

The Way Cross-cultural Brand Image Influences Customer Decision-making Process: Practice in China

Xuanyu Zhou

*Shangrao no.1 high school, Shangrao city, Jiang xi province, China 334000
1724315876@qq.com*

ABSTRACT

The rapid development of the clothing industry in the e-commerce environment had brought abundant opportunities for Chinese merchants, it also had caused problems in terms of cultural identity, culture conflicts, and culture integration, etc. Therefore, the relationship between consumer loyalty and brand culture had been noticed and researched by scholars, but the research on how cross-cultural background influences brand image during Chinese consumers' decision process is relatively insufficient. Thus, this paper focuses on the relationship between consumers' values and needs behind their purchasing behaviors and the cross-cultural influences on Chinese brands. Implications are discussed. With the method of literature analysis, this paper mainly studies the impact of cross-cultural brand image on customer purchase decision-making process, and the role of brand image, brand satisfaction brand trust, brand emotion and other factors in the impact process. And have an in-depth understanding of the main aspects of Chinese consumers' boasted cultural brand image affecting their purchase decisions. This paper puts forward a series of suggestions on the impact of cross-cultural brand image on Chinese consumers' purchase decisions. And it is concluded that at present, Chinese consumers' purchase decisions are vulnerable to the influence of cross-cultural brand publicity channels, the length of time entering the Chinese market, product fashion elements and star endorsement effect. The higher the popularity of the brand is, the higher the attraction will be, and the brand uses the vanity and conformity of consumers. Therefore, this paper suggested that Chinese consumers can improve their understanding of the essence of commodities, understand the purpose of commodities and their real demand for commodities, avoid consumption chaos, and consider the differences between Chinese commodity image and cross-cultural commodity image when purchasing commodities. Make a more appropriate and pertinent judgment before buying.

Keywords: *Cross cultural brand image, Chinese consumers, Purchase decision, Influence*

1. INTRODUCTION

Cross cultura brand images refer to the audience range, recognition and diffusion of enterprise brands in different cultural fields. And the brand image includes a wide range of image establishment. From the uniqueness of the brand through long-term accumulation [1].

The beginning of the 19th century, foreign brands entered the development period of trademark registration. With the development of transportation, foreign brands began to enter China, which is also the beginning of China's modern cross-cultural brands [3].

From the mid-20th century to the early 21st century, it is the brewing stage of the whole nationalization, andat this stage, cross-cultural brands began to establish their own brand image, and spread to other countries. Since the 21st century, with the development of the Internet, cross-

cultural brands had also entered the period of international integration. Basically, they have established their own brand image at home and abroad. China is also a country with a highly developed Internet, so the cross-cultural brand information received is also very huge. These brands have indeed impacted the values and cognitive views of Chinese consumers and influence Chinese consumers' decisions to a certain extent.

Meanwhile, more and more “fake” foreign brands are created and attracted numerous buyers. Especially those clothing brands from European, American, Japanese, and Korean or brands imitated by Chinese people. The brand owners aim to shape the Chinese brands as a brand image with a foreign culture like foreign characters, symbols, trademarks, slogans and to raise the price of their goods and taking advantage of the information gap between countries and cognitive differences of Chinese

consumers. Thus, it is important to comb out the strategies and methods that those cross-cultural brands use and to provide a reference to Chinese local enterprises, thus the market cannot be separated largely by foreign enterprises. Therefore, this paper adopted the method of literature analyzing. It is hoped that Chinese brands can make more use of China's own style and elements to build brand image, learn more from the promotion mode of foreign brands and apply it reasonably in their own brands. At the same time, the author hope Chinese consumers can consider their actual demand for goods when choosing goods [4]. The research significance of this paper is to enable Chinese enterprises to highlight their own brand characteristics in the future business process, occupy their own market and surpass other foreign brands in the competition. Chinese local enterprises should adopt some cross-cultural brand marketing strategies, such as adding the style of Chinese products to their own products, and there is no need to blindly imitate the trend of other foreign brands and make products in full accordance with Chinese style. Build unique Chinese brand image [2].

2. WAYS OF INFLUENCING THE DECISION-MAKING

2.1 Psychological factors

Lin Danwei (2007) made a comparative analysis of customer purchase decisions based on brand image, and collected the product attributes of the brand, including packaging, style, purpose, etc. It collects the communication channels and contents of the enterprise's brand image [7]. Including newspaper publication, magazine, film, television, radio, network and endorsement. Haagen Dazs ice cream and Wang Laoji herbal tea are selected as a comparison. According to the research results, the theory and psychology of market consumers are the key to sales, and Haagen Dazs consumers completely equate Haagen Dazs with high-end, and believe that buying Wang Laoji belongs to cheap consumption. Wang Laoji consumers link Wang Laoji to taste, and more than 40% said they had never heard of Haagen Dazs. The two types of products are products with deep-rooted brand image. One promotes the concept of herbal tea to the whole country, and the other connects ice cream with love first and promotes it to the high-end market.

SAATYR.W (2019) conducted an investigation and Analysis on consumers' willingness to buy Chinese brands BYD and German BMW in the Chinese market [5]. It was found that more than 82% of Chinese consumers prefer to choose BMW models at the same price. Scholars analyzed the reasons by using the demand hierarchy theory and consumer psychological dynamics, and concluded that the development life of cars in the Chinese market is not high, The product

market reputation has not been as good as Germany. Secondly, BMW belongs to "luxury car" in the cognition of most Chinese consumers, while BYD's consumer positioning is only "Scooter". Therefore, at the same price, consumers are more willing to buy "luxury cars" to meet their psychological needs [3].

According to the literature above, it can be found that when consumers buy cross-cultural goods, they will have a certain "comparison psychology", especially when the products are named high-end labels, it is easier to affect the purchase intention of Chinese consumers. Moreover, foreign brands will imperceptibly instill the "high-end" label of their own brand into Chinese consumers when entering China. It will infinitely enlarge the product from the new ideas in advertising and the advantages of the product. In the Chinese market, cross-cultural brands also like to grasp the psychology of consumers, create "high-end" environment, and capture the customers they locate, resulting in obvious product contradictions among customer groups.

2.2 Brand awareness and reputation

Deng Danjuan (2010) studied the impact of cross-cultural brand image on consumers' purchase decisions, divided the brand image into three dimensions, namely brand performance, brand personality and company image, established the mechanism model of the impact of cross-cultural brand image on buyers' decision-making, and used spss130 and lisrel88 to model and analyze the selected data. According to the research results, cross-cultural brand image will affect buyers' decision-making to varying degrees through brand satisfaction, brand trust and brand emotion [8].

Frاندل heleha (2016) used the computer program SPSS to statistically analyze the impact of cross-cultural brands on consumers' purchase decisions [6]. And finally conclude that for domestic brands, consumers are more willing to choose their own brands. For foreign brands, consumers prefer to choose brands with a good market reputation and high recognition. Taking Chinese and Indonesian as the research objects, this paper studies the choice of Chinese and Indonesian when facing Audi brand. It is found that the brand awareness score of China (2.6301) is higher than that of Indonesia (0.0746), which is attributed to the fact that Audi entered the Chinese market in the 1980s and entered the Indonesian market in 2010. Therefore, the earlier a cross-cultural brand enterprise enters the mainland, the higher its brand will affect consumers' purchase intention.

Kevin sley (2019) conducted a research and discussed on the impact of Apple's cross-cultural image on Chinese consumers' purchase decisions, and investigated 270 Chinese apple consumers by using the research questionnaire method [9]. Among them, the main factors affecting consumers' purchase intention were

investigated. According to the survey results, 82% of consumer believe that Apple products have higher quality assurance, higher economic benefits, higher global popularity, a higher sense of user experience and technology, and higher value-added benefits.

According to the literature, many scholars have a common discovery, that is, brand awareness and good corporate reputation have a significant impact on Chinese consumers' purchase intention. In the process of establishing brand awareness, foreign enterprises are often willing to spend a long time to constantly understand the needs of Chinese consumers. When awareness is established, many cross-cultural brands will use the way of market research to understand the views of local consumers on their products and make adjustments according to these opinions. Constantly build their own product reputation and create good brand awareness, to affect the purchase intention of Chinese consumers.

2.3. Promotional activities

Sirjy (2018) believed that the promotion of products in the same period will affect the purchase decision of Chinese consumers [11]. Scholars made a comparative study and analysis between Chinese brand Li Ning and American brand Nike. The results show that the promotion time of the two brands is very different. Li Ning in China usually carries out promotion activities from July to September every year and Nike in the United States will carry out promotion activities one month before the season change. After collecting a large number of data analysis, it is found that regardless of the brand, the sales volume will rise by 15% -45% in the promotion season. This conclusion is also reflected in the research direction of another scholar Kerry [12]. The scholar studied the sales model and sales of the automobile brand Cadillac in China and found that the price of the previous model will be reduced by 80000-120000 at the time of new launch every year, especially Cadillac cT4, CT5 and CT6. After the price reduction, the monthly sales will be significantly increased by about 7% to 12%. Finally, both scholars believe that brand promotion will affect consumers' purchase intention.

According to the research, both Chinese brands and foreign brands will have an impact on consumers' willingness to buy during promotional activities. However, from a practical point of view, the promotion time of cross-cultural brands is more reasonable. They all choose to promote when the product is updated or the season is changed. At this time, the promotion has two advantages. First, reduce the inventory pressure and quickly clear the warehouse to pave the way for new products. In the second season, people's demand for clothing products will naturally rise. At this time, the promotion can better meet the Consumption Willingness of consumers. It is a very good way and choice.

2.4. Brand fashion

Du Junyao (2020) analyzed the preferences and characteristics of rural consumers, and analyzed the impact of brand image communication channels on women's consumption decision-making. According to the research, women's consumption preference has three major elements: fashion, advance and personalization [8]. Enterprises can effectively influence female consumers through the concept of preferential promotion and service attitude first. Communication channels are more likely to affect female consumers' consumption behavior through three channels: online advertising, TV advertising and star endorsement. This paper investigates the brand sales and influencing factors of Chanel in China. Through the survey, it is found that more women say that the reason why they choose or want to choose Chanel is that its brand spokesperson is Quan Zhilong, a world-famous star, and the brand awareness of the product is very high, the logo recognition is very high, and the product is full of fashion elements. These factors affect the consumption decisions of Chinese female consumers. At the same price, more people are willing to choose Chanel rather than Korean products. The reason is that the popularity of Korean cosmetics is lower than Chanel.

Fashion is the hottest topic in the products of this century, and the concept of fashion is also spread from many cross-cultural brands, such as "Korean wave", "Japanese style", "European and American style", these cross-cultural brands will label their products with a fashion label, to make Chinese consumers think that fashion is linked to the product from the heart. In order to let consumers pay for their own fashion And will take advantage of the Star benefits, will be the star is fashion, if you buy you also fashion. Then you are equivalent to the concept of fashion star to induce consumers. Moreover, these cross-cultural brand enterprises will link all fashion concepts with their own logo, to make consumers more accurate identification. After the improvement of identification, consumers' "conformity psychology" will flood, and the purpose of a cross-cultural brand will be achieved.

3. THE INFLUENCE OF BRAND IMAGE ON CHINESE CUSTOMERS' PURCHASE DECISION

3.1. Influence of brand awareness on purchase decisions of Chinese customers

According to literature references, many researchers have put forward their own views on brand awareness. They all believe that brand awareness will have a certain impact on Chinese consumers' purchase decisions. According to Frandl Heleha (2010), the strength of brand awareness is positively correlated with the length of time the brand enters the Chinese market. When a cross-cultural brand enters the Chinese market, after a period

of development, it will quickly enter the vision of Chinese consumers. When it gets a lot of praise or achievements in the industry, it will be included in consumers' purchase intention. According to the research results of Frandl Heleha and Kevin sley, enterprises with high popularity such as apple, enterprises with clear product positioning will be favored by consumers in China. Similarly, well-known automobile enterprises such as Audi and BMW have instilled brand awareness of "luxury" and "high-end" into the cognition of Chinese consumers, it has been used for a long time to imperceptibly affect the brand awareness of Chinese consumers. Therefore, consumers will also be affected by the brand awareness transmitted by enterprises [12].

3.2. Influence of brand publicity channels on purchase decisions of Chinese customers

In China, more and more consumers pay more and more attention to brand channel publicity, especially with the continuous improvement of China's informatization, short video publicity has gradually become an upsurge. The promotion of brand exposure and popularity will use short videos for the recommendation.

Secondly, the publicity method of star endorsement will affect the consumption decision-making of Chinese female consumers. According to the research results of Du Junyao (2020), in the Chinese market, cross-cultural brands prefer online brand publicity on the microblog, and there are website publicity and TV publicity. However, most enterprises have abandoned the publicity channels of newspapers in the Chinese market. Besides, publicity is to use sales strategies to influence customers' purchase intention. According to the research results of sirjy and Kerry, foreign enterprises like to promote in China and will choose a specific period of the brand for promotion. Generally, they choose to significantly reduce the price of the previous batch of products during the new season to attract Chinese consumers.

4.SUGGESTIONS ON PURCHASE DECISIONS FOR CHINESE CONSUMERS AND ENTERPRISES

4.1. Recognizing the essence of goods and consume rationally

At present, the majority of Chinese consumers are more or less affected by the abnormal cross-cultural brand image, especially the serious trend of "the fawning on foreigners" consumption concept. Many consumers are not concerned about domestic brand culture and product quality, but more about foreign products, especially in the automotive industry, cosmetics. The purchase intention in food and other industries is gradually captured by foreign brands. They have lost the

ability to judge things, can not see the essence of goods, see more the added value of goods, and a series of imaginary things brought by goods to themselves. No longer consider the demand or cost performance. Therefore, this paper suggests that Chinese consumers should form a correct value concept from themselves and form an essential understanding of commodities, especially cross-cultural commodities. Consumer behavior must be rational and not affected by "desire", "vanity" and another ethos. It is normal for consumers to have favorite artists, but they should not like irrational consumption behavior.

4.2. Paying more attention to the brand image of domestic goods and reasonably compare the brand image of cross-cultural products

At present, the prevailing trend in China is that domestic brands are not as good as their foreign counterparts. People may even feel that the price of domestic brands are falling, while prices of foreign brands are increasing. In the final analysis, it is because Chinese consumers do not pay enough attention to the domestic brand image, just like a person who lives with you every day, it is difficult to find his highlights. However, if we pay attention to the brand image of Chinese goods, we will find that their behavior will be considered in the interests of the Chinese people, and they also have a good reputation in the international market. Therefore, we must pay more attention to the brand images of different brands, compare them, find each other's highlights, and then make purchase decisions.

4.3. Highlighting Chinese style elements and competing with foreign enterprises

Nowadays, more and more foreign enterprises are entering China, and a variety of brand strategies have severely suppressed Chinese local enterprises. Chinese companies should be aware of the challenges they are facing now, they should learn more about the brand image building model of foreign companies.

Chinese enterprises should start from their own advantages to influence consumers' purchase intention, establish a "Chinese style" for their products, establish a "Chinese style" for Chinese cars with red flag brands, and establish a "Chinese style" for mobile phones with Huawei brands, and these brands do reflect their advantages in market competition. Therefore, other brands such as clothing, food Household appliances and other industries can follow the "Chinese style" and carry it forward, deeply branded into the cognition of consumers. Imperceptibly change consumers' purchase intention.

5. CONCLUSION

Through literature review, it is found that cross-cultural brands will affect Chinese consumers' purchase intention of their brands by establishing brand image and diversified channel promotion, especially by arousing consumers' vanity through their own high-end brand positioning and expanding exposure through star endorsement and drainage, so as to make their own brand culture and brand information deeply rooted in the hearts of the people. It is suggested that all Chinese consumers should pay attention to the essence of goods, understand the cultural image of local products and foreign products, make reasonable comparison of goods before purchasing, resist chaotic consumption, and eliminate impulsive consumption such as paying for stars. Seriously consider the actual utilization value of the goods to themselves. The study contributes to supplementing customer decision-making theory regarding cultural influences in China. Also, it provides suggestions for those companies who want to build brand competitiveness originated from Chinese culture rather than just imitating from a foreign culture. There are still many aspects that have not been deeply studied in this paper, such as how cross-cultural enterprises influence Chinese consumers' purchase decisions through their own brand advantages, how their products reduce the dimension of Chinese products to win consumers' favor, and how to flexibly regulate product change to affect consumers' psychology of pursuing new products. In the future research, the above aspects will also be the focus and direction of the author. It is also believed that future studies will analyze various factors influencing cross-cultural brands on Chinese consumers in a more three-dimensional way.

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