THE INFLUENCE OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOR—A CASE STUDY OF COCA COLA

LU CHENG

5817193014

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT

OF THE REQUIREMENTS FOR

THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

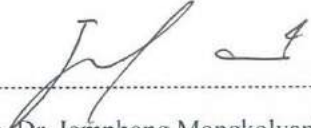**GRADUATE SCHOOL OF BUSINESS**

SIAM UNIVERSITY

2017

THE INFLUENCE OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOR—A CASE STUDY OF COCA COLA

Thematic Certificate

To

LU CHENG

This Independent Study has been approved as a Partial Fulfilment of the Requirement of International Master of Business Administration in International Business Management

Advisor: *Chiao-Ming Li* Date: 2017 / 12 / 25

(Assoc. Professor. Li Chiao-Ming)

(Assoc. Dr. Jomphong Mongkolvanich)

Dean of Faculty of International Master of Business Administration

Date : 05 / 01 / 2018

Siam University, Bangkok, Thai

Abstract

Title:	The Influence Of Brand Image On Consumer Buying Behavior—A Case Study Of Coca Cola
By:	Lu Cheng
Degree:	Master of Business Administration
Major:	Business Administration
Advisor:	*Chiao-Ming Li*

(Assoc. Professor. Li Chiao-Ming)

2017 / 12 / 25

It is the brand era today, brand has begun to become an important role in consumer life, brand image has become a key part of competition for enterprises.In the process of spreading brand, brand image is the most direct and effective.Therefore, it is necessary for enterprise to establish their brand image according with their brand before producing and promoting products. It has been proved and acknowledged by the enterprises that the brand image influences consumer's purchasing behavior.In the process of shaping a successful brand image, the following parts need to be controlled:"corporate image", "advertising image", "product image","customer image","service image","quality image"etc. This article will discuss the influence of brand image on consumer buying behavior.

Key Words: Brand Image, Consumer Buying Behavior, Brand Influence

摘　要

题目：　　品牌形象对消费者购买行为的影响—以可口可乐公司为例

作者：　　程璐

学位：　　工商管理硕士

专业：　　工商管理

导师：　　*Chiao-Ming Li*

　　　　　　（副教授．李乔铭）

　　　　　　2017 / 12 / 25

　　今天是品牌的时代，品牌已经逐步成为消费者生活中的重要部分，品牌形象已经成为企业竞争力的一个关键部分。在品牌传播过程中，品牌形象最直接有效。因此，在生产和推广产品之前，企业应根据自己的品牌建立品牌形象。实践证明，品牌形象对消费者购买行为有影响作用。在塑造一个成功的品牌形象的过程中，"企业形象"、"广告形象"、"产品形象"、"顾客形象"、"服务形象"、"质量形象"等方面需要加以控制，本文将探讨品牌形象对消费者购买行为的影响。

关键词：品牌形象；消费者购买行为；品牌影响

Acknowledgments

How time flies! Two years college students life is about to end. During the two years of study, I got a lot of teachers, classmates and friends care and help. At the time of the completion of the dissertation, I would like to express my best wishes to all those who have given me support, help and encouragement.

I would like to express my gratitude to all those who have helped me during the writing of this thesis. I gratefully acknowledge the help of my supervisor Professor Li Chiao-Ming. I do appreciate his patience, encouragement, and professional instructions during my thesis writing. Also, I would like to thank everyone who kindly gave me a hand when I was making the questionnaire among the college English learners.

Last but not the least, my gratitude also extends to my family who have been assisting, supporting and caring for me all of my life.

The experience of this thesis has benefited me for life. I feel that the thesis is to really want to do one thing, is the real process of their own learning and research process.Expect this experience will allow me to learn in the future to encourage me to continue to progress.

Thank you all!

Contents

CHAPTER 1

INTRODUCTION

1.1 The Background of Research

With the development of times, products are becoming more homogeneous. It is more difficult to for consumers to choose. Because of this, consumers are more likely to choose the brands with high popularity and good brand image. Good brand image plays a more important role in attracting consumers. In the era of marketing,market competition is reflected in the brand competition.Only through the construction of good corporate image, can enterprises establish a reputation in the minds of consumers, and make a good impression.Only through the establishment of a good reputation in the minds of consumers , can products be accepted by consumers, enhance consumer confidence in the enterprise, in order to promote business efficiency , fully promote product sales.It is proved that there is a very close relationship between consumer buying behavior and brand image.

1.2 The Purpose of Research

Based on the research theory of brand image by scholars at home and abroad, it can be found that brand plays an important role in the process of consumer purchase, and the impact on the performance of enterprises is increasing day by day. The competition of enterprise will be mainly brand competition, and the market competition status depends mainly on the shaping of brand image.On the basis of previous research,   this research takes Coca-Cola as the research object, combined with some important elements such as the cultural differences of target consumer groups.Based on the theory of consumer behavior, try to study the relationship of the brand image and consumer behavior through the questionnaire survey method expecting to identify the relationship of the elements of brand image and their interaction mechanism and weight in the process of consumption . This research will achieve the following objectives: the elements of brand image and the relationship

between the various elements; the interaction mechanism of brand image in the purchasing process; the influence and weight of brand image on consumer purchasing behavior.

1.3 The Significance of Research

The influence of brand image on consumer buying behavior has important theoretical significance.Through the study of the relationship of brand image and consumer buying behavior, it is easier to understand the direct or indirect influence of brand image on consumer buying behavior.The research fills the gap of relevant research and provides more favorable data and theoretical support for related fields.

The influence of brand image on consumer buying behavior has important realistic significance.Today, with the rapid development of the world economy, Chinese enterprises are facing more severe challenges of brand management.Brand driven enterprises should become the development goals of Chinese enterprises. Although the Chinese market is full of great potential, there is few Chinese brand with high value in the global competition.Some enterprises build brand awareness successfully, but in the long-term building of brand, they often winds down.Chinese enterprises still face a series of problems, such as the establishment of brand core concept, promotion of word of mouth, construction of brand association and continuous spreading.In today's consumer oriented market, shaping the brand image in the minds of consumers and building a positive brand effect is an important way to enhance brand equity based on customer.At the same time, this will play a crucial role in enhancing the brand image and popularity, as well as the enterprise brand strategy.

1.4 The Theoretical Framework of Research

Brand image	Product image
	Company image
	Service image
	And others

Customer buying behavior
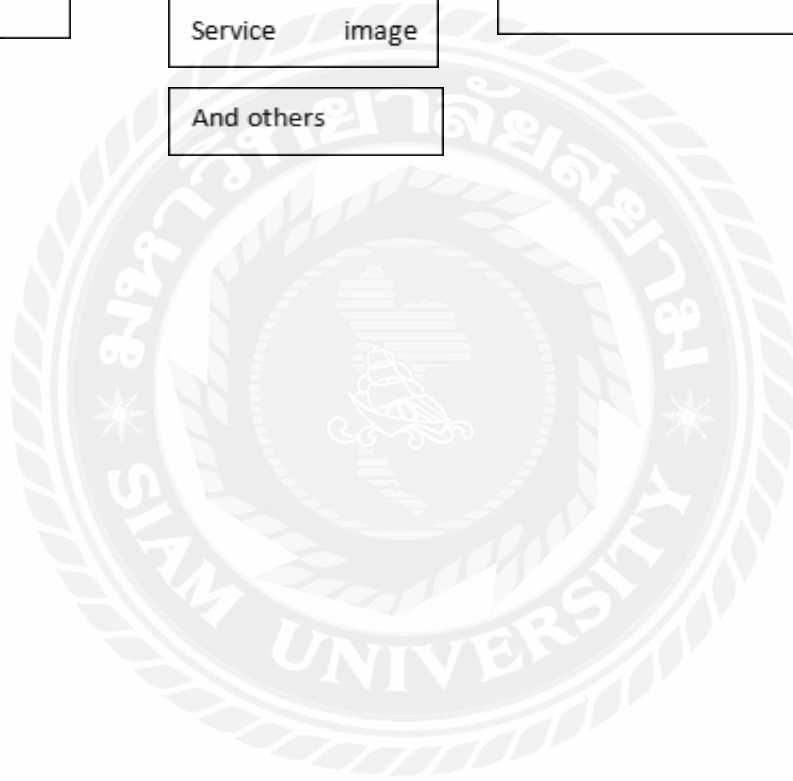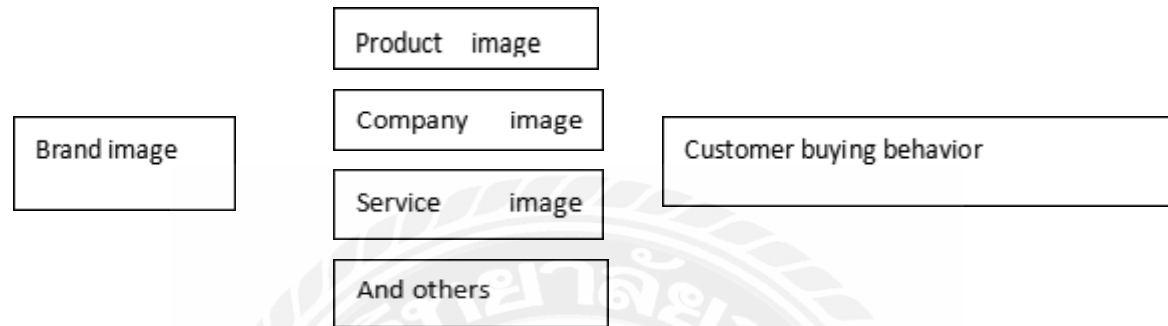
1.5 Definition of Concept

1.5.1 Brand

The word brand came from the United States, in early twentieth Century, the "brand" concept was mainly used in sales. From 1930s , the "brand" began to be applied to the academic, business and culture media, especially in 1950,David Ogilvy, advertising guru in the United States, firstly make a definition of "brand". Later the word "brand" has been one of the most popular terms in the world in terms of the marketing industry, and it has been one of the most important goals that enterprises pursue.

The concept of brand has already existed for a long time, but the brand ,as an important part of marketing theory ,is not studied for such a long time.The study on brand was officially started after the publication of "The Product and Brand" which was written by Burleigh B.Gardner and Sidney J.Levy and published in Harvard Business Review in 1955.Brand was various marks which were designed to solve the problem of attribution of goods. For example , in order to prove the place of origin or the attribution of goods, the potters would print stars ,rings and other pictures at the bottom of wet clay. The owners of stores would hang simple pictures outside the shop in order to tell people what they sold. The marks, like stars and rings, was the embryonic form of brand.

The term "brand" is a loan word and is derived from the ancient Norwegian word "brandr", meaning "marking". In 1820s, "brandr" evolved into "brand", and its meaning was not just "marking".After the historical evolution of nearly two hundred years, the connotation and extension of the term "brand" has been greatly expanded. At present, there are many definitions about brand. Different definitions reflect the tendency of people to understand the brand, and also reflect the deepening of the understanding of the importance of brand.The typical definitions are as follows.In the Random House Dictionary of English, the interpretation of a brand is a well known brand name that represents a particular product or service.The American Marketing Association (AMA) defined brand as "a symbol used to identify a name, or a group of products and services, or term, mark design and combination in order to distinguish

products and services with other competitors"in marketing terms dictionary published in 1960.Philip Kotler,a professor from Northwestern University, pointed out that "the brand is a name, term, mark, symbol,   design or the combination of them, its purpose is to identify a seller or a group of sellers of products or services, and make difference of products and services from other competitors". On this basis, he believed that the brand consists of six aspects: attributes, interests, values, culture, personality and users.John Philip Jones defined brands as "products that offer functional benefits to consumers and added value that they feel worth buying."Advertising Master David Ogilvy believed that "the brand is a kind of complex symbol, it is the combination of brand attributes, name, packaging, historical reputation and invisible advertising. E. Naipu Douna,the famous American scholar, believed that "the brand is a product or service that has a well-known name.American scholar Kevin Ryan Keller believed that "brand is the characteristics to distinguish a product from other products."David Arno, the president of Harvard University of the United States, believed that "the success of the brand is the result of a long-term and continuing establishment of product positioning and personality, consumers have a higher identity to it. Once the brand becomes a successful brand, market leading position and high profits will naturally follow.Chinese scholar Han believed that "the brand is the face of product. It reflects the personality of goods or services and consumer identity, it is the symbol of reputation of producers" "brand is a complex concept. It consists of brand name, brand awareness, brand association, brand logo, brand color, brand packaging and trademarks and other elements.

The above opinions are of great importance to the definition of the brand. They defined the connotation of the brand from different perspectives. We can see that the brand is a comprehensive concept, and it consists of many factors, it should be seen with system view. Although the definitions of brand are different, scholars have the basic consensus on the connotation of "brand". First, the "brand" is the use of a name, noun, mark, symbol and design or a combination of them to make differences of their products and services from products and services of other competitors . Second, the brand is a consumer centric concept, the value of the brand is reflected in

the consumer's emotional knowledge of the brand, and reflected in new value and benefits that brand can bring to consumers.Third, the brand has a unique personality, and the additional symbol of a specific culture. Brand is easy for consumers to identify and can bring consumers specific attributes, and transmit interests and values to consumers through attributes and culture , so that personality of consumers will be recognized in brand personality .Fourth, brand is a kind of information concentration and communication code. Brand is a complex symbol. From economic and market point of view, brand is a mark and a kind of information symbol.What people pay attention to is not only the market position, the cultural connotation, the consumer's cognition to the brand that the brand represents.As far as its consumers are concerned, it is a code of communication, which represents a kind of taste and a style. From the spirit, culture and psychology point of view, it emphasizes the quality , reputation and goodwill of the brand.Brand is the consumers' whole experience of products. Finally, brand is a promise and guarantee, and is a priceless intangible asset.The brand represents the meaning, quality and characteristics, which produces brand value. It provides more competition guarantees for the brand's products.

1.5.2 Brand Image

Brand is people's evaluation and cognition of an enterprise and its products, after-sale service and cultural value, and it is a kind of trust.The brand is a commercial name and logo,usually presented through words, marks, symbols, patterns, colors and other elements or a combination of these elements. Brand is used to identify a particular seller or products or services of a group of sellers , and distinguish it from competitors.

Brand image refers to the special characteristics of a enterprise or a brand in the market and in the minds of the public, reflects the public's especially consumers' cognition and evaluation of a brand.Brand image and brand is inseparable,brand image expresses characteristics of brand, reflecting the strength and essence of the brand.Brand image includes name, packaging, pattern, advertising design, etc. Image is the foundation of brand, so enterprises must attach great importance to brand image

building.

Brand image theory was advocated by the famous advertising Ogilvy.The image here and the "image" in the brand image are expressed in the same word in English, but they mean different things.He thought "image" is a symbolic connection that expressed values.He believes that it is difficult for consumers to distinguish similar products of different brands in terms of their physical attributes difference. Marketers should achieve this goal by giving different associations to the brand.Because it is these associations that give the brand a different personality. These associations should meet the requirements of the target market.

Bell believed that the brand image had three sub brand image: producer image, namely corporate image, user image, product or service image.The importance of the three images will vary according to the product category and the specific brand.Marlboro, for example, is an internationally famous brand, but few people associate it with the company.Bell also believed that there are a few differences of brands in the function, but the differences of brands in emotion and significance are great.So, the brand association can be divided into two aspects: "soft" and "hard".Hard associations include demographics of users, products and technology and services of enterprises.The soft aspects include the user's personality and lifestyle, the personality and style of the product, and the style and leadership of the company.Many subsequent brand studies mentioned the distinction between "soft" and "hard", or "meaning" and "function".Brand is based on objective phenomena such as product, technology, enterprise and so on.Therefore, the consumer's response to it must include an objective response.At the same time, the long-term advertising and marketing of brand will inevitably make expression in the minds of consumers.Although Bell pointed out the possible components of the brand image, the source of the brand image, his theory is a conceptual model that does not specify the structure of the various parts of the brand image.

Luo, a scholar in China, put forward five characteristics of brand image:multidimensional combination, complex diversity, relative stability, plasticity, fragility.On this basis,try to standardize the composition of brand image.The brand

image is further divided into five aspects: brand cognition, product attribute cognition, brand association, brand value and brand loyalty.

1.5.3 Consumer Behavior

Consumer behavior refers to the actions taken by consumers to acquire, use, dispose of consumer goods or services, including decision-making processes that precede and determine these actions.Consumer behavior is closely related to the exchange of products or services.In the modern market economy, the study of consumer behavior should aim at establishing and developing long-term exchange relationship with consumers.Therefore, we need not only to understand how consumers obtain products and services, but also to understand how consumers consume products and how products are disposed of when they are used up.Because the consumer experience and the way consumers handle old products will directly affect the next round consumer buying, that is to say, it will have a direct effect on the long-term exchange relationship between enterprises and consumers.Traditionally, the research on consumer behavior has focused on the acquisition of products and services, while research on the consumption and disposal of products has been relatively neglected.With the deepening of consumer behavior research, people are more and more deeply aware that consumer behavior is a process, obtaining or purchasing is only a stage of this process.Therefore, the study of consumer behavior should investigate and understand the evaluation and selection activities of consumers before they acquire products or services,and also pay attention to the disposal and other activities of the product after obtaining.Only in this way can the understanding of consumer behavior be integrated.
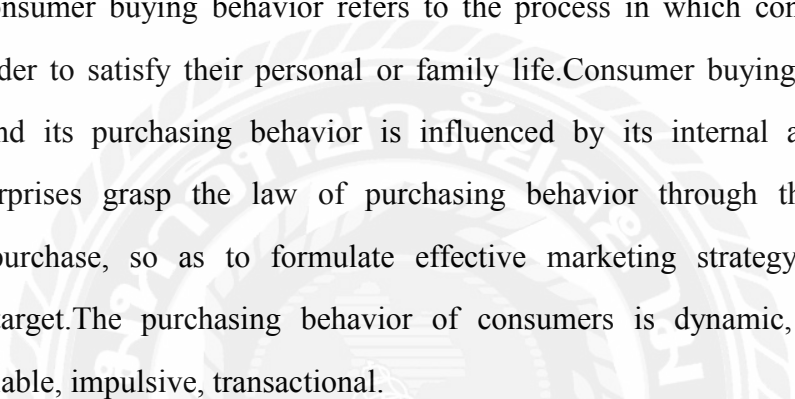
Consumer behavior is composed of two parts.One is the consumer purchase decision-making process. Purchasing decision is the psychological activity and behavior tendency of consumers before they use and dispose of purchased products and services. It belongs to the forming process of consumer attitudes.The other is consumer action.Consumer action is the realization of the process of purchasing decision making.In the actual life, the two parts of consumer behavior permeate and

influence each other, which constitute the whole process of consumer behavior.

The individual and psychological factors that affect consumer behavior are:Need and motivation; perception; learning and memory; attitudes; personality; self-concept and lifestyle.These factors not only influence and determine consumer decision-making behavior to some extent, but also influence external environment and marketing stimulation.

1.5.4 Consumer Buying Behavior

Consumer buying behavior refers to the process in which consumers buy goods in order to satisfy their personal or family life.Consumer buying behavior is complex, and its purchasing behavior is influenced by its internal and external factors.Enterprises grasp the law of purchasing behavior through the study of consumer purchase, so as to formulate effective marketing strategy, to realize marketing target.The purchasing behavior of consumers is dynamic, interactive, diverse, variable, impulsive, transactional.

CHAPTER 2

LITERATURE REVIEWS

2.1 Independent Variable Correlation Theory

2.1.1 The Connotation of Brand

In the establishment of brand , brand as the synonym and form of product must include the attributes of brand products, the interests of consumers, the value of consumers,the brand culture and the core contents.To design a brand with profound connotation through the analysis of these aspects.

2.1.1.1 Product Attributes of Brand

As for the attributes of products, marketing scientists have studied them from different perspectives.The United States Virginia Darden Mark.E. Dr. Perry divided the attributes of products into four types: inherent attribute, external attributes, performance attributes and abstract properties.The intrinsic attribute of a product is the specific attribute of the product itself, which involves the physical composition of the product. The external attributes that shows the tangible characteristics of the product are relevant to the product, but not the product attribute due to the product entity,such as the attributes that expressed through brand, packing, service and price.The product's performance attribute is a product characteristic that can be evaluated by use, and the performance attributes describe the way products play their roles.Abstract attributes of a product, also known as multidimensional attributes, condense or aggregate information contained in a variety of attributes into a property.In contrast to simple attributes, the more abstract the attribute is, the more information it contains.Different people have different evaluation of the importance of all kinds of information contained in them,so the evaluation of abstract attributes is different.So, abstract attributes are subjective attributes that are evaluated by uncertainty multiple attributes.The four attributes of a product are not isolated, they are related to each other.

2.1.1.2 Consumer Interest Attributes of Brand

The consumer interest of a brand is the positive impression a consumer has when he owns or uses the product.The interests of consumers can be divided into two kinds: psychological interest and practical interest.Psychological benefit refers to the feeling that consumers possess and use products,from the opinion of themselves or the opinions of others on them.The consumer usually determines the choice and consumption of the product according to the "self - concept" and strengthen the image of themselves by owning, using, or consuming a particular product.Practical interest, also known as instrumental interest, refers to the specific interests in the process of forming psychological social benefits.It helps consumers achieve their psychological and social interests .Practical benefits can be divided into functional interests, experiential interests and financial interests.Functional benefit refers to the benefits gained by the product to help consumers realize the desire they seek.Experiential benefits are the material feelings and emotions experienced by consumers when they own, use, or consume a product.Financial interests refers to the the benefit of reducing the cost of owning a product.

2.1.1.3 Consumer Value Attributes of Brands

The consumer value of a brand is the most direct product-related value that consumers have when buying or consuming a product, that is, customer value.Philip Kotler ever defined the value as "customer delivered value",that is ,customer delivered value is the difference between total customer value, product value, service value, personnel value, image value and total cost, monetary cost, time cost, spiritual cost, and physical cost.In fact, attributes, interests, and values are often linked together.

2.1.1.4 Cultural Attribute of Brand

Brand has dual characteristics, one is its natural characteristics, and the other is its cultural characteristics.The former refers to a particular style that is different

from other brands.The latter refers to the consumer's psychological experience of product differentiation.Highly unified brand image endows goods with natural or cultural details.One of the most important reasons why brands make consumers have different psychological experiences for commodities or enterprises lies in the difference of their cultural values.This cultural value is mainly manifested in the following three aspects.First, it is the details of the national culture.Second ,it is consumer's psychological approval.Third, it is commitment of quality and reputation.

2.1.2 Brand Elements

Various elements form a brand, such as name: the word or words used to identify a company, product, service, or concept.logo: the visual trademark that identifies a brand .tag line or catchphrase: "The Quicker Picker Upper"is associated by whom? with Bounty paper towels.graphics: the "dynamic ribbon" is a trademarked part of Coca-Cola's brand.shapes: the distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands.colors: the instant recognition consumers have when they see Tiffany & Co.'s robin's egg blue . Tiffany & Co.'s trademarked the color in 1998.sounds: a unique tune or set of notes can denote a brand. NBC's chimes provide a famous example.scents: the rose-jasmine-musk scent of Chanel No. 5 is trademarked.tastes: Kentucky Fried Chicken has trademarked its special recipe of eleven herbs and spices for fried chicken.movements: Lamborghini has trademarked the upward motion of its car doors.

2.1.3 The Elements of Brand Image
2.1.3.1 The Driving Elements of Brand Image

The most important factor in creating a brand image is people's association with the brand. Or when it comes to brand names, consumers will think of something. This association links the brand image with many things to drive the establishment and development of image.

2.1.3.1.1 The Image of A Product or Service Itself

The function of the product or service itself is the content basis of brand image,the explicit expression form of brand image includes price, speed, function, durability, comfort property, application etc.,while the internal expression form of brand image includes sense of youth, elegance, dignity,charming etc.

2.1.3.1.2 The Image of A Product or Service Provider

The image of the product or service provider is also an important factor driving the brand image.As the saying goes: strict teachers train excellent students.People often evaluate brand image according to this idea.The rigid index of the provider's image includes scientific and technological capacity, enterprise size, asset status, service status, personnel quality, etc.In the process of creating the brand image, marketers often use the existing image of the company.For example, when Wuliangye group launched a new brand of liquor, the slogan is "descended from a distinguished company",trying to take advantage of "Wuliangye" brand to drive the establishment of new band image.

2.1.3.2 The Visible Elements of Brand Image

The visible elements of brand image includes products and their packaging, production and management environment, production and management performance, social contribution, employee image, etc.

The image of product:Product image is the representation of brand image, the material base of brand image and the most important visible image of brand.Brand image is mainly manifested by product image.Product image includes product quality, function, shape, price, variety, specification, style, color, package design, service level, product innovation ability and so on.The quality of the product image directly affects the quality of the brand image.A good product attracts a number of consumers to buy, while a poor product can only let consumers down.Only by providing the society with products with excellent quality, good performance, beautiful appearance and excellent service, can we be recognized by society and remain invincible in the competition.

The image of environment:Environmental image mainly refers to the brand's production environment, sales environment, office environment and various ancillary facilities.The brand's economic strength, brand management and brand spirit are all reflected by clean factory environment,size and decoration of the production and operation places,technical level of equipment, which are important elements to show the brand to the public. Brand culture and brand characteristics are expressed through the design, model, layout, color and decoration of sales environment, which has a more direct effect to strengthen brand awareness and trust,   to improve the efficiency of marketing.

The image of performance:Performance image refers to the scale of operation and profitability of a brand, mainly consisting of business volume, capital profit margin, and asset yield.It reflects the brand management ability and the level of profitability, is the direct performance of production and management of the brand ,and also the prime cause of seeking a good brand image.Generally speaking, a good brand image, especially a good product image, can always bring a good performance image for the brand.The good performance image will always increase the confidence of investors and consumers about the brand and its products.

The image of society:Social image refers to a good brand image created through the non-profit and public relation social behavior , in order to win social recognition and goodwill, including honest management, maintain respect justice and abide by the laws, the legitimate rights and interests of consumers; protect the environment, promote ecological balance; concern the prosperity and development of the community,make contribution; pay attention to social welfare undertakings, promoting the construction of spiritual civilization and so on.

The image of employees:Employees are the main body of production and management activities as well as the direct shapers of brand image.Employee image refers to the overall image of brand employees, which includes manager image and employee image.The manager image refers to the impression to the brand employees, brand peers and the public made by the brand managers, especially the brand maker's knowledge, ability, courage, quality, style and business performance.Brand maker is

the representative of the brand, and its image has a direct impact on the image of the brand.Because of this, nowadays many brands attach great importance to the establishment of brand maker image.Employee image refers to the overall image of all staff of the brand, including service attitude, professional ethics, behavior norms, spiritual outlook, cultural level, operation skills, internal qualities and costumes, meters and so on.Therefore, the employee's behavior will affect the brand image.Employee image can improve competitiveness of the brand, lay a solid foundation for long-term and stable development of the brand.Therefore, many brands pay much attention to the image of employees in the process of building a good image.

2.1.4 The Importance of Brand Image

Brand image is a brand management method. It is believed that any product or service can theoretically express its image in functional, symbolic or empirical elements.Brand image is the consumer's overall impression and judgment on a brand. This impression and judgment are generated by the long-term exposure of the brand , which is reinforced by consumer brand associations.The ultimate goal of enterprise brand management is to establish the brand image that the enterprise wants in the eyes of the target consumer groups.

According to their own advantages, product or service features, consumer demand, market conditions and other factors, enterprises establish core value of brand and brand culture elements of brand.With the guidance of the core value of the brand and brand culture, enterprises design the brand identity, choose brand names , define brand attributes and draw up brand advertising plan.Through the implementation of the functions of brand management,make the brand image go into the minds of target consumers.

An important evaluation index to measure the success of a brand is whether the enterprise has a good and distinctive brand image or not.A sucessful brand image is designed according to its own strategy and target consumer psychology, which can be recognized and accepted by consumers and even form the consumer

preferences.Once a consumer has a preference for a brand, the consumer buys the brand's merchandise when he needs it. This buying behavior will remain constant in the absence of a change in the purchasing preferences of consumers. That is to say, consumer loyalty to the brand goods is relatively high.

2.2 Dependent Variable Theory

2.2.1 Basic Framework of Consumer Purchasing Behavior Analysis

Marketing experts sum up the purchasing motivation and purchasing behavior of consumers as 6W and 6O, thus forming the basic framework of consumer purchasing behavior research.

What does the market need   - what is the product ?. By analyzing what consumers want to buy and why they need this type, rather than that type, to analysis how firms to provide products that have a ready market to meet the needs of consumers.Why to buy   - what is the purpose of purchase ?. By analyzing the formation of purchasing motivation (physiological, natural, economic, social, psychological factors), to understand the purchasing purpose of consumers and adopt corresponding marketing strategies.Who is the buyer -- what is the buying organization ?. Analysis who is the buyer, individuals, families or groups, and who will use the products, who is the decision-makers. To combine the corresponding products, channels, pricing and promotion according to the analysis.How to buy   -- what is operation? By the analysis of the different requirements of buyers on the way of buying,   to provide different marketing services.When to buy   -- what is the buying occasions?. By the analysis of the purchase time of a particular product and the occasions, to introduce relevant products. Where to buy - what is the buying outlets?. Analysis the different requirements of buyers for purchase location.

2.2.1.1 The Features of Consumer Buying Behavior

Enterprises must grasp the basic characteristics of consumer buying behavior if they want to adapt to the market and control the market in the market competition.

Consumer buying behavior involves everyone and every family, and the number of buyers is large and buyers are dispersed. The consumer market is a vast market. Because of the different geographical position of consumers, the inconsistent leisure time , the places of purchase and the time of purchase is dispersed.

Consumer buying behavior is based on individuals and families as a unit.Due to the number of consumption demand, purchasing power, storage location, goods shelf life and many other factors, consumers usually choose the way of small batch and frequent purchase in order to ensure their own consumption.

Consumer demand is of great difference due to age and gender, occupation, income, educational level, ethnic and religious influence, and demand for commodities is also different.Moreover, with the development of society and economy , consumer habits, consumption concepts, consumer psychology continue to change, resulting in great difference of consumers buying behavior.

The majority of consumers are lack of the corresponding professional knowledge, price knowledge and market knowledge, especially for some goods with high technical nature and more complex operation.In most cases, consumers tend to be more emotional when buying. Therefore, consumers are easily influenced by advertising, merchandise packaging, decorating, and other promotions.

Consumers must choose carefully, and with the more developed market economy today, the mobility of population is greater , resulting in consumer mobility, consumer buying behavior often move among different products, different regions and different enterprises.

Consumers need to purchase some goods all the time, such as food, non-staple food, milk, vegetables and other necessities of life; some consumers need to buy commodity in particular season or festivals,   such as some seasonal clothing, holiday consumer goods.

Consumer purchase is often guided by the spirit of the times and social customs,thus creating new demands for consumer purchases. For example, after APEC meeting, Tang - style suit became the era of fashion and more and more popular.Also, the demand for books and stationery increased obviously, society

attaching importance to knowledge and the demand for talents increasing.

With the development of society and the improvement of people's consumption level and quality of life, consumer demand is constantly advancing. In the past, it will be fine as long as consumers can buy the goods; but now people are all in the pursuit of famous brand and luxury goods.This new demand is constant and never-ending, so consumer buying behavior is developmental.

It is very important to recognize characteristics of consumer buying behavior.It helps the enterprise draw up marketing strategies and plan business activities according to the characteristics of consumers , to provide consumers with satisfying goods or services for the market, to carry out marketing activities better.

2.2.1.2 The Factors Influencing Consumer's Buying Behaviour

Enterprises need to consider the factors influencing consumer's buying Behaviour carefully before entering the market, mainly including social factors, cultural factors, psychological factors and personal factors, which can influence the purchase decision of consumers.It is very helpful to promote the products on right time to the right consumers.

2.2.1.2.1 Cultural Factors

Cultural factors include culture, subculture, and social class.The most fundamental factor in a person's life is the culture to ensure that he or she diversifies into a certain direction.However,   in a certain buying behaviour ,cultural factors is not decisive.Similarly, in the marketing process of the product, it is not just cultural influence that can ensure the success of marketing. Therefore, sales staff should comprehensively analyze various cultural factors, so that it is conducive to the success of marketing.

Culture is a collection of common meanings, rituals, norms, and traditions shared by organizations or members of society. Culture consists of abstract concepts such as value, morality, and the essential goods and services produced and valued by society, such as automobiles, clothes, food, art , etc.The relationship between

consumer behavior and culture is bidirectional.On the one hand, if in a certain period of time,the product or service which is consistent with the dominant culture is more likely to be accepted by consumers; On the other hand, the research and innovation of new products caused by a certain culture may provide a window for the mainstream culture at that time.Cultural differences have a huge impact on consumer buying behavior. For example, you can't put refrigerators' dominant market in the Eskimos' market because they do not need refrigerators for refrigeration, instead, they need 0 degree to keep fresh.Culture is acquired, conceptual, sharing and developmental.

The social culture can be divided into two levels: one is basic culture shared by all members of society , namely the main culture;the other is subculture,that is unique sense of values and behavior patterns shared by some certain social groups, unique sense of values and behavior patterns is closely related to social identity, status and living areas.Sub culture constitutes an important market segment, and marketers usually design products and marketing activities that meet the needs of consumers of different subcultures.

Social strata are defined according to certain social standards, such as income, education, occupation, social status and fame, dividing social members into several social classes.People of the same social class often share common values,lifestyle, way of thinking and life goals, and all these affect their buying behavior.American Marketing scientist and society scientist Warner Bros. W-L Warner divided the American society into six classes from the point of view of commodity marketing.Since each society has different strata, its needs have corresponding levels. Even if they have the same income level, their class, habits, ways of thinking, purchasing motivation and consumer behavior is also of significant difference. Therefore, enterprises and marketing personnel can subdivide the market according to the social stratum, and then choose their target market.

2.2.1.2.2 Social Factors

Social factors need to take into account the reference groups, family background, and the role of consumers. Social factors are one of the most important

factors in marketing. If marketers ignore the social factors such as group influence,sales staff will find that consumers' mentality is difficult to consider in the face of certain consumers. Therefore, sales staff must make a comprehensive analysis of consumers' social groups, family background, role, status and other factors. They will subdivide the market and adopt different strategies to exert influence on different consumer groups.

Each person's behavior will be affected by many groups, these groups play a direct or indirect comparison and reference role in the formation of people's behavior and attitudes . The reference group has two major functions: standardization and comparison.For example, in standardization, the standards set by parents will let children form similar ideas and attitudes with their parents in the basic necessities of life; in comparison, individuals will consult experience of friends in the residential decoration.

According to the relationship between individual status and individual influence degree, the reference group can be divided into the member group, the desire group, and the refusal group . Members of a member group have a positive attitude towards the group, and the preferences of the group will influence the individual's choice. The desired group can be divided into anticipatory desire groups and symbolic desire groups according to the degree of contact.

Family is the basic group of consumers.A person learns a lot of everyday consumption from his parents. Even when he grew up and left home, his parents' instruction still has a distinct influence.Consumer buying behavior is affected by the family life cycle, each stage of the life cycle have different behavior patterns or purchase.Sellers can sometimes define their target market according to life cycle stages and draw up different marketing strategies for different life cycle stages.

2.2.1.2.3 Personal Factors

The problem for manufacturers and sales people is how to interact with the individual factors of the consumer and the selling behavior, because the individual factor of the consumer is the decisive factor in the marketing process. In the analysis

of individual factors, it is necessary to consider the behavior characteristics of consumers at all ages and life cycle stages. Consumers judgment is different at different stages of life , and thus behave differently.In addition,marketers should pay attention to the professional characteristics of consumers,analyze the characteristics of their economic environment, lifestyle, self cognition and personality according to different occupational groups.

Value concept refers to people's attitudes and opinions about various things in social life.People's value concept varies greatly with different cultural backgrounds.The prevailing trends in the market are influenced by value concept.When making a promotion strategy, the enterprise should link the product with the cultural tradition of the target market, especially the value concept. For example, Americans want the maximum personal freedom, pursuit advanced enjoyment,when they buy housing, cars and so on, they can choose installment payment and bank loan payments.But in China, people are used to saving money to buy things, people's buying behavior is often limited to monetary ability .

Material culture consists of technology and economy. It affects the level of demand, the quality of products, types and styles, and also influences the way of production and distribution of these products.The material culture of a country has many meanings for marketing. Take electric shavers, multifunctional food processing machine and other small appliances as examples,in developed countries these products have been fully accepted, but in some poor countries these products are not able to be seen or no one wants them, and are often seen as a luxury and waste.

The aesthetic standards usually refers to people's evaluation standards for things on the good and evil, beauty and ugliness of things.The aesthetic standards is of great significance in understanding symbolic meaning of different forms, colors and beauty in a particular culture , so the marketing personnel need to grasp the aesthetic standards and pay much attention.If marketers are lack of correct understanding of culture on the aesthetic standards of a society,it is difficult to succeed in product design and advertising strategy.If marketers are slow response to the aesthetic standards, the product's style and packaging can not be effective,   also it is offensive

to potential consumers, or make bad impression.

Lifestyle is a way of life that people follow, including ways of spending time and spending money. A people's lifestyle is usually expressed through his activities, interest, and opinion(Commonly known as AIO). People may also have different lifestyle,even they come from the same subculture, social class, or professional groups.For example, some people choose to work hard in pursuit of achievement, while some people choose to go sightseeing freely and be content.Sellers should try to understands consumer lifestyles and make their stores or brand images match consumer lifestyles.

2.2.1.2.4 Psychological Factors

Individual factors are the decisive factor in the success or failure of marketing, and psychological factors are the most important factors to guide the individual behavior of consumers, and all the influencing factors are ultimately related to psychological factors.Therefore, manufacturers and sales staff should understand the psychological factors of consumers, such as motivation, intuition, reverse psychology, beliefs, attitudes and other factors that affect consumer behavior. Only in this way can the sales staff be like a duck to water in the marketing process.

Necessity refers to the reflection of the desire for objective things in a certain living environment in order to continue and develop life. Psychological research shows that human necessity refers to some unbalanced situation with their surroundings due to people's lack of some physiological or psychological factors.People's needs define the goals of people's actions. Therefore, the need is the driving force behind people's activities.

A.H.Maslow, a famous American psychologist ,put forward hierarchy theory of needs. He divides needs to different levels, namely, physiological needs, security needs, social needs, respect for needs and self actualization needs according to people's needs.According to Maslow's theory of hierarchy of needs, and after a long period of practical observation, it has been proved that all kinds of human needs have the following three characteristics.First, human needs are developed from lower levels

to higher levels. Only meet the needs of low-level, can produce higher level.Second, when the needs is all satisfied or partial satisfied, they begin to pursue the quality of needs.Third,the needs of the various levels may alternate, i.e., they are intertwined.

In Maslow's opinion, everyone's behavior motivation is usually controlled by different needs, and the satisfied needs no longer have incentive function. Only the unsatisfied needs have the incentive function. This view gives great implications to marketing staff. First of all, the marketing staff should continuously try to discover unsatisfied needs of consumer , then, try their best to meet the needs.Secondly, marketing personnel should focus the way of sales promotion, advertising and publicity on multi-level consumer needs after the analysis of consumer characteristics, to achieve the maximum effect.Thirdly, marketers can determine the target market according to the needs of a certain level, and further develop marketing strategies.

Consumer perception and perception of goods, memory, and thinking constitute the cognition of goods. Sensation and perception are people's perception of the individual attributes or the whole cognition of a commodity through sensory organs. This is the formative stage of the cognitive process.Consumer identification of products includes making judgment according to the cognition of the trademark text and patterns in vision;distinguishing   goods by sight, hearing, taste, smell, and touch; an impression of merchandise by advertising. Perception is an extension of feeling, which is influenced by various subjective and objective factors. Among them, the consumer preference, their hobbies, personality, brand image and self perception is a prerequisite of perception. Product image, corporate image and attractiveness are the basic conditions of perception. Advertising and marketer behavior are the key factors of consumer perception of goods. In order to further deepen the understanding of commodities, consumers will use memory, thinking and other psychological activities to complete the cognitive process.Memory refers to the storage of the things people have experienced in the brain and to reproduce them under certain conditions. It plays a very important role in the development of consumer awareness. The name, trademark, package and advertisement of goods are the main contents of consumer memory, among which trademark is the most recognizable and the most important

commodity mark. Thinking is an indirect generalization of goods' general attributes and their internal relations. Through the analysis, comparison, judgment, reasoning and synthesis of the "impression" of the goods formed by perception and memory, the consumers reach the advanced stage of cognition , and finally make the purchase decision.

Marketers should always observe the psychological activities of consumers, make use of advertising, personal selling and other means to make consumers care and pay attention to their products by desires and needs,finally promote consumers' purchasing behavior.

Consumer attitude refers to the tendency of consumers to react to goods or services and related things in the process of buying or using goods, that is, the emotional tendency towards the likes and dislikes, affirmation and negation of commodities. If consumers attitude is positive, it will promote their purchasing behavior; if consumers attitude is negative, it will hinder or even interrupt their purchasing behavior. According to the consumers attitude which consumers react when buying goods, they can be divided into three types.Fully believing type, that is, consumers are fully positive about all aspects of the product to be purchased. This attitude often leads to buying behavior.Partially believing type, that is,consumers are not very satisfied or not fully convinced of what they are buying. In this case, consumer attitudes are often hesitant to take notice. Marketing staff should demonstrate for consumers, explain in detail, and enhance consumer confidence in the product, reaching purchasing behavior.Not believing type, that is, consumers are totally negative about the products they want to buy.The main reason resulting in this type is: first, the product does not meet the psychological needs of consumers; second, consumers find the defects and shortcomings of products; third, the actual performance is not the same to advertising,thus consumers do not trust the goods.

It is very difficult to lead to buying behavior if consumers do not trust the goods.Only through a variety of ways to eliminate suspicion, distrust, to change consumer attitudes, will cause the desire of consumers to buy, resulting in the purchase behavior.The main influencing factors of the changing of consumer attitudes

includes the values, experience, personality characteristics and the interaction of information, advertising, consumer groups pressure and other external factors.Therefore, the enterprise and the marketing personnel must follow the following guidance. First, deliver product information to consumers through a variety of forms such as advertising, product sales, operating performance.Second, improve product quality, improve product performance, establish commercial reputation and corporate image.Third, strengthen the product service ,promote the transformation of consumer attitudes.Besides hunger, thirst, sex, and other instinctual drives, all other actions of human beings are produced by learning.Consumer learning is a process in which consumers continuously acquire knowledge, experience and skills in the process of purchasing and using goods, and constantly improve their purchasing behavior.There are several types of consumer learning: first, imitative learning. That is, learning by acquiring information and following the same methods , the result is that consumers abandon old ways of consumption and adapt themselves to new levels of demand. Second, responsive learning. That is, form a corresponding response through the constant stimulation of external information or things,and through the sense of view and experience for consumers to accept and study, to promote its purchase.Third,cognitive learning. That is, improve the ability to analyze and solve problems by summing up and learning from previous experience, to deal with the constantly purchase problems using their own knowledge and discernment.

Learning plays a very important role in better guiding, promoting and improving the consumer buying behavior, mainly reflected in: first,.to increase consumers' product knowledge, rich purchasing experience; second, to further improve the purchasing power of consumers, promote the purchase behavior; third, to help to stimulate consumer repeating purchase behavior.

2.3 The Theory of Variable Relations

Brand image is the intangible asset of an enterprise,the promotion of brand image can improve satisfaction and loyalty of consumer. The visual image,product image, corporate image and service image   of brand image influence consumer

buying behavior greatly.

A good brand image contains a lot of content, it is the perfect expression of various factors of brand.Brand image is not only the outer layer, but a chain, string with all kinds of interrelated elements.Nowadays many enterprise try to attract consumers by changing the signs and slogan, because it is the quickest way to attract consumers and make deep impression in the minds of consumers withthe rapid development of economy. Spiritual needs are beginning to influence the perception and choice of products and businesses. IBM's precision, the powerful and creative Apple phone, KFC's exquisite, standardized, user-friendly and so on, these brand images are all stimulating our desire to buy.Pepsi Cola combines the fresh blue, warm red, and clean white, the style is youthful, dynamic and popular, the brand image is challenging, intelligent and attractive. Its brand proposition is to breakthrough desire, to encourage young people to pursue a dream, to seek a breakthrough, etc. Its image deeply moved and affects most of the young people who have the courage to challenge the desire and love life through the visual effect.

2.3.1 The Influence of Visual Image on Consumer Buying Behavior

"Apple" brand mobile phone, computer and other related electronic products surpass in technology, but the strength of the brand is an important factor to enable consumers to chase. Due to the quick replacement of electronic products , or the small differences between products, "the visual image of Apple"has become the highlight of brand image.

The importance of brand visual images can be judged from consumer psychology and consumer behavior. Now the process of consumer consumption is from "perception" to "cognition", and then "identity" , and finally achieve the purpose of "buying". This process is "consumer psychology"". Consumer psychology refers to the mental activities that occur in the process of purchasing and using goods or services. Consumer behavior refers to how consumers buy, use, and dispose the goods, services, ideas, or experiences to meet their needs and desires.

The visual image of brand will make consumers think of the product , so

visual image should be consistent with the images and ideas that the brand wants to express.For a huge consumer groups, the impact of visual image and good feeling will persuade consumers to buy.After buying, there will be some psychological demands in the process of using.The vast majority of people believe that a product's packaging and visual image will lead to their desire to buy.

2.3.2 The Influence of Corporate Image on Consumer Buying Behavior

The good image of enterprises can improve market competitiveness, also can enhance the value of the enterprise. In the fierce market competition, if the enterprise has a good corporate image and good reputation,it will win the choice of consumers. Good corporate image plays an important role in brand building.Many researchers believe that in the process of purchase, consumers are not only concerned about the price, the discount and promotions,but also pay more attention to the quality of the product and the reputation of enterprises. Therefore, to shape a good image can be favored by consumers.

2.3.3 The Influence of Product Image on Consumer Buying Behavior

Consumers are concerned about the quality of products most when purchasing. Product image is the internal expression of brand image. Consumers are highly sensitive to product quality, and products with good quality can strengthen the brand image and create better reputation for enterprises.Products are the entity of enterprises in market competition , brand is the soul of enterprise in market competition.The good product image can influence the consumer's purchase behavior, and the product image has the biggest influence on the consumer purchase behavior, which is the significant positive influence.

2.3.4 The Influence of Service Image on Consumer Buying Behavior

The good service provided by enterprises is helpful to reach consumers purchase behavior.Generally speaking, if consumers get good service in shopping and enjoy psychological satisfaction, consumers will be more willing to do word of mouth

propaganda.When customers need to buy goods again, they may buy again. It is found that the service quality of brand image can be used to test customer loyalty, improving service quality can improve customer loyalty and increase consumer purchasing behavior.

2.4 Research Hypothesis

Brand image has an influence on consumer purchasing behavior.

CHAPTER 3

RESEARCH METHOD

3.1 Research Design

The chapter takes into consideration the views mentioned in the literature and applies it to a brand in order to expose the way of brand image influences consumer buying behavior. The brand for this research is Coca Cola, which is famous to the whole world. The brand provides a general view of the drink industry,and how its brand image has an influence on consumer buying behavior.Since Coca Cola has been in the market for several years and has a good reputation, it is worth considering in this research.

The research object is Coca Cola, and the literature research method and survey method are applied in this research.

Literature research method is a kind of research method to understand the problem to be studied comprehensively and correctly through the investigation of documents ,which is on the basis of certain research purposes or topics.Many kinds of subject research make use of literature research method.The functions of this method include: understanding the historic and present situation of the subject so as to make a determination of the research topic; forming a general impression about the topic of study and help to make a survey; obtaining the materials of realistic data; and being helpful to get overall perspective of the topic.

One of the most widely used methods in scientific research is the survey method. The method is purposeful and systematic. The survey method is a kind of method of collecting material and data about the reality or history of object of study. The survey method makes use of many different kinds of methods to get a thorough and systematic understanding of the topic, including the historical method, observation, conversation, questionnaire, case study, tests and so on; and make analysis, synthesis, comparison and induction of the materials collected, in order that it will offer common knowledge to people. The questionnaire is most widely used in

scientific research. The questionnaire is a method of data collection in written way of asking questions, that is, the researchers make forms according to the topic , distribute or mail to the relevant personnel for answers, and then finishing recovery, statistics and research.

3.2 The Research Tool

The questionnaire was measured by five scale scoring method. The greater the value, the higher the degree of your identification, the smaller the value, the lower the degree of your identity. The selection of the respondents was transformed into the corresponding data, and then analyzed by SPSS17.0 software. The questionnaire of this research reflects the important factors of the influence of brand image on consumer buying behavior.50 participants were chosen freely for this survey.And it is proved that the answers of 50 participants are sufficient to present a general idea of the influence of brand image on consumer buying behavior.

3.3 Data Collection Method

This research mainly use questionnaire method to collect data.

Questionnaire method is a method that researchers collect the data by using a unified and rigorous questionnaire.Its characteristic is the relatively high degree of standardization avoiding the blindness and subjectivity, and it helps to gather a great number of data in a relatively short period of time,and is convenient and easy for the quantitative analysis. The main part of the questionnaire research is the design of the questionnaire ,which is related to the results of the research directly and the determination of   the recovery rate and efficiency of the questionnaire. The design of the questionnaire involves a series of questions, such as the structure of the questionnaire, the choice of questions,the way of answering and so on.

3.4 Data Analysis Method

The research mainly use descriptive statistical method.This method mainly grasps the overall characteristics of the sample from the frequency, average,

maximum and minimum values, and finds the inherent law of the collected data through the overall characteristics. This paper mainly discusses the characteristics of gender, age, income level, and the distribution trend of each variable dimension.

3.5 Research Process
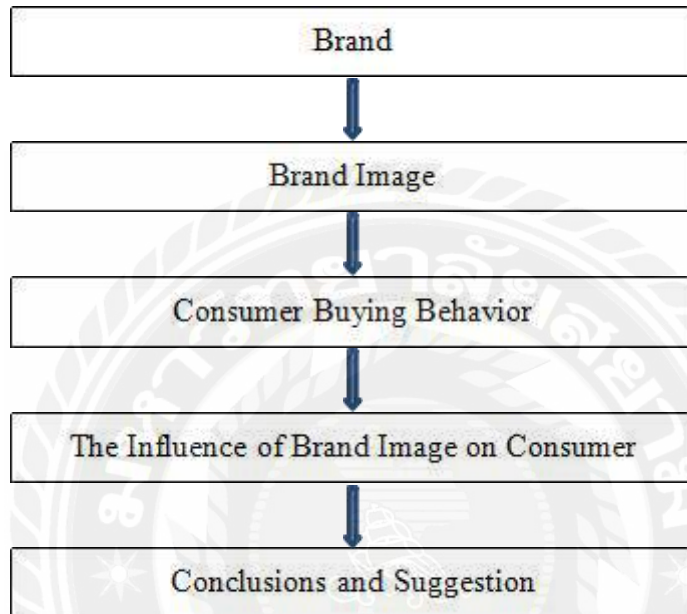
CHAPTER 4

RESULTS AND ANALYSIS

4.1 Descriptive Statistics

Coca Cola Co (The Coca-Cola Company) was founded on May 8, 1886, headquartered in Georgia in Atlanta, is the world's largest beverage company, enjoys 48% of global market share, has two of the top three global beverage (Coca-Cola ranked first, Pepsi second, low calorie Coca-Cola third).It has 160 beverage brands in 200 countries, including soft drinks, sports drinks, milk drinks, fruit juice, tea and coffee, is also the world's largest juice beverage dealers.

Some people call Coca-Cola "magic water". This is not an exaggeration.In the world's soft drinks market, Coca-Cola holds 48% of the share. In the world's 5 largest beverage products, Coca-Cola company accounted for 4 varieties.People all over the world drink 1 billion cups of Coca Cola a day. Coca-Cola enjoys the greatest popularity in the world at present, and its brand value is up to 83 billion 800 million dollars in 1999.

4.1.1 Brand Image of Coca Cola

Coca-Cola's success is reflected in its brand image. In the era of increasing homogenization of competition, the brand is undoubtedly the core competitiveness of enterprises to sustainable development.   The founder of   Coca-Cola once said "if all property of the Coca-Cola company suddenly reduced to ashes today, as long as I have the" Coca-Cola "trademark, I can be sure to announce that after half a year, we will have another Coca-Cola Company with the same scale exactly ." The heroic utterance is not fantasy,it is intangible assets of the Coca-Cola brand. Because it is invisible, we can not accurately measure the value of a brand, but this will be enhanced in consumer awareness, trust and loyalty ,and become the most valuable assets of enterprises.With the brand system as the core management system, quickly integrate and mobilize the resources and information of enterprises , cope with

various challenges and requirements of brand development, further combine brand development with enterprise development , so that the brand can really achieve the goal of sustainable development.

4.1.1.1 The Corporate Image of Coca Cola

To a great degree,Coca-Cola's reputation profits from corporate image design.The growth of Coca-Cola, to some extent, is the history of the establishment of corporate image . To some extent, the competition of modern enterprises is the competition of corporate image. The corporate image is an important part of brand image. All world famous multinational companies pay no attention to the shaping of corporate image, they regard the reputation of enterprises more important than anything else. Since the day of its birth, Coca-Cola has paid great attention to the publicity of its corporate image, which is an important reason for Coca-Cola to be the world's most famous brand.

4.1.1.2 The Product Image of Coca Cola

Coca-Cola is very popular in China and is inseparable from its strong propaganda campaign. The packing of Coca-Cola beverages is very exquisite. At the beginning of twentieth Century, a young man of glass factory designed a glass shaped in ladies body.Candler , the boss of Coca Cola Co thought the design of glass bottle is ingenious , it is a beautiful shape, like a graceful lady, and its holding capacity is just a cup of water.Then he spend $6 million to buy the patent, and put into production, used as the packaging bottle of Coca-Cola. later, it was proved that the packaging played an important role in the popularity of Coca-Cola. The design of the Coca-Cola advertisement takes red and white, very attractive. The flowing white letters, with the red background, have a state of leisurely and throbbing.

The packing of Coca-Cola meets the needs of customer psychology and marketing environment: easy to carry, suitable for consumers in a variety of places to drink; it is very easy-going, very easy to flow. No matter where you are, you can get it as long as you think of Coca-Cola.What Coca-Cola   provides to consumers has gone

beyond the simple meaning of a bottle of soda, with its brand , cultural and artistic value.Whenever the Coca Cola Co launches new product or changes packaging, it always attracts the attention of the market and everyone, not only for the product itself , as well as their product packaging design . The packaging design of Coca-Cola provides sufficient guarantee for the successful marketing environment.

The product image of Coca-Cola is very clear and successful."Coca-Cola" mainly aimed at adults and families, the brand line is very clear,and it was also the key product for Coca Cola Company to enter the international market. From TV ads to store promotion, product display, as well as a series of media publicity,   the Coca Cola Company integrated some resources and expanded some marketing activities for the brand to succeed in the market. As a brand which has been successfully operated for more than 100 years, it is still young and full of vigor. The reason is that Coca-Cola has adapted to the development of every era, and kept up with the times, fully understood the concept of target consumer groups, known their views and values, and then properly adjusted the product to meet the mainstream market, in order to ensure that the brand is always full of vitality. Coca-Cola is a brand for young people, and every generation of young people's point of view and thinking is not the same. Coca-Cola designs products based on different views of each generation of young people and tries their best to make products preferred by the contemporary young people .That is to say, the brand can be the same, but the product design and the taste is changing, it will make the appropriate adjustments, according to the view of target consumers , keep pace with the times, conform to the trend of development, so as to guarantee the passion of brand.

4.2 Reliability and Validity Analysis

Using SPSS software to analyze the reliability and validity of the collected data, it can be concluded that the overall credibility of the enterprise image, product image, service image and other dimensions is very high. As a whole, the measurement results have high stability and consistency.

4.3 Factor Analysis

The brand identity here mainly refers to the brand visual identity, including LOGO, slogan, standard color tone, font, font size and other factors. Brand identification is a part of CI of enterprise , but it should also reflects the core value of the brand so as to better communicate with consumers and establish brand image. The biggest change in Coca-Cola's new logo is in the Chinese wavy identification. Coca-Cola invited Chen Youjian,Hongkong famous advertising designer, he designed a new streamlined Chinese font, which is more coordinated with the English font and trademark overall style. The new Chinese font replaced the old font that had been using since 1979 when it returned to Chinese market. And this is Coca-Cola's first new design in china in 24 years. "Coca-Cola" and wavy ribbon not only meets the aesthetic standard of consumers, but also reflects its brand core value, which will help consumers to form a good brand image. CocaCola's "wave LOGO" is a globally recognized identity mark, and it has been an international localized enterprise. From the view of the application of LOGO image , the design principle of intercommunity was reflected through the English "wave" and Chinese LOGO from the visual recognition formed , it is a classic case.From the unity of vision to the unity of ideas, the integration of Chinese and western was hidden in the culture.

One of the basic functions of a brand is to enable consumers to differentiate the product of a an enterprise from the same type of product of another enterprise, which means strong significance. It also means that the brand has unique originality and identifiability. Coca-Cola   is such a brand. The most distinctive feature of Coca Cola is that it pays less attention to the meaning of words , but pays more attention to the pronunciation."Coca Cola" is short and pithy, with originality and unique personality.It is unique and hitherto unknown brands, so it dominates in the whole world and gets all people's attention and be loved.

Brand personality is the expression of brand humanization, and is the personality that target consumer groups have or pursue. To determine the target consumer group through brand positioning , the common personality that consumer

group have or pursue represents the group's personality. For example, young people pursue free and easy, unrestrained, vitality, enthusiasm, energetic, innervation and other personality characteristics, these characteristics are the group's universal personality.Coca-Cola regards young people as its target consumers, so it has established the brand personality of free and easy, pursuit and independent, which is consistent with the group's universal personality characteristics. Coca Cola established correct brand personality.

4.4 Correlation Analysis

The brand communication refers to transmitting the designed brand image to target consumers by means of advertising, public relations, sales promotion and other means in order to obtain   awareness and recognition of consumer, it is the process of creating the image of an enterprise   in customers' minds. It is also an important part in the process of brand image building.   Brand communication and image spread of Coca-Cola is multifaceted, including advertising, sponsorship, events, public welfare, promotions, product packaging and so on.The wonderful performance of Coca-Cola can be seen in every respect. For example, Coca-Cola's advertisements are in a great variety, but they all embody its core values, so that consumers can feel the brand personality.And every year, hundreds of millions of dollars are spent to sponsor sports events and support hope schools and so on. Through the integration of these activities, the brand image of "Coca-Cola" will be in the heart of customers.

4.4.1 Advertising Expressiveness

Advertising is one of the most important tools for brand communication, and plays an irreplaceable role in the communication between brands and consumers. There are many alternative advertising media, including TV, radio, magazines, newspapers, networks, POP, brochures and so on. In Coca-Cola's advertisements, many of the elements we see are closely related to the brand's core values, for example red means enthusiasm, sports means active, superstars represent fashion and so on. Various elements cooperate with each other and appear repeated in different

themes (including plot, style and purpose etc.) ,which makes the ads of Coca-Cola attractive and popular. The advertisement designed the story that meets the characteristics of target consumer group and involves in the recent popular events , sports, vitality, fashion and other elements runs through advertising film.It is not only consistent with the previous core value of brand, but also closely follows the trend,making the brand maintain new vitality in the ever-changing market environment .

4.4.2 Network Media

Let's take the corporate website for example.The biggest feature of Coca Cola Co's Web site is its interactivity.It has separated itself from the contents that customers do not care including corporate culture, products, personnel systems, company dynamics and other factors. Coca-Cola website regard ordinary consumers as the viewers of website, instead of crony enterprises, research scholars, employees and other people.Coca-Cola's website is a brand show, also a consumer's activity center. There is not only the latest information of Coca-Cola, but also some interactive sections of the game zone, Olympic information, fashion trends and other sections that consumer are interested in,coupled with a delicate, stylish, passionate visual feast.It is more like an entertainment club for young man than an enterprise website. When consumers browse the site, they not only accept all preset information from Coca-Cola,but also experience all kinds of fun that Coca-Cola brings, the brand loyalty of consumers was cultivated in this way.

4.4.3 Joint Marketing

Coca-Cola has always been the representative of joint marketing. The joint marketing included the cooperation with Disney, the final fantasy game, Kodak and the unforgettable moment in Beijing Olympic Games . Coca-Cola will fly higher, progress faster, be stronger .Through these joint marketing activities, Coca-Cola not only use the resources of partners to promote sales, what is more important is that through continuous communication, it strengthens the brand memory of

consumers ,making the brand image of Coca-Cola be deeply rooted among the people .

4.5 Regression Analysis

The design of the Coca-Cola ads is very attractive taking red and white. A white strip of ripples formed by the continuity of letters fully illustrates the characteristics of the liquid, making the whole design be full of seductive vitality. Coca-Cola has always regarded "joy and energy" as its two focus of propaganda, and the best and creative performance of it is to be related to music and sports. In order to make the brand image of Coca-Cola be rooted in the hearts of the people, Coca Cola Company spent a lot of money on advertising, which cost 600 million dollars a year. Although the strong advertising campaign laid good foundation for Coca-Cola, Coca-Cola has never expected a comprehensive promotion of the brand from one channel, it has always persisted in multi channels strategy. Although sponsoring for sports will cost a lot of money, the sponsorship of sports events is much beneficial to the company.It can enhance the corporate image and expand brand awareness; it is conducive to product promotion and enhance communication and affinity with consumers; it also promotes the development of corporate culture (cohesion and pride of staffs)and provide opportunities for public relations of enterprises. In short, the sponsorship of sports events not only brings much benefits for enterprises, but also brings generous returns for enterprises.Coca-Cola understands the point deeply, so it began to sponsor Amsterdam Olympic games in 1928 and is never absent from Olympic games .The greatest significance of Coca-Cola's sponsorship of the Olympics is that it makes Coca Cola be seen all the time so as to stimulate customers' desire to buy and increase sales. Coca Cola Co has been in close touch with International Federation of Association Football since 1974.Coca-Cola has been one of the top sponsors of each World Cup through the cooperation of International Federation of Association Football. Coca Cola always invites the Olympic champion and super stars to participate in advertisement,which greatly increases the awareness of Coca-Cola all over the world.

4.6 Hypothesis Test

It can be concluded that brand image has an influence on customers buying behavior through the research.

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

After reading a large number of related data and literature, the research topic and purpose are determined according to the needs of solving practical problems and the shortcomings of the current theoretical research. Review and summarize the research results of scholars on the basis of relevant theories. On the basis of Baer model, the brand image is divided into three aspects: company image, product or service image and user image. The corresponding data was obtained by questionnaire survey, and the relationship between brand image and consumer buying behavior was empirically studied through the data. Specific analysis is as follows. Corporate image has an impact on consumer buying behavior and product image. The independent variable,"The company is very powerful", has the most significant impact on consumer buying behavior. The image of product or service has a significant impact on consumer buying behavior, and it has a certain impact on corporate image and user image. According to Philip Kotler, when customers evaluate the attractiveness of market offerings, they will judge the characteristics and quality of the offering according to three basic factors : the service ,the quality, and the appropriate price of the offering.Therefore, quality and price are the two basic attributes that consumers pay most attention to when buying. It is the basis of decision making. Therefore, the image of product or service has a direct impact on the purchasing behavior of consumers. The image of product or service has a certain impact on the company's image and user image. In the context of information asymmetry, or it is difficult or of high cost to understand the background of company, consumers will infer the company image through products or services.According to the findings of the study of sociology, consuming behavior is a kind of symbolic behavior, the product is a kind of social language. Consuming behavior is how to use the product to express identity and status, the class, grade, life and the relationships between humans etc.User image has

a strong influence on consumer purchasing behavior while it has limit influence on the image of product or service.There is no significant difference between consumers' discretionary income and gender, age, profession and other background variables on consumer purchasing behavior.According to the theory of consumers' behavior, these variables will influence consumers' purchasing behavior, but it needs specific analysis for different product categories and consumer groups.

5.2 Research Limitation

The research makes a survey on the study using the literature, and 20 participants were investigated. Although the literature review contains a variety of views about the problem, the study only included a few participants. This means the view from participants is less than what needed for a comprehensive view.

5.3 Suggestion

The image of product or service must be paid great attention in building a brand image, regarding quality as the cornerstone. The quality must be expressed in the proper external form, because it is the foundation of the brand image construction.The quality of the products has always been the main consideration on consumers' decision-making. Only with good quality, the purchase process is able to continue.Attention should be paid to the role of packaging.When consumers know a little or nothing about the product, they usually understand the brand through packing, combining quality with technology, packaging, and other visual cues together. Therefore, enterprises should pay attention to the role of external form such as package.

REFERENCES

[1]Bhimrao, M. G. (2008). Building brand identity in competitive markets: a conceptual model. *Journal of Product & Brand Management, 17*(1), 4–12.

[2]Briciu, V. A., & Briciu, A. (2016). A Brief History of Brands and the Evolution of Place Branding, *Bulletin of the Transilvania University of Braşov , 9* (58), 137-38.

[3]Bove, L.L., Pervan, S.J., Beatty, S.E. & Shiu, E. (2009). Service worker role in encouraging customer organizational citizenship behaviors, *Journal of Business Research, 31*(62), 698–705.

[4]Curtis, R. I. (1984). A Personalized Floor Mosaic from Pompeii. *American Journal of Archaeology*, *88*(4), 557-566.

[5]Dholakia1, R.R., Zhao, M., & Dholakia, N. (2009).Multichannel retailing: A case study of early experiences.*Journal of Interactive Marketing, 35*(19), 63–74.

[6]Fullerton, R. A. (2013). The Birth of Consumer Behavior: Motivation Research in the 1950s. *Journal of Historical Research in Marketing*, *5*(2), 212-222.

[7]Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing, 57*(1), 1–22.

[8]Khan, S. U. & Mufti, O. (2007). The Hot History and Cold Future of Brands. *Journal of Managerial Sciences, 7*(1), 78.

[9]Kim, E., Sung, Y., & Kang, H. (2014). Brand followers' retweeting behavior on Twitter: How brand relationships influence brand electronic word-of-mouth. *Computers in Human Behavior, 2*(37), 18–25.

[10]Kuehlwein, J. P. & Schaefer, W. (2017). How modern prestige brands create meaning through mission and myth. *Journal of Brand Strategy, 7*(5), 4.

[11]Mitchell, V. W., & Greatorex, M. (1993). Risk Perception and Reduction in the Purchase of Consumer Services, *The Service Industries Journal, 13*(4),179-200.

[12]Paul, S. R., Alan S. D. & Arun K. J. (1994). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. *Journal of Marketing, 3*(42) 28-36.

[13]Punj, G., & Srinivasan, N. (1992). Influence of Problem Recognition on Search

and Other Decision Process Variables: a Framework For Analysis.*in Advances in Consumer Research, 3*(19), 491-497.

[14]Percy, L., & Rossiter, J. (1992). A Model of Brand Awareness and Brand Attitude Advertising Strategies.*Psychology and Marketing, 5*(7), 263-274.

[15]Rajaram, S., & Shelly, C. S. History of Branding,*International Journal of Social Sciences and Interdisciplinary Research, 1* (3), 101.

[16]Rogers, E. M. (1976). New Product Adoption and Diffusion, *Journal of Consumer Research, 2*(4), 290-301.

[17]Rossiter, J.R., & Percy, L. (1991). Emotions and Motivations in Advertising.*in Advances in Consumer Research, 5*(18), 100-110.

[18]Shocker, A. D., Ben-Akiva, M., Boccara, B. & Nedungadi, P.(1991).Consideration set influences on consumer decision-making and choice: issues, models, and suggestions. *Marketing Letters, 9*(2), 181-197.

[19]Suri, R., & Monroe, K. B. (1995).Effect of Consumers' Purchase Plans on the Evaluation of Bundle Offers. *in Advances in Consumer Research , 7*(22), 588-593.

[20]Shiv, B., Carmon, Z., & Ariely, D. (2005). Placebo Effects of Marketing Actions: Consumers May Get What They Pay For, *Journal of Marketing Research, 42*(4), 383-393.

[21]Sproles, G. B. (1985). From perfectionism to fadism: measuring consumers' decision-making styles, in Schnittgrund, K.P. (Ed.), American Council on Consumer Interests (ACCI), *Conference Proceedings, Columbia, MO, 32*(9),82-85.

APPENDIX

QUESTIONNAIRE

This questionnaire aims to analysis whether the band image of Coca-Cola will affect the purchase behavior of consumers.

Enterprise image

options	disagree	ordinary	agree	Quite agree
Strong strength	0%	0%	55%	45%
Authoritative in the industry	0%	0%	55%	45%
Long history	0%	0%	60%	40%
Strong research and development and innovative ability	0%	0%	52%	48%
Great reputation	0%	0%	42%	58%
Strong service awareness	0%	10%	65%	25%

Product image

options	disagree	ordinary	agree	Quite agree
High price	0%	55%	30%	15%
Stable price	0%	0%	80%	20%
Worth the money	0%	5%	65%	30%
Advanced production process	0%	12%	58%	30%
Good reputation	0%	10%	35%	55%
A popular image	0%	5%	65%	30%
Good quality	0%	5%	25%	70%

User image

options	disagree	ordinary	agree	Quite agree
Brand with good taste	0%	10%	30%	60%
Make me feel proud	0%	25%	50%	25%
Most users are young men	2%	18%	35%	45%
Most users are female	20%	30%	30%	20%
Most users are students and staff	0%	20%	50%	30%
Well educated	0%	30%	50%	20%
Cheerful personality	0%	10%	55%	35%

Brand buying intention

options	disagree	ordinary	agree	Quite agree
Buy this brand if I need it	0%	20%	40%	20%
Recommend the brand if friends need it	0%	30%	55%	15%
Insist on buying this brand	10%	20%	50%	20%
No brand can replace this brand	5%	30%	55%	15%
Be willing to spend more money for this brand compared with other brand with the same quality	10%	20%	50%	20%
Buy the new products of this brand	0%	10%	60%	30%
The change of price has little effort	5%	25%	45%	25%

Your gender

male	55%

female	45%

Your age

Under 20	20%
21-25	45%
26-30	35%

Your academic qualification

Middle school and below	8%
High school and Secondary specialized school	25%
Undergraduate	55%
Master degree or above	12%