereby ensuring the scientific rigor of the conclusions. The literature indicates that brand associations represent the aggregate of all brand-related thoughts and memories that consumers recall when exposed to brand cues, encompassing both the information stored in memory and the meanings attributed to the brand. These associations can be categorized into dimensions that are directly related to product attributes (such as performance, quality, and price) and those that are not (such as intrinsic brand elements) (Aaker, 1996).

Further research by Rio, Vázquez, and Iglesias (2001) identifies four key dimensions of brand associations: quality assurance, personality identification, social identification, and status symbolism. Specifically, the quality assurance dimension reflects the brand's commitment to quality; the personality identification dimension denotes the brand's ability to express individual consumer values and resonate emotionally; the social identification dimension emphasizes the role of the brand as a tool for group affiliation and communication; and the status symbolism dimension signifies the use of the brand as a marker of identity and its linkage to personal prestige and social status. This study adopts the aforementioned four-dimensional framework for brand associations.

Moreover, drawing on the viewpoints of Zeithaml, Varadarajan, and Zeithaml (1988), brand perceived value is defined as the comprehensive assessment by consumers of the benefits and costs - including risk evaluations - associated with a product or service. In line with Dodds, Monroe, and Grewal (1991), consumer purchase intention is understood as the subjective probability or likelihood that a consumer will purchase a particular product. Existing studies consistently demonstrate that brand associations have a significant positive impact on consumer purchase behavior (French & Smith, 2013; Aaker & Equity, 1991; Huang, Wang, Tseng, & Wang, 2011; Rabie & Rasoli, 2016), while Akkaya (2021) has explicitly confirmed the significant influence of perceived value on brand purchase intention.

Additionally, research indicates that brand associations exert a significant influence on perceived value (Hanifah, Wahyudi, & Nurbaeti, 2016). Huang et al. (2011) further noted that the impact of brand associations on customer purchase intention is both significant and moderated by perceived value. Similarly, Civelek and Ertemel (2019) corroborated the positive and significant relationship between brand associations and perceived value, revealing that perceived value partially mediates the relationship between brand associations and brand loyalty, with brand loyalty subsequently partially mediating the relationship between perceived value and purchase intention. Based on these findings, this study will further validate and examine the relationships among brand associations, brand perceived value, and consumer purchase intention within the context of the target research domain.

3.2 Proposed Research Hypotheses

3.2.1 Hypothesis Concerning the Effect of Consumer Perceived Value on Purchase Intention

Purchase intention is regarded as a motivational state that reflects the outcome of consumers' perceived value (Chattalas & Shukla, 2015). On this basis, the present study proposes:

H1: Brand perceived value exerts a significant positive effect on consumer purchase intention.

3.2.2 Hypothesis Concerning the Effect of Brand Associations on Purchase Intention

Numerous scholars have examined the relationship between brand associations and purchase intention from various perspectives. For example, Huang et al. (2011) argued that brand associations have a significant positive effect on consumer purchase intention, and Satvati, Rabie, and Rasoli (2016) successfully demonstrated the substantial impact of brand associations on purchase intention via structural equation modeling (SEM). Accordingly, this study posits:

H2: Brand associations have a significant positive effect on consumer purchase intention.

H2a: Quality assurance association has a significant positive effect on consumer purchase intention.

H2b: Personality identification association has a significant positive effect on consumer purchase intention.

H2c: Social identification association has a significant positive effect on consumer purchase intention.

H2d: Status identification association has a significant positive effect on consumer purchase intention.

3.2.3 Hypothesis Concerning the Effect of Brand Associations on Brand Perceived Value

A review of the literature indicates that several studies have confirmed a significant positive relationship between brand associations and brand perceived value (e.g., Civelek & Ertemel, 2019). Based on this evidence, the following hypothesis is proposed:

H3: Brand associations have a significant positive effect on brand perceived value.

H3a: Quality assurance association has a significant positive effect on brand perceived value.

H3b: Personality identification association has a significant positive effect on brand perceived value.

H3c: Social identification association has a significant positive effect on brand perceived value.
H3d: Status symbolism association has a significant positive effect on brand perceived value.

3.2.4 Hypotheses on the Interrelationships among Brand Associations, Brand Perceived Value, and Purchase Intention

Current literature scarcely investigates the joint impact of brand associations, brand perceived value, and consumer purchase intention. The interrelationships among these constructs, as well as the impact pathways across their respective dimensions, warrant further empirical validation. For instance, Wang (2011) noted that the influence of brand associations on customer purchase intention is significantly affected by perceived value. In addition, Civelek and Ertemel (2019) not only confirmed a significant positive relationship between brand associations and perceived value but also revealed that perceived value partially mediates the relationship between brand associations and brand loyalty, with brand loyalty subsequently partially mediating the relationship between perceived value and purchase intention. Consequently, the study hypothesizes that brand perceived value may serve as a partial mediator in the relationship between brand associations and consumer purchase intention, with this mediating effect extending across the various dimensions. Thus, the following hypotheses are formulated:

H4: Brand perceived value plays a partial mediating role in the relationship between brand associations and consumer purchase intention.

H4a: Brand perceived value partially mediates the relationship between quality assurance association and consumer purchase intention.

H4b: Brand perceived value partially mediates the relationship between personality identification association and consumer purchase intention.

H4c: Brand perceived value partially mediates the relationship between social identification association and consumer purchase intention.

H4d: Brand perceived value partially mediates the relationship between status symbolism association and consumer purchase intention.

3.3 Questionnaire Design

This empirical study employs a questionnaire survey as its primary research method.

3.3.1 Measurement of Brand Association Variables

In this study, brand associations are measured across four dimensions derived primarily from the research of Vázquez, Del Rio, and Iglesias (2002) and further refined to align with the characteristics of new energy vehicles and the objectives of this research. A five-point Likert scale is employed, where 1 indicates "strongly disagree" and 5 "strongly agree", and each dimension is systematically coded for subsequent analysis. Specifically, the Quality Assurance dimension (Code A) is assessed through items such as: A1— "The brand's new energy vehicles are continuously striving to improve performance", A2— "The brand's new energy vehicles are highly trustworthy", A3— "The brand's new energy vehicles are safe, reliable, and of excellent quality", and A4— "The brand's new energy vehicles offer the best cost-performance ratio". The Personality Identification dimension (Code B) includes items like B1— "I have a particular liking for this brand's new energy vehicles," B2— "This new energy vehicle aligns with the lifestyle I aspire to", and B3— "This new energy vehicle reflects the personality traits of its users". Meanwhile, the Social Identification dimension (Code C) is measured using items such as C1— "Among similar products, this brand's new energy vehicles are relatively popular", C2— "This brand's new energy vehicles are industry leaders," and C3— "The reputation of this brand's new energy vehicles is excellent". Finally, the Status Identification dimension (Code D) is evaluated with items including D1— "Purchasing this brand's new energy vehicles reflects the purchaser's social status", D2— "Some well-known individuals in my circle would also recommend this brand's new energy vehicles", and D3— "Purchasing this high-end brand's new

energy vehicles signifies the purchaser's economic status". This comprehensive measurement framework is designed to facilitate an in-depth examination of the impact of brand associations on consumer purchase intention.

3.3.2 Measurement of Brand Perceived Value Variables

Drawing on existing literature, this study adopts the scale developed by Professor Piri Rajh (2012) to assess brand perceived value. To capture this construct, five items are initially selected and operationalized under the code E. Specifically, E1 evaluates the cost-performance ratio by stating that "the cost-performance ratio of this brand's new energy vehicles is very high"; E2 posits that, "given its pricing, this brand excels in terms of economic value"; E3 asserts that, "this brand is an exceptionally attractive purchase option"; E4 suggests that, "the pricing of this brand is very reasonable when considering its quality"; and E5 indicates that, "the price of this brand is highly commensurate with the actual value it offers".

3.3.3 Measurement of Consumer Purchase Intention Variables

Although numerous mature scales for purchase intention have been developed internationally, the unique competitive environment of China's rapidly expanding new energy vehicle market necessitates a more tailored approach. Consequently, this study employs a refined five-point Likert scale, adapted from the work of domestic scholars Li, Zhou, Yu, and Liu (2020) and further informed by the frameworks proposed by He, Zhan, and Hu (2018) as well as Zhang, Wang, Hao, Fan, and Wei (2013). Under the code F, purchase intention is measured through four items: F1 states that "purchasing this brand's new energy vehicles is a very wise choice"; F2 indicates that "I will choose this brand's new energy vehicles for my next car purchase"; F3 confirms that "I am planning to purchase this brand's new energy vehicles"; and F4 asserts that "I intend to recommend this brand's new energy vehicles to my friends".

3.4 Data Analysis Methods

This empirical study utilizes SPSS 21.0 software as the primary tool for data analysis. This study adopted a non-probability purposive sampling method. The survey targeted consumers who have either actual or potential purchase intentions regarding new energy vehicles. The sample selection criteria included: (1) individuals who consider brand-related information when purchasing a car, and (2) those who have recently shown interest in new energy vehicles and are planning to make a car purchase. The questionnaire was distributed online (e.g., via platforms such as Wenjuanxing), and after eliminating invalid responses, a total of 489 valid questionnaires were collected. The sample size is sufficient to meet the statistical requirements of both factor analysis and regression analysis, thereby ensuring the representativeness and reliability of the research findings.

3.5 Questionnaire Revision and Pilot Testing

To ensure the scientific rigor and robustness of the questionnaire, a pilot test was conducted prior to the large-scale administration. A total of 60 sample questionnaires were distributed, and subsequent reliability and validity analyses were performed to refine the questionnaire design, ensuring that it effectively captures the research variables.

3.5.1 Reliability Analysis

The Cronbach's alpha coefficients for the six dimensions designed in this study are 0.885, 0.791, 0.858, 0.851, 0.901, and 0.921, respectively. In addition, the brand association scale yielded a Cronbach's alpha of 0.865, and the overall questionnaire scale recorded an alpha of 0.911. Since all values exceed the threshold of 0.7, this indicates excellent internal consistency reliability across the dimensions, confirming that the survey data are highly reliable and suitable for subsequent analyses.

3.5.2 Validity Analysis

Overall validity analysis indicates that the study's KMO value is 0.783, and Bartlett's test of sphericity produced an approximate chi-square value of 960.884 (df = 231, $p < 0.000$). These results confirm that the questionnaire exhibits acceptable construct validity.

3.5.3 Summary of the Pilot Test

In summary, the validity of each dimension falls within acceptable ranges, thereby confirming that the questionnaire's structure is valid. Consequently, the scale is highly reliable, and all items have been retained for subsequent formal analysis.

4. Formal Survey Analysis

4.1 Descriptive Analysis of Demographic Variables

Statistical analysis of the formal survey data indicates a balanced gender distribution among respondents. The majority of participants are aged between 18 and 30 years. Most respondents reported a car purchase budget in the range of 200,000 to 400,000 RMB. Regarding educational background, the majority hold either an associate degree or a bachelor's degree, and most report monthly disposable incomes between 5,001 and 10,000 RMB. These findings confirm that the sample is representative with no apparent demographic biases.

4.2 Reliability Analysis

To assess the reproducibility and consistency of the questionnaire, a reliability analysis was performed after data collection. The Cronbach's alpha coefficients for the six dimensions in this study are 0.844, 0.839, 0.805, 0.853, 0.878, and 0.899, respectively. In addition, the brand association scale recorded an alpha of 0.814, and the overall questionnaire scale had an alpha of 0.879. As all these values exceed 0.7, they indicate good internal consistency across the dimensions. Thus, the survey data are highly reliable and appropriate for further analysis.

4.3 Validity Analysis

This analysis primarily examines the construct validity of the questionnaire, defined as the degree of alignment between the questionnaire structure and the expected theoretical framework. Factor analysis was employed as the primary method to assess construct validity. The results confirm that the validity of each dimension is within acceptable limits, thereby validating the questionnaire structure for subsequent factor analysis.

4.4 Factor Analysis

Factor analysis extracted a total of six factors based on the criterion of eigenvalues greater than 1, corresponding to the number of questionnaire dimensions. After rotation, the variance explained by the six factors was 15.512%, 14.907%, 14.123%, 10.657%, 10.656%, and 9.954%, respectively, with a cumulative explained variance of 75.809%. This indicates a high consistency between the number of extracted factors and the dimensions covered by the questionnaire. To further verify that each item corresponds accurately to its respective factor (i.e., items within the same dimension load heavily on the same factor), a varimax rotation was applied. The results show that the communalities for all items exceed 0.4, demonstrating strong correlations between the items and the extracted factors, and thereby confirming the questionnaire's robust structural validity.

Table 1 Rotated Factor Loadings Table

Item	Factor Loadings						Communalities
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	
A1	0.125	0.857	0.114	0.150	0.086	0.039	0.795
A2	0.100	0.814	0.164	0.022	0.160	0.064	0.730
A3	0.137	0.794	0.150	0.376	0.073	0.082	0.826
A4	0.128	0.936	0.142	0.201	0.102	0.061	0.967
B1	0.103	0.101	0.111	0.886	0.004	0.023	0.819
B2	0.085	0.166	0.123	0.833	0.064	-0.070	0.753
B3	0.098	0.380	0.152	0.747	0.060	-0.020	0.739
C1	0.092	0.064	0.127	-0.057	0.033	0.815	0.697
C2	0.103	0.088	-0.003	-0.009	0.020	0.882	0.797
C3	0.078	0.023	0.024	0.016	0.036	0.822	0.684
D1	0.124	0.154	0.130	0.028	0.839	0.015	0.761
D2	0.075	0.090	0.036	0.078	0.848	0.055	0.743
D3	0.135	0.094	0.098	0.008	0.888	0.025	0.826
E1	0.664	0.146	0.241	0.140	0.035	0.133	0.560
E2	0.800	0.080	0.123	0.079	0.132	0.110	0.697
E3	0.824	0.103	0.118	0.021	0.084	0.061	0.715
E4	0.847	0.121	0.060	0.017	0.140	0.018	0.755
E5	0.830	0.035	0.090	0.090	0.017	0.045	0.708
F1	0.218	0.112	0.844	0.068	0.110	0.076	0.795
F2	0.099	0.086	0.879	0.094	0.028	0.057	0.803
F3	0.150	0.133	0.891	0.074	0.088	0.005	0.846
F4	0.121	0.218	0.743	0.195	0.092	0.047	0.662

Rotation Method: Varimax Source: Compiled and analyzed by the author using SPSS 21.0.

4.5 Correlation Analysis

The correlation coefficients for quality assurance, personality identification, social identification, status identification, brand association, brand perceived value, and purchase intention are 0.359, 0.313, 0.138, 0.232, 0.412, and 0.350, respectively, with all p-values less than 0.05. This indicates that the correlation coefficients are significantly different from zero and that there exist significant positive correlations among these variables. In summary, the significant inter-variable correlations satisfy the prerequisites for regression analysis, thereby justifying further regression analysis.

4.6 Regression Analysis

In this study, multiple regression analysis was employed to systematically examine the impact mechanisms of the four dimensions of brand associations and brand perceived value on consumer purchase intention. First, regarding the effect of brand associations on purchase intention, the regression results indicate that the regression coefficient for quality assurance is 0.234 ($t = 4.214$, $p < 0.01$), for personality identification is 0.220 ($t = 3.859$, $p < 0.01$), for social identification is 0.097 ($t = 2.060$, $p < 0.05$), and for status identification is 0.127 ($t = 2.922$, $p < 0.01$), demonstrating that each dimension exerts a significant positive influence on purchase intention. Second, in testing the effect of brand associations on brand perceived value, the regression coefficients for quality assurance, personality identification, social identification, and status identification are 0.160 ($t = 3.128$, $p < 0.01$), 0.143 ($t = 2.728$, $p < 0.01$), 0.161 ($t = 3.715$, $p < 0.01$), and 0.153 ($t = 3.814$, $p < 0.01$), respectively, further confirming that each dimension of brand associations positively influences brand perceived value. Finally, a simple linear regression analysis examining the impact of brand perceived value on purchase intention yielded a regression coefficient of 0.386 ($t = 7.723$, $p < 0.01$), indicating that brand perceived value also significantly and positively drives consumer purchase intention. In summary, the results from the multiple regression analysis comprehensively validate the study's hypotheses: brand associations not only directly affect consumer purchase intention but also exert an indirect influence through the enhancement of brand perceived value, thereby providing theoretical support for brand management strategies in the new energy vehicle industry.

4.7 Mediation Analysis of Brand Perceived Value

The current analysis employs the product-of-coefficients method alongside Bootstrap sampling to test the mediating effect of brand perceived value. The mediation analysis reveals that the direct effects (c') of quality assurance, personality identification, and status identification are significant, indicating that brand perceived value partially mediates the relationships between these three dimensions of brand associations and purchase intention. In contrast, while the total effect (c) of social identification is significant, its direct effect (c') is not, suggesting that brand perceived value fully mediates the relationship between the social identification dimension of brand associations and purchase intention. This may be attributable to the contextual dependency of social identification's impact on purchase intention. In the case of automobiles—a hybrid product—economic models tend to emphasize functionality, leading consumers to focus primarily on practicality and cost-performance, which diminishes the direct impact of social identification. Conversely, luxury models which also serve a symbolic function by conveying status and identity tend to elicit a stronger influence of social identification on purchase intention. Without explicitly differentiating between vehicle price ranges or types, the analysis might conflate distinct consumption behaviors, potentially biasing the results.

4.8 Summary of Hypothesis Testing Results

Based on the data analysis using SPSS 21.0, the study tested a total of 16 research hypotheses, all of which were supported.

5. Results and Discussion

5.1 Research Conclusions and Analysis

This study, grounded in a systematic literature review and informed by the work of both domestic and international scholars, divides brand associations into four core dimensions: quality assurance associations, personality identification associations, social identification associations, and status identification associations, thereby establishing a comprehensive and systematic conceptual framework of brand associations. The major findings of this study demonstrate that all dimensions of brand association exert a significant positive influence on consumers' purchase intention, with perceived brand value playing a

partial or complete mediating role. This not only confirms the direct effect of brand associations on consumer behavior but also highlights the bridging role of perceived brand value in shaping consumer cognition, thereby enriching the understanding of the decision-making process. Compared to previous studies, this research provides novel insights by constructing and empirically validating an integrated model linking brand association, perceived brand value, and purchase intention. While earlier literature has explored the impact of brand associations on consumer behavior, few have systematically examined the mediating role of perceived brand value—especially in the context of the emerging new energy vehicle (NEV) market. Thus, this study addresses a theoretical gap and offers a more comprehensive framework for understanding consumer responses to brand cues. By integrating prior research with the present findings, this study extends the applicability of brand association theory and contributes to the refinement of consumer-based brand equity models. Practically, the results offer valuable implications for NEV companies in developing effective brand management strategies aimed at enhancing perceived value and stimulating consumer purchase intentions. This research therefore supports the advancement of Chinese NEV brands in achieving greater competitiveness and global presence. All proposed hypotheses received empirical support, leading to the following conclusions:

5.1.1 Findings on the Impact of Brand Associations on Purchase Intention

Empirical results indicate that all four dimensions of brand associations exert a significant positive influence on purchase intention.

5.1.2 Findings on the Impact of Brand Perceived Value on Purchase Intention

Empirical results show that brand perceived value has a significant positive effect on purchase intention.

5.1.3 Findings on the Impact of Brand Associations on Brand Perceived Value

Empirical results demonstrate that all four dimensions of brand associations significantly and positively affect brand perceived value.

5.1.4 Findings on the Mediating Role of Brand Perceived Value

The empirical analysis reveals that brand perceived value plays a key mediating role in the relationship between brand associations and purchase intention. Notably, among the various dimensions, the mediation effect of social identification via brand perceived value is the most pronounced, with a mediation effect of 54.3%, followed by status identification (35.8%), personality identification (24.3%), and quality assurance (23.4%). Theoretically, this finding underscores the role of brand perceived value as a bridge that transforms consumers' cognitive and emotional responses to a brand into concrete purchase intentions. When consumers are exposed to brand information, they internalize and construct brand perceived value, thereby converting abstract brand associations into tangible purchase intentions.

5.2 Future Research Directions

Future research could explore several avenues to further refine the theoretical model and enhance the generalizability of the empirical findings:

（1）Expanding Sample Size and Diversity: Future studies should aim to collect larger samples that cover a broader geographic area and encompass a more diverse consumer base, thereby enhancing the external validity and generalizability of the conclusions.

（2）Addressing Product Category Heterogeneity: Given the distinct differences in functional demands and symbolic identities between economic and luxury models of new energy vehicles, future research should explicitly distinguish between different price ranges or vehicle types. Employing group

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comparisons and contextual experiments could yield deeper insights into the role and boundary effects of social identification under varying consumption contexts.

（3）Developing More Complex Models: Future studies should consider incorporating additional potential mediating or moderating variables to examine the interactive effects among brand associations, brand perceived value, and purchase intention, thus further enriching the theoretical framework.

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