

## Research on the Application of Big Data Based on Core Customers in Regional Brand Marketing

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**Keywords:** Information technology; Big data; Market; Regional brand marketing

**Abstract:** With the development of digital information technology, the amount of data produced and stored by human beings has shown explosive growth, and people have entered the era of big data. According to the development trend of market economy in China, compared with other brand marketing, regional brand marketing is still in its initial stage in the market environment. Brand analysis based on quantitative consumer information can tap consumer insight, optimize the marketing strategy of enterprises, and communicate with consumers in a personalized way. From a strategic perspective, regional brand marketing will develop in a longer term with the help of big data. Chinese enterprises should establish the correct brand concept as soon as possible, through the implementation of brand marketing strategy, so that their products and brands can stand firm in the country and then go global. Based on the perspective of core customers, this paper focuses on how big data can be used in brand marketing, and looks forward to and reflects on the future of big data in brand marketing.

### 1. Introduction

With the rapid development of information technology, big data has become a new term for media reports. At the same time, big data has attracted wide attention from various industries. In the era of big data, the explosive growth of data provides an opportunity for the transformation and transformation of brand marketing [1]. For regional brands, different understandings can be made from different angles. The development of big data has also attracted the attention of various industries. In order to seize business opportunities in the information environment, many enterprises have explored the technologies of big data integration and information processing. From the consumer's point of view, regional brand is the psychological definition of the consumer's impression of the use of the enterprise's goods and their own experience, and is a kind of expectation and imagination for the goods in each consumer's mind [2]. Brand's measurement of advertising effect is also more rational and diversified. From traditional brand promotion needs to changes in sales, product-effect integration becomes more and more important. Brand is not the enterprise's own advocacy, but the evaluation of consumers [3]. It is a kind of beautiful expectation and imagination of the goods in the minds of consumers. It is an invisible huge asset that people close their eyes in the first time [4]. In the era of big data, marketers can no longer rely solely on questionnaires for sample surveys, but rather comprehensively monitor and predict consumer preferences and choices.

From the perspective of brand composition, regional brands are a product brand based on tangible products and intangible services [5]. The brand analyzes based on quantitative consumer information, can tap consumer insights, optimize the company's marketing strategy, and communicate with consumers in a personalized way [6]. Big data can build diverse structural data with mobile terminal devices and network technologies, as well as construct semi-structured and unstructured data. People's good expectations and imaginations of a certain brand are not from the sky, but a long-term impression left by the products to consumers, and the product credits accumulated by consumers when using the products [7]. Whether it is from the economic development trend or the application of information technology, big data has become an important tool to promote social development, and data has become the focus of attention in various industries. In the business model and management thinking that has been changed by data, companies have

begun to learn to use the data analysis market and use data to obtain commercial opportunities [8]. Based on the characteristics of big data, this paper focuses on how big data is used for brand marketing, and looks forward to and reflect on the future of big data in brand marketing.

## 2. The Significance of Regional Brand Marketing

In the five stages of product competition, brand competition is the highest stage of competition. Information refers to the interpretation of data in a specific context. Therefore, the acceptance of information begins with the reception of data. With the development of the market economy and the emergence of the new economic order, the market competition has become increasingly fierce. The way of market competition and the main body participating in the competition have also begun to change greatly. Big data marketing should not only realize online and offline communication, but also ensure that data in major media, internet sites and mobile terminals are interlinked, which are prerequisites for effective implementation of big data [9]. For a country, whether it has international well-known brands and how many international well-known brands it has, has become a symbol of national economic strength and international competitiveness. The main body of competition is also expanding from the original enterprise competition to the competition among regions, and the competition among local unit enterprises is turning to the competition among all-round enterprise groups. For an enterprise, brand is not only the identification of its products or services, but also the intangible assets reflecting its comprehensive strength and operational level.

Through mining and analysis, we can grasp the market development trend and market development needs, so as to change the competitive form and completely change the media orientation based on users' subjective information to speculate the purchase demand. The value of weight has no specific meaning, but shows the relative action intensity of each factor in the whole system. The calculated weights are shown in Table 1.

Table 1 The intensity of price competition for each impact factor

Impact factor	Strength of action
Online payment security	0.141
User information security	0.072
Page style design	0.085
Page response speed	0.139
Convenience of communication	0.058
Received product integrity	0.117
Independent visits	0.225
Personalized service	0.733

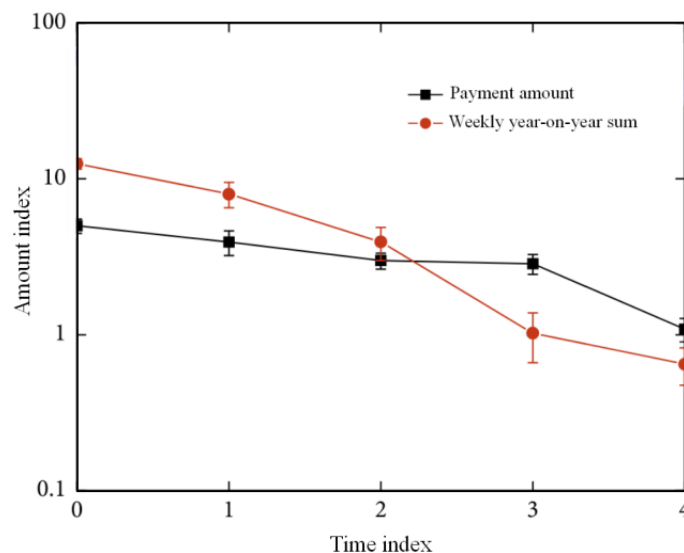


Fig. 1 Preview of the trend

While facing the development prospect brought by big data, enterprises should also pay attention to scientific and reasonable evaluation of the basic conditions of whether enterprises can implement big data marketing and skill assessment of marketing personnel. In the overall sales analysis, it is necessary to specifically analyze the customer unit price, year-on-year month-on-month changes and other links. A preview of the closing trend is shown in Fig. 1.

Implementing a brand marketing strategy is conducive to promoting product sales. Promoting product sales is the ultimate goal of brand marketing. Through the exchange, filtering and analysis of data, people can not only obtain information explaining the phenomenon, but also predict the development trend of things. Big data is affected by many factors, such as the company's privacy protection and information ethics, due to different realities and industry limitations. As far as the current market development trend is concerned, the past commodity competition has been replaced by regional brand competition, and the competition subject has also changed from the former business owner to the regional competition, and the increasingly severe competition situation. The transformation from the original simple competition relationship to the Competition-cooperation Relationship between enterprises has become an inevitable trend. With the help of natural geographical and cultural advantages, it has become an important choice for regional cooperation between enterprises. In the market, a strong brand image can enable enterprises to occupy a favorable position in the relationship with retailers and other market intermediaries.

### 3. Marketing Strategies of Regional Brands

#### 3.1 Improve User Experience

The traditional way of brand promotion and communication is obviously simplified, which leads to the propaganda effect is not very ideal. With the development of science and technology and the integration of global economy, the competition among regions has intensified, and the external environment has become more complex and changeable. The formulation of marketing strategies for regional brands is facing greater challenges. The implementation of brand marketing strategy is conducive to ensuring the continuous growth and sustainable development of enterprises. Docking according to the depicted images can effectively enhance the experience of different users. The regional brand marketing main body can improve the service level and strength by using big data technology, and win the user's welcome and affirmation [10]. Successful brands can not only increase customers'demand for company products and ensure the company's future revenue, but also provide special support in case of crisis. If we want to achieve successful brand marketing, we need to correctly locate the brand and accurately grasp consumer demand.

The influence of market learning ability on Accounting effect and brand equity is not significant. Although there is a certain degree of positive impact on the other three indicators, the impact is less than customer management ability. But it is very close, so its impact on brand equity can not be ignored. The influence of marketing promotion ability on customer value and product innovation is not significant. The positive impact on the other three indicators is significant. Similarly, the factor load of corresponding indicators is smaller than that of customer-related ability. Estimation of structural parameters and significance test of the impact of marketing sub-item capability on marketing performance sub-item indicators are shown in Table 2.

Table 2 Significant test of the impact of marketing sub-category on marketing performance sub-indicators

	Value of customer	Competitive result	Brand Equity	Product Innovation
Marketing capability	0.75	0.68	0.75	0.77
Customer management capability	0.46	0.53	0.58	0.65
Market learning ability	0.48	0.41	0.56	0.52

For regional brands, different people have different views, but no matter how to say, regional

brands must be produced within a certain range of regions. By analyzing competitors with big data, we will also know the development trend and current development situation of competitors, thus we can adjust our development strategy and win the market position. The relevant data are substituted into the system to run, and the original model is repeatedly corrected to obtain a series of fitting indexes of the corrected model. When the significance level is low, the customer management ability has a relatively large impact on the marketing performance. However, the other two sub-indicators market learning ability and marketing promotion ability have significant impact on marketing performance, but to a lesser extent. As shown in Table 3, the structural parameter estimation and significance test of performance indicators.

Table 3 Performance indicator structure parameter estimation and significance test

Path description	t value	Path coefficient
Market Learning Ability → Affect Performance	4.47	2.58
Marketing Ability → Marketing Performance	4.28	2.45
Customer Management Ability → Marketing Performance	5.34	2.47

### 3.2 Dynamic Monitoring of Market Environment

Technological development and economic growth have made regional brand competition more and more fierce. However, the market economy environment is also becoming more and more complicated. From a global perspective, brand development has stepped into a region-centered trend, and the implementation of regional brand strategy has become an effective way for local governments to cope with regional competition. The implementation of brand marketing strategy is conducive to monitoring and ensuring the quality and value of products. Brand growth can drive the prices of enterprise products to rise and the market demand to increase, which in turn helps enterprises to expand reproduction and further increase economies of scale. Big data has brought human life to an unprecedented quantifiable level. The greatly improved degree of information quantification has promoted the manifestation of data value in brand marketing. Due to the great changes of external environment and internal factors, the whole market structure has also changed greatly. The former commodity competition has gradually been replaced by regional brand competition, and the main body of commercial competition has also changed from traditional enterprise competition to regional competition. The main body of regional brand marketing can dynamically monitor the internal and external environment of the region with the help of big data technology, which can provide valuable information for decision-makers when making decisions, and urge the main body of regional brand marketing to make corresponding adjustments.

## 4. Conclusion

For brand marketing, only by mastering the law and direction of marketing, can enterprises survive and become stronger in the changeable marketing environment. Although big data has its natural shortcomings, the practice of big data marketing in business has proved its great value in the field of marketing. Massive, real-time and forward-looking audience data accumulated on the Internet have formed a treasure house of demand information. The existence of big data technology effectively promotes the development of regional brand marketing, and also proves the value of big data in the practical marketing of economic market. During the evolution of brand marketing, the traditional marketing mode has been dissolved in different degrees from concept to strategy. In the process of the gradual development of market skills, regional brand marketing subjects have demonstrated the advantages of big data technology with the help of big data technology. From marketing concept to marketing strategy, to marketing technology, brand marketing in the era of big data has experienced multi-level and multi-dimensional evolution. Regional brand marketing should make reasonable use of the advantages of data, accurately locate each consumer, and extract

information beneficial to itself from the multifarious information, so as to obtain good marketing effect.

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