Based on the provided research document regarding BYD car purchase decisions in Shandong, China, here is the 10-point analysis

1. Consistency between Title and Objectives

The title clearly identifies the study's focus on BYD car purchase decisions in Shandong using an extended Theory of Planned Behavior (TPB). This aligns perfectly with the stated research objective to study the influencing factors of consumer purchasing decisions for BYD cars in that specific province.

Suggestion: The alignment is excellent, covering the specific brand, geographical location, and theoretical framework.

2. Comprehensiveness and Clarity of the Abstract

The abstract covers the research framework (TPB extended with environmental awareness), the quantitative methodology, the sample size (469 respondents), and the primary findings regarding the impact of subjective norms, perceived behavioral control, and environmental awareness . It also notes demographic dominance and marketing implications.

Suggestion: The abstract is highly comprehensive and provides a clear roadmap of the entire study.

3. Consistency of Problem, Significance, and Objectives

The study connects global climate goals (Paris Agreement) and national Chinese carbon neutrality targets to the necessity of transitioning the automotive industry . It identifies BYD's role in this transition and the specific micro-needs of consumers in Shandong, which justifies the research objective.

Suggestion: The progression from macro-environmental issues to specific regional consumer behavior is logically sound and well-supported.

4. Integration of Concepts, Theories, and Framework

The research utilizes the three core components of TPB—Attitude, Subjective Norms, and Perceived Behavioral Control—and extends it by adding Environmental Awareness as a fourth independent variable. This is clearly illustrated in the research framework diagram.

Suggestion: The extension of a standard theory is a common and effective academic practice in consumer behavior studies.

5. Reliability of Methodology and Procedures

The study uses a quantitative method with a 5-point Likert scale questionnaire adapted from established literature. The sample of 469 valid respondents exceeded the expected size of 400. Reliability was confirmed with Cronbach's alpha coefficients above 0.70 for all dimensions.

Suggestion: The methodology is standard and reliable, using appropriate sampling and data collection techniques (online questionnaires).

6. Accuracy and Reliability of Data Analysis and Presentation

Data was processed using descriptive statistics and multiple regression analysis. Key indicators like R^2 (0.875), F-test results (815.358), and Durbin-Watson values (2.028) were reported to confirm the model's fit and validity .

Suggestion: The use of standard statistical software and the reporting of all critical regression metrics ensure high reliability.

7. Interpretation and Conclusion

The study concludes that Subjective Norms (Beta = 0.738) and Perceived Behavioral Control (Beta = 0.230) are the strongest positive drivers. Interestingly, it interprets a significant negative influence from Environmental Awareness (Beta = -0.102) and no significant effect from Attitude.

Suggestion: The interpretation is honest in presenting unexpected results, such as the non-significance of Attitude and the negative impact of Environmental Awareness.

8. Discussion of Research Results

The findings are compared with prior studies, such as those by Duan Bing (2023) regarding social influence and Yang Shuhui (2024) regarding green development. It also highlights how this study differs by focusing on the specific industrial context of Shandong.

Suggestion: The discussion effectively bridges technological advancements (like the Blade Battery) with behavioral theory.

9. Recommendations and Practical Utility

The study provides specific marketing recommendations: enhancing attitudes through value propositions (safety and subsidies), harnessing social influence (referral networks and influencers), and improving accessibility (expanding charging networks).

Suggestion: The recommendations are highly actionable and directly derived from the study's findings on what drives Shandong consumers.

10. Accuracy of Citations and Bibliography

The references are current, many from 2024, and include a mix of theoretical foundations (TPB) and specific case studies on BYD .

Suggestion: The bibliography is comprehensive and well-integrated into the text, though ensure all cited authors in the text are present in the final list.