
Thailand Consumer's Response to Social Media Marketing of Chinese Consumer Electronics Products

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Abstract— This study is to explore the relationship between social media marketing and brand loyalty by the mediating variables of brand equity and product country image. Therefore, this paper is designed by the foundation of literature reviews to build a research framework of six hypotheses. Using SmartPLS for data analysis, and it is found that brand equity and product country image play a mediate role of the relationship between the social media marketing and brand loyalty. Based on the research results, managerial implications were proposed and future studies were suggested through this study.

Keywords-component; electronic commerce; consumer electronics; social media marketing; brand equity; product country image; brand loyalty;

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I. INTRODUCTION

Social media is a form of communication based on Web 2.0, in which individuals can use it to share ideas, experiences and information. Companies can not only use social media to communicate with consumers, but also talk, maintain good relationships, and promote products or to identify the reputation of products (Bok, Noh, Lim, & Yoo, 2019) [1]. Social media is the most popular communication tool on the Internet, especially in the digital age, everything is interconnected. With the popularity of smart phones, social media marketing based on big data analysis has emerged. With the intensification of competition among enterprises in recent years, quantities of enterprises have not only paid plenty of attention to whether customers can participate in the process of value chain circulation of enterprise, but also constantly promote new ways in marketing methods to meet customer needs. With the advent of the digital age, traditional marketing models should be changed, advertising on social media based on big data is more efficient than traditional advertising under this digital age. More and more people consider social media applications to be an essential part of their daily lives,

and are more willing to communicate with people on social media under the digital age (Alalwan, Rana, Dwivedi, & Algharabat, 2017) [2]. In the last few years, many scholars believe that social media marketing has become an important and crucial influential factor for business success (Hawkins & Vel, 2013; Dwivedi, Kapoor, & Chen, 2015) [3][4]. At the same time, some scholars also pointed out that more and more companies have discovered the huge potential of social media in their research, and these companies also use social media to communicate effectively with their target customers (Dwivedi, Kapoor, & Chen, 2015; Harrigan, Evers, Miles, & Daly, 2017) [4][5]. At the same time, brand loyalty can not only reduce the marketing cost of the enterprise, but also create economic value and social benefits for the enterprise, due to the input cost for attracting a new customer is much higher than the spend of retaining an old customer, otherwise, the loss of the old customer could also cause the huge financial wastage for their enterprises (Rosenbaum & Massiah, 2007) [6]. In this digital age, information exchange is getting faster and faster, and international trade is becoming more and more frequent. Consumers will not only consider the basic country image but also the product-country image (PCI) when buying products (Andéhn, & Decosta, 2016) [7]. Consumers often use the phrase "made in" in combination with a country-of-origin image of a product (COI), or product-country image, to generate an opinion on the quality of a product made in a particular country (Akdeniz & Kara, 2014) [8]. More importantly, Techajirakul and Prasongsukarn (2019) found in the Frequency of usage of social media targeting Thai millennial consumers more than 50% of respondents, were found to used social networks several times a day, 38.5% almost every day and only 1.5% once per week[9]. Therefore, this study will use the brand equity as the mediators, use product country image as moderating variables to research whether Thailand consumers will be more easily to promote their brand loyalty to be came into being under the social media marketing, besides, impacted or influenced by self-congruence. Therefore, this study summarizes three research questions:

RQ1: Does social media marketing affect Huawei's customer loyalty?

RQ2: Does brand equity mediates the relationship between social media marketing and customer loyalty?

RQ3: Does product-country image mediates the relationship between social media marketing and customer loyalty?

II. LITERATURE REVIEW

A. S-O-R Theory

Mehrabian and Russell (1974) developed the SOR model (Stimulus-Organism-Response) from environmental psychology [10]. Kühn and Petzer (2018) based on the perspective of S-O-R to study how to cultivate consumers' purchase intentions for online retailer websites in emerging markets [11]. Vazquez, Cheung and Wu (2019) studied consumer response to social media content based on SOR theory [12]. Alsaggaf, Lü and Li (2019) used SOR theory to study the consumer's electronic word of mouth in the field of mobile services [13]. This research aims to explore the relationship between social media marketing and brand loyalty. This research is based on the S-O-R theory. In this study, social media marketing as stimulus (that is "Stimuli" or "S"), regards brand equity as mediating roles as psychology (that is "Organism" or "O"), and counts outcome variables of brand loyalty as a response (that is "Response" or "R").

B. Product Country Image

Kleppe, Iversen and Stensaker (2002) defines a product country image (PCI) as the total of a person's descriptive, inferential, and informative beliefs about a particular product in a particular country[11]. Gorostidi-Martinez, Xu and Zhao (2017) consider product country image is a global concept that integrates other images and perceptions studies [15]. There is a difference between what consumers generally think of a country (ie, the basic country image; BCI) and what consumers think of a product in a given country (ie, the product country image; PCI) [16]. Martin and Eroglu (1993) defined the basic state image as the sum of all descriptive, inferential, and informative beliefs of a person about a particular country[17]. Nebenzahl et al. (2003) assert that product country image is the consumer's perception of the attributes of the product, made in a certain country, the sentiment of the country, and the resulting perception of the social desirability of owning products produced in that country [18].

C. Social Media Marketing

Safko and Brake (2009) indicate that social media refers to activities, practices, and behaviors where people come together in the community to share information, knowledge, and opinions online through conversational media[19]. Tsai and Men (2013) mentioned that social media has changed the traditional way of marketing, and building brand image should strengthen the online connection and content with consumers through social

media [20]. Kim and Ko (2012) divide social media marketing into five dimensions: entertainment, interaction, trendiness, customization, and word of mouth [21]. Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, and Singh (2016) define interactions as information sharing and exchange of opinions with others [22]. Naaman, Becker and Gravano (2011) indicated that the latest news and hot topics can be found on social media, and social media is also a channel for consumers to search for products [24]. Therefore, this study defines trendiness as dissemination of the newest and trendiest information about Huawei smartphone. This study defines the level of customization as the degree to which customized services meet consumer preferences and needs (Godey et al., 2016) [22]. Electronic word of mouth facilitates the flow of information, a very important reason is that online forwarding is a specific feature of electronic word of mouth (Godey et al., 2016) [22]. Therefore, this study defines the word of mouth as the extent to which Huawei-branded consumers communicate information and upload content on social media.

D. Brand Equity

Kim and Ko (2012) reveal that in a social media environment, brand equity created by social media marketing campaigns is positively related to consumer purchase intentions or responses [21]. Although there are currently different opinions on the measurement of brand equity, most scholars believe that stronger brand equity helps increase brand preference, willingness to pay a premium, and customer loyalty (Vogel, Evanschitzky, & Ramaseshan, 2008) [25]. If a client considers a brand to be strong, unique and desirable, then the brand will gain a high level of brand equity (Verhoef, Langerak, & Donkers, 2007) [26].

E. Brand Loyalty

Oliver (1999) defines brand loyalty as a consumer's willingness to repeatedly purchase a branded product or service of its preference, and will not cause any external influence or any factor that may cause the consumer to have a transfer behavior [27]. Recently, many scholars have emphasized that "loyalty is more profitable" in research because the cost of acquiring new customers far exceeds the cost of retaining existing customers, and more importantly, loyal customers encourage or recommend others (Kumar & Shah, 2004; Bazargan, Karray, & Zolfaghari, 2018) [28][29].

F. Social Media Marketing on its Outcome Variable

"Stimulus Organism Response" (S-O-R) model from the environmental psychology, which also explains the stimulation caused by different levels of the external environment (Stimuli, S). It affects people's internal state and psychology (Organism, O), which in turn affects people's responses (Response, R) (Jung, Yang, & Kim, 2019) [30]. Jung, Yang and Kim (2019) defines social media marketing as marketers marketing goods through social media, while pointing out that social media has become a new marketing channel, and many companies are using social media as a company's marketing tool, because it can not only form an efficient communication between marketers and customers, but also can be used as an effective customer engagement tool [26]. Social media marketing can maintain a good relationship with customers, so that customers have trust in the brand (Jung, Yang, & Kim, 2019) [30]. Social media marketing has significant effects on brand awareness and brand image, while brand awareness and brand image are two main dimensions of brand equity (Kim & Ko, 2012) [21]. Previous studies have found that a good consumer experience has a positive effect on product country image (Zhang, Wu, & Buhalis, 2018; Escandon-Barbosa & Rialp-Criado, 2019)[31][22].

Based on the above statements, the following hypotheses are suggested:

Hypothesis 1: The higher level of social media marketing has the greater brand loyalty.

Hypothesis 2: The higher level of social media marketing has the greater brand equity.

Hypothesis 3: The higher level of social media marketing has the greater product country image.

G. Influence of Brand Equity on its Outcome Variables

Brand equity and consumer trust are always important prerequisites for customers to become highly loyal to the brand (Delgado-Ballester & Munuera-Alemán, 2005) [32]. Utami (2015) study on online banking user loyalty found that consumer trust played a crucial role, and loyalty was affected by consumer trust [33]. Based on the above statements, the following hypotheses are suggested Razzaq, Yousaf and Hong (2017) studied emotions and other traditional loyalty drivers for loyalty intentions and found that value assets, brand equity and relationship assets are important factors affecting customer loyalty intentions [34]. Based on the above statements, the following hypotheses are suggested:

Hypothesis 4: The higher level of brand equity has the greater brand loyalty.

H. Influence of Product Country Image on its Outcome Variables

Adéhn, Nordin, and Nilsson (2016) study on country image and brand equity found that product country image has a positive effect on brand equity [35]. Fan (2019) study of foreign consumers' attitudes towards Chinese well-known brands shows that the country image has a positive impact on the company's image, and the country image has a mediate positive impact on brand equity through the company's image [36]. Country image not only affects corporate reputation, but also customer trust plays a mediating role (Nguyen & Pham, 2018) [37]. Adéhn, Nordin and Nilsson (2016) pointed out that product country image will positively affect brand equity in a study on country image and brand equity [16]. Based on the above statement, the following hypotheses are suggested:

Hypothesis 5: The higher level of product country image has the greater brand equity.

Hypothesis 6: Brand equity mediates the relationship between social media marketing and brand loyalty.

III. RESEARCH METHODOLOGY

A. Conceptual Framework

This research using quantitative research method and qualitative research method, make the two complementary. Schreiner, Fischer and Riedl (2019) studied the impact of content characteristics and emotions on consumer social media behavior participation based on S-O-R theory [38]. At the same time, this research is also exploring the conceptualization of the relationship between social media marketing and brand loyalty. Therefore, this framework is designed which based on the previous literature reviews, S-O-R theory as shown in Figure 1. This framework contains 4 variables: social media marketing, brand equity, country image, and brand loyalty, and 6 hypotheses for the relationship between these variables. The conceptual framework makes it easier to understand the hypotheses proposed in this study.

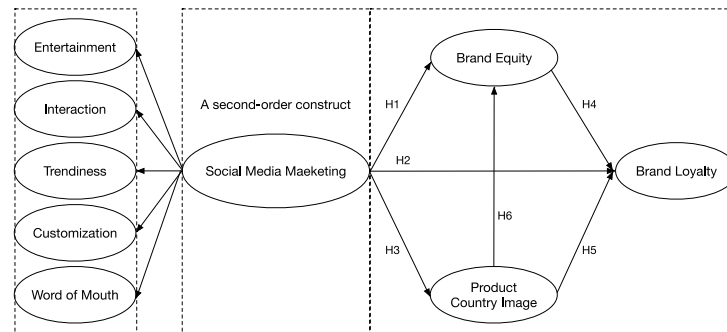


Figure 1. The conceptual framework of research

B. Measurement

This study used self-administered questionnaire to collect data for analysis. The questionnaire designed for this study included the social media marketing, brand equity, brand loyalty and country image. All the following constructions were measured with a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). In studies using structural equation models (SEMs) for data analysis, at least three questions are designed for each latent variable in the questionnaire design, and five to seven are better (Bollen, 1989 [39]; Marsh, Hau, Balla, & Grayson, 1998 [40]).

In order to verify the quality of the questionnaire, the questionnaire was verified using an evaluation form (Item-Objective Congruence Index, IOC) to ensure the validity and appropriateness of the content and structure. It was reviewed by three experts and tested for content validity. According to Rovinelli and Hambleton (1977) requires a rating scale ranging from -1 to 1; items with a score higher than or equal to 0.5 are considered appropriate; people with a score lower than 0.5 are considered inappropriate and must be modified based on expert advice [41]. Table I shows the measurement scales used in this study.

- “Social media marketing” was measured with twenty-seven items adapted from Kim and Ko (2012) [21] and Yadav and Rahman (2017) [42]. Respondents were shown their perception on the Entertainment, Interaction, Trendiness, Customization, Word of mouth provided by Huawei's social media.

- “Brand Equity” was measured with seven items adapted from Andéhn, Nordin and Nilsson (2016) [16] and Baalbaki and Guzmán (2016) [43]. Respondents need to demonstrate the perception and experience of the Huawei brand. If people highly value a brand, then it has positive brand equity. When consumers continue to have a negative perception and experience of a brand, so that people recommend others to avoid using the brand, it has negative brand equity.
- “Product-country image” was measured with five items adapted from Andéhn, Nordin and Nilsson (2016) [16] and Baldauf, Cravens, Diamantopoulos and Zeugner-Roth (2009) [44]. Respondents were asked to indicate the degree of descriptive, inferential and informational beliefs about Chinese products.
- “Brand loyalty” was measured with seven items adapted from Veloutsou (2015) [45], Godey et al. (2016) [21] and Oliver (1999) [27]. Respondents were asked to indicate the degree of willing for repeating the purchase action of buying Huawei 's products or services, and regardless of any external influences or any factors that may cause consumers to transfer their behaviors, will not shake their willingness to purchase and people will continue to purchase Huawei 's products and services.

C. Sample and Procedure

According to the mobile vendor market share China published by StatCounter Global Stats (2019), from 2018 to 2019, the brand mobile phone market share in China, and Huawei has 21.47% of all China brand mobile phone market shares [46].

The sample size of this study is calculated according to the general rule of thumb for reliable PLS-SEM estimation. Popular rule of thumb for robust PLS-SEM estimations recommends that the minimum sample number is ten times the maximum number of paths aiming at any construct in the outer model (Chin, Peterson, & Brown, 2008; Hair, Sarstedt, Ringle, & Gudergan, 2018)[47][48]. The variable with the largest number of questions in this study is social media marketing, which has fifteen questions. Therefore, according to the popular rule of thumb for robust PLS-SEM estimations, the minimum number of samples in this study is one hundred fifty. Therefore, online questionnaires were distributed to those Thailand consumers who like, share or comment on the information posted by Huawei social media accounts, for example, Facebook, Twitter, Instagram, YouTube, TikTok during 1st, March to 1th, May, 2020. After deleting invalid questionnaires, total of 379 surveys were collected from the Thailand consumers.

D. Data analysis method

This study will use SmartPLS for data analysis. The following are the three main reasons for using SmartPLS in this study. (1) PLS-SEM can analyze multi-faceted complex structural models; (2) PLS-SEM focus on prediction (R^2); (3) PLS-SEM is suitable for exploratory research and theory development (Hair et al., 2018)[48].

IV. RESEARCH FINDINGS AND DISCUSSION

A. Measurement Model

The loadings of all items in Table I are greater than 0.6 between 0.719 and 0.868 (Chin et al., 2008)[47]; Cronbach's alpha is greater than 0.6 between 0.605 and 0.802 (Hulin, Netemeyer, & Cudeck, 2001)[49]; Compound Reliability (CR) is greater than 0.7 between 0.793 and 0.871 (Urbach & Ahlemann, 2010)[50]; Average Variance Extraction (AVE) is greater than 0.5 between 0.562 and 0.734 (Hair et al., 2018)[48]. Therefore, it meets the criteria of the convergence validity of the measurement model using PLS-SEM, so the measurement scale of this study has convergent validity. Table II shows that the square root (diagonal value) of the AVE for each structure is greater than the corresponding correlation coefficient that points to the appropriate discriminant validity (Fornell & Larcker, 1981)[51]. Table III shows that the factor loadings of the measurement model in this study are greater than cross-loading (Chin et al., 2008)[47]. In summary, the measurement scale of this research has discriminant validity.

TABLE I. VALIDITY AND RELIABILITY FOR CONSTRUCTS.

Constructs	Items	Loadings	Cronbach's alpha	CR	AVE
Brand Equity	BE1	0.813	0.722	0.843	0.642
	BE2	0.793			
	BE3	0.797			
Brand Loyalty	BL1	0.812	0.731	0.848	0.650
	BL2	0.808			
	BL3	0.800			
Product Country Image	PCI1	0.819	0.802	0.871	0.629
	PCI2	0.817			
	PCI3	0.835			
Customization	CU1	0.791	0.744	0.839	0.567
	CU2	0.720			
	CU3	0.719			
	CU4	0.779			
Entertainment	EN1	0.758	0.605	0.793	0.562
	EN2	0.811			
Interaction	IN1	0.851	0.637	0.846	0.734
	IN2	0.863			
Trendiness	TR1	0.788	0.759	0.847	0.581
	TR2	0.743			
	TR3	0.733			
	TR4	0.783			
Word of Mouth	WOM1	0.819	0.737	0.852	0.658
	WOM2	0.741			
	WOM3	0.868			

TABLE II. CORRELATIONS AND AVE SQUARE ROOTS

Construct Variable	C1	C2	C3	C4
C1 Social Media Marketing	0.845***			
C2 Brand Equity	0.345***	0.801***		
C3 Brand Loyalty	0.421***	0.796***	0.806***	
C4 Product Country Image	0.239***	0.660***	0.698***	0.793***

Note₁: Values on the diagonal (bolded) are square root of the AVE while the off-diagonals are correlations.
Note₂: *P<0.05; **P < 0.01; ***P < 0.001

TABLE III. FACTOR LOADINGS AND CROSS LOADINGS FOR THE MEASUREMENT MODEL

Items	Brand Equity	Brand Loyalty	Product Country Image	Social Media Marketing
BE1	0.813	0.630	0.537	0.217
BE2	0.793	0.723	0.537	0.313
BE3	0.797	0.561	0.509	0.309
BL1	0.662	0.812	0.578	0.312
BL2	0.610	0.808	0.558	0.391
BL3	0.669	0.800	0.554	0.329
CU1	0.086	0.148	0.110	0.627
CU2	0.090	0.196	0.054	0.656
CU3	0.011	0.103	0.027	0.598
CU4	0.173	0.225	0.153	0.637

EN1	0.175	0.275	0.211	0.580
EN2	0.230	0.322	0.208	0.626
IN1	0.364	0.361	0.235	0.609
IN2	0.350	0.375	0.188	0.632
PCI1	0.472	0.555	0.819	0.184
PCI2	0.532	0.575	0.817	0.249
PCI3	0.571	0.580	0.835	0.289
TR1	0.104	0.207	0.132	0.698
TR2	0.292	0.262	0.168	0.699
TR4	0.216	0.316	0.182	0.693
TR5	0.287	0.270	0.138	0.767
WOM1	0.235	0.227	0.088	0.705
WOM2	0.325	0.304	0.154	0.631
WOM3	0.249	0.243	0.140	0.682

B. Structural Model

The structural model assessment, as shown in Figure 2 and Figure 3, reveals the results of hypothesis tests. First, Table IV shows the relationship between the variables in this study. Social media marketing positively and significantly affected brand equity ($\beta = 0.192$; $t = 5.843$; $p < 0.001$), brand loyalty ($\beta = 0.156$; $t = 5.255$; $p < 0.001$) and product country image ($\beta = 0.258$; $t = 6.288$; $p < 0.001$). In addition, brand equity also positively and significantly affected brand loyalty ($\beta = 0.556$; $t = 13.729$; $p < 0.001$). Product country image also positively and significantly affected brand equity ($\beta = 0.611$; $t = 19.508$; $p < 0.001$) and brand loyalty ($\beta = 0.291$; $t = 6.972$; $p < 0.001$). Thus hypothesis 1, hypothesis 2, hypothesis 3, hypothesis 4, hypothesis 5 and hypothesis 6 were all supported.

Moreover, social media marketing and product country image explains 47.0% of the variance in brand equity ($R^2 = 0.470$); social media marketing explains 6.7% of the variance in product country image ($R^2 = 0.067$). In addition, social media marketing, brand equity and product country image explains 71.6% of the variance in brand loyalty ($R^2 = 0.716$). Next, this study assessed effect sizes (f^2). To measure the effect size, this study used Cohen (1988) guidelines, Cohen (1988) recommends a magnitude of f^2 at 0.35 (showing large effects), 0.15 (showing medium effects) and 0.02 (showing small effects)[52]. The result of f^2 , as mentioned in Table IV. Table V shows the predictive relevance, the Q^2 of all variables have greater than 0, which means that both endogenous variables indicate acceptable predictive relevance (Hair et al., 2018).

Table VI shows the results of using bootstrap to analyze the mediation effect: Regarding the influence of social media marketing on brand equity, the confidence interval does not include 0, so it shows that the influence of social media marketing on brand equity is product country image with mediation effect ($\beta = 0.158$; $p < 0.001$). Regarding the influence of product country image on brand loyalty, the confidence interval does not contain 0, so it shows that brand equity has a mediation effect ($\beta = 0.339$; $p < 0.001$) when product country image influences brand loyalty. Regarding the influence of social media marketing on brand loyalty, the intermediary effect test of product country image and brand equity, the confidence interval does not contain 0, so it shows that the influence of social media marketing on brand loyalty, product country image and brand equity have mediation effect ($\beta = 0.088$; $p < 0.001$). Regarding the influence of social media marketing on brand loyalty, the intermediary effect test of brand equity, the confidence interval does not contain 0, so it shows that the influence of social media marketing on brand loyalty is brand equity with mediation effect ($\beta = 0.107$; $p < 0.001$). Regarding the influence of social media marketing on brand loyalty, product country image's mediation effect test, the confidence interval does not contain 0, so it shows that social media marketing's influence on brand loyalty has a mediation effect ($\beta = 0.075$; $p < 0.001$).

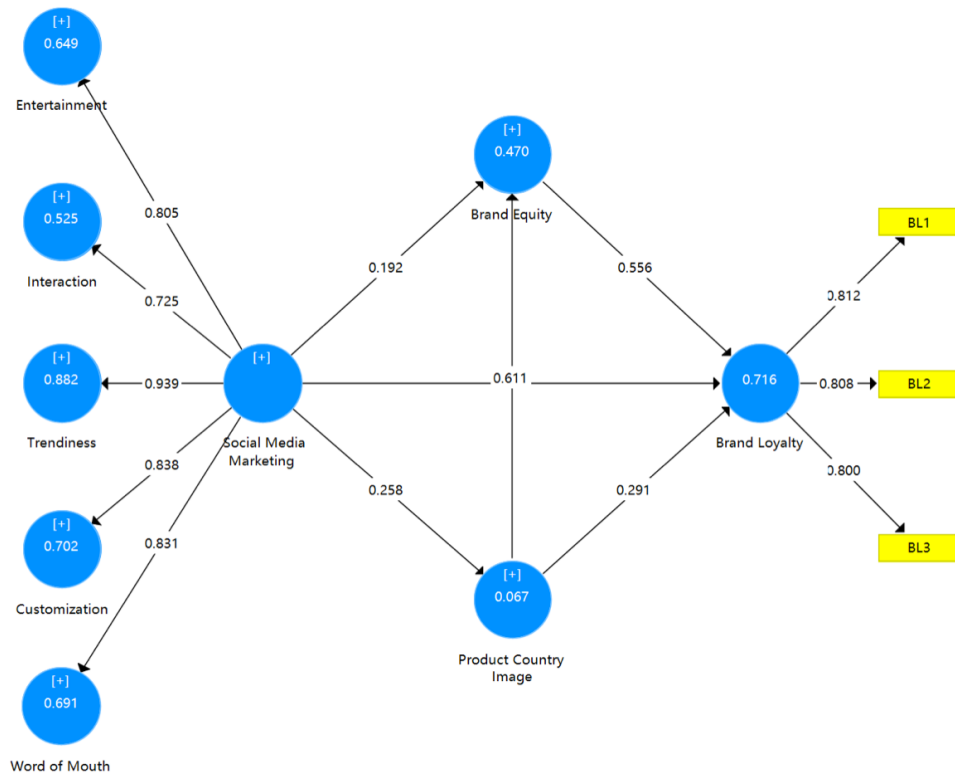


Figure 2. Structural model assessment

TABLE IV. STRUCTURAL PATH ANALYSIS RESULT

Constructs Relationship	Beta	T Value	f ²	P Values
Brand Equity -> Brand Loyalty	0.556	13.729	0.576	0.000
Product Country Image -> Brand Equity	0.611	19.508	0.657	0.000
Product Country Image -> Brand Loyalty	0.291	6.972	0.168	0.000
Social Media Marketing -> Brand Equity	0.192	5.843	0.065	0.000
Social Media Marketing -> Brand Loyalty	0.156	5.255	0.075	0.000
Social Media Marketing -> Product Country Image	0.258	6.288	0.072	0.000

TABLE V. PREDICTIVE RELEVANCE (Q²)

Outcome variable	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Equity	1137.000	810.061	0.288
Brand Loyalty	1137.000	792.049	0.303
Product Country Image	1516.000	935.973	0.383
Social Media Marketing	1895.000	822.171	0.566

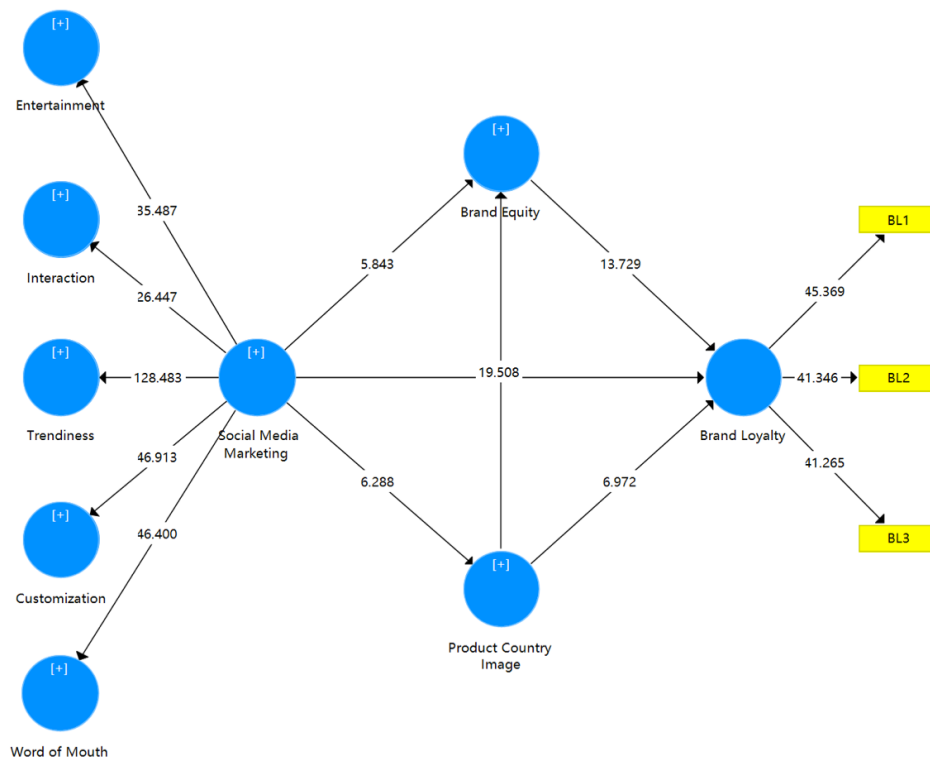


Figure 3. Effect size

TABLE VI. MEDIATION ANALYSIS

Path	IE	Confidence Interval		P Values
		2.5%	97.5%	
Social Media Marketing -> Product Country Image -> Brand Equity	0.158	0.108	0.208	0.000
Product Country Image -> Brand Equity -> Brand Loyalty	0.339	0.287	0.394	0.000
Social Media Marketing -> Product Country Image -> Brand Equity -> Brand Loyalty	0.088	0.058	0.119	0.000
Social Media Marketing -> Brand Equity -> Brand Loyalty	0.107	0.065	0.148	0.000
Social Media Marketing -> Product Country Image -> Brand Loyalty	0.075	0.048	0.109	0.000

V. CONCLUSIONS

According to the data analysis results of this study, the better the consumer experience a company brings to consumers when marketing on social media, the brand equity of the company will be improved ($\beta = 0.192$; $t = 5.843$; $p < 0.001$); consumption consumers' loyalty to the brand will also be improved ($\beta = 0.156$; $t = 5.255$; $p < 0.001$); at the same time, the image of the product country image will be improved in the minds of consumers ($\beta = 0.258$; $t = 6.288$; $p < 0.001$). This result is consistent with the previous research results of scholars (Jung et al., 2019; Kim & Ko, 2012; Escandon-Barbosa & Rialp-Criado, 2019)[30][21][22].

After using bootstrap to analyze the mediation effect, this research found that product country image plays the role of mediation variable in the relationship between social media marketing and brand equity ($\beta = 0.158$; $p < 0.001$), and product country image mediates the relationship between social media marketing and brand loyalty ($\beta = 0.075$; $p < 0.001$). That is to say, the performance of the company when conducting marketing promotion on social media will first affect the product county image and then affect the brand equity and consumer loyalty to the brand. After analyzing the mediation effect of brand equity, this study found that

brand equity plays the role of mediation variable in the relationship between product country image and brand loyalty ($\beta = 0.339$; $p < 0.001$). At the same time, brand equity mediates social media marketing and brand. The relationship between loyalty ($\beta = 0.107$; $p < 0.001$). In other words, the product country image will influence consumers' loyalty to the brand through brand equity, and the company's performance on social media marketing will influence consumer loyalty through brand equity.

The important theoretical contribution of this research is the formation of a conceptual model. This model integrates the company's performance in social media marketing, brand equity, product country image and consumer loyalty to the brand, and explores the importance of this contribution in measuring the degree of influence on consumer behavior. This research shows that consumers will have a higher degree of loyalty to the brand if companies can achieve good performance in social media marketing. According to the research and data analysis results of this study, we found that if the company can enable consumers to get a good experience in the five aspects of entertainment, interaction, trendiness, customization, and word of mouth when conducting social marketing, then They can improve the product country image and brand equity. At the same time, it will further encourage consumers to have higher loyalty to the brand.

From the data analysis results of this study, the six hypotheses proposed in this study are all supported. All independent variables and dependent variables have a positive correlation, but there are still some limitations. Social media marketing can only explain 6.7% of the variance in product country image ($R^2 = 0.067$), but from the results of data analysis, social media marketing positively and significantly affected product country image ($\beta = 0.258$; $t = 6.288$; $p < 0.001$). Therefore, this study suggests that follow-up studies can add mediating variable and moderator variable to the relationship between social media marketing and product country image to obtain better explanation capabilities.

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