

# STUDY OF THE IMPACT OF BRAND AWARENESS OF ENTERPRISES IN THE LEISURE SNACK INDUSTRY ON CONSUMER PURCHASE INTENTIONS: USING PRODUCT EXPECTATIONS AS THE MEDIATING VARIABLE

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*With rapid economic growth, enterprises in the leisure snack industry have entered a phase of rapid development. Nowadays, it is crucial for leisure snack companies to focus on factors influencing consumer purchase intentions in order to better develop their businesses. When consumers make a purchase decision, factors such as brand awareness have an impact on their willingness to buy, extending beyond the influence of the product itself. Additionally, the internet's development has integrated online shopping into consumers' lives. Due to the inability of online consumers to physically interact with products, there are differences in how consumers perceive product brands. This study aims to investigate the influence of brand awareness, consumer purchase intentions, and product expectations in the leisure snack industry under two purchase scenarios: online and offline. We will test the hypotheses through a literature review, collect data using surveys, and validate the results using SPSS. The research findings indicate that, in both online and offline purchase scenarios, brand awareness of leisure snack companies positively influences consumers' purchase intentions. Specifically, in both online and offline settings, aspects of brand awareness such as "brand recognition, brand recall," and "brand distinctiveness" all have a positive impact on consumer purchase intentions. In the leisure snack industry, product expectations play a mediating role between brand awareness and consumer purchase intentions.*

**Keywords:** leisure snack; brand awareness; purchase intentions; product expectation

## Introduction

The global snack industry has maintained a continuous growth trend in recent years. Experts predict that the global snack market will surpass US\$1.4 trillion in value by 2025.



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The Asia-Pacific region has become the main driving force of the global snack market, with the market size of countries such as China, India, and Japan increasing year by year.

The snack industry is booming. This is due to a variety of driving factors. With the fast pace of modern life, people's demand for convenient and portable snacks has increased. Personal consumption habits have changed, and people tend to replenish their meals with multiple small meals and snacks. People are challenging the traditional three-meal system. The snack market provides a wide range of flavor options to meet the taste preferences of different groups of people. The demand for leisure and entertainment has boosted the rise of snacks, such as snacks enjoyed on leisure occasions such as watching movies and parties. The popularity of social media and the rise of the sharing culture have made snacks fashionable and shareable. Market competition and innovation drive the development of the snack industry, with brands launching new products, flavors, and packaging to meet the changing needs of consumers. To sum up, the snack industry will continue to develop and become an important part of people's daily consumption.

As consumers' purchasing power for snacks increases, competition in the snack industry becomes increasingly fierce. Various snack manufacturers are vying to capture market share. Consumers' choice among many snack brands is crucial to the future development of every snack company.

For emerging snack companies, how to guide consumers to take the first step and purchase the snacks produced by their own companies in the development process has become an urgent issue.

For established snack companies, understanding why consumers choose them during the purchase process has become a key task.

It is critical for snack companies to understand the decision-making factors that influence consumers' purchase intentions. Many factors, including brand awareness, product quality, taste preference, and price, influence consumer purchasing behavior. By in-depth studying the motivations and preferences of consumers in their purchasing decisions, snack companies can improve their products, enhance their brand image, and develop differentiated marketing strategies to meet consumer needs.

Understanding the decision-making factors of consumer purchasing behavior and adopting corresponding marketing strategies are the keys to achieving market competitive advantage and future development.

By building brand awareness, understanding consumer needs, and providing quality products, snack companies can succeed in a fiercely competitive environment.

### ***Objectives***

Research purpose 1: To verify how brand awareness affects consumers' purchase intentions among enterprises in the snack industry

Research purpose 2: To verify which dimensions of brand awareness have a greater impact on consumers' purchase intentions among companies in the snack industry.

Research purpose 3: To verify whether product expectations can play a mediating role in the impact of brand awareness on consumers' purchase intentions among companies in the snack industry.

Research purpose 4: To verify whether product expectations can directly affect consumers' purchase intentions among companies in the snack industry.

## Literature review

### *Related literature on the impact of corporate brand awareness on consumer purchase intention*

Most scholars in academia prefer empirical research on the impact of brand awareness on consumer purchase intention. Shahid et al. (2017) proposed in the article that consumers are more willing to purchase brand products with which they are familiar. At the same time, consumers will not purchase the brand's products if they understand the negative factors of the brand, and a positive brand image will increase consumers' purchase intention.

Huang & Sarigöllü (2012) proposed in the article that brand awareness, brand awareness, and market results are positively correlated. Brand awareness can help to improve market consumption. Generally speaking, companies with greater brand awareness will have better product sales, and consumers will be more willing to buy.

Sivaram et al. (2019) conducted research on CS financial consumers and concluded that brand awareness has a positive impact on consumers' purchase intentions. Aaker (1991) believes that the higher the brand awareness, the greater the consumer's trust in the brand and their purchase intention.

Ahmad et al. (2016) proposed that brand awareness has a significant impact on consumers' purchase intentions through research on Alfamidi's private brand products. Brand awareness allows consumers to have a higher repurchase rate.

Novansa & Ali (2017) conducted a study on the brand awareness of Kukm products among Indonesian small and medium-sized enterprises. It was found that brand awareness has a positive and significant relationship with consumers' purchase intentions.

To sum up, brand awareness can significantly affect consumers' purchase intentions. Customers are more inclined to purchase products from brands they are familiar with, and their purchase intention further increases when they comprehend the positive image of the brand. This is closely related to the importance of brand awareness, because brand awareness can not only increase consumption in the market but also enhance consumers' trust in the brand, making them more willing to purchase the brand's products. Multiple studies have shown that brand awareness has a positive and significant relationship with purchase intention, and high-profile brands generally achieve higher repurchase rates.

This article will combine the research experience of previous scholars and experts to analyze the impact of brand awareness in the snack industry on consumer purchase intention. Provide a theoretical basis for the snack industry based on brand awareness and consumer purchase intention. At a theoretical level, research on the snack industry can supplement the theoretical knowledge of the emerging daily product industry in areas related to brand awareness and consumer purchase intention and enrich the dimension, breadth, and depth of existing research.

### *Related literature on the impact of corporate brand awareness on product expectations*

The impact of brand awareness on product expectations is an important area of research that involves the complex relationship between consumer psychology and purchasing behavior.

Wang & Qin (2011) believe that brand awareness is an important clue for customers to predict product quality, as well as an important factor affecting customers' perceived quality.

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Creating a good brand image is one way for companies to improve consumers' perceptions of quality. When consumers have insufficient knowledge about the product or difficulty obtaining relevant product information, their perceived risk will increase. During this period, a high brand image that guarantees product quality can enhance the consumer's perception of the product's quality.

Sivaram et al. (2019) conducted research on CS financial consumers and concluded that brand awareness has a positive impact on product expectations. Wall et al. (1991) believe that consumers perceive high quality in companies with high brand awareness.

Grewal et al. (1998) found that there is a significant positive relationship between brand awareness and perceived product quality.

Rao & Monroe (1989) pointed out that the name of a brand is often regarded by consumers as a key external factor in judging product quality. Brand name can influence consumers' evaluations of product quality and attitude.

Wang (2006) found that company capability associations and brand awareness both have a significant impact on consumers' perceptions of quality.

Li (2011) study proposed that word-of-mouth publicity, brand recall, and brand attention all have a significant impact on perceived quality. Consumers with high brand awareness have higher beliefs in the perceived quality of products. When consumers mention a certain brand, what usually comes to mind are products or services with a high degree of favorability.

To sum up, brand awareness can significantly affect consumers' expectations for a brand's products, and this relationship plays an important role in consumer psychology and purchasing behavior. Several studies have shown that consumers tend to view brand awareness as a reliable clue to product quality, especially in situations where information is limited or perceived risk is high. Brand awareness not only improves consumers' perceived quality of a product but also helps reduce perceived risks, making consumers more willing to purchase. Additionally, brand awareness is positively associated with perceived product quality, product attitude, and brand attention, further emphasizing its importance in the consumer decision-making process.

This article will combine the research experience of previous scholars and experts to analyze the impact of brand awareness on product expectations in the snack industry and combine the characteristics of the snack industry to supplement the theory of brand awareness on product expectations.

### ***Related literature on the impact of product expectations and consumer purchase intention***

Before making a purchase, consumers form their product expectations. They are subjective judgments based on the information, personal needs, and expectations obtained by consumers. Product expectations have an important impact on consumers' purchase intentions.

Kamins & Marks (1991) believe that consumers will have a higher purchase intention for familiar brands and a lower purchase intention for unfamiliar brands.

Li (2011) research proposed that consumers' perceived quality has a significant impact on consumers' purchase intentions. The higher the perceived quality of a product, the more likely consumers are to purchase it. Consumers' perceived quality of products when shopping is an important factor affecting consumer purchasing decisions.

Sivaram et al. (2019) conducted research on CS financial consumers and concluded that product expectations have a positive impact on consumers' purchase intentions.

Calvo-Porrá & Lévy-Mangin (2017), Hu (2011) research shows that the perceived value of a product is a prerequisite for product preference and purchase intention. Consumers' perceived value will affect purchase intention, and the impact is positive.

Zeithaml (1988) mentioned in the article that the higher the consumer's perceived value of the product, the higher the consumer's purchase intention.

In conclusion, perceived product quality factors often influence consumers' purchasing decisions. Familiar brands tend to achieve higher purchase intentions because consumers have a certain degree of trust and familiarity with these brands and perceive higher quality and reliability. At the same time, the perceived quality of the product also plays an important role. The higher the perceived quality of the product, the more likely consumers are to be willing to buy it. This is one of the important factors influencing purchasing decisions.

In addition, consumers' perceived value and perceived quality of products are closely related, and high perceived value is usually accompanied by more positive purchase intentions because consumers are more inclined to purchase products that meet their needs and provide high value.

This article will combine previous scholars' and experts' research experience to analyze the impact of product expectations on consumer purchase intentions in the snack industry. Verify whether past theories are applicable in industries such as snacks. We are conducting an empirical study to examine the impact of enriched product perceptions on consumer purchase intention.

## **Methodology**

### ***Research objects***

First, consider the validity and reliability of the data. The basic principles of statistics dictate that ensuring the effectiveness and practical value of data analysis requires at least 100 survey samples. This article took into account various factors, such as manpower, material resources, and time, and finally set up and distributed 508 questionnaires.

Secondly, this article studies the snack industry. The age of this study is defined as the survey group between 18 and 70 years old. This includes groups such as college students and graduate students who use their living expenses to buy snacks, as well as those who make their own money to buy snacks, young people who have graduated and are working, middle-aged people, and middle-aged and elderly people.

### ***Data collection***

The collection of research data mainly uses questionnaire surveys using QQ, WeChat, websites, offline, and other methods. The questionnaire was self-administrated.

### ***Research methods***

#### ***Descriptive analysis***

This article will collect study data and conduct descriptive statistical analysis. It mainly conducts descriptive statistics on basic information such as the gender, age, and educational background of the sample.

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Analyze whether the research sample meets the basic requirements established for the current study. At the same time, the main characteristics and distribution of the samples are understood through a descriptive analysis.

## *Reliability test*

Reliability testing is a tool to test the stability and consistency of collected data. Through reliability testing, this study can ensure the reliability of the collected data. It improves the credibility of the research and the accuracy of the research results, and it also provides a solid foundation for the subsequent data analysis and research of this article.

## *Validity test*

Validity testing is a tool for assessing the validity and accuracy of a questionnaire. Through validity testing, this study can ensure the reliability and validity of the data collected by the measurement tools used. It improves the credibility of the research and the ability of the research results to explain the problem, and it also provides support for further data analysis and conclusion inference in this article.

## *Regression analysis*

This article will analyze the effective relationship between various variables through regression. Explore the degree of influence between independent variables, mediating variables, and dependent variables, and describe the correlation and association patterns between variables.

## *Structural equation model analysis*

This article will use SPSS analysis software to conduct a multi-dimensional analysis of sample data. Provide answers to the hypotheses established for the study. Find relationships between variables.

## **Results**

This study proposed a total of 39 hypotheses, of which 32 were verified through testing; 7 hypotheses failed to pass the test. Initially, the study verified all four overarching hypotheses.

The general hypotheses are

H1: Brand awareness in the snack industry has a positive impact on consumer purchase intention.

H2: Brand awareness in the snack industry has a positive impact on product expectations.

H3: Snack industry product expectations have a positive impact on consumers' purchase intentions.

H4: Product expectations in the snack industry have a mediating effect between brand awareness and product expectations.

This indicates a reasonably established research framework for this study. Secondly, this article conducts an in-depth study of the relationship between variables.

Table - Summary of research hypothesis findings  
(Compiled by the author)

serial number	Assumption content	Validation results
H1	Brand awareness in the snack industry has a positive impact on consumer purchase intention	Established
H1a	Brand awareness in the snack industry has a positive impact on consumer purchase intention	Established
H1b	Brand recall in the snack industry has a positive impact on consumer purchase intention	Established
H1c	Brand prominence in the snack industry has a positive impact on consumer purchase intention	Established
H1-1	In the case of online shopping, brand awareness in the snack industry has a positive impact on consumers' purchase intention.	Established
H1-2	In the case of offline shopping, brand awareness in the snack industry has a positive impact on consumers' purchase intention.	Established
H1a1	In the case of online shopping, brand awareness in the snack industry has a positive impact on consumers' purchase intention.	Established
H1a2	In the case of offline shopping, brand awareness in the snack industry has a positive impact on consumers' purchase intention.	Invalid
H1b1	In the case of online shopping, brand recall in the snack industry has a positive impact on consumers' purchase intention.	Established
H1b2	In the case of offline shopping, brand recall in the snack industry has a positive impact on consumers' purchase intention.	Established
H1c1	In the case of online shopping, the brand prominence of the snack industry has a positive impact on consumers' purchase intention.	Invalid
H1c2	In the case of offline shopping, the brand prominence of the snack industry has a positive impact on consumers' purchase intention.	Established
H2	Brand awareness in the snack industry has a positive impact on consumer product expectations	Established
H2a	Brand awareness in the snack industry has a positive impact on consumer product expectations	Established
H2b	Brand recall in the snack industry has a positive impact on consumer product expectations	Established
H2c	Brand prominence in the snack industry has a positive impact on consumer product expectations	Established
H2-1	In the case of online shopping, brand awareness in the snack industry has a positive impact on product expectations.	Established
H2-2	In the case of offline shopping, brand awareness in the snack industry has a positive impact on product expectations.	Established
H2a1	In the case of online shopping, brand awareness in the snack industry has a positive impact on product expectations.	Established
H2a2	In the case of offline shopping, brand awareness in the snack industry has a positive impact on product expectations.	Established
H2b1	In the case of online shopping, brand recall in the snack industry has a positive impact on product expectations.	Established
H2b2	In the case of offline shopping, brand recall in the snack industry has a positive impact on product expectations.	Established
H2c1	In the case of online shopping, brand prominence in the snack industry has a positive impact on product expectations.	Established
H2c2	In the case of offline shopping, brand prominence in the snack industry has a positive impact on product expectations.	Established

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serial number	Assumption content	Validation results
H3	Snack industry products are expected to have a positive impact on consumers' purchase intentions	Established
H3-1	In the case of online shopping, snack food industry products are expected to have a positive impact on consumers' purchase intention	Established
H3-2	In the case of offline shopping, products in the snack industry are expected to have a positive impact on consumers' purchase intentions.	Invalid
H4	Snack industry product expectations have a mediating role between brand awareness and purchase intention	Established
H4a	Snack industry product expectations have a mediating role between brand awareness and purchase intention	Established
H4b	Snack industry product expectations have a mediating role between brand recall and purchase intention	Established
H4c	Snack industry product expectations have a mediating role between brand prominence and purchase intention	Established
H2c	Brand prominence in the snack industry has a positive impact on consumer product expectations	Established
H2-1	In the case of online shopping, brand awareness in the snack industry has a positive impact on product expectations.	Established
H2-2	In the case of offline shopping, brand awareness in the snack industry has a positive impact on product expectations.	Established
H2a1	In the case of online shopping, brand awareness in the snack industry has a positive impact on product expectations.	Established
H2a2	In the case of offline shopping, brand awareness in the snack industry has a positive impact on product expectations.	Established
H2b1	In the case of online shopping, brand recall in the snack industry has a positive impact on product expectations.	Established
H2b2	In the case of offline shopping, brand recall in the snack industry has a positive impact on product expectations.	Established
H2c1	In the case of online shopping, brand prominence in the snack industry has a positive impact on product expectations.	Established
H2c2	In the case of offline shopping, brand prominence in the snack industry has a positive impact on product expectations.	Established
H3	Snack industry products are expected to have a positive impact on consumers' purchase intentions	Established
H3-1	In the case of online shopping, snack food industry products are expected to have a positive impact on consumers' purchase intention	Established
H3-2	In the case of offline shopping, products in the snack industry are expected to have a positive impact on consumers' purchase intentions.	Invalid
H4	Snack industry product expectations have a mediating role between brand awareness and purchase intention	Established
H4a	Snack industry product expectations have a mediating role between brand awareness and purchase intention	Established
H4b	Snack industry product expectations have a mediating role between brand recall and purchase intention	Established
H4c	Snack industry product expectations have a mediating role between brand prominence and purchase intention	Established
H4-1	In the case of online shopping, snack food industry products are expected to play a mediating role between brand awareness and purchase intention.	Established
H4-2	In the case of offline shopping, snack food industry products are expected to play a mediating role between brand awareness and purchase intention.	Invalid
H4a1	In the case of online shopping, snack food industry products are expected to have a mediating role between brand awareness and purchase intention.	Established

serial number	Assumption content	Validation results
H4a2	In the case of offline shopping, snack food industry products are expected to have a mediating role between brand awareness and purchase intention.	Invalid
H4b1	In the case of online shopping, snack food industry products are expected to have a mediating role between brand recall and purchase intention.	Established
H4b2	In the case of offline shopping, snack food industry products are expected to have a mediating role between brand recall and purchase intention.	Invalid
H4c1	In the case of online shopping, snack food industry products are expected to play a mediating role between brand prominence and purchase intention.	Established
H4c2	In the case of offline shopping, snack food industry products are expected to have a mediating role between brand prominence and purchase intention.	Invalid

We refined brand awareness into three sub-dimensions (brand awareness, brand recall, and brand prominence), divided consumer purchasing methods into online and offline purchasing, and established 35 hypotheses.

Dividing the total hypothesis according to different purchasing methods, the data shows:

1) In both online shopping and offline shopping, brand awareness has a positive impact on consumers' purchase intentions. For online shopping, the correlation coefficient is 0.259, with a value of 0.724, and for offline shopping, it is 0.315, with a value of 0.709. In both cases, brand awareness has an equal impact on consumer purchase intention.

2) In both online and offline shopping situations, brand awareness has a positive impact on product expectations. In the case of online shopping,  $R^2=0.406$ ;  $\beta=0.773$ ; and in the case of offline shopping,  $R^2=0.337$ ;  $\beta=0.627$ ; and considering the data sample base, brand awareness has a slightly better impact on product expectations when purchasing online.

3) In the case of online shopping, product expectations have a positive impact on consumers' purchase intentions. In the case of offline shopping, the p-value test failed, and product expectations did not have a positive impact on consumers' purchase intentions.

4) In online shopping, product expectations play a mediating role between brand awareness and purchase intention. In offline shopping, the proportion of intermediaries is 0%. In offline shopping, product expectations have no intermediary effect between brand awareness and purchase intention.

Refining the general hypothesis based on the three sub-dimensions of brand awareness reveals the following findings:

1) Without distinguishing between online and offline, the three dimensions of brand awareness all have a positive impact on consumer purchase intention.

2) Without distinguishing between online and offline, the three dimensions of brand awareness all have a positive impact on product expectations.

Hypothesize the overall hypothesis based on different purchasing methods, and refine brand awareness into three sub-dimensions. The data shows:

1) In the case of offline shopping, brand awareness has no positive impact on consumers' purchase intentions. In the case of online shopping, brand prominence has no positive impact on consumers' purchase intentions.

2) In both online and offline shopping situations, brand awareness, brand recall, and brand prominence have a positive impact on product expectations. In the case of online shopping, the  $\beta=0.274$  of brand awareness on product expectations, the  $\beta=0.211$  of brand recall on product expectations, and the  $\beta=0.285$  of brand prominence on product

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expectations; in the case of offline shopping, the  $\beta=0.274$  of brand awareness on product expectations. The  $\beta=0.155$  for product expectations, the  $\beta=0.259$  for brand recall and product expectations, and the  $\beta=0.213$  for brand prominence and product expectations. Considering the base number of data samples, the positive impact of brand awareness, brand recall, and brand prominence on product expectations is not much different in both online and offline purchasing situations.

3) In the case of online shopping, product expectations have a mediating role between brand awareness, brand recall, brand prominence, and purchase intention. In the case of offline shopping, product expectations have no mediating role between brand awareness, brand recall, brand prominence, and purchase intention.

Overall, this article establishes a reasonable research framework. Overall, the hypotheses among the three variables of brand awareness, product expectations, and consumer purchase intention are all established. The research framework is more in line with online purchasing. We have not tested the impact of online purchasing on consumer purchase intention solely in terms of brand awareness. When creating online sales, snack companies can follow this study's research framework and conclusions. When purchasing offline, product expectations do not affect consumers' purchase intentions, and product expectations do not play a mediating role in the impact of brand awareness on consumers' purchase intentions.

However, among the general assumptions, the assumptions about product expectations are all established; in the case of offline purchases, the test results of the impact of brand awareness on consumers' purchase intention and the impact of brand awareness on product expectations are good; and considering the data sample, Snack companies can also use this as a reference when building offline sales.

### Conclusion

Through in-depth research and analysis, we learned that in the snack industry, brand awareness has a significant positive impact on consumers' purchase intentions. Among them, the three sub-dimensions of brand awareness-brand awareness, brand recall, and brand prominence-play an important role in the formation of purchase intention.

The improvement in brand awareness has resulted in a clear and stable image of snack brands in consumers' minds. Consumers' trust in the brand positively correlates with this increase, thereby increasing their willingness to purchase the brand's products. The presence and popularity of a brand have become important signals in shopping decisions. According to data analysis, the impact of brand awareness on consumers' purchase intention is not obvious when shopping offline, but overall, brand awareness can have a positive impact on consumers' purchase intention.

Brand recall enables a brand to leave a lasting impression on consumers' minds. During the shopping process, consumers can quickly recall a certain brand, and this emotional connection makes purchasing decisions more inclined toward this familiar brand. Brand recall not only strengthens the emotional connection between the brand and consumers but also promotes the formation of purchase intentions. According to data analysis, overall, brand recall has a positive impact on consumers' purchase intentions in any way.

Brand prominence makes the brand stand out from similar products by highlighting its uniqueness and characteristics.

In fierce market competition, the improvement of brand prominence makes it easier for consumers to remember and choose brands. This uniqueness plays a positive role in consumers' purchasing decisions. According to data analysis, under the online shopping model, there is no obvious impact of brand prominence on consumers' purchase intentions. But in general, brand prominence can have a positive impact on consumers' purchase intentions.

Overall, the increase in brand awareness in the snack industry has significantly boosted consumers' purchase intention by enhancing brand awareness, strengthening brand recall, and highlighting brand uniqueness in both online and offline shopping situations. Formation. This provides strong theoretical support for companies to consolidate their brand positions in different shopping scenarios.

By delving deeper into the research data, we found that brand awareness had a significant positive impact on product expectations in both online and offline purchase contexts. Brand awareness, a comprehensive concept that includes sub-dimensions such as brand recognition, brand recall, and brand salience, plays a key role in raising consumers' expectations of a product in both purchasing methods.

The improvement of brand awareness enables consumers to form clearer expectations for snack products by enhancing brand awareness. This online brand presence and awareness have become important indicators of virtual shopping decisions, which in turn have a positive impact on product expectations.

Brand recall is particularly critical throughout the shopping experience. When consumers are in a physical store, they can quickly recall a certain brand. This emotional connection makes the image of the product in their minds more lasting. Brand recall strengthens the emotional connection between the brand and the product in the physical shopping environment and has a positive impact on the formation of product expectations.

In addition, increased brand prominence makes the brand stand out among similar products by highlighting its uniqueness and characteristics. In both online and offline shopping environments, increased brand prominence provides consumers with more unique and compelling choices, which in turn affects their expectations of products.

Data collection and analysis show that brand awareness plays a positive role in product expectations, whether purchased online or offline. This demonstrates that consumers' awareness and emotional connection to a brand have a consistent and powerful influence on their expectations of a product. This conclusion provides a substantial reference for the snack industry to formulate differentiated brand promotion strategies to meet consumer needs in different shopping scenarios.

Through in-depth research on the snack industry, we found that product expectations have a positive impact on consumers' purchase intentions, and this relationship has been verified in online purchase situations but not in offline purchase situations. The formation of product expectations directly affects consumers' attitudes and tendencies toward shopping decisions.

Product expectations have proven to be one of the key factors that shape consumers' purchase intentions in online shopping situations. Through information such as product display, description, and user reviews on online platforms, consumers have formed expectations for snack products. Positive product expectations not only increase trust in the product, but they also inspire positive online shopping decisions.

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In an offline shopping environment, there may be differences in how consumers actually perceive a product compared to online. However, product expectations may not directly affect consumers' purchasing tendencies for snacks in this scenario. Although physical stores provide consumers with a more real and direct consumption experience through display and touch, research data does not fully prove that positive product expectations can have a significant impact in physical shopping scenarios.

The results of data collection and analysis emphasize the importance of product expectations on consumers' purchase intentions in online shopping scenarios. In online shopping scenarios, positive product expectations can stimulate consumers' desire to purchase, providing guiding market strategies for the snack industry. This finding emphasizes that companies should focus on creating a positive product image in product promotion and marketing to encourage consumers' purchasing decisions.

The snack industry's in-depth research revealed that product expectations act as a mediator between brand awareness and consumer purchase intention. It has been confirmed that product expectations play a mediating role between brand awareness and consumer purchase intention. This shows that consumers' expectations for products not only directly affect purchase intention but also indirectly affect purchase intention by affecting brand awareness.

In-depth analysis reveals that in the context of online shopping, product expectations play a good intermediary role between brand awareness and consumer purchase intention. This highlights the significance of fostering positive expectations on digital platforms. In online shopping scenarios, product expectations serve as intermediary factors and play a key role in connecting brand awareness and purchase intention.

To form expectations about a product, consumers often rely on prior brand awareness and recall on digital platforms. Product expectations influence purchasing decisions by shaping consumers' expectations for products. In this process, product expectations are not only expectations for product features and quality but also a reflection of the brand's position in the minds of consumers.

In the context of offline shopping, there is no direct evidence that product expectations play a mediating role in the impact of brand awareness on consumers' purchase intentions. This may indicate that the shopping experience in physical stores is more dependent on other factors, and the mediating effect of product expectations in this situation is relatively weak.

In the mediating relationship between product expectations and brand awareness and purchase intention, the specific dimensions of product expectations act as mediators, transmitting the influence of brand awareness to final purchase intention.

These research results provide deep insights for companies to fine-tune brand management strategies in diverse shopping scenarios. We emphasize that a deep understanding of the relationship between product expectations and brand awareness and purchase intention is crucial for developing effective strategies.

### **Recommendation**

This article uses product expectations as the intermediate variable in the study of the impact of corporate brand awareness on consumer purchase intentions in the snack industry. Although the author tried hard to draw on relevant classic theories and carry out systematic scale design, the research still has some shortcomings.

First, there may be limitations in measuring product expectations. Although the author referred to existing expectation measurement tools, due to the snack industry's particularities, these tools may not fully cover consumers' expectations for products. Future research can use methods such as in-depth interviews and expert group discussions to gain a more comprehensive understanding of the dimensions of consumer expectations for snack products.

Secondly, sample collection is another potential problem. The number of samples collected in the study was only 445. The current study may have certain biases in the coverage of certain consumer groups, especially in terms of income levels, geographical differences, etc. In order to increase the generalizability of the research results, future research should pay more attention to the diversity and representativeness of the sample and may need to expand the study area and increase the coverage of various different groups.

Finally, although this article also has shortcomings in the design of the research framework, This article fails to categorize the dependent variable, purchase intention, and the intermediary variable, product expectation, into distinct dimensions, resulting in a lack of rigor and certain research limitations. Future research can further refine the variables, collect variables from more angles, and analyze the data.

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