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Social Media Marketing Effort of Mobile Phones, Brand Equity and Foreigner'S Consumer Behavior in China

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Abstract: As far as social media marketing is concerned, there isn't much corroboration as to the activities and actions that impact brand equity design and consumer behavior about the brand. This fact-finding will be based on looking into these connections by digging deeper into three Chinese mobile phone brands (Huawei, Xiaomi, and Oppo). To be thorough enough, this analysis will bring out the relationship between social media marketing, brand equity, consumer behavior, and the after-effects of these three. This research will evaluate the brands mentioned above' social media marketing efforts, bringing it as a comprehensive concept that absorbs four features (information satisfaction, vividness, entertainment, and trendiness). Another benefit of this research is saving the purpose of bringing out social media marketing efforts having a productive effect on brand equity and specifically on these three points of brand equity (brand loyalty, brand awareness, and perceived risk).

Keywords: Social media, Marketing, Social Media Marketing Effort (SMME), Brand Equity (BE), Consumer Behavior (CB).

1. Introduction

More than ever before, the globe has become more multinational. We use various websites and social media platforms to discover information, read the news, connect with friends worldwide, or make a purchase. Marketing on social media is no longer an option; it is now a need for every company seeking to prosper. Customers demand two-way contact and the ability to interact, talk, and engage with the firm online whenever they want.

Previously, advertising was done through conventional, non-targeted, and traditional methods through magazines, television, radio, and direct email. These methods were not very effective as it was hard to target specific buyers (Scott, 2009). Most companies are taking advantage of it by trying to reach out to their customers and expand their businesses (S. Hassan, 2015). The internet and social media have forever altered traditional marketing. Due to the intense rivalry, companies and marketers have been pushed to look for new ways to reach their clients, which has resulted in the development of social media marketing (Danish, 2019).

Marketing is getting a product or service from a given company to its end customers, from product development to final sales (Cohen, 2010). Marketing is also known as the buying and selling of products or services, which continues to change according to era (Choi, 2016). The way Chinese mobile phone companies used to market themselves back then differs from how they do it now. With the increasing development of economic globalization, the mobile phone markets are expanding, forcing Chinese mobile phone brands to follow the trend (Yan Gong, 2019). Of late, marketing has become more creative in delivering programs that can drive more revenue and profit in Chinese mobile phone brands compared to the past years (Silvino, 2010). Traditional marketing methods such as newspapers, posters, and telemarketing are not good enough. This brings me to my next point, which is the modern marketing method, social media marketing.

Social media marketing has become the critical element leading to success for most companies, whether big or small. Due to social media marketing, consumers can easily collect and share brand-related information, thus increasing brand awareness (Burnasheva, 2019). Therefore, some scholars like (Tuten, 2016) (Choi 2016) discovered that the primary goal of social media marketing is to assist businesses because it relates to consumer satisfaction and purchase intentions with loyalties and consumer shares. A clear example of Huawei, a Chinese brand that is utilizing the use of social media marketing. Though they focus on both traditional marketing ways, their core objective is to use different social media platforms for marketing, like Facebook, Twitter, etc., that can be able to reach everyone around the world (Schultz D. E., 2011). Looking at Xioami as another great brand in China that most foreigners go for, they had to step up their marketing based on how the world is changing. As a brand, they learned how to grow by cultivating a dedicated fan base and engaging with users online, thus managing their social media marketing (Halden, 2021).

With the number of brands out there, all companies need to step up their game to stand out from their competitors. This brings me to my next keyword, Brand equity. Most Chinese branded phones like Huawei and Xiaomi try to appeal to foreign markets, be it in China or outside, by eliciting their ethnocentric tendencies with the hope of them buying domestic products rather than foreign brands (He, 2015). Brand equity as impalpable brand assets is related to brand name awareness, brand beliefs, brand loyalty, perceived brand quality, favorable brand symbolisms, and associations that provide competitive advantage and future earnings (Keller, 2006). Taking Xioami as an example, it is one of those brands obsessed with the customers and their loyalty. They make it a point to prove that they offer the best quality at affordable rates. The customers lap up any new product they release without hesitation. In 2017, their revenue was \$15 billion. Previously, goods and services were only purchased in brick-and-mortar stores (shops).

According to Engel (1990), consumer behavior is defined as the actions and decisions people go through to purchase goods and services for their own personal use. Consumer behavior models have advanced significantly in the last four decades. When looking at consumer behavior, it's more about what customers buy, when they buy, and how often they buy, to mention a few. It's essential to pay close attention to consumer behavior because, according to (H.A, 1995), consumers determine a brand's profits and sales. After all, they are the ones who make the purchasing decisions. Companies that brand themselves might sell more high-quality items while benefiting from higher profit margins and a better reputation (Hardy, 2016). As a result, internet marketing was born, ushering in a new marketing age.

1.1. Contents of the Research

The main goal of this study is to employ social media marketing as a research topic, explore how it affects brand equity and consumer behavior, and what elements mobile phone companies should consider. The goal is to identify the most successful mechanism in this process, to identify the relationship between these aspects, to draw conclusions, and to make recommendations to select brands to help them develop and thrive in the dynamic world of social media marketing.

To examine the impact and effectiveness of Social Media Marketing, Brand equity, and Consumer behavior

To explore Social Media Marketing, Brand equity, and Consumer behavior concerning Chinese mobile phone brands.

This will be achieved by comparing qualitative data, gathered through interviews and focus groups, with quantitative data collected from surveys and social media analytics.

Determine consumer's behavior and choice based on the brand equity

The conclusions will be drawn based on a comprehensive analysis of all the data collected, considering the limitations and potential biases of the study.

1.2. Significance of the Research

When it comes to social media marketing, it relies more on human behavior than it does with structured advertisements. So, the study will find out how this affects consumer behavior, that is, the buying behavior and the brand equity that includes loyalty only, to mention a few. This should contribute significantly to managers and organizations by providing helpful information from the responses. In turn, it will benefit academia by doing a critical review of all the previous works that have been done on the topic.

2. Literature Review

2.1. Literature Review on Social Media Marketing Efforts of Mobile Phones, Brand Equity and Foreigners' Consumer Behavior in China

The issue of social media being used by companies and brands has created a whole new different aspect. It pressures them to look for another different approach to reach their customers (Ransbotham, 2010). Many consumers are getting more engaged on social media; therefore, the more a brand engages on the platform, the more chances it gets to be well known there (Zarrella, 2009).Generally, social media has two types: the traditional way, which includes newspapers and radio, only to mention but a few, and the new technology, which consists of using internet platforms like YouTube, Instagram, and so on. Bruhn, (2012) Even though social media marketing provides new opportunities for companies, specific challenges come with it (Andreas M. Kaplan, 2009). One of these primary challenges is getting new followers thus leading to growth and fame. There won't be any improvements when a brand is not well known (Bhat, 2018). This analysis will provide forgoing literature by contributing with an inclusive framework that will indicate how social media marketing efforts influence brand equity and foreign consumer behavior in China towards the four given mobile phone brands.

This research has specific objectives that will help methodically and structurally look into the influence of social media marketing on the consumer's perspective through brand equity. The main goals that will be further discussed are to fill in the gaps from the last research done already specifically: (1) assess the core connection that is between the three main concepts that are social media marketing efforts, brand equity, and consumer behavior towards the four brands; (2) rate the reciprocal significance of the features of social media marketing towards the formation of brand equity and the consumer behavior; (3) look over the three main attributes of brand equity creation as a whole in the aspect of social media marketing;(4) quantify the effect of social media marketing and brand equity on creating the analysis brought by the topics to be discussed below under brand equity, and also the brand's probability to ask an installment price in accordance to their products, and lastly (5) come to a conclusion by comparing all the information obtained from these four mobile phone brands.

These mobile phone brands didn't just find their way up on social media doing their marketing and advertising their products; they made their way up bit by bit, mainly through the use of WeChat, Instagram, and Facebook, only to mention a few (Basak Denizci Guillet, 2015). This research will be in full detail to find how much positive effect social media marketing has on brand equity and consumer behavior, which includes the main key points under brand equity to be discussed. The executive connotation from this research will help the marketers examine the solidity and perspective of any marketing action they partake in. This research will start with the framework showing social media marketing, brand equity, and consumer behavior. This will be followed by a clear explanation based on the conceptual framework. After all this has been done, everything will be summed up to a conclusion.

2.2. Social Media Marketing

Social media has been a way to go for all the companies that want to reach out to their consumers in different areas. Most firms are using social media platforms to expand their geographical reach to customers (Gao, 2018). Not only are these firms trying to reach out to the consumers to get their brand known, but they are also trying to get to know their consumers and connect with them on a different level (Rapp, 2013). From a closer perspective of the mobile phone brand industry, social media marketing is an excellent way to go. For example, OPPO mobile phone uses Weibo social media marketing to transform the industry (Xiuling, 2017). They use the five links: talkers, topics, tools, taking part, and tracking. Another clear example comes from Xiaomi as a brand. It has managed to catch the eye of the most significant population in China through the use of Weibo, where they have like 8 million fans (MarketMeChina., 2016). Most brands have taken advantage of using social media marketing to listen to their consumers, connect with them, and get their feedback.

2.2.1. Vividness

By clear definition, vividness is a specific cause of action a channel would attract to an independent mindset. On the same note, it requires two main attributes: breadth and depth. Breadth is defined as the different number of senses a particular channel can engage, whereas depth is the level of the senses that can be employed (J., 1992). In many cases, we consider a video to be more vivid than a picture in a way that you can get so much more information and clarity than a picture because the former gives both the aural sense and visual (L De Vries, 2018). Most brands use the vividness of some aspects on their home pages on social media websites to get more customer experience (Coyle, 2001). That's where the vividness comes bringing more attractive attention to users (R. L. Zeff, 1997).

2.2.2. Entertainment

Entertainment is the appearance of a particular activity that grasps people's awareness and interest and gives them great enjoyment and happiness (ScienceDaily, 2021, June 2). Many people have been using social media as entertainment instead of watching television or movies. This is according to new research, which shows that social media is considered a source of entertainment to many (Leggatt, 2011). Through entertainment, most brands can let their brands be known out there, and usually, in most ads these days; they have at least one thing to entertain consumers, like a joke or upbeat music (Tee Poh Kiong, 2013). It can also be noted that entertainment can break through the mess up, especially if the ad from the brand is creative. Ang (2007) clearly states that an innovative ad for brands on any form of social media through entertainment gets more attention and stands out.

2.2.3. Trendiness

According to Naaman, (2011), social media is there to provide the most recent news and all the latest and hot topics, and anyone who wants to search for any product can get it from there, as said by one autho (Muntinga, 2011). The information on social media trending comes with four topics thus knowledge, inspiration, surveillance, and pre-purchase information. Knowledge is the understanding of consumers on specific brand-related issues that they get for them to get to know more about the brand. In addition, surveillance is defined as observing a social environment to stay updated. Lastly, pre-purchase information is acquiring information about a brand through reading reviews from others to be sure about the brand before buying.

2.3. Brand Equity

2.3.1. Brand loyalty

By definition, brand loyalty is the extent to which a customer is faithful towards a particular brand. Because they are faithful, they tend to express it by buying identical products and positively responding to others (Kotler, 2006). Loyal consumers are loyal customers of the brand; therefore, they will continue to make repeated purchases from the same product (Giddens, 2002).

2.3.2. Brand awareness

Brand awareness is the degree to which a consumer can recognize a brand or a product by its specific name (Kopp, 2021). In most cases, the awareness of a brand usually includes the qualities that differentiate it from the rest of its competitors. This is a continued process that not only gives brand-new customers but also brings back long-lost consumers (Pahwa, 2019). Brand awareness is also closely linked to brand loyalty, as consumers are more likely to choose a brand they are familiar with and trust. For example, looking into Huawei did not just influence product functionality; it had to show that it focused more on building brand awareness. They had to understand that for their brand to gain hype, they had to embrace any local merchandise and create new content, and in the end, they made the Huawei Best Wei Campaign (Danao, 2020).

2.3.3. Perceived quality

Perceived quality is the consumer's point of view about how they see a brand and its products concerning the primary purpose of its particular use (Tee Poh Kiong, 2013). There are specific reasons behind this idea of perceived risk reputation. Not every brand or product will work well for everyone; therefore, someone might have mentioned how wrong the product was to them, leading to other consumers doubting it. For example, when it first started with Huawei, it was not well known worldwide but just in a few countries. They had a bad reputation in countries like Russia, but they had to prove their worth as a brand (XU Hui, 2008).

2.4. Consumer Behavior

2.4.1. Price

By mare definition, price is the quantity of money expected from a particular product or service. It can also be the total value a consumer will exchange for a wanted branded product. Price is simply the money a consumer pays willingly to attain a service or product. Most people believe expensive goods are the best quality (Tee Poh Kiong, 2013). For example, looking into Xiaomi's pricing strategy tends to sell goods at low prices while still bringing out the best quality. When they sell their products, they sell them at the same price as they were used to produce with no profit in return (Team M. S., 2020).

2.4.2. Quality

Quality is an insight into a particular brand's quality that it needs to achieve amongst consumers (Spacey, 2017). For instance, most customers expect discounts after getting a specific product. More so, consumers prefer to get more excellent-quality goods with the hope of long-lasting. This brand has been working towards improving its quality since 2018 it got an award. Most people would instead get a Vivo phone compared to (Goodwin, 2021).

2.4.3. Satisfaction

This is defined as the way a given branded product meets the requirements of what the customer will be expecting. Customers play a vital role in keeping a brand afloat; therefore, to achieve all this, it needs to keep its customers satisfied before and after getting the product. When customers are satisfied by a brand's product, they are genuinely committed to repeatedly buying from the same shop (Ballantyne, 2006). Studies by some authors state that the first satisfaction by a consumer is felt after the first purchase, which will lead to them repurchasing it or dropping it (Cronin, 2000). A customer's satisfaction is important because it will increase the purchase of a product and call out to more buyers because of its good reputation (Wood, 2004).

2.4.4. Accessibility

Accessibility is based on giving your consumers all the information they need no matter where they find the brand. This is all about a brand always being reachable and anywhere (Bethelmy-Rada, 2019). Accessibility is also linked to loyalty, which comes back to satisfaction. If the brand is accessible to consumers, in most cases, they wouldn't have to think twice about buying it for one because they will have easy accessibility (VanAuken, 2015).

3. Methodology

The quantitative method is adopted to select a practical and approachable research method for achieving the study's final purpose. In most circumstances, an analysis can be carried out using either quantitative or qualitative methods; in some cases, a mixed-method approach combining both approaches is also conceivable (Van der Merwe, 1996). This research aims to evaluate how social media marketing activities affect brand equity and consumer behavior toward a brand, specifically in China's mobile phone brands. I created a quantitative survey for clients of well-known mobile phone firms that had invested much in social media marketing. The mobile phone brands were primarily picked based on social media popularity and client base size. In addition to three well-known social media firms, I selected to conduct an extensive study based on the viewpoints of foreigners (Huawei, Oppo, and Xiaomi).

While "research" has been defined in various ways, certain commonalities exist. Strategic basic research, experimental development, and applied research all fall under the umbrella of the research concept (University., 2021). The Department of Education and Training defines research as a methodical and structured method of developing new ideas, methodologies, and understandings (University., 2021). To put it another way, this creation entails synthesizing and analyzing existing knowledge to develop creative or novel results. It has three stages: defining a question, gathering facts, and formulating a solution. Creswell J., (2012) in the field of marketing, research is critical to the growth of a company. Business research is conducted through a data collection procedure aimed at making low-risk decisions.

Depending on the nature of the research challenge, researchers could utilize a quantitative or qualitative research method or a combination of both. Creswell J., (2012) the general relationships between variables or individuals can be established in quantitative research to describe a research issue. Individual attributes (such as age) or a point of view are used as variables (e.g., opinion about the school bond issue). As a result, the results of this research will reveal if one or more variables impact the others. According to Pritha, (2021), quantitative research is the gathering and analysis of numerical data. Following that, statistical analysis is used to display the research findings. On the other hand, qualitative research focuses on gathering and evaluating non-numeric data such as photographs, text, and audio. Different components, such as the study objective, topic features, and research questions, should be clarified before selecting an efficient research methodology (Nikolaos, 2018).

3.1. Research Approach

Based on the research's nature, the research methodology denotes a specific procedure that includes various parts of data gathering, analysis, and interpretation. Inductive and deductive research methods can be divided into two categories (Creswell J. W., 2014).

Researchers, however, create hypotheses based on existing theories after analyzing current theories. By gathering and analyzing evidence, the deductive method is used to test and verify those theories (Saunders M. L., 2012). Researchers can also use the findings to develop new ideas or implications after comparing them to previous literature. This method is best suited for extensive, quantitative samples that can be generalized. For the above reasons, this study will use a deductive approach to investigate causal links between variables through hypothesis testing and a conceptual framework.

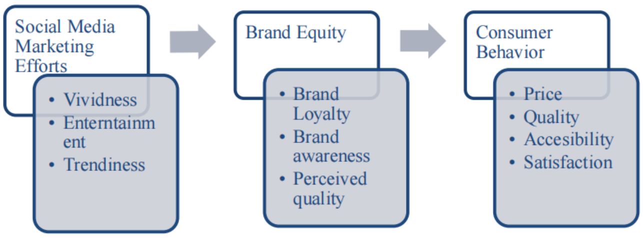

Figure 1. Framework (writer)

H1: It is hypothesized that social media marketing has a positive impact on consumer-based brand equity.

H2: It is hypothesized that trendiness on Social media marketing effort plays a major role in the online consumer buying behavior of customers.

H3: It is hypothesized that Income level has a negative impact on the consumer behavior and brand equity.

H4: It is hypothesized that Brand equity and Consumer behavior of consumers is affected by the social media marketing effort.

H5: It is hypothesized that Consumer behavior of customers is affected by the brand equity

H6: It is hypothesized that Consumer behavior has a great impact on brand equity and social media marketing effort

H7: It is hypothesized that Social Media marketing efforts helps in increasing brand equity e.g brand loyalty and consumer behavior thus their buying behavior.

H8: It is hypothesized that brand equity has impact on social media marketing effort because most brands gain their loyal customers through their social media marketing effort appearance.

H9: It is hypothesized that consumer behavior of brands is affected by the relationship between the satisfaction and quality from consumers.

4. Analysis and Results

A total of 208 people responded to the questionnaire. 9 questionnaires were not fully completed or the data showed the same answers for every question (e.g. always completely agree or disagree). However these questionnaires that were left blank were replaced by the number 6 for more clarification. A final amount of 208 questionnaires were used for this research.

4.1. Descriptive

Table 1. Descriptive Statistics

	N	Min	Max	Mean	Std. Dev
Consumer Behavior	208	1.00	4.33	2.3029	.55977
Brand Equity	208	1.50	5.00	3.0064	.69425
Social Media Marketing Effort	208	1.17	4.50	2.6298	.53108

Table 1 shows that the average value of brand equity, which is 3.0064, is the highest of all variables. This indicates that the respondents to the study had a strong preference for brand equity. Consumer behavior has an average value of 2.3029. As can be observed, there aren't many persons in the sample who think about consumer behavior. The average score for social media marketing media effort is 2.6298, indicating that many respondents in this poll believe that social media marketing effort is more important than consumer behavior.

When the scores of the three variables of consumer behavior, brand equity, and social media marketing effort are compared, the greatest score is given to brand equity and social media marketing effort. Brand equity has the highest number whilst the lowest scores are for consumer behavior.

4.2. Correlation Analysis

The Pearson product correlation between recommendation due to satisfaction and improved quality was found to be very low. Positive and statistically significant ($r = .253$ $p < .001$). As a result, H7 is accepted. This demonstrates that a rise in better quality would result in a greater recommendation due to satisfaction.

Table 2. Correlation

	Consumer Behavior	Brand Equity	Social Media Marketing Effort
Consumer behavior	1		
Brand Equity	-.302**	1	
Social Media Marketing Effort	.324**	-.149***	1

Table 2 shows that there is a very low negative correlation between consumer behavior and brand equity ($r=-.302$, $p < 0.001$), which preliminarily verifies Hypothesis 5. Social media marketing effort demonstrates a low positive correlation with consumer behavior ($r=0.324$, $p < 0.001$), providing preliminary evidence for Hypothesis 1 and Hypothesis 6. The independent and dependent variables in this study somewhat have a good correlation even though there are some negative numbers that can be seen. However, it is also essentially consistent with the theoretical model and research hypothesis, which initially shows the rationality of the model hypothesis that then allows the following phase of regression analysis to be carried out.

4.3. Regression Analysis

According to the third hypothesis, customer behavior and brand equity are likely to be negatively affected by income levels when it comes to mobile phone brands.

Given that the fact that correlation analysis can only determine whether two variables have a linear relationship, as well as the direction and intensity of that relationship, it cannot prove that the two variables are causally related. Therefore regression analysis can compensate for this shortcoming and reveal the nature of the correlation. This section examines customer behavior, brand equity, and social media marketing efforts using multiple linear regression approaches.

4.3.1. Regression test of Consumer Behavior to Brand Equity and Social Media Marketing Effort

Hypothesis 6: "Consumer behavior has a significant impact on brand equity and social media marketing effort" is put to the test in this section. There is need to apply hierarchical regression analysis to the data.

Model summary of regression analysis for consumer behavior to brand equity and social media marketing effort is shown in the table below. The first model represents social media marketing effort. The association between consumer behavior and social media marketing effort is represented by R-value in this scenario. The R-value for this experiment was .324. Because the correlation was less than 0.4, it indicated a poor relationship between the dependent variable, consumer behavior, and the independent variable, social media marketing effort. The link between consumer behavior and brand equity, on the other hand, has an R-value of .414.

However, because it is greater than 0.4, this shows a strong link between consumer behavior and brand equity. This indicates that only brand equity may be investigated further to see how much of the dependent's variance can be explained by the factored independent variable R square. The value for social media marketing effort is 0.105, whereas the value for brand equity is 0.171, according to R-squared. Both numbers are below 0.5. As a result, these two models are unable to identify the relationship between the dependent and independent variables, which is not a good thing.

Table 3.1. Model summary

					Change Statistics				
Model	R	R Square^b	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.324^a	.105	.101	.53079	.105	24.223	1	206	.000
2	.414^a	.171	.163	.52211	.066	16.307	1	205	.000

Table 3.2. Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.824	1	6.824	24.223	.000^b
	Residual	58.038	206	.282		
	Total	64.863	207			
2	Regression	11.101	2	5.551	21.165	.000^c
	Residual	53.762	205	.262		
	Total	64.863	207			

Table 3.2 shows how effectively the dependent variable is predicted; both models 1 and 2 have a p-value of 0.000, which is less than 0.05. As a result, the regression model accurately predicts social media marketing and brand equity. The F-ratio for social media marketing effort is 24.223, whereas brand equity has an F-ratio of 21.165.

Table 3.3. Coeffcients

Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
1.404	.186		7.533	.000
.342	.069	.324	4.922	.000
2.141	.256		8.356	.000
.301	.068	.286	4.441	.000
-.209	.052	-.260	-4.038	.000

The Regression Table 3 shows the coefficient. In this part, the Sig. value is explained since the null hypothesis should be rejected if the p-value is less than 0.05. Both social media marketing effort and brand equity had a sig. value of p=0.000, which is less than the study's tolerated level of significance of 0.05. This means that all of them will be accepted.

4.3.2. Regression Test of Brand Equity to Social Media Marketing Effort

Hypothesis 8: "Brand equity has an impact on social media marketing effort since most brands attract loyal customers through their social media marketing effort appearance" is tested in this section. Because most brands attract their devoted customers through their appearance on social media, combine the control parameters in the model and create a model to assess its impact on social media marketing effort. According to the table, the dependent variable will be brand equity.

The model summary of regression analysis for brand equity to social media marketing effort is shown in the table below. The model below depicts the effort put forward in social media marketing. R-value denotes the relationship between brand equity and social media marketing effort in this scenario .149 is the R-value. Because the correlation is less than 0.4, it indicates a poor relationship between the dependent variable, brand equity, and the independent variable, social media marketing effort. This means that it can't be investigated further to see if the factored independent variable R square can explain the total variance of the dependent. Social media marketing effort has an R-squared value of 0.22. It's less than half of a percent (0.5). As a result, the model is unable to identify the relationship between the dependent and independent variables, which is not a good thing.

Table 4.1. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.149[a]	.022	.018	.68813

Table 4.2. Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.224	1	2.224	4.697	.031[b]
	Residual	97.545	206	.474		
	Total	99.769	207			

The p-value is 0.31, which is lower than 0.05, showing how effectively the dependent variable is predicted in Table 4. As a result, the regression model accurately predicts social media marketing effort. F= 4.697 is obtained by dividing the mean square regression (2.224) by the Means Square Residual (.474).

Table 4.3. Coefficient

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1	(Constant)	3.520	.242	
	SMME	-.195	.090	-.149

Table 4.3 illustrates the regression coefficient. Because the null hypothesis should be rejected if the p-value is less than 0.05, the Sig. value is used in this section. The significance level for social media marketing effort is p = 0.031, which is below than the study's acceptable level of significance of 0.05. This means that they'll all be taken into consideration.

5. Discussion

5.1. Discussion and Implication

(Gallaugher, 2010); (Kozinets, 2010) are among the many studies that examine the theoretical and practical implications of social media for brand building, as well as the numerous managerial opportunities and difficulties that they involve (Kaplan, 2010). However, researchers have so far been unable to provide empirical evidence of how SMMEs successfully influence brand equity and how this influence affects other critical branding goals such as brand loyalty, awareness, and perceived value.

Due to multiple conceptual and measurement challenges, social media marketing is a challenging subject for such measurements (Schultz D. E., 2011); (Schultz D. E., 2013). The study is based on the mobile phone brand sector, as previous research has shown that mobile phone brands appear to have effective and successful means of interacting and reaching their customers using new media (Kim, 2010); (Phan, 2011).

The following are the most important contributions from a managerial standpoint. The previously known qualities of entertainment, vividness, and trendiness in social media content all contribute to brand equity. Consumers should pay attention to these three factors. According to the findings, any social media marketing plan should prioritize engaging, current material that is likely to elicit participation and interaction.

In general, firms should strive to emphasize these elements on their social media platforms. Brands should see social media marketing as more than just a way to reach out to customers; it's also a crucial and cost-effective instrument for image development. As a result, social media may one day compete with more traditional marketing channels (such as television and magazines) as an effective instrument for creating emotional effects with brands (Leong, (1998).).

Moving forward, customers want brands to have a presence on social media, and there should be no first mover advantage in this arena. The three brands analyzed had a wide range of experience with social media, yet there was no difference between them in this regard. As a result, even if the industry is fast expanding, it is not too late to enter if a mobile phone brand is not yet present or particularly active in the social media sector.

SMME operations also affect customer behavior through brand equity, but their contribution appears to be more important in terms of brand loyalty and awareness than perceived value. This suggests that while mobile phone companies can utilize social media to develop their client relationships, they should rely on more traditional methods (such as shop image and atmosphere) to persuade customers to spend a higher price for their products.

6. Conclusion

This research summarizes and infers based on a lot of theoretical analysis and literature reading. The theoretical research model for this study is built on this foundation. This study used a questionnaire survey approach to collect data, and 208 valid questionnaires were found. Conduct applicable empirical analysis on these 208 valid sample data using the SPSS statistical program.

The research began by introducing and defining mobile phone social media marketing activities, brand equity, and foreigners' consumer behavior in China. This study aimed to see how it influences consumer behavior, explicitly buying behavior and brand equity, including loyalty, to name a few. Another goal of the study was to identify the primary focus areas, which included social media marketing, brand equity, and customer behavior. Furthermore, this study will look into how these three are linked in the context of Chinese mobile phone companies.

Mobile phone brands must prioritize social media marketing since only then will they be able to strengthen their brand equity or loyalty and consumer behavior. Brand loyalty and awareness were the most critical variables in determining brand equity. Most customers will be loyal only if they receive excellent service and if a brand's social media marketing is effective. As a result of their social media promotion, they will become aware of the brand. The greatest positive and statistically significant aspect of brand equity in influencing consumer behavior was discovered to be brand loyalty. As a result of the social media marketing transformation of brand awareness, brand loyalty is growing.

It was determined that social media platforms played a function in influencing customer attitudes to address the effects of social media marketing on consumer attitudes.

6.1. Limitations and Future Research

To begin, the sample data in this paper was primarily gathered from network resources, with 208 samples collected from around the world to ensure the universality of the conclusions. It, however, ignores regional variances in economic levels and cultural traits. The samples used in this article come from various industries, companies, and occupations around the world, and there is no rigorous differentiation or control in the research, which could affect the applicability of the findings. As a result, future studies can refine the sample's geography, business type, industry, and employment and conduct a more in-depth analysis of other types of samples.

The study's biggest weakness is its applicability outside the mobile phone brand market. While the findings are likely valuable in one industry, they may not be readily transferable to other fields. As a result, the findings' general nature must be confirmed in different circumstances.

Thirdly, while looking at the data from a foreigner's perspective, the study revealed notable discrepancies between the three analyzed mobile phone brands. A more in-depth examination of these disparities is beyond the scope of this study, although it could be a future research topic.

Brand awareness and brand image were used as variables of brand equity in the third study. Other characteristics, such as brand quality and brand associations, might be included in future studies, and the process of building brand equity could be re-evaluated.

Finally, socio-demographic characteristics such as education and occupation may have a substantial or moderating effect on the conceptual model. They could be added in future analyses to understand the phenomenon under study better.

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