Improving the Loyalty in the Digitalization of the Brand for theNational Pharmaceutical Brand Image

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Abstract. This study aims to improve the loyalty of digital natives in the digitalization of the brand by constructing an innovation model for a national pharmaceutical brand image. This study uses Literature review to understand the current demand for identify the digitalization of the brand and the national pharmaceutical brand image. Later it uses Case Study to analyze the factors of how national pharmaceutical brand images could construct an innovation model in the digitalization of the brand. Results of the study would include a background understanding of the current demand for national pharmaceutical brand images. Categorize the national pharmaceutical brand image and find the best way to digitize the brand. Results of the study would include a background understanding of the current demand for national pharmaceutical brand images. Categorize the national pharmaceutical brand image andfind the best way to digitize the brand.

In addition, the expected outcome will document the background description of the national pharmaceutical brand image. Through the analysis of latent feature variables and latent categorical variables, it recommends finding the best method for brand digitization. Identifying the potentialfor digitalizing the brand culture variables required construction(variable) for the construct construction model. The study contributes to the model for increasing the loyaltyof digital natives by building a strategic development of the national pharmaceutical brand image.

Keywords: national pharmaceutical brand image, the digitalization of the brand, constructing aninnovation model,the loyalty of digital natives

1   INTRODUCTION

The development of the national pharmaceutical brand image is slow, and some have even died out in the era of commodification. To adapt to the growth of the modern market and meet the preferences of digital natives, national brands need to digitize their

image of a national brand to improve their loyalty to brands. In the digitization of national pharmaceutical brands, digital graphics, colors, or communication forms directly affect consumers' perception of the brand. We explore color's cognitive role in determining brand perception.[1] Explore innovative models of consumer loyalty involving attitudinal and behavioral loyalty to brands. [2] They are achieving new inheritance of traditional brands to promote the sustainable legacy of conventional brands. The specific timeline is as follows: the development of brands, the development of pharmaceutical brands, and the development of digitalization. Around 1853, time-honored brands had established one after another. However, China's protection of time-honored brands began in 2003, with more than 1,600 time-honored brands certified. It has a long history and has a brand inherited from generation to generation. The sustainable development of national pharmaceutical brands must adapt to the visual and emotional needs of the new generation of digital native consumers. It was fully integrated into their digital lives.

1.1   Problem Statement

The development of the national pharmaceutical brand image is slow, and some have even died out. Toadapt to the growth of the modern market and meet the preferences of young people, national brands need to digitize their image of a national brand to improve the loyalty of digital brands. There is a need to enhance the digitalization of the national pharmaceutical brand image to improve the loyalty of digital natives with construct innovation model construction.

1.2   The Main Research Question and in Sub-Question this Study

How to improve the loyalty of digital natives in the digitalization of the brand by constructing an innovation model for the national pharmaceutical brand image?

  1)What is the current demand for a national pharmaceutical brand image?

  2) What is the digitalization of the brand for the national pharmaceutical brand image?

  3)How national pharmaceutical brand images could construct an innovation model in the digitalization ofthe brand?

1.3   In short, the Research Objectives have been Formulated

To understand the current demand for national pharmaceutical brand images. To identify the digitalization of the brand for a national pharmaceutical brand image. To analyze how national pharmaceutical brand images could construct an innovation model in the digitalization of the brand. To develop a model that the digitalization of the brand could improve the loyalty of digital natives by constructing an innovation model for a national pharmaceutical brand image.

2   LITERATURE REVIEW

In order to study the construction of the innovative model of the visual image of the national pharmaceutical brand, the literature review method can use to summarize and analyze the current literature, accumulate theoretical knowledge, and build a theoretical framework.

2.1   National Pharmaceutical Brand Image

Among the many factors in the national pharmaceutical brand development process, the visual research of national brand image is more important. Research in academia mainly studies two aspects. Research in academia mainly studies two aspects: The nostalgia strategy to associate the brand story, brand culture, and national pharmaceutical brand image awakens consumers' memory and revives the brand tradition. Strengthen products and services, sales channels, and brand communication by constructing a national pharmaceutical brand innovation strategy. The innovation aims to expand brand awareness and change brand image. China's time-honored brands' new inheritance of traditional brands is influenced by the mediation mechanism of reaction, cognition, and emotion through the path. [3] Rediscovering the corporate image of time-honored brands' resources reshapes the corporate image of time-honored brands. It has specific practical significance for the time-honored brands and the development of local culture. Starting from the theory of corporate image design, collect and sort out the development process, operation status, and future development plan of traditional, time-honored brands, and understand the general environment and background of the development of Chinese traditional, time-honored brands. Moreover, compare the current situation and prospects with the historical process and management of foreign old-brand enterprises. Rebranding emphasizes reshaping the brand image of time-honored brands by changing brand attributes. Consumers' motivations and perceptions of participating in operators' brand activities constitute the determinants of their attitudes and behavioral loyalty to operators.[4]

2.2   The Digitalization of the Brand

Digitization is a new way of building relationships between brands and consumers and consumer behavior. Brand digitalization can better promote brand building and brand display. At the same time, companies' promotions and brand positioning are increasingly reliant on digital communications.. The construction of brand community can promote consumers' identification with brand community, which has a direct impact on enhancing consumers' brand loyalty. Research shows that brand community identification adequately mediates the relationship between brand identification and consumer behavior toward the brand..[5]

2.3   Improving the Loyalty of Digital Natives

Numbers have become a standard part of everyday life for digital natives born after 1980. A good brand experience (sensory, emotional, behavioral and intellectual) contributes to brand satisfaction. For building a strategic framework for the digital dimension of the brand, enhance the digital native sensory brand experience, and enhance the loyalty of digital natives and national traditional brands.

3   RESEARCH METHODOLOGY

The study uses a hybrid approach, the case study approach, to answer how to develop a model. Combine the national medicine time-honored brands with brand digitalization to enhance the loyalty of digital aborigines to the time-honored medicine brands.

3.1   Exploratory of Case Study Based on Theoretical Preposition

Therefore, as an essential part of the framework for reshaping the image of time-honored pharmaceutical brands, an in-depth understanding of the digital aborigines' preferences andconsumption habits combined with brand digitalization can improve the digital aborigines' goodwilland loyalty to national pharmaceutical brand images. Three critical processes will be involved. 1. Constructing a strategic framework in cultural dimensions. 2. Methods and strategies for brand digitalization. 3. purchase intention and actual behavior to promote national brand image loyalty. China time-honed pharmaceutical brand (2006) (involved eight brands).

According to Yin (2016. p.115). " The use of multiple sources of evidence in case studies allows an investigator to address a broader range of historical and behavioral issues. In the digital media environment of this study, I obtained more information about the brand image of ethnic medicine according to the interviews and research of digital aborigines and cultural-related departments.
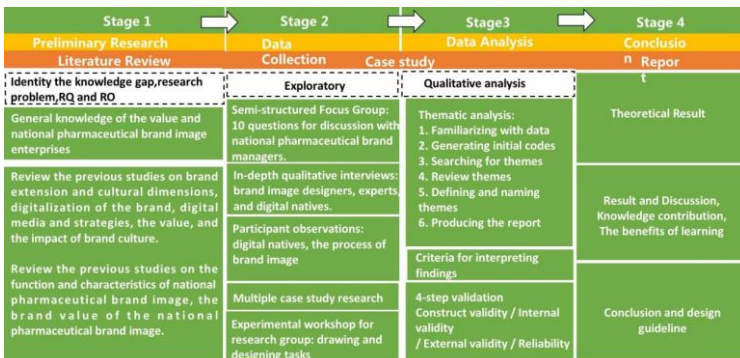

Fig. 1. Research workflow flow (self-drawn picture)

National medicine brand is a dynamic concept. National time-honored brands have a history of the first half of the year, and their development is constantly changing.

Through interviews and surveys with digital aborigines, relevant government cultural communication departments, and enterprise managers. Case studies integrate multiple cases to organize and analyze such issues. It can demonstrate through four construction validations (as mentioned in the LDT table), internal validation, external validation, and reliability validation.

This study involves three major processes, as shown below. PHASE 2 Methods and strategies for brand digitalization. In the second stage, case study and data collection with pharmaceutical brands Pre-testing interview questions. Open-ended interview: Brand managers, consumers, cultural and genetic propaganda departments. Unit of Analysis: Eight time-honored pharmaceutical brands. An in-depth discussion with the consumers. There are two expected outputs in this stage: the components process of constructing an innovation model in the digitization of the brand, Output4: Recommendation of guidelines for developing the strategic national pharmaceutical brand image to improve the loyalty of digital natives. Refer to the linking data to the theory table in the appendix. PHASE 3 purchase intention and actual behavior to promote national pharmaceutical brand image loyalty. After completing the first and second stages, this study needs to find an effective innovation model.

Components 1. Research Question	Components2.Theoretical Preposition						Components3. Unit of Analysis	
How to improve the loyalty of digital natives in the digitalization of the brand by a construct innovation model for the national pharmaceutical brand image?	Constructing an innovation model in brand extension and cultural dimensions with a digital media strategy enhances the national pharmaceutical brand image digital native sensory brand experience. It could influence purchase intention and actual behavior to promote brand loyalty.						Time-honored Pharmaceutical Brand (2006) Tong ren tang (digital Strategies)	
Components4: Linking data table								
Theoretical Constructs	Source	What data to collect	What to measure	How to collect	How to analyse	How do validate	Expected Results	
1.Promote brand loyalty	-Books -Magazine -Papers -Digital natives	-Purchase intention of digital natives -Actual behavior of digital natives -The visual needs of digital natives -Digital natives in different regions and occupations	The factors Influencing digital natives(Personal characteristics, cultural characteristics, Social characteristics)	Focus Group Discussion Observational case study	Statistical analysis	Observation products -Interview	Recommendation for developing the strategic national pharmaceutical brand image to improve the loyalty of digital natives.	
2. a digital media strategy	-Books -Magazine -Papers	-Digital marketing Digital media -Online brand communities -the sensory brand experience of digital natives	-basic knowledge -approach to extract patterns	literature and collection case study		State validation	Critical components for the digitalization of the brand in the productivity process.	
3. national pharmaceutical brand image	-Books -Papers -Social experience	-Brand extension -Cultural dimensions -Type and color -Graphic meaning	current situation of national pharmaceutical brand cognition	literature and collection	Comparative analysis	-Observation products -State analysis	Identification of the elements of national pharmaceutical brand image.	

Fig. 2.   EXPLORATORY RESEARCH OF CASE STUDY (self-drawn picture)

Select the method of qualitative analysis. Annotate, label, select, and summarize the obtained information. At this stage, in the selected area. Moreover, evaluate and demonstrate the expected model. PHASE 4 Reporting Conclusion. The fourth stage is mainly to summarize the deficiencies and verify the data. The results of this study lay the foundation for the expected model development. Interpretation: Explaining what the analysis may mean and its themes. Model validation, describing potential bias. The validation process will go through 4 steps of Design Test validation usingthe case study tactic for four design tests (Yin, 2018). Methods followed and subjective conclusions: conclusion and future Recommendation.

3.2   Data Analysis

I will use Qualitative and quantitative data analysis tools such as Atlas and SPSS for analysis. Descriptive and comparative data analysis. We compare the results and findings from various sourcesto determine the best way for the digital strategy of the national medicine time-honored brand. The evidence will be organized and presented in a discussion table. The research results will help improve the digital development strategy of building time-honored brands and enhance the digital natives' favorability and loyalty to time-honored brands.

3.3   Unit of Analysis

China Time-honored Pharmaceutical Brand (2006) (involved two brands: Tong ren tang, Yunnan Baiyao. The individual and focus group interviews, as well as surveys, will be carried out with the selected respondents from the relevant departments of the eight national pharmaceutical brand images,as well as the relevant departments of the development of traditional culture, conducted detailed interviews and investigations.

3.4   Criteria for Interpreting the Findings

More than 70% of people in expert interviews and surveys agreed that the national pharmaceutical brand's digital strategy helps improve the loyalty of digital natives.

1). The Recommendation of the best method for digitalizing the brand. Required construction(variable)for construct model. 2). The Theoretical proposition for constructing an innovation model in the digitalization of the brand by adding knowledge flows. 3). Model construction of the digitalization of the brand to improve the loyalty of digital natives to national pharmaceutical brand images.

3.5   Validation and limitation of study

In this research, the selected brands are mainly from the 8 China Time-honored Pharmaceutical Brands promulgated in 2006. Digitize these eight time-honored Chinese medicine brands to enhance the loyalty of digital natives. These three theoretical constructs: 1) Constructing a strategic framework in cultural dimensions; 2) Enhances the digital native sensory brand experience; 3) Promoting national pharmaceutical brand image loyalty

4   CONCLUSIONS

Around the world, many traditional brands are struggling with their own decline.[7] It is enhancing the loyalty of the digital natives to the time-honored pharmaceutical brands and realizing the sustainable development of the Chinese time-honored pharmaceutical brands. This study proposes a digital framework for time-honored brands to better cater to the preferences of the new generation of digital natives. Inheriting traditional Chinese

medicine theory and integrating digital development strategy, it will continue to inherit the classics. This proposal will present the literature on national pharmaceutical brand images, the digitalization of the brand, construct an innovation model, improve the loyalty of digital natives.

1) Recommendation of the best method for the digitalization of the brand. 2) Required construction for constructing the innovation model. 3) Theoretical proposition for constructing an innovation model in the digitalization of the brand by adding knowledge flows. 4) Build model construction of the digitalization of the brand to improve the loyalty of digital natives to the national pharmaceutical brand image. 5) Recommendation of guidelines for developing the strategic national pharmaceutical brand image to improve the loyalty of digital natives.

5   THE BENEFITS OF LEARNING

Brand digitization. Brand identification is a direct consequence of affective mobilization in the process of brand experience. Promote the digital development of national pharmaceutical brands by analyzing today's market and exploring brand digital strategy.

Increase brand loyalty. The research in this paper proposes specific methods and strategies for digitizing national pharmaceutical brands builds a model that the industry can refer to and provides theoretical knowledge and methods for improving the loyalty of digital natives.

Sustainable development. The development of a century-old brand must adapt to the development of the digital age and promote the sustainable development of national pharmaceutical brands.

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