

Research on the Impact of Brand Marketing on the Quality of Brand Relations Based on Brand Strategy

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Abstract: Brand relationship and brand recognition have a certain degree of connection through the theory of brand equity. At the same time, with the advent of the experience economy era, consumer demand is constantly changing. The change of consumer culture promotes the transformation of production and R&D from product-centered to customer-centered. We should not only make full use of existing resources, but also pay attention to consumer needs. In the current global economic background, enterprises are faced with a rapidly changing business environment. Enterprises trying to seize opportunities and respond to challenges must change their original marketing models and actively seek and develop innovative marketing tools. Compared with the brand paradigm theory of cognitive paradigm, brand relationship theory holds that the connection between consumers and brands determines the differentiation effect of brands and not only the attitude of consumers towards brands. Based on the perspective of brand strategy, this paper analyzes the impact of brand marketing on brand quality.

1. Introduction

With China's development entering a new normal stage, China's economy is moving towards an economic stage with a higher form, a more complicated division of labor and a more reasonable structure [1]. 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 [2]. Brand knowledge is consumers' one-way perception of the brand, while the relationship between consumers and brands involves two-way perception. The cognition of the relationship is formed by consumers on the basis of evaluating the brand and their relationship with the brand [3]. The brand economy is precisely the brand as the core, integrating various economic factors, and thus driving the advanced economic form of economic development. It is an important manifestation of the comprehensive strength and competitiveness of a country or region, and is increasingly valued by all countries [4].

Good brand relationship quality can promote the company's marketing activities and thus affect corporate performance. Therefore, Chinese enterprises need to change from the traditional transaction-oriented brand management to the brand management with the relationship as [5]. Brand marketing can promote a win-win situation between enterprises and customers. With brand marketing, enterprises can gain new insights into brand management and enhance brand competitiveness. Customers can also obtain economic benefits and emotional self-realization from the marketing process [6]. In order to promote economic transformation, the state not only incorporates brand strategy into the overall situation of economic and social development, but also actively guides consumption upgrading [7]. China's fast-moving consumer goods market is developing rapidly, but with the rapid development of the fast-moving consumer goods market, corporate competition is also becoming more and more intense, and profits are becoming increasingly weak [8]. Compared with the brand equity theory of cognitive paradigm, the brand relationship theory holds that it is the connection between consumers and brands that determines the differentiation effect of brands and not only the attitudes of consumers towards brands [9]. As an important part of brand assets, the research on brand relationship is also very necessary. Brand awareness, another component of brand equity, has also become a hot research 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. For the fast-moving consumer goods industry, how to win and retain more customers is an urgent problem facing fast-moving consumer goods manufacturers. As a customer-based brand asset measurement, brand relationship quality reflects the strength and development ability of the continuous connection between consumers and brands. If the brand has brand-based assets based on relationships, consumers and brands have a relationship, they will be more active in communicating and interacting with brands, and actively seek brand channels to obtain products or services. There will also be a more positive evaluation of branded products, pricing, communication, brand extension and other marketing activities. Attention refers to the extent to which customers pay attention and concentration to the brand. Focus refers to the state of enthusiasm, pleasure and concentration of the customer in the process of interacting with the brand.

2.2 Brand Experience and Brand Marketing

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 brand cognitive schema determines the basis of brand assets, so brand marketing of enterprises is to occupy consumers' mental resources [10]. The quality of brand relationship is the strength and depth of interaction between customers and brands. This definition is basically based on his extension of the brand relationship. Identity refers to the degree of identity perceived by the customer with the brand and the degree of ownership of the brand. Passion refers to the degree to which the customer is excited and interested in the brand.

The consistent goals and behavioral norms established by the partnership will in turn form the customer's obligations in the partnership and influence its expectations of the outcome of the engagement, thereby promoting the benign development of customer participation in value creation activities. In the case of a low level of significance, customer management capabilities have a greater impact on marketing performance. The other two sub-indicators, market learning ability and marketing ability, have significant effects on marketing performance, but to a lesser extent. Table 1 shows the structural parameter estimation and significance test of performance indicators. The relationship between the value of t and the path is shown in Figure 1.

Table 1 Performance indicator structure parameter estimation and significance test

Path description	t-value	Path coefficient
Market learning ability-influence performance	3.46	1.57
Marketing ability-marketing performance	3.24	1.49
Customer management capabilities-marketing performance	4.37	1.45

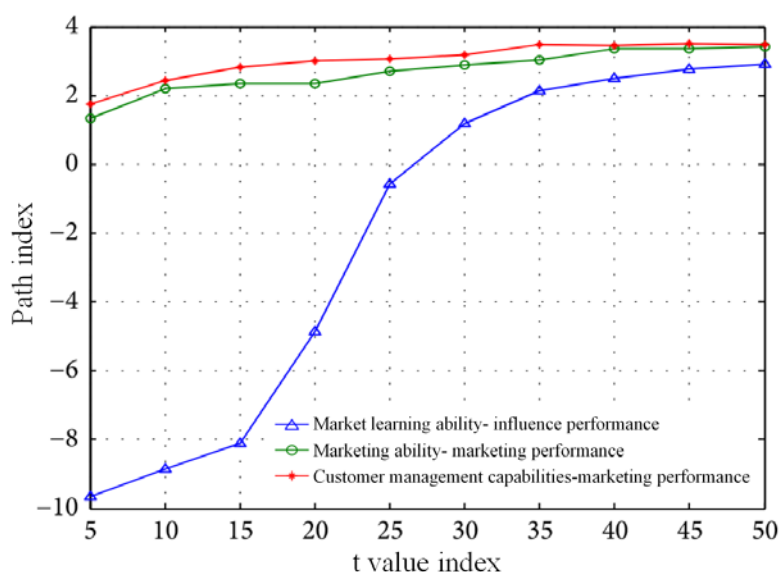


Fig.1. T value and path relationship

2.3 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. When brand meaning is used to construct a customer's self-concept, or to express oneself to others, the brand and the customer's self-identity establish a strong connection. Consumer behavior theory points out that customer perception of a product or brand directly affects its relationship with the brand, and customer perception of the brand is the basis for the quality of the brand relationship. The meaning and value of a brand is not only to express oneself, but also to help customers create their own identity by establishing brand links.

The creation of customer value requires a relationship between the consumer and the manufacturer. Maintaining this relationship will prompt consumers to recognize the important impact of this value. The card experience is an all-round experience of the brand, which has an important impact on brand awareness. According to the theory of social exchange, if customers experience higher value from the process of matching with the brand, they will show a higher reciprocity tendency towards the brand, thus establishing a higher brand trust and commitment. Customer sentiment refers to the subjective perception of customers in the process of service contact, but this perception is not stable, it will change with the gradual in-depth contact between customers and enterprises. In the context of intensified competition, FMCG enterprises need to pay attention to the maintenance of brand relationship quality in order to cope with competition and retain customers. In the interaction between consumers and brands, the concept of brand attraction and brand interaction is constructed through experience, and the social construction of consumers' perception of brand relationship is formed, which is represented by consumers' perception of relationship or knowledge of relationship. It is this social relationship cognition or knowledge that determines the quality of brand relationship.

After establishing the target enterprise's e-commerce investment index system, we can use the analytic hierarchy process to evaluate the project risk comprehensively. Comparing the relative importance of each factor in the same level with the same factor in the previous level, a comparative matrix is constructed. Comparing with the same grade index, according to the relative importance of the index, the scale score is given. After processing, the weight judgment matrix is constructed.

According to the sample data, the statistical data of the first-level indicators and the two-to-two comparisons of each second-level indicators are obtained as shown in Table 2.

Table 2 Financial situation risk comparison data results

	Return on assets	Operating cash flow	Marginal cost rate
Return on assets	1	0.59	0.38
Operating cash flow	0.36	1	0.72
Marginal cost rate	0.42	0.71	1

The connotation of brand fit and its specific dimensions emphasize the positive psychological state and behavior of customers. The reliability of the brand experience is low. The main reason may be that the survey is aimed at students at school, and they have fewer opportunities for brand experience, especially for thinking about experiences. If the customer trusts the brand, they will show some positive behavioral intentions to the brand. Trust reflects the cumulative effect of high-involvement and high-interaction services over time, and thus has a relatively sTable predictive effect on customers' repeated purchase intentions. The intimacy, exclusiveness and trust between brand relationships are called the depth of brand relationships, while their persistence is manifested in commitment and loyalty. 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.

3. 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. In the era of big data, the brand community can achieve a high degree of aggregation of information and value more efficiently. 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. There is a positive positive correlation between brand experience and brand relationship quality. At the same time, it shows that the change of brand relationship quality can be predicted to some extent through the attention to brand experience. Brand cognition is the link between maintaining customers and target brands. Although brand cognition has a direct impact on consumers' purchasing behavior, brand cognition is more indirect affecting consumers' purchasing behavior. Emotional and product needs continue to be transmitted and satisfied, ultimately forming a good brand relationship and brand influence, providing a source of power for the company to create value.

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