

## Research on the Influence of Brand Marketing on Brand Relationship Quality Based on Brand Strategy

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**Abstract:** With the rapid development of economy, the competition in the market is becoming more and more fierce. With the development of science and technology, the life cycle of products is shortening day by day, and the demands of consumers are changing rapidly. With the arrival of the era of experience economy, consumer demand is constantly changing. Changes in consumer culture have prompted enterprises to shift their production and research and development from product-centered to customer-centered, making full use of existing resources and paying attention to consumer demand. Consumers' lifestyles and consumption patterns are changing and they are more inclined to develop themselves. Consumers are increasingly pursuing fashion and image, hoping that products and brands can show their own personality. Under the current global economic background, enterprises are facing a rapidly changing business environment. If they want to grasp the opportunities and meet the challenges, they must change the original marketing mode and actively seek and develop innovative marketing means. Based on the perspective of brand strategy, this paper analyzes the impact of brand marketing on the quality of brand relationship.

### 1. Introduction

Under the current global economic background, enterprises are facing a rapidly changing business environment. In order to grasp opportunities and meet challenges, enterprises must change the original marketing mode and actively seek and develop innovative marketing methods. Early studies believed that brand relationship is the relationship between brand and customer. Later studies regarded brand relationship as a multi-dimensional concept and studied brand relationship dimensions from different perspectives [1]. With the deepening of brand relationship research, more and more research results show that it is very important to establish a strong brand relationship. Brand economy is a high-level economic form that takes brand as the core and integrates various economic factors, thus driving economic development. It is an important manifestation of a country's or region's comprehensive strength and competitiveness, and is increasingly valued by all countries [2]. Good brand relationship quality can promote the marketing activities of enterprises and thus affect the performance of enterprises. Therefore, our country's enterprises need to change from traditional brand management which is purely transaction-oriented to brand management which is also relationship-oriented. With today's increasingly competitive landscape, it has become very difficult to obtain lasting brand loyalty from consumers. Although the key influencing factor for the formation of brand loyalty is to strengthen the relationship between consumers and brands, the current academic community has always lacked empirical research on brand relationships and their establishment [3].

Good brand relationship quality can promote corporate marketing activities and affect corporate performance. Therefore, Chinese enterprises need to change from traditional transaction-oriented brand management to relationship-based brand management [4]. Brand marketing can promote a win-win situation between enterprises and customers. With the help of brand marketing, companies can gain new insights on brand management and enhance brand competitiveness. Customers can also obtain economic benefits and emotional self-realization from the marketing process [5]. China's fast-moving consumer goods market has developed rapidly, but with the rapid development

of the fast-moving consumer goods market, corporate competition has also become increasingly fierce, and profits have become increasingly weak. Compared with the cognitive paradigm of brand equity theory, brand relationship theory holds that the connection between consumers and brands determines the brand's differentiation effect, not just consumer attitudes towards the brand [6]. In the current global economic context, companies are facing a rapidly changing business environment. To try to seize opportunities and meet challenges, they must change the original marketing model and actively seek and develop innovative marketing methods [7]. As an important part of brand equity, research on brand relationships is also necessary. Brand cognition, another component of brand equity, has also become a hot topic for scholars at home and abroad.

## **2. The Definition and Theoretical Basis of Brand Asset of Brand Relationship**

### **2.1 Dimensions of Brand Relationship Quality**

Taking brand fit as a single concept of behavior has its advantages. Behavior is an explicit indicator that is easy to observe, identify and measure. As the co-creator of customer value, customers have invested resources such as intelligence, physical strength and emotion, which helps to increase the value of products or services provided by enterprises. With the continuous development of traditional product and service economy, customers are demanding more and more experience-based consumption of products and services. The era of experience economy has come. The higher the consumer's attachment to the brand, the higher the trust in the brand. When consumers and brands establish a strong cognitive emotional connection, they will emotionally trust the brand [8]. If a brand has relationship based brand equity and consumers are connected with the brand, they will be more active in communicating and interacting with the brand, and actively looking for brand channels to obtain products or services. In terms of brand, since brand can bring different benefits to consumers, different dimensions of brand personality will also bring different benefits to consumers. In fact, experience economy is the product of the combination of product economy and service economy. At present, the traditional marketing methods can't adapt to the changing market environment, so the pure brand competition can't match the strategic goal of sustainable development.

### **2.2 Brand Experience and Brand Marketing**

Brand relationship is a relatively new brand theory research field formed by considering relationship marketing from the brand perspective. It is recognized as a new paradigm for building strong brands. Customer value is the customer's evaluation of product attributes and product performance in a certain consumption environment, as well as the customer's perceived preference for product purchase desire and purchase intention. The consumer-based brand equity model is based on the cognitive psychology memory network association model. It believes that brand equity comes from consumers' psychological representation of the brand. Consumer behavior theory points out that the customer's cognition of the product or brand will directly affect its relationship with the brand, and the customer's cognition of the brand is the basis of the quality of the brand relationship. Therefore, the intensity of brand awareness has an important impact on the quality of brand relationships [9]. If the consumer is more satisfied with the brand relationship experience, then he will be happy to build a closer relationship with the brand. Satisfaction is the basis of consumer commitment and then forms a good relationship. If consumers are not satisfied with a brand's products or services, they cannot establish a good and stable relationship with that brand. Consumer value in marketing strategy refers to the customer's perceived preference and evaluation of product attributes, attribute effectiveness, and use results [10]. Consumer brand recognition schema determines the brand equity foundation, so the company's brand marketing is to occupy consumers' mental resources.

## **3. Brand Cognition and Brand Relationship Quality**

The degree of customer participation positively affects customers' perception of their own

obligations and corporate obligations. This research result can be understood as the psychological contract is influenced by the degree of customer participation and brand relationship. Consumers form an attitude towards a brand of fast-moving consumer goods by purchasing the brand, and the manufacturers of the fast-moving consumer goods will also take actions towards the attitude of consumers and finally reach a partnership. The external information and internal value feelings obtained from brand experience will affect the customer's recognition of the brand, that is, the brand cognition. The creation of customer value requires consumers and manufacturers to reach a relationship. Maintaining this relationship will make consumers realize the important influence of this value. According to the social exchange theory, if customers experience higher value from the process of matching with the brand, they will show a higher tendency of reciprocity towards the brand, thus establishing higher brand trust and commitment. As products become more customized and heterogeneous, consumers, especially young consumers, are increasingly inclined to consume brands with unique personalities. Under the background of intensified competition, FMCG enterprises need to pay attention to the maintenance of brand relationship quality to cope with competition and retain customers. Consumers construct the concepts of brand attraction and brand interaction through experience in the interaction with brands, forming the social construction of consumers' cognition of brand relationship, which is manifested in consumers' cognition of relationship or relationship knowledge.

In the enterprise marketing, the marketing behavior always decides whether the goal of the marketing activity is successfully realized and whether the measures established by the marketing purpose are finally implemented. The data mining process in financial analysis generally consists of five main stages: determining financial analysis objects, data preparation, data mining, result analysis and knowledge assimilation, as shown in Figure 1.

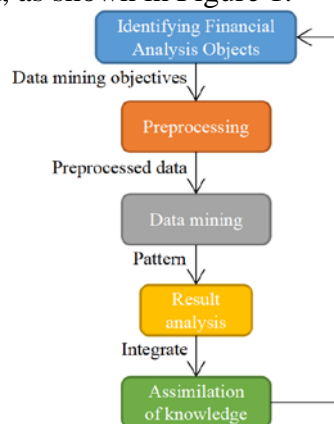


Fig.1 Data Mining Process in Financial Analysis and Management

In turn, the consistent goals and behavior norms established by the cooperative relationship will form the obligations of customers in the cooperative relationship, and affect their expectations of participation results, so as to promote the sound development of customer participation in value creation activities. In the case of low significance level, customer management ability has a greater impact on marketing performance. While the other two sub indicators market learning ability and marketing promotion ability have significant impact on marketing performance, but to a lesser extent. Table 1 shows the estimation and significance test of structural parameters of performance indicators. The relationship between T value and path is shown in Figure 2.

Table 1 Estimation of Structure Parameters of Performance Indicators and Significance Test

Path description	t value	Path factor
Market learning ability → influence performance	3.46	1.57
Marketing ability → marketing performance	3.24	1.49
Customer Management Capability → Marketing Performance	4.37	1.45

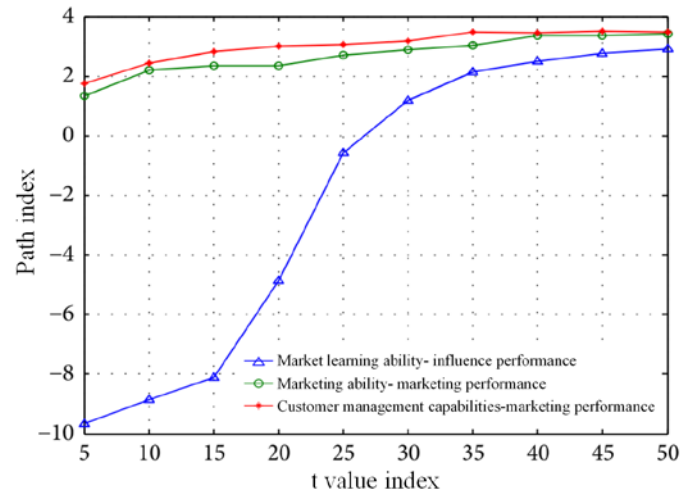


Fig.2 Relationship between t Value and Path

While facing the development prospects brought by big data, enterprises must also pay attention to scientific and reasonable assessment of whether the basic conditions for the implementation of big data marketing can be implemented, and skills assessment of marketers. In the overall sales analysis, it is necessary to specifically analyze the customer unit price, the year-on-year change and other links. The transaction trend preview is shown in Figure 3.

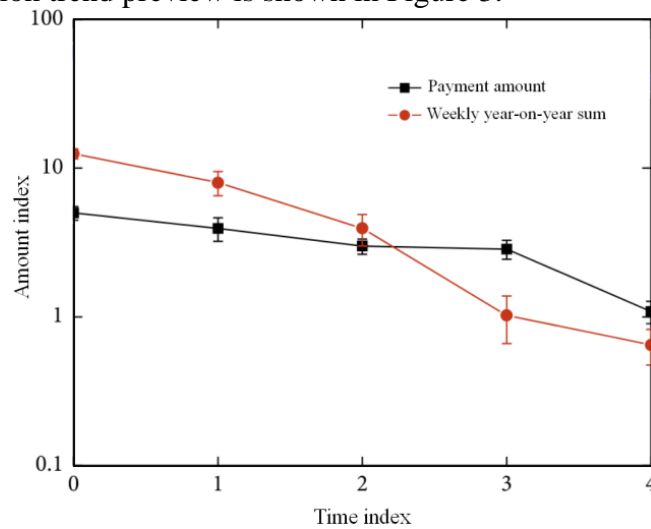


Fig.3 Preview of Transaction Trends

According to the brand positioning theory, each brand has its own brand personality that is different from its competitors. Brand personality strives to be different in order to make consumers remember the brand. The correlation tests among satisfaction, trust, commitment, brand awareness and brand image show that the correlation between each dimension of brand cognition and each dimension of brand relationship quality is significant. When brand meaning is used to construct a customer's self-concept or express oneself to others, the brand and the customer's self-identity establish a strong connection. Consumer behavior theory points out that the customer's cognition of the product or brand will directly affect its relationship with the brand, and the customer's cognition of the brand is the basis of the quality of the brand relationship [11]. Consumers generally have their own views on the extended products they come into contact with. The similarity between brand and consumer and brand quality are two important determinants that affect interpersonal attraction. The similarity is mainly reflected in the similarity and complementarity of values and personalities between brand and consumer. The consistency of customer and brand value can positively affect the tendency to maintain relationship with brand. When customers perceive that brand identification is highly consistent with their social identity, they will show strong word-of-mouth behavior.

#### 4. Conclusion

The higher the quality of the relationship established between customers and brands, the stronger their repurchase intention will be. Customer participation in the development of new products will increase customer's positive emotion, psychological contract, customer perceived value and other psychological perception factors, which can positively affect the quality of brand relationship. Brand awareness is the link between customers and target brands. Although brand awareness will also have a direct impact on consumers' purchasing behavior, brand awareness has more indirect impact on consumers' purchasing behavior. Brands can satisfy customers' emotional needs and explore diversified product needs through the community. At the same time, they can also pass on the brand itself and products to customers and obtain feedback from customers. Brand alliance has a significant impact on the quality of brand relationship. For the weak brands in the alliance, brand alliance can improve their satisfaction, trust and commitment. The combination of strong brands can significantly improve the quality of brand relationship. The combination of weak brands and weak brands can also improve the quality of brand relationship as a whole. Emotion and product demand are continuously transmitted and satisfied, which can ultimately form a good brand relationship and brand influence, and provide a source of power for enterprises to create value.

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