# Factors and Components of Social Media That Influence the Perceptions of Local Food Companies in China

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## Abstract

*To investigate and explore the impacts of social media on brand awareness and user engagement of local food enterprises in China and to identify key influencing factors and components through empirical analysis. Data were collected through questionnaire surveys: the 30-item Questionnaire on Leader-User Engagement Interaction Behavior (QLUEIB) on five scales including social media platform usage, content type, user interaction, data analysis, and the influence of opinion leaders on brand awareness, the factors influencing brand awareness formation was assessed in the 10-item Brand Awareness Attitude (BAA), and user engagement was analyzed in the 10-item User Engagement Attitude (UEA). Associations between the means five scales of the QLUEIB with the BAA and UEA attitudes were assessed. The QLUEIB, BAA, and UEA are valid and reliable. The R2 values indicate that 50% and 47% of the variance in personalities' attitudes to their perceptions of their social media influence toward the local food companies in China was attributable to their brand awareness, and engagement factors' components, correlatedly. Suggestions that, using media are put forward to optimize content strategies, enhance user interaction, make sense of data analysis, and strengthen brand management to indicate a full understanding of the role of social media in brand promotion.*

**Keywords:** *Brand Awareness, Local Food Enterprises in China, Key Influencing Factors and Components, Social Media Marketing, User Engagement.*

## Introduction

With the development of the Internet and the popularity of smartphones, social media has become an indispensable part of daily life. According to a report by the China Internet Network Information Center (CNNIC), by the end of 2023, the number of Chinese netizens will reach 1.032 billion, of which more than 80% are active on social media platforms such as WeChat, Weibo, Douyin, and Xiaohongshu (China Internet Network Information Center (CNNIC), 2023)[1]. Social media has not only changed the way people communicate but has also profoundly influenced consumers' purchasing decisions and brand awareness. Chinese local food companies face opportunities and challenges in this context. On the one hand, social media provides companies with an efficient and low-cost marketing channel, enabling them to interact directly with consumers and quickly increase brand awareness and user stickiness (Lee, Huat, & Ramayah, 2023)[2]. By publishing high-quality content, conducting interactive activities, and using big data analysis, companies can accurately target users and improve their market competitiveness. On the other hand, the development of social media has also brought about fierce market competition. Many local food companies compete for user attention on the same platform, and how to stand out from the crowd has become a major problem (Holt, 2016)[3]. The research will mainly cover the following two aspects: First, what are the factorial effects of the perceptions of Chinese local food companies through social media? Second, what are the key components of the social media model?

In today's digital age, social media has become an integral part of daily lives. From connecting with friends and family to staying updated with current events, social media platforms play a crucial role in communication and consumptive information. local Chinese food companies, social media is a platform for promoting products and an important channel for interacting with consumers and understanding market demand. It is significant to study the factors that affect corporate brand awareness through social

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media (Khanom, 2023)[4]. The study will focus on several key factors: social media platform usage, content type, user interaction, data analysis, and the influence of opinion leaders. To build an effective social media marketing model, the study will explore the following key components: content strategy, interaction strategy, data-driven strategy, and brand management. In short, the study aims to explore the impact of social media on the brand awareness of local Chinese food companies through a combination of theory and empirical evidence and provide companies with practical social media marketing strategies to enhance brand awareness and user loyalty and achieve higher market competitiveness and business success.

*Theoretical Basis*

*The Uses and Gratifications Theory* holds that users will choose specific media and content based on their own needs to meet their needs for information, entertainment, social interaction, and self-expression (Hoque & Hossain, 2023)[5]. This study uses this theory to analyze the motivations of users' behavior on social media and its impact on the brand awareness of local food companies in China. Users obtain information through social media such as product introductions, promotions, and user reviews. The effects of brand awareness, directly. Social media content, such as food production videos, brand stories, and interactive activities, attracts users' attention and provides entertainment value, enhancing brand favorability and memory. Social media also meets users' social interaction needs. Users share experiences, comment on products, and participate in discussions, forming word-of-mouth communication and enhancing brand awareness and credibility. In addition, users express their tastes and values through social media, further affecting their own and others' perceptions of the brand (Cheung, Pires, & Rosenberger, 2020)[6].

The application of social media has overturned traditional communication methods. Reconstructed the industrial structure and value creation methods to customer behavior and psychology (Javornik, 2016)[7]. In the era of traditional media, customers were mainly passive recipients of information, and enterprises controlled the communication process. Customers' participation and voice were weak (Bacile, Ye, & Swilley, 2014)[8]. However, the two-way interaction and many-to-many communication methods of social media have transformed customers from passive recipients of information to active producers to design the information and important participants in value creation. Customers communicate with each other, evaluate products and services, and share resources and ideas through social media platforms, which greatly enhances their participation and voice. Social media also connects to customers' needs for real social interaction in cyberspace and brings together customers with the same values and interests (Zhou et al., 2013)[9].

The timeliness and virality of information transmission encourage customers to share resources and information, enhance interaction and sharing behaviors, and reflect the social nature of social media. Social media also promotes the co-creation of value between enterprises and customers. Companies build close connections with customers through social media, which enhances customers' community experience and brand identity (Killian & McManus, 2015)[10]. This study uses the uses and gratifications theory to explore how social media affects the brand awareness of local Chinese food companies by satisfying users' information, entertainment, social, and self-expression needs, thereby helping companies develop more effective social media marketing strategies.

## Literature Reviews

*Literature Reviews for Independent Variables*

Different social media platforms have different user characteristics and interaction patterns, and these differences can significantly affect the brand's communication effect. The concept of social media is at the top of the agenda for many business executives today. Decision makers, as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Yet despite this interest, there seems to be a limited understanding of what the term "social media" exactly means; this article intends to provide some clarification. Based on this definition, it provides a classification of social media, which groups applications currently subsumed under the generalized term into more specific categories by characteristic: collaborative projects, blogs, content

communities, social networking sites, virtual game worlds, and virtual social worlds (Kaplan & Haenlein, 2010)[11]. Douyin vs TikTok also differs in terms of popular content. The most popular on Douyin is educational content, with videos helping to improve skills and grow personally, while on Tik Tok the most popular is narrating videos, which is a great opportunity for artists, singers, and music producers. Therefore, global TikTok is more art-based, with musicians, dancers, and so on, while Douyin is skills and lifestyle, with automatic voiceovers with no personal touch. Douyin boasts a user demographic and is unrivaled by many different platforms based in China. In its early development phase, the platform was dominated by female Gen Z users (Verot, 2024)[12]. This research study analyzed the frequency and preference of respondents using different social media platforms and explored the impact of platform usage on brand awareness (Mansoor et al., 2022).

Social media outlets constitute excellent vehicles for fostering relationships with customers. One specific way to do this is to create brand fan pages on social networking sites. Companies can place brand posts (containing videos, messages, quizzes, information, and other material) on these brand fan pages. Customers can become fans of these brand fan pages and subsequently indicate that they like the brand post or comment on it. This liking and commenting on brand posts reflects brand post popularity. The positioning of the brand post on top of the brand fan page enhances the brand post's popularity. It indicates that different drivers influence the number of likes and the number of comments. Namely, vivid and interactive brand post characteristics enhance the number of likes. The shares of positive and negative comments are positively related to the number of comments. Managers of brands that operate brand fan pages can be guided by their research regarding and deciding, which characteristics or content to place on brand posts (de Vries, Gensler, & Leeflang, 2012)[13]. This study explored respondents' preferences for different content types and how these content types affect their brand perceptions.

The impact of social media marketing elements, namely entertainment, customization, interaction, electronic word-of-mouth (EWOM), and trendiness, on consumer–brand engagement and brand knowledge. Social media marketing elements, consumer–brand engagement, and brand knowledge were tested. Comparisons revealed that interaction, electronic word-of-mouth, and trendiness are the key elements directly influencing consumer brand engagement, and strengthening brand awareness and branding knowledge for the influence of entertainment and customization on consumer–brand engagement. Practical implications Marketers may strengthen consumer–brand engagement by using trendy content, along with encouraging interaction and positive EWOM on social media platforms to build strong and positive brand knowledge in consumers' minds (Cheung, Pires, & Rosenberger, (2020)[6]. To explore social media marketing activities (SMMAs) and their impact on consumer intentions (continuance, participation, and purchase). The mediating roles of social identification and satisfaction were experienced users of two social media platforms Facebook and Instagram. Social identification mediates the relationship between social media activities and satisfaction, and satisfaction mediates the relationship between social media activities and intentional users (Jamil et al., 2022)[14].

Firms recognize the increasing potential of digital services to enhance customer engagement behaviors. In customer engagement and user gratification theory, two studies were conducted among Chinese consumers: an online survey and a field study. The varying effects of content types on customer engagement underline a mediating role of engagement between content types and marketing outcomes. It is worth noting that the relational content type displays greater mediating effects to other content types and new insights for developing digital content marketing strategies to enhance customer engagement and generate marketing outcomes. The user interaction behavior has an important impact on brand word-of-mouth communication and user loyalty (Kulikovskaja et al., 2023)[15]. This study analyzed users' interaction behaviors on social media, including interaction frequency and type, and how these behaviors affect brand perception.

Data analysis can help companies optimize social media content and marketing strategies and improve the effectiveness of brand promotion. Understanding the factors influencing companies' thoughts and feelings when selecting a product or service from competitors at a marketplace has become crucial. With rapid technological advancements and easy access to information, modern-day customers have become increasingly sophisticated, powerful, and knowledgeable. To explore data-driven marketing, its benefits, and challenges to provide insights and a framework for business leaders and marketers to leverage in their

marketing efforts. Using a systematic literature review with bibliometric analysis, data-driven marketing, and communications have gained popularity as companies and marketers prioritize leveraging consumer and market data to strategize and make informed decisions. Adopting and integrating various technologies into the company's systems is crucial for companies aiming to achieve a sustainable competitive advantage. Marketing analytics and digitalization have become critical components of current marketing practices. Marketers and marketing agencies view these tools as essential elements of the marketing research toolkit and necessary to develop effective marketing strategies. These tools create marketing models that help them learn and understand customer responses, sales promotions, and other marketing strategies. Thus, the adoption and integration of marketing analytics and digitalization into marketing practices have led to the popularity of data-driven marketing as companies prioritize leveraging customer and marketing data to make informed decisions and develop products (Rosário & Dias, 2023)[16].

Using Key Opinion Leaders (KOLs) is an emerging marketing strategy to promote green fashion products. However, research on the influence of KOLs on consumers' purchase intentions for green fashion products remains insufficient. Therefore, this study investigated how KOLs gained consumer trust and affected their green purchase intentions by applying the stimulus-organism-response (SOR) framework. Based on a literature review, considers KOL features, including reputation, perceived fit, and production involvement, and KOL content features, including content quality, aesthetic quality, and interactive content. To empirically verify these relationships, conducted an online survey of consumers. Given the limited knowledge and low awareness of organizations of green products, variables were significant) reveals the need for more studies on KOLs by further testing the SOR framework in different contexts or using alternative frameworks (Tran & Uehara, 2023)[17].

The literature review above uses independent variables, this study aims to systematically reveal how social media affects the brand awareness of local food companies in China through various channels and to provide theoretical support and practical guidance for companies to formulate more effective social media marketing strategies.

*Literature Reviews for Dependent Variables*

In the study of social media on brand awareness, brand awareness, and user engagement are two key dependent variables. These variables reflect the actual impact of social media marketing strategies on consumer behavior and attitudes. By studying these dependent variables, we can better understand the role of social media in brand promotion. Brand awareness refers to the creative recognizable name and logo of a business, and brand attitude refers to the expected attitude of the customer toward the business mostly the results and benefits (Aaker, 2014)[18]. Aaker cites three ways a brand personality can create a stronger brand: a vehicle for customers to express their personalities; forming the basis of a relationship between customers and the brand; and helping to communicate a product or service attribute in a personal position. The Aaker model helps us understand our brand's personality by dividing it into five parts: sincerity, excitement, competence, sophistication, and ruggedness. Each part has specific traits describing the different aspects of brand awareness (Schmidt, 2020)[19].

Previous research studies have shown that the widespread use of social media platforms has significantly increased brand exposure and popularity. Market leader Facebook was the first social network to surpass one billion registered accounts and currently sits at more than three billion monthly active users (Jamil et al., 2014)[14]. In addition, content quality and interactivity are also important factors affecting brand awareness. For example, multimedia content such as videos and pictures can attract effective users' attention and improve brand memorability (Cheung, Pires, & Rosenberger, 2020)[6]. In 2022, Social networking sites are estimated to reach 3.96 billion users. But now the momentum seems to be shifting: New, independent social media platforms are starting to proliferate and thrive after a few dormant years. TikTok and Clubhouse are the most visible new entrants, but dozens of nascent contenders are hoping to follow in their footsteps Meta Platforms owns four of the biggest social media platforms, all social media platforms have more than one billion monthly active users each: Facebook (core platform), WhatsApp, Facebook Messenger, and Instagram. In the third quarter of 2023, Facebook reported around four billion monthly core family product users (Dixon, 2024)[20].

Development and discussion of the concept of customer engagement behaviors (CEB), which is defined as the customers' behavioral manifestation toward a brand or firm, beyond purchase, resulting from motivational drivers. The CEBs include an array of behaviors including word-of-mouth (WOM) activity, recommendations, helping other customers, blogging, writing reviews, and even engaging in legal action. User engagement or customer engagement is assessing an individual's response to a digital offering: a service, a product, or a website (Van Doorn et al., 2010)[21] Studies have shown that highly interactive content and effective user management strategies can significantly increase user engagement (Hollebeek, Glynn, & Brodie, 2014)[22]. In addition, user-generated content (UGC) also plays an important role in enhancing user engagement and brand loyalty (Muntinga, Moorman, & Smit, 2011)[23].

This study selected brand awareness and user engagement as dependent variables to analyze the impact of social media on local food companies in China. These variables were selected based on previous research results and can fully reflect the effectiveness of social media marketing strategies in improving brand influence and user stickiness.

## Methodology

*Research Design*

Previous studies on social media have conducted extensive discussions and analyses of the factors that affect brand awareness. For example, the characteristics of different social media platforms and their impact on brand communication and findings that platform selection and frequency of use are important factors affecting brand awareness (Kaplan & Haenlein, 2010)[11]. Mangold and Faulds pointed out that the type and quality of social media content directly affect user participation and brand awareness (Mangold & Faulds, 2009)[24]. In addition, user interpersonal behaviors, such as comments, sharing, likes, and indicate a significant impact on brand word-of-mouth communication and user loyalty (Chu & Kim, 2011)[25]. This study adopts a quantitative research method and collects data through a questionnaire survey to comprehensively analyze the impact of social media on the brand awareness of local food companies in China. In combination with previous studies, this study designed the following independent variables to deeply analyze how these factors affect the brand awareness of local food companies in China.

The questionnaire design aims to understand users' behaviors, preferences, and perceptions of local food company brands on social media. The questionnaire contains multiple-choice questions, and rating questions, mainly covering the following aspects: Social media platform usage, to understand the social media platforms commonly used by respondents and their frequency of use. Content type preference, to investigate respondents' preferences for different types of content (such as videos, articles, pictures, etc.). User-customer interaction: to collect respondents' interactive behaviors on social media, such as likes, comments, shares, etc. Brand awareness was assessed by respondents' awareness and understanding of local food company brands. User engagement was measured by respondents' participation and interest in local food companies' social media activities.

The research instruments using the questionnaires will be distributed to respondents of different ages, genders, and professional backgrounds to ensure the diversity and representativeness of the sample. The survey data will be subjected to descriptive statistical analysis and correlation analysis using statistical software to explore the relationships between the mean scales of the independent and dependent variables.

*Research Variables*

This study combines existing literature and selects key variables for analysis: social media platform usage, content type, user-customer interaction, data analysis, and the influence of leaders' perceptions.

*Independent Variable:* The scoring average means of the 200 targeted sample group perceptions to *the* 30-item *Questionnaire on Leader-User Engagement Interaction Behavior (QLUEIB).* The QLUEIB was obtained on Social Media Platform Usage, Content-Type, User Interaction, Data Analysis, and Influence of Leaders' Opinion scales. Systematically reveal how social media affects the brand awareness of local food companies in China

through various channels and provide theoretical support and practical guidance for companies to formulate more effective social media marketing strategies.

*Dependent Variables:* Average means scores of the target group responses of their perception of the 10-item *Brand Awareness Attitude* (BAA) and 10-item *User Engagement Attitude* (UEA) of social media on local food companies in China to be reflected in the effectiveness of social media marketing strategies in improving brand influence and user stickiness. Therefore, a person's perception refers to the process of interpreting sensory information, while attitude refers to an individual's evaluation or judgment of something. Some argue that perception influences attitude, as our interpretation of sensory information can shape our opinions and beliefs.

*Research Instruments*

*The Questionnaire on Leader-User Engagement Interaction Behavior (QLUEIB)*

Modified the 30-item *Questionnaire on Leader-User Engagement Interaction Behavior* (QLUEIB) assessed the target sample groups who have been using social media in a new position of promoting brand awareness and user engagement of social media on local food companies in China to be reflected in the effectiveness of social media marketing strategies in improving brand influence and user stickiness to their participation and understanding potential their service needs were examined of social interaction with members and technical interaction with social media. The QLUEIB consists of five scales, namely: Social Media Platform Usage (SMPU), Content Type (Cty), User Interaction (UIn), Data Analysis (DaT), Influence on Leaders' Perception (ILP) scales; each scale consists of six items. The target group responded to their perceptions in five options with Likert's scale (Likert, 1932)[26].

*The Brand Awareness Attitude (BAA)*

The 10-item *Brand Awareness Attitude* (BAA) assessed the target group of their brand awareness of the following local food businesses, and how often hear about these brands through social media in five options with Likert's scale (Likert, 1932)[26].

*The User Engagement Attitude (UEA)*

The short version of the *User Engagement Attitude* (UEA) consists of 10 items that assess the target group on how often engage with local food businesses on social media. This UEA attitude is different senses like feeling, hearing, etc. Values influence the perceptions of a situation and the decision-making process. Personality patterns of thinking, feeling, understanding, and behaving might respond to attitude positively, or negatively like expressing personality's thoughts. However, this study was designed to use five options' responses by Likert's scale (Likert, 1932)[26].

*Sample Size*

A sample size group consists of 200 customers, users, and leaders who have been using social media in a new position to promote brand awareness and user engagement of social media on local food companies in China.

*Research Collection*

Generally, this type of data collection is often used in surveys, experiments, and other research methods. It measures variables and establishes relationships between variables. Create a frequency table, and identify features of ineffective representations of data. To understand individuals' attitudes, behaviors, beliefs, and motivations in a specific context using the questionnaires, and the researchers' team All questionnaires were collected directly by researchers. However, the general data of the target group was reported.

*Data Analysis*

The 200 target sample groups that responded to their perceptions of quantitative data were analyzed with the foundation statistics: frequency, percentage, item mean, standard deviation, variance, internal consistency (Cronbach alpha reliability) coefficient, the grant means scores and F-test. Correlations between independent and dependent variables were associated with simple and multiple correlations, regression coefficient attitudes, and determinant coefficient of predictive values advanced statistics were analyzed.

## Results

*General Data of the Target Sample Group*

Most of the sex of the sample groups are male 118 persons (59%), the age range of 26 to 35 years old (49%), using social media by professional staff (46%), frequency of social media use multiple times a day (51%), common social media platforms' type of use is WeChat (74.5%), and Tik Tok (60.5%), responsibility.

*Validity and Reliability for the QLUEIB, BAA, and UEA Questionnaires*

Reliability refers to the degree of consistency with which the same results are obtained when the same indicators or measurement research instruments are used to measure the same thing repeatedly. A questionnaire can be reliable but invalid, but a valid questionnaire is always dependable. Validity is the degree to which a questionnaire evaluates what it is intended to assess. Cronbach's α coefficient is often used to assess the internal consistency of the questionnaire, which is the method employed in most validation studies. Using the internal consistency (Cronbach alpha reliability) coefficient statistics were analyzed.

*Validity and Reliability for the QLUEIB*

The independent research instrument variable, the creative *Questionnaire on Leader-User Engagement Interaction Behavior* (QLUEIB) obtained 30 items on five scales: Social Media Platform Usage (SMPU), Content Type (Cty), User Interaction (UIn), Data Analysis (DaT), Influence on Leaders' Perception (ILP) scales; each scale consisted of six items. The results of 200 target personalities are reported in Table 1.

**Table 1. Item Mean, Standard Deviation, Variance, Cronbach Alpha Reliability, Grant Means, F-Test For The QLUEIB**

| Scale | Item mean | Standard deviation | Variance | Alpha reliability | Grant means | F-test | Sig. |
|-------|-----------|--------------------|----------|-------------------|-------------|--------|------|
| SMPU | 19.705 | 2.955 | 8.732 | 0.826 | 3.284 | 11.446*** | .000 |
| CTy | 19.475 | 2.769 | 7.668 | 0.803 | 3.246 | 25.647*** | .000 |
| UIn | 19.685 | 2.828 | 7.995 | 0.803 | 3.281 | 10.542*** | .000 |
| DaT | 21.655 | 3.782 | 14.308 | 0.789 | 3.609 | 4.917*** | .000 |
| ILP | 21.705 | 4.022 | 16.179 | 0.830 | 3.618 | 2.452* | .034 |

*N=200, \*p<.05, \*\*p<.01, \*\*\*p<.001*

*Validity and Reliability for the BAA*

There are two distinct criteria by which researchers evaluate their measures: reliability and validity. Reliability is consistency across time (test-retest reliability), across items (internal consistency), and researchers (interrater reliability). Validity is the extent to which the scores represent the variable intended for the Brand Awareness Attitude (BAA) assessed the target group's perceptions of their attitudes toward user engagement with 10 items. The results are reported in Table 2.

**Table 2. Item Mean, Standard Deviation, Variance, Cronbach Alpha Reliability, Grant Means, F-Test for the BAA**

| Scale | Item mean | Standard deviation | Variance | Alpha reliability | Grant means | F-test | Sig. |
|-------|-----------|--------------------|----------|-------------------|-------------|--------|------|
| BAA | 36.050 | 5.884 | 34.621 | 0.843 | 3.606 | 1.860* | .045 |

*N=200, \*p<.05, \*\*p<.01, \*\*\*p<.001*

*Validity and Reliability for the UEA*

The reliability and validity of a measure are not established by any single study but by the pattern of results across multiple studies. The assessment of reliability and validity is an ongoing process. Using the 10 question items that followed the *User Engagement Attitude* (UEA) in five options, the results are shown in Table 3.

**Table 3. Item Mean, Standard Deviation, Variance, Cronbach Alpha Reliability, Grant Means, F-Test for the UEA**

| Scale | Item mean | Standard deviation | Variance | Alpha reliability | Grant means | F-test | Sig. |
|-------|-----------|--------------------|----------|-------------------|-------------|--------|------|
| UEA | 38.690 | 6.220 | 36.166 | 0.856 | 3.844 | 22.593*** | .000 |

*N=200, \*p<.05, \*\*p<.01, \*\*\*p<.001*

The internal consistency (Cronbach alpha reliability) coefficients are criteria by which researchers assess the measurement quality of research instruments' reliability and validity. that is, how closely related a set of 6-10 items are suitability. It is considered a measure of scale reliability (Taber, 2018)[27]. The accepted value of Cronbach's alpha; however, values of 0.6-0.7 (acceptable), and 0.7-0.8 values are also accepted (good, and acceptance), 0.8 and above is better, and 0.9 and above is best (Frost, 2022)[28]. The results as reported in Tables 1-3, the values of Cronbach alpha reliability ranged from 0.798 to 0.826 for the QLUEIB scales shown in Table 1, the α-reliability value is 0.843 for the BAA scale, and 0.856 for the UEA scale, respectively when using the 200 personalities of the target group professional' perceptions as the unit of analysis, with each scale in the questionnaires corresponding to a model of the QLUEIB, BAA, and UEA questionnaires indicate of a high level to acceptable level of reliability model were responses. These are the four research instruments, which are valid and reliable.

In most cases, the item means ranged from 19.475 to 21.705 (scoring minimum is 6 to maximum is 30), the scale standard deviation ranged from 2.726 to 4.022, and the variance values ranged from 7.668 to 16.179, interpretation of an F-test involves comparing the calculated F-value with a critical value from the F-distribution table at a specific significance level to determine if variances are significantly different. The F statistic just compares the joint effect of all the variables together. Especially, high F value statistics like adjusted R-square to associate prediction. A lower f-number means a larger relative aperture and more light entering the system, while a higher f-number means a smaller relative aperture and less light entering the system. Because the F value ranged from 2.452 to 21.647 it means this value is larger, then the model is significant in predicting the two variables are correlated with the associations between independent and dependent variables.

*Correlations Between the Independent Variable and Dependent Variables*

The covariance of the two variables in question must be calculated before the correlations can be determined. Next, each variable's standard deviation is required. The correlation coefficient is determined by dividing the covariance by the product of the two variables' standard deviations. A strong correlation between the dependent variables (the 10-item *Brand Awareness Attitude*-BAA and the 10-item *User Engagement Attitude*-UEA with grant means scores) and the independent variable ((the grant means-five-scales-*Questionnaire on Leader-User Engagement Interaction Behavior*-QLUEIB) suggests that the changeset in the independent variable is caused by the changeset in the dependent variables. Using the simple and multiple

correlations, regression weight attitude coefficient (β), and the determinant of the predictive value ($R^2$) coefficient statistics are associated.

*Correlations between the Questionnaire on Leader-User Engagement Interaction Behavior (QLUEIB): Independent variable and the Brand Awareness Attitude (BAA): Dependent variable.*

In Table 1, the grant means scores of the QLUEIB on five scales ranging from 3.246 on the Content-Type scale to 3.609 on the Influence on Leaders' Perception scale and the average mean score of the BAA is 3.606, respectively. The results of the two variables are reported in Table 4.

**Table 4. Simple Correlation (R), Standardized Regression Weight (B) Attitudes, Multiple Correlations (R), and Determinant of the Predictive Value ($R^2$) Coefficient for the BAA With the QLUEIB**

| Scale | Simple correlation (r) | Standardized regression weight (β) attitudes |
|---|---|---|
| Social Media Platform Usage | 0.451** | 0.274** |
| Content-Type | 0.522** | 0.301** |
| User Interaction | 0.604** | 0.328** |
| Data Analysis | 0.343* | 0.168* |
| Influence on Leaders' Perception | 0.506** | 0.291** |
| Multiple correlations (R) | 0.709* | |
| Determinant of the predictive value ($R^2$) | 0.503* | |

*N=200, *p<.05, **p<.01, ***p<.001*

*Correlations between the Questionnaire on Leader-User Engagement Interaction Behavior (QLUEIB): Independent variable and the Brand Awareness Attitude (BAA): Dependent variable.*

In Table 1, the grant means scores of the QLUEIB on five scales ranging from 3.246 on the Content-Type scale to 3.609 on the Influence on Leaders' Perception scale and the average mean score of the BAA is 3.606, respectively. The results of the two variables are reported in Table 5.

**Table 5. Simple Correlation (R), Standardized Regression Weight (B) Attitudes, Multiple Correlations (R), and Determinant of the Predictive Value ($R^2$) Coefficient for the UEA With the QLUEIB**

| Scale | Simple correlation (r) | Standardized regression weight (β) attitudes |
|---|---|---|
| Social Media Platform Usage | 0.383** | 0.174* |
| Content-Type | 0.472** | 0.251* |
| User Interaction | 0.555** | 0.318** |
| Data Analysis | 0.313* | 0.159* |
| Influence on Leaders' Perception | 0.426** | 0.241* |
| Multiple correlations (R) | 0.687* | |
| Determinant of the predictive value ($R^2$) | 0.472* | |

*N=200, *p<.05, **p<.01, ***p<.001*

The results as reported in Tables 4 and 5, designing on all scales of the QLUEIB scales are independent variables, and BAA and UEA scales are dependent variables. The grant means variables are associated. The results of the simple correlation coefficient (r) of all two variables are positive and indicate correlations between variables, significantly ($p<.05$) that involve not only two standard deviations but a multitude of other operations. An important statistic, the standardized regression weight skills coefficient for students (β), is the estimates resulting from a regression analysis where the underlying data have been standardized so that the variances of dependent and independent variables are correlated, significantly ($p<.05$).

In statistics, the coefficient of multiple correlation (R) measures how well a given variable can be predicted using a linear function of a set of other variables. R-correlation is the correlation between the variable's values and the best predictions can be computed linearly from the predictive variables. The coefficient of multiple correlations shows the value predictability of the dependent variable from the independent variables for the BAA and UEA with the QLUEIB scales indicating that of 0.709 and 0.678, significantly ($p<.05$), respectively.

This research study was investigated and analyzed with an R-squared, a statistical measure, that quantifies the proportion of the variance in the dependent (BAA and UEA) variable that's explained by the independent variable (QLUEIB) scales in a regression model. The $R^2$ was calculated as the square of the correlation coefficient (R) predicted values. Generally, a R-squared between 0.50 to 0.99 is acceptable in research especially, when most of the explanatory variables are statistically significant. The results findings and the $R^2$ values indicate that 50% and 47% of the variance in personalities' attitudes to their perceptions of their social media influence the perceptions toward the local food companies in China was attributable to their brand awareness and engagement factors and components, respectively.

## Discussions

In this study, by analyzing the relationship between independent variables such as social media platform usage, content type, user interaction, data analysis, and the influence of opinion leaders and brand awareness and user engagement, we analyze the following key influencing factors. Creative the independent variable using the 30-item Questionnaire on Leader-User Engagement Interaction Behavior (QLUEIB) on five scales, namely: Social Media Platform Usage (SMPU), Content Type (Cty), User Interaction (UIn), Data Analysis (DaT), Influence on Leaders' Perception (ILP) with grant means to correlations of the dependent variables including the 10-item Brand Awareness Attitude (BAA) The 10-item User Engagement Attitude (UEA) were associated.

Social media platform usage brand awareness and user engagement for users, as the most popular Chinese social media platform, it's no surprise that WeChat has an estimated reach of 1.3 billion monthly active users in 2023. The app's average daily active users also achieved new heights of 614 million for its mini-programs. Based on previous data from last year, it's clear that WeChat earned a substantial growth of 13.91% or 75 million. Besides having many active users, WeChat allows businesses to create official accounts for customized content distribution, customer relationship management, and promotions. Marketers will surely find these features handy, especially when sharing relevant content with followers, which increases brand awareness. Zhihu Weibo (2024)[29] reported that Xiaohongshu is a popular social media platform for younger Chinese consumers with a community-driven environment focusing on fashion, beauty, travel, and lifestyle.

Content-Type is an important factor affecting brand awareness and user engagement is high-quality and diverse content, various factors influence brand awareness. One key factor is advertising, which correlates significantly with brand recognition. Genoveva (2022)[30] reported that another factor is that taglines have substantial correlations with brand recognition. Brand ambassadors play a significant role in influencing brand awareness, as there is a correlation between brand ambassadors and brand recognition. Muhammad Flavio Hafizh Putra Kuntjoro and Silvanus Alvin (2023) reported that content marketing is another important factor that positively affects brand awareness, with the greatest influence among the factors studied. Psychological factors also indicate a role in brand awareness, although to a lesser extent than content marketing (Kuntjoro & Alvin, 2023)[31]. Influencers are found to contribute to brand success and are trusted by users for their decision-making. Therefore, brand awareness is a fundamental concept in marketing and consumer behavior, representing the extent to which consumers use a brand recognized and recalled. Diversification of consumer consumption attitudes is becoming increasingly evident. In the modern era of social media, brands have a greater propensity to engage in effective communication via the Internet, motivated by goals such as enhancing brand recognition, revitalizing their public perception, and boosting sales performance (Huang, 2024)[32].

Content-Type is an important factor affecting brand awareness and user engagement. High-quality and diverse content, such as videos and pictures, can more effectively attract user attention and increase brand awareness. Muhammad Naeem and Sebastian Okafor reported that debates on the importance of user-generated content (UGC) and consumer brand engagement have increasingly gained attention among researchers, practitioners, marketing managers, and business leaders (Naeem & Okafor, 2019)[33]. When potential buyers come across user-generated content (UGC) like reviews, social media posts, or customer-created videos, it helps build trust and reduces doubts when making a purchase, this genuine support boosts the credibility of a brand and can have a significant impact on consumer decision-making. User-generated content acts as compelling social proof by validating the brand's assertions through authentic user reviews as reported by Thomas Reimer (2023)[34].

User interaction behavior has a significant positive correlation with brand awareness and user engagement. Interactive behavior enables users to become the users' active participants in brand promotion, promoting the dissemination of brand information and deep user engagement. Hutter et al., (2033)[35] reported on their analysis how social media activities, specifically the Facebook page of a car manufacturer, and user interactions with these brand-related activities affect the perception of brands and ultimately influence consumers' purchase decisions. Based on an online survey of users of the corporation's Facebook page, and a hierarchy of effects theories are positive effects of page engagement on consumers' brand awareness, word of mouth (WOM) activities, and purchase intention. Krishnapriya & Thaiyalnayaki (2024)[36] reported that brand awareness VS brand engagement. In marketing theory, brand awareness comes before brand engagement. The aim at this stage is to raise awareness of a brand, typically through strategies such as advertising, content marketing, guest posting, influencer marketing, referral schemes, or partnerships, to name a few.

Social media analytics refers to the data and metric collection to measure overall social media performance. Data analysis helps marketers understand which types of social media content best resonate with their audience so they can shape and adapt their strategy accordingly. Data analysis is an important means to optimize social media marketing strategies. Through data analysis, companies can better understand user behavior and preferences, and develop targeted content and interaction strategies, thereby improving brand awareness. Teissir Benslama and Rim Jallouli (2020)[37] pointed out that data-driven marketing strategies can significantly, and improve the effectiveness of social media marketing. The analysis of social media data to extract new insights has attracted much attention, especially in the field of Marketing. Social Media Data Analytics can guide and affect Marketing Strategies, and provide an overview of the range of Social Media Data Analytics techniques related to Marketing Strategies.

The influence of leaders' perceptions on social media, and their recommendations and comments on users' brand awareness and purchasing decisions. Social media dialogue is also used to motivate teams, channel strategic workforce efforts, and share information. It can create company advocates, recognize employees, build morale, inspire productivity, and generate positive employee relations. Social media is a powerful employee engagement tool. The managers can harness that power and become better leaders in a networked world. Users tend to trust and follow the opinions of leaders' perceptions, which enhances the credibility and influence of the brand. The active promotion of opinion leaders can significantly increase users' brand awareness and engagement.

## Conclusion

This study identified four key components: content strategy, interactive strategy, strategy, and brand management. Content strategy is the core of social media marketing. High-quality and diverse content can attract users' attention, and convey brand value and culture. Multimedia content such as videos, pictures, articles, and live broadcasts can meet the preferences and needs of different users and enhance the brand's appeal and memorability. Data-driven is an important means of optimizing social media marketing strategies. Brand management strategies include the shaping and maintenance of brand image. Companies must actively manage brand crises, promptly address user concerns through fast and transparent communication, and maintain their brand reputation.

A sample total of 200 participants who responded to their perceptions of the questionnaires are valid and reliable. Among the respondents, 60% were male. The age distribution was mainly concentrated in the 26-35 years old, occupational distribution, company employees accounted for 45%. The frequency of social media use, 50% of the respondents used social media several times a day, 30% used it several times a day, and 15% and 5% used it several times a week and several times a month respectively. Among the commonly used social media platforms, WeChat had the highest usage rate, accounting for 75%; followed by Douyin and Weibo, accounting for 60% and 50% respectively; Xiaohongshu had a usage rate of 40%. This feature provides representative user data for this study to analyze the impact of social media on the brand awareness of local food companies in China.

The paper discusses various theoretical models and frameworks that explain the factors influencing brand awareness formation. the 30-item Questionnaire on Leader-User Engagement Interaction Behavior (QLUEIB) The 10-item Brand Awareness Attitude (BAA) The 10-item User Engagement Attitude (UEA) Social Media Platform Usage (SMPU), Content Type (Cty), User Interaction (UIn), Data Analysis (DaT), Influence on Leaders' Perception (ILP) scales. In most cases, this research study was investigated and analyzed with an R-squared, a statistical measure, that quantifies the proportion of the variance in the dependent (BAA and UEA) variable that's explained by the independent variable (QLUEIB) scales in a regression model. The R2 was calculated as the square of the correlation coefficient (R) predicted values. Generally, a R-squared between 0.50 to 0.99 is acceptable in research especially, when most of the explanatory variables are statistically significant. The results findings and the R2 values indicate that 50% and 47% of the variance in personalities' attitudes to their perceptions of their social media influence the perceptions toward the local food companies in China was attributable to their brand awareness and engagement factors and components, respectively.

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