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## RELIABILITY TEST BY SPSS VERSION 24

### Social media reliability testing

#### Reliability Statistics


Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.798	4

#### Item Statistics

	Mean	Std. Deviation	N
SM1	3.71	.900	160
SM2	3.72	1.128	160
SM3	3.73	1.131	160
SM4	3.72	1.139	160

### User participation reliability testing

#### Reliability Statistics



Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.822	4

#### Item Statistics

	Mean	Std. Deviation	N
UE1	3.71	1.112	160
UE2	3.78	1.050	160
UE3	3.91	1.006	160
UE4	3.93	.994	160

### Brand trust reliability test

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.814	4

#### Item Statistics

	Mean	Std. Deviation	N
BT1	3.79	1.024	160
BT2	3.88	.970	160
BT3	3.95	.989	160
BT4	3.90	1.029	160

### Brand loyalty reliability test

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.791	4

#### Item Statistics

	Mean	Std. Deviation	N
BL1	3.81	1.004	160
BL2	3.91	1.072	160
BL3	3.90	1.004	160
BL4	3.85	.946	160

## Consumer purchase intention reliability test

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.814	.814	4

### Item Statistics

	Mean	Std. Deviation	N
CPI1	3.79	1.065	160
CPI2	3.84	1.067	160
CPI3	3.83	1.029	160
CPI4	3.86	.996	160

## → Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SM1	160	1	5	3.71	.900
SM2	160	1	5	3.72	1.128
SM3	160	1	5	3.73	1.131
SM4	160	1	5	3.72	1.139
UE1	160	1	5	3.71	1.112
UE2	160	1	5	3.78	1.050
UE3	160	1	5	3.91	1.006
UE4	160	1	5	3.93	.994
BT1	160	1	5	3.79	1.024
BT2	160	1	5	3.88	.970
BT3	160	1	5	3.95	.989
BT4	160	1	5	3.90	1.029
BL1	160	1	5	3.81	1.004
BL2	160	1	5	3.91	1.072
BL3	160	1	5	3.90	1.004
BL4	160	1	5	3.85	.946
CPI1	160	1	5	3.79	1.065
CPI2	160	1	5	3.84	1.067
CPI3	160	1	5	3.83	1.029
CPI4	160	1	5	3.86	.996
Valid N (listwise)	160				

## CORRELATION ANALYSIS OF SPSS 24

### Correlations

		CPI	SM	UE	BT	BL
CPI	Pearson Correlation	1	.738**	.751**	.756**	.750**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	160	160	160	160	160
SM	Pearson Correlation	.738**	1	.845**	.826**	.788**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	160	160	160	160	160
UE	Pearson Correlation	.751**	.845**	1	.852**	.793**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	160	160	160	160	160
BT	Pearson Correlation	.756**	.826**	.852**	1	.798**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	160	160	160	160	160
BL	Pearson Correlation	.750**	.788**	.793**	.798**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	160	160	160	160	160

\*\* . Correlation is significant at the 0.01 level (2-tailed).

# MULTIPLE COLLINEARITY AND MULTIPLE LINEAR REGRESSION OF SPSS 24

- Variables Entered
- Model Summary
- ANOVA
- Coefficients
- Collinearity Diagn
- Residuals Statist
- Charts
- Title
- \*resid Histor
- \*resid Norm

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.808 <sup>a</sup>	.652	.643	1.991	.652	72.622	4	155	.000	1.641

a. Predictors: (Constant), BL, SM, BT, UE  
b. Dependent Variable: CPI

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1150.963	4	287.741	72.622	.000 <sup>b</sup>
	Residual	614.137	155	3.962		
	Total	1765.100	159			

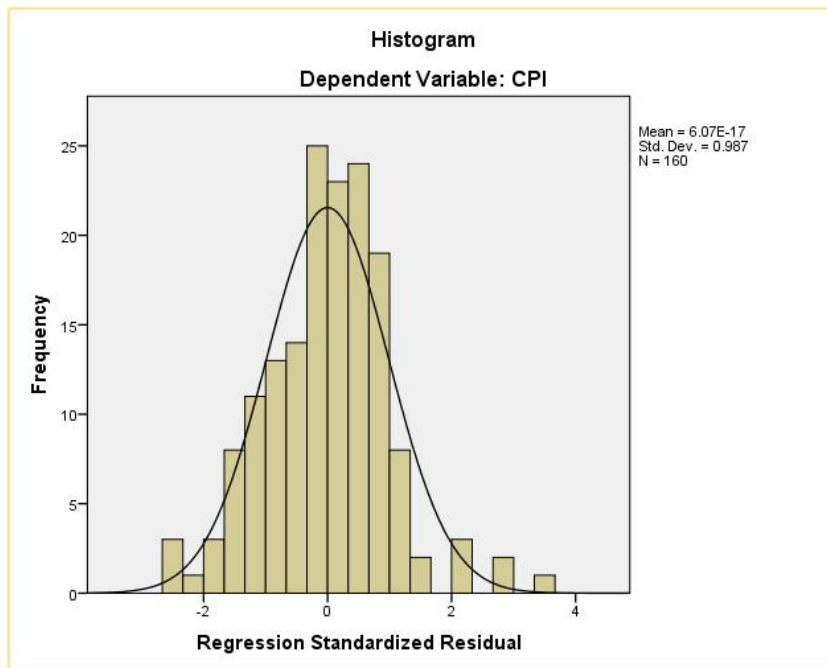
a. Dependent Variable: CPI  
b. Predictors: (Constant), BL, SM, BT, UE

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	1.676	.826		2.029	.044						
	SM	.153	.097	.157	1.582	.116	.738	.126	.075	.229	4.371	
	UE	.189	.105	.190	1.802	.073	.751	.143	.085	.201	4.965	
	BT	.244	.106	.235	2.304	.023	.756	.182	.109	.216	4.633	
	BL	.304	.092	.288	3.307	.001	.750	.257	.157	.296	3.375	

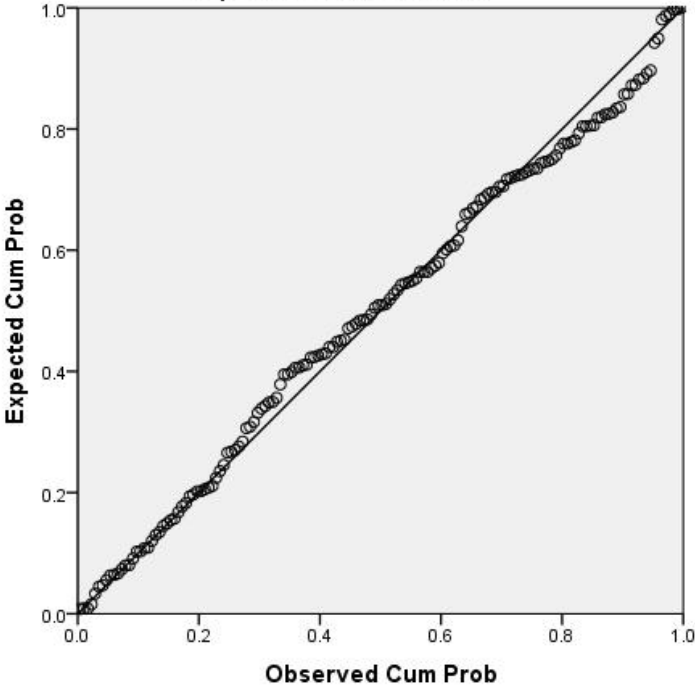
a. Dependent Variable: CPI

## Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: CPI





## APPENDIX 2: QUESTIONNAIRE



### **The impact of social media, user engagement, brand trust, and brand loyalty on consumers' willingness to purchase Oppo phones**

Hello everyone! My name is Han Zhilong, and I am a 2019 student majoring in international trade at President University. This is an academic research questionnaire. With over 4.5 billion people using the internet today, business organizations are discovering digital marketing as a potential advertising tool that can help them reach their target audience effectively. Social media provides a platform for businesses to interact with customers and form a sacred bond, making social media marketing an essential part of digital marketing. This study aims to study the influence of social media, digital marketing, brand trust, and brand loyalty on consumers' purchase intention. Please take three minutes to help me fill out this questionnaire. This survey is anonymous, and the information you provide will be kept strictly confidential and will only be used for academic research purposes, and will not adversely affect your life or work. So don't worry! Your participation is very important to me, thank you for your support and wish you all the best!

1. You have used an Oppo phone before ?

- 1.yes
- 2.No

2. Gender \*

- 1.male
- 2.female

3. Age

- 1.under 18
- 2.18-25 years old
- 3. > 25 years old

Clear selection

4.Occupation \*

- 1.student
- 2.workers
- 3.other

5.Income per month \*

- 1. < 2000
- 2.2000-5000
- 3. > 5000

7. How did you know about Oppo phones ?

- 1. Social media
- 2. E-commerce platform
- 3. Advertising
- 4. Others

Clear selection

#### Measurement of Study Variables

The following questions are based on your experience using social media platforms, please fill in according to your real feelings. The number behind each option represents the degree of your agreement, 1-strongly disagree; 2-disagree; 3-neutral; 4-agree; 5-strongly agree

#### Social Media

1. TikTok is currently one of the hottest social media platforms

- |                   |                       |                       |                       |                       |                       |                |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
|                   | 1                     | 2                     | 3                     | 4                     | 5                     |                |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

2. TikTok's video content is very attractive to me

- |                   |                       |                       |                       |                                  |                       |                |
|-------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|----------------|
|                   | 1                     | 2                     | 3                     | 4                                | 5                     |                |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | Strongly Agree |
- Clear selection

3. I feel that 'tiktok' is a part of my life and cannot be separated from it anymore

- |                   |                       |                       |                       |                       |                       |                |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
|                   | 1                     | 2                     | 3                     | 4                     | 5                     |                |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

4. TikTok can help me learn a lot of new things

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

User engagement

1. Using "tiktok" allows me to make some new friends

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. Participating in comments on TikTok made me very happy

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. Using TikTok allows me to quickly learn about Oppo phones

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. By using 'tikTok', I believe that socializing is an easy task

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

## Brand Trust

1. I have great trust in the Oppo phone brand

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. Oppo mobile phone brand reputation makes me feel at ease

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. Compared to other brands of phones, I prefer the appearance of Oppo phones

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. I am satisfied with the service quality of the Oppo phone

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

## Brand Loyalty

1. Compared to other brands of phones, I prefer Oppo phones

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. The after-sales service of Oppo phones is better than other phone brands

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. I am very satisfied with my experience using Oppo phones

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. I am very happy to recommend Oppo phones to my family and friends

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

## Consumer purchase intention

1. I purchased OPPO branded smartphones because they incorporate the latest technology

1      2      3      4      5

Strongly Disagree                  Strongly Agree

Clear selection

2. I purchased OPPO branded smartphones because their promotional strategies attracted me

1      2      3      4      5

Strongly Disagree                  Strongly Agree

3. I purchased OPPO branded smartphones because of their excellent performance

1      2      3      4      5

Strongly Disagree                  Strongly Agree

4. I purchased OPPO branded smartphones because the brand spokesperson is my favorite celebrity

1      2      3      4      5

Strongly Disagree                  Strongly Agree





A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1. You have u	2. Gender	3. Age	4. Occupation	5. Income per	6. What factor?	7. How did you	SM1	SM2	SM3	SM4	UE1	UE2	UE3	UE4	BT1	BT2	BT3	BT4
104	1	2	1	1	1	2	5	4	5	3	4	5	3	5	3	5	5	4
105	1	1	2	2	2	3	1	4	4	5	4	3	5	4	5	4	4	5
106	1	2	2	2	2	1	2	4	5	3	4	5	4	4	5	3	5	4
107	1	2	2	2	2	2	1	4	4	5	5	3	3	5	4	4	4	5
108	1	1	2	1	2	1	2	5	4	2	5	5	4	5	4	5	4	5
109	1	1	2	2	1	1	2	5	4	5	4	5	4	4	4	5	5	4
110	1	1	2	1	2	1	1	4	5	4	4	4	4	3	5	5	4	5
111	1	1	2	2	1	1	1	4	5	5	4	4	4	5	5	4	5	4
112	1	1	2	1	1	1	4	4	4	3	4	4	5	4	4	5	4	5
113	1	1	2	2	2	1	2	4	4	5	3	4	4	5	4	5	3	5
114	1	2	2	3	3	3	2	5	4	4	4	4	4	5	4	5	4	5
115	1	1	3	2	3	1	1	4	4	5	5	4	4	4	5	4	3	5
116	1	1	2	2	2	1	1	5	4	4	4	5	4	4	3	4	5	4
117	1	1	2	2	2	1	2	5	4	4	3	5	4	5	5	5	4	5
118	1	1	3	2	3	1	2	4	5	3	5	5	4	3	5	5	4	2
119	1	1	2	2	3	1	1	5	3	5	3	4	4	4	4	3	4	5
120	1	1	2	2	2	1	1	5	4	5	3	3	5	5	3	4	4	5
121	1	1	2	1	3	2	2	5	5	3	2	5	3	4	4	3	4	5
122	1	2	2	1	2	2	2	5	4	4	5	4	5	5	4	3	5	3
123	1	1	2	1	2	4	1	3	2	4	4	3	3	3	3	3	3	3
124	1	2	2	2	2	1	3	3	3	3	2	4	3	2	3	5	3	4
125	1	2	2	2	2	3	2	4	5	3	3	2	4	3	4	4	5	3
126	1	2	2	1	3	1	2	3	4	4	3	3	4	3	4	4	3	3
127	1	2	2	2	3	4	1	4	5	3	3	3	2	4	3	2	3	3
128	1	2	3	2	2	4	2	4	3	4	2	4	3	5	4	4	4	3
129	1	1	3	2	4	3	3	4	3	4	3	4	3	3	4	3	4	3
130	1	2	3	3	3	4	2	4	2	3	3	3	4	4	5	3	4	2
131	1	2	2	2	3	3	1	4	3	3	4	4	3	4	3	3	4	3
132	1	1	2	2	2	4	2	4	3	4	3	3	3	2	4	3	3	3
133	1	1	2	2	2	4	1	2	1	1	2	3	2	2	3	2	3	3
134	1	1	2	1	2	4	2	2	3	2	3	3	5	3	3	2	2	1
135	1	2	2	2	2	1	3	2	3	3	3	2	4	3	3	2	4	3
136	1	2	2	2	2	4	2	3	3	3	4	2	3	3	2	3	2	3
137	1	1	2	1	2	1	1	3	4	2	3	1	1	2	1	1	2	3
138	1	2	2	2	2	1	1	3	2	2	1	3	2	2	3	2	3	4
139	1	2	2	2	2	1	1	1	2	2	1	2	2	2	2	2	2	3
140	1	1	2	3	2	1	2	2	3	2	3	1	1	3	3	3	2	3

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1. You have u	2. Gender	3. Age	4. Occupation	5. Income per	6. What factor?	7. How did you	SM1	SM2	SM3	SM4	UE1	UE2	UE3	UE4	BT1	BT2	BT3	BT4	BT5
129	1	1	3	2	2	4	3	3	4	3	2	4	3	3	4	4	4	3	3
130	1	2	3	3	3	4	2	4	2	3	3	3	4	4	5	3	4	2	4
131	1	2	2	2	3	3	1	4	3	3	4	4	3	4	3	4	3	2	3
132	1	1	2	2	2	4	2	4	3	4	3	3	3	2	4	3	3	3	4
133	1	1	2	2	2	4	1	2	1	2	3	2	2	3	2	3	3	3	3
134	1	1	2	1	2	4	2	2	3	2	3	3	5	3	3	2	2	2	1
135	1	2	2	2	2	1	3	2	3	3	3	3	2	4	3	3	2	4	3
136	1	2	2	2	2	4	2	3	3	4	2	3	3	2	3	2	3	2	3
137	1	1	2	1	2	1	1	3	4	2	3	1	1	2	1	1	2	3	2
138	1	2	2	2	2	1	1	3	2	2	1	3	2	2	3	2	3	4	5
139	1	2	2	2	2	1	1	2	2	1	2	2	2	2	2	2	2	3	2
140	1	1	2	3	2	1	2	2	3	2	3	1	1	3	3	3	2	3	2
141	1	2	1	1	2	1	1	3	1	4	4	3	3	2	3	2	4	2	4
142	1	1	2	2	2	4	1	3	2	1	1	2	5	2	2	1	2	5	4
143	1	2	2	1	2	1	1	2	3	2	3	1	1	3	3	3	2	3	2
144	1	2	2	2	2	4	2	5	3	3	1	2	4	5	2	3	4	4	5
145	1	1	2	1	2	4	1	2	3	1	1	2	3	2	3	3	3	2	2
146	1	1	2	1	2	1	1	2	1	3	1	2	3	2	2	2	2	3	1
147	1	1	1	1	2	1	1	2	1	2	3	2	1	2	2	1	2	3	3
148	1	1	2	2	2	1	2	3	2	2	1	2	3	3	2	2	1	4	3
149	1	1	2	2	2	1	2	3	2	1	1	2	1	1	2	3	4	2	2
150	1	1	3	2	2	3	2	3	1	2	3	1	3	5	2	3	3	2	1
151	1	2	2	2	2	1	1	2	1	2	3	1	2	1	3	2	2	2	1
152	1	2	2	1	2	1	1	3	2	2	2	2	3	3	3	3	2	3	3
153	1	2	1	1	2	1	3	1	2	4	3	2	3	2	4	2	2	3	2
154	1	2	1	1	2	1	2	4	1	2	2	2	2	2	2	2	2	3	1
155	1	2	1	1	2	4	1	2	3	2	2	1	2	3	2	3	2	2	2
156	1	2	2	1	2	4	1	3	2	3	1	5	3	1	2	3	4	2	3
157	1	1	2	1	2	1	2	2	1	2	2	1	3	2	3	2	3	2	2
158	1	2	2	1	2	4	1	2	3	3	2	4	2	3	4	2	3	4	2
159	1	1	1	1	2	1	1	2	1	2	2	3	2	2	3	2	3	2	4
160	1	2	2	2	2	1	3	2	2	1	3	4	2	2	2	3	4	3	2
161	1	2	2	2	2	4	1	4	1	2	3	3	2	2	2	4	3	3	2