



**THE INFLUENCING FACTORS OF NETWORK MARKETING  
STRATEGY OF CHINA SHANXI WAN SHENG CATERING  
MANAGEMENT COMPANY**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
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This Independent Study has been Approved as a Partial Fulfillment of the  
Requirement of International Master of Business Administration

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### ABSTRACT

The development of catering in 2020 has enabled more catering practitioners to see the broad market and network marketing prospects. This paper aims to study on the influencing factors of network marketing strategy of China Shanxi Wan Sheng Catering Management Company.

The objectives of the study were: 1) To explore the influencing factors that affect the network marketing strategies of China Shanxi Wan Sheng Catering Management Company; and 2) To verify whether talent introduction, network marketing knowledge training, informatization, and brand image affect network marketing strategies of China Shanxi Wan Sheng Catering Management Company.

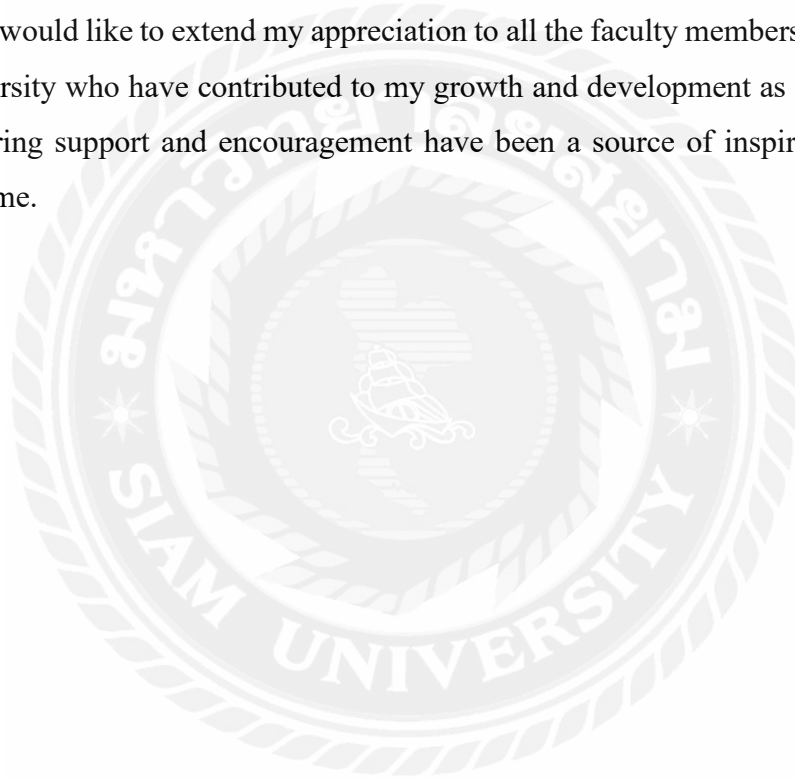
This study adopts a quantitative research method. In this study, 378 questionnaires were distributed, with 376 valid questionnaires, and the validity rate was 99.47%. The population of this study is the managers and principals of more than 700 merchants on the network marketing line of Wan Sheng Catering Management Company in Xi'an, China. Combined with network marketing theory and product positioning theory, this paper found that 1) The influencing factors of network marketing strategy of China Shanxi Wan Sheng Catering Management Company includes talent introduction, network marketing knowledge training, informatization and brand image; and 2) Talent introduction, network marketing knowledge training, informatization and brand image have a positive effect on network marketing strategy. Recommendations for network marketing strategies should focus on the following aspects: 1) Integrate talent introduction resources; 2) Improve network marketing knowledge training programs; 3) Strengthen informatization; and 4) Reinforce brand image management.

**Keywords:** network marketing, marketing strategy, brand image

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## DECLARATION

*I, Wu Changshu, hereby certify that the work embodied in this independent study entitled "Study on the Influencing Factors of Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company" is the result of original research and has not been submitted for a higher degree to any other university or institution.*

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.....  
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# Chapter 1 Introduction

## 1.1 Research Background

As an essential part of national residents' consumption, catering significantly impacts the national economy. With the increase in people's income and continuous consumption upgrading, the development of catering also shows the trend of specialization, diversification, standardization, and branding. Although affected by the epidemic and other uncertain factors, China's catering industry is still developing steadily and well. According to the 2020 annual report on China's catering industry, the total revenue of China's catering industry in 2019 was 4.7 trillion Yuan, a year-on-year increase of 9.4%. 1-7 months in 2020, due to COVID-19's influence, China's restaurant income was 1 trillion and 800 billion, down by 29.6% compared with the same period last year; although the restaurant income declined, the dining entrepreneurs in 2020 confidence index of the external environment showed a high level, lower than 2018, but higher than 2016 and 2017. With the further control of the epidemic throughout the country, the catering industry has gradually improved after the cold and melting period. In 2019, the scale of China's catering industry increased by 780 times compared with 1978 and has become second only to the United States. China's the second largest catering market (Zhou, Wu, Zhang, & Wu, 2021).

After the outbreak of the epidemic, due to the restrictions of offline operation, many catering brands focused on takeout and e-commerce. The Internet plus Internet marketing has gradually developed digital management. Previously, the catering industry was biased towards offline traditional operations, with a few the degree of digitization is low. The development of catering in 2020 has enabled more catering practitioners to see the broad market and network marketing prospects. At present, the post-90s have become the main force of catering consumption. As a generation growing up in the Internet environment, the post-90s proper catering consumption has more diversified needs (Li & Wang, 2019). At the same time, it is also more inclined to use the Internet to find consumption points and promote the reform and development of catering. As a fast-growing catering category in recent years, traditional specialty snacks are convenient to operate close to the people. The cost and industry threshold are low, and the number of stores is expanding rapidly. Especially after developing into Chinese fast food, it has gradually become a door to the most significant number of restaurants. According to the 2018 Research Report on big data of Chinese fast-food industry, Chinese fast-food Restaurants accounted for 44.5% of the catering industry, and the number of Chinese fast-food restaurants reached 2573000, with a year-on-year increase of 16.8% (Zhong & Moon, 2020). Compared with other categories, Chinese fast food has become the food category with the most rapid growth and the most significant number of catering stores.

Shanxi, China, as a central province of characteristic snacks, has a variety of famous traditional snacks. Xi'an is becoming an "Internet celebrity city," and snacks had also become a significant feature of Shanxi. In recent years, Shanxi has made tremendous progress in the catering industry. In 2018, Shanxi's catering industry ranked 22nd in terms of revenue and total revenue with an income of 97.2 billion yuan and a population of 38.76 million (Zhou, Wu, Zhang, & Wu, 2021; Zhuang & Jiang, 2016). Shanxi's per capita disposable income was 24666 Yuan in 2019, a year-on-year increase of 6.4%, ranked 19th in China. Compared with other central provinces, Shanxi's catering industry still has enormous growth space. Due to the weak influence of catering brands and small-scale enterprises in Shanxi Province, Shanxi's top 100 catering enterprises have yet to be selected in China. Among the catering outlets, snacks are the most, with a total of 90233, accounting for nearly 50%. It can be seen from the above data that Shanxi snacks have excellent development potential. As a new outlet for catering, network marketing will also become a new way of thinking for developing Shanxi traditional snacks through network e-commerce, takeout service, content marketing, new media promotion, etc.

## **1.2 Research Questions**

As an essential part of national residents' consumption, catering significantly impacts the national economy. However, China's catering industry is biased towards offline traditional operations, and the degree of digitization could be higher. After the outbreak of the epidemic, due to the restrictions of offline operation, many Chinese fast-food brands urgently need to seek new marketing modes to obtain more outstanding market share. In recent years, the post-90s have become the main force of catering consumption. As a generation growing up in the Internet environment, the post-90s have more diversified needs for catering consumption. At the same time, they are more inclined to use the Internet to find consumption points. Therefore, how traditional catering enterprises conduct online marketing and promote the reform and development of catering has become the primary orientation of this paper.

China Shanxi Wan Sheng Catering Management Company is a famous traditional Chinese Catering Management company. The company needs to improve its network marketing strategy. However, China Shanxi Wan Sheng Catering Management Company's current network marketing strategy implementation needs improvement. China Shanxi Wan Sheng Catering Management Company's network marketing strategy must show more precise brand positioning, weak price competitiveness, low market share, and poor network marketing promotion. Therefore, the following issues are raised in this study:

1. What factors influence the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company?

2. Does talent introduction, network marketing knowledge training, informatization, and brand image affect network marketing strategy of China Shanxi Wan Sheng Catering Management Company?

### **1.3 Research Objectives**

This paper takes China Shanxi Wan Sheng Catering Management Company as the research object, combines network marketing theory with product positioning theory, and analyzes the factors influencing the network marketing strategy of China Shanxi Wan Sheng Catering Management Company. This study will examine Shanxi Wan Sheng Catering Management Company's network marketing development status and diagnose the problems from talent introduction, network marketing knowledge training, informatization, and brand image. The scale of the catering industry is expanding, especially branded and larger enterprises, which are developing more rapidly due to their supply chain advantages and brand advantages. Therefore, more enterprises pay more attention to the development of the brand. It is impossible for China Shanxi Wan Sheng Catering Management Company to grow the scale of the enterprise by expanding the offline stores because of the market saturation. China Shanxi Wan Sheng Catering Management Company can improve the efficiency of the enterprise through the development of factories and supply chains and also break through the bottleneck through the development of networking.

The market pays more attention to the quality of food and beverage; at the same time, consumers' recognition of the sense of culture also provides an opportunity for the development of old stores, and the traditional old stores also give recognition to the enterprise from the market's point of view, which is a new opportunity for the development of the enterprise. The future development of Xi'an Wan Sheng Catering Management Company should firstly stabilize the brand power of the enterprise, and secondly, take the industrialized development as the main development direction, and improve all the links in the supply chain, and in addition to the market in Shanxi, it should take the significant catering provinces such as Shandong, Guangdong, Jiangsu, Hebei, Henan, Sichuan, Zhejiang, Hunan and so on as the critical point of developing. Shanxi Wan Sheng Catering Management's current online promotional activities to understand its performance on various online platforms, including social media, search engines, and other digital channels. Market trends, potential opportunities, and competitors to ensure that the company's network marketing strategy is aligned with industry changes and the competitive environment.

Through these analyses, the objective of the study is to provide comprehensive recommendations to optimize Shanxi Wan Sheng Catering Management's network marketing strategy, enhance brand recognition and loyalty, ensure that it can support effective network marketing campaigns, and ensure that the team is equipped with the necessary skills and experience for the continued growth of the business. Therefore, in conjunction with the above analysis, the purpose of this study is:

1. To explore the influencing factors that affect the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company.
2. To verify whether talent introduction, network marketing knowledge training, informatization, and brand image affect network marketing strategy of China Shanxi Wan Sheng Catering Management Company.

## **1.4 Research Scope**

Through the development of tourism and the media dissemination of culture, the customer base of China's Shanxi Wan Sheng Catering Management Company has expanded a lot more than before. However, the primary market is still in various cities in Shanxi, mainly Xi'an, with a predominantly northern population for consumption. Xi'an Wan Sheng Catering Management Company sells its products online and offline, with franchisees as its primary customers. Xi'an Wan Sheng Catering Management Company's online platforms include Taobao, Jingdong, and WeChat; the three platforms target different customer groups. As the largest e-commerce platform, Taobao has the most significant flow and is now the company's main channel for online sales; it opened earlier and has accumulated more fixed customer groups. There are now more than 700 merchants to cooperate.

This paper will study the influencing factors of network marketing strategy of China Shanxi Wan Sheng Catering Management Company. Therefore, the research scope of this study is the online merchant managers of China Shanxi Wan Sheng Catering Management Company and its principals. Online merchant managers and executives are the prominent responsible persons for network marketing of China Shanxi Sheng Catering Management Company. The online merchant managers and administrators can most directly understand the deficiencies and problems of the network marketing strategy of Shanxi Wan Sheng Catering Management Company in China. A questionnaire was used for data collection during the research process. The questionnaire mainly collects content, including personal information; the second part primarily introduces talents, network marketing knowledge training, informatization, and brand image of China Shanxi Wan Sheng Catering Management Company. The survey period is from January 1, 2023, to April 1, 2023.

## 1.5 Research Significance

Through the study of Xi'an Wan Sheng Catering Management Company's product network marketing strategy, theoretically, based on the theory of product positioning and network marketing theory, we analyze the influencing factors of Xi'an Wan Sheng Catering Management Company's existing network marketing strategy and put forward constructive suggestions for the influencing factors, so that we can have a practical strategy guide for Xi'an Wan Sheng Catering Management Company's network marketing. Practically, in the new environment of the network, from the product, channel, promotion, pricing, personnel, and other aspects of the Shanxi characteristics of the catering industry network marketing strategy on the influence of factors through the analysis of the factors affecting the analysis and improvement, expanding, enriching the connotation of the Shanxi characteristics of the catering industry network marketing strategy, innovative forms of products, pricing of the meticulous study and combination, but also conducive to the Shanxi characteristics of the catering industry network marketing enhance competitiveness, expanding channels can open up the overall market, the combination of promotions and promotions is conducive to letting the product multi-form display, promote brand power, and further enhance sales.

Network marketing promotes products or services through various online channels, including search engine optimization (SEO), social media marketing, content marketing (Czakov & Kawa, 2018), email marketing, etc. By optimizing the content and structure of a website to improve its ranking in search engines, a company is more easily found in relevant searches, increasing traffic and visibility. Utilizing social media platforms, such as Twitter, to interact with target audiences, share content, build brand image, and increase user engagement. Produce valuable content such as articles, videos, and blogs to capture and maintain audience interest. This helps to build a professional image of the business and provide solutions while improving rankings on search engines. Use online advertising platforms such as Google AdWords and social media ads to increase brand exposure on a paid basis for accurate advertising. These strategies work together to create a comprehensive network marketing plan that helps businesses build their brand, expand market share, and increase sales effectiveness.

Network marketing strategies are vital to business development. Companies can expand their visibility, attract potential customers, and increase sales through effective online promotion and branding. Network marketing enables more precise targeting, reduces marketing costs, and establishes customer interaction through social media and other channels to enhance user loyalty. Network marketing helps Xi'an Wan Sheng Catering Management Company to gain a competitive advantage in a highly competitive market and promote sustainable business development. Through the study of Xi'an Wan Sheng Catering Management Company's network marketing digs into the profound connotation of Shanxi culture, enriches the connotation of Shanxi specialty catering industry, outputs Shanxi traditional catering culture with new content, new

channels, and new forms, provides a new trend to the development of catering industry from a new perspective, and also brings new consumer groups (Khan & Khan, 2014), which broadens the path of development of Shanxi specialty catering industry to a certain degree, and has particular reference significance for Shanxi specialty catering industry's network. The promotion and marketing of Shanxi specialty catering industry has specific reference significance, thus playing a unique role in promoting the overall development of Shanxi catering and upgrading the overall enhancement of Shanxi catering brand influence.

## 1.6 Conceptual and Operational Definition

**Internet marketing strategy** is the means and methods by which an organization or enterprise uses the Internet and online channels to achieve marketing objectives such as increasing brand awareness, expanding market share, attracting target audiences, and promoting sales through developing and implementing a series of plans and methods.

**Talent introduction** refers to the organization or enterprise, through various channels and methods, taking the initiative to attract, select, cultivate, and retain high-quality talent in line with its development needs and culture to enhance its competitiveness and innovation.

**Online marketing knowledge training** provides systematic training for employees on online marketing skills, strategies, and tools to improve their professional knowledge and operational skills in digital marketing and to promote the effective implementation of the organization in online marketing.

**Informatization** refers to the efficient use of information resources by the organization or enterprise through the introduction and integration of advanced information technology to optimize business processes, improve management efficiency, enhance data security, and use other means to promote the overall modernization of the organization.

**Brand image** refers to the impression an organization or enterprise creates in the target audience's mind through brand management activities, including brand awareness, emotional identity, trust, and other aspects that impact long-term competition and customer loyalty.

## **Chapter 2 Literature Review**

### **2.1 Introduction**

The literature review of this study is based on network integrated marketing theory and product positioning theory to analyze the factors affecting the network marketing of China's Xi'an Wan Sheng Catering Management Company. The literature review clarifies the factors influencing the network marketing strategy of China's Xi'an Wan Sheng Catering Management Company. Based on analyzing and summarizing related studies, a conceptual model of this study was constructed to determine the effects of talent introduction, network marketing knowledge training, informatization, and brand image on the online marketing strategy of China Xi'an Wan Sheng Catering Management Company.

### **2.2 Literature Reviews**

#### **2.2.1 Network Marketing**

##### **2.2.1.1 Meaning of Network Marketing**

Network marketing is derived from the rapid development of the Internet; after the Internet being introduced into commercial applications, network marketing gradually showed its value. Network marketing connects the enterprises, the users, and other social relationships, delivers valuable information and services, and ultimately realizes customer value. Network marketing is not the same as online sales or website promotion; the same is not the same as e-commerce; network marketing is through a combination of multiple marketing tools to achieve business purposes (Yasynska, Fomichenko, Voloshyna, Byvsheva, & Krikunenko, 2019).

The ultimate goal of marketing is to create value for customers; the core idea of network marketing is to create value for users. The Internet for marketing has many unique conveniences, such as lower communication costs, through the media quickly and accurately reach users. Through various network marketing methods, vigorously improve the enterprise network digital marketing, promote corporate brand, and expand brand influence. The development of new media provides technical support for the development of network marketing, Wechat, microblogging, short videos, and live broadcasts of the vigorous development of enterprises and customers to promote the interactivity of network marketing is also increasingly showing the trend of interactivity, the interactive nature of the Internet media in two ways is also the characteristics of network marketing differentiated from other marketing methods (Achrol, 1997).



### **2.2.1.2 Network Marketing Features**

(1) The ecological thinking of network marketing: although network marketing is based on the Internet as a technology, it is not only through the connection of computers, cell phones, and other hardware devices to achieve the goal, but more importantly, to establish a connection between the enterprise and the user (Merwe et al., 2007).

(2) The core position of people in network marketing: under the Internet social relationship network, all marketing activities should be based on people as the essential starting point; people should be used as the core of network marketing, equipment, network technology, programs or web page content is just technical support or hardware equipment.

(3) The customer value of network marketing: the starting point and goal of network marketing is to create value for customers; network marketing is the customer as the core of the relationship network grooming.

(4) The systematic nature of network marketing activities: the content of network marketing, including planning, implementation, and operations management, rather than just a particular marketing method or the application of a media platform (Grant, 1991).

### **2.2.1.3 Advantages of Network Marketing**

(1) Network marketing is different from the traditional media of one-way dissemination of information; with interactivity and depth, information can be two-way interaction. Through the product links, users can quickly access products, manufacturers, and other relevant information; at the same time, it can also be based on customer feedback, timely improvement of product strategy, understanding of customer needs, reducing the cost of communication, enterprises, and users can directly access to both sides of the information needed and demand (Grant, 1991; Merwe et al., 2007).

(2) The network marketing campaign planning and execution cycle is short, according to customer demand, to quickly complete and put the production, and can be changed at any time with high flexibility.

(3) Network marketing can be an organic combination of text, images, and sound, multi-sensory delivery to the customer with more intuitive information so that customers have a more detailed understanding of the product through digitalizing consumer experience services, products, and brands.

(4) Network marketing through digital management for customers to establish a complete information base, according to the customer's consumption habits and user profile, for more accurate delivery. Through the combination of multimedia, customers

can choose the content they are interested in according to their preferences for repeated viewing, with a higher degree of autonomy and selectivity (Yasynska et al., 2019).

(5) Network marketing shortens the process of media placement. In traditional media advertising, manufacturers must first obtain the attention of users and gradually open brand awareness; after a certain degree of brand influence, the promotion of product information, and then the maintenance of customer relations with consumers to establish brand loyalty. Network marketing is more straightforward, direct, and rapid; consumers can directly access brand and product information, instantly buy products, and participate in marketing activities.

## **2.2.2 Theories of Network Marketing**

### **(1) Definition of Network Marketing Theory**

In the modern fast-developing society, the development of the service industry in the tertiary sector is the primary growth point of the economy; the traditional manufacturing-based development is moving towards a service-oriented development, and new types of service industries such as finance, communications, transportation, and other industries as well. The development of enterprises must be service-oriented and customer-centered to provide customers with the right time, place, and exemplary service to maximize the satisfaction of customer needs (Yasynska et al., 2019). As a cross-temporal transmission of the "superconductor" media, the Internet can provide timely service in the customer location. In contrast, the interactivity of the Internet can understand customer needs and provide targeted responses, so the Internet is the most attractive marketing tool in the consumer age. Network marketing first requires the integration of consumers into the entire marketing process, from their needs to the start of the marketing process. Network marketing mandates a company's distribution system and stakeholders to be more closely integrated. Integrate the interests of the business with the interests of the customer. The role of the Internet in marketing can play an essential role by combining the 4Ps (product/service, price, distribution, and promotion) (Achrol, 1997). Using the Internet, the traditional 4Ps marketing mix can be better combined with the customer-centric 4Cs (customer, cost, convenience, communication).

Network marketing is an integral part of the overall marketing strategy of the enterprise; it cannot be detached from the independent existence of traditional marketing, which is the application and development of conventional marketing in the Internet environment. The ultimate goal of network marketing is to achieve customer value. It is a means to reach the enterprise to achieve sales targets and enhance brand influence, but not only the sale of products, combined with promotion, pricing, and other ways to interact and cooperate with the user, improve product quality, increase brand exposure, so that the overall marketing strategy of the enterprise to achieve the

goal (Grant, 1991). The concept of network marketing and e-commerce is easy to confuse; e-commerce is to electronic transactions as the core, through the improvement of the various aspects of the transaction to ultimately reach sales, emphasizing the multiple aspects of the transaction. While network marketing is a means to support network sales through transmitting and interacting information, it is more focused on preparing e-commerce transactions before the link.

Along with the rapid development of the Internet, network marketing came into being based on the background of big data. Marketing has brought new changes, and enterprises should take advantage of this development windfall to get more consumer satisfaction and recognition in Internet marketing. The application of big data in B2B relationships, innovation, and market leadership suggests that companies developing their marketing opportunities under the current market should utilize big data to stay ahead of the game. In addition to achieving precise positioning, marketing in the context of big data also faces the status quo of large and mixed information. Enterprises on the collected data should be technological and diversified analysis to ensure the authenticity of the data. The network marketing environment of user positioning precision and diversification of communication channels puts forward the existing network marketing, which exists in considerable data utilization efficiency, marketing homogenization, lack of professionals, and other issues. Network marketing strategy points out that there are problems such as lagging ideas, unclear market positioning, insufficient analysis of the environment, and unprofessional platform construction in the process of strategy implementation (Grant, 1991; Yasynska et al., 2019).

In the era of big data, traditional network marketing has yet to serve modern enterprises well; optimizing and improving the marketing strategy is needed. Precision network marketing can better promote the development of enterprises. In the era of big data, marketing is more complex and diversified but also faces many challenges. There are security risks in the transmission of information, and technological limitations have increased the pressure of enterprise competition. Enterprises are now standard short video marketing methods, including the help of scene marketing, emotional resonance marketing, implantation of advertising marketing, live e-commerce sales, focusing on user sinking, grasping the market development dividend, and improving the quality of marketing content while strengthening the regulation of short video, advocating high-quality mainstream culture. The mobile Internet automobile marketing strategy analysis is carried out using big data, pointing out the problems of single marketing methods, lack of talent, and incomplete network marketing systems. Self-media marketing strategy in the economic era, he pointed out that the self-media should be the primary purpose of high-quality content output, to accurately position the brand market, to cultivate the emotional resonance of the audience, self-media marketing should be effective product differentiation, the use of Internet thinking, and the use of communities to maintain the enhancement of interactivity. The "Internet +" economic exploration of agricultural marketing, pointing out that the existing network marketing of farm products to micro-commerce, e-commerce vouchers, food and beverage live

broadcasting joint as the primary mode, put forward the logistics and transportation, personnel, network facilities, the market structure is still problematic, so we should strengthen the construction of logistics and transportation, and increase the training of personnel (Luo & Tung, 2017).

## (2) Talent Introduction

In the marketing strategy, the talent market enterprise implements the marketing strategy of the significant influence factors. Talent introduction is crucial to the implementation of network marketing strategies for enterprises. Introducing experienced talent with professional network marketing knowledge into the organization can provide practical experience and in-depth insights, enabling the enterprise to develop and implement network marketing strategies more effectively. Network marketing involves many technology tools and platforms, and bringing in people with technical expertise can help organizations make the most of a variety of digital marketing tools to increase effectiveness and efficiency. Organizations introducing professionals who understand specific industries and markets can provide more accurate market analysis and competitive intelligence to help companies better position themselves in the highly competitive online market. Bringing in people with innovative thinking can stimulate team creativity and help organizations identify new opportunities and strategies in the network marketing space (Wen & Zhao, 2018). Organizations can work better together by bringing in people with teamwork skills to ensure that all aspects of the network marketing team work together organically and synergistically. Overall, by bringing in talent with network marketing expertise, technical skills, and industry insights, organizations can respond more strongly to network marketing challenges, improve competitiveness, enhance the team's overall quality, and strengthen innovation and adaptability to better cope with the rapidly evolving digital marketplace. Ensure the successful implementation of network marketing strategies (Dries, 2013).

## (3) Network Marketing Knowledge Training

Due to the Internet's excellent interactivity and guidance, the user through the Internet in the enterprise under the guidance of the product or service selection or specific requirements, the enterprise can be based on the customer's choice and requirements promptly for the production and provision of timely services, so that the customer across the time and space to meet the requirements of the products and services; on the other hand, the enterprise can also be a timely understanding of the customer demand and customer requirements based on organization (Simon, 2023). On the other hand, enterprises can also understand customer demand promptly and according to customer requirements to organize timely production and sales to provide production and marketing efficiency. Therefore, implementing a network marketing strategy must train employees and related personnel with knowledge of network marketing. Training in network marketing-related knowledge is essential for enterprises implementing network marketing strategies.

Network marketing knowledge training is crucial for companies. Network marketing is constantly evolving, and new tools and strategies are emerging. Training keeps the team up to date with the latest trends and technologies and ensures they remain competitive in a competitive marketplace. Through training, team members can gain in-depth expertise in network marketing, master industry best practices, and improve execution (Roest et al., 2018). Different online platforms have different rules and characteristics, and training helps the team understand how to develop effective marketing strategies on various platforms to maximize reach and results. Professional knowledge of network marketing can help teams perform their tasks more efficiently, avoiding ineffective attempts and wasted resources, thus improving overall productivity. Innovation is needed in the marketing field, and training can stimulate creativity in the team, helping them to better adapt to changes in the market and find new marketing opportunities. All in all, network marketing knowledge training helps build an efficient, professional, and innovative team so companies can better cope with the fierce market competition.

#### (4) Informatization

Traditional pricing based on production costs must be abandoned in market-oriented marketing. The new type of price should be priced at a cost acceptable to the customer and based on the customer's acceptance of the cost to organize production and sales. Enterprises to customer-centric pricing, enterprises in the Internet can be easily achieved, customers can be proposed through the Internet to accept the cost, the enterprise according to the customer's expense to provide flexible product design and production programs for users to choose until the customer agrees to confirm and then organize production and sales, all of which are customers in the company's information technology to complete the construction of the guide (Bynum et al., 2013).

Informatization plays a prominent role of enterprise network marketing strategy. It can help companies collect, store, and analyze extensive market data. This data is essential to develop an effective network marketing strategy. It can help companies better understand the target audience, the competitive environment, and the market performance of their products or services. Information system can help enterprises better understand customer needs and behavior through customer relationship management (CRM) and other tools to adjust the network marketing strategy in a targeted manner to improve the coverage of target customers and attraction effect (Bynum et al., 2013; Zhang et al., 2013). Informatization enables companies to automate their network marketing processes, thereby increasing efficiency. Automated marketing tools can help companies respond to market changes timely and make quick decisions and implementations. Information systems help integrate different marketing channels, enabling companies to coordinate online and offline marketing activities better and provide consistent brand image and messaging. Through informatization, companies can achieve a better customer experience. From the website user interface to the online shopping experience, information technology systems can provide customers with more convenient and personalized services and improve user

satisfaction (Zhao, 2022). In a nutshell, informatization provides enterprises with powerful tools and platforms that help formulate and execute network marketing strategies more scientifically and accurately and improve market competitiveness.

### **2.2.3 Product Positioning Theory**

#### **(1) Meaning of Product Positioning Theory**

Market positioning and product positioning concepts are different; market positioning can be understood as the target market segmentation and selection through the existing market according to other dimensions to make a subdivision select the enterprise more suitable for the segmented market (Beaver, 1968). Product positioning is after choosing the target market, according to their advantages and competitors' comparison, summarizing the core advantages of the product, and highlighting the core competitiveness. Product positioning should follow the two fundamental principles of adaptability and competitiveness (Zhang et al., 2013). The principle of adaptability mainly contains two aspects; one is the product positioning to adapt to consumer demand, according to consumer demand, development, and innovation products, so that the product in the minds of consumers has a more distinctive image so that consumers produce purchase behavior. Second, product positioning should be based on the strength of the enterprise itself, matching the resources to ensure that the product can reach customers' hands with quality and quantity (Rappaport et al., 2019).

The competitive principle is mainly based on competitors, primarily affecting the enterprise and consumer choice. The number of competitors, brand positioning, and product specifics should be done in a detailed study, avoided with competitors to produce the exact positioning to develop the competitive advantage of enterprise differentiation. The actual product positioning will bring potential risks to the enterprise and the danger of a price war. Product positioning can be seen by exploring the characteristics of the product and consumer demand while strengthening the enterprise's sense of innovation, analyzing competitors' market positioning, and coordinating combinations; you can accurately position the enterprise's product positioning (Rappaport et al., 2019).

#### **(2) Brand Image**

In the theory of product positioning, the brand image refers to the overall impression and feeling of consumers towards a brand, which is the unique image and cognition left by the brand in customers' minds. The brand image usually includes visual elements, word-of-mouth and reputation, brand story, product characteristics, brand positioning, etc. Graphical elements include the brand's logo, colors, iconic graphics, etc. Visual elements are critical to forming a brand's visual identity and memory. Word-of-mouth and reputation are the consumers' word-of-mouth, and the

brand's reputation influences the brand image (Nelson, 2021). Good word-of-mouth can enhance brand image, while poor reviews or negative public opinion may damage brand image. A brand story is the history and culture of the brand, as well as the emotional connection established with consumers; all constitute the brand story and play an essential role in shaping the brand image. Product characteristics are consumers' perceptions of product quality, performance, and function directly affecting brand image. The values conveyed by the brand through the product characteristics will leave a deep impression in consumers' minds. Brand positioning is the brand's position in the market, and differentiation strategy also directly shapes the brand image. Brands express their uniqueness and value in consumers' minds through positioning. The construction of the brand image is a long-term process, which requires the brand to maintain consistency, honesty, and reliability to ensure that the consumer's perception of the brand is in line with expectations to establish and maintain a good reputation in the highly competitive market (Mazloomi et al., 2015).

Brand image directly affects consumer perception and choice of brands in network marketing in the digital environment. A solid and consistent brand image helps build consumers' trust in the brand, making them more inclined to choose it. Trust is the foundation of successful network marketing, and brand image is critical to building trust. In the online environment, brand image is communicated to consumers through visual elements and brand identity (Cakmak, 2019). A unique and recognizable brand image helps increase brand exposure and recognition on digital platforms. Consumers tend to share their shopping experiences and feelings in social media and online communities. A good brand image helps promote positive word-of-mouth and leads to discussions on social media, expanding the brand's reach online. In online advertising, ads with a strong brand image are more likely to attract users' attention. Brand image conveys the brand's core values and unique selling points through the advertisement, increasing the attractiveness and click-through rate of the ad. Through online channels, brand image can influence user experience through website design, social media interfaces, and other ways. Excellent user experience helps strengthen brand image and increase user satisfaction with the brand. In the highly competitive network market, a clear and positive brand image can make the brand stand out in the minds of consumers, increase the competitiveness of the brand, and promote the deep interaction between users and the brand, thus having a profound impact on the success of network marketing (Mudzakkir & Nurfarida, 2021).

## 2.3 Conceptual Framework

In this study, to comprehensively analyze the influencing factors of network marketing of Xi'an Wan Sheng Catering Management Company in China, a model of influencing factors is constructed based on network marketing theory and product positioning theory, with talent introduction, network marketing knowledge training, informatization and brand image as independent variables and network marketing strategy as dependent variables. Talent introduction refers to the talents introduced by the company, and its influence on the network marketing strategy lies in the professionalism and innovation of the skills. Its relationship with network marketing strategy is reflected in whether the contribution of talent can enhance the company's online promotion and market share. Network marketing knowledge training refers to the company's network marketing knowledge training for employees, and its relationship with network marketing strategy lies in the quality of training and the degree of employees' understanding of network marketing concepts. This directly affects the company's ability to apply effective strategies on the web. Informatization involves the company's investment and construction of information technology, including technological infrastructure and digital operations. The relationship between this factor and network marketing strategy lies in the company's ability to have sufficient digital tools and platforms to execute its online promotional programs. Brand image refers to the brand image that the company has created in the minds of consumers. The relationship between this factor and online marketing strategy is that the strength of brand image will directly affect the consumers' perception and trust of the company on the internet, thus affecting the effectiveness of its network marketing. By constructing this model of influencing factors, the study will deeply analyze the relationship between these independent variables and provide effective network marketing strategy development and optimization suggestions for Xi'an Wan Sheng Catering Management Company. The above analysis summarizes the Conceptual framework of this study. As shown in Fig2.1.



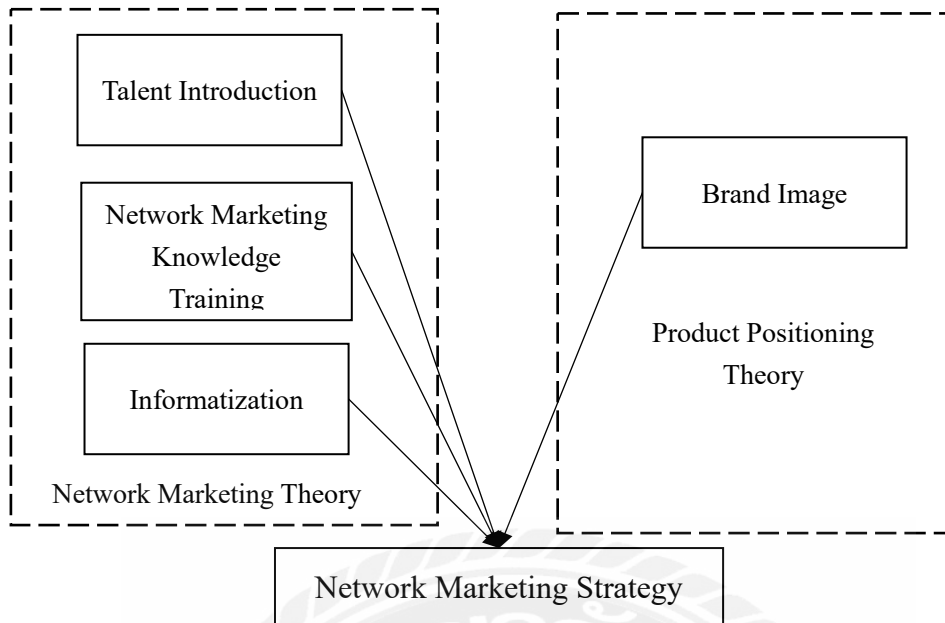
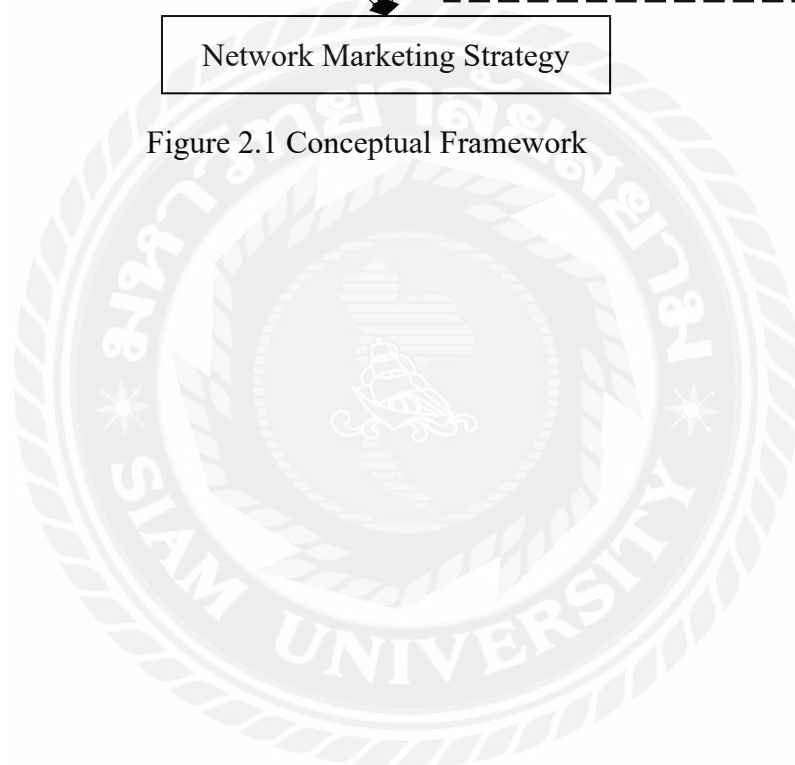


Figure 2.1 Conceptual Framework



## **Chapter 3 Research Methodology**

### **3.1 Introduction**

This study focuses on the influencing factors of the network marketing strategy of Xi'an Wan Sheng Catering Management Company in China. Combined with network marketing theory and product positioning theory to determine the independent variables in the research model are talent introduction, network marketing knowledge training, informatization, and brand image, and the dependent variable is network marketing strategy. To improve this study precisely and scientifically, a questionnaire was designed based on the problems found and the suggestions made before collecting information about the current situation of the network marketing strategy of Xi'an Wan Sheng Catering Management Company in China. Hypotheses were formulated based on the interrelationships among the tabulated variables, and the research sample size and population were determined. Survey research was conducted to collect data. Sample data was collected using a five-point Likert scale.

### **3.2 Research Design**

This study uses quantitative research. The network marketing of Xi'an Wan Sheng Catering Management Company in China is taken as the research object. According to the network marketing theory and product positioning theory, the critical factors affecting network marketing strategy include four aspects: talent introduction, network marketing knowledge training, informatization, and brand image. Therefore, this study takes Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image as model variables and Network Marketing strategy as dependent variables. Strategy is the dependent variable.

Talent Introduction was measured by four questions, which mainly included the critical role of network marketing talent introduction, team development, talent promotion, and talent incentives in Xi'an Wan Sheng F&B Management Company in China, and Network Marketing Knowledge Training was measured by three questions, which mainly included demand fulfillment, training effectiveness, and the effectiveness of network marketing knowledge training. Network Marketing Knowledge Training measures three items: demand satisfaction, training effectiveness, and training resources; Informatization measures three items, including the role, usefulness, and security of Informatization; Brand Image measures four items, including brand awareness, brand image consistency, and brand satisfaction. Network Marketing strategy is a 5-item measure that includes the impact of online marketing, brand enhancement, customer engagement, market share, and loyalty. Each item was measured using a five-point Likert scale. A five-point Likert scale was used, with scores ranging from 1-5, representing strongly disagree, disagree, generally agree, agree, and strongly agree, with higher scores representing more excellent agreement with the item.

The corresponding question items were designed for each variable, and the items were coded as shown in Table 3.1.

Table 3.1 The Network Marketing Strategy Measurement Item

Variate	Measuring Item	NO.
Talent Introduction	1. Does the company's current talent acquisition significantly impact the implementation of network Marketing strategies?	Q1
	2. Does the company provide sufficient training and development opportunities to support the professional growth of the network Marketing team?	Q2
	3. Are you satisfied with the company's communication style and transparency in the talent acquisition process?	Q3
	4. Do You think the company has taken effective incentives to attract and retain talented people with experience in the Network Marketing field?	Q4
Network Marketing Knowledge Training	5. Do you think the content of the network Marketing knowledge training provided by the company meets your expectations and needs?	Q5
	6. Are the company's network marketing knowledge training methods results apparent?	Q6
	7. Do you think the company provides enough resources to support employees in network Marketing knowledge enhancement?	Q7
Informatization	8. Do you think the company's current network Marketing informatization is essential to improve business efficiency and market responsiveness?	Q8
	9. Are the applicability and ease of use of the network Marketing informatization tools and platforms chosen by the company well?	Q9
	10. Do you think the company has fully considered the issue of data security and customer privacy protection in the network Marketing informatization?	Q10
Brand Image	11. Do you think the company's brand is very distinctive?	Q11
	12. Do you think the company's brand strongly relates to your values or needs?	Q12
	13. In your opinion, is the company's brand image consistently reflected across channels and businesses?	Q13
	14. Overall, are you satisfied with the company's brand?	Q14
Network Marketing Strategy	15. In your opinion, has the company's network marketing significantly impacted online sales growth?	Q15

	16. In your opinion, has the company successfully increased brand awareness through network Marketing?	Q16
	17. In your opinion, have the company's network marketing activities on social media significantly impacted interaction and engagement with customers?	Q17
	18. In your opinion, has the company successfully increased its market share through network Marketing?	Q18
	19. Does the company's network marketing significantly affect customer loyalty?	Q19

Each variable was analyzed and organized according to the literature and variable operational definitions. The measurement question items for each variable will be used as indicators and content for the specific collection of variable data. Once the questionnaire is designed, the questionnaire will be distributed according to the requirements, and the main survey population will be the managers and principals of the now more than 700 merchants on the network marketing line of Xi'an Wan Sheng Catering Management Company in China. The data collection process will be screened according to the time response status of the questionnaire. Invalid questionnaires will be eliminated, and valid questionnaires will be organized to lay the foundation for the later data analysis.

### 3.3 Hypothesis

The independent variables in this study are Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image. The dependent variable is Network Marketing. The model is constructed based on the analysis and the relationship between the variables. Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image influence the network marketing strategy of China Xi'an Wan Sheng Catering Management Company.

Introducing experienced network marketing talents to China Xi'an Wan Sheng Catering Management Company's network marketing can improve the company's overall professionalism. They may have deeper market understanding and innovation skills that can help develop more effective network marketing strategies. New hires may be familiar with the latest digital marketing trends and technologies, which can enhance the company's online branding and user interaction. Talent acquisition not only helps to improve the company's network marketing expertise but also leads to better adaptation to market changes and competitiveness. Therefore, the hypothesis is proposed:

H1: Talent Introduction significantly affects the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company.

The company's team can gain knowledge of the latest market trends, marketing strategies, and tools through network marketing training. This helps to enhance the professionalism of team members and make them more competitive. Knowledge training helps company teams better understand the importance of digital marketing and learn how to effectively use tools such as social media and search engine optimization to adapt to today's digital marketing trends. Network marketing knowledge training can provide critical competitive advantages for Shanxi Wan Sheng Catering Management Company in China to develop and implement its network marketing strategy better in the digital era. Therefore, the following hypotheses are proposed based on the analysis:

H2: Network Marketing Knowledge Training significantly and positively affects the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company.

Informatization can provide more accurate data analysis tools, enabling the company to extract valuable information from large amounts of data. This helps formulate network marketing strategies in a more scientific and data-driven way and adjust and optimize marketing plans based on actual data. Informatization supports customer relationship management systems, enabling companies to understand customer needs and preferences better. Through effective customer data management, the company can develop personalized network marketing strategies to improve customer engagement and loyalty. Informatization provides China Shanxi Wan Sheng Catering Management Company with a wealth of tools and resources that help build a more innovative and flexible network marketing strategy to achieve more excellent and efficient market coverage and brand promotion. Therefore, the following hypotheses are proposed based on the analysis:

H3: Informatization significantly affects the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company.

A strong brand image helps to increase consumer awareness and loyalty to the company. In network marketing, more users may be more likely to interact with the brand, participate in online activities, and be more willing to purchase or recommend products. A company can stand out in a competitive marketplace by establishing a unique, positive brand image. A network marketing strategy should emphasize this differentiation by highlighting the brand's unique characteristics to attract and retain the target audience. Consistency in the visual communication of a brand's image is vital in network marketing. This includes consistency in Logo, colors, fonts, etc., to ensure the brand maintains a uniform appearance across various online platforms, strengthening the brand impression. Therefore, the following hypotheses are proposed based on the

analysis:

H4: Brand Image significantly affects network marketing strategy of China Shanxi Wan Sheng Catering Management Company.

Combined with the above analysis, the hypothesized model of marketing factors of the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company is constructed, and the interrelationships among the variables are confirmed. See figure3.1.

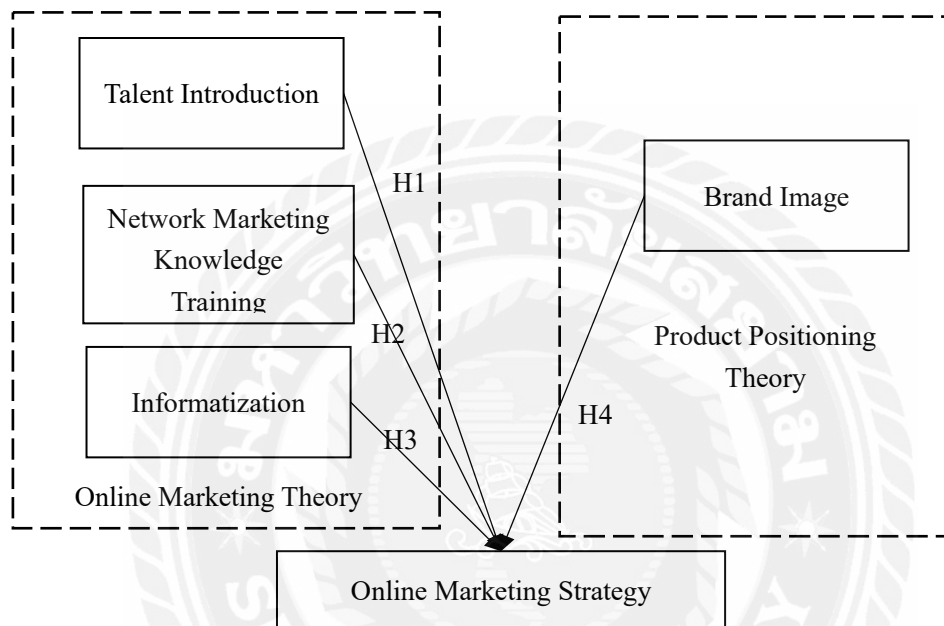


Figure 3.1 Hypotheses

### 3.4 Population and Sampling

The population of this study is the managers and principals of more than 700 merchants on the network marketing line of Wan Sheng Catering Management Company in Xi'an, China. Since the development of Wan Sheng Catering many years ago, due to the superior quality of products, complete training system, adherence to technological innovation, widely acclaimed by the industry, the brand's influence is growing, and it has become one of the most popular and highly competitive market brands. The company's current online and offline supply of core products, sales, sales volume, and the number of payments is stable in the first product, product awareness and consumer satisfaction are higher than in other products, the core competitiveness of the product and the supply and delivery of the advantages of a larger, more competitive market. China Xi'an Wan Sheng Catering Management Company has reached cooperation with Taobao, Jingdong, Freshippo, Xi'an High-speed Railway Station, Xi'an Railway Station, Chengdu High-speed Railway Station, and other large-

scale enterprises and transportation departments. In addition, it also maintains a strategic cooperative relationship with several small and medium-sized catering enterprises.

Xi'an Wan Sheng Catering Management Company's development mode is relatively traditional, and its organizational structure is simple. The company's headquarters has a store operation department, marketing department, online operation business department, customer service department, purchasing department, design department, merchant business department, new media department, finance department, administration and human resources department, logistic department, and production plant. To carry out online business since the establishment of the core operating departments around the industry, divided into the Operations Division and Customer Service Department of the various departments of the team professionalism, high efficiency, and cooperation.

To improve the quality of the study, two aspects need to be fully considered in sample selection. On the one hand, it is the object of sample selection; the main content of this study is to study the influencing factors of network marketing strategy of China Shanxi Wan Sheng Catering Management Company. Yamane (1973) adjusted the calculation formula to be more precise; by  $N=7000$ , the variable variance is equal to 0.50, and  $z$  = significance level is  $z$ -score of  $\pi$  (where  $z = 1.96$  when  $\pi = 0.05$  and  $z = 2.56$  when  $\pi = 0.01$ ) (Taro Yamane, 1974).

$$n = \frac{(z)^2(\pi)(1 - \pi)(N)}{(z)^2(\pi)(1 - \pi) + (N)(e)^2}$$

The sample size is 377.84, and Yamane's reliability is 95% ( $f = \pm 5\%$ ) with various errors; the sample size is 378. Therefore, this study requires a random sample of 378 China Xi'an Wan Sheng Catering Management Company network marketing merchants' managers responsible for ensuring that the difference between the sample mean and the overall mean at the 95% confidence level is not more than 0.5.

### 3.5 Data Collection

The data collection for this study was mainly through the online operation department of China Xi'an Wan Sheng Catering Management Company. The contact information of the managers and personnel in charge of more than 700 merchants in the network marketing of China Xi'an Wan Sheng Catering Management Company was obtained through communication with the online operation division of China Xi'an Wan Sheng Catering Management Company. Questionnaires were distributed to the managers of the merchants by e-mail. Inform participants of the specific requirements for completing the questionnaire and the confidentiality of the questionnaire.

Emphasize whether detailed informed consent was provided to the participants explaining the purpose of the study, methodology, and their rights. During the data collection process, mention the assessment of potential risks that participants may face and describe the measures taken to mitigate or avoid these risks. To enhance the transparency and credibility of the study while ensuring that the rights and interests of the participants were respected and protected during the data collection process. Three hundred seventy-eight questionnaires were eventually distributed, and 378 questionnaires were returned. Based on the questionnaire's answer time and the presence or absence of missing question responses, 376 valid questionnaires were finalized, and the validity rate of the questionnaire was 99.47%. The questionnaires were distributed from January 1, 2023 to April 1, 2023.

### 3.6 Data Analysis

#### 3.6.1 Reliability

After data collection, the questionnaire data were carefully organized and screened to exclude missing values. Next, the collected research variables were imported into the SPSS software for in-depth analysis. The reliability and validity of the data were assessed by applying Cronbach's Alpha coefficient, which aimed to determine whether the questions in the questionnaire used were stable and ensure that they possessed the reliability to adequately reflect the validity of the survey's intent and purpose. In the reliability analysis, this study focuses on verifying the stability and reliability of the questions in the questionnaire. This process is not directly related to the accuracy of the data. Cronbach's Alpha coefficient, more significant than 0.8, indicates the reliability of the questionnaire.

In contrast, coefficients between 0.6 and 0.8 suggest that reliability is generally acceptable. Coefficients less than 0.6 imply that the questionnaire's reliability fails to meet the desired standard, as shown in the table. To reach the expected standard, see Table 3.2.

Table 3.2 Cronbach's Alpha Standard

	Value	Reliability
Cronbach's Alpha	Exceed 0.8	Good reliability
	0.8-0.6	Acceptable
	Less than 0.6	Weak reliability

The data collected in the study were analyzed. Talent Introduction had a Cronbach's Alpha coefficient of 0.757, which is between 0.6 and 0.8, indicating that the reliability of the data collected for the study variables is acceptable. The alpha coefficient of Network Marketing Knowledge Training is 0.825, above 0.8, indicating



the reliability of the data collected for the research variables is good. Cronbach's Alpha coefficient of Informatization is 0.888, above 0.8, meaning that the reliability of the data collected for the research variables is good. Cronbach's Alpha coefficient of Brand Image is 0.8, which is above 0.8, indicating that the reliability of the data collected for the research variables is good. Its alpha coefficient of 0.885, above 0.8, suggests that the research variables collect reliable data. Cronbach's Alpha coefficient of 0.891, above 0.8 for network marketing strategy, indicates that the research variables collect reliable data. According to the results of data analysis, Cronbach's Alpha of all variables is above 0.6, which suggests that the reliability of the questionnaire is good, which, in turn, can be further analyzed for validity. This indicates that the reliability of the questionnaire of this survey study is excellent, as shown in Table 3.3.

Cronbach's Alpha if Item Deleted test was conducted for each question item during the study; if the alpha coefficient increases more after deleting an item, it indicates that this indicator causes the lower alpha coefficient of the whole scale, and it is recommended to modify the indicator or delete the question item if the sample size is sufficient. If the difference in  $\alpha$  is insignificant, the questions are better set up and have a high degree of consistency. Through calculations, the study found that the Cronbach's Alpha if Item Deleted for each question item is less than the Corrected Item-Total Cronbach's Alpha, as shown in Table 3.3, which suggests that the measurement reliability of each question item is good and cannot be deleted. This also indicates that the reliability of the data collected is good.

Table 3.3 Variate Reliability Test

Variate	Measuring Item	Cronbach's Alpha if Item Deleted	Corrected Item-Total Cronbach's Alpha
Talent Introduction	Q1	0.744	0.757
	Q2	0.742	
	Q3	0.751	
	Q4	0.755	
Network Marketing Knowledge Training	Q5	0.850	0.852
	Q6	0.849	
	Q7	0.848	
Informatization	Q8	0.883	0.888
	Q9	0.885	
	Q10	0.881	
Brand Image	Q11	0.882	0.885
	Q12	0.881	
	Q13	0.879	
	Q14	0.856	
	Q15	0.890	0.891

Network Marketing Strategy	Q16	0.889	
	Q17	0.881	
	Q18	0.889	
	Q20	0.887	

### 3.6.2 Validity

Validity analysis determines whether a research question effectively conveys conceptual information about a research variable or dimension. Whether the study questions are well designed or whether the questions represent a variable appropriately. Usually, validity analysis can only analyze scale questions. Validity, or validity, refers to the degree to which a measurement tool or instrument can accurately measure what it intends to measure. Structural validity refers to the degree to which a particular structure embodied in the measurement results corresponds to the estimated value. The method used for structural validity analysis is factor analysis. The ideal method for validity analysis is to utilize factor analysis to measure the architectural validity of the scale or the entire questionnaire. The primary function of factor analysis is to extract some common factors from all the variables (items) of the scale, and each common factor is highly related to a group of specific variables, which represent the basic structure of the scale. Through factor analysis, it is possible to examine whether the questionnaire can measure a particular structure assumed by the researcher when designing it.

Steps of validity analysis: KMO coefficient, the value ranges from 0 to 1; the closer to 1, the better the structural validity of the questionnaire. The significance of Bartlett's test of sphericity is that if it is less than 0.05, the questionnaire can have good structural validity. If the overall questionnaire is valid, there is still a need to assess the question's reasonableness further, which is evaluated with the help of the component matrix. In the factor analysis results, cumulative contribution rate, joint degree, and factor loading are the leading indicators to determine structural validity. The cumulative contribution rate reflects the incremental validity of the malefactor to the scale or questionnaire, the joint degree demonstrates the validity of the original variable explained by the malefactor, and the factor loading reflects the correlation between the original variable and a malefactor. To enhance the quality of the questionnaire and thus the value of the whole study, the reliability and validity analysis of the questionnaire is an essential part of the research process.

If the KMO value obtained is more significant than 0.8, this indicates that the research data of the questionnaire is very suitable. If the obtained KMO value is between 0.6 and 0.8, this suggests that the research data of the questionnaire is generally reasonable. If the KMO value obtained is less than 0.6, this indicates that the research data of the questionnaire needs to be more suitable. For Bartlett's spherical test, the sign is significant if it is less than 0.05, indicating a strong correlation.

According to the results of the research data analysis, the variables were analyzed for validity, where the KMO value was 0.897, the KMO value was more significant than 0.8,  $KMO=0.897>0.5$ , the sample size was sufficient, and the test of sphericity,  $P=0.000<0.05$ , conformed to the test of sphericity. Combined with two indicators, this indicates that the research data of the questionnaire is very suitable. Sig is significant in Bartlett's Test of Sphericity. After analysis, it can be known that the constructed variable model can perform confirmatory factor analysis (CFA). Therefore, CFA was performed on the data.

Table 3.4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.897
Bartlett's Test of Sphericity	Approx. Chi-Square	3668.977
	df	146
	Sig.	0.000

The explanatory power of a public factor to the total variance of all original variables, the higher the value, the higher the importance of the factor, is a measure of the importance of the public factor. In factor analysis, each factor extracted has a variance contribution rate (i.e., variance explained rate), and the variance contribution rate indicates the extent to which the factor extracts information about all the original variables, i.e., its explanatory power. The total variance contribution rate, on the other hand, is the amount of information extracted by all the extracted factors in total for the original variables. Table 3.5 shows the number of factors extracted through the analysis and the total variance contribution rate (i.e., cumulative variance contribution rate) of the extracted factors for all the original variables. In general, a real variance contribution more significant than 60% indicates that the factors can explain the actual variables and greater than 80% suggests that the factors explain the variables well. The result of factor analysis for each variable was that the cumulative explanatory rate of Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image was 63.724%, greater than 0.5. It indicates that the overall validity of the questionnaire is good.

Table 3.5 Confirmatory Factor Analysis (CFA)

Total Variance Explained								
Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.099	24.09	4.82	24.099	24.099	2.866	14.329	25.329
2	12.242	38.44	2.868	14.342	38.441	2.769	13.847	38.176
3	10.945	48.37	1.987	9.935	48.376	2.715	13.574	51.751
4	9.072	57.44	1.815	9.073	57.449	2.395	11.974	63.724
5	7.482	64.96						
6	3.798	68.83						
7	3.291	71.13						
8	3.055	74.18						
9	2.845	79.02						
10	2.683	80.01						
11	2.52	82.23						
12	2.412	84.64						
13	2.389	88.03						
14	2.157	90.19						
15	1.898	93.08						
16	1.861	94.04						
17	1.654	95.60						
18	1.557	97.16						
19	1.445	100						

The factor analysis results need to be practically meaningful for each factor. Rotating the factor loading matrix makes the relationship between the original variables and the factors more salient, i.e., each variable has a more extensive loading on only one common factor and a smaller loading on the other common factors. Also, the factors were rotated to categorize each of the original variables better. The rotated formation matrix was performed using the maximum variance method to verify no covariance in the question items measured by each variable and analyzed based on the maximum eigenvalue. The results of Table 3.6 show that a total of four factors were extracted, and each variable has an extensive loading on only one common factor and a smaller loading on the other common factors, indicating a better yet differentiated validity for each variable.

Table 3.6 Rotated Component Matrixa

	1	2	3	4
Q1	0.777	0.231	0.121	0.133
Q2	0.689	0.112	0.332	0.215
Q3	0.665	0.223	0.331	0.123
Q4	0.669	0.155	0.255	0.253
Q5	0.221	0.776	0.112	0.343
Q6	0.112	0.715	0.215	0.121
Q7	0.123	0.699	0.123	0.332
Q8	0.221	0.443	0.689	0.331
Q9	0.121	0.345	0.667	0.220
Q10	0.332	0.333	0.731	0.443
Q11	0.331	0.112	0.222	0.811
Q12	0.220	0.215	0.231	0.803
Q13	0.210	0.123	0.222	0.822
Q14	0.451	0.253	0.123	0.805



## Chapter 4 Findings

### 4.1 Introduction

378 questionnaires were collected from Xi'an Wan Sheng Catering Management Company in China; 376 valid questionnaires were finalized based on the questionnaires' answering time and whether any questions needed to be answered. The reliability and validity of the data collection were found to be good through the reliability and validity test of the questionnaire. The data collected were analyzed by descriptive statistics through SPSS software to illustrate the basic situation of the survey sample, including the gender distribution, age distribution, and income status. Correlation analysis was conducted for each variable of alert Introduction, Network Marketing Knowledge Training, Informatization, Brand Image, and Network Marketing strategy to understand the correlation between each variable. Analyze the correlation between each variable to understand the correlation between each variable and ensure there is no covariance between each variable. After collecting and analyzing data through correlation analysis, it is necessary to regress the data to determine if the assumptions between each independent variable and the dependent variable are valid, verify the assumptions, and finally draw conclusions.

### 4.2 Description of Statistical Variables

In the survey, 376 valid questionnaires were collected. The demographic sample characterization was done for age, gender, and work experience of the sample. By organizing and analyzing the data of the study, for the gender aspect of the survey, it was obtained that the study sample was 169 males, 44.9%, and 207 females, 55.1%, see Table 4.1, see Figure 4.1. For the age aspect of the survey, it was shown that 31-35 years old was the highest percentage of 117 people, 31.1%. For the study on the educational qualification of the survey sample, the survey shows that the Bachelor's degree is 227 with a percentage of 60.4%. For the study of the work experience of the sample, the focus is on 1-3 years for 100, accounting for 26.6%.

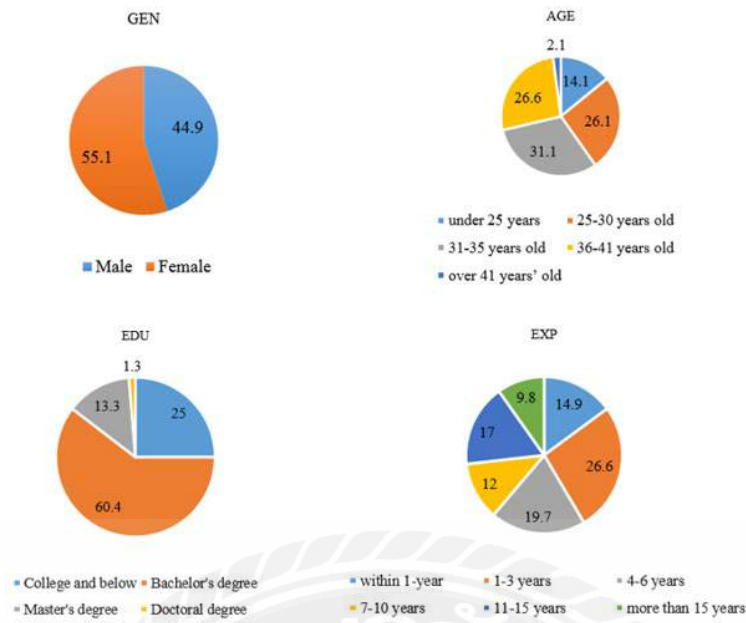


Figure 4.1 Demographic Characterization

Based on the demographic characterization of the collected samples, the distribution of demographic characteristics is basically in line with the current situation of the enterprises. The essential characteristics of the sample collection align with the actual problem so that the data can continue to be analyzed and researched.

Table 4.1 Distribution of Essential Characteristics of Samples (N = 376)

ITEM	Alternative	Frequency	Percent
GEN	Male	169	44.9
	Female	207	55.1
AGE	under 25 years	53	14.1
	25-30 years old	98	26.1
	31-35 years old	117	31.1
	36-41 years old	100	26.6
	over 41 years old	8	2.1
EDU	College and below	94	25.0
	Bachelor's degree	227	60.4
	Master's degree	50	13.3
	Doctoral Degree	5	1.3
EXP	within 1-year	56	14.9
	1-3 years	100	26.6
	4-6 years	74	19.7
	7-10 years	45	12.0
	11-15 years	64	17.0
	more than 15 years	37	9.8
Total		376	100.0

Descriptive statistical analysis is performed by analyzing survey data. Descriptive statistical analysis aims to summarize, organize, and visualize the data to understand its characteristics and distribution better. The primary task is to capture the overall nature of the data set, including the number of observations, variables, and the context and purpose of data collection. This analysis helps to gain a deeper understanding of the data, detect outliers, explore data features, and prepare for further statistical inference and modeling. As the first step in data analysis, descriptive statistical analysis is usually conducted quickly after data collection to ensure the quality and reliability of the data. Its fundamental nature sets the stage for subsequent inferential statistical analyses. These analyses allow for a better understanding of the data and the selection of appropriate statistical methods to address the research questions. Skewness is used to measure whether the data distribution is symmetrical. A normal distribution has a skewness of 0; if skewness  $> 0$ , it is positively skewed, and the long tail is on the right side; if skewness  $< 0$ , it is negatively skewed, and the long tail is on the left side. Kurtosis represents how densely the data lies on the mean and is used to describe how sharp or flat the data distribution is. A kurtosis  $> 0$  is a high kurtosis, indicating a steeper, more pointed peak shape than a normal distribution, and vice versa. According to the analysis and descriptive statistics results, the Mean Statistic meets the requirements, the Skewness Statistic and the Kurtosis Statistic meets the requirements, see Table 4.2. The research data meets the normal distribution.

Table 4.2 Descriptive Statistics

Items	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness Statistic	Kurtosis Statistic
Q1	1	5	4.10	1.018	-1.230	0.978
Q2	1	5	4.05	1.029	-1.141	0.772
Q3	1	5	4.14	0.955	-1.29	1.426
Q4	1	5	4.13	1.013	-1.286	1.209
Q5	1	5	4.10	1.029	-1.169	0.769
Q6	1	5	4.15	0.969	-1.261	1.310
Q7	1	5	4.09	0.959	-1.221	1.307
Q8	1	5	4.12	1.012	-1.255	1.012
Q9	1	5	4.06	1.054	-1.145	0.578
Q10	1	5	4.08	1.083	-1.224	0.734
Q11	1	5	4.08	1.044	-1.314	1.228
Q12	1	5	4.09	1.055	-1.212	0.824
Q13	1	5	4.11	1.099	-1.300	0.944
Q14	1	5	4.14	0.99	-1.264	1.176
Q15	1	5	4.18	0.968	-1.269	1.173
Q16	1	5	4.18	0.967	-1.283	1.139
Q17	1	5	4.14	0.921	-1.137	1.004
Q18	1	5	4.18	0.951	-1.280	1.240
Q19	1	5	4.15	0.942	-1.216	1.141



## 4.3 Results of the Study

### 4.3.1 Correlation Analysis

Correlation analysis is an analytical method that examines the interrelationship of different variables to measure the degree of association between two variables. It is worth emphasizing that this analysis method does not make a primary or secondary distinction between variables and emphasizes equality between variables. However, it is essential to note that correlation analysis is more applicable to variables that conform to a binary normal distribution. It usually involves two variables, both considered ending variables, that co-vary and depend on each other. The correlation coefficient measures this dependence and takes values between -1 and 1. A correlation coefficient of 1 indicates that the two variables are positively correlated, i.e., an increase in the other accompanies an increase in one variable.

In contrast, a correlation coefficient of -1 indicates that the two variables are perfectly negatively correlated, i.e., a decrease in the other accompanies an increase in one variable. A correlation hypothesis test is usually required to ensure the statistical significance of the correlation coefficients. This helps to determine whether the observed correlation may have occurred due to chance. Correlation analysis thus provides a means of systematically assessing the relationship between variables. Still, it needs to be applied with consideration of the distribution of the data, sample size, and possible outliers.

Table 4.3 Correlation Value Standard

	Value	Correlation
Correlation Value (r)	$r \leq 0.3$	No linear correlation
	$0.3 < r \leq 0.5$	Low linear correlation
	$0.5 < r \leq 0.8$	Significant correlation
	$0.8 < r$	Highly linear correlation

In the study,  $r$  is usually used to indicate the correlation coefficient; when the correlation is less than  $r \leq 0.3$ , it means that there is no linear correlation between the two variables; when the correlation coefficient is  $0.3 < r \leq 0.5$ , it means that there is a low linear correlation between the variables; when  $0.5 < r \leq 0.8$ , it means that there is a significant correlation between the two variables; when  $0.8 < r$ , it means that there is a high degree of linear correlation between the two variables, see Table 4.3.

Before proceeding to multiple regression modeling, a common practice is to verify the relationship between variables through correlation analysis. First, the data are introduced into the model as independent variables, which can be done by calculating the correlation coefficients of all fields with the dependent variable. This step selects variables with high correlation coefficients with the dependent variable as potential independent variables. Correlation analysis between the independent variables is

performed. High correlation coefficients suggest the presence of multicollinearity, which indicates a strong linear relationship between some of the independent variables. To counter this, consider performing variable censoring using linear or nonlinear dimensionality reduction methods. This helps to reduce redundant information, ensure model robustness, and improve the explanatory power and generalizability of the model. This series of steps helps to construct more reliable multiple regression models.

Table 4.4 Correlation between Variables (Pearson Correlation Matrix)

Variables	Talent Introduction	Network Marketing Knowledge Training	Informatization	Brand Image	Network Marketing Strategy
Talent Introduction	1	.586**	.657**	.609**	.703**
Network Marketing Knowledge Training	.586**	1	.743**	.718**	.782**
Informatization	.657**	.743**	1	.754**	.736**
Brand Image	.609**	.718**	.754**	1	.745**
Network Marketing Strategy	.703**	.782**	.736**	.745**	1

NOTE: \*. Correlation is significant at the 0.05 level (2-tailed). \*\*. Correlation is significant at the 0.01 level (2-tailed).

According to the correlation analysis, talent introduction, network marketing knowledge training, informatization, the brand image of China Xi'an Wan Sheng Catering Management Company, and the company's Network Marketing strategy correlation coefficients are between 0.5 and 0.8, indicating that each of the two variables is significantly correlated, and at the same time  $p < 0.01$ , indicating that the correlation terms are positively correlated see Table 4.4.

The Pearson correlation coefficient between Talent Introduction and Network Marketing Knowledge Training is 0.586, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.586 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Talent Introduction and Network Marketing Knowledge Training.

Pearson's correlation coefficient between Talent Introduction and Informatization is 0.657 with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.657 indicates that they exhibit a general degree of correlation, i.e., to a certain extent, as one aspect changes, the other also shows a corresponding change. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Talent Introduction and Informatization.

The Pearson's correlation coefficient between Talent Introduction and Brand Image is 0.609 with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.609 indicates that they exhibit a general degree of correlation, i.e., to a certain extent, as one aspect changes, the other aspect shows a corresponding change. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Talent Introduction and Brand Image.

Pearson's correlation coefficient between Talent Introduction and Network Marketing strategy is 0.703 with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.703 indicates that they exhibit a general degree of association, i.e., to a certain extent, as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Talent Introduction and Network Marketing strategy.

Pearson's correlation coefficient between Network Marketing Knowledge Training and Informatization is 0.743 with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.743 indicates that they exhibit a general degree of correlation, i.e., to the extent that as one aspect changes, the other also shows a corresponding change. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Network Marketing Knowledge Training and Informatization.

Pearson's correlation coefficient between Network Marketing Knowledge Training and Brand Image is 0.718 with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.718 indicates that they exhibit a general degree of correlation, i.e., to the extent that as one aspect changes, the other also shows a corresponding change. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Network Marketing Knowledge Training and Brand Image.

Pearson's correlation coefficient between Network Marketing Knowledge Training and Network Marketing strategy is 0.782 with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.782 indicates that they exhibit a general degree of correlation, i.e., to the extent that as one aspect changes, the other also shows a corresponding change. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Network Marketing Knowledge Training and Network Marketing strategy.

Pearson's correlation coefficient between Network Marketing Knowledge Training and Network Marketing strategy is 0.782 with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.782 indicates that they exhibit a general degree of correlation, i.e., to the extent that as one aspect changes, the other also shows a corresponding change. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Network Marketing Knowledge Training and Network Marketing strategy.

The Pearson correlation coefficient between Informatization and Brand Image is 0.754, with a p-value of less than 0.01, indicating a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.754 indicates that they exhibit a general degree of correlation, i.e., to a certain extent, as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Informatization and Brand Image.

Pearson's correlation coefficient between Informatization and Network Marketing strategy is 0.736 with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.736 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Informatization and Network Marketing strategy.

The Pearson correlation coefficient between Brand Image and Network Marketing strategy is 0.745 with a p-value of less than 0.01, indicating a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.745 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of China Xi'an Wan Sheng Catering Management Company in the correlation between Brand Image and Network Marketing strategy.

Through correlation analysis, it is concluded that there is a positive correlation between Talent Introduction, Network Marketing Knowledge Training, Informatization, Brand Image, and Network Marketing strategy of China Xi'an Wan Sheng Catering Management Company. Marketing strategies have positive correlations and are significant. Meanwhile, according to the correlation coefficient, it can be judged that the correlation between the variables is essential, and the correlation coefficient does not exceed 0.8, indicating no covariance problem.

### 4.3.2 Multiple Regression Analysis

The process of multiple regression analysis is based on correlation analysis; the data can be collected for regression analysis, so the regression model is constructed, and the data is imported into SPSS for regression analysis. The results of the study show the overall degree of explanation of the independent variables on the dependent variable; due to the number of independent variables in this example, the sample size is small, so the use of "adjusted R-squared," adjusted R-squared 0.766 shows that all the independent variables can explain 76.6% of the dependent variable; Durbin-Watson test the prediction residuals whether they are self-correlated or not, and the closer its value is to 2, the better. The Durbin-Watson value in the study is 2.101; according to the Durbin-Watson value, closer to 2, the greater the judgment of no autocorrelation. It indicates that the model's residuals are not self-correlated, and the prediction accuracy is high, see Table 4.5.

Table 4.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	Sig. F Change	Durbin-Watson
1	.873 <sup>a</sup>	0.766	0.735	0.834	0.226	0.000	2.101

ANOVA analysis, the significance value of the regression model is 0.00, which is less than 0.05 confidence space; that is to say, it indicates that there is a 95% probability of rejecting the original hypothesis, and the significance of the multiple regression model,  $p$  is less than 0.05 suggests that Talent Introduction, Network Marketing Knowledge Training, Informatization, Brand Image has a significant explanatory effect,  $F(4, 372) = 37.512$ ,  $p = .000$ ., indicating that the Talent Introduction, Network Marketing Knowledge Training, Informatization, Brand Image of Xi'an Wan Sheng Catering Management Company of China Knowledge Training, Informatization, Brand Image has a significant regression relationship with the company's network marketing strategy, see Table 4.6.

Table 4.6 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	725.373	4	29.201	37.512	.000
	Residual	225.994	372	0.779		
	Total	454.638	376			

NOTE: a. Dependent Variable: Network Marketing strategy. b. Predictors: (Constant), Talent Introduction, Network Marketing Knowledge Training, Informatization, Brand Image

Through the regression equation R-square and ANOVA analysis, it can be known that the regression equation is statistically significant. However, whether the model accurately predicts or not needs to be further confirmed by residual correlation analysis. The model's predictive accuracy is low if there is autocorrelation in the residuals. According to the results of covariance diagnosis, the VIF values of Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image are 1.160, 1.100, 1.053, respectively. 1.033 VIF values are close to 1, which meets the requirements and indicates no covariance in the data; see Table 4.7.

Table 4.7 Multiple Regression Analysis

Model	Unstandardized Coefficients	B	Std. Error	Standardized Coefficients	t	Sig.	VIF
1	Constant	1.953	0.309		9.314	0.000	
	Talent Introduction	0.683	0.608	0.561	10.711	0.000	1.160
	Network Marketing Knowledge Training	0.401	0.400	0.397	11.935	0.000	1.100
	Informatization	0.566	0.549	0.499	18.315	0.000	1.053
	Brand Image	0.312	0.305	0.301	24.914	0.000	1.033

NOTE: \*P<0.05, \*\*P<0.01, \*\*\*P<0.001

Through the above analysis to determine the statistical significance of the regression model, the residuals are not auto-correlated, and the residuals meet the normal distribution of the regression coefficients of the regression equation can be obtained to construct the regression equation. Multiple regression analysis was conducted to analyze whether Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image of Xi'an Wan Sheng Catering Management

Company in China can effectively explain the Network Marketing Strategy, and the results showed that the regression model is generally more effective in explaining the Network Marketing strategy. The Marketing Strategy results show that the regression model is usually significant,  $F(4, 372) = 37.512$ ,  $p = .000$ , adjusted  $R^2 = 0.735$ . In the Influencing Factors of Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company, Talent Introduction ( $\beta=0.683$ ,  $t(372) = 10.711$ ,  $p=0.00<0.05$ ), Network Marketing Knowledge Training ( $\beta = 0.401$ ,  $t(372) = 11.935$ ,  $p=0.00<0.05$ ), Informatization ( $\beta=0.566$ ,  $t(372) = 18.315$ ,  $p=0.00<0.05$ ), Brand Image ( $\beta=0.312$ ,  $t(372) = 24.914$ ,  $p=0.00<0.05$ ) have significant explanatory effect on Network Marketing Strategy of Xi'an Wan Sheng Catering Management Company in China.

Therefore, according to the results of the data analysis, Talent Introduction has a significant positive effect on the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company. Hypothesis H1 holds. Network Marketing Knowledge Training significantly positively affects the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company. Hypothesis H2 holds. Informatization significantly positively affects the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company. Hypothesis H3 holds. Brand Image significantly affects the Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company. Hypothesis H4 holds.

## **Chapter 5 Conclusion and Recommendation**

### **5.1 Conclusion**

This paper analyzes and hypothesizes the influencing factors of the network marketing strategy of China Shanxi Wan Sheng Catering Management Company based on network marketing theory and product positioning theory. A total of 378 questionnaires were distributed, 376 valid questionnaires were returned, and the validity rate of the questionnaires was 99.47%. The factors influencing network marketing strategy and the relationship between the factors were found through SPSS analysis.

#### **5.1.1 Factors Influencing Network Marketing Strategy**

Regression analysis and correlation analysis conclude that the influencing factors of the network marketing strategy of China Shanxi Wan Sheng Catering Management Company include Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image. The collected data meets the requirements of the study through reliability and validity analyses. During the correlation analysis, the Pearson correlation coefficient between Talent Introduction and Network Marketing strategy is 0.703, with a p-value of less than 0.01, indicating a statistically significant correlation between the two. Specifically, the correlation coefficient of 0.703 indicates a general degree of correlation between them. The Pearson's correlation coefficient between Network Marketing Knowledge Training and Network Marketing Strategy is 0.782, with a p-value of less than 0.01, which indicates a statistically significant correlation between the two. Correlation. Specifically, the correlation coefficient of 0.782 indicates a general degree of association between them. The Pearson correlation coefficient between Informatization and Network Marketing Strategy is 0.736, with a p-value of less than 0.01, indicating a statistically significant correlation between the two. The Pearson's correlation coefficient between Brand Image and Network Marketing strategy is 0.745 with a p-value of less than 0.01, indicating a statistically significant correlation between the two. Specifically, a correlation coefficient of 0.745 suggests that they exhibit a general degree of association. As one aspect changes, the other also shows a corresponding change. The significance of this relationship further strengthens the confidence of Xi'an Wan Sheng Catering Management Company in China in the correlation between Talent Introduction, Network Marketing Knowledge Training, Informatization, Brand Image, and Network Marketing Strategy.



The data analysis shows that the network marketing strategy of Shanxi Wan Sheng Catering Management Company in China is significantly influenced by Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image. Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image show a general correlation to the impact of network marketing strategy, which supports the company's investment in these areas. This general degree of correlation implies some association between Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image and Network Marketing Strategy, but they are relatively close. Specifically, the correlation coefficients range from 0.7 to 0.8, showing that the influence of these factors on network marketing strategy is statistically significant but could be more robust. This suggests that there is no apparent dominant factor among these factors but rather a relatively balanced influence. For example, although Talent Introduction positively impacts strategy, this impact is independent of the overall network marketing strategy.

Similarly, investments in Network Marketing Knowledge Training, Informatization, and Brand Image each has some degree of influence on network marketing strategy. Still, no one factor appears prominent and significant in the relationship. Therefore, Shanxi Wan Sheng Catering Management Company's network marketing strategy in China needs to consider these factors when formulating the strategy to ensure that they are adequately developed in all aspects. This balanced correlation result may mean that the plan's success is more likely to depend on the synergistic effect of these factors rather than on just one of them.

### **5.1.2 Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image Have a Positive Effect on Network Marketing Strategy**

According to the correlation analysis, the influencing factors of the network marketing strategy of China Shanxi Wan Sheng Catering Management Company include Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image. Combined with regression analysis, the analysis of the research data concludes that among the influencing factors of the network marketing strategy of China Shanxi Wan Sheng Catering Management Company, Talent Introduction ( $\beta=0.683$ ,  $t(372)=10.711$ ,  $p=0.00<0.05$ ), Network Marketing Knowledge Training ( $\beta=0.401$ ,  $t(372)=11.935$ ,  $p=0.00<0.05$ ), Informatization ( $\beta=0.566$ ,  $t(372)=18.315$ ,  $p=0.00<0.05$ ), and Brand Image ( $\beta=0.312$ ,  $t(372)=24.914$ ,  $p=0.00<0.05$ ) have significant explanatory effect on network marketing strategy of Xi'an Wan Sheng Catering Management Company in China. This indicates that Talent Introduction, Network Marketing Knowledge Training, Informatization, and Brand Image positively affect network marketing strategy.

Table 5.1 Hypothesis Testing

NO.	Hypothesis	Result
H1	Talent Introduction significantly affects the network marketing strategy of China Shanxi Wan Sheng Catering Management Company.	Established
H2	Network Marketing Knowledge Training significantly positively affects the network marketing strategy of China Shanxi Wan Sheng Catering Management Company.	Established
H3	Informatization significantly affects the network marketing strategy of China Shanxi Wan Sheng Catering Management Company.	Established
H4	Brand Image significantly affects network marketing strategy of China Shanxi Wan Sheng Catering Management Company.	Established

## 5.2 Recommendation

Based on these conclusions, China Shanxi Wan Sheng Catering Management Company can take countermeasures, including integrating resource investment, customizing training programs, strengthening information technology construction, reinforcing brand image management, and regularly evaluating and adjusting network marketing strategies. Based on the evaluation results, the method will be flexibly adjusted to adapt to the changes in the market. By adopting these countermeasures, the company can utilize the critical factors in a more targeted manner to enhance the effectiveness of its network marketing strategy's effectiveness and maintain its market competitiveness.

### (1) Talent Introduction

Talent is a critical factor for the future development of network marketing of Xi'an Wan Sheng Catering Management Company, and high-quality professional talents can help the company continuously maintain its competitiveness in the market. Therefore, Xi'an Wan Sheng Catering Management Company should take the introduction and cultivation of talents as a critical point in the strategic layout of the enterprise and continuously introduce professional network marketing talents according to the different stages of the development of the enterprise to build up a high-quality catering network marketing talent team.

In the next three years, to adapt to the needs of online business development, Xi'an Wan Sheng Catering Management Company shall introduce all kinds of talents according to the company's development needs based on the existing personnel, and continuously optimize the talent structure, focus on the introduction of high-quality

talents for online operation of catering categories, such as rich experience in e-commerce platform operation talents, design talents with outstanding design ability and familiarity with the e-commerce platform, new media operation talents with strong filming ability and creative ability, and new media operation talents with strong innovative ability. New media operation talents with solid ability, customer service talents with high efficiency, and high conversion rate. At the same time, professional training should be carried out for the existing personnel to enhance their professionalism. At the same time, the company should also establish a sounder performance evaluation system to incentivize the upward development of talent, thereby continuously improving the company's overall competitiveness. To maintain a balance, ensure the investment of resources in introducing talent, network marketing knowledge training, information technology construction, and brand image. Avoid over-reliance on a specific factor by integrating efforts to enhance the overall network marketing strategy.

## (2) Network Marketing Knowledge Training

Given the high impact of Network Marketing Knowledge Training on the strategy, the company can develop customized training programs to ensure that employees are equipped with the latest network marketing skills to adapt to the rapidly changing market environment. Xi'an Wan Sheng Catering should provide specialized network knowledge training to new and existing employees to continuously improve the professionalism and cohesiveness of the team. For new employees, through collective training, influence, video, and other ways to let them quickly understand the enterprise, familiarize themselves with the workflow, and integrate into the team to work efficiently, after quickly cultivating the sense of corporate identity of new employees, it is necessary to sort out the detailed reception workflow and docking department and docking person according to the overall operation and formulate the work nodes of the corresponding work. Through the sorting out of workflow, each work link has a more complete planning and detail requirements; the overall workflow is also relatively smooth, over the operation of the position of the staff can clearly understand the work content and order of work, can be relatively fast on the job. However, the workflow is only a framework; there is no specific operation standard and operation method; for the platform communication methods and communication techniques, we need to make a detailed organization, formulate the reception techniques and reception standards, form a complex question and answer standard, output in the form of products and reception documents, so that customer service reception of customers, it is easy to get started, and the face of specific problems also have clear solutions.

Xi'an Wan Sheng Catering Management Company must be generally more vital for customer maintenance. In the first period of sales growth, no customer statistics and maintenance, only receiving visiting customers, answering customer questions according to the needs of customers' sales, and reporting goods and delivery. In the later period, when sales decreased, the importance of customer relationship maintenance was

discovered, and customer statistics began to be done. And from the statistics, the loss of customers was severe. At the same time, it started to send messages about the loss of customers, communicate ordering needs, and give some of the larger order quantity of customers to do business guidance. Still, because of the weak customer relationship in the early stage, it is difficult to pull back the loss of customers in the late stage. In the later stages of customer maintenance, first of all, to do an excellent job of customer information statistics, according to the category of new customers, cycle customers, large customers, interested customers, potential customers, lost customers to make detailed statistics, and according to the different categories of customers, to do different ways of communication, the establishment of long-term, effective and stable customer relations, secondly, according to the customer's order products and quantity to provide customers with complete pre-sale, sale, and after-sales service guidance. At the same time, customized business guidance and product development are offered to customers according to their business needs.

### (3) Informatization

In recent years, Xi'an Wan Sheng Catering Management Company has increased its investment in digital management, introducing an ERP system, supply chain management system, membership management system, customer service system, and human resource system, which provide basic technical guarantee for the digital management of each online platform and improve the company's working efficiency. In addition to internal digital management, Xi'an Wan Sheng Catering Management Company also carries out network management for consumer information by establishing customer electronic files. There is more detailed customer information, and at the same time, through the analysis of consumer behavior, it can also accurately locate the target customer groups to promote the generation of consumer behavior.

In the era of network big data, network operation should improve the experience of product taste, product packaging, and service, and online proliferation is also significant. Xi'an Wan Sheng Catering Management Company will provide customers with the most professional online operation guidance from takeaway, community, membership, and other aspects. The basic settings of takeaway, activity planning, evaluation, and so on will significantly affect the ranking and the single volume. Therefore, it is essential to grasp the platform rules and utilize them, and set up a professional online operation team to help customers avoid the platform traps, and the fastest way to improve the ranking, and, at the same time, to improve the store rating. In addition, the management of customers can be maintained through the community and membership system to explore the mature customer operation system, which can help customers do a good job of fan maintenance and cultivate a group of loyal customers.

#### (4) Brand Image

In addition to offline expansion, Xi'an Wan Sheng Catering Management Company should promote the brand in mainstream media platforms to increase exposure and influence. Mainly Baidu search rankings, 58 City, WeChat advertising, today's headlines, and other media for brand publicity. Baidu search, 58 City search is more accurate, the turnover rate is also higher, the promotion cycle arrangement is more extended, WeChat ads, today's headlines to reach a higher rate, but more is needed. Hence, the placement cycle is shorter to achieve a certain degree of exposure. Through the exposure of brand promotion, can enhance brand trust and expand the influence of the brand, and at the same time, it can also pull in some precise customers to improve sales. The overall improvement from product to service talent to brand will be a good cornerstone for the company to reach the market share target, enhance the general level of Xi'an Wan Sheng Catering Management Company, and lay a good foundation for future development.

Xi'an Wan Sheng Catering Management Company should clearly define the brand values and ensure that the company clearly defines its core values and positioning. Define the brand's mission, vision, and commitment to the target audience. Xi'an Winsome Food & Beverage Management Company should achieve consistent brand communication, maintaining a consistent brand image across all marketing channels and communication media. Ensure the brand message is consistent and clear across different platforms to reinforce the brand image. Xi'an Wan Sheng Food & Beverage Management Company should create a distinctive identity and develop a unique and easily recognizable brand identity, including logos, colors, and fonts. This helps to enhance brand recognition and memorability. Xi'an Wan Sheng F&B Management Company should emphasize user experience. Focus on improving the customer experience, from the shopping process to after-sales service, to ensure that users have a positive and enjoyable experience at all stages of interaction with the brand. Xi'an Wan Sheng Catering Management Company should continue brand promotion activities. Conduct regular brand promotion activities, such as promotions and sponsorship, to increase brand awareness. Ensure that these activities are aligned with the core brand values. Xi'an Wan Sheng Catering Management Company should regularly evaluate and adjust. Establish a regular brand assessment mechanism to analyze the trend of brand image changes and make adjustments and optimizations based on market feedback and internal data. By taking these measures, the company can build a strong brand image, enhance brand value, attract more target audiences, and gain an edge in a competitive market.

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## Appendix Questionnaire

Questionnaire on the Influencing Factors of Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company

Dear Ms./Mr.

Hello, in order to better understand the Influencing Factors of Network Marketing Strategy of China Shanxi Wan Sheng Catering Management Company, according to the development of this questionnaire, thank you for taking the time to fill out this questionnaire; this questionnaire is carried out anonymously, the entire confidentiality, only for the study of this paper, not for other commercial purposes. This questionnaire data for our research is critical; please fill it in according to their situation. Thank you again for your support!

### **Part 1 Demographic information**

Remark: Please choose by using ✓.

**1. Your gender:** A. Male B. Female

**2. Your age is:**

A. under 25 years old B. 26-30 years old C. 31-35 years old D. 36-40 years old E. over 41 years old

**3. Your highest level of education is:**

A. College and below B. Bachelor's degree C. Master's degree D. Doctoral degree

**4. Your work experience in accountancy:**

A. within one year B. 1-3 years C. 4-6 years D. 7-10 years E. 11-15 years F more than 15 years

**5. Your current position:**

A. Junior staff B. Intermediate staff C. Senior staff D. Salaried partner E. Equity partner

### **Part II. Network Marketing Strategy**

Please indicate your agreement with the following descriptions based on your actual. Please put a tick on the corresponding number representing your level of agreement, with "1"

indicating total disagreement, "5" indicating entire agreement, and the specific meaning of each number indicating your level of agreement.

The specific meaning of each number is shown in the table below:

Totally Disagree	Disagree	General	Agree	Agree completely
1	2	3	4	5

Measuring item	1	2	3	4	5
<b>Talent Introduction</b>					
1. Does the company's current talent acquisition significantly impact the implementation of network Marketing strategies?					
2. Does the company provide sufficient training and development opportunities to support the professional growth of the network Marketing team?					
3. Are you satisfied with the company's communication style and transparency in the talent acquisition process?					
4. Do You think the company has taken effective incentives to attract and retain talented people with experience in the Network Marketing field?					
<b>Network Marketing Knowledge Training</b>					
5. Do you think the content of the network Marketing knowledge training provided by the company meets your expectations and needs?					
6. Are the company's network marketing knowledge training methods results apparent?					
7. Do you think the company provides enough resources to support employees in network Marketing knowledge enhancement?					
<b>Informatization</b>					
8. Do you think the company's current network Marketing informationization is essential to improve business efficiency and market responsiveness?					
9. Are the applicability and ease of use of the network Marketing informatization tools and platforms chosen by the company well?					
10. Do you think the company has fully considered the issue of data security and customer privacy protection in the network Marketing informatization?					
<b>Brand Image</b>					
11. Do you think the company's brand is very distinctive?					
12. Do you think the company's brand strongly relates to your values or needs?					
13. In your opinion, is the company's brand image consistently reflected across channels and businesses?					

14. Overall, are you satisfied with the company's brand?					
<b>Network Marketing Strategy</b>					
15. In your opinion, has the company's network marketing significantly impacted online sales growth?					
16. In your opinion, has the company successfully increased brand awareness through network Marketing?					
17. In your opinion, have the company's network marketing activities on social media significantly impacted customer interaction and engagement?					
18. In your opinion, has the company successfully increased its market share through network Marketing?					
19. Does the company's network Marketing significantly affect customer loyalty?					

