

Research on the Construction and Evaluation of Evaluation Index System of Modern Service Industry Brand Competitiveness

Shuying Chen

Shandong Xiehe University, Shandong, Jinan, 250109, China

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Abstract: From the current pattern of market competition, it can be found that brand competition has become an important means and measure for all enterprises to compete. Therefore, for a company, establishing a comprehensive and effective brand competitiveness evaluation system is the most important part of the brand strategy development process. Modern service industry is an important industry in the process of economic development of our country. Its brand competitiveness will directly affect the strength of our national economy in the global economic competition. Therefore, research should be conducted on the construction of an indicator system for brand competitiveness of the industry. Based on this, this paper analyzes the source and evaluation index of brand competitiveness, and builds a modern service industry brand competitiveness evaluation index system.

1. Introduction

At present, the trend of economic competition in the world is becoming increasingly fierce, and the competition between enterprises is beginning to shift towards the direction of brand competition. Brand competition is to use the brand as a weapon to compete with each other. This is the biggest performance of an enterprise for industrial upgrading. It can ensure that enterprises can obtain higher economic benefits, and can also give enterprises a higher premium capacity to the greatest extent. The use of brands in the modern market economy environment for competition has become a common means used by all enterprises, especially for modern service industries that occupy an important position in the development of the national economy. Therefore, the establishment of a comprehensive competitiveness evaluation index system for this type of enterprise has extremely important practical significance for the future development of the brand strategy of the industry.

The brand itself has a rich meaning, and its purpose is to enable consumers to identify the products and services of the seller or the sales group, and to distinguish the products and services between the competitors and the competitors. It is thus found that this definition reflects the characteristics and functions of the initial stage of brand development to the greatest extent. A brand is established to maintain a relatively stable and long-term trading relationship with consumers and to focus on its future development. Under the brand's drive, a company can form a community of interests between consumers and enterprises, which can bring relatively stable consumer groups and stable economic benefits to enterprises.

Brand competitiveness is the result of competition between brands, and it is also a comprehensive ability reflected by the brand itself participating in market competition. It is a market that is not subject to the characteristics of the competitors and the corresponding special nature, so as to obtain long-term profits, mainly in terms of quality and personality, and also in service and image. The competitiveness of the brand is the materialized reaction of the whole enterprise on the market. Its own technological advantages, talent advantages, management methods and resource advantages will all be converted into the advantages of brand competitiveness, but for consumers, this competition Force has no influence or meaning on itself. Consumers only look at the feelings in it. They are an intangible asset that exists in people's hearts. It can motivate consumers to spend more than twice the price of their competitors to purchase added value, not just the product itself. Therefore, it can be found that his own characteristics are of certain value, and it is difficult to imitate and extend, and to a certain extent, has product uniqueness.

It comes from two main aspects, the inside and outside of the enterprise. The internal is the most fundamental factor that can determine the main variable of the competitiveness; the external is an auxiliary factor, which is a guarantee variable. Specifically, its internal source is a kind of ability formed by enterprises that has obvious differences with competitors, mainly with explicit ability, which is the main source of brand competitiveness; the other is determined by management ability, and technology. Factors such as manpower and innovation have a very important relationship, which is an invisible ability and an indirect source. External competitiveness has corresponding uncontrollable external factors, such as industrial changes, policy changes, and so on. The brand competitiveness of the final enterprise is mainly derived from the ability of the enterprise to create value and performance. This ability is mainly determined by the internal system, but external factors are equally important.

2. The Analysis of Evaluation Indicators of Modern Service Industry

The factors affecting the competitiveness of the brand in the industry are relatively wide. Therefore, how to choose relatively representative indicators in the process of researching its brand competitiveness becomes a problem that should be solved immediately. At present, the following points should be included in the determination of its evaluation index system.

It is the result of the comparison between the brand itself and other competing brands in the market. It is an external and distinctive performance, mainly determined by market share and profitability. Market share is the ratio between the sales of the company and the sales of the entire market; the profitability of the brand is the profit of the sales and the corresponding profit rate, where the sales profit refers to the benefits generated by the brand itself minus the cost.

This capability refers to the positioning of modern service-oriented corporate brands, the operation of brands, and the spread of brands. These capabilities are not independent of each other and exist in a free form, but are integrated with each other and ultimately Form a synergy. This synergy plays an extremely important role in the improvement of brand competitiveness, and is the most important point for enterprises to build brands and enhance brand competitiveness. The brand's positioning is mainly the brand's own personality and market segmentation; communication is the management fee and the investment of advertising costs, etc.; the operation of the brand is mainly calculated by the brand's own extension ability and expansion ability.

Modern service-oriented enterprises often cooperate with customers and suppliers in their brand management, and build a long-term relatively stable relationship with each other. This ability to build relationships is the relationship capability of the brand. This relationship is a necessary existence to enable the brand to gain certain market recognition and gain certain market competitiveness.

This ability is mainly the basic work that needs to be done in the process of brand building within the enterprise, mainly including leadership, R&D investment of related projects, human resource cost, corporate culture and brand strategy, etc. Among the work, only the R&D investment of the project is a quantitative indicator, which refers to the ratio between the amount of funds invested in the project development process and the total amount of annual sales.

In addition, the brand's own sustainable development ability is also an important indicator, that is, the brand's own reputation and user satisfaction and reputation. This is the most important key to a sustainable development of a corporate brand.

3. The Construction of the Evaluation Index System

Because the evaluation index of brand competitiveness has an uncertain characteristic, there is a certain hierarchical relationship between its competitiveness and the corresponding constituent elements, and thus an evaluation model can be constructed based on it. Among its system structure, there are mainly a set of first-level factors, a set of secondary factors and a set of three-level factors [1]. In the model, the weights are scored by the corresponding personnel, and the weight is finally determined. The evaluation indicators are divided into five levels, which are divided into

V1/V2/V3/V4/V5, from left to right in order of strong to weak, each level is divided into two points, from ten to one. Figure 1 below is a single factor evaluation matrix.

If all the elements are not equal to one, then it must be normalized, and finally the maximum subordination principle in fuzzy mathematics guides to judge the strength of a company's brand competitiveness.

Brand competitiveness itself is more Abstract and complicated. If it is judged based on the subjective feelings of customers, its competitiveness will become a kind of consciousness that is difficult to evaluate. This is inconsistent with the existence of brand competitiveness. . If we only judge the return rate of funds and financial aspects, it will mix the brand competitiveness and the value of the brand, and cannot reflect the real situation [2]. If the market share and sales volume are judged, it is impossible to reflect the characteristics of its competition and the connotation of the brand itself.

Therefore, whether it is the basic ability of modern service-oriented enterprises or the expressiveness of their markets, it will have a certain impact on brand competitiveness. In the middle of the relationship ability will also affect the competitiveness, so the establishment of a relatively scientific and reasonable evaluation index system has extremely important practical significance [3]. In the process of its construction, it is mainly reflected in six dimensions, namely the degree of brand awareness, the function and effect of the brand, the image of the brand, the evaluation, the feeling and the degree of resonance.

The significant degree is the consumer's own understanding of the brand, which is the result of comparison with other brands, mainly covering the depth and breadth of cognition. As long as the level of cognition is deep, the possibility that the brand itself is chosen by the consumer will increase. The effect and function of the brand is the degree to which the consumer itself can be satisfied by its service or product, and the functional concept of the product is different. It has more meaning, but it cannot be separated from the service itself and the product itself. The image of the brand is the degree to which the consumer itself understands the brand itself on the basis of satisfying one's own psychology. This is an Abstract understanding, not from the perspective of reality, but it has an extremely important position for the evaluation of brand competitiveness. . Brand perception refers to the specific reflection of the consumer's own emotional content on the brand's own content, determined by the customer's own understanding of the brand culture, and also related to social factors. The degree of loyalty of the brand is mainly reflected in the possibility of the customer using other brands after the use of the brand's products or services and the degree of change in preferences [4]. Reflected in the customer's repeated purchase problem, repeated purchase is loyalty, and vice versa. The degree of resonance of the brand is a highly tacit state between the customer and the consumer, and it is also the customer's recognition of the brand, which is the ultimate goal of establishing relationships between all brands and consumers.

4. The Analysis of the Brand Competitiveness of Modern Service Industry

Although our country's economic level has leapt to the second place in the world, it is in terms of industrial development. The speed of its modern service industry is still very slow, especially compared with some developed countries [5]. This is because the industry is still in its infancy in our country, and there are still many imperfections and backwardness. It is a major obstacle to the development of China's industry, but it also brings certain space and opportunities for its industrial development. For example, our country has huge market prospects and market drivers are obvious; our country's economy is developing rapidly, and the demand for information is increasing; China's labor resources are abundant, and it can provide corresponding human support for the development of the industry; because our country The modern service industry is still in its infancy, so it can help our country to participate in the construction of the corresponding evaluation index system, which can enhance the position of the industry in the international market and enhance competitiveness; otherwise the industry itself To have certain application performance, the system has relatively high integration requirements, so it can be transformed from application type to technology type, so as to ensure that the industry can achieve leapfrog development.

There are many ways and means in the process of upgrading the brand competitiveness of the industry. For example, you can formulate a corresponding development plan, enhance its brand awareness, and use the method of vigorously promoting the brand or improving the corresponding reward mechanism to stimulate the initiative and enthusiasm of the company; “Starting development will eventually lead to “comprehensive” development. It is possible to build some corporate brands with relatively large development potential or relatively good market prospects, and finally enhance the competitiveness of all brands through these brands; or expand the talent resources of the brand to enhance the overall quality of the enterprise. The brand can be integrated into more advanced technologies to make it more international. It can also expand the financing channels of this type of enterprise, and can develop a new form of asset mortgage, so that the intangible assets of the enterprise can be accepted by financial institutions [6]. In addition to this, the most important thing is to construct a corresponding evaluation index system, use the system to evaluate the brand competitiveness of the enterprise, and finally obtain an important way to enhance the competitiveness of the enterprise brand under the system.

5. Conclusion

The competition among modern enterprises is essentially the competition between brands. As long as the competitiveness of their brands is relatively strong, it will bring very rich economic benefits to the whole enterprise, and enterprises can obtain more than other competitors. Modern service enterprises have entered the development process of brand competition, and their competitiveness can promote their good development. Therefore, we should build a corresponding evaluation index system to strengthen the evaluation of brand competitiveness and encourage Enterprises are moving in a better direction.

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