Research on Brand Image-Building in Modern Consumer Culture

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ABSTRACT

Since the early 1990s, brand image has become an indispensable part of the consumer society in China, so people begin to pay attention to the exploration and research of brand image. While results of a variety of brand image research have been made in China and abroad, most of the exploration and research are not from the perspective of consumer groups. This is why many enterprises nowadays get lost in the design of brand image. Therefore, this paper aims at exploring new directions for building a successful brand image for enterprises, and studies the internal connection of brand image in consumer culture, as well as the application of brand image and consumer culture. This paper picks up some examples from many brand images for reference, so as to meet the demands of the consumer culture in the brand image building and achieve consensus.

Keywords: brand image, consumer culture, enterprise

I. INTRODUCTION

As time goes on, brand concept is a global phenomenon in today's society. For most of the emerging economic powers, the cognition of brand concept has already been injected into people's hearts, especially some cultural brand promotion is conducive to the development of products in a broad market in China and foreign countries. In recent years, enterprises in China have begun to comply with the situation, deepen the reform, and improve the influence and popularity of brands on society to promote the consumption. However, with the change of consumption culture, many enterprises have great influence on brand image promotion, which deviates from the track of image building.

II. CURRENT SITUATION OF CONSUMER CULTURE AND BRAND IMAGE-BUILDING IN CHINA

Nowadays, China is trying to transform from a productive society to a consumer society. In this environment, consumer culture shows several characteristics. First, consumers' desire to buy becomes the fundamental driving force of consumer activities. With the rapid development of society, the desire of high-income groups for consumption is also increasing. At present, the main group affected by consumerism in China refers to the high-income people, which promote high consumption and economic growth. Second, consumer culture began to attach importance to individual development. With the Millennium heritage, the characteristics of China's consumer culture will not be easily affected and changed, which is particularly precious in the process of globalization and convergence. The third is the different levels of spiritual needs of consumers in consumption activities. The fourth is the promotion of brand effect in consumer culture. The most efficient way to maintain the share of modern products in the market is to establish the brand value of the enterprise. Consumers' love for the brand mainly reflects their trust in the quality, function and service of a brand product. Therefore, rational consumption activities will fully consider the brand effect, and measure the relationship with demand.

Brand image-building is related to the first feeling of consumers to the brand, but there are two aspects of deficiencies for brand image-building in China. One is the lack of brand image-building. From the perspective of consumers, the brand effect will make consumers trust the brand products more. Therefore, the market share of products with brand image will increase. For example, the food industry has the following brands with good brand image effect: HEYTEA, Naixue tea, Haidilao, etc. For example, Haidilao's marketing has accounted for the highest proportion in the national market. This also shows that it is necessary to pay more attention to brand building. On the other hand, there are problems in the external publicity of brands. For example, it can't rapidly expand the brand effect in the market, and the proportion in the market is not large enough. The brand image can't be publicized in time and effectively. Even though the enterprise has high-quality products, high-tech functions and high-level

services, most customers still don't understand the brand.

III. THE INTERNAL RELATIONSHIP OF BRAND IMAGE-BUILDING IN CONSUMER CULTURE

A. Influence of brand image on consumers

In famous book "Power of brands", Paul Stobart once said: "brands are not performed against the wishes of consumers, but are strengthened in the hearts of loyal believers of brands". Brands enable consumers to shop confidently in an increasingly complex world. Brand provides consumers with guarantee of quality, value and product satisfaction. As long as the brand maintains its role, consumers will continue to provide support. On the contrary, if consumers do not like a brand, or the brand can't meet the needs of consumers, or there is another brand that better meets the needs of consumers, the differentiation function of the brand will enable consumers to avoid the dissatisfied brand and choose another alternative." In brand marketing, Guo Hong thinks that brand can provide consulting services for consumers, enhance consumers' purchase confidence and improve consumers' satisfaction. [1]

According to the above statements, brand can bring more added value to consumers, meet the spiritual needs of consumers, and play a role of shopping guide. Brand is a symbol of a product in the eyes of consumers. It represents the quality and characteristics of a product and also the representative of an enterprise. It can help consumers identify the basic attributes of products, distinguish similar products and quickly find all products. Another important factor of brand image is to gain the trust of consumers and to achieve the contract spirit of consumers. In the process of purchase decision-making, most consumers will avoid risks and tend to choose well-known brand products to enhance their purchase confidence. Personalized brand image will also play a decisive role for consumers, especially with a series of personalized characteristics. The personality quality of product brand is an important part of brand identification. Therefore, with years of development, the brand can help consumers express their personalities and show themselves through unique personality and rich connotation.

B. Influence of brand image on consumer culture

Consumption culture is the penetration and deepening of human consumption in civilized society. It is the value output of consumption activities and reflects the specific socio-economic and cultural relations. Brand image is gestated in this environment and interacts with consumers. In this case, brand plays an important role in guiding consumer culture and improving consumer influence. Brand image plays a leading role in promoting consumer culture, and the consumer culture conveyed by brand image has a high sense of identity and credibility. At present, the social reality that the gap between the rich and the poor is too large is very important. There are differences in living standards and consumption among people of different regions and different classes. The resulting consumption culture reflects the complex relationship between tradition and modernity. It is necessary to pay attention to the penetration of western consumer culture and the diversity of brands.

"In the era of product homogenization, the reason why consumers buy a certain product or service is that the product or service meets the subconscious needs of consumers and always tries to keep consistent with their self-image." [2] Brand image has a certain degree of consumer cultural guidance to the products consumers buy. However, in the process of purchase, consumers try to select brand image products that meet the long-term self-worth. Under the condition of modern consumer culture and economy, there are various brands. Also, there are many brands coexisting in the same kind of products. Consumers can choose freely among different brands, purchase brand products under the influence of pursuing unity. It is necessary to improve brand image popularity and promote the development of modern consumer economy, so as to improve the level of consumer culture and make brand image and consumer culture consistent with each other.

IV. BRAND IMAGE-BUILDING AND CONSUMER CULTURE APPLICATION

A. Brand image-building of brand image in consumer culture

Based on brand image popularity in consumer culture, the strategy can be examined from a multi-dimensional perspective. Nowadays, it's not just to create a brand at will that can be accepted or recognized by consumers. If a brand wants to survive in the fierce market, it is necessary to conduct relevant market research. The purpose of the research is to find out the consumer culture consciousness of the target consumer group. Then, it can make the implementation plan according to the investigation. For example, UNIQLO is a well-known Japanese brand. Since the outbreak of the economic crisis in Japan, social pressure has risen sharply. At this time, UNIQLO has produced many excellent applications according to social research, such as UNIQLO Calendar and UNIQLO Recipes ("Fig.1" and "Fig. 2"). UNIQLO supports and improves

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[1]   [English] Paul Stobart. The Power of the Brand [M]. Yin Ying trans. Beijing: CITIC Publishing House, 2000, p. 12.

[2]   Guo Hong. Brand Marketing [M]. Chengdu: Southwestern University of Finance and Economics Press, 2006, p. 10.

consumers' daily lives by making schedules more interesting.

Fig. 1. UNIQLO Calendar.

Fig. 2. UNIQLO Recipes.

Secondly, in the brand image design, it is necessary to make the brand logo easy to be remembered by consumers. Logo is the visual communication performance of brand. A good logo can make consumers remember and have a good impression. If the logo design is not appropriate, it will give consumers uncomfortable reaction. Excellent brand image can enhance the image orientation of the brand. The good design of brand image logo should be considered from thought to behavior to visual expression. For example, in the logo design of Li Ning Company (as shown in "Fig. 4"), the L-shaped logo symbolizes the squirrel tail, giving people a sense of balance and friendship. The overall design of Li Ning brand trademark is composed of the transformation of the first capital letters "L" and "N" of Chinese pinyin "Li" and "Ning", and the main color is red, which is vivid, delicate, beautiful, dynamic and modern. This logo reflects the vitality and enterprising spirit of sports brand. [3]Li Ning Company is relatively successful in brand image-building. Of course, there are many cases of failure. If a brand easily changes the image that has been recognized by consumers, it will have a negative effect. For example, in early 2009, Tropicana (Pepsico's juice brand) changed its packaging (as shown in "Fig.

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[3]   Li Qingchun. "Study of the Impact of Brand Personality on Consumers and Brand Marketing Strategies", Contemporary Managers, Issue 4, 2006.

5"). Most consumers didn't accept the new packaging, and they thought that the cup on the new packaging had no meaning. After that, Tropicana retrieved the old packaging. In the end, they decided to retrieve the original packaging. It's not just that the new packaging isn't innovative enough, but that it's expected to appease loyal customers.

Fig. 3. The trademark of Li Ning Company.

Fig. 4. The old and new packaging of Tropicana.

Finally, starting from five aspects, such as the recognition of the brand image by the consumers, the communication of the brand image by the consumers, the experience of the brand image by the consumers, the connection between the consumers and the brand image and the brand image in the consumers' mind, it puts forward the platform of interaction between consumers and brand image-building. This interactive platform can help people to consider brand image-building from the perspective of consumer culture, so that both sides can better interact and communicate. However, it is required to stand in the perspective of consumers to repeat marketing, so as to achieve the brand recall of consumers. Nowadays, it is a society full of brands. It is difficult for consumers to identify all brands. Moreover, recalling a brand is more difficult than identifying it. In order to achieve the consumers' brand recollection, the first thing is to make their own brand different or more prominent than other brands, and at the same time, it requires a stronger connection between brands and product categories. In this way, in the case of brand positioning and name improvement, with the help of advertising, public relations and other means of publicity, the concept of the brand itself is constantly transmitted and repeated to consumers. This kind of "unreasonable" marketing means will make the brand memory of consumers increase continuously with the passage of time. However, using this marketing method can enhance the brand memory of consumers. However, in order to achieve the first brand recognition ability of consumers, and even promote consumers' brand aesthetics, there are still many aspects of work to be done.

V. CONCLUSION

The above content is based on the psychological leadership of the consumer image in the brand image in the context of consumer culture. It is suggested to create the "uniqueness" of the brand through differentiation when the consumer group is divided. With the establishment of psychological contract between enterprises and consumers, it can achieve the diversified communication between products and consumers, and realize the win-win pattern of consumer satisfaction and brand image-building. Through the research of this topic, it can promote the brand-building in modern consumer culture, and make the public's life more colorful.

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