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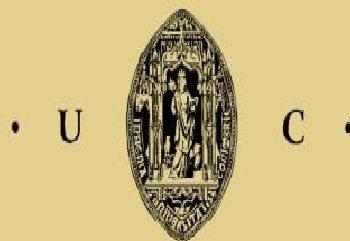
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**Relationship between Social Network Marketing and
Brand Image and Customer Repurchase Intention
and WOM in Retail Industry**

Dissertation of Masters in Marketing, presented to the Faculty of
Economics of University of Coimbra to obtain a Masters' degree

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Table of Content

1. List of Tables.....	2
2. List of Figures.....	错误! 未定义书签。
3. Acknowledgement.....	6
4. Introduction.....	9
5. Research Objective.....	12
6. Literature Review.....	14
Social Network Marketing.....	错误! 未定义书签。
Social Media(Trendiness & Entertainment).....	错误! 未定义书签。
Social network service (Informativeness & Interactivity).....	17
Celebrity endorsement(Imitation behavior & Attractiveness).....	20
Brand image.....	22
Repurchase Intention.....	23
WOM (Word of Mouth)	24
7. Problem Definition.....	25
8. Theoretical Framework.....	26
9. Research Design and Methodology.....	35
Measurement.....	35
Social Media Scale.....	35
Social Network Service Scale.....	36
Celebrity Endorsement on Social Network Scale.....	37
Brand Image in Retail Industry Scale.....	38
Customer Repurchase Intention Scale.....	39
WOM (Word of Mouth) Scale.....	39
Data Collection Methods.....	40
Population and Sample Selection.....	41
Questionnaire Elaboration.....	41
Statistical Methods.....	42
10. Data Analysis.....	42
Reliability.....	43
Scale of social media.....	43
Scale of trendiness of social media.....	44
Scale of entertainment of social media.....	错误! 未定义书签。
Scale of social network service.....	45
Scale of informativeness of social network service.....	46
Scale of interactivity of social network service.....	46
Scale of celebrity endorsement.....	47
Scale of imitation behavior of celebrity endorsement.....	47
Scale of attractiveness of celebrity endorsement.....	48

Scale of Brand image in retail industry.....	48
Scale of Repurchase intention in retail industry.....	49
Scale of WOM (Word of Mouth)	49
Reliability Analysis Summary.....	50
Exploratory Factor Analysis.....	51
Sample Characterization Analysis.....	54
Multiple Liner Regression Analysis.....	57
Explore the impact of social networking marketing on brand image.....	57
Explore the impact of brand image on customer repurchase intention.....	61
.....Explore the impact of brand image on WOM (Word of Mouth)	63
Explore the impact of social networking marketing on customer repurchase intention.....	66
..... Explore the impact of social networking marketing on WOM (Word of Mouth)	70
11. Finding and Discussion.....	74
12. Conclusion.....	77
13. Contribution.....	78
14. Managerial implications.....	80
15. Limitations and suggestions for future investigation.....	81
16. Reference.....	82
17. Appendix.....	100
Questionnaires.....	100

1. List of Tables

TABLE 11- 1 CRONBACH'S ALPHA.....	43
TABLE 11-2 SCALE OF SOCIAL MEDIA.....	43
TABLE 11-3 SCALE OF TRENDINESS OF SOCIAL MEDIA.....	44
TABLE 11-4 SCALE OF ENTERTAINMENT OF SOCIAL MEDIA.....	44
TABLE 11-5 SCALE OF SOCIAL NETWORK SERVICE.....	45
TABLE 11-6 SCALE OF INFORMATIVENESS OF SOCIAL NETWORK SERVICE.....	46
TABLE 11-7 SCALE OF INTERACTIVITY OF SOCIAL NETWORK SERVICE.....	46
TABLE 11-8 SCALE OF CELEBRITY ENDORSEMENT.....	47
TABLE 11-9 SCALE OF IMITATION BEHAVIOR OF CELEBRITY ENDORSEMENT.....	47
TABLE 11-10 SCALE OF ATTRACTIVENESS OF CELEBRITY ENDORSEMENT.....	48
TABLE 11-11 SCALE OF BRAND IMAGE IN RETAIL INDUSTRY.....	48
TABLE 11-12 SCALE OF REPURCHASE INTENTION IN RETAIL INDUSTRY.....	49
TABLE 11-13 SCALE OF WOM (WORD OF MOUTH)	49
TABLE 11-14 RELIABILITY ANALYSIS SUMMARY.....	50
TABLE 11-15 KMO VALUES.....	52
TABLE 11-16 EXPLORATORY FACTOR ANALYSIS.....	52
TABLE 11-17 GENDER OF RESPONDENTS.....	54
TABLE 11-18 AGE OF RESPONDENTS.....	54
TABLE 11-19 MARITAL STATUS OF RESPONDENTS.....	55
TABLE 11-20 COMPLETED SCHOOLING OF RESPONDENTS.....	55
TABLE 11-21 MEDIUM INCOME OF RESPONDENTS.....	56

2. LIST OF FIGURES

FIGURE 9-1	THEORETICAL FRAMEWORK.....	28
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2020 is an extraordinary year. Under the influence of COVID-19, the process of studying abroad is extremely difficult. I can't change the limitations of the environment, but environment can't shake my inner belief in knowledge and improvement too.

In the first half of this dissertation writing, I have been communicating with my professor through online courses in my hometown. It is eight hours' time difference between China and Portugal. I would like to thank my professor for his continuous attention and help, and patiently explain and guide my questions and difficulties.

At the same time, I also want to thank my family, thank my parents have been behind me quietly support and accompany, without them, I would not be today. In the future, I hope to continue to move forward, keep learning, improve myself, strive to realize my life value, and create more value for my family and society.

Abstract

Purpose: This study aims to examine the effect of social network marketing on the brand image and customer repurchase intention and word of mouth in the retail industry. In view of the increasing development of social media and the endless emergence of "We media" in today's society, People's daily life has been closely connected with social networks. Therefore, from the perspective of enterprises, it is crucial to explore the impact of social network market on consumers. Only by exploring how social networks influence consumer behavior can companies make more use of social networks to expand the market, attract consumers and thus increase profits.

Design/ Methodology Approach: Through searching and reading a large number of literatures on social network, relevant variables can be determined, indicators corresponding to each variable can be found from literatures, and theoretical models can be built, then put forward theoretical hypotheses. Finally, by designing a questionnaire, publishing it on social media, collecting surveyors' feedback, sorting out and analyzing the data obtained from the survey, and entering all the data into statistical software, analyzes using both IBM SPSS and IBM SPSS AMOS. And finally come to the conclusion.

Findings: Research results show that the social network market have obvious relationship with brand image and customer repurchase intention and word of mouth, social media for a significant positive influence on brand image, the characteristics of Trendiness and Entertainment of social media have a positive impact on consumers' brand image. Social network services have positive influence on brand image, the characteristics of Informativeness and Interactivity of social network services have a positive impact on consumers' brand image. In addition, the social network of

celebrity endorsement on brand image also has positive correlation, the characteristics of Imitation Behavior and Attractiveness of celebrity endorsements on social networks have a positive impact on consumers' brand image. The brand image also has positive correlation with customer repurchase intention and word of mouth.

Originality/value: With the rapid development of society, people's consumption concepts and consumption patterns have undergone tremendous changes. The widespread use of the Internet, rapid advances in technology, changes in the social environment and other factors have required rapid changes in traditional business models to meet consumer needs. The impact of the social network market explored in this research on current consumers can be said to be very close to reality. Online shopping, online sales, online advertising, etc., have a certain guiding significance for enterprise transformation, especially for traditional industries like the retail industry,

Practical Implications: This research conducts an in-depth exploration of the social network market, explores how the current social network marketing affects consumers, and contributes to the field of market influence, and lays the foundation for studying the development and reform of the future social network market. The data is obtained through market research which is analyzed with professional statistical principles and software to draw conclusions, with a certain degree of rigor and accuracy.

JEL-codes:

Keywords: social network marketing, social media, social network service, celebrity endorsements, brand image, customer repurchase intention, WOM, retail industry.

4. Introduction

With the continuous development of technology, Internet Technology has been continuously applied in various fields, gradually changing people's daily lives. Consumption via the Internet allows consumers to save a lot of time, obtain more information, and gain the goods and services they need at a lower price. People have gradually changed their consumption patterns and consumption concepts, and traditional industries have faced great challenges. For the retail industry, people don't need to spend time and energy to spend in offline physical stores, but directly search online for products with more varieties, lower prices, and less time and effort. Retail companies face huge competition and will lost many consumers. Therefore, the traditional retail industry must understand the current consumer market, change its marketing model in time, cater to consumers' consumption concepts, and retain more consumers. With the development of e-commerce and the associated benefits, online shopping is currently experiencing a boom. The convenience provided by the website, such as practicality and reduced time and effort, strengthens the intention of buyers to buy online. (Ratihet et al., 2020). The most fundamental impact on retail is the prominence of the Internet and online shopping, which now accounts for 18 per cent of all online sales. By 2028, that number is expected to rise to 53 percent. According to these statistics, this means that in 2028, there will be more online shopping compared to brick-and-mortar stores. (Ons.gov.uk. Retail sales, 2019).

Social network marketing is one of the important fields of network marketing and digital economy. The cost of advertising space per website, the number of impressions or clicks per AD is one of the main elements of marketing cost. To ensure the effective delivery of advertising, to deliver advertising to the target audience, and to determine the accurate delivery target, has always been a difficult problem facing online marketers (Plotnikov, 2020). Social Network Marketing (SNM) is one of the most successful advertising tools. Understanding how marketing tools can increase

sales is a major goal for every marketer, as it can greatly improve a company's profitability (Nima & Azhar, 2015).

In the literature, social media is defined as a group of communication networks and media that are online in nature and created to facilitate the sharing of information among different users in an interactive manner (Esu & Anyadighibe, 2014). Social media has fundamentally changed how we get information and form opinions. (Cinelli & Morales, 2021). More and more companies are looking to use social media to connect with different stakeholders, as plans to build influence on these platforms are becoming part of top level strategy (Sheshadri & Arpan, 2020).

Not only do social networking services help organizations meet the needs of their stakeholders, these platforms also serve as alternative interactive tools to official websites, an economic means of creating user communities around the organization and, in many cases, a tool to enhance the organization's brand image (Matosas & Romero, 2020). User behavior characteristics of mobile social network services have guiding significance for user experience evaluation, so test cases and test scenarios should be designed according to user behavior characteristics (Bao, Chen, Cui, 2020).

Market research has found that celebrity endorsements can improve brand awareness and brand loyalty of target consumers. Public health experts see celebrity endorsements as an integrated marketing communication (IMC) technique that influences young people's cognition and behavior across different media channels and platforms in different settings (Zhou & Rincón, 2020). Celebrity endorsement is a form of celebrity endorsement of brands, which is used by enterprises to attract the attention of audiences and motivate them to use the brand (Rabia, et al., 2019). Endorsement is a channel of brand communication. As brand spokesmen, celebrities prove the brand's proposition and status by extending their personality, popularity, social status or professional knowledge in the field to the brand (Lomboan, 2013).

However, despite the importance of social media marketing as a communication tool, there is very limited research on its impact on customer retention. Duffett(2015) also reported that research on social media marketing in emerging countries is limited. Today, social media has changed the way branded content is created, distributed and assembled. It shifts brand image building from marketers to consumers' online connections and content (Tsai & Men, 2013).

Therefore, this research mainly explores the relationship between the social network marketing on brand image and customer repurchase intention and word of mouth in the retail industry. The social network marketing selects three of the most representative elements: social media, social network services and celebrity endorsements. Social media mainly studies its trendiness and entertainment; Social network services mainly research its informativeness and interactivity; Celebrity endorsements on social networks mainly study its imitation behavior and attractiveness. By studying the impact of these three elements on brand image and customer repurchase intention and word of mouth in the retail industry, three hypotheses are proposed, a theoretical model is established, consumer data is collected in the form of questionnaires, and statistical software is used to analyze and process, and finally draw conclusions for the future companies in the retail industry effectively use social network markets to develop marketing strategies to help.

5. Research Problem and Objectives

The primary objective of the study is to identify the relationship between the social network market on brand image and customer repurchase intention and word of mouth in the retail industry. The social network marketing selects three of the most representative elements: social media (informativeness and interactivity), social network services (informativeness and interactivity) and celebrity endorsements (imitation behavior and attractiveness). Studies of past scholars have shown that more

social network's marketing will lead to good brand image has a positive relationship with consumer purchase intention (Nima & Azhar, 2015). The results can be explained as follows: First, social network marketing has a positive and significant impact on choice intention. Social network marketing has a positive and significant impact on consumer engagement. Consumer participation plays a mediating role between social network marketing and choice intention (Sapurto, & Hidayat, 2020). The marketing and travel literature clearly illustrates the link between customer experience information obtained through social media and customer satisfaction. This is the set of feeders currently being used for future customers. (Xiang & Gretzel, 2010; Munar & Jacobsen, 2014). The results are in line with millennials, for whom advertising and entertainment are important when certain brands are marketing via social media. DiPietro, Crews, Gustafson and Strick (2012) point out that social network has become a necessary tool for consumers to participate in the network, and more and more companies are using social network as a marketing tool. Social media or SNS (social networking services) media such as Facebook, Instagram, Twitter, blogs, YouTube and wikis have become a new marketing method or tool. SNS or social media enables social interaction and personalized marketing and services through digitalization and two-way communication (Jaehun & Chunglokim, 2020). Brand image variables have a significant positive impact on consumers' buying interest on Instagram social media, while celebrity endorsement and witness variables have a positive impact on consumers' buying interest on Instagram. (Zahara et al., 2021)

Therefore, this study identifies the significant association of social media, social network service and celebrity endorsement on brand image and customer repurchase intention and word of mouth in retail industry. In summary, relationship should be confirmed between the following factors through research and study:

1. To identify the impact of social media on brand image in retail industry.
 - 1) To identify the impact of trendiness of social media on brand image.

- 2) To identify the impact of entertainment of social media on brand image.
2. To identify the impact of social network service on brand image.
 - 1) To identify the impact of informativeness of social network service on brand image.
 - 2) To identify the impact of interactivity of social network service on brand image.
3. To identify the impact of celebrity endorsement on brand image.
 - 1) To identify the impact of imitation behavior of celebrity endorsement on brand image.
 - 2) To identify the impact of attractiveness of celebrity endorsement on brand image.
4. To identify the impact of brand image on customer repurchase intention in retail industry.
5. To identify the impact of brand image on word of mouth in retail industry.

6. Literature Review

Social Network Marketing

Social Network Marketing (SNM) is a subset of SMM and has been among the most successful tools in advertising Radwanick (2010). The interaction between buyers and sellers on social networking platforms will create an interaction that is not only temporary, but if handled professionally, it will also lead to emotional and long-term interactions. As Gallup said, "Customers not only "satisfied" or "loyal", they are emotionally attached to the organization's brand or service" (Gallup Consulting, 2010).

Companies must become part of the social sphere to represent their companies and interact with their customers, and companies that do not build an online presence for themselves are losing competition. Few studies have explored how SNM affects consumers' purchasing intentions, especially among people who use social networks every day (Nima & Azhar, 2015).

Social network marketing has a significant impact on student participation, student participation has a significant impact on consumers' purchase intention, social network marketing has a significant impact on student purchase intention, through student participation, social network marketing and student purchase intention There is a significant relationship between (Hartiwi, Ridho & Yuniartya, 2020).

The social network market has been identified as an emerging form of activity found in the new media environment (Potts et al., 2008). Their business ranges from business to emotional economics. What's interesting about them is the mixed nature of the way they reorganize the communication and innovation process, the way they provide creative work, and the rewards for different stakeholders. Through his ethnographic research on the computer game module community, John Banks described some complex motives and negotiations in an environment that could be called a social network market (Banks, 2007).

In order to promote and launch new products in social network marketing activities, it is effective to spread the news to a large area, that is, to increase the popularity of the product, and to have the participation of the official account and the media account. At the same time, it may also be useful to design message content that involves new technologies and unique features of the product. More importantly, when identifying influential individuals, it makes sense to consider the user's background, such as interest, occupation, country, etc. (Ling Zhang et al., 2020)

Social Media

Social media is defined in the literature as a set of communication networks and media, which are essentially online and aim to facilitate the interactive sharing of information between different users (Esu & Anyadighibe, 2014). Edosomwan et al. (2011) also conceptualized social media as an online communication method, in which social networks and blogs are used to improve the efficiency of interaction, communication, and information and content sharing between individuals. Social media sites have become the most powerful online communication channel, giving consumers the opportunity to interact with service providers, learn about their latest products and services, and then share information with others before considering, evaluating and purchasing (Hudson et al., 2016; Quillman, 2013).

The importance of brand equity has been one of the main focuses of recent research on SMMA. However, when investigating the impact of SMMA on customers, few studies have explored the role of brand equity (Luis et al., 2012; Kim, 2012; Kim & Ko, 2012; Bruno et al., 2016). Existing research highlights new opportunities to attract customers to create value together by participating in the brand experience. However, little is known about how customer engagement (CP) affects value creation and brand relationship performance outcomes in the retail social media brand community (Carlson et al., 2019).

Social media may represent the greatest social innovation/revolution in the history of communication, fundamentally changing the way humans communicate, as well as the practice of public relations, news, advertising, marketing, and business. Dozens of theories and concepts, including dialogue, participation, identification, social existence, use and satisfaction, conversational human voice, etc., provide information for social media (Michael & Chaoyuan, 2020).

Although social purposes and online information sharing are used for various social purposes, the impact of social media on consumer cultural adaptation has not been

fully explored. Recent studies have shown that in the transition from offline to online environments, social networks play an indispensable role in the communication, relationships and contacts of immigrants. The research provides insights on the impact of social media on consumer cultural adaptation (Kizgin et al., 2020).

● **Trendiness**

Social media provides the latest news and information, making it a tool for searching for the most useful products (Naaman et al., 2011). In marketing or promotional activities, consumers are more likely to trust information obtained through social media than through advertising. Therefore, trust often exists in all types of social media that provide up-to-date information. (Mangold & Faulds, 2009; Vollmer & Precourt, 2008). For example, most consumers choose clothes based on the appearance of other people wearing the same clothes (Bruno et al., 2016). Therefore, trends are defined as providing the latest information about products or services (Bruno et al., 2016).

Trends are defined as providing the latest information about products or services. This research conceptualizes trends as the utility of customers receiving the latest information about destination products and services, which will affect their sustainable destination marketing activities (Farzana & Mohammad, 2020).

Consumers are increasingly searching for and obtaining product-related information through social media platforms, because this will make people think that they are more useful and timelier than using traditional channels (Man et al., 2020).

● **Entertainment**

Entertainment is the result of fun and games through social media (Agichtein et al., 2008). People who use social media for hedonistic reasons are considered to be looking for entertainment and pleasure, and their virtual communities are organized around obvious interests. (Bagozzi & Utpal, 2002; Manthiou et al., 2013).

Entertainment in social media is an important part of inducing positive emotions, increasing participation behavior, and generating willingness to continue use (Kang, 2005).

As social media combines production with distribution and consumption, and combines the functions of mass media with leisure activities and interpersonal communication, new content formats are constantly being developed to address different aspects of online entertainment. Therefore, the field of media and communication research defines new concepts to describe the different manifestations of SME (Sven, 2020).

The theme "Entertainment" includes consumers using the platform to have fun or follow their favorite celebrity/pop culture activities. Instagram is the most commonly used platform for entertainment, which is logical considering the visual focus of the platform (Mark et al., 2020).

Social network service

According to Shin et al., SNS hashtags have a positive impact on product brands through electronic word-of-mouth. Informational advertising improves brand image and purchase intentions (Akpınar & Berger, 2017). According to Lee et al. (2017) informational posts on the Internet have increased the number of clicks on linked websites. Lee and Hong defined the amount of information as "the degree to which SNS messages provide information that users find useful." Interactivity in SNS can be measured by the average number of posts published by the organization, likes, comments, shares, and consumer posts that the organization responds to. The fun in messaging services increases the intention of word of mouth (Hsieh & Tseng, 2017).

Kim, Spiller, and Hettche (2015) defined three types of SNS content. First, the public relations content aimed at creating profits for the company, secondly, the information

content that provides information about the products or services produced by the company, and finally the communication content that the company needs to interact with consumers. Cvijikj and Michahelles (2013) divided the types of SNS content into information and interest to compare users' reactions and use of images and other images. The results show that the use of images has a positive impact on users. SNS has become an important tool for consumers to participate online, and more and more companies use SNS as a marketing tool (Dipietro et al., 2012).

Social networking service is a successful online service that provides an online private space for individuals or tools for interaction between users on the Internet. SNS will support users to find other users with common interests, establish discussions on certain forums, upload or download photos, watch videos, read new content or similar things without wasting a lot of time or money. Social network services affect people's daily life and work at an alarming rate, and become an important social platform for online communication. In fact, for example, Facebook or Twitter is a booming social networking service. In addition, social networking services provide a new communication tool in which users only use computers as a collaborative method to connect and access groups they need to achieve common goals, common interests, etc. (BUI THANH KHOA, 2020).

Boyd and Ellison's academic definition of SNS is the most widely used academic concept of SNS. According to their research, SNS is an Internet-based system in which individuals create public or conditional public information in a restricted system to share information through contacts with others and view other people in the system Established links. Although the characteristics of social networks vary with service types and content, the core function of SNS is to display personal information including member lists in the system. Although different types of SNS contain different content, they have one thing in common, that is, allowing users to establish social relationships on the network and share the network with other users (Gwijeong et al., 2020).

● **Informativeness**

According to Shin et al. SNS labels have a positive impact on product brands through electronic word-of-mouth. Informational advertising improves brand image and purchase intentions (Akpinar & Berger, 2017). According to Lee et al., (2017), informational posts on the Internet have increased the number of clicks on linked websites. Lee and Hong defined the amount of information as "the degree to which SNS messages provide information that users find useful."

Jo (2013) classified the company's SNS marketing activities into events, information, and advertisements. Kim (2017) identified the characteristics of SNS marketing as information, immediacy, response and access when studying the influence of SNS characteristics on consumer attitudes, while Chang (2012) used her comparative case study on the characteristics of each media Medium (ie, portals, blogs, and SNS), it is recommended to use customer participation, information display, unique differentiation, content applicability, information use, and customer response as social media features.

● **Interactivity**

The interactivity of social media has a positive impact on brand loyalty and purchase intention (Kim & Lee, 2019). According to Lin and Chang (2018), perceptual interactivity in social media includes human-to-human interaction and human-information interaction. Lin and Chang (2018) defined "perceived interactivity as the degree to which users perceive their experience as a simulation of interpersonal interaction and feel that they are with another user in a social environment." Interactivity in SNS can be achieved through organization Measured by the average number of posts published, likes, comments, shares, and consumer posts that organize responses.

Given that social media provides a space for consumers to discuss and exchange ideas, interactions in social media can provide insights about users of specific brands that contribute to the social media platform; these users meet and interact in cyberspace to discuss specific Product and/or brand. (Montinga et al., 2011). These interactions have fundamentally changed the dynamics of brand communication with customers, and they have also promoted the development of user-generated content (UGC) in social media (Daugherty et al., 2008; Gallauter & Ransbotham, 2010; Kaplan & Haenlein, 2010).

Celebrity endorsement

Celebrity endorsement is a way for brands and products to attract attention in a competitive marketing environment, because celebrities can increase information persuasiveness, influence information recall, overall attitudes towards specific advertisements and brands, brand awareness and purchase intentions. Thereby improving advertising effectiveness (Alegría, E. J, 2020). There is also evidence that the profession of a celebrity affects the effectiveness of endorsements. Individuals who are known for their performance or talents, such as athletes, may be considered more authentic than people with "fascinating" professions (Roy & Mishra, 2018).

Celebrity endorsements can be interpreted as a verification statement supporting the brand made by celebrities or public figures in order to increase the attractiveness of the brand. The more credible and attractive a celebrity is, the more effective celebrity endorsements are. In other words, the credibility of a celebrity increases the credibility of the brand, and his/her attractiveness increases the brand's favorability (Halimin et al., 2020).

● **Imitation Behavior**

Imitation is a cognitive process involving vision, perception, representation, memory and motor control. Goldenberg (2003) describes imitations including actions, movements, skills, behaviors, gestures, mime, imitation, vocalization, voice and speech. The process involves two different types of activities: observing and copying what is observed. Dautenhahn and Nehaniv (2002) discussed the time and place of imitation, the various characteristics of the environment in which imitation occurs, the state of an individual's imitation, and the importance of his social interactions. They interpret successful imitation as the right behavior under the right circumstances (ie, the person, time, place, method, and factor to imitate).

People imitate in order to develop skills or obtain high results without obtaining information or skills (Matthey, 2010). Bekkering, Wohlschlager, and Gattis (2000) studied children's mimicry behavior and found that the mimicry behavior is guided by goals. Chan and Prendergast (2008) found that goal-oriented advertising image consumption (such as "understanding the inner things") helps imitate celebrity models.

Research has shown how social comparison and imitation of celebrity models promote young people's recognition of values, which can have a positive or negative impact on their young lifestyles (Gnwedo-Nzeribe, 2020).

Some studies have shown that letting celebrities endorse products will affect consumers' imitation behaviors, thereby increasing their willingness to buy. However, on the contrary, some studies have shown that imitation has a neutral effect on consumers' purchase intentions. These different findings about imitation and their influence on purchase intention can be explained by different research time periods. Unlike contemporary consumers who have many products endorsed by celebrities to choose from, consumers in the past have far fewer choices, so their imitating behavior may be more likely to lead to purchase intentions (Chatchart, 2020).

- **Attractiveness**

Celebrity familiarity and affection are considered equivalent to celebrity attractiveness, which refers to physical attractiveness measured by personality characteristics (Kahle & Homer, 1985). Although some scholars have made clear descriptions of these two structures, familiarity is the understanding of the source, and like is the fondness of the source (Erdogan, 1999). The concept of attraction goes beyond physical attraction. Attraction also includes concepts such as intellectual skills, personality characteristics, lifestyle, athletic performance, and spokesperson skills (Erdogan, 1999).

Celebrities may be attractive because they have created outstanding performances, and people respect their achievements so much that they are attracted to them. Appearance attractiveness shows that celebrities determine the effectiveness of persuasion, because consumers want to be spokespersons and identify with them (Cohen & Golden, 1972).

The attractiveness of celebrity endorsements is related to appearance attractiveness or prominent celebrity character, such as personality, lifestyle, attitude, etc. (AZAVIA, 2020). Celebrity spokespersons are selected because they are attractive and can benefit from the dual influence of celebrity status and physical attractiveness (Atik et al., 2020).

Brand Image

Keller (1993) pointed out that brand image refers to the general perception of a brand in consumer memory and the combination of many brand reminders. Therefore, it may be a key marketing component. Brand image is a material structure formed in the minds of consumers. It is a combination of consumers' views on the product itself and related indirect factors. Brand image represents the association that is activated in memory when people think of a particular brand (Shimp & Andrews, 2013).

According to Kotler (2001), brand image is also defined as a person's beliefs, thoughts and impressions of an object. Brand image is similar to the consumer's self-image because consumers associate themselves with the brand (Graeff, 1997). American Marketing Association (AMA) by Mirzai et al. (2016), defines brand image as: people's perception of the brand. Brand image is a mirror of brand personality or product existence (although it may not be accurate). This is what people think of the brand—their thoughts, feelings and expectations.

Repurchase Intention

When intention is someone's desire to do something in the future, Hassan & Jamil (2014) pointed out that purchase intention refers to planning to purchase something for future use, but before that, there is a cognitive process behind it, and Several factors are very important in the consumer's perception of the product or the person from whom the product came from. Purchase intentions are usually related to consumers' behaviors, perceptions and attitudes (Mirabi et al., 2015). Verkhov et al. (2009) defined customer satisfaction as the degree of enjoyment that consumers experience from a service that meets their needs and expectations. Customer satisfaction will lead to consumers' purchase intention, and purchase intention directly affects purchase behavior. The higher the degree of purchase intention, the greater the probability of actual purchase behavior. Therefore, a company whose goal is to pursue profit needs continuous research and strive to satisfy customers.

When retail websites use more human features (such as language, voice, and interactivity), consumers will add more social cues to the website. The better the consumer's social perception, the better the consumer's perception of exchange, which will generate positive patronage and repurchase willingness. (Wang et al., 2007).

The repurchase intention is to consider the decision to repeatedly purchase products from the previous or the same seller through the estimation of the situation and the

current situation. The intention is to frequently purchase or use the company's products or services in the future (Megawati et al., 2020).

In the same context, organizations can enjoy business growth, high profits and competitive advantages through customer buybacks. In addition, customer retention is very important to the success of the organization. In addition, in the current era of fierce competition, it is important for customers to cultivate a willingness to buy back so that they can gain a competitive advantage (Selvan, Jawad, Hasnizam, 2021).

WOM (Word of Mouth)

Consumer WOM behavior is formed by commitment and positive emotions (Amine, 1998). SMMA regards electronic word-of-mouth (e-WOM) as a behavioral response and promise as an emotional response. For a long time, electronic word-of-mouth has been considered an influential marketing tool, because consumers will look for information posted by previous users on the Internet before purchasing products or services to check the information and relieve anxiety (Bickart & Schindler, 2001; Pitta & Fowler, 2005). E-WOM is a service evaluation exchange between online users, which is different from traditional WOM in many aspects (Barreto, 2014; Katz & Lazarsfeld, 1955; King et al., 2014; Yoon, 2012).

Product and social media marketing can trigger real word-of-mouth marketing and the inflow of new customers, which means that social media is a powerful communication tool (Bae, 2002). Seo and Kim (2003) demonstrated the significant influence of brand equity on the consequences of WOM. Park (2013) investigated the impact of a franchise company's brand equity on customer behavior, and suggested that brand equity increases positive WOM through brand behavior.

7. Problem Definition

When consumers buy retail products, they may be affected by the social networking market, which includes social media, social networking services and celebrity endorsements on social networks. Social media uses text, audio, video and other methods to advertise on social networking sites. Factors such as product information and media comments may affect consumers' consumption concepts and behaviors. Social network services mainly provide users with communication channels through the establishment of social network platforms, where consumers can learn about other people's preferences, recommendations, and suggestions. Through interaction with other people, consumers' consumption concepts and behaviors may change. Celebrity endorsements on social networks mainly attract fans through celebrity effects, and use fans' love, trust, and empathy for celebrities to guide fan consumption.

By measuring the factors that may affect brand image and customer intention in retail industry, the overall goal of this study is to determine the relationship among three theories: social media, social network service and celebrity endorsement on social network. The purpose of this study is to examine brand image and customer repurchase intention and word of mouth in retail industry based on these three theories.

Therefore, the specific issues in this study are as follows:

- To what extent do the social media influence brand image?
 - 1) To what extent do the trendiness of social media influence brand image?
 - 2) To what extent do the entertainment of social media influence brand image?
- To what extent do brand image be influenced by social network service?
 - 1) To what extent do brand image be influenced by informativeness of social network service?

- 2) To what extent do brand image be influenced by interactivity of social network service?
 - To what extent do the celebrity endorsement on social network affect brand image?
- 1) To what extent do the imitation intention of celebrity endorsement on social network affect brand image?
- 2) To what extent do the attractiveness of celebrity endorsement on social network affect brand image?
 - To what extent do the brand image affect customer repurchase intention in retail industry?
 - To what extent do the brand image affect word of mouth in retail industry?

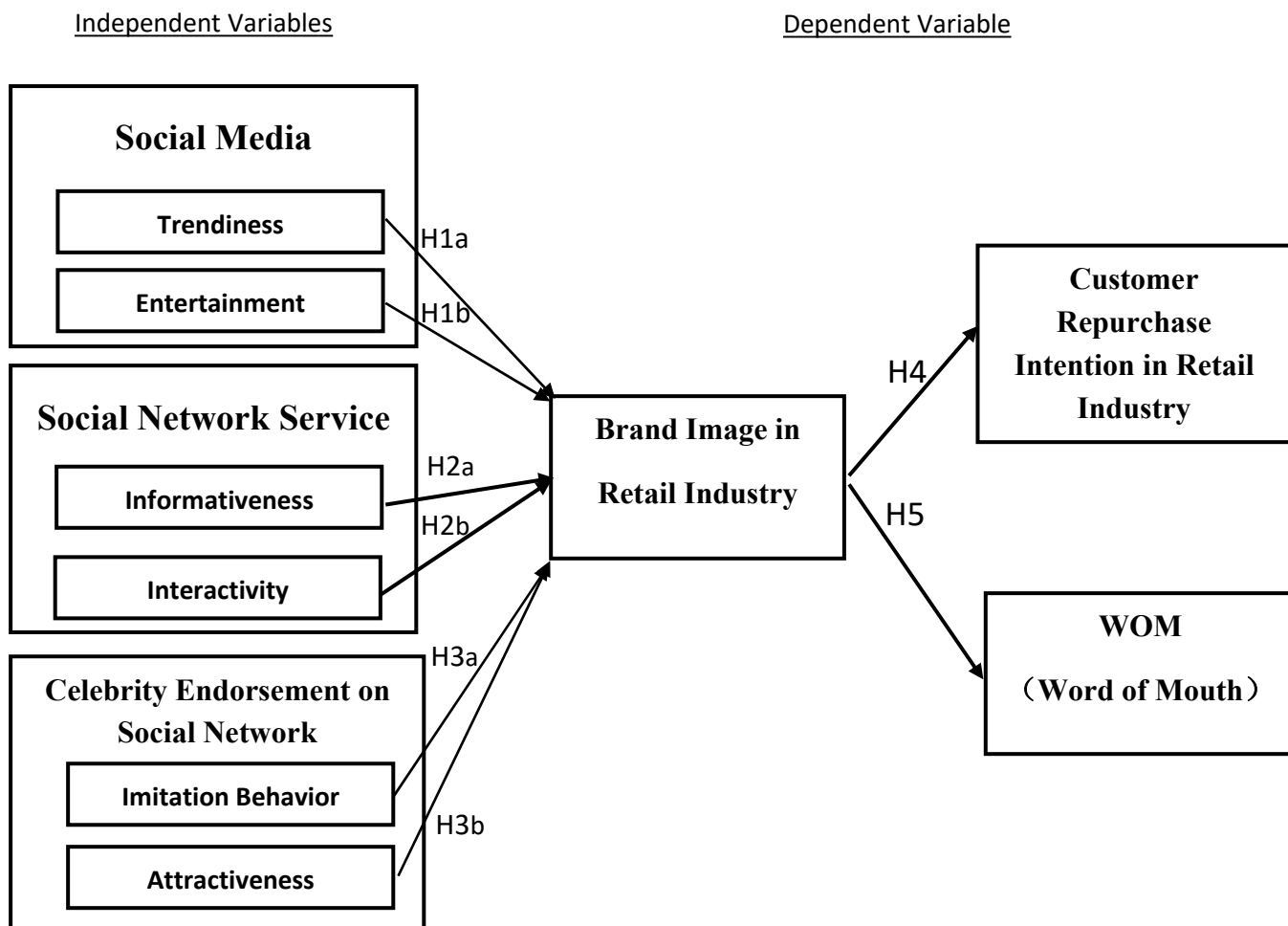
8. Theoretical Framework

The research report is aimed to discover the correlation between social media, social network service, celebrity endorsement. And how the brand image and customer repurchase intention and word of mouth in retail industry is influenced by each of the three factors.

Social media, social network service, celebrity endorsement are independent variables in this report. Social media includes Trendiness and Entertainment; Social network services include Informativeness and Interactivity; Celebrity endorsements on social networks include Imitation Behavior and Attractiveness. And brand image and customer repurchase intention and word of mouth in retail industry is dependent variable which can be affected by the factors.

The following are the theoretical framework of this project:

Figure 9-1 Theoretical Framework



Each of the model components of dependent variables is defined as follows:

Brand image : The perception and beliefs held by consumers as reflected in the associations held in consumer memory.

Customer Repurchase Intention : The individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances.

WOM (Word of Mouth) : When a consumer's interest in a company's product or service is reflected in their daily dialogues. Essentially, it is free advertising triggered by customer experiences—and usually, something that goes beyond what they expected. Word-of-mouth marketing can be encouraged through different publicity activities set up by companies, or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications.

H1a: The higher level of trendiness of social media, the higher level of brand image in retail industry.

Social media provides the latest news and hot topics (Naaman, Becker & Gravano, 2011), and is also a core product search channel. Consumers are increasingly turning to all types of social media for information because they believe that social media is a more reliable source of information than communications sponsored by companies through traditional promotional activities (Mangold & Faulds, 2009; Vollmer & Precourt, 2008)). According to Muntinga et al. (2011), popular information on social media includes four sub-motivations: monitoring, knowledge, pre-order information and inspiration. The monitoring description focuses on a person's social environment and keeps it up to date. Knowledge refers to the brand-related information that consumers obtain from the knowledge and expertise of other consumers in order to further understand the product or brand. Pre-purchase messaging refers to reading product reviews or brand community posts in order to make a thoughtful purchase

decision. Finally, inspiration means that consumers get new ideas from information related to the brand. Therefore, information related to the brand is a source of inspiration.

Social media provides up-to-date information on trends and topics in the fashion market. Therefore, it is predicted that social media sites contain fashion content that has a positive impact on brand awareness and brand image (AbdulAlim et al., 2020).

Brand trends may help to identify brands as leading brands and motivate consumers to search for the latest information on brand pages, thereby helping to build a positive brand image (Man et al., 2020). Fashion information helps attract consumers' attention, evoke positive feelings and promote loyal intentions (Liu et al., 2019).

H1b: The higher level of entertainment of social media, the higher level of brand image in retail industry.

Previous studies have acknowledged that the entertaining nature of social media advertising has a significant impact on the establishment of brand image and brand awareness (Seo & Park, 2018; Bilgin, 2018).

Entertainment is an important part of encouraging participant behavior and follow-up, which will generate positive emotions/feelings towards the brand in the hearts of followers on social media. Even if the reasons for using social media are different, individuals emphasize the content that attracts their attention, and they find the content interesting and enjoyable. In this regard, by providing entertaining sharing, companies should encourage a large number of individuals to like and share, and be able to turn it into the advantage of building a good brand image (Bilgin, 2018).

Entertainment on social media is an important part of arousing positive emotions, increasing user behavior, and generating a willingness to continue using it. People who use social media for hedonistic reasons are considered to be those who seek fun

and pleasure, and virtual communities are organized for them based on these interests (Seo & Park, 2018). The results of a study on this topic show that the entertainment value of social media pages will have a positive impact on the identity of the online brand community, and thus have a positive impact on social media interactions related to the brand image. (Ceyhan, 2019).

H2a: The higher level of informativeness of social network service, the higher level of brand image.

Lee and Hong (2016) empirically proved the positive effect of the amount of information on customers' reactions to social media advertisements and their intention to purchase products displayed in social media advertisements. Kim and Niehm (2019) proved that there is a strong positive correlation between the quality of the information available on the website and customers' e-loyalty intentions. Taking all factors into consideration, the level of information present in social media advertising can enable customers to have better buying behavior and increase their purchase intention accordingly (Alalwan, 2018).

Research on the influence of information volume on product participation and purchase intention shows that it has a positive effect on both. The amount of information has a positive impact on brand image attitude and purchase intention (Firat, 2019). Informativeness is defined as the completeness and applicability of the presented information. When the information delivered to customers in the advertisement is rich, it will enhance the positive impact on the advertisement (Haida & Rahim, 2015).

If companies and marketers include information elements in the advertisements of their viral marketing campaigns, it will be able to change customer attitudes, recognition and satisfaction as a reflection of brand image (Wang et al., 2018)

H2b: The higher level of interactivity of social network service, the higher level of brand image.

The interactivity of social media has a positive impact on brand loyalty and purchase intention (Kim & Lee, 2019).

Interactivity refers to the process of collecting, memorizing and sorting out individual responses and characteristics; then by using the memorized information to send information corresponding to each person's personality, and integrating them into the communication process. It is also called the process of exchanging information and messages that respond to the user's personality by using data collected from the communication process with other users. Interaction on SNS can be defined as the efforts of online companies to establish friendly relations with consumers and a good brand image. The attractiveness of SNS increases with the level of interaction (Seong & Moon, 2019).

Social media interactivity refers to customers' perceptions of high-quality interactions with a brand. It is proven through reciprocal and synchronized communication controlled by brands and consumers (Karampela & Lacka, 2018). Previous studies have shown that interactivity can enhance consumers' purchasing intentions and help companies establish high-quality relationships with consumers. Interaction helps to develop mutual understanding between all parties and helps brands meet consumer expectations (Agnihotri et al., 2015).

H3a: The higher level of imitation behavior of celebrity endorsement on social network, the higher level of brand image.

The survey found that imitating celebrities and social comparison with media celebrities are positively correlated with brand image (Chan, Ng, Luk, 2013).

Many consumers are eager to share the values and lifestyles of celebrities as models of success because they imitate or even impersonate celebrities to enhance their self-esteem. Such imitations include celebrities' lifestyle, dress, communication methods, and most importantly, the brand image of the products they choose and use (Mazzini, Rosidah, Lennora, 2017).

Positive relationships with celebrities will also attract teenagers to follow-up activities. Some people even imitate the behavior of celebrities and build a good brand image because of celebrities. Therefore, the psychological basis of the spokesperson effect may be derived from the relationship between consumers and celebrities (Hung, Chan & Caleb, 2011).

H3b: The higher level of attractiveness of celebrity endorsement on social network, the higher level of brand image.

Attraction has a significant impact on brand image. The attractiveness of celebrity spokespersons has an impact on brand image. In this study, respondents who answered the question of the impact of physical attractiveness on brand image. Not only physically, when celebrity spokespersons can attract consumers through humor or celebrity spokesperson skills, celebrity spokespersons have an impact on brand image (Syutria & Lomboan, 2013).

Attraction is a pleasant and attractive characteristic or quality that arouses interest. Attraction is divided into five physical characteristics; namely attractive, elegant, handsome or beautiful, elegant and sexy. Research has found that attractive celebrity spokespersons have a positive impact on brand image and purchase intentions. The attractiveness of celebrity spokespersons injects vitality into the brand image (Ahmad, Idris & Mason, 2019)

Physical attractiveness can be reflected by a person's height, weight and facial beauty, which are the first impression people perceive (Ha & Lam, 2017). According to

Rachbini (2018), attractiveness is also related to the concepts of the spokesperson's intellectual skills, personality, lifestyle, athletic performance, and other skills. The level of celebrity's attractiveness will determine its effectiveness in establishing a positive brand image and purchasing intentions. The more attractive the celebrity, the more effective celebrity endorsements (Lomboan, 2013). However, there are some celebrities who are considered less attractive, but represent the image of a company that wants to create and own. Therefore, companies need to choose the right celebrities to influence consumers.

H4: The higher level of brand image, the higher level of customer repurchase intention in retail industry.

Cho (2011) demonstrated the close relationship between positive brand image and brand loyalty. This study proves that a good brand image also affects brand loyalty to consumers. This also supports the research of Habib and Aslam (2014), who found that companies with a positive product or service image can increase their competitive advantage. Just like the study of Habib and Aslam (2014), the results of this study show that there is a positive correlation between brand loyalty and repurchase intention. Consumer loyalty is a deep commitment to consistently purchase or repurchase selected products in the future, which can lead to repeated purchases of the same brand, even if there are circumstances or other marketing efforts that may lead to changes in consumer behavior.

When brand market competition intensifies, consumers are more likely to make purchasing decisions based on their image and confidence in product features. The higher the consistency between the product symbolic image and self-image perceived by consumers, the more consumers' product preferences and purchase intentions will be affected (Elliott, 1997; Mehta, 1999). Hetty, Karunia, and Tunjungsari (2020) pointed out that brand image has a significant impact on repurchase willingness. A

good brand image of a company reflects the positive attitude of customers towards its products, services and other attributes they have experienced, which encourages them to revisit the company and repeat purchases (Prabowo, 2019).

H5: The higher level of brand image, the higher level of word of mouth in retail industry.

Brand image can change based on the difference between expected and perceived quality. When the customer's perceived quality is higher than the expected quality, customer satisfaction is obtained, and when the expected quality is higher than the perceived quality, it indicates that the company has not provided satisfaction. Companies can build a good brand image by focusing on perceived quality and customer satisfaction, thereby making a positive contribution to word-of-mouth (Yaman, 2018).

Brand image is important for the company's future profit and reputation, the company's alliance and acquisition decisions, stock price, sustainable competitive advantage, and success in the market (Torlak, Ozkara, and Tiltay, 2014).

The influence of brand image on word-of-mouth is regulated by the love of the brand. From a practical point of view, this is logically valid. When the projected brand image matches the image that the customer wants others to have of him/her, this will make him actively talk about the brand (Ismail & Spinelli, 2012).

9. Research Design and Methodology

Measurement

The social network market contains a lot of content. In principle, all the behaviors of Internet users on social platforms are the research scope of the social network market. The main research object of the social network market is social network users, especially consumer users who have had consumption behaviors on social platforms. Therefore, when choosing the measurement, I mainly consider the ways of attracting users to produce consumption behaviors or changing users' consumption concepts in social networks. This study mainly chooses the three most common ways, namely, social media, social network services, and celebrity endorsements on social network.

Social Media Scale

This study employed Social Media Scale which design by Adam Rapp & Lauren Skinner Beitelspacher & Dhruv Grewal & Douglas E. Hughes (2013). Many researchers have the permission of Drs. Yamauchi and Templer (1982) to use the MAS in any way. All scale items of MAS were measured using seven-point rating scales (1 = extremely disagree and 7 = super agree).

<i>Items measuring Trendiness of social media:</i> (<i>Journal of Air Transport Management</i> 66 (2018) 36–41) (<i>Electronic Commerce Research and Applications</i> 11 (2012) 374–387)							
The information shared in the social media is up to date.	1	2	3	4	5	6	7
The use of social media is fashionable.	1	2	3	4	5	6	7
Using retail brand's social media is very trendy.	1	2	3	4	5	6	7
<i>Entertainment of social media:</i>							
The social media is enjoyable.	1	2	3	4	5	6	7
The content shared by the social media is enjoyable.	1	2	3	4	5	6	7
Content of retail brand's social media seems interesting	1	2	3	4	5	6	7

Social Network Service Scale

The scale of psychological factors is employed by Eunji YOO, Soyeon PARK (2020). It consists of four items and use a 7-point Likert scale, ranging between 1 (extremely disagree) and 7 (super agree). The median is the dividing point for separating highly social network service group and the low one.

<i>Items measuring Informativeness of social network service:</i> (Eunji YOO, Soyeon PARK 2020)							
Likes to get information through SNS content	1	2	3	4	5	6	7
Using SNS content to get new information.	1	2	3	4	5	6	7

Get a lot of information through SNS content and quickly get answers for my inquiries.	1	2	3	4	5	6	7
<i>Interactivity of social network service:</i>							
Contents communicate opinions on social topics and issues through SNS content	1	2	3	4	5	6	7
Contents are sending messages requesting 'comments', 'share' and 'like'	1	2	3	4	5	6	7
Content is asking for participation such as asking for feedback, voting, and making an implementation.	1	2	3	4	5	6	7

Celebrity Endorsement on Social Network Scale

The study also included seven items of celebrity endorsement on social network that was designed by Ashwini K. Awasthi; Sapna Choraria (2015). All items of celebrity endorsement on social network were measured using seven-point Likert scales (1 = extremely disagree and 7 = super agree).

<i>Items measuring Imitation Behavior of celebrity endorsement:(Ashwini K Awasthi; Nirma University 2015)</i>							
I want to be as smart as movie idols.	1	2	3	4	5	6	7
I want to be as stylish as people appearing in ads.	1	2	3	4	5	6	7
I want to be as trendy as models in magazines.	1	2	3	4	5	6	7
I have sometimes tried to change aspects of my personality in order to be more like the celebrity I	1	2	3	4	5	6	7

admire.							
<i>Attractiveness of celebrity endorsement:</i>							
The celebrity used in the advertisement is attractive.	1	2	3	4	5	6	7
The celebrity used in the advertisement should be classy in looks.	1	2	3	4	5	6	7
I pay more attention towards the advertisement presented by a beautiful/handsome celebrity.	1	2	3	4	5	6	7

Brand Image in Retail Industry Scale

The scale of intention to brand image in retail industry was measured by five behavioral intention items which is developed by Toyin A. Clotey (2008), Huang, C. C., David A. Collier (2008) and Michael Stodnick(2008) to evaluate brand image in retail industry. It uses a 7-point Likert scale (1 = extremely disagree and 7 = super agree).

<i>Brand image in retail industry:(International Journal of Retail &Distribution Management Vol. 43 No. 3, 2015)</i>							
The particular retail brand of social network is well established.	1	2	3	4	5	6	7
The particular retail brand of social network has clean image.	1	2	3	4	5	6	7
The particular retail brand of social network has a differentiated image in comparison with the other	1	2	3	4	5	6	7

retail brand.							
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Customer Repurchase Intention Scale

The study included three items of customer repurchase intention in retail industry that was designed by Khalifa and Liu (2007) and Zhou et al. (2009). All items of customer repurchase intention were measured using seven-point Likert scales (1 = extremely disagree and 7 = super agree).

<i>Repurchase intention in retail industry: Khalifa and Liu (2007) and Zhou et al. (2009)</i>							
I intend to continue to purchase goods from social network shopping site that I regularly use.	1	2	3	4	5	6	7
I intend to acquire product information from the social network that I regularly use.	1	2	3	4	5	6	7
I intend to recommend the social network that I regularly use to people around me.	1	2	3	4	5	6	7

WOM (Word of Mouth) Scale

The scale of intention to word of mouth in retail industry was measured by three items which is developed by Journal of Air Transport Management 66 (2018) 36 - 41) to evaluate WOM in retail industry. It uses a 7-point Likert scale (1 = extremely disagree and 7 = super agree).

<i>WOM (Word of Mouth) : Journal of Air Transport Management 66 (2018) 36-41)</i>							
I will post positive opinions on social media.	1	2	3	4	5	6	7
I will recommend retail brand using social media	1	2	3	4	5	6	7

Data Collection Methods

“Research design is suitable for a study that aims to analyze a phenomenon, situation, problem, attitude or issue by considering a cross-section of the population at one point in time” (Geyskens, Steenkamp, Scheer, & Kumar, 1996). Therefore, this study is a quantitative research using a questionnaire as a main instrument. The study is designed to identify the relationships among independent variables (social media, social network service and celebrity endorsement on social network), dependent variable (brand image and customer repurchase intention and WOM in retail industry). Based on this, a questionnaire is used as a major instrument for gathering data.

A quantitative data collection method was chosen for this research, and a survey was used to gather data. Such a method is appropriate for this research due to the fact that existing literature provides adequate metrics to measure the constructs present in the conceptual model, and that it aims to verify a specific set of hypotheses. A questionnaire is an adequate tool to acquire information on conscious or explicit actions and opinions.

Albeit being a valid, common method for information gathering, questionnaires have the disadvantage of having a low response rate, and the impossibility of explaining questions to respondents. Amongst its advantages are the need for few resources, the liberty in replies, and less risk of distortion or researcher bias.

In this dissertation, the data was collected throughout the months of December of 2020, through an online questionnaire, created through the Google Forms platform, and shared via social media, through Facebook, WeChat. The online platforms were chosen due to them being easy to administrate, free, fast and easily shared with a large number of people.

Population and Sample Selection

Sampling is a process through which researchers choose a part of the population to analyze (Marconi and Lakatos 2003). This happens due to a lack of resources, such as time and money, which make it impossible to analyze an entire population of subjects. Most empirical studies utilize samples. If a sample is characteristic of the desired population, its results can be extrapolated, and used to propose conclusions to the work and verify the validity of the research's hypotheses (Neuman 2013).

The target survey group of this research is all social network users, including consumers who are active on social networks. Due to time and cost constraints, it is impossible to investigate all social network users. Therefore, sampling survey is the most basic survey method. The sample survey subjects selected in this study are mainly Facebook users, friends in WeChat Moments and classmates around me.

Questionnaire Elaboration

The official questionnaire uses a self-administered questionnaire and an electronic questionnaire, and a total of 385 questionnaires will be self-collected. Social network users are the main respondents. Collect data by distributing electronic questionnaires through social platforms such as Facebook, WeChat, etc. And conduct surveys by means of convenience sampling. Officially questionnaire is divided into five parts, the first part of the social media factors, and the second part of the social network service factors, the third part of celebrity endorsement on social network, the fourth part of the brand image and customer repurchase intention and WOM in retail industry, and the last part of the demographic variables, including gender, age, income level, occupation, etc.

Statistical Methods

The study uses a well-accepted scale (with several dimensions) to explore social media, social network service, celebrity endorsement and examine the relationship with brand image and customer repurchase intention and WOM in retail industry. The sample includes 385 respondents, Pearson Correlation Analysis and Multiple Regression Analysis will be conducted.

Results collected from respondents will be made statistical analysis through IBM SPSS Statistics 23.

The Structural Equations Model was developed during the first half of the 20th century, and is used to “test the validity of theoretical models that define hypothetical and causal relationships between variables” (Marôco 2010, p. 3).

This model was chosen due to its singular ability to consider multiple types of variables at once, combining techniques of multiple regressions and factor analysis. Another singularity of the SEM is the fact that its analyses are based on theoretical models’ researchers establish a priori. That means that the theory is in the heart of the analysis, unlike traditional regressions models which put the data in its place (Marôco 2010).

10. Data Analysis

Online questionnaires were gathered by <https://www.wjx.cn/jq/104365008.aspx>. It took about a month to collect a total of 385 valid questionnaire responses, mainly from Portugal, Beijing, Macao, Guangzhou, Xi 'an and other places. The total amount of valid questionnaires collected is 385.

Reliability

An analysis of internal factor consistency was carried out in this report, using Cronbach’s Alpha. The internal consistency is defined as a correlation between the utilized scale and other hypothetical scales of the same universe, and ranges from 0 to 1 (Pestana and Gageiro 2003). Table 11-1, found below, presents the interpretation of the values found by this test.

Table 11-1 - Cronbach's Alpha

Value	Internal Consistency
> 0.9	Perfect
0.8 - 0.9	Good
0.7 - 0.8	Average
0.6 - 0.7	Bad
< 0.6	Inadmissible

(Pestana and Gageiro 2003)

● *Scale of social media*

This study employed Social Media Scale which design by Journal of Air Transport Management 66 (2018) 36–41 and Electronic Commerce Research and Applications 11 (2012) 374–387. Many researchers have the permission of Drs. Yamauchi and Templer (1982) to use the MAS in any way.

Variable	Cronbach’s Alpha	Minimum	Maximum	Mean	Std. Deviation
Social Media	.943	3	7	5.06	0.993

Table 11-2

It is noted that the Cronbach's Alpha is 0. 943 of the 6 items showed on Table 11-2. So, the scale of 6 items is a perfect of the internal consistency on Table 11-2. The

mean is 5.06 showed on Table 11-2, which means that people is general affected by social media. And the Std. Deviation is 0.993, it indicates that the mean distribution of this group of data is relatively concentrated.

● *Scale of trendiness of social media*

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Trendiness of social media	.875	3	7	5.07	0.986

Table 11-3

It is noted that the Cronbach's Alpha is 0.875 of the 3 items showed on Table 11-3. Thus, the scale of 3 items is a good of the internal consistency on Table 11-3. Table 11-3 showed that the mean is 5.07, which means that people is highly affected by trendiness of social media. And the Std. Deviation is 0.986, and the result showed that the degree of the 3 items affect people is general.

● *Scale of entertainment of social media*

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Entertainment of social media	.904	3	7	5.05	1.00

Table 11-4

It is noted that the Cronbach's Alpha is 0.904 of the 3 items showed on Table 11-4. Thus, the scale of 3 items is a perfect of the internal consistency on Table 11-4. Table 11-4 showed that

the mean is 5.05, which means that people is highly affected by entertainment of social media. And the Std. Deviation is 1.00, And the result showed that the degree of the 3 items affect people is general.

● ***Scale of social network service***

This study employed Social Network Service Scale which design by Eunji YOO, Soyeon PARK 2020. Many researchers have the permission of Drs. Yamauchi and Templer (1982) to use the MAS in any way.

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Social network service	.941	3	7	5.07	0.987

Table 11-5

According to the data of Table 11-5, it is noted that the Cronbach's Alpha is 0.941 of the 6 items. So, the internal consistency is perfect on Table 11-5. The Table 11-5 showed that the mean is between 5.07, and the Std. Deviation is 0.987. Otherwise, the result show that the degree of social network users is affected by social network service is high.

● ***Scale of informativeness of social network service***

Variable	Cronbach's	Minimum	Maximum	Mean	Std. Deviation
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Alpha

Informativeness of social network service	.881	3	7	5.08	0.961
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Table 11-6

It is noted that the Cronbach's Alpha is 0.881 of the 3 items showed on Table 11-6. Thus, the scale of 3 items is a good of the internal consistency on Table 11-6. Table 11-6 showed that the mean is 5.08, which means that people is highly affected by informativeness of social network service. And the Std. Deviation is 0.961, And the result showed that the degree of the 3 items affect people is general.

● *Scale of interactivity of social network service*

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Interactivity of social network service	.889	3	7	5.06	1.004

Table 11-7

It is noted that the Cronbach's Alpha is 0.889 of the 3 items showed on Table 11-7. Thus, the scale of 3 items is a good of the internal consistency on Table 11-7. Table 11-7 showed that the mean is between 5.06, which means that people is highly affected by interactivity of social network service. And the Std. Deviation is 1.0044, and the result showed that the degree of the 3 items affect people is general.

● *Scale of celebrity endorsement*

The study also included seven items of celebrity endorsement measurement that was designed by Ashwini K Awasthi; Nirma University 2015.

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Celebrity endorsement	.953	3	7	5.08	0.981

Table 11-8

It is noted that the Cronbach's Alpha is 0.953 of the 7 items showed on Table 11-8. Thus, the scale of 7 items is perfect of the internal consistency on Table 11-8. The mean is 5.08 showed on Table 11-8, which means that people is general affected by celebrity endorsement. And the Std. Deviation is 0.981. The result showed that the degree of the 7 items affect people is general.

● *Scale of imitation behavior of celebrity endorsement*

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Imitation behavior of celebrity endorsement	.918	3	7	5.09	0.986

Table 11-9

It is noted that the Cronbach's Alpha is 0.918 of the 4 items showed on Table 11-9. Thus, the scale of 4 items is a perfect of the internal consistency on Table 11-9. Table 11-9 showed that the mean is 5.089, which means that people is highly affected by imitation behavior of celebrity endorsement. And the Std. Deviation is 0.986, And the result showed that the degree of the 4 items affect people is general.

● *Scale of attractiveness of celebrity endorsement*

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Attractiveness of celebrity endorsement	.892	3	7	5.06	0.975

Table 11-10

It is noted that the Cronbach's Alpha is 0.892 of the 4 items showed on Table 11-10. Thus, the scale of 3 items is a good of the internal consistency on Table 11-10. Table 11-10 showed that the mean is 5.06, which means that people is highly affected by attractiveness of celebrity endorsement. And the Std. Deviation is 0.975, and the result showed that the degree of the 3 items affect people is general.

Scale of Brand image in retail industry

The scale of brand image in retail industry was measured by three behavioral intention items which is developed by International Journal of Retail & Distribution Management Vol. 43 No. 3, 2015.

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Brand image in retail industry	.895	3	7	5.09	1.008

Table 11-11

Accounting to Table 11-11 showed that the Cronbach's Alpha is 0.895 of the 3 items. So, the scale of 3 items is good of the internal consistency on Table 11-11. The Table 11-11 show that the mean is 5.09., which means that people is general affected by brand image in retail industry. And the Std. Deviation is 1.008. The result showed that the degree of the 3 items affect people is general.

● ***Scale of Repurchase intention in retail industry***

This study employed Social Network Service Scale which design by Khalifa and Liu (2007) and Zhou et al. (2009)

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Repurchase intention in retail industry	.899	3	7	5.11	1.018

Table 11-12

It is noted that the Cronbach's Alpha is 0.899 of the 3 items showed on Table 11-12. The scale of 3 items is a good of the internal consistency on Table 11-12. The mean is 5.11 showed on Table 11-12, which means that people is general affected by repurchase intention in retail industry. And the Std. Deviation is 1.018, it indicates that the mean distribution of this group of data is relatively concentrated.

● ***Scale of WOM (Word of Mouth)***

The study also included seven items of celebrity endorsement measurement that was designed by Journal of Air Transport Management 66 (2018) 36–41)

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
WOM (Word of Mouth)	.829	3	7	5.08	1.037

Table 11-13

Accounting to Table 11-13 showed that the Cronbach's Alpha is 0.829 of the 2 items. So, the scale of 2 items is good of the internal consistency on Table 11-13. The Table 11-13 show that the mean is 5.08., which means that people is general affected by

brand image in retail industry. And the Std. Deviation is 1.037. The result showed that the degree of the 3 items affect people is general.

Reliability Analysis Summary

The following Table show the Reliability Analysis Summary. It shows the Cronbach's Alpha and the internal consistency of total scales.

Variable	Cronbach's Alpha	Minimum	Maximum	Mean	Std. Deviation
Trendiness of social media	.875	3	7	5.07	0.986
Entertainment of social media	.904	3	7	5.05	1.000
Informativeness of social network service	.881	3	7	5.08	0.961
Interactivity of social network service	.889	3	7	5.06	1.004
Imitation behavior of celebrity endorsement	.918	3	7	5.09	0.986
Attractiveness of celebrity endorsement	.892	3	7	5.06	0.975
Brand image in retail industry	.895	3	7	5.09	1.008
Repurchase intention in retail industry	.899	3	7	5.11	1.018
WOM (Word of Mouth)	.829	3	7	5.08	1.037
Total	.987	3	7	5.08	0.996

Table 11-14

According to the data in the table, it can be found that the Cronbach's Alpha is 0.987 of 27 items. Therefore, the scale of total items is an excellent of the internal consistency on Table 11-14. The mean is 5.08 showed on Table 11-14, which means that people is general affected by social network marketing scales. And the Std. Deviation is 0.996, it indicates that the mean distribution of this group of data is relatively concentrated.

Exploratory Factor Analysis

To assess the validity of variable scores, researchers often use factor analysis. This statistical method is based on the characteristics of theoretical summaries. This construct is intended to produce a more concise set of factor scores for subsequent analysis. This analytical process can reduce a large number of observed variables to a few factors that share the same characteristics. There are two main methods of factor analysis, namely confirmatory factor analysis (CFA) and exploratory factor analysis (EFA). As a statistical technique, EFA contains many linear decisions. In this study, Exploratory factor analysis (EFA) will be conducted, and KMO will be used to evaluate the adequacy of the basic dimensional sampling measurements and the Bartlett test of sphericity for all variables.

The KMO index can check whether the corrections between variables are small and indicate the item proportion differences in the base variables. Bartlett's test is usually used to verify whether the correlation matrix conforms to the identity matrix to represent the applicability of the model. KMO values typically vary from 0 to 1 with 0.5. The significant level of the Bartlett test ($p < 0.05$) was used as a minimum to prove the number of samples the foot bath satisfies the number of items in the scale.

The researchers will also use varimax rotation to demonstrate the validity of the factor structure in the variable.

The KMO values can be interpreted according to table 11-15, found below.

KMO	Internal Consistency
1 - 0.9	Very good
0.8 - 0.9	Good
0.7 - 0.8	Average
0.6 - 0.7	Reasonable
0.5- 0.6	Bad
< 0.5	Unacceptable

Table 11-15

Exploratory Factor Analysis Results

The final values of the EFA can be found in table 11-16, below.

Table 11-16 - Exploratory Factor Analysis

Variable	Items	KMO	Bartlett's Test	% Explained Variance
Trendiness of social media	ToSM1	0.73 5	0	80.084
	ToSM2			
	ToSM3			
Entertainment of social media	EoSM1	0.75 1	0	83.977
	EoSM2			
	EoSM3			
Informativeness of social network service	InforoSN S1	0.73 5	0	80.797
	InforoSN S2			
	InforoSN			

	S3			
Interactivity of social network service	InteroSN S1	0.748	0	81.776
	InteroSN S2			
	InteroSN S3			
Imitation Behavior of celebrity endorsement	ImoCE1	0.852	0	80.319
	ImoCE2			
	ImoCE3			
	ImoCE4			
Attractiveness of celebrity endorsement	AttoCE1	0.738	0	82.223
	AttoCE2			
	AttoCE3			
Brand image in retail industry	BI1	0.752	0	82.667
	BI2			
	BI3			
Repurchase intention in retail industry	RI1	0.753	0	83.115
	RI2			
	RI3			
WOM (Word of Mouth)	WOM1	0.5	0	85.388
	WOM2			

* - these items were excluded from the model during the respecification process.

Once the EFA has been performed, this report verifies that all variables give acceptable results. It is found that most of the KMO indices are greater than 0,7 (except WOM's KMO index of 0.5 is relatively low), while Bartlett's sphericity tests are all equal to $0,00 < 0.05$. The percentages of Explained Variance are all greater than 80%. This indicates that there is a correlation between the variables. Cronbach's

Alpha values of all variables are greater than 0,8, indicating good internal consistency.

Sample Characterization Analysis

This section will provide a comprehensive description of the data samples. By asking respondents to provide their age, gender, education, and family income, the following information and a follow-up overview were obtained. 385 answers were considered valid answers for the study (i.e., no unanswered questions were left).

Table 11-17 - Gender of Respondents

Gender	f	%
1 - Female	173	44.94%
2 - Male	212	55.06%
Total:	385	

The data results show that 44.94 percent of the respondents are female, and 55.06 percent are male. The gender ratio is relatively equal, indicating that the gender distribution of the respondents in this questionnaire is relatively reasonable, and there is no bias caused by gender differences due to too many single genders.

Table 11-18 - Age of Respondents

Age	f	%
1 - Below 20 years old	33	8.57%
2 - 21-25 years old	133	34.55%
3 - 26-30 years old	154	40.00%
4 - 31 - 40 years old	54	14.03%
5 - Over 40 years old	11	2.86%

Total:	385
--------	-----

There are five age groups in the questionnaire. As can be seen from the above figure, most of the samples are from people aged 20 to 30. In fact, the proportion of people aged 21 to 25 is 34.55 percent, and the proportion of people aged 26 to 30 is 40 percent. The proportion of the two is as high as over 70 percent, which is expected, because this study investigates the influence of social networks.

And the main users of the Internet's are given priority to with young people, and the questionnaire survey way is to online data collection, underage children and the elderly use Internet and social networking frequency is relatively low, the proportion of teenagers' respondents only 8.57 percent, middle-aged and old people is a total of 16.89 percent.

Table 11-19 - Marital Status of respondents

Marital Status	f	%
1 - Married	165	42.86%
2 - Unmarried	220	57.14%
Total:	385	

The distribution of marital status is relatively even, with more unmarried people reaching 57.14%, mainly due to the fact that there are more young people in the interviewees, and the proportion of married people is 42.86%.

Table 11-20 - Completed schooling of respondents.

Schooling	f	%
1 –Below High School	3	0.01%
2 – High school	18	4.68%
3 – Bachelor’s degree	255	66.23%

4 – Master’s degree	91	23.64%
5 – Doctor’s degree	17	4.42%
6 – Over Doctor’s degree	1	0.003%
Total:	385	

According to age characteristics, 0.01% of the respondents have not completed high school, 4.68% have completed high school, and 66.23% have completed college and have an undergraduate degree. Bachelor's degree is the most common answer. Next, 23.64% of the respondents have a master's degree, only 4.42% have a doctorate degree, and 0.003% of the respondents have a doctoral degree or higher (only one person, can be ignored). It can be seen that most people have a bachelor degree or master degree, which is consistent with the age distribution.

Table 11-21 - Medium income of respondents

Income	f	%
1 -> \$ 1000	34	8.83%
2 - < \$ 1000 < \$ 2000	146	37.92%
3 - < \$ 2000 < \$ 3000	44	11.43%
4 - > \$ 3000	28	0.73%
5 - No income	133	34.55%
Total:	385	

The income distribution is relatively even. Among them, the largest proportion is between US\$1,000 and US\$2,000, accounting for 37.92%, and the non-income groups, among which the non-income groups are mainly students, accounting for 34.55%. The proportion of respondents with other income levels is relatively small, proportion of less than \$ 1000 is 8.83%, proportion of between \$2,000 and \$3,000 is 11.43%, and proportion of more than \$ 3000 is 0.73%

Multiple Liner Regression Analysis

After analyzing the reliability of the variables to measure the overall consistency and using the Pearson correlation analysis to assess the degree of association of the variable pairs, we can study the relationship between the variables. Multiple regression analysis allows us to test hypotheses using multiple factors. In interpretation, multiple regression separates causal factors and analyzes each other's influencing factors. In this case, the factors affecting the brand image and customer repurchase intention and word of mouth in the retail industry are social network marketing which are social media, social network service and celebrity endorsement on social network. Multiple regression in this study will be tested using IBM SPSS Statistics 23.

1. Explore the impact of social networking marketing on brand image

In the analysis of this topic, the independent variables are trendiness and entertainment of social media; informativeness and interactivity of social network service; imitation behavior and attractiveness of celebrity endorsement on social network.

The dependent variable is brand image.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.940 ^a	.883	.881	.31574	2.046

a. Predictors: (Constant), L3b, L1b, L2a, L2b, L1a, L3a

b. Dependent Variable: L4

Analysis of Goodness of Fit:

The Goodness of Fit of this multiple linear regression model $R^2=0.883$ is given in the **Model Summary^b** table, which means that the independent variable "trendiness of social media" "entertainment of social media" "informativeness of social network service" "interactivity of social network service" "imitation behavior of celebrity endorsement on social network" "attractiveness of celebrity endorsement on social network" can explain a total of 88.3% of the dependent variable "Brand image", that is, the dependent variable "Brand image" has 88.3% degree is affected by the above six independent variables, which is relatively high.

Generally speaking, if the degree of fit exceeds 50%, it is considered that the Goodness of Fit of this model is standard.

Durbin-Watson value is 2.046, this value is around standard value 2, which can prove that the model is meaningful

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	284.877	6	47.480	476.251	.000 ^b
	Residual	37.684	378	.100		
	Total	322.562	384			

a. Dependent Variable: L4

b. Predictors: (Constant), L3b, L1b, L2a, L2b, L1a, L3a

The calculation result of the ANOVA table is to examine the significance of the regression model. Significance refers to whether the existence of the regression model is meaningful. If none of the above six independent variables can significantly affect the dependent variable, it means that the existence of the regression model is meaningless. The result of this data calculation shows: $F=476.251$; $P=0.000<0.05$, indicating that the regression model is significant, that is, the presence of at least one independent variable in the above six independent variables can significantly affect the dependent variable "Brand image"

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.011	.097		-.118	.906		
	L1a	.263	.061	.253	4.337	.000	.091	10.991
	L1b	.208	.048	.208	4.362	.000	.136	7.354
	L2a	.254	.053	.241	4.748	.000	.120	8.334
	L2b	.134	.055	.133	2.454	.015	.106	9.460
	L3a	.142	.061	.137	2.318	.021	.089	11.254
	L3b	.006	.055	.005	.101	.919	.109	9.190

a. Dependent Variable: L4

The coefficient table shows the influence of each independent variable on the dependent variable.

Trendiness of social media can significantly positively affect the brand image. The regression coefficient is $0.263 > 0$; $t=4.337$; $P=0.000 < 0.05$, which means that trendiness of social media is increased by 1, which will directly lead to the brand image increase of 0.263.

Entertainment of social media can significantly positively affect the brand image. The regression coefficient is $0.208 > 0$; $t=4.362$; $P=0.000 < 0.05$, which means that entertainment of social media is increased by 1, which will directly lead to the brand image increase of 0.208.

Informativeness of social network service can significantly positively affect the brand image. The regression coefficient is $0.254 > 0$; $t=4.748$; $P=0.000 < 0.05$, which means that informativeness of social network service is increased by 1, which will directly lead to the brand image increase of 0.254.

Interactivity of social network service can significantly positively affect the brand image. The regression coefficient is $0.134 > 0$; $t=2.454$; $P=0.015 < 0.05$, which means that interactivity of social network service is increased by 1, which will directly lead to the brand image increase of 0.134.

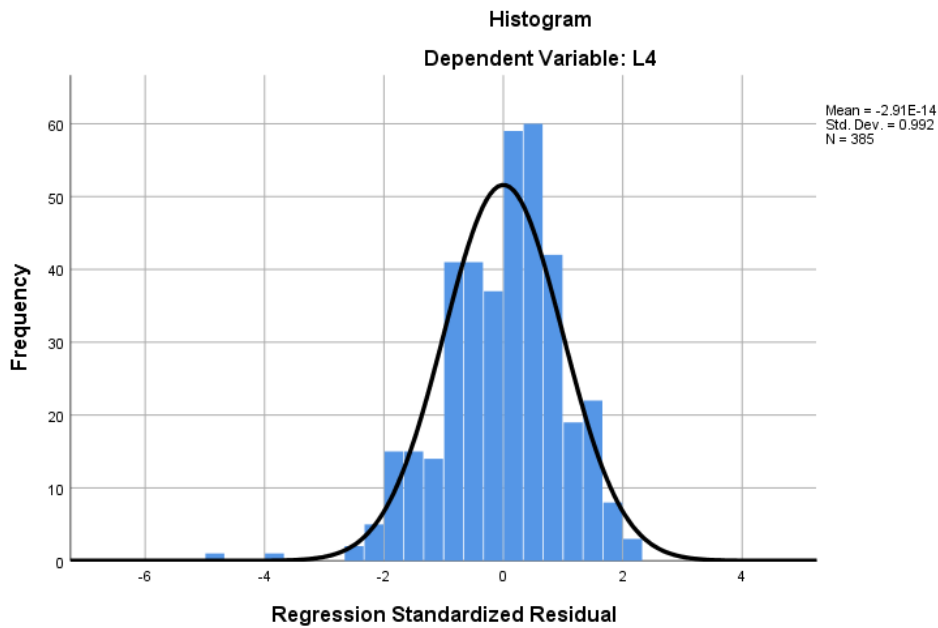
Imitation behavior of celebrity endorsement on social network can significantly positively affect the brand image. The regression coefficient is $0.142 > 0$; $t=2.318$; $P=0.021 < 0.05$, which means that imitation behavior of celebrity endorsement on social network is increased by 1, which will directly lead to the brand image increase of 0.142.

Attractiveness of celebrity endorsement on social network cannot significantly positively affect the brand image. The regression coefficient is $0.006 > 0$; $t=0.101$; $P=0.919 > 0.05$, which means that attractiveness of celebrity endorsement on social network cannot significantly positively affect the brand image.

The VIF value of the independent variable ranges from 7.354 to 11.254, basically around 10. It can be judged that there is no multicollinearity between the independent variables, which means that the result of this operation is accurate and reliable

Based on all the above analysis, the regression equation formula between the independent variable and the dependent variable can be preliminarily drawn as:

Brand image = -0.011 + 0.263 * Trendiness of social media + 0.208 * Entertainment of social media + 0.254 * Informativeness of social network service + 0.134 * Interactivity of social network service + 0.142 * Imitation behavior of celebrity endorsement



According to the above figure, the regression equation model conforms to the normal distribution

2. Explore the impact of brand image on customer repurchase intention

In the analysis of this topic, the independent variable is brand image.

The dependent variable is customer repurchase intention.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.894 ^a	.800	.800	.41554	1.986

a. Predictors: (Constant), L4

b. Dependent Variable: L5

Analysis of Goodness of Fit:

The Goodness of Fit of this multiple linear regression model $R^2=0.800$ is given in the

Model Summary^b table, which means that the independent variable "brand image"

can explain a total of 80.0% of the dependent variable "customer repurchase intention", that is, the dependent variable "customer repurchase intention" has 80.0% degree is affected by the independent variable "brand image", which is relatively high.

Generally speaking, if the degree of fit exceeds 50%, it is considered that the Goodness of Fit of this model is standard.

Durbin-Watson value is 1.986, this value is around standard value 2, which can prove that the model is meaningful

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	264.616	1	264.616	1532.473	.000 ^b
	Residual	66.134	383	.173		
	Total	330.749	384			

- a. Dependent Variable: L5
- b. Predictors: (Constant), L4

The calculation result of the ANOVA table is to examine the significance of the regression model. Significance refers to whether the existence of the regression model is meaningful. If no independent variable can significantly affect the dependent variable, it means that the existence of the regression model is meaningless. The result of this data calculation shows: $F=1532.473$; $P=0.000 < 0.05$, indicating that the regression model is significant, that is, the presence of the independent variable "brand image" can significantly affect the dependent variable "customer repurchase intention"

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients Beta			Tolerance	VIF
1	(Constant)	.509	.120		4.256	.000		
	L4	.906	.023	.894	39.147	.000	1.000	1.000

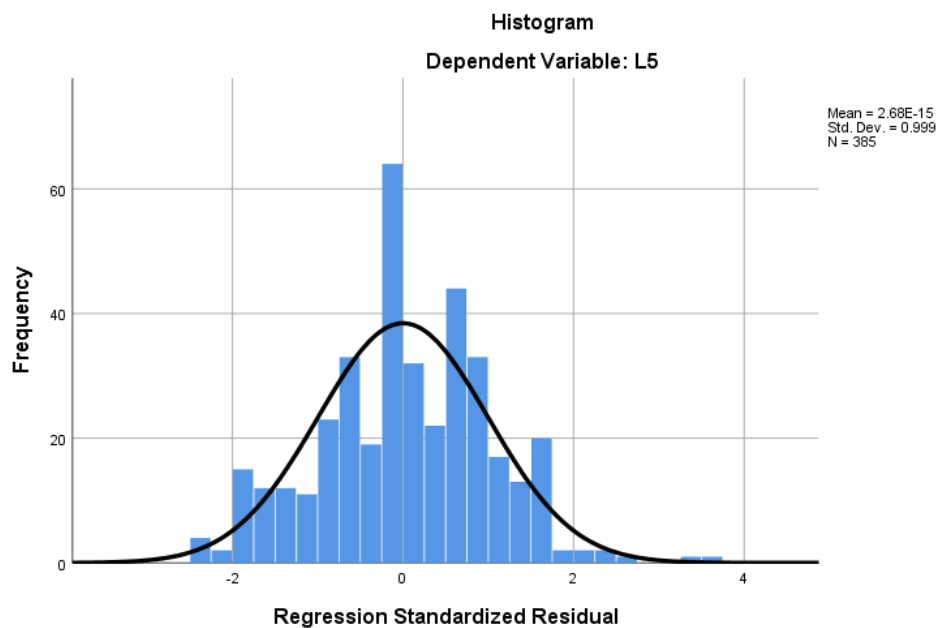
- a. Dependent Variable: L5

The coefficient table shows the influence of each independent variable on the dependent variable.

Brand image can significantly positively affect the customer repurchase intention. The regression coefficient is $0.906 > 0$; $t=39.147$; $P=0.000 < 0.05$, which means that brand image is increased by 1, which will directly lead to the customer repurchase intention increase of 0.906.

Based on all the above analysis, the regression equation formula between the independent variable and the dependent variable can be preliminarily drawn as:

$$\text{Customer repurchase intention} = 0.509 + 0.906 * \text{Brand image}$$



According to the above figure, the regression equation model conforms to the normal distribution

3. Explore the impact of brand image on WOM (Word of Mouth)

In the analysis of this topic, the independent variable is brand image.

The dependent variable is WOM (Word of Mouth).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.853 ^a	.728	.727	.50092	1.952

a. Predictors: (Constant), L4

b. Dependent Variable: L6

Analysis of Goodness of Fit:

The Goodness of Fit of this multiple linear regression model $R^2=0.728$ is given in the **Model Summary^b** table, which means that the independent variable "brand image" can explain a total of 80.0% of the dependent variable "WOM (Word of Mouth)", that is, the dependent variable "WOM (Word of Mouth)" has 72.8% degree is affected by the independent variable "brand image", which is relatively high.

Generally speaking, if the degree of fit exceeds 50%, it is considered that the Goodness of Fit of this model is standard.

Durbin-Watson value is 1.952, this value is around standard value 2, which can prove that the model is meaningful

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	257.060	1	257.060	1024.476	.000 ^b
	Residual	96.102	383	.251		
	Total	353.162	384			

a. Dependent Variable: L6

b. Predictors: (Constant), L4

The calculation result of the ANOVA table is to examine the significance of the regression model. Significance refers to whether the existence of the regression model is meaningful. If no independent variable can significantly affect the dependent variable, it means that the existence of the regression model is meaningless. The result of this data calculation shows: $F=1024.476$; $P=0.000 < 0.05$, indicating that the regression model is significant, that is, the presence of the independent variable "brand image" can significantly affect the dependent variable "WOM (Word of Mouth)"

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.539	.144		3.738	.000		
	L5	.893	.028	.853	32.007	.000	1.000	1.000

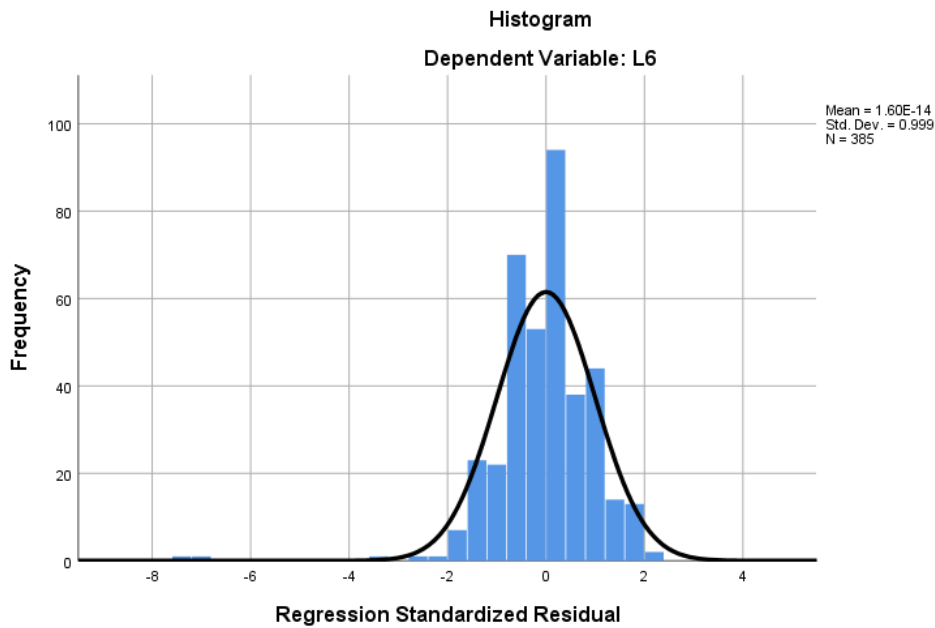
a. Dependent Variable: L6

The coefficient table shows the influence of each independent variable on the dependent variable.

Brand image can significantly positively affect the WOM (Word of Mouth). The regression coefficient is $0.893 > 0$; $t=32.007$; $P=0.000 < 0.05$, which means that brand image is increased by 1, which will directly lead to the WOM (Word of Mouth) increase of 0.906.

Based on all the above analysis, the regression equation formula between the independent variable and the dependent variable can be preliminarily drawn as:

$$\text{WOM (Word of Mouth)} = 0.539 + 0.893 * \text{Brand image}$$



According to the above figure, the regression equation model conforms to the normal distribution

4. Explore the impact of social networking marketing on customer repurchase intention

In the analysis of this topic, the independent variables are trendiness and entertainment of social media; informativeness and interactivity of social network service; imitation behavior and attractiveness of celebrity endorsement on social network; brand image

The dependent variable is customer repurchase intention.

Model Summary^b

Model	R	R Square	Adjusted R	Std. Error of the	Durbin-Watson
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			Square	Estimate	
1	.946 ^a	.895	.893	.30333	2.007

a. Predictors: (Constant), L4, L3b, L1b, L2a, L2b, L3a, L1a

b. Dependent Variable: L5

Analysis of Goodness of Fit:

The Goodness of Fit of this multiple linear regression model $R^2=0.895$ is given in the **Model Summary^b** table, which means that the independent variable "trendiness of social media" "entertainment of social media" "informativeness of social network service" "interactivity of social network service" "imitation behavior of celebrity endorsement on social network" "attractiveness of celebrity endorsement on social network" "brand image" can explain a total of 89.5% of the dependent variable "customer repurchase intention", that is, the dependent variable "customer repurchase intention" has 88.3% degree is affected by the above seven independent variables, which is relatively high.

Generally speaking, if the degree of fit exceeds 50%, it is considered that the Goodness of Fit of this model is standard.

Durbin-Watson value is 2.007, this value is around standard value 2, which can prove that the model is meaningful

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	296.061	7	42.294	459.665	.000 ^b
	Residual	34.688	377	.092		
	Total	330.749	384			

a. Dependent Variable: L5

b. Predictors: (Constant), L4, L3b, L1b, L2a, L2b, L3a, L1a

The calculation result of the ANOVA table is to examine the significance of the regression model. Significance refers to whether the existence of the regression model is meaningful. If none of the above seven independent variables can significantly affect the dependent variable, it means that the existence of the regression model is

meaningless. The result of this data calculation shows: $F=459.665$; $P=0.000<0.05$, indicating that the regression model is significant, that is, the presence of at least one independent variable in the above seven independent variables can significantly affect the dependent variable "customer repurchase intention"

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-.080	.094		-.857	.392		
	L1a	.158	.060	.150	2.651	.008	.087	11.538
	L1b	.110	.047	.109	2.351	.019	.129	7.724
	L2a	.169	.053	.159	3.198	.001	.113	8.832
	L2b	.227	.053	.222	4.296	.000	.104	9.611
	L3a	.179	.059	.170	3.022	.003	.088	11.414
	L3b	.117	.053	.111	2.204	.028	.109	9.191
	L4	.065	.049	.064	1.306	.192	.117	8.560

a. Dependent Variable: L5

The coefficient table shows the influence of each independent variable on the dependent variable.

Trendiness of social media can significantly positively affect the customer repurchase intention. The regression coefficient is $0.158>0$; $t=2.651$; $P=0.008<0.05$, which means that trendiness of social media is increased by 1, which will directly lead to the customer repurchase intention increase of 0.158.

Entertainment of social media can significantly positively affect the customer repurchase intention. The regression coefficient is $0.110>0$; $t=2.351$; $P=0.019<0.05$, which means that entertainment of social media is increased by 1, which will directly lead to the customer repurchase intention increase of 0.110.

Informativeness of social network service can significantly positively affect the customer repurchase intention. The regression coefficient is $0.169>0$; $t=3.198$;

$P=0.001<0.05$, which means that informativeness of social network service is increased by 1, which will directly lead to the customer repurchase intention increase of 0.169.

Interactivity of social network service can significantly positively affect the customer repurchase intention. The regression coefficient is $0.227>0$; $t=4.296$; $P=0.000<0.05$, which means that interactivity of social network service is increased by 1, which will directly lead to the customer repurchase intention increase of 0.227.

Imitation behavior of celebrity endorsement on social network can significantly positively affect the customer repurchase intention. The regression coefficient is $0.179>0$; $t=3.022$; $P=0.003<0.05$, which means that imitation behavior of celebrity endorsement on social network is increased by 1, which will directly lead to the customer repurchase intention increase of 0.179.

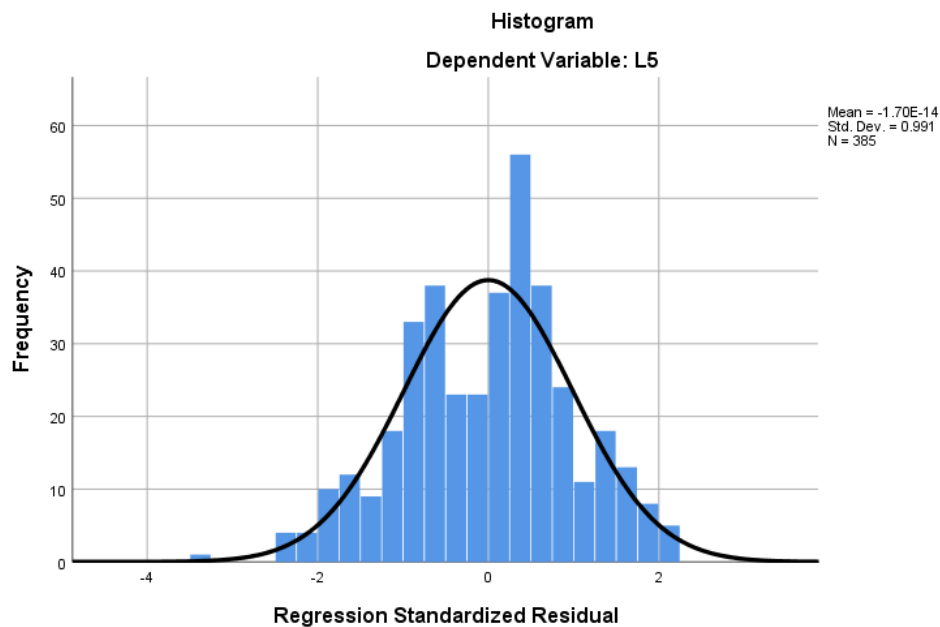
Attractiveness of celebrity endorsement on social network can significantly positively affect the customer repurchase intention. The regression coefficient is $0.117>0$; $t=2.204$; $P=0.028<0.05$, which means that attractiveness of celebrity endorsement on social network is increased by 1, which will directly lead to the customer repurchase intention increase of 0.117.

Brand image cannot significantly positively affect the customer repurchase intention. The regression coefficient is $0.065>0$; $t=1.306$; $P=0.192>0.05$, which means that brand image cannot significantly affect the customer repurchase intention.

The VIF value of the independent variable ranges from 7.724 to 11.538, basically around 10. It can be judged that there is no multicollinearity between the independent variables, which means that the result of this operation is accurate and reliable

Based on all the above analysis, the regression equation formula between the independent variable and the dependent variable can be preliminarily drawn as:

Brand image = $-0.080 + 0.158 \times \text{Trendiness of social media} + 0.110 \times \text{Entertainment of social media} + 0.169 \times \text{Informativeness of social network service} + 0.227 \times \text{Interactivity of social network service} + 0.179 \times \text{Imitation behavior of celebrity endorsement} + 0.117 \times \text{Attractiveness of celebrity endorsement on social network}$



According to the above figure, the regression equation model conforms to the normal distribution

5. Explore the impact of social networking marketing on WOM (Word of Mouth)

In the analysis of this topic, the independent variables are trendiness and entertainment of social media; informativeness and interactivity of social network

service; imitation behavior and attractiveness of celebrity endorsement on social network; brand image

The dependent variable is WOM (Word of Mouth).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.896 ^a	.802	.799	.43014	2.001

a. Predictors: (Constant), L4, L3b, L1b, L2a, L2b, L3a, L1a

b. Dependent Variable: L6

Analysis of Goodness of Fit:

The Goodness of Fit of this multiple linear regression model $R^2=0.802$ is given in the **Model Summary^b** table, which means that the independent variable "trendiness of social media" "entertainment of social media" "informativeness of social network service" "interactivity of social network service" "imitation behavior of celebrity endorsement on social network" "attractiveness of celebrity endorsement on social network" "brand image" can explain a total of 80.20% of the dependent variable "WOM (Word of Mouth)", that is, the dependent variable "WOM (Word of Mouth)" has 80.20% degree is affected by the above seven independent variables, which is relatively high.

Generally speaking, if the degree of fit exceeds 50%, it is considered that the Goodness of Fit of this model is standard.

Durbin-Watson value is 2.001, this value is around standard value 2, which can prove that the model is meaningful

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283.411	7	40.487	218.829	.000 ^b

Residual	69.752	377	.185		
Total	353.162	384			

a. Dependent Variable: L6

b. Predictors: (Constant), L4, L3b, L1b, L2a, L2b, L3a, L1a

The calculation result of the ANOVA table is to examine the significance of the regression model. Significance refers to whether the existence of the regression model is meaningful. If none of the above seven independent variables can significantly affect the dependent variable, it means that the existence of the regression model is meaningless. The result of this data calculation shows: $F=218.829$; $P=0.000 < 0.05$, indicating that the regression model is significant, that is, the presence of at least one independent variable in the above seven independent variables can significantly affect the dependent variable "WOM (Word of Mouth)"

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.049	.133		.371	.711		
	L1a	.137	.084	.126	1.627	.105	.087	11.538
	L1b	.224	.067	.214	3.369	.001	.129	7.724
	L2a	-.030	.075	-.027	-.400	.689	.113	8.832
	L2b	.198	.075	.187	2.642	.009	.104	9.611
	L3a	.155	.084	.143	1.847	.066	.088	11.414
	L3b	.156	.075	.143	2.067	.039	.109	9.191
	L4	.152	.070	.145	2.173	.030	.117	8.560

a. Dependent Variable: L6

The coefficient table shows the influence of each independent variable on the dependent variable.

Trendiness of social media cannot significantly positively affect the WOM (Word of Mouth). The regression coefficient is $0.137 > 0$; $t=1.627$; $P=0.105 > 0.05$, which means

that trendiness of social media cannot significantly positively affect the WOM (Word of Mouth)

Entertainment of social media cannot significantly affect the WOM (Word of Mouth). The regression coefficient is $0.224 > 0$; $t=3.368$; $P=0.001 < 0.05$, which means that entertainment of social media is increased by 1, which will directly lead to the WOM (Word of Mouth) increase of 0.224.

Informativeness of social network service cannot significantly negatively affect the WOM (Word of Mouth). The regression coefficient is $-0.030 > 0$; $t=-0.4$; $P=0.689 > 0.05$, which means that informativeness of social network service cannot significantly negatively affect the WOM (Word of Mouth).

Interactivity of social network service can significantly positively affect the WOM (Word of Mouth). The regression coefficient is $0.198 > 0$; $t=2.642$; $P=0.009 < 0.05$, which means that interactivity of social network service is increased by 1, which will directly lead to the WOM (Word of Mouth) increase of 0.198.

Imitation behavior of celebrity endorsement on social network cannot significantly positively affect the WOM (Word of Mouth). The regression coefficient is $0.155 > 0$; $t=1.847$; $P=0.066 > 0.05$, which means that imitation behavior of celebrity endorsement on social network cannot significantly positively affect the WOM (Word of Mouth).

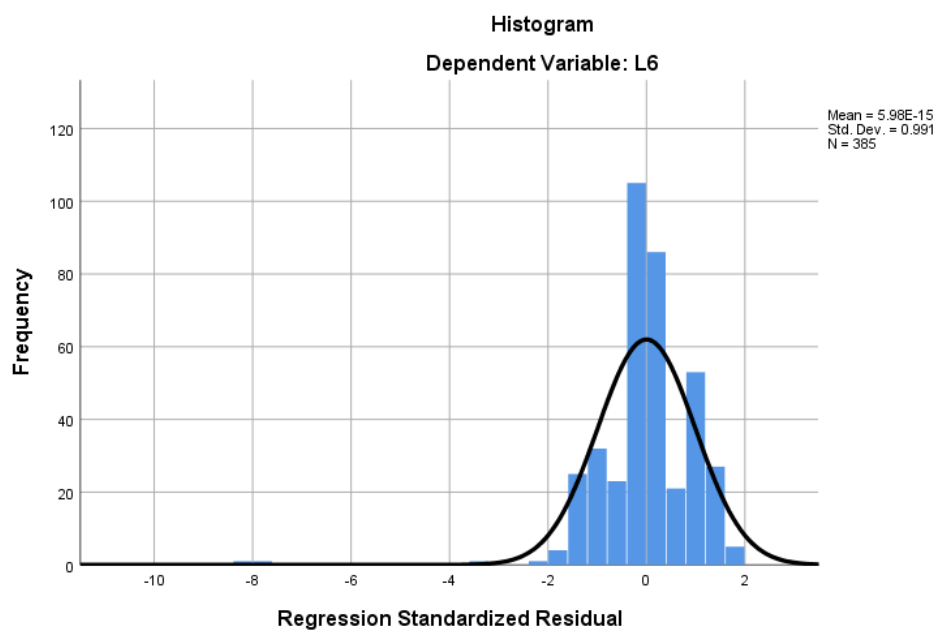
Attractiveness of celebrity endorsement on social network can significantly positively affect the WOM (Word of Mouth). The regression coefficient is $0.156 > 0$; $t=2.067$; $P=0.039 < 0.05$, which means that attractiveness of celebrity endorsement on social network is increased by 1, which will directly lead to the WOM (Word of Mouth) increase of 0.156.

Brand image can significantly positively affect WOM (Word of Mouth). The regression coefficient is $0.152 > 0$; $t=2.173$; $P=0.030 < 0.05$, which means that brand image is increased by 1, which will directly lead to the WOM (Word of Mouth) increase of 0.152.

The VIF value of the independent variable ranges from 7.724 to 11.538, basically around 10. It can be judged that there is no multicollinearity between the independent variables, which means that the result of this operation is accurate and reliable

Based on all the above analysis, the regression equation formula between the independent variable and the dependent variable can be preliminarily drawn as:

$$\text{WOM (Word of Mouth)} = 0.049 + 0.224 * \text{Entertainment of social media} + 0.198 * \text{Interactivity of social network service} + 0.155 * \text{Imitation behavior of celebrity endorsement} + 0.156 * \text{Attractiveness of celebrity endorsement on social network} + 0.152 * \text{Brand image}$$



According to the above figure, the regression equation model conforms to the normal distribution.

11. Finding and Discussion

The Relationship between Social network marketing on the brand image and customer repurchase intention and word of mouth in the retail industry.

In this report, factors influencing brand image and customer repurchase intention and word of mouth in the retail industry can be divided into three parts: social media factors, social network service factors, and celebrity endorsement factors.

Social media factors include two items as the trendiness of social media and entertainment of social media; Social network service factors include two items as informativeness of social network service and interactivity of social network service; Celebrity endorsement factors include two items as the imitation behavior of celebrity endorsement and attractiveness of celebrity endorsement.

The result shows that, for each of these three factors, there is a large degree of correlation between three factors and brand image in the retail industry, which means that customers think these three factors can have a good effect on their brand image in the retail industry. And brand image also greatly affects customer repurchase intention and word of mouth in the retail industry.

On the one hand, consumers can take advantage of the timeliness of the Internet to obtain the latest and most popular product information through social network platforms, and social network platforms can satisfy consumers' psychology of pursuing fashion, thus establishing consumers' good image on the brand. On the other hand, the information content provided by the social network platform is rich and varied, including text, picture, video and audio. Through a variety of fantastic ideas, it provides consumers with content information while satisfying their perception and experience, bringing them a sense of freshness and curiosity, generating entertainment effects, thus establishing consumers' good impression on the brand (H1a and H1b respectively).

These findings further support previous research, such as Hudson et al. (2016); Qualman (2013), which identified social media sites have become the most powerful

online communication channel, giving consumers the opportunity to interact with service providers, learn about their latest products and services, and then share information with others before considering, evaluating, and buying.

Social networking platforms gather a large number of consumers. They can obtain information from each other and share each other's ideas and attitudes about products or brands. The information will affect consumers' perception of the brand. In addition, on social networking platforms, consumers can not only obtain product information from sellers, but also obtain information content from other consumers about the product or brand. This is a feature that is difficult to have in a physical store. Consumers communicate and share with other consumers by expressing their own consumption concepts and experiences, which will affect consumers' attitudes and views on products or brands, the information and opinions shared by others can influence consumers' perception of the brand (H2a and H2b respectively).

This study does corroborate the findings of that Jeong, Bae and Yoon (2014), analyzed the impact of relationship between SNS marketing characteristics and purchasing intent, found that the higher the accessibility, interaction, and usefulness of SNS marketing, the higher the intention and reliability of use, and that the intention of continuous use has a positive relationship to purchasing intent.

Celebrity endorsements on social networking platforms use the fans' pursuit and attention to celebrities through advertisements, so that fan consumers can pay attention to celebrity endorsement products and brands. In order to close the distance with celebrities and to chase fashion trends, fans will imitate the behavior of celebrities. Thus, consumers will purchase and consume. At the same time, the beautiful appearance of celebrities will be very attractive to fan consumers, so that more consumers will pay attention to the products endorsed by celebrities. Consumers may build a good image on the brand because of their favorite stars. (H3a and H3b respectively).

The above findings just prove the theory that Agrawal and Kamakura (1995) suggest that celebrities enhance the recall of information, make advertisements more credible,

enhance brand awareness, and promote people's positive attitude towards brands is correct.

The brand image of consumers determines their impression of the product or brand. Whether the product quality is acceptable, the price is reasonable, the service is satisfactory, the packaging is exquisite, and the logistics is fast, etc. After consumers receive the information about the product or brand on the social network platform and their own personal experience, The evaluation of the brand determines whether consumers are willing to buy the brand again and whether they are willing to give good publicity and evaluation for the brand on social network platforms (H4 and H5 respectively).

These findings just prove that brand image is an important clue in the process of purchasing decision. Good brand information positively influences perceived quality, perceived value and consumers' purchase intention (Dodds, Monroe & Grewal, 1991). And brand image has the ability to evoke consumers' beliefs about product features, and influences their evaluations there of (Srikatanyoo & Gnoth2002). This means that a positive brand image fosters a positive brand attitude among consumers, which ultimately improves brand equity.

To sum up, this study found that whether it's social media, social network services, or celebrity endorsements on social platforms, they all use social network platforms to convey product and brand content to consumers, so as to increase consumers' awareness of the brand and strive to gain consumers' attention and recognition of the brand, so as to guide consumers to buy again, become brand loyal users, generate repurchase intention, and generate positive publicity and reputation for the brand, and ultimately increase the value of the brand in the minds of consumers.

12. Conclusion

My study is to investigate the relationship between social network marketing on the

brand image and customer repurchase intention and word of mouth in the retail industry. The results of my data analysis demonstrate that social media, social network services, celebrity endorsement are significantly and directly correlated with brand image and customer repurchase intention and word of mouth in the retail industry.

Influences from trendiness and entertainment of social media, influences from characteristics of Informativeness and Interactivity of social network services, influences of Imitation Behavior and Attractiveness of celebrity endorsements are all correlated positively with the brand image. And brand image positively affect customer repurchase intention and word of mouth.

Among these relationships, the result shows that when consumers use social network platforms, they will be influenced by social media, social network services and celebrity endorsements, thus changing consumers' brand image, repurchase intention and WOM in the retail industry. So, enterprises should attach importance to social network exploration and study of the market, pay attention to the development of the social networking platform and change, learn the user's habits, to develop appropriate social network marketing strategies, let more consumers know their brand through social networks and make a good impression to the user, so as to establish a good brand image, increase sales.

This study takes social network marketing in retail industry as the research object, and since then, social network users have been the main consumers. The research variables were determined through the literature in the past 20 years. In the early stage, extensive data collection was conducted through market research. The final conclusion is obtained by calculating the correlation between variables.

Through this study, we can understand how social network marketing influence customer. This study can also help marketers to forecast customers buying behavior about social network in retail industry in the future, so that they can better market their products.

13. Contributions

Existing research on brand image and customer repurchase intention and word of mouth in the social network market is scarce, given the newness of the theme. However, studies show, more and more, the importance of social media for marketing (Erkan and Evans 2016) The main research objects of most of the literature on the social network market are limited to social media. Through a large number of literature surveys, this research has paid attention to social network services and celebrity endorsement effects in addition to social media. Combine the three seemingly unconnected elements to give enterprises more references and suggestions.

In addition, this research is a good combination of the actual situation of traditional retail companies in real life that are in urgent need of change and transformation when facing the Internet + era. In 2020, due to the impact of the COVID-19, people's offline activities have been greatly restricted, and the offline physical industry has been greatly affected. The form of online shopping will become more and more popular in the future. The social network market is an important channel for companies to establish contact with consumers through the Internet. In addition to social media, social network services and celebrity endorsements studied in this report, short videos, self-media, TV series, etc. Movies, variety shows, live broadcasts, etc. can all become media for promoting brands, products and services. This research explores consumers' perceptions and thoughts on social networks through surveys. Provide data analysis for retail companies to explore the social network market and formulate development strategies.

The scope of this research is aimed at the retail industry, because the retail industry, as one of the typical traditional industries, is greatly affected by the Internet. The retail industry used to be mainly offline physical stores and supermarkets. Most of the commodities sold are low in price and large in quantity. They are daily necessities in people's lives. They mainly provide commodities and involve fewer services. And this kind of goods has lower prices online, lower time cost, and more variety. Therefore,

in the face of fierce competition, it is necessary for retail companies to develop the social network market.

This study has provided important contributions to marketing literature, and offers further insight on social network marketing for brand image and customer repurchase intention and word of mouth in retail industry. By understanding how these customers are perceived, marketing professionals can strengthen their strategies and create better relationships between retail brand and consumers alike. For retailers, this research provides valuable insight on how customers perceive social network, therefore allowing them to better tailor their strategy, attract more customers and provide better products and services.

Above all, this report explores the relationship between the social network market in the retail industry and brand image and customer repurchase intention and word of mouth, investigates and analyzes the current consumer's consumption concepts and behaviors, and supplements the survey literature in the field of social network market. Providing data support for exploring consumer behavior, and giving references and suggestions to companies in the retail industry.

14. Managerial implications

Previous academic research mainly focused on social media research on consumers. However, with the development of the social network market, social media is only a part of the social network market, and there are relatively few literature studies on the impact of celebrity endorsements and social network services on consumers. In addition, most of the research literature is aimed at the social network market of the Western Internet and Western consumers. However, with the rapid development of China's Internet industry, Chinese consumers are becoming more and more enthusiastic about Internet consumption, and the market size is getting larger and larger. More and more traditional industries and emerging industries have begun to

devote themselves to the development of the Internet's social network market, so the research on China's social network market is of great significance to enterprises all over the world. In addition to investigating the impact of social media on consumers, this research also adds factors that have recently developed social network services and celebrity endorsements.

The purpose is to integrate the diversified social network market, consider and explore the impact of the entire social network market on consumers more comprehensively and systematically. So as to provide reference and direction for enterprises to develop the social network market in the future.

15. Limitations and suggestions for future investigation

Although it took a year for this research to be as perfect as possible, the final evaluation of reflection still found imperfections and limitations. First, when evaluating social media, social network services, and celebrity endorsements, each factor is only two relatively more representative characteristics are selected for evaluation, Trendiness and Entertainment of social media; Informativeness and Interactivity of social network services; Imitation Behavior and Attractiveness of

celebrity endorsements. But in fact, only two factors cannot represent all the characteristics. Therefore, the final result may be biased.

The conclusions drawn from the data collected in this study are relatively in line with the expected results, but due to time constraints, the sample data is relatively small, only more than 300. If conditions permit, the more sample data, the higher the reliability of the final conclusion.

In addition, the literature referenced in this research is relatively long, most of which are documents from the beginning of the 21st century. Taking into account the development and changes of the times, some theories that have been proven correct in the past may have changed. Therefore, they are actually doing commercial literature research. Whenever possible, it will be more convincing to choose the most recent literature as a reference.

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17. Appendix

Questionnaires

English Version

Hello, I am student in Master's in Marketing of Coimbra University. I am conducting a survey on the relationship between social network marketing and brand image and customer repurchase intention and WOM in retail industry. This questionnaire is anonymous. All data are only used for statistical analysis. Your answers will be strictly confidential. There is no right or wrong answer, and please fill in according to your actual situation. Thank you for your help!

* **Social network marketing** is any form of marketing that takes place on social media platforms. This marketing strategy can play out in many different ways, from formal advertising campaigns to informal customer engagement.

Social network marketing in this report mainly selects social media, social network service, and celebrity endorsement.

For example:

- Social media: Television; Newspapers; Magazines; Websites
- Social Network Service (SNS): Facebook; ArtComb; Friendster; Wallop; Adoreme
- Celebrity Endorsement: Taylor Swift endorses ked shoes.

Please choose Relationship between Social Network Marketing and Brand Image and Customer Repurchase Intention and WOM in Retail Industry using 1 to 7 points. 1 point is extremely disagree, 7 points are super agree and 4 points are neutral.

Part 1

<i>Items measuring Trendiness of social media: (Journal of Air Transport Management 66 (2018) 36–41) (Electronic Commerce Research and Applications 11 (2012) 374–387)</i>							
The information shared in the social media is up to date.	1	2	3	4	5	6	7
The use of social media is fashionable.	1	2	3	4	5	6	7
Using retail brand's social media is very trendy.	1	2	3	4	5	6	7

<i>Entertainment of social media:</i>							
The social media is enjoyable.	1	2	3	4	5	6	7
The content shared by the social media is enjoyable.	1	2	3	4	5	6	7
Content of retail brand's social media seems interesting	1	2	3	4	5	6	7

<i>Items measuring Informativeness of social network service: (Eunji YOO, Soyeon PARK 2020)</i>							
Likes to get information through SNS content	1	2	3	4	5	6	7
Using SNS content to get new information.	1	2	3	4	5	6	7
Get a lot of information through SNS content and quickly get answers for my inquiries.	1	2	3	4	5	6	7
<i>Interactivity of social network service:</i>							
Contents communicate opinions on social topics and issues through SNS content	1	2	3	4	5	6	7
Contents are sending messages requesting 'comments', 'share' and 'like'	1	2	3	4	5	6	7
Content is asking for participation such as asking for feedback, voting, and making an implementation.	1	2	3	4	5	6	7

Items measuring Imitation Behavior of celebrity endorsement:(Ashwini K Awasthi; Nirma University 2015)

I want to be as smart as movie idols.	1	2	3	4	5	6	7
I want to be as stylish as people appearing in ads.	1	2	3	4	5	6	7
I want to be as trendy as models in magazines.	1	2	3	4	5	6	7
I have sometimes tried to change aspects of my personality in order to be more like the celebrity I admire.	1	2	3	4	5	6	7
<i>Attractiveness of celebrity endorsement:</i>							
The celebrity used in the advertisement is attractive.	1	2	3	4	5	6	7
The celebrity used in the advertisement should be classy in looks.	1	2	3	4	5	6	7
I pay more attention towards the advertisement presented by a beautiful/handsome celebrity.	1	2	3	4	5	6	7

Brand image in retail industry:(International Journal of Retail &Distribution Management Vol. 43 No. 3, 2015)

The particular retail brand of social network is well established.	1	2	3	4	5	6	7
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The particular retail brand of social network has clean image.	1	2	3	4	5	6	7
The particular retail brand of social network has a differentiated image in comparison with the other retail brand.	1	2	3	4	5	6	7
<i>Repurchase intention in retail industry: Khalifa and Liu (2007) and Zhou et al. (2009)</i>							
I intend to continue to purchase goods from social network shopping site that I regularly use.	1	2	3	4	5	6	7
I intend to acquire product information from the social network that I regularly use.	1	2	3	4	5	6	7
I intend to recommend the social network that I regularly use to people around me.	1	2	3	4	5	6	7
<i>WOM (Word of Mouth) : Journal of Air Transport Management 66 (2018) 36–41)</i>							
I will post positive opinions on social media.	1	2	3	4	5	6	7
I will recommend retail brand using social media	1	2	3	4	5	6	7

Part 2

Please choose the most suitable option for your personal situation.

<p>1. What is your gender?</p> <p><input type="radio"/> Female</p> <p><input type="radio"/> Male</p>
<p>2. What is your age?</p> <p><input type="radio"/> Below 20 years old</p> <p><input type="radio"/> 21-25</p> <p><input type="radio"/> 26-30</p>

31-40

Over 40

3. What is your marital status?

Married

Unmarried

4. What is your education level?

Below High School

High school

Bachelor degree

Master degree

Doctor degree

Over Doctor degree

5. What is your income level (Monthly income)?

> \$ 1000

< \$ 1000 < \$ 2000

< \$ 2000 < \$ 3000

> \$ 3000

No income

I sincerely thank you for your help! In order to ensure that the information is complete and detailed, please take another minute to check, seeing if there is any mistake or omission. Thank you!