



**THE IMPACT OF SOCIAL MEDIA, USER ENGAGEMENT,
BRAND TRUST, AND BRAND LOYALTY ON CONSUMERS'
WILLINGNESS TO PURCHASE OPPO PHONES**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

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By

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FACULTY OF BUSINESS

MANAGEMENT STUDY PROGRAM

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April 4, 2023

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The Panel of Examiners declare that the thesis entitled **THE IMPACT OF SOCIAL MEDIA, USER ENGAGEMENT, BRAND TRUST, AND BRAND LOYALTY ON CONSUMERS' WILLINGNESS TO PURCHASE OPPO PHONES**.that was submitted by ZHILONG HAN.majoring in MGT - Management Study Program from the Business School Management was assessed and approved to have passed the Oral Examination on April 4, 2023.

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ABSTRACT

The popularity of the Internet has made the use of social media more widespread. Tioktok is one of the most popular social media platforms today. OPPO is one of the market leaders among global mobile phone brands, but its market share in China has declined over the past year. The purpose of this quantitative research is to explore the impact of social media, user engagement, brand trust and brand loyalty on consumers' willingness to purchase OPPO mobile phones, and to propose some suggestions for OPPO companies to increase market share. This study uses classical hypothesis testing and hypothesis testing, using multiple regression, t-test, f-test and coefficient determination (R²) test to test the simultaneous effect on the dependent variable. This study was carried out in China, aiming at the Chinese population who have used OPPO mobile phones, using non-probability sampling, that is, convenience sampling, with 160 respondents as the sample. The findings show that social media, user engagement, brand trust, and brand loyalty simultaneously affect consumers' willingness to purchase OPPO phones.

Keywords: social media, user engagement, brand trust, brand loyalty, consumer purchase intention.

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5. I sincerely thank each of my interviewees and supporters for your help in

successfully completing this paper.

China, April 4, 2023

A handwritten signature in black ink, appearing to read 'Zhilong Han' in a cursive style.

Zhilong Han

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CHAPTER I

INTRODUCTION

1.1. Background Of Research

Nowadays, with the popularization of the Internet and the development of technology, the use of social media platforms is becoming more widespread and efficient. Social media can help businesses serve international customers more effectively and quickly, diversify their customer base, and have a positive impact on their marketing strategies. Alalwan (2018) stated that social media platforms are mainly used for social user groups and can make social interaction between people more convenient.

Tioktok is one of the most popular social media platforms today. OPPO is one of the market leaders of global mobile phone brands, but its market share in China has declined over the past year. Since its establishment in 2004, OPPO has expanded its business to over 60 countries and regions worldwide. Nowadays, OPPO has over 40000 employees, and ColorOS has achieved full coverage of system applications, creating a free and borderless experience for millions of users. With the growth of social media user groups, business organizations are beginning to realize the commercial potential of social media. Social media marketing innovation is crucial for enterprises to seize market share and gain a first mover advantage. Sonny (2020) believes that it is necessary for marketers to modify existing plans to adapt to changes in the media environment.

Compared to traditional marketing methods, social media is a low-cost and effective marketing method for businesses. Social platforms are modern storefronts that serve as the link between customers and your products. According to Krbov & Pavelek (2015), social media makes communication between

businesses and customers more accurate and clear.

Social media can quickly and effectively disseminate information about companies. Enterprises can use social reputation to establish special connections with new customers. According to Shaw (2012), this evolution has created new potential and opportunities in commerce and trade, therefore it is changing consumers' purchasing methods. Social media can help businesses serve customers and diversify their customer base, thereby having a positive impact on consumers' purchasing intentions.

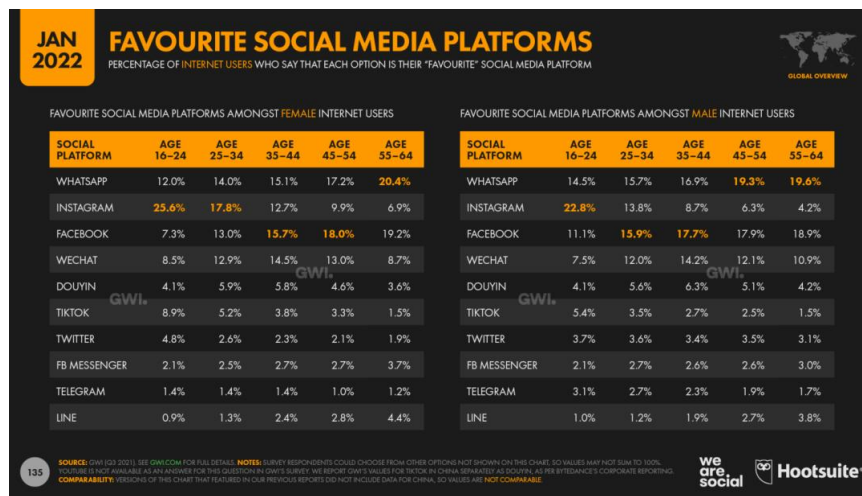


Figure 1.1 The most popular social media platform in 2022

Source: Kepios Analysis (2022)

According to the analysis of social media interaction rate, the average interaction rate of TikTok users is much higher than that of Instagram, Facebook and Twitter, and the gap is still widening. In 2022, TikTok will rank first with an average interaction rate of 5.96%, followed by Instagram (0.83%), Facebook (0.13%), and Twitter (0.05%). Jack Ma (2020), founder of Chinese e-commerce company Alibaba, said that if companies cannot use social networking platforms as a medium to interact with consumers and other business partners or potential customers, they may be excluded from the industry and lose their market position. The popularity of social media has brought many opportunities for the prosperity of brand enterprises.

Statistics show that 57% of brand companies choose social media platforms when promoting products, and it is easier to interact with consumers by publishing commercial video content on social media platforms.

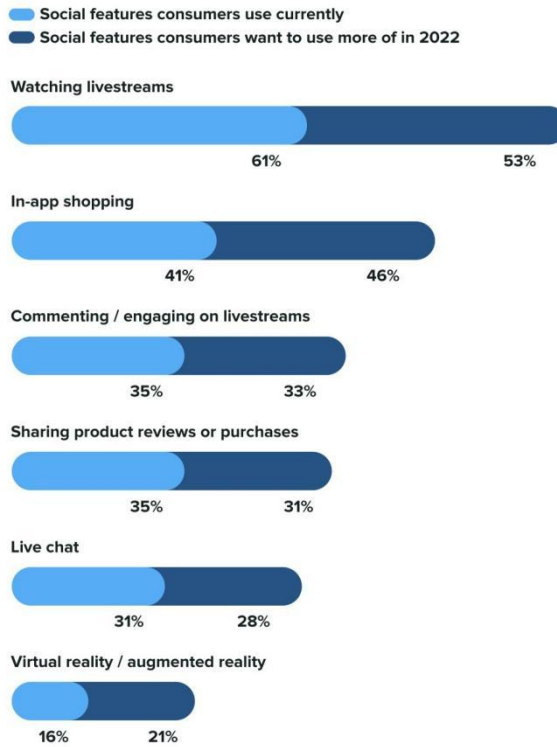
Table 1.1 China's mobile phone market share and year-on-year growth rate in 2022

manufacturers	2022 market share	2021 market share	Year-on-year increase
vivo	18.6%	21.5%	-25.1%
honor	18.1%	11.7%	34.4%
oppo	16.8%	20.4%	-28.2%
apple	16.8%	15.3%	-4.4%
xiaomi	13.7%	15.5%	-23.7%
other	16.0%	15.6%	-11.2%

Source: China Mobile Phone Market Share in 2022

According to data, the Oppo brand's market share in the Chinese mobile phone market was 20.4% in 2021, and 16.8% in 2022. In 2022, its market share in the Chinese mobile phone market decreased by 3.6% compared to 2021, with a year-on-year increase of -28.2%. Oppo needs to listen to and absorb the voices of consumers, innovate, and increase its market share in the Chinese mobile phone market.

Social features consumers use currently and anticipate using more in 2022



sproutsocial · Social Shopping in 2022

知群社 Kequn Society

Figure 1.2 Social features currently used by consumers

Source: Kepios Analysis (2022)

The behavior of users commenting on social media is user interaction. In current research literature, user interaction is related to a company's social media marketing strategy. Nearly 38% of consumers stated that social media has played a motivating role in their purchasing behavior. This means that social media has a far greater impact on consumer shopping than traditional media. Clemens & Dean (2017) believes that consumer participation is one of the main driving forces for consumer marketing decisions, as it can bring consumer satisfaction, loyalty, and brand trust to businesses. Improving these variables can stimulate consumer willingness to purchase.

1.2. Problem Statement

Although the brand awareness and market share of OPPO phones have continued to grow in recent years, they still face fierce competition in the Chinese mobile phone industry, with Apple and Huawei occupying the majority of the market share in the high-end market; OPPO is competing with Xiaomi, VIVO, and others for market share in the mid-range market. Especially in 2022, the phone became a popular product, quickly occupying most of the mid-range market share.

Now, while maintaining steady development in China, the mobile phone industry has increased its efforts to explore overseas markets. According to IDC data, OPPO phones have experienced the most severe decline in market share in the Chinese smartphone industry. At present, the Chinese smartphone market is moving towards saturation, with most consumers no longer frequently replacing their phones or showing too much interest in replacing old phones with new models.

In this context, if OPPO wants to increase market share and avoid being eliminated by the mobile phone industry, OPPO enterprises should establish a high-end fashion brand image to occupy high-end market share, and need to optimize their marketing strategies to increase their market share. Studying which factors affect consumers' willingness to purchase OPPO phones is beneficial for the development of the brand itself and the mobile phone industry. The innovation of the mobile phone industry will contribute to the development of China's technology industry, and the growth of mobile phone sales will contribute to the development of China's economy. In recent years, the academic research on OPPO mobile phones has been relatively rough on the overall marketing strategy of OPPO. Academic research on OPPO mobile marketing strategy is relatively limited. Some studies are relatively outdated. Old models of smartphones are rapidly being replaced by new models. Some of the research done in the past is no

longer in line with the current development of the OPPO brand.

Social media promotes the connection between brands and consumers, and also provides channels for user centered social interaction.

The marketing strategy on social media platforms is an important component of any brand's marketing strategy. OPPO should cater to user preferences, do a good job in channel construction and marketing promotion, and use social media to create awareness and reputation. This study aims to explore whether social media, user engagement, brand trust, and brand loyalty significantly affect consumers' willingness to purchase OPPO phones.

1.3. Research Question

On the basis of determining the research questions, the questions to be answered in this study are:

1. Does social media significantly affect consumers' willingness to buy oppo phones?
2. Does user participation significantly affect consumers' willingness to buy oppo phones?
3. Does brand trust significantly affect consumers' willingness to buy oppo phones?
4. Does brand loyalty significantly affect consumers' willingness to buy oppo phones?
5. Do social media, user engagement, brand trust and brand loyalty simultaneously affect consumers' willingness to buy oppo phones?

1.4. Research Outline

This study will be divided into five chapters:

1.4.1. Chapter 1: Introduction

This chapter introduces the current status of tiktok and oppo companies

based on the data in 2022, and proposes the problem statement and research questions of this study.

1.4.2 Chapter 2: Literature Review

The literature review in this chapter includes experts who support the research, a literature review of journals or books, the development of hypotheses, and the theoretical framework for identifying the variables in the study. There is a gap between this study and previous studies.

1.4.3. Chapter 3: Research Methods

This chapter describes in detail the statistical methods and tools used in this study, determines the sampling survey method used, and designs the questionnaires and data analysis methods required for data collection.

1.4.4 Chapter 4 Survey Results Analysis and Discussion

This chapter conducts research and analysis based on valid data, discusses the data, and combines the obtained data with previous research literature to obtain answers to research questions.

1.4.5. Chapter 5: Conclusion

This chapter summarizes all the data analysis and research results of this study, and puts forward some suggestions that are beneficial to the future development of enterprises on social media platforms, as well as some personal suggestions for future research in the field of social media.

CHAPTER II

LITERATURE REVIEW

2.1. Review Of Literature

According to Ajzen (1997), consumers' willingness to purchase is a prerequisite for their purchasing behavior. Oppo can predict consumer purchasing behavior by exploring variables that can enhance consumer willingness to purchase, in order to stimulate consumer purchasing behavior and promote the quality and efficiency of product or service marketing.

This study suggests that social media, user interaction, brand trust, and brand loyalty can stimulate consumers' willingness to purchase. This study is very helpful for entrepreneurs to engage in digital marketing on social media platforms in the future, adding new information to existing social media research literature, and has important research value and significance. The next step in this study is to further explain and analyze the theoretical framework.

2.1.1. Social Media

Social media has changed the traditional way brands establish relationships with customers. Compared to traditional ways of interacting with businesses and consumers, social media provides services that are faster, more efficient, and more convenient.

Digital marketing behavior on social media platforms is considered an important component of marketing strategies by marketers. The TikTok platform has become an advertising website for many enterprises. Hutton & Shu (2015) pointed out that companies choosing to promote their products and services on social media platforms can help reduce advertising costs and more effectively increase brand exposure.

According to Forbes (2017), in today's borderless world, people around the world are using social media for real-time communication. Oppo needs to incorporate social media into its marketing plan to attract consumers' attention, which is one aspect of their transformation to adapt to the changing times.

According to Dessart (2017), social media user engagement can target different audiences: communities, other customers, and brands representing the network.

The four main factors of social media:

- (1) User group;
- (2) Mobile media platform;
- (3) Digital marketing;
- (4) User behavior.

2.1.2. User Engagement

Consumer online participation represents individual participation and interaction in social network environments (Falihatpisheh & Khajeheian, 2020). Previous research has confirmed the value of customer participation to companies by examining its impact on online consumer purchasing behavior on social networks. Kumar (2010) proposed four components of the value of customer and company engagement, including customer purchasing behavior. Santini (2020) used a meta-analysis model in 97 studies to investigate customer engagement on social platforms and confirmed the positive impact of customer engagement on behavioral intention. Prentice (2019) confirmed the positive impact of customer participation on purchase intention. The research results of Hollebeek (2014) indicate that consumer brand engagement in social networks has a positive impact on brand usage intention.

According to Jenn Chen (2021), there are three indicators of user engagement:

1. Like, comment, and repost;
2. Post participation rate;
3. Account mention.

2.1.3. Brand Trust

Brand trust refers to consumers' trust in a brand enterprise. When brand companies always meet customer expectations, consumers' brand trust will increase. Howard & Sheth (1969) believes that trust is positively correlated with purchase intention, and brand trust is one of the determinants of consumer purchase intention. Brand trust plays an important role in establishing lasting interaction between brand companies and consumers, thereby enhancing consumer stickiness. Wollenberg & Thang (2014) believes that advertising, brand trust, perceived quality, price, and brand awareness have a significant impact on consumers' purchase decisions. Trust is the decisive factor that affects the pricing of social media channels.

According to Valacich & Hess (2011), in the field of social marketing, advertising and sales, when consumers are clearly prepared to buy products or brands, the purchase intention occurs at the stage of the decision-making process. Consumer trust is a major indicator of the quality of social media channels established by enterprises. Ahmed & Zahid (2014) believes that the development of social media websites such as YouTube and Twitter provides consumers with an opportunity to share and disseminate information and content about related products or brand companies that consumers use. Consumers can obtain information about their products and services before purchasing them.

This phenomenon shows that social media marketing and consumer trust play a positive role in providing information to other users to establish their purchase preferences and choices.

According to a previous study by Afsar (2014), brand trust is one of the

predictors of consumer preferences. There is a certain range of influence between brand trust and consumers' purchase intention, which indicates that if brand trust is improved, the ratio of consumers' purchase intention will increase. According to previous research by Sanny (2020), brand trust will significantly affect consumers' purchase intention.

The following three points can have an impact on consumers' brand trust:

1. Product and service quality;
2. Customer shopping experience;
3. The impact of social reputation.

2.1.4. Brand Loyalty

The concept of brand loyalty has always been considered an important concept in marketing literature (Howard & Sheth, 1969), and most researchers believe that brand loyalty can create corporate benefits and reduce marketing costs (Chaudhuri & Holbrook, 2001), positive word-of-mouth (Sutikno, 2011), and commercial profitability (Kabiraj & Shanmugan, 2011), The increase in market share (Gounaris & Stathakopoulos, 2004) and market competitive advantage (Iglesias, 2011). These benefits clearly reveal the positive impact of brand loyalty on the company.

Brand commitment is an effective measure of brand loyalty. Brand commitment is conceptualized as consumers wanting to maintain a relationship with the brand, which has a direct impact on their unwillingness to switch brands..

Oppo mobile phone brand companies should use social media platforms to establish long-term relationships with consumers, enhance consumer stickiness, and enhance consumer brand loyalty. Baird & Paranis (2011) believes that the widespread use of social media and social network marketing provides significant advantages for companies in terms of market competitiveness. Social network marketing activities can effectively promote consumers' willingness to purchase.

According to Deghani & Tumer (2015), social media advertising can provide better interactivity, customer personalization, and consumer feedback, and significantly affect a company's brand image. According to a study by Pjero & Kercini (2019), the product and service information provided by brand companies on social media platforms can have a beneficial impact on consumers' purchasing intentions. Consumers who participate in reviews on the TikTok platform will be more loyal to the Oppo brand and deepen their emotional connection with the company.

In the smartphone market, Rathnayake (2021) emphasizes the need to determine predictive factors for consumer loyalty. The study of comprehensive brand loyalty in smartphone scenarios is considered necessary and worthwhile (Rasool, 2020).

According to existing literature by Harris and Good (2004), there are four indicators of brand loyalty:

1. Trust;
2. Product function, quality and price;
3. Brand value;
4. Consumer sense of belonging.

2.1.5. Consumer Purchase Intention

Consumer purchase intention refers to the subjective probability or possibility of consumers purchasing branded products or services. Research on consumer purchasing intention can help businesses understand consumers' subjective attitudes towards branded products and the probability of purchasing branded products. According to Valacich & Hess (2011), consumer purchase intention is a necessary indicator for evaluating consumer behavior when studying marketing behavior, as it can measure the likelihood of consumers purchasing products.

According to Akbarieh & Tahmasebifard (2015), the product quality and advertising behavior of brand companies may be one of the factors that affect consumers' purchase intention. This helps enterprises improve their market competitiveness. Consumer purchase intention, as a key structure of marketing research, includes different variables such as consumer attitude, brand trust, brand loyalty, usability, and ease of use.

The company's marketing behavior and interaction with consumers on social media can affect the choices of other consumers. According to Goodrich (2011), digital marketing behavior on social media can have a positive impact on consumers' purchase intention.

Consumer purchase intention indicators:

1. Social factors, enterprise and product factors;
2. Brand positioning;
3. Consumer factors.

2.2. Hypothetical Development

Rachman (2010) states that a hypothesis is a set of estimates or references formed and accepted over a period of time that can explain observed facts or situations.

The following are hypothetical questions for this study:

1. Does social media significantly affect consumers' willingness to buy OPPO phones?
2. Does user participation significantly affect consumers' willingness to buy OPPO phones?
3. Does brand trust significantly affect consumers' willingness to buy OPPO phones?
4. Does brand loyalty significantly affect consumers' willingness to buy oppo phones?

5. Do social media, user engagement, brand trust and brand loyalty affect consumers' willingness to buy oppo phones at the same time?

2.3. Theoretical Framework

The theoretical framework of this study represents the relationship between different variables. Based on existing research theories and previous studies, the researchers used four independent variables in this study: social media, user engagement, brand trust, and brand loyalty. The dependent variable is the consumer's willingness to purchase.

Theoretical framework of this study:

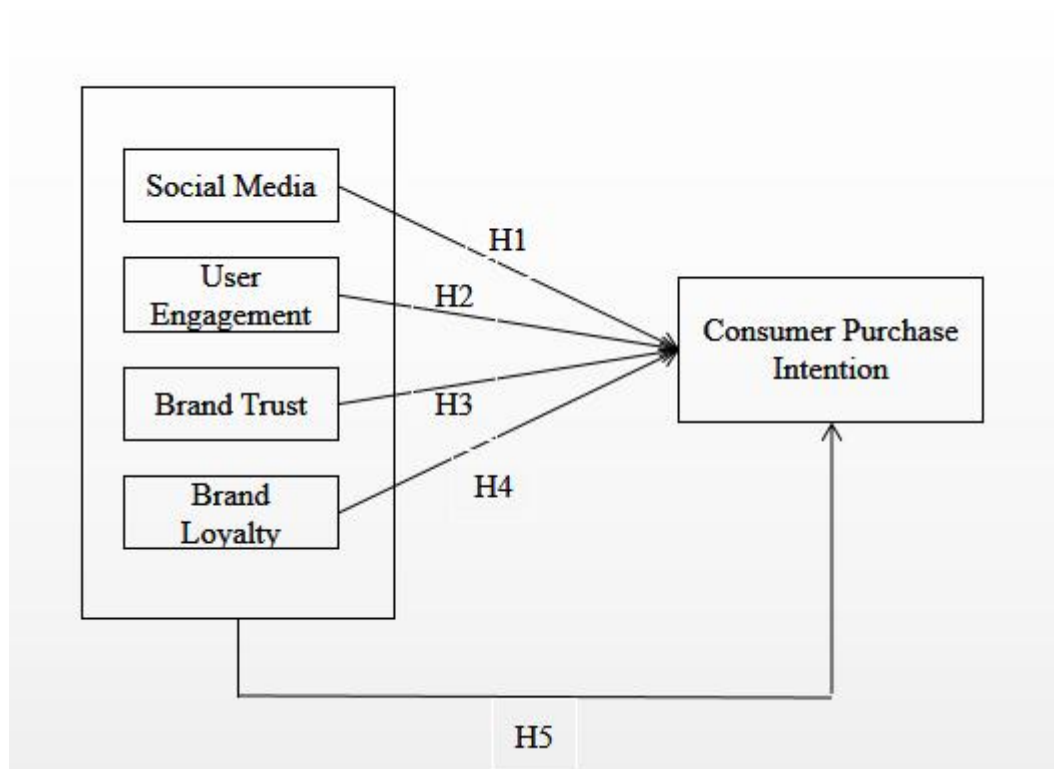


Figure 2.1 Theoretical Framework

Source: Constructed by researchers (2022)

2.4. Previous Studies

Following are some previous studies that enhance the theoretical framework of

this study.

Table 2.1 Previous Studies

No	Author/Title/Year	Variables	Result
1	Paul Tanya (2015), "The Impact of Social Media on Trading Behavior"	Quantitative Research independent The credibility of X1 influencers X2 Social Media X3 Financial literacy Dependence: Customer's willingness to purchase	Social media marketing advertising is a form of internet advertising, which is also because social media can enable customers to interact more with targeted advertising. According to Tuten (2017), one of the main purposes for companies to use social media for advertising is to shape the decision-making process of consumers.
2	Zheyu (2019), "Analysis of the Impact of Social Media on the Economy"	Quantitative Research independent X1 Economic growth X2 Social media X3 online market Dependents: Customer's purchase intention	This study analyzes the impact of social media on global e-commerce, primarily how it helps economic growth. And take Tiktok as an example to show how social media can affect the economy in different ways with the help of algorithms, and how to effectively cooperate with social media. Social media has increased e-commerce opportunities and may increase GDP levels. Social media has opened up a new way of life and business.
3	Hamidreza Shahbaznezhad(2023), "The Role of Social Media Content Format and Platform in Users' Engagement Behavior"	Quantitative Research independent X1 Social media X2 User experience User engagement Dependents: Customer's purchase intention	The purpose of this study is to understand the role of social media content on user engagement behavior. The results indicate that the effectiveness of social media content in user engagement is moderated by the context of the content. These findings help to understand the engagement and user experience

			of social media.
4	Juho Hamari(2021),“ Internet-of-Gamification: A Review of Literature on IoT-enabled Gamification for User Engagement”	Quantitative Research independent X1 Social media X2 User acceptance X3 Gamification Dependents: User engagement	Participation is a common goal pursued by most social and technological systems, as it is widely recognized in improving user acceptance and performance.
5	Alalwan (2018), “Investigating the impact of social media advertising features on customer purchase intention Ali”	Quantitative Research independent X1 Performance expectations X2 hedonic motivation X3 Habit interactivity X4 interactivity Dependent: Customer purchase intention	Social media advertising represents the forefront of communication between companies and customers. Compared to traditional mass media advertising, social media advertising can help companies interact more with customers. Social media advertising can help companies achieve many marketing goals, establish long-term relationships with customers, and enhance their willingness to buy.
6	Linlin Liu (2018),“Trust transfer in social media brand communities: The role of consumer engagement”	Quantitative Research independent X1 brand trust X2 Consumer satisfaction X3 Consumer psychology X4 interactivity Dependent: Purchase intention	In this study, we explored consumer trust in marketers. Previous research on online brand communities mainly focused on consumer trust. In a brand community based on social media, the interaction between enterprises and consumers is particularly important. The need for brand trust has also received support from other researchers. Consumer participation may affect consumer trust in the brand.
7	W. Glyn (2019),“Social media: The new hybrid element	Quantitative Research independent X1 Consumer	Social media can enable consumers to communicate quickly with businesses. The impact of consumer

	of the promotion mix”	engagement X2 Social media X3 Consumer psychology X4 promotional mix Dependent: Purchase intention	communication has been amplified in the market. The content, timing, and frequency of conversations between consumers on social media can have a significant impact on consumers. This is in sharp contrast to the traditional marketing communication model.
8	Jieun (2016), “Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity”	Quantitative Research independent X1 information quantity X2 Advertising creativity X3 user interaction rate Dependent: Purchase intention	Digital marketing on social media can improve the effectiveness of corporate advertising. This study conceptualizes the effects of social network advertising as a concept that includes emotional attraction, information content, and creativity, all of which may promote positive online behavior. Information content and advertising creativity are key factors in advertising, and consumers' willingness to interact is positively correlated with their willingness to buy.
9	Eric W.K. See-To (2014), “Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust – A theoretical analysis”	Quantitative Research independent X1 Social media X2 Social reputation X3 user interaction rate X4 Consumer trust Dependent: Purchase intention	Online word of mouth can have a direct impact on buying intentions. Positive online word-of-mouth will enhance purchasing intention, while negative online word-of-mouth will reduce purchasing intention. Online word-of-mouth affects consumers' purchasing intentions through their trust. Consumer trust is one of the important factors that affect consumers' willingness to buy.
10	Iryna Pentina (2013), “Antecedents and	Quantitative Research independent X1 Social media	Social media is becoming increasingly important in global marketing behavior. Trust, as a fundamental element in

	consequences of trust in a social media brand: A cross-cultural study of Twitter”	X2 Digital marketing X3 Trust X4 Loyalty Dependent: Purchase intention	establishing and maintaining relationships, has been proven to play a role in loyalty, thereby reducing relationship maintenance costs. This study extends the brand relationship theory to the context of Twitter, and the results show that user trust in Twitter has a positive impact on user sponsorship intentions.
11	Nofrizal (2022), “Changes and determinants of consumer shopping behavior in E-commerce and social media product Muslimah”	Quantitative Research independent X1 Social media X2 Fashion products X3 Product quality X4 Trust Dependent: Purchase intention	The purpose of this study is to find out why consumers buy Muslim fashion products. The results show that product quality and trust can improve consumer loyalty. Product quality and brand ambassador are also the reasons why consumers buy Muslim fashion products on e-commerce and social media. Among them, loyalty can become the driving factor between buyers' decisions.
12	Md. Ne kmahmud (2022), “Transforming consumers' intention to purchase green products: Role of social media”	Quantitative Research independent X1 attitude X2 Social media marketing X3 Green thinking X4 Subjective norms, perceived behavior control Dependent: Purchase intention	The purpose of this study is to study the impact of social media marketing on consumers' sustainable consumption behavior, and to test consumers' willingness to purchase green products. Using extended theory to study social media and variable green thinking social media marketing to assess consumers' green buying intentions. Attitude, perceived behavior control, green thinking, and social media marketing are positively correlated with consumers' willingness to buy green products.
13	Sanjukta Pookulangar	Quantitative Research	Retailers strengthen their overall marketing strategies by

	(2011) , “Cultural influence on consumers' usage of social networks and its' impact on online purchase intentions”	independent X1 social network X2 Social media marketing X3 Consumer demand Dependent: Purchase intention	leveraging the power of social networks, which provide enterprises with an opportunity to understand consumer needs, research the impact of culture on social networks and purchasing intentions, and provide innovative and effective strategies to gain insights..
14	Sebastian Molinill (2021), “Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use”	Quantitative Research independent X1 Quality of service X2 information X3 Customer loyalty X4 Perceived value Dependent: Purchase intention	Brand enterprise information and service quality are key factors in consumer perceived value, which is an important factor in customer loyalty. This study extends the moderating effects of age, gender, and social business frequency on customer perceived value and behavioral intention.
15	Mariapina Trunfio & Simona Rossi (2021) . “Conceptualization and Measurement of Social Media Participation: A Systematic Literature Review”	Quantitative Research independent X1 Social Media X2 User Participation Dependent: Purchase intention	This study showcases new knowledge in academic debates by providing an overall picture of social media participation, conceptually constructing this phenomenon, and providing an explanatory platform and measurement tool perspective. This article contributes to the academic debate on social media participation, presenting elements of continuity and discontinuity between different research fields. It also provides avenues for future research that both academia and marketers should explore.

Source:Paul Tanya (2015),Zheyu (2019),Hamidreza Shahbaznezhad(2023),Juho Hamari(2021),Alalwan (2018), Linlin Liu (2018),W. Glyn (2019),Jieun (2016) ,Eric W.K.See-To(2014),Iryna Pentina

(2013),Nofrizal (2022),Md.Ne kmahmud (2022),Sanjukta Pookulangar (2011) ,Sebastian Molinill (2021),Mariapina Trunfio & Simona Rossi (2021)

2.5. Research Gap

This study examined four independent variables (social media, user engagement, brand trust, and brand loyalty). And the dependent variable (consumer's willingness to purchase).

There is currently insufficient research literature to explain how TikTok affects consumers' willingness to purchase Oppo phones. The identified gap lies in whether TikTok as social media will have a significant impact on consumers' willingness to purchase Oppo phones.

In this study, researchers explored four independent variables (social media, user engagement, brand trust, and brand loyalty). And the dependent variable (consumer's willingness to purchase). The main research population of this study is Chinese people who have used OPPO phones. The method used in this study was quantitative and the data was analyzed using SPSS 24 software.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

This study used online questionnaires to obtain valid data and used quantitative methods to test the theoretical framework and hypotheses of this study. Sugiyono (2015) pointed out that quantitative research is an empirical research method used to analyze samples of obtained data. Sampling techniques are usually conducted randomly, and data collection is conducted using factor analysis methods. According to Pelelu (2021), quantitative research techniques aim to test established hypotheses. The quantitative method of obtaining numerical forms through measurement is to use variable proportions in testing.

This study makes it easier to collect the required data and contact more potential consumers through online survey questionnaires. In this study, it is easier to explain the impact of four variables on consumer purchase intention.

The main purpose of this study is to analyze whether social media, user engagement, brand trust, and brand loyalty affect consumers' willingness to purchase Oppo phones.

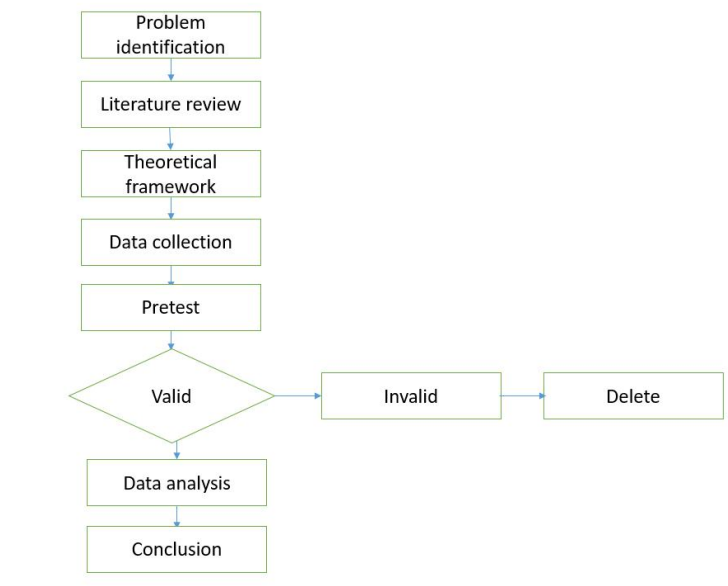


Figure 3.1 Research Design

Source: Constructed by researchers (2022)

3.2. Sampling Plan

3.2.1. Population

According to Sugiyono (2016), population refers to a specific number defined by researchers for learning and decision-making. The target audience for this study is respondents with experience using social media and digital marketing platforms.

In this study, the population is unknown due to the inability to count all users who use Oppo branded phones. This study will focus on users who have used Oppo branded phones.

3.2.2. Sample Size

According to Vehova (2016), a sample is a specific set of data collected in a study, and the sample size is always smaller than the total population.

The main population of this study is those who have used social media and

digital marketing platforms, and the number of people using social media and digital marketing platforms is unknown. The sampling method used in this study is a non probabilistic sampling method. Without further assumptions, this is referred to as non probability sampling. Non probabilistic sampling methods enable researchers to select units that subjectively represent the research population and better collect excellent research data.

This study uses non probability sampling to analyze whether social media, user engagement, brand trust, and brand loyalty affect consumers' willingness to purchase OPP phones. According to Sekaran and Bougie (2016), using a sample size greater than 30 but less than 500 in the study is the most appropriate, and samples greater than 500 may lead to hypothesis testing errors.

According to Sugiyono (2010), researchers used the following formula to determine the minimum sample size for the study:

$$N=5 \times Q$$

Whereas:

N=sample size

Q=total number of questions

Therefore, based on the above calculations, this study requires at least 135 respondents to participate in a questionnaire survey as the minimum sample size ($N=5 \times 27=135$).

The following are some criteria that respondents/sample size must meet:

Chinese people who have used OPPO phones.

3.2.3. Sampling Technique

According to Sugiyono (2017), non probabilistic sampling techniques can be applied to samples. According to Vehova (2016), the formal exclusion of unknown or zero inclusion probabilities from calculations or statistical inferences (such as estimates, variance, confidence intervals, conjecture tests, etc.) without further

assumptions is called non probability sampling. Non probability sampling techniques include random sampling, subjective sampling, quota sampling, and snowball sampling.

3.3. Instrument/Operational Definition

Table 3.1 Operational Definitions

Variable	Definition	Indicator	Questions	Source
Social Media	Digital marketing behavior on social media platforms is considered an important component of marketing strategies by marketers. Hutton & Shu (2015) pointed out that companies choosing to promote their products and services on social media platforms can help reduce advertising costs and more effectively increase brand exposure.	SM1	1. TikTok is currently one of the hottest social media platforms	Christian Montag (2021)
		SM2	2. TikTok's video content is very attractive to me	
		SM3	3. I feel that 'tiktok' is a part of my life and cannot be separated from it anymore	
		SM4	4. TikTok can help me learn a lot of new things	
User engagement	Consumer online participation represents individual participation and interaction in social network environments (Falihatpisheh & Khajeheian, 2020). Previous research has confirmed the value of customer engagement to companies by examining the impact of customer engagement on online consumer purchasing behavior on social networks.	DM1	1. Using "tiktok" allows me to make some new friends	Nesinda Baquita (2021)
		DM2	2. Participating in comments on TikTok made me very happy	
		DM3	3. Using TikTok allows me to quickly learn about Oppo phones	
		DM4	4. By using 'tikTok', I believe that socializing is an easy task	

Brand Trust	Howard & Sheth (1969) believes that trust is positively correlated with purchase intention, and brand trust is one of the determining factors of consumer purchase intention. Brand trust plays an important role in establishing lasting interaction between brand companies and consumers, thereby enhancing consumer stickiness.	BT1	1. I have great trust in the Oppo phone brand	V Nivethitha (2018)
		BT2	2. Oppo mobile phone brand reputation makes me feel at ease	
		BT3	3. Compared to other brands of phones, I prefer the appearance of Oppo phones	
		BT4	4. I am satisfied with the service quality of the Oppo phone	
Brand Loyalty	The concept of brand loyalty has always been considered an important concept in marketing literature (Howard and Sheth, 1969). Brand loyalty can create corporate benefits and reduce marketing costs and commercial profitability, increase market share, and gain competitive advantages in the market. These benefits clearly reveal the positive impact of brand loyalty on the company.	BL1	1. Compared to other brands of phones, I prefer Oppo phones	Dr. Dileep Kumar Singh (2021)
		BL2	2. The after-sales service of Oppo phones is better than other phone brands	
		BL3	3. I am very satisfied with my experience using Oppo phones	
		BL4	4. I am very happy to recommend Oppo phones to my family and friends	
Consumer Purchase Intention	Mullet (2016) believes that consumers' attitudes towards products or brands, combined with internal and external factors, constitute consumers' purchasing intentions, which are considered as consumers'	CPI1	1. I purchased OPPO branded smartphones because they incorporate the latest technology	Rakibul Hafiz Khan Rakib (2019)
		CPI2	2. I purchased OPPO branded smartphones because their promotional strategies	

subjective tendencies, and have been proven to be an important indicator for predicting consumers' purchasing behavior. Consumer buying intention refers to the probability of consumer buying behavior.		attracted me
	CPI3	3. I purchased OPPO branded smartphones because of their excellent performance
	CPI4	4. I purchased OPPO branded smartphones because the brand spokesperson is my favorite celebrity

Source: Christian Montag (2021) ,Nesinda Baquita (2021) ,V Nivethitha (2018) ,Dr. Dileep Kumar Singh (2021) ,Rakibul Hafiz Khan Rakib (2019)

3.4. Data Collection Design

According to Rabinski (2013), research data must be up-to-date, relevant, reliable, and accurate, and excellent research data is the foundation of market research and evaluation. Market analysis must grasp the quality and limitations of each source. According to data collection techniques, the data used to support research is divided into two categories: questionnaire surveys and literature reviews.

The data in this study is a questionnaire survey created through Google Forms and distributed online through social media. The respondents in the study are Chinese people who have used TikTok at least once. The questionnaire is produced in English and Chinese to make it easier to understand the questions in the table. The obtained data will be analyzed using SPSS 24 version software. This study also used secondary data; There are journals, books, articles, and news.

3.4.1. Questionnaire

The online questionnaire of this study consists of 27 questions, including 7 personal oral questions and 20 factor research questions (including 4 questions

about social media, 4 questions about user participation, 4 questions about brand trust, 4 questions about brand loyalty and 4 questions about consumer purchase intention). The researchers used the Likert scale in the research question section. According to Genova (2019), each statement will use the Likert scale. Respondents can use this scale to express their agreement or disagreement with each indicator. Each answer is assigned a score, and the individual score is calculated by adding the factor values of all statements. The Likert scale provides various responses to a statement or series of statements. The research data is only used to investigate whether social media, user engagement, brand trust, and brand loyalty have a significant impact on consumers' willingness to purchase Oppo phones.

Table 3.2. Likert Scale

Information	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

3.5. Data Analysis Design

3.5.1. Descriptive Analysis

The data analysis methods of this study include: validity test, reliability test, multiple linear regression, T test, F-test, correlation test and determination coefficient (R²). After collecting the required data, SPSS 24 software will be used to analyze the data. This study mainly investigates the relationship between four

independent variables and the dependent variable. This study will focus on users who have used Oppo branded phones. Researchers use descriptive analysis methods to conduct demographic analysis on respondents and collect their perspectives.

3.5.2. Statistic Analysis Using SPSS

SPSS is a social science statistical software. Researchers usually use SPSS statistical software for data analysis. This study will use SPSS 24 software to conduct effectiveness and reliability tests to determine whether the research data is valid, and analyze the data collected from the samples. If probability $\leq 5\%$ (α), Then each independent variable has a significant impact.

3.5.2.1. Validity Test

This study will use SPSS software to use Pearson product moment correlation to ensure the validity of the data in this study, and only effective projects will be delivered to the target respondents. Conducting effectiveness testing is to ensure that all variables in the survey are valid, and it is completed by comparing each variable r with the r table. When r is greater than the r table, the variable can be considered valid, and when r is lower than the r table, the variable is considered invalid, so the question must be removed from the survey (Cohen, 2013). The researchers used 160 respondents for data validity testing, so according to Malhotra's (2010) data, the significance value of the 0.05 r table, α The value is 0.154.

3.5.2.2. Reliability Test

Reliability testing indicates that the research data obtained in this study are reliable and stable. Cronbach's alpha or Cronbach's α) "Is a statistic that refers to the average of the half reliability coefficients obtained by all possible item

division methods of the scale. It is the most commonly used reliability measurement method."

Usually Cronbach α The value of the coefficient is between 0 and 1. If α If the coefficient does not exceed 0.6, it indicates that the internal consistency reliability is insufficient; When it reaches 0.7-0.8, it indicates that the scale has a considerable reliability, and when it reaches 0.8-0.9, it indicates that the scale has a very good reliability.

Cronbach Alpha formula:

$$\alpha = \left[\frac{N}{N-1} \right] \left[\frac{S_x^2 \sum S_1^2}{S_x^2} \right]$$

Notes:

N = Number of items

S_1^2 = Variation of every item

S_x^2 = Total of various numbers of every item

3.5.3. Classical Assumption Test

According to Alita (2021), classical hypothesis testing is required before multiple linear regression testing. This test uses multiple linear regression only for scaled or serialized data. This study uses the classical hypothesis test to analyze the research data. This test is used to determine the correct analytical model.

3.5.3.1. Normality Test

This study uses a normality test to determine whether regression models, bias factors, or residuals are normally distributed. The degree of dispersion of data (points) on the diagonal can be used to verify whether they have normality.

The normality test is used to determine whether dependent and independent variables have a normal distribution. Histogram and P-P diagram are used to

check the normality. The purpose of normal probability diagram is to compare the distribution of actual cumulative data with the cumulative distribution of normal distribution.

If the data is spread around the diagonal and moved in the same direction as the diagonal, it indicates that the normality requirement is met.

If the data significantly deviates from the diagonal or moves in a direction different from the diagonal, it indicates that the normality requirements are not met..

3.5.3.2. Heteroscedasticity Test

According to Yunita (2017), heteroscedasticity test determines whether there is a difference between one observation and another. The existence of heteroscedasticity is verified by scatter plot.

Heteroscedasticity testing is used to evaluate whether there is a variance inequality in the residual between two observations. If the residual between one observation and the next remains constant, the condition is called homovariance, and if it fluctuates, the condition is called heteroscedasticity.

3.5.3.3. Multiple Collinearity Test

According to Yunita (2017), the multicollinearity test is used to determine whether there is a high correlation between independent variables in a regression model.

If the VIF value is less than 10.00, there is no sign of multicollinearity. If the VIF value is greater than 10.00, there is a strong indication of multicollinearity.

If the tolerance is greater than 0.10, there are no common symptoms. If the tolerance is less than 0.10, there is multicollinearity.

This study tested whether there is a high correlation between independent variables by using multiple collinearity analysis using the tolerance and variance

expansion factor (VIF) obtained from the analysis results in SPSS.

3.5.4. Multiple Linear Regression

This study uses multiple linear regression models to determine the optimal estimate of dependent variables, in order to clarify the different effects of different independent variables on dependent variables.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Note:

e=Coefficient Error

Y=Consumer's Purchase Intention

X1=Social media

X2=User participation

X3=Brand Trust

X4=brand loyalty

β_0 =Coefficient Of Independent Variable

3.5.5. T-Test

According to Alita (2021), the purpose of the T-test is to observe whether excluded parameters (regression coefficients and constants) can predict the effectiveness of multiple linear regression calculations or models. In this study, T-test will be used to analyze the relationship between categorical data and quantitative data.

When the T count value is < T table and the effective level value is > 0.05, H₀ is accepted and H_a is rejected. When the value of T count > T table and the significance level are < 0.05, H₀ is rejected and H_a is accepted.

The hypothesis of T test in this study is:

H01: $\beta_1=0$, social media has no significant impact on consumers' willingness to purchase Oppo phones.

Ha1: $\beta_1 \neq 0$, social media has a significant impact on consumers' willingness to purchase Oppo phones.

H02: $\beta_2=0$, user engagement has no significant impact on consumers' willingness to purchase Oppo phones.

Ha2: $\beta_2 \neq 0$, user participation has a significant impact on consumers' willingness to purchase Oppo phones.

H03: $\beta_3=0$, brand trust has no significant impact on consumers' willingness to purchase Oppo phones.

Ha3: $\beta_3 \neq 0$, brand trust has a significant impact on consumers' willingness to purchase Oppo phones.

H04: $\beta_4=0$, brand loyalty has no significant impact on consumers' willingness to purchase Oppo phones.

Ha4: $\beta_4 \neq 0$, brand loyalty has a significant impact on consumers' willingness to purchase Oppo phones.

3.5.6. F-Test

The F-test in this study is used to determine whether the regression model used is significant. The F-test is correlated with the ANOVA test. Alita (2021) believes that in simultaneous test analysis, all parameters in the regression model should undergo a mixed test to determine whether the relationship between the independent variable and the dependent variable simultaneously affects the dependent variable.

According to Yonta (2017), if the F count value is $< F$ table and the significance level value is > 0.05 , H0 is accepted and Ha is rejected. If the value of F count $> F$ table and the significance level are less than 0.05, H0 is rejected and Ha is accepted.

The F-test hypothesis in this study is:

H05: $\beta_5=0$, social media, user engagement, brand trust, and brand loyalty will not simultaneously affect consumers' willingness to purchase Oppo phones.

Ha5: $\beta_5 \neq 0$, social media, user engagement, brand trust, and brand loyalty will simultaneously affect consumers' willingness to purchase Oppo phones.

3.5.7. Coefficient Of Determination (R2)

The determination coefficient (R2) test in this study is mainly used to calculate the contribution of the independent variable (X) to the dependent variable (Y). The determination coefficient represents the proportion of change in the dependent variable (Y) explained by the independent variable (X) in a linear regression model. The larger the R square, the greater the variance explained by the linear regression model.

CHAPTER IV

ANALYSIS OF FINDINGS

4.1. Validity Test Results

In this study, the effectiveness test included data from 160 respondents who were collected for sampling in the effectiveness test. This study mainly collected data from Chinese people who had used OPPO phones.

Table 4.1 Validity Test Results

Variable	Problem	R Table	Valid Percent	Description
Social Media	SM1	0.154	0.687	Valid
	SM2	0.154	0.776	Valid
	SM3	0.154	0.711	Valid
	SM4	0.154	0.741	Valid
User Engagement	UE1	0.154	0.754	Valid
	UE2	0.154	0.769	Valid
	UE3	0.154	0.735	Valid
	UE4	0.154	0.749	Valid
Brand Trust	BT1	0.154	0.773	Valid
	BT2	0.154	0.756	Valid
	BT3	0.154	0.757	Valid
	BT4	0.154	0.686	Valid
Brand Loyalty	BL1	0.154	0.728	Valid
	BL2	0.154	0.702	Valid
	BL3	0.154	0.717	Valid
	BL4	0.154	0.685	Valid
Consumer Purchase Intention	CPI1	0.154	0.712	Valid
	CPI2	0.154	0.711	Valid
	CPI3	0.154	0.680	Valid
	CPI4	0.154	0.708	Valid

Data source: using spss 24 statistical software, conducted by researchers (2022)

According to the analysis results in Table 4.1, since the Pearson correlation

values of all questions are higher than the alpha value of 0.154, it can be concluded that each question in this study is valid.

4.2. Reliability Test Results

Table 4.2 Reliability Test Results

Variable	Item	N	Cronbach's Alpha	Results
Social Media	4	160	0.798	RELIABLE
User Engagement	4	160	0.821	RELIABLE
Brand Trust	4	160	0.813	RELIABLE
Brand Loyalty	4	160	0.79	RELIABLE
Consumer Purchase Intention	4	160	0.814	RELIABLE

Data source: using spss 24 statistical software, conducted by researchers (2022)

The reliability results in the above table (Table 4.2) indicate that each variable is declared valid because the Cronbach's Alpha result is higher than the Cronbach Alpha value used, which is 0.6. This study has good reliability.

4.3. Demographic Data Results

Using descriptive analysis, present the views of 160 respondents on the research variables, namely social media, user engagement, brand trust, brand loyalty, and consumer purchase intention.

Table 4.3 Demographics Results

variable	option	Frequency	Percent
Gender	male	92	57.1%
	female	68	42.2%
Age	under 18	13	8.1%
	18-25 years old	124	77.0%
	>25 years old	23	14.3%
Occupation	student	60	37.3%
	workers	92	57.1%
	other	8	5.0%
Income per month	<2000	18	11.2%
	2000-5000	103	64.0%
	>5000	39	24.2%
What factors do you	Cheap price and	102	63.4%

value most when choosing an Oppo phone?	good quality		
	Good performance	29	18.0%
	Beautiful style	13	8.1%
	Others	16	9.9%
	Social media	61	37.9%
How did you know about Oppo phones?	E-commerce		
	platform	93	57.8%
	Advertising	5	3.1%
	Others	1	0.6%

Data source: using spss 24 statistical software, conducted by researchers (2022)

According to the results of demographic data (Table 4.3), out of 160 respondents, 92 (57.1%) were males and 68 (42.2%) were females.

Data shows that 13 respondents (8.1%) were aged between 18 and 25 years old, 18124 respondents (77.0%) were aged between 18 and 25 years old, and 23 respondents (14.3%) were aged over 25 years old. Therefore, from these data, it can be concluded that people aged 18-25 are more likely to purchase OPPO branded smartphones.

Data shows that 60 people (37.3%) are students, 92 people (57.1%) are workers, and 8 people (5.0%) are in other professions. The data confirms that the majority of respondents participating in this review are workers.

According to monthly income data, 18 (11.2%) respondents had a monthly income of less than 2000 yuan, 103 (64.0%) respondents had a monthly income between 2000 and 5000 yuan, and 39 (24.2%) respondents had a monthly income of over 5000 yuan. Data shows that most people who purchase Oppo phones earn between 2000 and 5000 yuan per month.

Data shows that when choosing Oppo phones, 102 people (63.4%) value Cheep's price and good quality, 29 people (18.0%) value good performance, 13 people (8.1%) value aesthetic style, and 16 people (9.9%) value other factors. Data shows that most people value low-priced and high-quality Oppo phones the most.

Data shows that 61 people (37.9%) learned about Oppo phones through

social media, 93 people (57.8%) learned about Oppo phones through e-commerce platforms, 5 people (3.1%) learned about Oppo phones through advertising, and 1 person (0.6%) learned about Oppo phones through other channels. Data proves that most people learn about Oppo phones from e-commerce platforms.

4.4. Descriptive Analysis

This study conducted a descriptive analysis, combining the views of 160 respondents on the dependent variables to analyze the relationship between social media, digital marketing, brand trust, brand loyalty, and consumer purchase intention.

Table 4.4 Descriptive Analysis Result

	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				

Data source: using spss 24 statistical software, conducted by researchers (2022)

According to the data in Table 4.4, the highest average value is 3.95 (BT3), which is a variable of brand trust, while the lowest average value is 3.71 (SM1 and UE1), which is also a variable of social media and digital marketing.

4.5. Classical Assumption Test Results

4.5.1. Normality Test Results

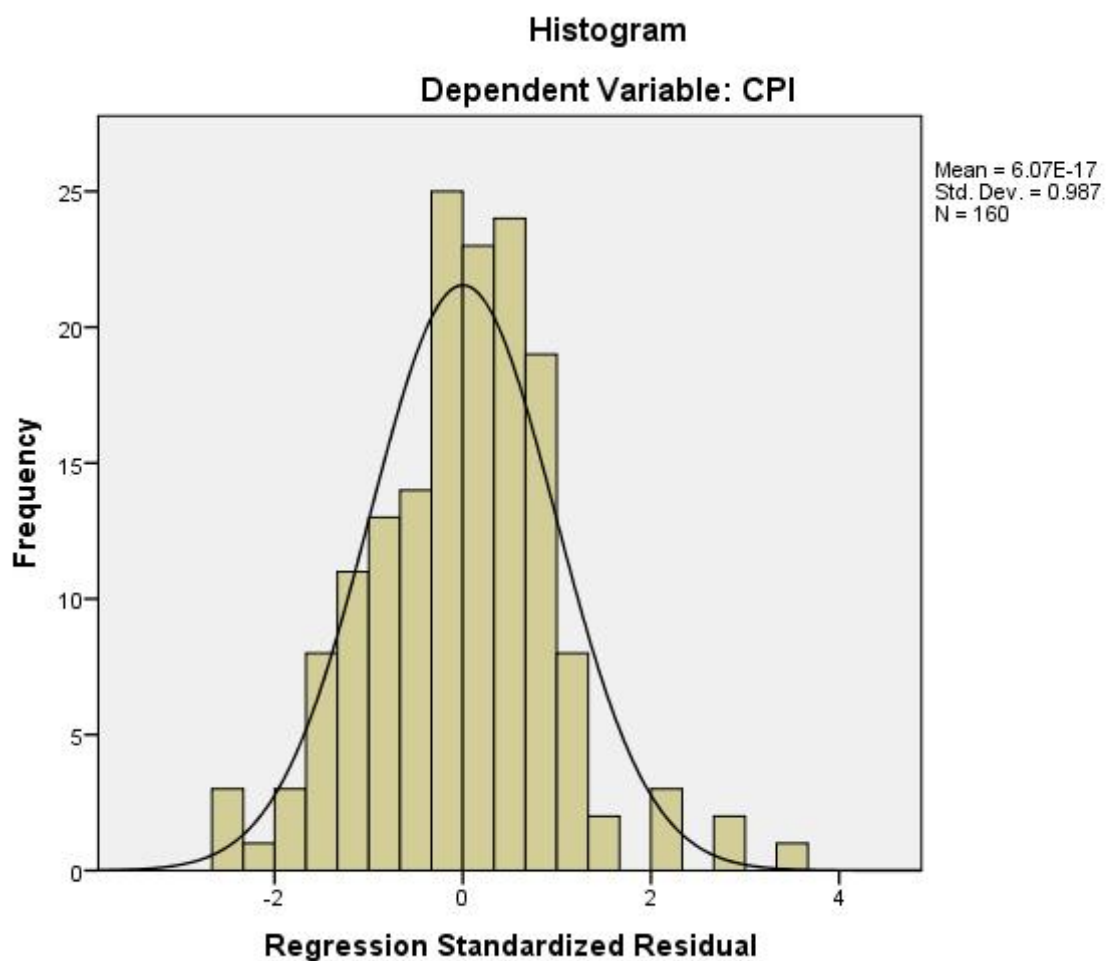


Figure 4.1 Histogram Result

Data source: using spss 24 statistical software, conducted by researchers (2022)

From the above data processing results (Figure 4.1), we can see that the

shape of the data is like a bell, which indicates that the data in this study is normal distribution.

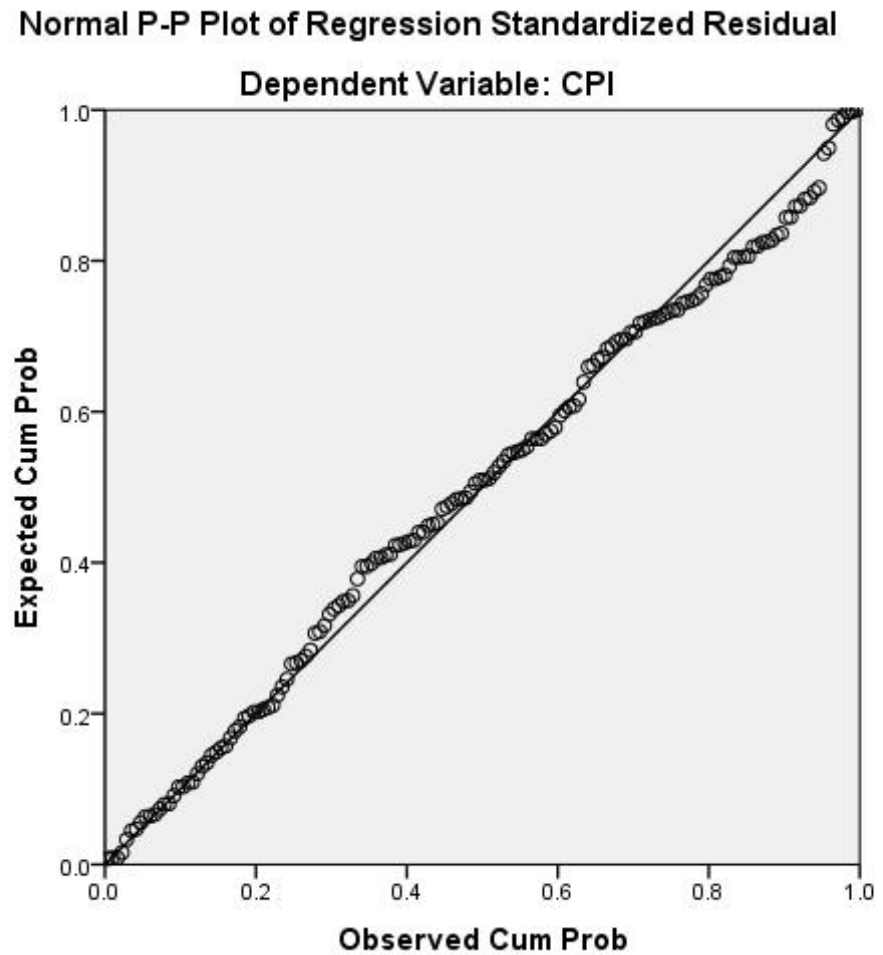


Figure 4.2 Normal P-plot Results

Data source: using spss 24 statistical software, conducted by researchers (2022)

As shown in Figure 4.2, due to the distribution of data around and on the diagonal, it can be determined that the results of the P-plot conform to the normality assumption.

4.5.2. Heteroscedasticity Test

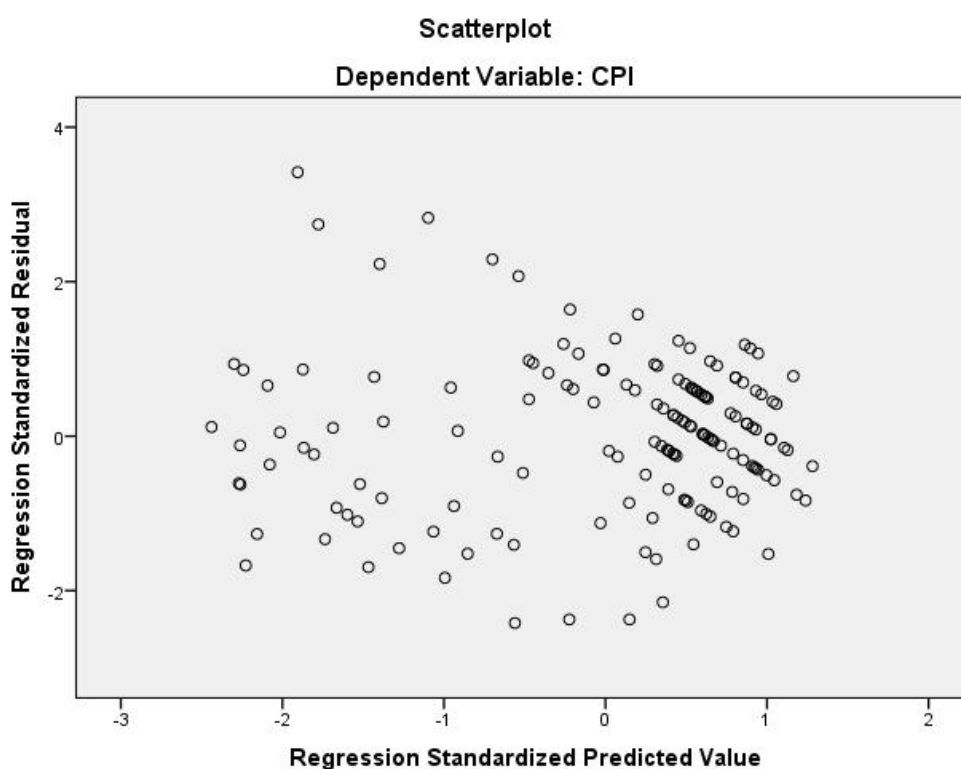


Figure 4.3 Scatter Chart of Heteroscedasticity Test

Data source: using spss 24 statistical software, conducted by researchers (2022)

As shown in Figure 4.3 above, data propagation did not form any specific patterns, and it also propagated between the 0 and Y axes. This result can be described as the absence of any heteroscedasticity in the data detected in this study.

4.5.3. Multicollinearity Test

Table 4.5 Multicollinearity Results

Collinearity Statistics		
Model	Tolerance	VIF
SM	0.229	4.371
UE	0.201	4.965
BT	0.216	4.633
BL	0.296	3.375

Data source: using spss 24 statistical software, conducted by researchers (2022)

If the VIF value is less than 10.00, there is no sign of multicollinearity; Tolerance > 0.10 indicates that there is no symptom of multicollinearity.

According to the results (Table 4.5), the tolerance value of the variable is > 0.10, and the VIF value is < 10.00. Indicates that there is no multicollinearity in the regression model.

4.6. Multiple Linear Regression

Table 4.6 Multiple Linear Regression

Dependent Variable: Consumer purchase intention (Y)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.676	0.826		2.029	0.044
X1	0.153	0.097	0.157	1.582	0.116
X2	0.189	0.105	0.19	1.802	0.073
X3	0.244	0.106	0.235	2.304	0.023
X4	0.304	0.092	0.288	3.307	0.001

Data source: using spss 24 statistical software, conducted by researchers (2022)

The formula and analysis can be explained by the data processing results

given in the above table (Table 4.6):

$$Y = 1.676 + 0.153(X1) + 0.189(X2) + 0.244(X3) + 0.304(X4) + e$$

Y=Consumer's willingness to purchase

X1=Social media

X2=User participation

X3=Brand trust

X4=brand loyalty

The analysis results obtained are as follows:

The constant value obtained from the data processing results is 1.676. From the obtained results, the constant value shows positive results, which means that variables such as social media, user participation, brand trust, and brand loyalty have a positive impact on consumers' willingness to purchase Oppo phones.

2. The social media system value is 0.153; Research has shown that social media has no impact on consumers' willingness to purchase Oppo phones.

3. The coefficient value for user participation is 0.189; Research has shown that user participation has no impact on consumers' willingness to purchase Oppo phones.

4. The coefficient value of brand trust is 0.244; Research has shown that brand trust has an impact on consumers' willingness to purchase Oppo phones.

The coefficient value of brand loyalty is 0.304, and research has shown that brand loyalty has an impact on consumers' willingness to purchase Oppo phones.

4.7. T-Test Result

The purpose of conducting a T-test is to serve as a tool to analyze the significant impact of each independent variable on the dependent variable. According to the T test results (Table 4.6), it is indicated that:

1. The Sig value of social media is 0.116, t-count is 1.582, and the Sig value is greater than 0.05. Therefore, H01 accepted and Ha1 refused. It can be

concluded that social media has no significant impact on consumers' willingness to purchase Oppo phones.

2. The Sig value of user engagement is 0.073, t-count is 1.802, and the Sig value is greater than 0.05. Therefore, H02 accepted and Ha2 refused. It can be concluded that user engagement has no significant impact on consumers' willingness to purchase Oppo phones.

3. The Sig value of brand trust is 0.023, t-count is 2.304, and Sig value is less than 0.05. Therefore, Ha3 accepted and H03 refused. It can be concluded that brand trust has a significant impact on consumers' willingness to purchase Oppo phones.

4. The Sig value of social brand loyalty is 0.001, the t-count is 3.307, and the Sig value is less than 0.05. Therefore, Ha4 accepted and H04 refused. It can be concluded that brand loyalty has a significant impact on consumers' willingness to purchase Oppo phones.

4.8. F-Test Result

Table 4.7 F-test Result

Dependent Variable: Consumer's Purchase Intention (Y)

Predictors: (Constant), Social Media (X1), User participation (X2), Brand Trust (X3), Brand Loyalty (X4)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1150.963	4	287.741	72.622	.000b
Residual	614.137	155	3.962		
Total	1765.1	159			

Data source: using spss 24 statistical software, conducted by researchers (2022)

The F-Test Result indicates that the calculated value of F is 72.622, with a significance level of 0.000 and below 0.05. It can be assumed that all independent variables (social media, user engagement, brand trust, brand loyalty) have significant effects on the dependent variable (consumer purchase intention) simultaneously. According to the data results, Ha was accepted and H0 was

rejected. Ha5: Social media, user engagement, brand trust, and brand loyalty can simultaneously affect consumers' willingness to purchase Oppo phones.

4.9. Correlation Analysis

Table 4.8 correlation analysis

		Correlations				
variable	Correlation	CPI	SM	UE	BT	BL
CPI	Pearson Correlation	1				
SM	Pearson Correlation	.738**	1			
UE	Pearson Correlation	.751**	.845**	1		
BT	Pearson Correlation	.756**	.826**	.852**	1	
BL	Pearson Correlation	.750**	.788**	.793**	.798**	1

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

Data source: using spss 24 statistical software, conducted by researchers (2022)

According to the correlation analysis results, there is a significant correlation between the dependent variables, with a correlation coefficient greater than 0 and a positive correlation.

4.10. Coefficient Of Determination (R2) Results

The impact of social media, digital marketing, brand trust, and brand loyalty on consumers' purchase intention can be seen through the determination of the following coefficients:

Table 4.9 Coefficient of Determination Results

Dependent Variable: Consumer's Purchase Intention (Y)

Predictors: (Constant), Social Media (X1), User participation (X2), Brand Trust (X3), Brand Loyalty (X4)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808a	0.652	0.643	1.991

Data source: using SPSS 24 statistical software, conducted by researchers (2022)

R-squared is the determining coefficient, which means that the fitting model

can explain the percentage change in the dependent variable. According to the results (Table 4.9), $R=0.808$, $R\text{ Square}=0.921$, and $\text{Adjusted } R\text{ Square}=0.643$, which means that the proportion of all independent variables (social media, user participation, brand trust, and brand loyalty) that explain and influence consumers' purchase of Oppo phones is 64.3%. This means that the remaining 35.7% are variables or factors not considered in this study.

4.11. Discussion

Researchers analyzed the impact of four independent variables used in this study, namely social media, user engagement, brand trust, and brand loyalty, on consumers' purchase of Oppo phones. This study is aimed at Chinese people who have used Oppo phones, and Oppo phone brand companies have customers scattered around the world. The research results indicate that the independent variables used in this study (social media, user engagement, brand trust, and brand loyalty) will simultaneously affect the dependent variable (consumer purchase intention).

4.11.1. Social Media

The T-test results indicate that the Sig value of social media is 0.116, the t-count is 1.582, and the Sig value is greater than 0.05. Data shows that social media has no significant impact on consumers' willingness to purchase Oppo phones.

Godey (2016) stated that social media and social interaction significantly affect consumers' purchase intention.

Now, we can see many product related advertisements on social media pages. Oppo mobile phone companies can improve their current situation by enhancing their market competitiveness through the TikTok platform. According to DMI's survey, 49% of consumers rely on social media advice. Conducting activities

through social media is a good way to develop the economy. Oppo enterprises can also achieve the goal of increasing consumer loyalty and stimulating consumer willingness to purchase through social media.

4.11.2. User Engagement

The T-test results indicate that the Sig value of user engagement is 0.073, the t-count is 1.802, and the Sig value is greater than 0.05. Data shows that user engagement has no significant impact on consumers' willingness to purchase Oppo phones.

Oscar & Louis (2021) stated that user engagement is a mediator between social media and consumer purchase intention. When consumers have a positive attitude towards participating in reviews, they increase the probability of purchasing products.

User participation in comments on social media platforms can be an aspect of digital marketing. Not only can we develop more potential customers, but we can also transform consumers into loyal customers. Oppo companies can actively interact with existing and new customers on social media, which is also a good way to increase their visibility.

Through the digital marketing strategy of social media, Oppo enterprises can optimize growth, expand audience, increase engagement, and increase profits.

4.11.3. Brand Trust

The T-test results indicate that the Sig value of brand trust is 0.023, the t-count is 2.304, and the Sig value is less than 0.05. Data has shown that brand trust has a significant impact on consumers' willingness to purchase Oppo phones.

The results of this study are consistent with those of Sheth (1969). They believe that brand trust is positively correlated with consumers' purchase intention, and brand trust is one of the main factors that enhance consumers' purchase

intention.

The benefits of brand trust include:

1. Brand trust promotes the development of new businesses.
2. Brand trust enhances market acceptance.
3. Brand trust establishes brand loyalty and receives consumer support.

Brand loyalty, promotion, and goodwill can help Oppo companies better develop their business behavior. Consumers are more likely to do business with brand companies they trust. In the long run, this can bring loyalty and support. Building brand trust can play a positive role in consumer loyalty, acceptance, and impact on purchasing decisions, thereby stimulating economic development.

4.10.4. Brand Loyalty

The T-test results indicate that the Sig value of social brand loyalty is 0.001, the t-count is 3.307, and the Sig value is less than 0.05. Data has shown that brand loyalty has a significant impact on consumers' willingness to purchase Oppo phones.

The results of this study are consistent with those of Hamed (2005). They believe that the higher the value of a brand enterprise, the higher the purchasing decision of consumers. Consumer values can affect their willingness to purchase. Alter's (2010) study suggests that consumer recognition of brand, product quality, product attributes, and brand loyalty can affect consumer purchasing decisions.

The benefits of brand loyalty include:

1. Brand loyalty encourages a large number of consumers to participate in interactions, thereby attracting more consumers.
2. Consumers recommend your brand to their relatives and friends, forming word-of-mouth recommendations.
3. Stimulate consumers' willingness to repeat purchases
4. Consumers are more willing to try your new product

One of the most obvious advantages of a loyal brand is that consumers will always use your products to help you overcome economic downturns, improve your market competitiveness, and stimulate economic development.

CHAPTER V

CONCLUSION

5.1. Conclusion

By analyzing the impact of social media, user engagement, brand trust, and brand loyalty on consumers' purchase of Oppo phones, the analysis results are as follows:

1. According to research results, social media has no significant impact on consumers' willingness to purchase Oppo phones.

2. According to the research results, user engagement has no significant impact on consumers' willingness to purchase Oppo phones.

3. According to research results, brand trust has a significant impact on consumers' willingness to purchase Oppo phones.

4. According to research results, brand loyalty has a significant impact on consumers' willingness to purchase Oppo phones.

5. According to research results, social media, user engagement, brand trust, and brand loyalty also affect consumers' willingness to purchase Oppo phones.

5.2. Recommendation

5.2.1. For the Company

The research data and analysis results obtained from this study will make some contributions to the existing research literature. This study expands on the current literature on social media marketing and its impact on consumers' willingness to purchase Oppo phones.

The data results indicate that brand trust and loyalty are one of the key factors that stimulate consumers' willingness to purchase. Oppo companies should fully utilize digital marketing strategies such as social media and TikTok to

increase consumers' willingness to purchase.

The empirical study by Baird & Paranis (2011) suggests that social media has a viral effect and can more effectively help consumers obtain information about corporate products or services, thereby affecting their purchasing intention.

According to Grisafe (2013), users with emotional attachment to social media platforms are expected to have more interaction with the enterprise. Therefore, Oppo companies can engage in digital marketing activities on social media such as TikTok, which can attract more consumers to actively participate in corporate brand and product reviews, thereby increasing consumer loyalty and willingness to purchase Oppo phones.

5.2.2.Suggestion For Future Researcher

The results of this study may provide important contributions and significance, but this study also has some limitations. After considering the results of empirical analysis, some suggestions are made for future research.

Firstly, this study collects relevant data through online questionnaires. Future research may consider using other methods for data collection, such as interviews, to better understand the social media user community and their personal opinions and usage experiences, which can help explain the relationship between independent variables and consumers' purchase intentions.

Secondly, future research may need to take into account the impact of technological development on the current situation of global trade, and compare the digital marketing methods conducted by enterprises on social media platforms with traditional marketing methods. This comparison can make an important contribution to the enterprise's future development and decision-making.

Finally, since this study focuses on factors that affect consumer purchases, future research should investigate differences in the population sample. Research on social media marketing has been influenced to some extent by theoretical and empirical results in other fields. Future research needs to expand the scope of

research by studying different internal and external dependent variables to explore whether these independent variables significantly affect consumers' purchase intentions. Different internal and external independent variables may have different impacts on consumers' purchase intentions.

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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^b

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 ^a	.652	.643	1.991	.652	72.622	4	155	.000	1.641

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

ANOVA^a

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

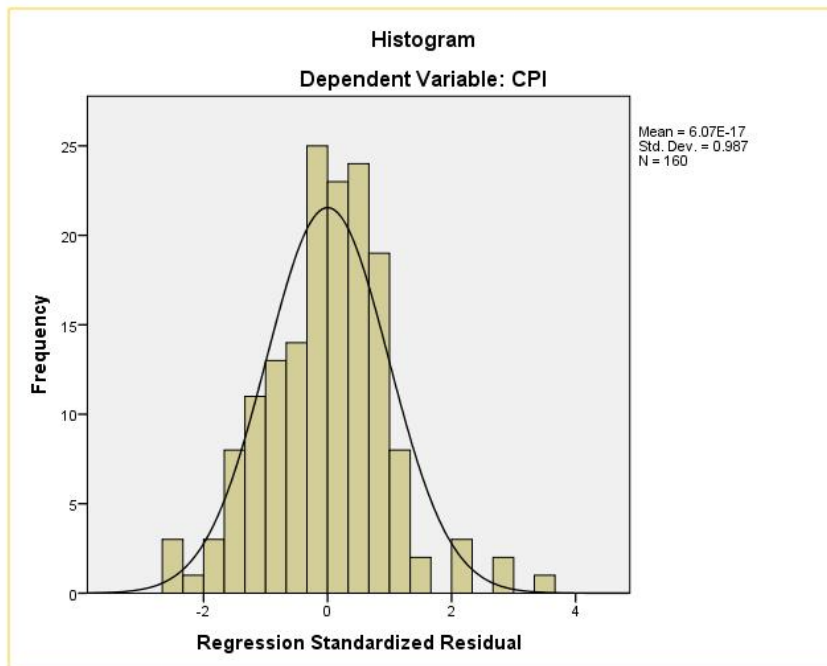
a. Dependent Variable: CPI
b. Predictors: (Constant), BL, SM, BT, UE

Coefficients^a

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	

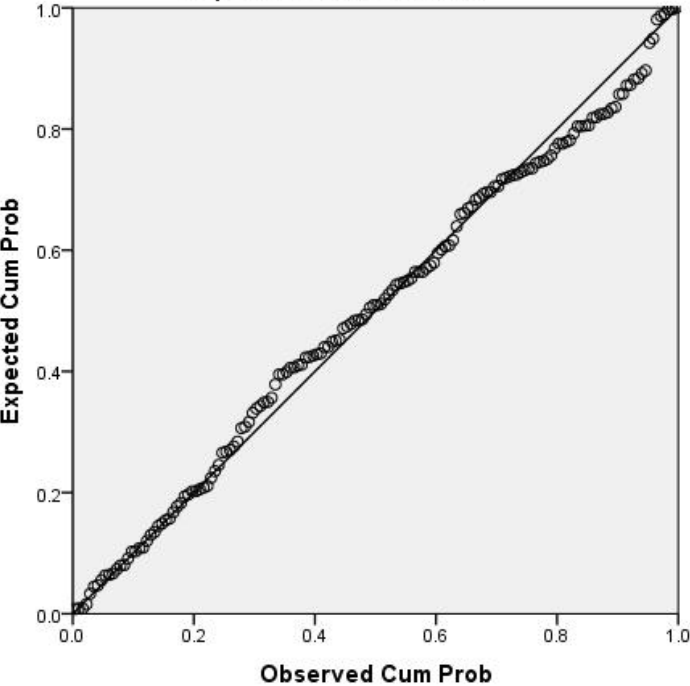
a. Dependent Variable: CPI

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

