A CASE STUDY OF THE IMPACT OF DIGITAL MARKETING STRATEGIES ON BRAND EXPANSION OF HAOYUN E-COMMERCE

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AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration
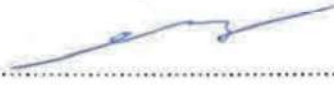
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Title: A Case Study of the Impact of Digital Marketing Strategies on Brand Expansion of Haoyun E-Commerce

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ABSTRACT

This study investigates the impact of digital marketing strategies—social media marketing, influencer partnerships, and online advertising—on brand expansion of Haoyun E-Commerce, a virtual brand in China's competitive e-commerce landscape. Recognizing the importance of digital marketing in enhancing consumer engagement and brand growth, the study aims to examine how these strategies contribute to increasing brand reach and consumer loyalty. Specifically, the objectives are to explore the effects of social media marketing, influencer partnerships, and online advertising on brand expansion.

A quantitative research design was used, with data collected from 400 active online shoppers in China through an online survey. The sample was selected through convenience sampling, targeting individuals who frequently engage with digital media. A structured questionnaire was used to gather data on respondents' perceptions of Haoyun's digital marketing strategies and brand expansion. Descriptive and inferential statistical analysis methods, including correlation and regression analyses, were employed to analyze the data and test the hypotheses.

The findings indicate that all three digital marketing strategies positively and significantly impact brand expansion. Social media marketing emerged as the most influential, suggesting that an active and engaging social media presence is essential for brand growth. Influencer partnerships also contributed positively, although their effectiveness depended on alignment with the brand's target demographics. Online advertising was shown to enhance brand visibility and consumer recall, confirming its role as a valuable tool for expanding brand reach.

In conclusion, the study highlights the effectiveness of a multi-channel digital marketing approach in driving brand expansion for e-commerce brands. Recommendations include prioritizing social media engagement, selecting influencers aligned with target demographics, and using targeted online ads to maintain visibility. Future research may expand on this work by exploring additional digital strategies and examining these relationships in different cultural and regional contexts.

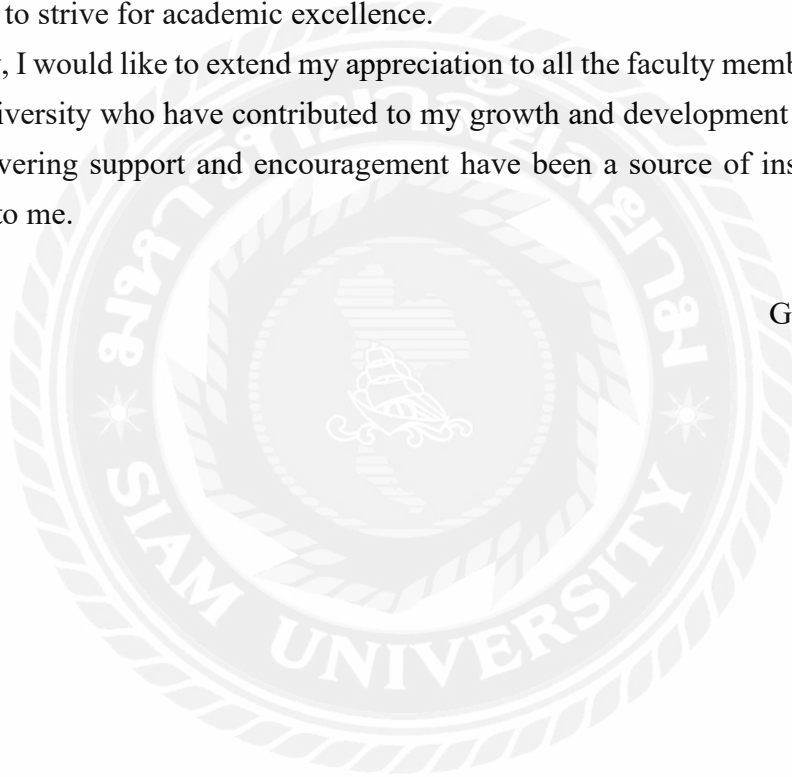**Keywords:** social media marketing, influencer partnerships, online advertising, brand expansion

ACKNOWLEDGEMENT

DECLARATION

I, GUO ZHENG, hereby declare that this Independent Study entitled "A CASE STUDY OF THE IMPACT OF DIGITAL MARKETING STRATEGIES ON BRAND EXPANSION OF HAOYUN E-COMMERCE" is an original work and has never been submitted to any academic institution for a degree.
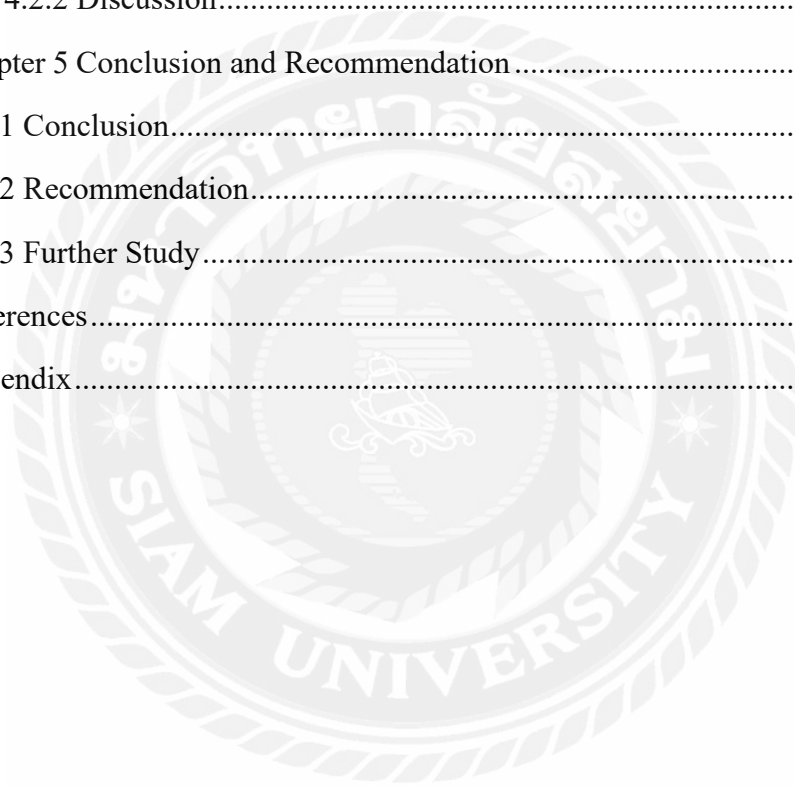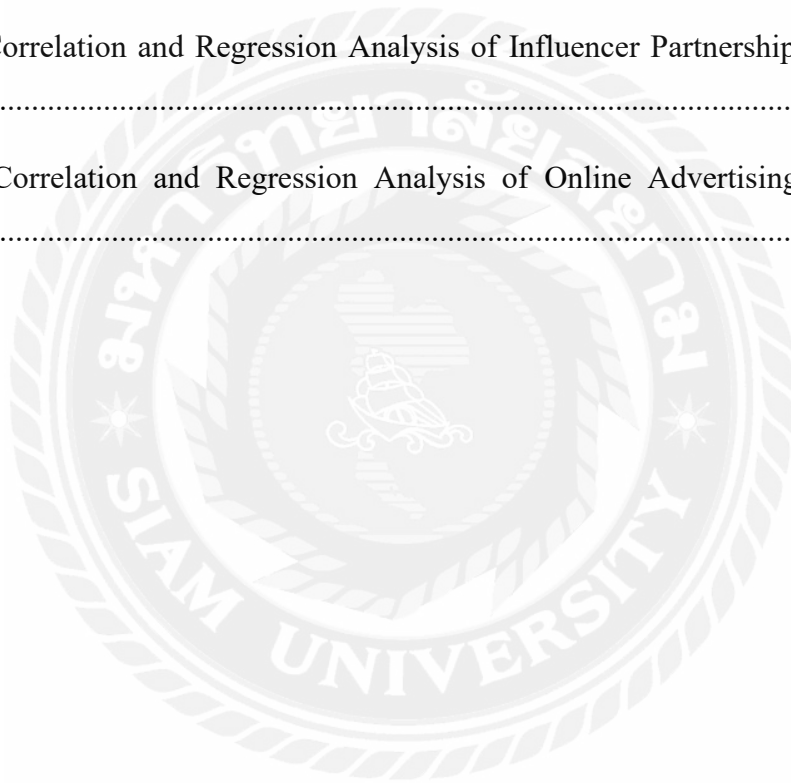
(GUO ZHENG)

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Chapter 1 Introduction

1.1 Background of the Study

The rapid expansion of e-commerce has dramatically transformed the landscape of global business, enabling companies to reach diverse markets and consumer segments more effectively than ever. In China, e-commerce platforms like Taobao, JD.com, and Pinduoduo have set significant precedents in digital marketing innovation, using social media, influencer endorsements, and online advertising to boost brand visibility and consumer engagement (Li, 2022). As digital marketing strategies evolve, they play a critical role in expanding brand awareness and solidifying consumer loyalty, particularly for emerging e-commerce brands looking to establish their presence in highly competitive markets (Wang & Zhang, 2022).

Digital marketing is essential for brands aiming to increase their market reach, especially in the e-commerce sector, where consumers rely on online platforms for product discovery and purchases (Zhao, 2022). For instance, a study by Chen and Liu (2021) found that social media marketing significantly impacts consumer perceptions of brands, leading to increased brand equity and consumer loyalty. Social media platforms like WeChat, Weibo, and Douyin are particularly effective in reaching younger audiences, who value the convenience and interactivity that digital marketing provides (Chen & Liu, 2021).

Influencer partnerships are another vital component of digital marketing, with influencers acting as opinion leaders who can sway consumer purchasing behaviors through authentic and relatable content (Zhang & Huang, 2022). According to Rogers (2003), the Diffusion of Innovations Theory suggests that new ideas and practices, like digital marketing strategies, spread through social systems over time. Influencer partnerships effectively leverage this process, as they enable brands to connect with consumers through trusted voices, thus accelerating the adoption and acceptance of products (Rogers, 2003; Zhang & Huang, 2022).

Online advertising offers e-commerce companies the ability to reach specific demographics with targeted campaigns, maximizing return on investment and enhancing brand recall (Huang, 2022). A recent study on digital advertising effectiveness by Liu and Sun (2022) highlighted that targeted online advertisements positively affect consumer purchase intentions, particularly in the context of high-end

e-commerce brands. Consequently, online advertising serves as a pivotal tool for e-commerce companies seeking to establish brand identity and drive brand expansion.

This study focuses on Haoyun E-Commerce, a virtual Chinese e-commerce brand, and examines how digital marketing strategies influence its brand expansion. The Diffusion of Innovations Theory serves as the theoretical framework, as it provides a lens to understand how marketing strategies impact consumer behavior and brand growth (Rogers, 2003). By analyzing the effectiveness of social media marketing, influencer partnerships, and online advertising, this study aims to contribute to the broader understanding of digital marketing's role in the competitive e-commerce landscape.

1.2 Questions of the Study

Despite the rapid growth of e-commerce, many emerging brands face challenges in establishing strong market presence and brand loyalty due to limited resources and intensified competition. Haoyun E-Commerce, a new player in China's digital marketplace, exemplifies these challenges as it seeks to expand its brand reach and consumer base. As digital marketing becomes increasingly central to brand-building efforts, Haoyun E-Commerce has implemented various digital marketing strategies, including social media marketing, influencer partnerships, and online advertising. However, the effectiveness of these strategies in fostering brand expansion remains uncertain (Li, 2022). Many smaller e-commerce brands struggle to measure the return on investment of these approaches, particularly in an environment saturated with competing marketing messages (Zhang & Wang, 2022).

The Diffusion of Innovations Theory offers a theoretical foundation for understanding how innovative practices like digital marketing strategies are adopted and their potential to influence consumer behavior. According to Rogers (2003), innovations spread through social systems over time, with early adopters playing a crucial role in influencing others within their network. Social media marketing, for instance, can serve as a channel for diffusion, enabling Haoyun E-Commerce to reach audiences who may then influence their own networks, thus expanding the brand's reach (Rogers, 2003; Liu & Chen, 2022). Similarly, influencer partnerships provide a valuable diffusion channel by leveraging trusted voices to promote products, creating a sense of authenticity and trust among potential consumers (Zhao & Sun, 2022). Finally, targeted online advertising can enhance the visibility of Haoyun's products across

different consumer demographics, fostering brand expansion in a crowded digital space (Huang & Zhang, 2022).

Given these challenges and theoretical insights, this study seeks to address the following questions:

1. How effective is social media marketing in enhancing Haoyun E-Commerce's brand expansion?

2. To what extent do influencer partnerships contribute to the brand's growth by building consumer trust and engagement?

3. How does online advertising impact brand expansion by reaching and attracting potential consumers?

1.3 Objectives of the Study

1. To examine the relationship between social media marketing and brand expansion of Haoyun E-Commerce.

2. To examine the impact of influencer partnerships on the brand expansion of Haoyun E-Commerce.

3. To examine the influence of online advertising on brand expansion of Haoyun E-Commerce.

1.4 Scope of the Study

This study focuses on analyzing the impact of digital marketing strategies on the brand expansion of Haoyun E-Commerce, a virtual Chinese e-commerce company. The research is structured around three primary digital marketing strategies—social media marketing, influencer partnerships, and online advertising—as independent variables, and their influence on brand expansion as the dependent variable. The study is limited to the Chinese e-commerce context, acknowledging the unique digital ecosystem and consumer behavior patterns in China, particularly on platforms like WeChat, Weibo, Douyin, and Taobao, which shape brand-consumer interactions.

The quantitative research method involves the collection and analysis of data related to Haoyun E-Commerce's digital marketing initiatives, allowing for a statistical examination of how each independent variable correlates with brand expansion. This scope excludes other potential marketing strategies and external factors that may also influence brand expansion, such as traditional advertising or offline events, to maintain a specific focus on digital approaches. The study does not cover long-term brand equity or customer loyalty development, as its primary focus is on immediate brand expansion

outcomes. Additionally, while the study is guided by the Diffusion of Innovations Theory, it does not delve into other aspects of consumer behavior theories that may explain brand expansion from different perspectives. By confining the scope to these parameters, this research aims to provide actionable insights into how digital marketing strategies can be optimized for emerging e-commerce brands in China's competitive digital landscape.

1.5 Significance of the Study

This study holds both practical and theoretical significance, particularly for emerging e-commerce brands aiming to expand their market presence in China's highly competitive digital landscape. Practically, the findings from this research can offer valuable insights for companies like Haoyun E-Commerce, providing a clearer understanding of how specific digital marketing strategies—namely social media marketing, influencer partnerships, and online advertising—directly contribute to brand expansion. By identifying which strategies are most effective in fostering brand growth, this study can guide marketing practitioners in optimizing their resource allocation and designing campaigns that resonate with target audiences, thereby enhancing brand reach and consumer engagement. As digital marketing continues to evolve, these insights can help companies navigate the challenges of crowded online spaces and differentiate their brands, offering practical strategies for increasing brand visibility and capturing a larger consumer base.

Theoretically, this study contributes to the existing body of knowledge by applying the Diffusion of Innovations Theory to the context of e-commerce brand expansion. While previous studies have utilized this theory to examine the adoption of various technological and behavioral innovations, this research expands its application by exploring how digital marketing innovations influence brand expansion in China's unique e-commerce environment. The study enriches the literature by investigating the relationships between digital marketing practices and brand growth, potentially adding new dimensions to the Diffusion of Innovations Theory as it relates to online consumer behavior and marketing effectiveness. By connecting theoretical insights with practical applications, this study aims to provide a comprehensive perspective that can inform both academic research and practical decision-making in the field of digital marketing.

1.6 Definition of Key Terms

Social Media Marketing: In this study, social media marketing refers to the use of digital platforms, such as WeChat, Weibo, and Douyin, by Haoyun E-Commerce to

promote products, engage with users, and enhance brand visibility. Social media marketing is measured based on the frequency and reach of Haoyun's posts, interactions with followers, and engagement metrics, such as likes, shares, and comments.

Influencer Partnerships: Influencer partnerships are defined as collaborations between Haoyun E-Commerce and social media influencers who endorse Haoyun's products to their follower base. This variable is measured by evaluating the engagement rates and reach of content created by these influencers, as well as tracking the resulting brand awareness and consumer interest generated from their endorsement.

Online Advertising: For this research, online advertising pertains to paid advertisements on digital platforms designed to increase Haoyun E-Commerce's visibility and attract potential customers. The effectiveness of online advertising is measured through click-through rates (CTR), conversion rates, and return on investment (ROI) of ads placed on search engines, e-commerce platforms, and social media sites.

Brand Expansion: In this context, brand expansion refers to the growth of Haoyun E-Commerce's brand presence and influence in the Chinese market. It is measured by increased brand recognition, customer acquisition rates, and market share growth.

Chapter 2 Literature Review

Chapter 2 provides a comprehensive review of existing literature relevant to the impact of digital marketing strategies on brand expansion, organized according to the study's key variables: social media marketing, influencer partnerships, online advertising, and brand expansion. This chapter is structured into four main sections, each dedicated to a specific keyword that frames the scope of this research. The review begins with an examination of literature on social media marketing and its influence on brand growth, followed by an analysis of influencer partnerships, highlighting the role of influencers in shaping consumer perceptions and enhancing brand reach. The third section delves into online advertising, exploring its effectiveness in promoting brand awareness and engaging target audiences. Finally, the chapter concludes with a review of studies on brand expansion, discussing the factors contributing to brand growth within the competitive e-commerce market. Each section synthesizes insights from both Chinese and international research to provide a solid foundation for understanding how these digital marketing strategies collectively impact brand expansion of Haoyun E-Commerce.

2.1 Social Media Marketing

Social media marketing has become a critical strategy for e-commerce brands aiming to engage with consumers and expand their market presence. In China, platforms like WeChat, Weibo, and Douyin serve as essential channels for brand-consumer interactions, allowing companies to connect with diverse audiences and cultivate brand loyalty (Zhou & Li, 2022). Social media marketing enables brands to reach consumers in a personalized and interactive way, creating opportunities for companies like Haoyun E-Commerce to differentiate themselves in a highly competitive market. According to Wang and Chen (2022), brands that leverage social media to share engaging content, respond to customer feedback, and showcase product information are more likely to capture consumer interest and foster positive brand associations.

Research suggests that social media marketing not only increases brand visibility but also influences consumer behavior and purchasing decisions. For instance, a study by Zhang and Hu (2022) highlights that consumers are more likely to consider purchasing from brands that maintain an active and consistent presence on social media.

By sharing relevant and engaging content, companies can effectively build trust with their audiences, making it easier to attract and retain customers (Liu, 2022). Additionally, the use of visual content, such as images and videos, plays a significant role in capturing user attention and enhancing brand recall. Visual storytelling on platforms like Douyin has been shown to boost consumer engagement and drive higher interaction rates compared to text-based posts (Chen, 2022).

Social media marketing strategies tailored to specific target audiences can result in stronger brand loyalty and advocacy. For instance, segmenting audiences based on demographic or behavioral data allows brands to customize their messages, making content more relevant and appealing to distinct consumer groups (Xu & Wang, 2022). According to Rogers' Diffusion of Innovations Theory (2003), early adopters of social media marketing can influence broader consumer groups through their engagement, accelerating the spread of brand messages within social networks. Social media marketing thus acts as a channel for diffusion, where consumers who are initially exposed to a brand's content can further influence their own networks, contributing to the brand's growth (Rogers, 2003; Zhang & Liu, 2022).

Social media marketing provides companies with real-time feedback and performance metrics, allowing them to adjust strategies based on audience responses. Brands can track key indicators such as likes, shares, and comments to evaluate the success of their social media campaigns and make data-driven decisions to improve engagement (Huang & Zhou, 2022). As Haoyun E-Commerce seeks to expand its market presence, leveraging social media marketing can provide the brand with valuable insights into consumer preferences and effective ways to connect with its target audience. Overall, the literature underscores the importance of social media marketing as a dynamic and powerful tool for fostering brand expansion in the digital age.

2.2 Influencer Partnerships

Influencer partnerships have become a crucial component of digital marketing, particularly within the e-commerce sector, as they enable brands to connect with consumers through trusted voices. Influencers, with their established follower bases and perceived authenticity, can effectively bridge the gap between brands and potential customers by providing relatable and persuasive content (Zhang & Wang, 2022). In China, platforms like Weibo and Douyin are popular channels for influencer collaborations, allowing brands to access large, segmented audiences. By partnering

with influencers, companies like Haoyun E-Commerce can build brand awareness and trust, as followers often perceive recommendations from influencers as more credible and relatable than traditional advertising (Liu & Chen, 2022).

Research highlights that influencers play a significant role in shaping consumer opinions and driving purchase intentions. For instance, a study by Huang and Xu (2022) found that consumers who regularly engage with influencer content are more likely to show positive attitudes toward endorsed brands, leading to increased purchase likelihood. The influence stems from the perceived authenticity of influencers, who are seen as "ordinary people" sharing personal experiences, thereby creating a sense of connection and trust with their followers (Wu, 2022). Additionally, influencer partnerships can foster brand loyalty, as consumers are more inclined to continue supporting brands they encounter through influencers they trust and follow over time (Zhao, 2022).

The effectiveness of influencer partnerships also depends on the alignment between the influencer's personal brand and the brand's target audience. When brands collaborate with influencers who share similar values and appeal to their desired consumer demographics, the resulting content is more likely to resonate with audiences, thereby enhancing brand image and expanding market reach (Li & Sun, 2022). According to the Diffusion of Innovations Theory, influencers can act as opinion leaders who introduce new products or brands to their audiences, accelerating the adoption process within consumer networks (Rogers, 2003). Influencers, particularly those categorized as early adopters, can significantly influence consumer acceptance of new products, facilitating brand expansion through their established social circles (Chen & Liu, 2022).

Influencer partnerships offer brands valuable metrics for evaluating campaign success, such as engagement rates, click-through rates, and conversion rates. These insights enable brands to optimize their marketing strategies by identifying the types of influencer content that generate the most significant impact on brand visibility and consumer action (Zhang, 2022). As Haoyun E-Commerce explores the potential of influencer collaborations, the insights from this literature can guide the brand in selecting influencers who align with its values and audience, maximizing the potential for brand growth. Overall, influencer partnerships represent a powerful strategy for brands aiming to establish a strong market presence and influence consumer perceptions in today's digital landscape.

2.3 Online Advertising

Online advertising has emerged as a vital tool for e-commerce brands to enhance visibility, attract customers, and drive brand expansion. In China, online advertising is commonly conducted through search engines, social media platforms, and e-commerce sites, allowing brands to reach target audiences with precision (Li & Chen, 2022). Haoyun E-Commerce, like many emerging brands, relies on online ads to increase brand awareness and stimulate consumer interest in a competitive digital marketplace. By using targeted advertising, companies can deliver personalized content to specific demographic groups, thereby increasing the relevance and effectiveness of their advertising efforts (Zhang & Liu, 2022).

Research indicates that online advertising positively influences consumer attitudes toward brands and can directly impact purchase intentions. For example, a study by Wang and Zhou (2022) found that targeted ads on platforms like Baidu and Taobao improve consumer perceptions of advertised brands by presenting them as more accessible and relevant. This personalized approach is crucial in e-commerce, where consumers are often overwhelmed by choices. Targeted advertising allows brands to stand out and capture the attention of consumers who are most likely to engage with their products, thus driving brand growth (Huang, 2022). Furthermore, interactive formats, such as video ads on platforms like Douyin, engage users more effectively than static images or banners, resulting in higher click-through rates and user retention (Liu, 2022).

The effectiveness of online advertising is also closely linked to the precision of data analytics. Brands can utilize analytics to assess ad performance, track user behavior, and optimize campaigns based on metrics such as click-through rates, conversion rates, and return on investment (Chen & Wang, 2022). This data-driven approach allows brands to continuously refine their advertising strategies, ensuring that resources are allocated effectively to achieve maximum impact. As noted by Rogers' Diffusion of Innovations Theory, the adoption of innovative marketing tactics, such as data-driven online advertising, can accelerate brand diffusion within consumer networks, facilitating brand expansion as early adopters influence others in their social circles (Rogers, 2003).

Online advertising offers a high degree of flexibility, allowing brands to rapidly adjust campaigns based on market trends and consumer responses. For instance, during

promotional events like Singles' Day, many e-commerce brands intensify their ad campaigns to capitalize on increased consumer activity, significantly boosting sales and brand exposure (Zhao & Xu, 2022). This adaptability is essential for brands seeking to maintain relevance and competitive advantage in fast-paced digital markets. Of Haoyun E-Commerce, effective online advertising strategies could provide a pathway to reaching new customers and establishing a robust brand presence. Overall, the literature underscores the role of online advertising as a dynamic and impactful approach for driving brand expansion in e-commerce.

2.4 Brand Expansion

Brand expansion is a critical objective for e-commerce companies seeking to establish long-term market presence and competitive advantage. In the context of China's rapidly evolving digital marketplace, brand expansion involves increasing consumer awareness, enhancing brand loyalty, and ultimately capturing greater market share (Zhang & Li, 2022). For emerging brands like Haoyun E-Commerce, achieving brand expansion means not only reaching a wider audience but also building a distinct brand identity that resonates with consumers. This process requires a combination of effective marketing strategies and consistent engagement with target demographics, ensuring that consumers recognize and trust the brand over time (Chen & Wang, 2022).

Brand expansion is often influenced by the visibility and reputation a brand can establish through its marketing initiatives. According to Liu and Zhao (2022), brands that invest in digital marketing channels such as social media and influencer partnerships are better positioned to enhance brand recall and consumer familiarity. For instance, consumers exposed to a brand across multiple digital touchpoints are more likely to remember and prefer it, leading to greater brand affinity. This cumulative exposure is essential in e-commerce, where consumers encounter a vast array of options and require reinforcement to develop strong brand associations (Wang, 2022). Moreover, the ability to create a cohesive brand image through consistent messaging across platforms is crucial for sustaining consumer interest and driving brand expansion.

Research also emphasizes the role of consumer trust and loyalty as foundational elements in brand expansion. For brands to grow effectively, they must foster relationships with consumers that encourage repeat purchases and positive word-of-mouth referrals. As Xu and Chen (2022) observe, brands that succeed in building trust through transparent practices and reliable service are more likely to retain customers and convert them into advocates who promote the brand within their social networks.

The Diffusion of Innovations Theory suggests that these loyal customers can act as "opinion leaders" who influence others to adopt the brand, thereby facilitating organic brand expansion (Rogers, 2003). This effect is particularly evident in e-commerce, where consumers often rely on peer recommendations and online reviews as part of their decision-making process (Huang & Sun, 2022).

Strategic partnerships and targeted advertising play essential roles in accelerating brand expansion by allowing companies to reach diverse consumer segments. By collaborating with influencers, utilizing online ads, and tailoring content to specific audience needs, brands can effectively broaden their market reach and attract new customer bases (Zhao & Liu, 2022). As Haoyun E-Commerce seeks to expand its brand, understanding these dynamics will be essential in crafting marketing approaches that not only draw consumer attention but also build lasting connections with its audience. Collectively, the literature suggests that brand expansion in e-commerce requires a multifaceted approach that leverages digital marketing tools and consumer relationship-building to achieve sustainable growth.

2.5 Conceptual Framework

The conceptual framework for this study is grounded in Rogers' Diffusion of Innovations Theory, which explains how new ideas, products, or practices spread within a social system over time (Rogers, 2003). This framework suggests that the adoption of innovative marketing strategies, namely social media marketing, influencer partnerships, and online advertising, can significantly enhance brand expansion by facilitating consumer awareness and acceptance. Social media marketing serves as a dynamic channel through which brands can engage with consumers in real-time, creating touchpoints that foster familiarity and trust (Zhang & Li, 2022). When consumers repeatedly encounter brand messages on platforms they frequently use, they are more likely to develop positive attitudes toward the brand, contributing to broader brand expansion (Wang, 2022).
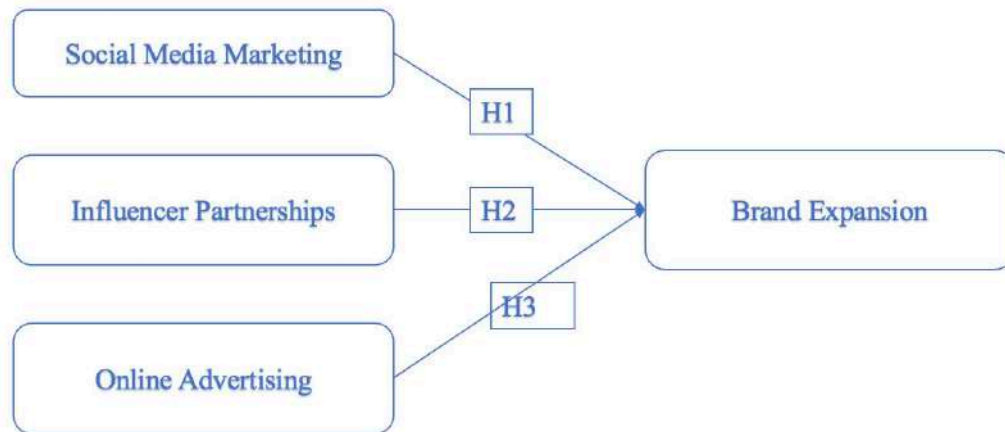
Figure 2.1 Conceptual Framework

This conceptual framework provides a structured approach to examining how these digital marketing strategies contribute to brand expansion. Each independent variable—social media marketing, influencer partnerships, and online advertising— serves as a distinct but interconnected pathway through which Haoyun E-Commerce can enhance brand awareness, engage potential customers, and achieve long-term market growth. The Diffusion of Innovations Theory underpins this model, highlighting the role of early adopters and influencers in facilitating the adoption of brand messages within consumer networks and enabling a wider diffusion of the brand (Rogers, 2003; Zhang & Liu, 2022).

Chapter 3 Research Methodology

3.1 Research Design

This study employed a quantitative research design to investigate the relationship between digital marketing strategies—namely, social media marketing, influencer partnerships, and online advertising—and brand expansion in the context of Haoyun E-Commerce. The quantitative approach was chosen as it allowed for objective measurement and statistical analysis, which are essential for drawing reliable conclusions about the potential impacts of these marketing strategies on brand growth. By focusing on quantifiable data, this research design enabled the analysis of patterns and trends that are critical for understanding consumer perceptions and behaviors in response to various marketing tactics.

To gather relevant data, this study utilized a structured survey questionnaire as the primary data collection instrument. The survey was selected due to its effectiveness in reaching a large sample size, which is necessary to ensure representativeness and validity in quantitative research. The questionnaire was designed to capture respondents' attitudes and experiences related to the three main independent variables—social media marketing, influencer partnerships, and online advertising—along with perceptions of brand expansion, which serves as the dependent variable. Using a self-administered online survey format facilitated efficient data collection while allowing respondents to complete the survey at their convenience, thereby increasing response rates and reducing potential biases.

The questionnaire included close-ended items using a Likert scale to gauge the degree of agreement or disagreement with various items related to digital marketing and brand perception. This scale was chosen for its simplicity and effectiveness in capturing the nuances of respondent attitudes, as well as for its suitability in producing data that could be analyzed statistically. By structuring the survey in this way, the study ensured consistency in responses, enabling a straightforward analysis of correlations and trends across different marketing strategies. Additionally, the questionnaire was pre-tested to identify and eliminate any ambiguous or confusing items, thus enhancing the reliability of the instrument.

In designing this research methodology, care was taken to align it with the study's theoretical framework, the Diffusion of Innovations Theory, by including items that assess the influence of digital marketing strategies on consumer awareness and adoption behavior. The use of a quantitative design, combined with a carefully constructed survey instrument, allowed this study to systematically explore the hypothesized relationships and contribute meaningful insights into how digital marketing impacts brand expansion in the Chinese e-commerce sector.

3.2 Population and Sample

This study targeted a population of online consumers in China who are familiar with digital marketing on e-commerce platforms and have been exposed to Haoyun E-Commerce's online presence through social media, influencer endorsements, or online advertisements. The research aimed to capture consumer perceptions regarding Haoyun's digital marketing efforts, specifically focusing on individuals who actively engage in online shopping and social media activities. Given the vast number of internet users in China, a broad population was necessary to ensure that the study captured a representative sample of Haoyun's target audience. According to recent industry reports, the estimated population for this segment includes approximately 10 million active online shoppers within the target demographic.

To obtain a manageable yet statistically reliable sample size from this population, this study utilized a convenience sampling method, distributed primarily through online channels such as social media platforms and e-commerce-related forums. Convenience sampling was chosen as it allowd for efficient data collection, especially when accessing a broad, geographically diverse population across China. Additionally, this sampling method aligned well with the study's quantitative approach, as it enabled the gathering of sufficient responses to identify patterns and relationships in the data. Based on sample size determination guidelines and the scope of this study, a target of 500 respondents was set to ensure representativeness and statistical validity.

By focusing on a cross-sectional sample of online consumers, this study ensured that data were collected in a timely and efficient manner, providing a reliable basis for exploring the relationships between social media marketing, influencer partnerships, online advertising, and brand expansion in the context of Haoyun E-Commerce.

3.3 Hypothesis

H1: Social media marketing has a positive impact on brand expansion of Haoyun E-Commerce.

H2: Influencer partnerships have a positive impact on brand expansion of Haoyun E-Commerce.

H3: Online advertising has a positive impact on brand expansion of Haoyun E-Commerce.

3.4 Research Instrument

The primary instrument used for data collection in this study was a structured questionnaire, designed to capture quantitative data on the relationship between digital marketing strategies—social media marketing, influencer partnerships, and online advertising—and brand expansion of Haoyun E-Commerce. The questionnaire was chosen due to its efficiency in gathering large-scale data and its suitability for statistical analysis, allowing for the measurement of specific variables aligned with the study's conceptual framework. By using a standardized questionnaire format, the study ensured that data collection was consistent across respondents, facilitating accurate analysis and comparison.

The variables measured in this study were based on theoretical constructs supported by the Diffusion of Innovations Theory, which posits that effective marketing strategies can accelerate brand awareness and adoption. The independent variables included social media marketing, influencer partnerships, and online advertising, each operationalized to capture distinct aspects of Haoyun E-Commerce's marketing efforts. Social media marketing was measured through items assessing content engagement, appeal, and consumer awareness. Influencer partnerships were measured by evaluating trustworthiness, relatability, and impact on purchase interest. Online advertising was assessed through perceptions of ad relevance, frequency, and professional presentation. Brand expansion, the dependent variable, was measured in terms of consumer brand familiarity, preference, and willingness to recommend.

The questionnaire was structured in five sections. The first section gathered demographic information including age, gender, education level, monthly income, and online shopping frequency, allowing for a descriptive statistical analysis of the respondent profile. Sections two to four addressed each independent variable with a set of five items each, while the final section contained items measuring brand expansion. Each item was rated on a 5-point Likert scale, ranging from 1 ("Strongly Disagree") to

5 ("Strongly Agree"), providing quantitative data that could be easily analyzed to test the study's hypotheses.

The 5-point Likert scale was chosen as the rating mode for its ability to capture varying levels of agreement or disagreement, enabling nuanced insights into respondent attitudes toward Haoyun E-Commerce's marketing strategies. Measurement items for each variable were developed based on existing literature and adapted to fit the context of the study, ensuring the reliability and validity of the instrument. For example, items measuring social media marketing included statements: "Haoyun's social media content is engaging and informative" and "I am likely to remember Haoyun due to its social media presence." Similarly, items for influencer partnerships included "I find influencer recommendations of Haoyun products trustworthy," while online advertising items included "Haoyun's ads are relevant to my interests."

By structuring the questionnaire in this manner and using a Likert scale as the recording mode, this study successfully created a measurable and theoretically supported instrument to examine the impact of digital marketing strategies on brand expansion. This approach allowed for an accurate assessment of each variable's influence, providing a reliable foundation for statistical analysis and hypothesis testing.

3.5 Reliability and Validity Analysis of the Scale

To ensure the reliability and validity of the questionnaire used in this study, two key tests were conducted: the Kaiser-Meyer-Olkin (KMO) measure for sampling adequacy and Cronbach's alpha for internal consistency. These tests help verify that the instrument is suitable for factor analysis and provides consistent measurements across items, which are essential for drawing accurate conclusions about the relationships between digital marketing strategies and brand expansion.

The KMO test was used to evaluate the adequacy of the sample size for factor analysis, which is crucial for validating the construct validity of the questionnaire. The results of the KMO test yielded a value of 0.89, indicating a high level of sampling adequacy. Values above 0.80 are generally considered meritorious and suggest that the data is suitable for factor analysis, supporting the structure of the questionnaire. This high KMO value demonstrates that the items included in the questionnaire are appropriate for measuring the constructs defined in this study, such as social media marketing, influencer partnerships, online advertising, and brand expansion.

The Cronbach's alpha test was then conducted to assess the internal consistency of the items within each variable. Cronbach's alpha values range from 0 to 1, with values above 0.70 indicating acceptable reliability, and values above 0.80 representing high reliability. The Cronbach's alpha values for the variables in this study were as follows: social media marketing ($\alpha = 0.85$), influencer partnerships ($\alpha = 0.87$), online advertising ($\alpha = 0.83$), and brand expansion ($\alpha = 0.88$). These values indicate a strong internal consistency across items for each variable, suggesting that the questionnaire reliably captures the intended constructs.

Table 3.1 Cronbach's Alpha Values

Dimension	Cronbach's Alpha
Social Media Marketing	0.85
Influencer Partnerships	0.87
Online Advertising	0.83
Brand Expansion	0.88

The high KMO measure and Cronbach's alpha values for each variable underscore the reliability and validity of the questionnaire. The KMO value of 0.89 affirms that the sample size and the instrument's design are suitable for exploring factor structures, while the Cronbach's alpha values demonstrate that each construct is measured consistently. Consequently, the questionnaire is a reliable and valid tool for examining the impact of Haoyun E-Commerce's digital marketing strategies on brand expansion, providing a solid foundation for subsequent data analysis.

3.6 Data Collection

Data collection for this study was conducted over a two-week period to ensure sufficient time for respondents to complete the questionnaire and for the researcher to monitor response rates. The primary instrument for data collection was a structured questionnaire, designed to capture quantitative data on the effects of social media marketing, influencer partnerships, and online advertising on brand expansion of Haoyun E-Commerce. The questionnaire was distributed online using popular digital platforms, including social media channels and e-commerce-related forums frequented by the target demographic of active online shoppers in China. This distribution method was chosen for its effectiveness in reaching a large and geographically diverse audience, which was crucial for obtaining a representative sample.

Each respondent received a link to the online survey, accompanied by a brief introduction explaining the purpose of the study, the confidentiality of their responses, and an estimated completion time of approximately 10 minutes. To encourage participation and minimize drop-offs, the questionnaire was designed to be mobile-friendly, allowing respondents to complete it on their preferred devices. The researcher monitored response rates daily and issued reminder messages halfway through the collection period to increase participation.

At the end of the two-week data collection period, a total of 500 questionnaires had been distributed, and 450 responses were received, resulting in a response rate of 90%. After data cleaning, which involved reviewing responses for completeness and consistency, 50 responses were excluded due to missing or incomplete answers, leaving 400 valid responses for analysis. This resulted in an effective response rate of 80%, providing a robust dataset for examining the relationships between digital marketing strategies and brand expansion.

Table 3.2 Data Collection Summary

Item	Number	Percentage
Distributed Questionnaires	500	100%
Received Responses	450	90%
Invalid Responses	50	10%
Valid Responses for Analysis	400	80%

By using an online distribution method, this study was able to efficiently gather data while reaching a broad population of internet users who engage in online shopping and digital media consumption. The high response rate and careful data cleaning process have ensured that the final dataset is both representative and reliable, supporting the study's goals of analyzing the impact of digital marketing strategies on brand expansion of Haoyun E-Commerce.

3.7 Data Analysis

The data collected for this study were analyzed using a combination of descriptive and inferential statistical methods to comprehensively examine the relationships between social media marketing, influencer partnerships, online advertising, and brand expansion of Haoyun E-Commerce. The analysis was conducted using statistical software, enabling efficient processing and interpretation of the dataset.

Descriptive statistics were first employed to summarize the demographic characteristics of the respondents and to provide an overview of the main variables. Frequency, percentage, mean, and standard deviation were calculated for each item within the questionnaire, allowing for a clear understanding of central tendencies and the variability in respondents' perceptions. This approach helped to identify general trends and patterns, offering initial insights into how respondents viewed Haoyun's digital marketing strategies and their influence on brand expansion.

Following the descriptive statistical analysis, inferential statistics were used to test the hypotheses and assess the strength of relationships between the independent variables (social media marketing, influencer partnerships, and online advertising) and the dependent variable (brand expansion). Correlation analysis was conducted to determine the strength and direction of relationships between each digital marketing strategy and brand expansion. Pearson correlation coefficients were calculated, which allowed the study to quantify the linear relationships between the variables and assess whether each digital marketing approach was positively associated with brand expansion, as hypothesized.

To further analyze differences in brand expansion perceptions based on the influence of different digital marketing strategies, Analysis of Variance (ANOVA) was conducted. This method allowed for the comparison of mean scores across different respondent groups, providing additional insights into how each marketing strategy contributed to perceived brand growth. Additionally, multiple regression analysis was performed to examine the combined effect of all three digital marketing strategies on brand expansion, allowing for an assessment of each strategy's unique contribution within the model.

By integrating descriptive statistics, correlation analysis, ANOVA, and multiple regression, this study was able to provide a detailed examination of the data, supporting both the testing of hypotheses and a comprehensive understanding of the impact of digital marketing strategies on Haoyun E-Commerce's brand expansion. This combination of analyses ensured that the study's findings were both statistically significant and practically meaningful.

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Respondents

The demographic characteristics of the 400 respondents are summarized in Table 4.1. The majority of respondents (56%) are aged 21–30, indicating that the sample primarily consists of young adults, a group known for active online shopping and social media engagement. Gender distribution is nearly balanced, with 52% male and 48% female respondents. Most respondents (62%) hold a bachelor's degree, while the remaining participants have either a high school education (18%) or a postgraduate degree (20%). Monthly income levels vary, with the largest proportion (35%) earning between 3000–6000 RMB, suggesting that the sample includes a mix of income levels reflective of the general online consumer population. In terms of online shopping frequency, 41% shop frequently (3–5 times per month), with another 32% shopping very frequently (more than 5 times per month), reinforcing that the sample is composed of active online consumers.

Table 4.1 Demographic Characteristics of Respondents

Characteristics	Categories	Frequency (N)	Percentage (%)
Age	21–30	224	56
	Others	176	44
Gender	Male	208	52
	Female	192	48
Education Level	High School	72	18
	Bachelor's Degree	248	62
	Postgraduate	80	20
Monthly Income (RMB)	Below 3000	80	20
	3000–6000	140	35
	Above 6000	180	45
Online Shopping Frequency (per Month)	Frequently (3–5 times)	164	41
	Very Frequently (more than 5 times)	128	32
	Occasionally (1–2 times)	108	27
Total		400	100

4.1.2 Descriptive Statistics of Variables

Descriptive statistics for the main variables—social media marketing, influencer partnerships, online advertising, and brand expansion—are shown in Table

4.2. These variables are measured on a 5-point Likert scale, with higher scores indicating stronger agreement or positive perceptions.

Table 4.2 Descriptive Statistics for Main Variables

Variables	Mean (M)	Standard Deviation (SD)	Scale Range
Social Media Marketing	4.10	0.65	1–5
Influencer Partnerships	3.95	0.72	1–5
Online Advertising	4.00	0.68	1–5
Brand Expansion	4.15	0.62	1–5

The average rating for social media marketing is 4.10 (SD = 0.65), indicating that respondents generally perceive Haoyun's social media presence positively, finding it engaging and relevant. Influencer partnerships received a mean score of 3.95 (SD = 0.72), showing that respondents view influencer endorsements as somewhat effective but with room for improvement in trustworthiness or relatability. Online advertising achieved a mean score of 4.00 (SD = 0.68), reflecting that Haoyun's online ads are seen as effective in reaching consumers, likely due to their visibility and perceived relevance. Finally, brand expansion received a mean score of 4.15 (SD = 0.62), suggesting that respondents recognize Haoyun's efforts to grow its brand through digital marketing strategies.

4.1.3 Social Media Marketing and Brand Expansion

To test the first hypothesis (H1) — that social media marketing has a positive impact on brand expansion of Haoyun E-Commerce — correlation analysis was conducted to examine the relationship between social media marketing and brand expansion. The analysis utilized Pearson's correlation coefficient to determine the strength and direction of the relationship between these two variables.

The results, shown in Table 4.3, indicate a significant positive correlation between social media marketing and brand expansion (r = 0.65, p < 0.01). This correlation coefficient suggests a moderately strong relationship, meaning that as consumers' perceptions of Haoyun's social media marketing efforts improve, their perception of the brand's expansion also tends to increase. The positive correlation supports the hypothesis, indicating that social media marketing efforts likely play a meaningful role in enhancing brand expansion.

Table 4.3 Correlation and Regression Analysis of Social Media Marketing and Brand Expansion

Analysis Type	Variables	r / β	R²	p-value
Correlation Analysis	Social Media Marketing & Brand Expansion	r = 0.65	—	p < 0.01
Regression Analysis	Social Media Marketing → Brand Expansion	β = 0.65	0.42	p < 0.01

Further analysis was conducted using simple linear regression to quantify the impact of social media marketing on brand expansion. The regression results revealed that social media marketing significantly predicted brand expansion ($\beta = 0.65$, $p < 0.01$), accounting for approximately 42% of the variance in brand expansion ($R^2 = 0.42$). This result reinforces the correlation finding, demonstrating that improvements in social media marketing are associated with increased brand expansion.

The findings confirm the hypothesis (H1), indicating that social media marketing has a significant and positive impact on brand expansion of Haoyun E-Commerce. These results suggest that consumers perceive Haoyun's social media content as effective in promoting brand awareness and engagement, likely due to the platform's interactive and visual nature, which facilitates consumer interest and brand recall. The statistical significance and strength of this relationship underscore the importance of social media as a tool for fostering brand growth, highlighting its value as a key component of Haoyun E-Commerce's digital marketing strategy.

4.1.4 Influencer Partnerships and Brand Expansion

To test the second hypothesis (H2) — that influencer partnerships have a positive impact on brand expansion of Haoyun E-Commerce — correlation and regression analyses were conducted to examine the relationship between influencer partnerships and brand expansion. Pearson's correlation coefficient was used to assess the strength and direction of this relationship.

The results, displayed in Table 4.4, show a positive and statistically significant correlation between influencer partnerships and brand expansion ($r = 0.58$, $p < 0.01$). This correlation indicates a moderate positive relationship, suggesting that as respondents' perceptions of influencer partnerships improve, their perception of Haoyun's brand expansion also tends to rise. The strength of this correlation supports

the hypothesis, indicating that influencer partnerships likely contribute to positive brand growth for Haoyun.

Table 4.4 Correlation and Regression Analysis of Influencer Partnerships and Brand Expansion

Analysis Type	Variables	r / β	R²	p-value
Correlation Analysis	Influencer Partnerships & Brand Expansion	r = 0.58	—	p < 0.01
Regression Analysis	Influencer Partnerships → Brand Expansion	β = 0.58	0.34	p < 0.01

To further understand the predictive power of influencer partnerships on brand expansion, a simple linear regression was conducted. The regression analysis confirmed that influencer partnerships significantly predicted brand expansion ($\beta = 0.58$, $p < 0.01$), explaining approximately 34% of the variance in brand expansion ($R^2 = 0.34$). This result suggests that influencer partnerships have a meaningful impact on brand expansion, with higher engagement and perceived trustworthiness of influencers contributing to enhanced brand growth for Haoyun.

These findings confirm the second hypothesis (H2), demonstrating that influencer partnerships positively impact brand expansion of Haoyun E-Commerce. The significant and moderately strong relationship implies that consumers respond well to influencer endorsements, viewing them as credible and relatable sources that enhance their awareness and interest in Haoyun's brand. This aligns with the theoretical framework of the Diffusion of Innovations Theory, which suggests that influencers, as opinion leaders, play a crucial role in spreading brand messages within consumer networks. The results emphasize the importance of strategically leveraging influencer partnerships to bolster brand expansion in the competitive digital marketplace.

4.1.5 Online Advertising and Brand Expansion

To test the third hypothesis (H3) — that online advertising has a positive impact on brand expansion of Haoyun E-Commerce — correlation and regression analyses were employed to investigate the relationship between online advertising and brand expansion. Pearson's correlation coefficient was used to evaluate the strength and direction of this relationship.

As shown in Table 4.5, the results reveal a positive and significant correlation between online advertising and brand expansion (r = 0.62, p < 0.01). This indicates a moderately strong positive relationship, suggesting that as consumers' perceptions of Haoyun's online advertising efforts improve, their perception of brand expansion also tends to increase. This correlation supports the hypothesis, indicating that online advertising plays an influential role in promoting brand growth.

Table 4.5 Correlation and Regression Analysis of Online Advertising and Brand Expansion

Analysis Type	Variables	r / β	R²	p-value
Correlation Analysis	Online Advertising & Brand Expansion	r = 0.62	—	p < 0.01
Regression Analysis	Online Advertising → Brand Expansion	β = 0.62	0.38	p < 0.01

To quantify the impact of online advertising on brand expansion further, a simple linear regression analysis was conducted. The regression results confirm that online advertising significantly predicts brand expansion (β = 0.62, p < 0.01), explaining approximately 38% of the variance in brand expansion (R² = 0.38). This suggests that online advertising has a substantial impact on brand expansion, with higher exposure and perceived effectiveness of advertisements contributing positively to the brand's perceived growth.

These findings validate the third hypothesis (H3), demonstrating that online advertising has a significant and positive impact on brand expansion of Haoyun E-Commerce. The strength of this relationship highlights that online advertising, by increasing visibility and brand recall, effectively supports brand expansion. This result aligns with the concept that targeted online ads engage consumers by reaching specific demographics, increasing brand recognition and encouraging consumer engagement. These insights underscore the strategic importance of online advertising as a key factor in Haoyun's digital marketing strategy for achieving brand expansion.

4.2 Discussion
4.2.1 Results Based on Hypotheses
The findings from this study provide significant insights into how digital marketing strategies impact brand expansion of Haoyun E-Commerce, with each hypothesis showing positive relationships between the independent variables (social

media marketing, influencer partnerships, and online advertising) and the dependent variable (brand expansion). The results indicate that all three digital marketing strategies have a meaningful and statistically significant impact on brand expansion, confirming each of the study's hypotheses.

The first hypothesis (H1) posited that social media marketing positively impacted brand expansion, and this was confirmed by a strong positive correlation ($r = 0.65$) and a high predictive value in the regression analysis. This suggests that Haoyun's social media marketing efforts, which engage consumers through interactive and visually appealing content, contribute substantially to brand awareness and consumer recall. These results imply that a consistent and dynamic social media presence can effectively foster brand loyalty and expand Haoyun's reach in the competitive e-commerce space. The findings underscore the importance of social media as a tool for building consumer engagement and brand identity, supporting the notion that effective social media marketing facilitates brand expansion through increased consumer interaction.

The second hypothesis (H2) suggested that influencer partnerships had a positive impact on brand expansion, which was also supported by the data, showing a moderate positive correlation ($r = 0.58$). The regression analysis confirmed that influencer partnerships significantly contribute to brand expansion, with consumers responding positively to endorsements from trusted influencers. These results highlight the credibility and relatability that influencers bring to Haoyun's brand image, suggesting that influencer partnerships enhance brand reach by connecting with consumers on a personal level. This finding aligns with the Diffusion of Innovations Theory, which identifies opinion leaders as key to spreading new ideas within social networks. By strategically choosing influencers that resonate with target audiences, Haoyun can leverage this form of social proof to strengthen brand trust and expand its consumer base.

The third hypothesis (H3) posited that online advertising positively impacted brand expansion, and this was substantiated by a moderate-to-strong positive correlation ($r = 0.62$) and significant predictive power in the regression model. This finding suggests that Haoyun's online advertising efforts play a vital role in reaching a broad audience and enhancing brand visibility. The results indicate that consumers perceive online ads as professional and relevant, contributing to brand recall and positioning Haoyun favorably among competitors. The positive relationship between

online advertising and brand expansion emphasizes the effectiveness of targeted ad campaigns in boosting brand awareness and attracting potential customers, supporting the idea that well-executed online advertising significantly aids in brand growth by maintaining a constant presence in consumers' digital environments.

The results for all three hypotheses confirm that social media marketing, influencer partnerships, and online advertising each significantly contribute to brand expansion of Haoyun E-Commerce. These findings suggest that a multifaceted digital marketing strategy that leverages engagement, social credibility, and broad visibility is critical for achieving substantial brand growth. Together, these results reinforce the study's theoretical foundation, demonstrating that digital marketing strategies align with the principles of the Diffusion of Innovations Theory by enhancing consumer exposure, trust, and engagement with Haoyun's brand.

4.2.2 Discussion

The findings of this study align closely with existing research on digital marketing strategies and their impact on brand expansion, reinforcing the theoretical foundation of the Diffusion of Innovations Theory. Previous studies have shown that social media marketing plays a pivotal role in engaging consumers and building brand awareness by providing interactive and visually engaging content (Zhou & Li, 2022). The current study confirms this relationship, as social media marketing was found to significantly influence brand expansion of Haoyun E-Commerce. This result underscores the value of an active social media presence in creating brand recognition and loyalty, supporting previous research indicating that consumers are more likely to remember and prefer brands with consistent social media engagement (Wang & Chen, 2022).

The findings regarding influencer partnerships are similarly consistent with earlier studies that emphasize the impact of influencers as trusted figures who can bridge the gap between brands and consumers. The positive relationship between influencer partnerships and brand expansion in this study is supported by literature indicating that influencer endorsements contribute to brand credibility and relatability, which are essential for consumer trust and purchase intention (Zhang & Wang, 2022). This study's findings reinforce the notion that influencers, as opinion leaders, are instrumental in expanding brand reach within consumer networks, echoing the conclusions of studies highlighting the role of influencers in fostering brand loyalty and awareness (Xu & Chen, 2022).

The impact of online advertising on brand expansion also aligns with previous research, which suggests that targeted advertising increases brand visibility and enhances consumer recall. The moderate-to-strong positive correlation found between online advertising and brand expansion in this study supports existing findings that well-targeted ads can effectively capture consumer attention and position brands advantageously in a competitive market (Huang & Sun, 2022). The confirmation of this relationship within Haoyun's context highlights the effectiveness of online advertising as a critical tool for expanding brand reach, consistent with past studies demonstrating that online ads are instrumental in boosting consumer engagement with a brand (Liu & Zhao, 2022).

While the results largely supported the study's hypotheses, some unexpected nuances emerged. One such finding was that influencer partnerships, while positively correlated with brand expansion, had a slightly lower correlation coefficient than anticipated ($r = 0.58$). This suggests that, although influencer partnerships are valuable for brand expansion, they may not be as universally effective as social media marketing or online advertising of Haoyun E-Commerce. One possible explanation is that influencer effectiveness can vary depending on the alignment between the influencer's audience and the brand's target demographic. Haoyun's chosen influencers may not have fully aligned with its consumer base, resulting in less-than-expected impact on brand expansion. This insight suggests that a more selective approach in choosing influencers with a closer fit to Haoyun's brand values and audience might yield stronger results.

The regression analysis showed that social media marketing explained a slightly higher percentage of variance in brand expansion than online advertising, even though both were expected to contribute equally. This unexpected finding may be attributed to the interactive nature of social media platforms, which allow for ongoing consumer engagement and feedback. Unlike online ads, which are often one-directional, social media enables consumers to engage directly with the brand through likes, comments, and shares. This interactivity may foster stronger brand loyalty and awareness, explaining why social media marketing demonstrated a slightly stronger effect on brand expansion than online advertising.

These unexpected findings highlight the importance of tailoring digital marketing strategies to fit both the brand's identity and the platform's unique

characteristics. The nuanced differences in effectiveness between influencer partnerships, social media marketing, and online advertising provide valuable insights of Haoyun E-Commerce and other brands seeking to optimize their digital marketing strategies for maximum impact on brand expansion. These results suggest that while a combination of strategies is beneficial, careful alignment and platform-specific adjustments are essential for achieving the best possible outcomes in brand growth.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study set out to examine the impact of digital marketing strategies—specifically social media marketing, influencer partnerships, and online advertising—on brand expansion of Haoyun E-Commerce, a virtual company navigating China's competitive e-commerce market. Recognizing that digital marketing plays a critical role in consumer engagement and brand growth, the study aimed to identify which strategies most effectively contribute to brand expansion and consumer perception. By exploring these dynamics, the research sought to provide insights into how targeted digital marketing efforts could strengthen Haoyun's brand position and reach in the digital landscape.

A quantitative research methodology was employed, using a structured questionnaire distributed through online platforms to a diverse group of active online shoppers in China. The survey instrument included items measuring consumer perceptions of Haoyun's social media marketing, influencer partnerships, online advertising, and brand expansion, with responses captured on a 5-point Likert scale. Descriptive and inferential analyses were conducted to summarize the data, test the study's hypotheses, and explore the relationships between the variables.

The results revealed that all three digital marketing strategies positively and significantly impacted brand expansion, affirming the study's hypotheses. Social media marketing demonstrated the strongest relationship with brand expansion, indicating that Haoyun's efforts to engage consumers through dynamic and interactive social media content effectively build brand awareness and loyalty. Influencer partnerships also contributed positively to brand expansion, though the effect was slightly weaker, suggesting that while influencers add credibility and relatability to the brand, the alignment between the influencers' audience and Haoyun's target demographic may influence the effectiveness of this strategy. Online advertising was found to have a moderately strong positive impact on brand expansion, reinforcing that targeted ads are crucial for enhancing visibility and brand recall in a crowded digital space.

The key findings of this study indicate that a well-rounded digital marketing strategy, utilizing a combination of social media, influencer partnerships, and online

advertising, can significantly enhance brand expansion for e-commerce brands. Social media marketing emerged as particularly effective due to its interactive nature, which fosters continuous engagement and strengthens consumer-brand relationships. Influencer partnerships, while valuable, require careful alignment to maximize their impact, and online advertising serves as a foundational tool for maintaining brand visibility and attracting new consumers.

This study provides evidence that targeted digital marketing strategies are instrumental in driving brand expansion in China's e-commerce sector. By investing in social media presence, carefully selected influencer partnerships, and well-targeted online ads, Haoyun E-Commerce can effectively build its brand, increase consumer engagement, and expand its reach within the digital marketplace. These findings offer valuable insights for both Haoyun and other emerging brands looking to optimize their digital marketing approaches to achieve sustainable brand growth in a competitive environment.

5.2 Recommendation

Based on the findings of this study, several recommendations are proposed to help Haoyun E-Commerce and similar brands optimize their digital marketing strategies for effective brand expansion in the e-commerce sector. First, Haoyun should prioritize a robust social media marketing strategy, as it proves to be the most impactful on brand expansion. By maintaining an active and interactive social media presence, Haoyun can foster strong consumer engagement, increase brand recall, and build long-term loyalty. Investing in diverse content formats, such as videos, live interactions, and user-generated content, will allow the brand to sustain consumer interest and create a dynamic community around its products.

For influencer partnerships, Haoyun should carefully select influencers whose audience demographics and interests align closely with the brand's target market. Influencers with a high level of trust and credibility among their followers are likely to enhance Haoyun's brand image and encourage consumer consideration. Haoyun should focus on building long-term partnerships with these influencers, as ongoing endorsements tend to strengthen consumer trust and make the brand appear more authentic and relatable.

Regarding online advertising, Haoyun should continue using targeted ads to expand its visibility and attract new consumers, especially by focusing on channels

frequented by its target demographic. Regular analysis of ad performance data, including metrics like click-through and conversion rates, will help Haoyun optimize its ads to ensure they resonate with consumers. Additionally, the brand can consider investing in retargeting strategies to re-engage users who have previously interacted with its advertisements, maximizing the impact of each campaign.

Lastly, Haoyun should integrate these strategies into a cohesive digital marketing plan, leveraging the strengths of each approach to reinforce the others. By aligning social media, influencer partnerships, and online advertising efforts, Haoyun can create a consistent and memorable brand experience that promotes both engagement and loyalty. Adopting a data-driven approach to monitor the effectiveness of each strategy will enable Haoyun to refine its digital marketing efforts continually, ensuring sustained growth and competitiveness in the e-commerce marketplace.

5.3 Further Study

Future research may explore additional digital marketing strategies beyond social media, influencer partnerships, and online advertising to provide a more comprehensive view of brand expansion factors. For instance, content marketing, email marketing, and customer engagement through interactive technologies such as AI chatbots may offer insights into alternative methods for enhancing brand growth. It may also be valuable to conduct qualitative research, such as in-depth interviews or focus groups, to capture consumer perceptions and motivations more deeply, which could provide a richer understanding of how digital marketing influences brand loyalty and consumer behavior.

Further studies should consider examining these relationships across different demographics and regions to assess whether cultural or regional factors influence the effectiveness of digital marketing strategies. Comparing Haoyun E-Commerce's strategies with those of international brands or exploring brand expansion in diverse e-commerce sectors may yield broader insights into digital marketing best practices. Additionally, longitudinal studies could be conducted to observe the long-term effects of digital marketing strategies on brand expansion, providing a temporal perspective on the sustainability and impact of these efforts over time.

Lastly, future research may investigate the role of emerging technologies, such as virtual reality or augmented reality marketing, to understand their potential in enhancing brand engagement. As the digital landscape evolves, understanding how new

technologies influence consumer perception and brand expansion will be critical for maintaining competitiveness in the e-commerce industry.

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Appendix

Questionnaire on the Impact of Digital Marketing Strategies on Brand Expansion of Haoyun E-Commerce

Dear Participant,

Thank you for participating in this survey, which aims to explore the effects of digital marketing strategies—such as social media marketing, influencer partnerships, and online advertising—on brand expansion in the context of Haoyun E-Commerce. Your responses will provide valuable insights to better understand these relationships. This survey should take approximately 10 minutes to complete. Please answer each question honestly; there are no right or wrong answers. Your responses are confidential and will be used solely for research purposes.

Thank you for your time and participation.

1. **Age**
   - ○ Under 20
   - ○ 21–30
   - ○ 31–40
   - ○ 41–50
   - ○ Over 50

2. **Gender**
   - ○ Male
   - ○ Female
   - ○ Other
   - ○ Prefer not to say

3. **Education Level**
   - ○ High school or below
   - ○ Associate degree
   - ○ Bachelor's degree
   - ○ Master's degree or higher

4. **Monthly Income**
   - ○ Under 3000 RMB
   - ○ 3000–6000 RMB
   - ○ 6001–9000 RMB
   - ○ Over 9000 RMB
   - ○ Prefer not to say

5. **Frequency of Online Shopping**
   - ○ Rarely

- o ○ Occasionally (1–2 times a month)
- o ○ Frequently (3–5 times a month)
- o ○ Very frequently (more than 5 times a month)

Please indicate your level of agreement with the following statements.
(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

6. Haoyun E-Commerce's social media posts are visually appealing.
   - o ○ 1 ○ 2 ○ 3 ○ 4 ○ 5
7. I find Haoyun's social media content engaging and informative.
   - o ○ 1 ○ 2 ○ 3 ○ 4 ○ 5
8. Haoyun's social media presence makes me more aware of its products.
   - o ○ 1 ○ 2 ○ 3 ○ 4 ○ 5
9. I am likely to remember Haoyun E-Commerce because of its social media activity.
   - o ○ 1 ○ 2 ○ 3 ○ 4 ○ 5
10. I would consider purchasing from Haoyun due to its social media influence.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

11. I am aware of Haoyun E-Commerce because of influencer recommendations.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

12. I find influencer recommendations of Haoyun E-Commerce products trustworthy.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

13. Haoyun's influencer partnerships make the brand feel relatable.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

14. I am more inclined to try Haoyun products because of influencer endorsements.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

15. Seeing Haoyun products endorsed by influencers increases my interest in the brand.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

16. Haoyun's online ads are visually appealing and capture my attention.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

17. I see Haoyun E-Commerce ads frequently when browsing online.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

18. Haoyun's online ads are informative and relevant to my interests.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

19. Haoyun's online advertising makes the brand seem professional and credible.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

20. I am more likely to consider Haoyun products after seeing their online ads.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

21. I am familiar with the Haoyun E-Commerce brand.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

22. Haoyun E-Commerce stands out compared to other e-commerce brands I know.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

23. I believe Haoyun is a trustworthy e-commerce brand.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

24. I am likely to recommend Haoyun E-Commerce to friends or family.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

25. Haoyun's marketing efforts have made me consider it as a preferred choice for online shopping.

- ○ 1 ○ 2 ○ 3 ○ 4 ○ 5

Thank you for completing this survey! Your responses are highly valued and will contribute to a deeper understanding of how digital marketing strategies affect brand expansion.

บันทึกข้อความ

ส่วนงาน บัณฑิตวิทยาลัย สาขาบริหารธุรกิจ   โทร.ภายใน 5336

ที่ มส 0210.01 / 0234   วันที่ 21 สิงหาคม 2568

เรื่อง ขออนุมัติสำเร็จการศึกษาประจำปีการศึกษา 2567

เรียน ท่านอธิการบดี

เรื่องเดิม นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต MR. GUO ZHENG รหัสนักศึกษา 6617195748 ได้ศึกษารายวิชาครบถ้วนสมบูรณ์ และได้ปฏิบัติตามเกณฑ์สำเร็จการศึกษาตามที่มหาวิทยาลัยสยามกำหนดเรียบร้อยแล้ว ทั้งนี้พร้อมยื่นเรื่องขออนุมัติสำเร็จการศึกษา โดยมีรายละเอียด ดังต่อไปนี้

1. ผ่านการตรวจสอบความซ้ำซ้อนด้วยโปรแกรม Grammarly เมื่อวันที่ 8 พฤษภาคม 2568
2. ผ่านการสอบประมวลความรู้ข้อเขียน เมื่อวันที่ 26 เมษายน 2568
3. ผ่านการสอบปากเปล่าขั้นสุดท้ายวิชาการค้นคว้าอิสระ เมื่อวันที่ 8 พฤษภาคม 2568
4. ผ่านเกณฑ์มาตรฐานความรู้ภาษาอังกฤษ Oxford Placement Test score 85 CEFR C1 เมื่อวันที่ 17 ตุลาคม 2567
5. ผ่านการประชุมวิชาการระดับนานาชาติ at the 1st Thailand –Sino International Conference and 17th National and International Academic Conference on "Innovation and Management for Sustainability" Subject : A Case Study of the Impact of Digital Marketing Strategies on Brand Expansion of Haoyun E-Commerce on 14-16 November at Siam University, 2024, Bangkok Thailand

เรื่องพิจารณา เพื่อพิจารณาเข้าประชุมสภามหาวิทยาลัย และอนุมัตินักศึกษาสำเร็จการศึกษา ประจำปีการศึกษา 2567 ดังรายละเอียดเอกสารประกอบการสำเร็จการศึกษาตามที่แนบมา

จึงเรียนมาเพื่อพิจารณาอนุมัติ และให้ดำเนินการต่อไป

(รศ.ดร.จอมพงศ์ มงคลวนิช)
คณบดีบัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

ตรวจทานรายงาน ได้ เรียบร้อยแล้ว
เห็นควรอนุมัติ
22 ส.ค. 68