

# The Construction of Brand Image in the Entrepreneurship of College Students

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**Abstract:** The objectives are to adapt to the rapid development of the economic industrial chain under the current globalization of the Internet, to solve the problems existing in the early stage of entrepreneurial entrepreneurship, and to improve the competitiveness of the enterprises founded by college students. First, the entrepreneurial environment of college students is analyzed. Second, the methods of constructing brand images for enterprises are put forward, the advantages of enterprise brand image construction are analyzed, and a design method of enterprise brand image is proposed based on the intelligent media improvement. Eventually, the combination of visual and auditory senses is applied to design the brand image for enterprises. The research results show that the method of brand image construction combining brand-leveled expectations with scientific brand planning can improve the core value of the creations of college students. Also, the scientific brand image can enhance the activity and popularity of college students and accelerate the stable development of enterprises founded by college students. Based on the intelligent media improvement of enterprise brand image design, the brand image is given a sense of fashion and modernity, thereby attracting different levels of consumer groups. In addition, the enterprise brand image that combines visual and auditory senses can strengthen the recognition of the brand, thereby meeting the different needs of consumers. It indicates that the construction of brand image is very important for college entrepreneurs. Constructing a brand image with rich core enterprise culture and integrating digital intelligent elements can highlight the image characteristics of college students, as well as improving the core competitiveness of college entrepreneurs.

## 1. Introduction

With the rapid development of the economy, global economic integration, and the Internet of Things, the development of emerging technologies such as the Internet+ has also caught up. The entrepreneurship of college students has also changed from a kind of single production, marketing, and after-sales service to a higher-end level of brand sales [1]. The ways of a brand operating, the fierce competition between brands, the ways to attract the attention of consumers, and other complicated entrepreneurial problems have made the entrepreneurial college students create brand images that are consistent with the positioning of their enterprises.

College students are the youngest, most motivated, and creative groups in the contemporary entrepreneurial group. They have a relatively high starting point and have their own unique insights into the brand images. In the process of starting a business, college students are good at analyzing the needs of consumers and creating brand images that are in line with the tastes of the audiences and are popular with the public to enhance the values of their own business [2-4]. A scientific brand image can permit college students with a broader prospect and profitability so that college students must attach great importance to the scientific construction of enterprise brands.

In this paper, the disadvantages of entrepreneurship of college students at the present stage are analyzed. The specific methods of brand image construction are clarified. At the same time, the animation film creation is used as an example to analyze the construction of the brand image in the process of animation film creation, which provides a feasible basis for college students to start a business and has realistic operability.

## **2. Analysis of the Entrepreneurial Environment for College Students and the Method of Enterprise Brand Image Construction**

### **2.1 The disadvantages of entrepreneurship of college students at the present stage**

First, the choice of strategy is not scientific. Undergraduate entrepreneurship is generally a zero-based start. Compared with the large-scale enterprises, due to the lack of experiences and the insufficient funds, the positioning of the market is often not accurate, and the establishment of the company operations, departments, and mechanisms are relatively weak. Therefore, if the company is in trouble, there is no suitable measure to solve the problems, so that the business is aborted.

Thus, establishing a scientific, meticulous, and operability business operation strategy is the foundation of the beginning stage of entrepreneurship of college students.

Second, the incentive system for starting a business is not comprehensive. For a good company, the reward system is not only material and spiritual level but also a broad and good operating atmosphere [5]. In the initial stage of entrepreneurship, because of the imperfect equipment and mechanism, employees will have different complaints, which will lead to the negative impacts on the smooth operation of the company. At the same time, the creativity of the works can also have great influences on the positive enthusiasm of employees. The creative works can always arouse the enthusiasm of employees.

### **2.2 Methods of constructing brand images for enterprises**

A brand is a name, a logo, and a representative of the culture. The construction of an excellent brand image for an enterprise is conducive to cater to the value orientation of the consumers, thereby enhancing the popularity of the brand [6]. Therefore, the construction of brand is an important task for college students at the beginning of entrepreneurship. There are several ways to build a brand for an enterprise:

First, it is very important to predict the level of the brand. It is essential to determine the level of the brand for an enterprise. College entrepreneurs must first establish a relatively simple definition to make the brand construction direction be normal. For example, the advertisement of a famous men's clothing brand "Jinba has focused on the jackets for 30 years, and our jackets are more fashionable" expresses the meaning of the brand from the direction and positioning of the enterprise [7]. The connotation of the brand must also be relatively long-term and stable, which requires the college students to establish an accurate brand level in the early stage of entrepreneurship.

The second is to vigorously develop the central value of goods. The central value of the brand can make the consumers have a stable pursuit and the entrepreneurs have strong distinguishing abilities so that the enterprises are in an unbeaten position among many competitors. The central value of the brand is also the guide for the enterprise. While starting a business, college students should also develop the central value of the enterprise and pay attention to the special and influential factors, thereby enhancing the viability of the enterprise and improving its operational capability, which is conducive to the long-term development of the enterprise.

Third, brand planning should be scientific. In the process of brand construction, brand planning is the most important concern. Scientific brand planning can make the operation of the enterprise smooth. Brand planning requires college students to take into account the characteristics of their own finished products and their own characteristics [8]. College students are lacking in capital and equipment at the beginning of their business, but their initial activity is active, and the employees would have a large space for development. Therefore, college students who start businesses should use the advantages of their own finished products to operate on a small scale, as well as establishing their own brand awareness in a small-scale market.

The fourth is the construction of the brand image. The domestic milk powder market was once occupied by Sanlu. How do the advantages of Jinlingguan and Feihe milk powder become the leading domestic milk powder brands and go global? In the emphasis on the construction of Jinlingguan and Feihe milk powder brands, the two are based on the real needs of consumers, creating a unique brand image [9]. The flow chart for constructing the brand image is shown below:

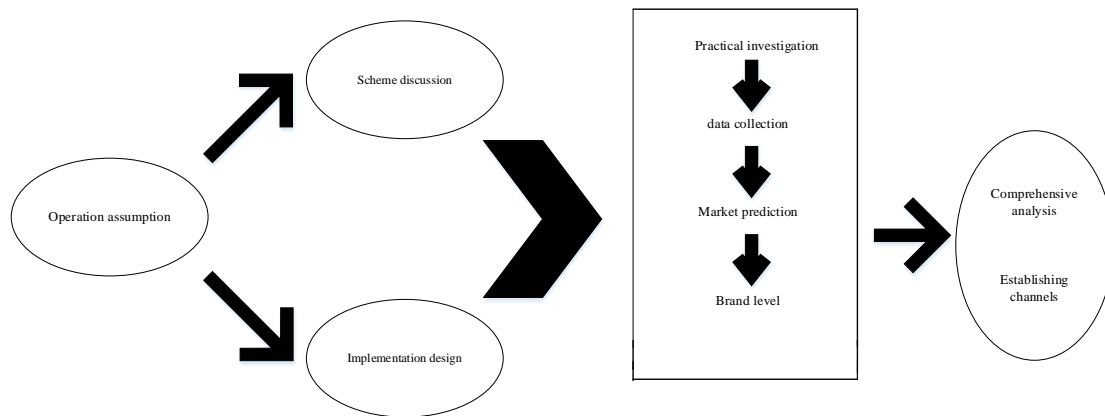


Figure 1. Process of brand construction of college student entrepreneurship

The fifth is the creative renewal and operation of the brand. The creative update is to create profit, thereby enhancing the competitive advantage of the company and promoting the enterprise to move in a better direction. The operations of a brand include operations that are centered on the consumer market and operate at the center [10]. Initially, it is a better way to sell finished products, and consumers will recognize the products after they understand the advantages of the products. The next step is that the employees of the enterprise must recognize the products they produce and consciously create the brand image of the enterprise. The brand operation process is shown in the following figure:

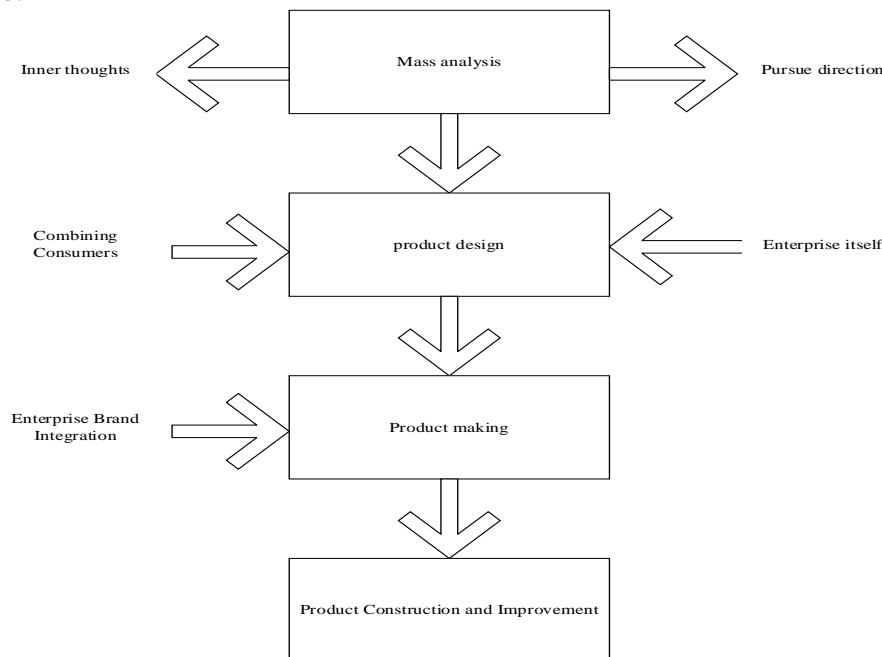


Figure 2. The brand operation process of enterprises

### 3. Advantages of enterprise brand image construction and improvement of design methods

### 3.1 Improvement of the identification of enterprise products

As the expectations of consumers in the current society increase, the producers must make their products more recognizable and have more use-values. If a product that is popular with the public and has high value is created, it will bring huge profits to the entrepreneurs and enable the company to develop in a better direction. A scientific brand image has the following advantages:

First, a scientific brand image can enhance the recognition of products.

In the early stage of entrepreneurship of college students, the equipment is not in place, the funds and experiences are insufficient. If the products of college students want to be unique among many commodities, entrepreneurs will need to improve the recognition of their products, which means

that entrepreneurs must create an excellent brand image [11]. The scientific brand image must be closely related to the trend of the times, and the work performance should be more intelligent, which can bring consumers a more pleasant emotional experience so that products can have a place among the consumers; in addition, their products are among many commodities. The degree of recognition is also greatly improved. In these respects, Ikea is doing very well. The simple, trendy, and durable brand image makes it unique in the global tide.

Second, the scientific brand image can make college entrepreneurs always energetic.

College students are young people. Due to the lack of experience, they are full of resistance on the road of self-employment. They need positive guidance and feedback from the public. Positive feedback from the public can make college entrepreneurs full of confidence. They all think that their products are attractive, thereby encouraging themselves to continue to create more popular products.

Finally, a scientific brand image can accelerate the excellent development of enterprises of college entrepreneurs.

The scientific brand image can promote the enterprises of college entrepreneurs to integrate their own values in the profit-making directions and communicate their core ideas to the public, thereby efficiently concentrating the rational resources. Therefore, more external enterprises can understand the entrepreneurship of college students, and college students can get more financial support to increase the field of college entrepreneurs. The process of constructing the brand image of entrepreneurs of college students is a process of constantly updating their own enterprises, enabling them to remain invincible in the new economic system.

### **3.2 Enterprise brand image design based on intelligent media improvement**

In the era of big data, enterprise image design should not only be in a constant format, requiring university entrepreneurs to provide their digital, shared, convergent, and effective characteristics in the design of their own brands, thereby making the increasingly demanding requirements of the public be satisfied. In the premise of digitization, the design of enterprise brand image tends to have the characteristics of intelligent and media.

First, the design of the enterprise brand image should have the recognition function of digital features.

The digital recognition function is a feature given by the current era, which allows college students to get a wider sales channel. The digital identification system allows college students to fully understand and examine the current business operations, which is a prerequisite for good interests. For college entrepreneurs, the use of digital analysis of products can infiltrate the concept of intelligence into commodity marketing, providing a larger development area for subsequent product imagination design.

Second, the methods and steps give the enterprise a digital image.

First, from the perspective of product designer, college entrepreneurs must design products according to the characteristics of their own enterprises, abandon the unity of previous design products, and make the new products digital and intelligent, including product color, style, and design concepts can be in many products to exchange with each other and learn from each other. In other words, the new corporate product image design must try to meet the purchasing needs of various consumers. However, college entrepreneurs cannot lose the qualities of their products because they are pursuing the tastes of consumers. Otherwise, the college entrepreneurs will be in the teeth of the storm, considering that the public will think that the products of their enterprises do not have generation stability.

The second is to make the product rich in color. In terms of the characteristics imparted by light, the colors are a combination of red, green, and blue. The other color is distinguished by a combination of cyan, magenta, and yellow. Undergraduate entrepreneurs often use a variety of instruments to color the products in the design process of products, such as computers and printing presses, which are all in different color fields. In the process of color processing, there will always be the loss of the original data, which requires the college students to choose the color model that

matches the product in the early stage of product processing, thereby reducing the mistakes in the future work. The 3D model of the product color scheme is shown below:

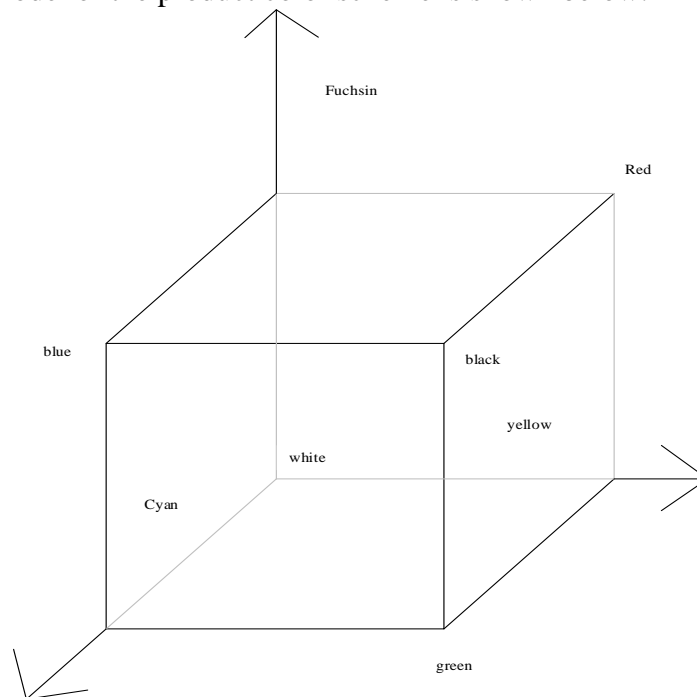


Figure 3. The color matching 3D model of products

Third, the basic colors and matching colors of enterprise brand image design are constantly being updated and created in the digital intelligence era. Undergraduate entrepreneurs must constantly update and upgrade their products in the face of ever-changing and growing consumers and use the Internet to analyze the main force in the current. If younger consumers account for the majority, the main color of the product should be changed constantly to more vibrant colors, as shown in the figure below:

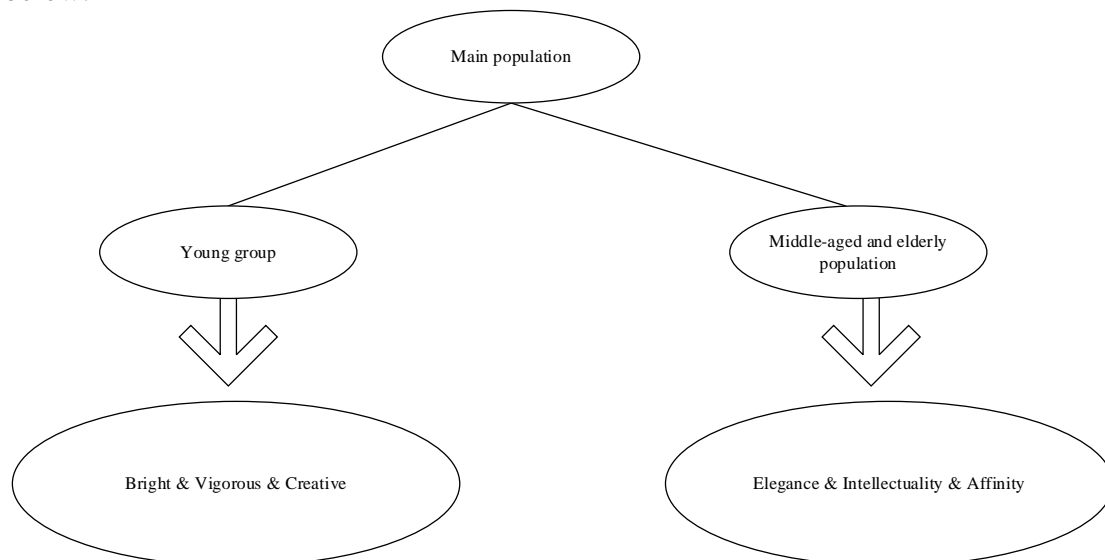


Figure 4. Color matching of different groups of people

### 3.3 Focusing on the combination of visual and auditory design of enterprise brand image

Since the emergence of sound animation in the last century, the comprehensive use of visual and auditory in brand image design has become a matter of course. Of course, in the intelligent digital age of the new century, the combination of visual and auditory senses is no longer a traditional method. The college entrepreneurs constantly update their thinking and create new modes of cooperation so that they can listen to the voice and recognize the sounds associated with these

people or things in their own brains when they see them. According to statistics, the difference between the conditioned reflexes of consumers and the ability to recognize memories in individual auditory or visual senses is not obvious. However, if visual and auditory senses are combined, the resulting conditioned reflexes and recognition memory are optimal, as shown in the following table:

Table 1 Comparison of recognition memory time of visual and auditory senses

	2.5 hours	2.5 days
Visual sense	68%	7%
Auditory sense	69%	18%
Combination	80%	61%

Academically, the auditory sense can quickly distinguish the major factors, which has a strong representative and won the approval of the academic community. However, from practical considerations, the auditory logo has been successfully developed and promoted in many enterprises. However, in fact, the auditory sense has been used very early. For example, when the PLA soldiers are fighting, as long as the horn is blowing, the soldiers will be full of morale. In international competitions, once the Chinese national anthem is played, the nationals will have tears in their eyes. In this way, when the entrepreneurial brand images of college students are established, the integration of sound elements will undoubtedly deepen the recognition of the brand.

#### 4. Conclusions

The construction of enterprise brand image is a useful method for college students to stand out in the fierce entrepreneurial competition. It is also the core value of expressing their own enterprises with visual senses. College entrepreneurs should pay attention to the study of the expression forms, expression characteristics, and uniqueness of the promotion process. The enterprises of current era are global integrations, which means that college entrepreneurs must create multi-element of brand image and display the characteristics of their enterprises in digital forms.

In this study, the specific methods of constructing enterprise brand image are put forward in the process of entrepreneurship of college students, including the combination of visual and auditory senses, the combination of brand-level anticipation, and the scientific brand planning. At the same time, it proposes a brand image of the enterprise based on the improvement of intelligent media, which can improve the core competitiveness of college students to make it on the rise in the fierce competition of enterprises. The construction method of the brand image is strongly practical in the process of entrepreneurship of college students in the future.

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