Exploratory research on social media platform popularity and brand communication power

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Abstract: In the social media environment, the improvement of brand awareness is positively impacted by the new situation such as "media convergence", "young user group" and "diversified marketing", which makes the communication power of its own brand facing a development crisis. In view of this, this study will be under the support of jenkins fusion theory using exploratory factor area analysis and regression analysis method of brand communication force, finally the brand community loyalty, brand image, word of mouth ", brand younger and new brand image the five factors of the brand communication force influence has certain differences, and on the basis of this social media platform awareness of brand communication force promotion strategy, improve consumers to brand identity, promote awareness positive influence on the development of the brand.

Keywords: Social Media Platform; Popularity; Brand Communication Power; Exploratory

Foreword

With the enhancement of national comprehensive strength, the implementation of "Belt and Road" strategy is not only a new development opportunity, but also a huge challenge for domestic enterprises. In order to gain the recognition of consumers and the market, the establishment and development of the brand has become the key to an enterprise's success or failure in the market. Social media has the characteristics of immediacy, universality, connectivity, strong operability, wide coverage, and access is not constrained by time and space, which is conducive to improving brand recognition. Through the popularity of social media platforms, we can communicate and dialogue with customers, understand the needs of customers, so as to establish a good brand image, expand the publicity of the brand, and improve the brand awareness[1].

1. Study sample design

1.1 Questionnaire survey design

The study in regional well-known brands as the research object, with questionnaire design questionnaire, according to the Jenkins culture integration theory and three levels of communication effect revised scale content, in order to meet the social media platform awareness of brand communication exploratory research needs. which mainly contains two parts. The first: to measure the popularity of social media platforms on brand communication. This section is divided into 7 items, including 9 questions, and 2: the demographic characteristics of the participants, including gender, age, education, occupation and income.

1.2 Data acquisition and sample characteristics analysis

A total of 95 questionnaires were distributed and 95 questionnaires were collected, with an effective recovery rate of 100%. Basic information of the investigators participating in the survey is shown in Table 1.

Table 1 Survey objects and basic information

Survey content	project	frequency	percentage (%)
sex	man	46	48.42
	woman	49	51.58

age	<18 Years old	3	3.16
	19-30 Years old	42	44.2
	31-45 Years old	28	29.47
	> 45 Years old	22	23.16
record of formal schooling	Junior high school and below	11	11.58
	senior middle school	37	38.85
	College degree or above	47	49.47
occupation	State-owned enterprises or unit employees	22	23.16
	Employees of private enterprises	36	37.89
	Foreign employees	7	7.37
	liberal professions	19	20.00
	other	11	11.58
monthly income	<two thousand yuan	12	12.63
	2,001-4,500 yuan	55	57.89
	> four thousand, five hundred yuan	28	29.47
amount to	95		100.0

1.3 Statistical methods

Descriptive statistical analysis and visual production of obtained data were performed by IBM SPSS Statistic25.0 and Tableau Desktop, reliability validity test, exploratory factor analysis and regression analysis were performed by IBM SPSS Statistics26.0, and P <0.05 was considered as statistically significant.

2. Exploratory factor and reliability test of brand communication power

2.1 The reliability test

Reliability is a measure of the credibility of the measured data, that is, whether a measurement tool (such as the scale) can stabilize the measured thing. The Cronbachα coefficient was calculated using SPSS250.0 to investigate the correlation coefficients of each subject and the total score. The results showed that all 45 questions had above 0.4, indicating good correlation between subjects and high reliability of the scale. The Cronbachα coefficient of the scale was 0.979, consistent with Cronbachα> 0.7, indicating good intrinsic agreement between subjects and good reliability of the scale.

2.2 Factor extraction

The factor scoring matrix was obtained by maximum variance rotation, and the factor load with retention coefficient load exceeded 0.4. If the factors affecting the load of less than 0.4 were excluded, all 40 factors scored above 0.4 on one factor. These 5 factors had high confidence. After calculation, remove the 4 survey questions with a difference in 0, see Table 2.

Table 2 Calculation of double-factor load difference

content	Load value 1	Load value 2	Difference absolute value	Whether to delete
Social media platforms are well run	0.502	0.477	0.029	yes
After understanding the brand marketing content, the brand has a good stability	0.465	0.502	0.038	yes
Add the youth element and increase the recognition of the brand	0.496	0.665	0.168	yes
The authenticity reliability of brand evaluation information is high	0.435	0.628	0.192	yes

Brand labels include elements such as "youth" and "personality"	0.406	0.753	0.349	deny
Increase the attention of the young experience scene	0.435	0.696	0.262	deny
More willing to talk about something that is good for the brand	0.425	0.683	0.259	deny
Increasing the younger elements can increase the attention of the brand	0.496	0.705	0.229	deny

2.3 Factor naming

Factor analysis was conducted on the remaining 36 questions. After this analysis, except for the difference between the two questions (difference was 0.196,0.123 respectively) <2, the factor load of the other questions was above 0.6, and the difference between the maximum factor load value and the second factor load value was more than 0.2. Therefore, the final results of such factor analysis were obtained as factor names, as shown in Table 2, Table 3. In this factor analysis, Bartlett test and KMO value 0.955, and the cumulative variance contribution of 5 factors reached 78.278%. The eigenvalues of each factor were above 1, which was consistent with the results of the factor analysis.

Table 3 KMO values and Bartlett sphericity test in the 36 questions

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.953
Bartlett's Test of sphericity	Approx.chi-Square	11911.535
	df	630
	Sig.	0.001

Table 4 Characteristic values and variance contribution rates of the top 36 topic factor analysis

ingredient	Initial eigenvalue			After rotating		
	eigenvalue	Contribution rate of variance%	Cumulative variance contribution rate of%	eigenvalue	Contribution rate of variance%	Cumulative variance contribution rate of%
1	19.332	53.701	53.701	9.828	27.299	27.299
2	3.133	8.702	62.404	5.169	14.356	41.652
3	2.426	6.735	69.139	5.078	14.109	55.761
4	2.068	5.749	74.885	4.676	12.986	68.745
5	1.222	3.393	78.279	3.433	9.532	78.289

Extraction method: principal component analysis method.

3. Results analysis

Five independent variables and one independent variable were obtained by the exploratory factor analysis above. The relationship between five independent variables and the independent variables was investigated using multivariate variables. Since the regression model assumes that the error terms obey the normal distribution, some hypothesis tests must be done. After observing the standard residual histogram of the independent variable (the brand consumption behavior), the results show that the residuals basically meet the normal distribution and meet the needs of regression analysis. The corrected $R2$ value was 0.744, indicating that the explanatory power of these five independent variables reached 74.4% to the brand consumption behavior.D.W. The value was 1.832, indicating that the subjects were not autorelated, had statistically significant differences between groups and had good independence. The regression equation F=16,069, P <0.05, and VIF <5 indicates that the model does not have multicollinearity problems, again, see Table 5.

Table 5. Results of the least-squares regression analysis

variable	regression coefficient	standard error	t	P
constant	1.292E-16	0.031	0.001	1.000
Brand community group loyalty	0.648	0.031	21.669	0.001
New product brand image	0.249	0.031	8.301	0.001

brand marketing	0.291	0.031	9.718	0.001
brand image	0.372	0.031	13.511	0.001
Brand younger	0.232	0.031	7.139	0.001

4. Strategic analysis of the popularity of social media platforms on the improvement of brand communication power

4.1 Pay attention to the innovation of communication content and improve differentiated communication

In the context of the new era, high-quality content is closely related to differentiated communication. If high-quality content wants to obtain greater exposure, it needs to find appropriate communication methods. In the face of the template production of well-known brands and the low degree of platform adaptation, the brand side must establish an excellent original team to find the appropriate brand image positioning, communication content positioning and communication form positioning according to the characteristics of the user group of each platform[3]. It is necessary to deeply explore the characteristics of each social media platform, and find the best innovative solutions in the content and form of each platform, so as to achieve differentiated communication effect and effectively enhance brand awareness.

4.2 Strengthen the story-based communication and enhance the recognition of brand value

The promotion of brand communication power should improve its content identification and establish brand connection through story-style communication. "Storytelling" is a hot issue in current marketing research. Enterprises need to build a brand story containing positive themes such as truth, emotion, consensus and commitment, and use a reasonable narrative structure to convey different brand stories to different target groups. A real and moving brand story should be able to highlight the core concept and value concept of the brand, truly consistent with the interests of consumers, so that consumers can have emotional resonance with the brand[4].

4.3 Cross-media narrative marketing, and actively build brand IP

Well-known brands want to break through, they must take the initiative to create their own brand story. Only by establishing a complete brand story, can we better grasp the initiative and productivity of cross-media narrative marketing[6]. In terms of brand marketing, it will combine with its own brand story, and strive to create products linking film, television, games, toys, clothing, peripheral and other aspects, so that the brand IP can continue to operate and improve consumers' loyalty to the brand. In various aspects to show the brand personality charm and good image, can make consumers have a better understanding of the brand itself, have more emotional recognition in attitude, on behavior their understanding and emotions into purchasing ability, in order to improve the communication ability of brand on multiple social media platform, to achieve the sustainable development of the brand across platforms[7].

5. Conclusion

This study explores the influencing factors and action mechanisms of brand communication in the social media platform environment from three aspects of "knowledge-emotion-action" of cultural theory and communication effect. At the same time, the influence of the current social media platform on the brand communication power is analyzed through the form of questionnaire survey, and some internal connotations worthy of brand learning are found. The results of this study show that well-known brands have positive influence in five aspects: new brand image, new brand image, marketing, community group loyalty and youth, and different factors have mutual influence, and the old brands have stronger influence and communication power under the same influence effect. Therefore, based on the above results, this study puts forward targeted strategies to influence the communication power, which can provide certain guidance for the improvement of brand communication power.

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