RESEARCH ON THE INFLUENCE OF BRAND IMAGE ON CONSUMER BEHAVIORAL TENDENCIES
——TAKING LI NING SPORTS SHOES AS AN EXAMPLE

SONG KAI

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SONG KAI

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Advisor: _____ Date: _____18_____ 61 _18_

(Doctor Titanan Sun)

_____

(Associate Professor Dr. Jomphong Mongkhonvanit)

Acting Dean of Faculty of International Master of Business Administration

Date: ____20__ / __6__ / __18__

Siam University, Bangkok, Thailand

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ABSTRACT

Title: Research on the influence of brand image on consumer behavioral tendencies
——taking LI NING sports shoes as an example

By: Song Kai

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Advisor: --

(Doctor Titanan Sun)

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      This paper argues that the influence of brand image determines the consumer behavioral tendencies. The unique brand image can help enterprises establish brand positioning, prevent brand competition and improve market performance of brands. The brand image consists of three dimensions: brand performance, brand personality and company image, and there is no hierarchical relationship among the three. Among them, the brand performance is the main factor that affects the consumer behavior tendency; the brand personality affects the consumer behavior tendency, but the influence degree is weak; the company image indirectly influences the consumer behavior tendency through the brand performance and the brand personality, influences. The article points out that enterprises can make brand positioning through three brand images, that is, the positioning of brand function attributes, brand personality positioning, company image positioning and brand image management, that is, the process of enterprise brand

positioning. For Chinese enterprises, the brand personality and corporate image positioning more worthy of attention. Developing a unique brand image, establishing a brand strategy attractive to the differentiated brand image, and strengthening promotion of the corporate brand image are the fundamental ways to improve customer loyalty.

Keywords: Brand image, Brand performance, Brand personality, Corporate image, Consumer behavioral tendencies, Influence

摘　要

题目：　品牌形象对消费者行为倾向影响的研究——以李宁品牌运动鞋为例

作者：　宋开

学位：　工商管理硕士

专业：　工商管理
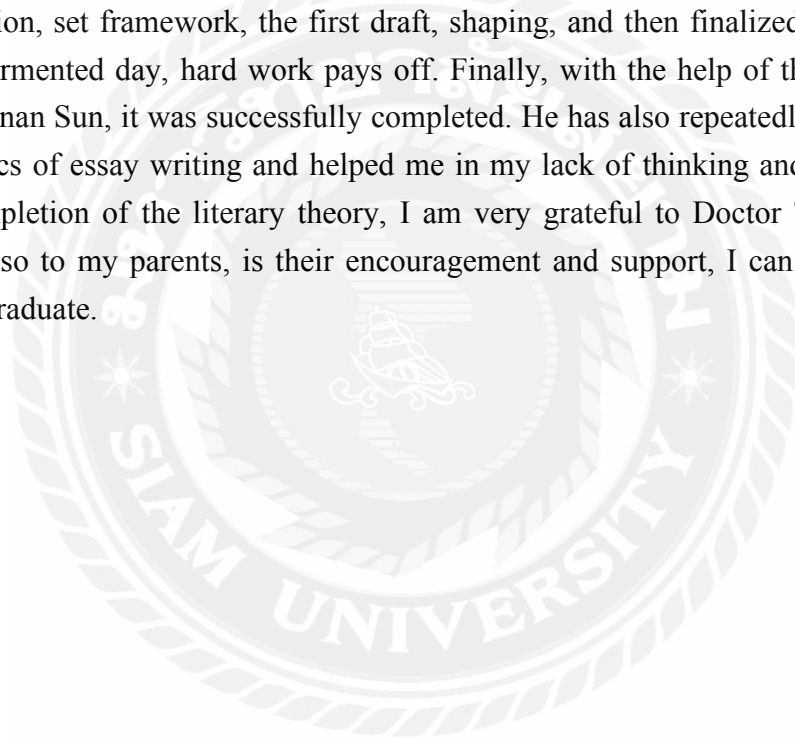
导师：　

(博士　Titanan Sun)

　　本文认为，品牌形象的影响决定了人们的购买行为和消费行为。独特的品牌形象可以帮助企业建立品牌定位，防止品牌竞争，提升品牌的市场表现。品牌形象包含三个维度：品牌表现，品牌个性和公司形象，三者之间没有等级关系。其中，品牌业绩是影响消费者行为倾向的主要因素;品牌个性影响消费者行为倾向，但影响程度较弱;公司形象通过品牌表现和品牌个性，影响间接影响消费者的行为倾向。文章指出，企业可以通过品牌定位，品牌功能属性定位，品牌个性定位，企业形象定位和品牌形象管理，即企业品牌定位过程三个品牌形象进行品牌定位。对于中国企业来说，品牌个性和企业形象定位更值得关注。发展独特的品牌形象，建立吸引差异化品牌形象的品牌战略，加强企业品牌形象的提升是提高客户忠诚度的根本途径。

关键词：品牌形象;品牌表现;品牌个性;企业形象;消费者行为倾向;影响

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1. INTRODUCTION

1.1 The Background of Research

For a mature business, we must look at the brand image in a more important position. The seemingly illusory image of a brand image is, in fact, a concentrated reflection of entrepreneurial spirit, product culture and content, and therefore can not ignore the importance of an enterprise's brand image. If it is a developing small and medium-sized enterprise, often make a fatal mistake, that is, the sales of products to give priority to, ignoring the intrinsic value of the product.

As we all know, high-quality products need to be publicized, or no matter how good the product is unknown, the product represents not only the profits of the enterprise, but also the foundation of the enterprise, product-based brand image on strategic development and In line with the planning of the business. Only in this way can the product be developed together with the enterprise so as to be able to adjust the product strategy according to the strategic development direction of the enterprise, and the importance of the brand image is also displayed here.

A well-established brand image can establish a relationship between the emotional needs of goods and consumers, such as satisfying desires, being loved, accepted, respected, affirmed, self-fulfilled, unfettered, etc., so that consumers feel that the brand image Consistent with his own self-knowledge, his own style and expectations, and then generate recognition and preference. However, it must be recognized that establishing and shaping a distinctive brand image is not an easy task, nor is it accomplished overnight. It requires the long-term efforts of various advertising media to publicize and persevere in order to accumulate a distinctive and consistent brand. Image. Here, David Ogilvy has a famous saying: "The so-called advertising is a long-term investment in brand image."

Since the brand of a product is the same as that of a person, it must have a unique and unambiguous personality, so as to be impressive and able to stand out in a sea of fierce competition. It is through the product's personal image that the product can establish a relationship with the consumer, smoothly enter the consumer's life, and establish an impression and status in his mind, making the brand itself become a meaningful individual.

The brand image can not be imagined in a vacuum. It must be realized through advertising means after studying the characteristics of commodities,

consumers' interests, corporate image, market competition and consumers' perspectives. The brand's image is the consumer's perception of the brand, not the company's perception of the brand. Brand image is one of the important factors for consumers to choose goods and identify products. Therefore, our advertisements must maintain a consistent image in order to influence and strengthen the impression of consumers.

With the advancement of science and technology, products and services on the market are becoming more and more abundant, and the degree of homogeneity is getting higher and higher. The competition among enterprises has departed from the traditional forms of physical products and advertisements. The "brand" has become a powerful competition among enterprises. arms. In the future market, companies will have a market if they have the same quality brand and satisfy their customers' needs. Therefore, brand building is an indispensable part of corporate development. At the same time, after China's accession to the WTO, numerous international well-known brands such as Coca-Cola and Samsung have entered the Chinese market in a large scale and are highly favored by Chinese consumers, making the already fiercely competitive Chinese market even more intense. In the face of fierce competition and the impact of well-known foreign brands, the key for Chinese companies to survive and develop is to build their brand image.

Brand image can not be immutable or once and for all. The brand image is always adjusted along with the market, consumers, and competitors. Therefore, shaping the brand image is a dynamic process that changes with the social environment and business environment. After the brand image is built, the company must do it timely and appropriately. Newer measures to maintain or enhance the brand image in the public's heart. The reasons for the brand image update are:

1. Change the original wrong brand image

Due to the short time for Chinese companies to contact brand management, the weak foundation of brand management theory and practice, and the lack of capacity and experience in brand image building, it is not uncommon for products and brands on the market to be inconsistent. It should be a product for children. Youth star advertising; in the initial brand design of the product may be due to ill-considered, did not take into account the design, product name of the relevant influencing factors, resulting in the brand name is not conducive to brand communication. This is very unfavorable to the sales of products and the development of enterprises. Only by updating the original brand image can the company achieve further development.

2. Aging brand image

Aging of brand image is the natural law of brand development. There are internal factors and external factors. The internal factors are poor brand management, including lack of product innovation, unstable quality, and unsatisfactory promotion; external factors are: With the rapid development of technology and information, consumers' values and lifestyles are constantly changing. Past products have can not meet the changing needs of consumers. The company must update the brand in a timely and appropriate manner to change the aging of the brand image. More than a decade ago, the familiar "Bee Flower" daily necessities were favored by consumers for their inexpensive advantages. But as time went by, it had always used consistent packaging and did not cater to current consumer demands. This will inevitably Abandoned by consumers.

3. Enrich the brand image

After many successful enterprises in China rely on a successful product, they will often only compete on the market for a long time with this single product. Moreover, some companies have a single means of publicity. It is their usual method to reduce the price and offer large gifts. However, in the fierce market competition, the emphasis is on innovation, and innovation is even more essential. By enriching the brand image, such as developing new products, adopting new packaging, etc., injecting new vitality into the brand and building a rich brand image, it can attract the attention of consumers and increase the competitiveness of the brand. For example, Coca-Cola Company, although it only provides Coca-Cola products, it is constantly pursuing diversification of product ingredients and providing consumers with a variety of choices. The "Coca-Cola" series consumers can choose from include Coca-Cola, Caffeine-Free Cola, Diet Coca-Cola, Cherry Coca-Cola, and products that do not belong to the Cola series such as Sprite, Fanta, etc., the introduction of these products greatly enriched the product portfolio, and injected new vitality for the Coca-Cola family.

4. Effectively resist the threat of competitors

Although brand images are more difficult to imitate than products or services, over time, those market followers or new entrants often use imitation techniques to intentionally imitate consumers with products with high market share and brand awareness to confuse consumers. To some extent, it threatens the market share of the company. Therefore, it is necessary to properly update the brand image, maintain the distance from competitors, and prevent competitors from using or exploiting loopholes to protect the original brand image.

5. With the overall strategy of the company

In addition to changing the old image, brand image update can also be in line with the overall strategy of the company. Most enterprises will re-plan their strategies after they have reached a certain scale. For example, in 2002, Yutang Brewing Plant was restructured and renamed Yutang Sauce Park Co., Ltd. Meanwhile, the entire factory was relocated to the new industrial park. In this case, the new brand image the launch of the old brand has added fresh vitality. In the new century, new systems, new ideas, new factories, new equipment, and new products are fully displayed through the new brand image.

1.2 The Purpose of Research

The cultural connotation of the brand image represents a corporate culture and is becoming the standard of an industry; regardless of national boundaries, regardless of race, breaking through the constraints of time and space, even if the carrier of the brand disappears, it still quietly takes a culture. Spirits spread among the crowd. It can be said that brand culture is an inexhaustible source of brand value.

Brand culture is the core gene of the brand. It is the natural expression of the connotation of the brand value and the emotional connotation. It is an effective carrier for the brand to touch the consumer's mind. It contains profound values, emotional expression, aesthetic taste, life taste, personality cultivation. And other spiritual elements. Through the shaping of the spiritual realm, the brand culture brings consumers high-level emotional experiences and spiritual comforts, touches the hearts of consumers, and stimulates their recognition of brand culture. The value of brand culture lies in that it brings products from the cold material world to a colorful spiritual world, frees up the dream of the soul, looks for the spiritual destination, and reflects the taste of life. In the future, the competition of enterprises is the competition of the brand, and it is the competition of the brand culture. Cultivating the brand culture with brand personality and connotation is the "secret" for keeping the brand enduring. The brand core value is the soul of brand culture. Advertising, news, public relations activities and other means have become the means of brand culture communication. The process of creating a brand is actually a process of displaying the brand culture. The continuous and unremitting interpretation and advancing with the times will make the brand culture populate. Excellent brand culture refines the beautiful values of mankind, interprets the eternal emotional theme of mankind, leads the trend of fashion, and changes the way of life of people.

A good brand image is a powerful weapon for companies in the market competition, which deeply attracts consumers. The content of the brand image mainly

consists of two aspects: the first aspect is tangible content, and the second aspect is intangible content.

The tangible content of the brand image is also called "functionality of the brand", that is, the characteristics associated with the brand product or service. From a consumer and user perspective, "brand functionality" is the ability of a branded product or service to meet its functional needs. For example, a washing machine has the ability to reduce the burden on the family; the camera has the ability to retain people's good moments. This tangible content of the brand image is the most basic and is the basis for generating the image. The tangible content of the brand image closely links the kinetic energy provided by the product or service to the consumer and the brand image, so that once people contact the brand, they can immediately combine their functional characteristics with the brand image to form a perceptual understanding.

The intangible content of the brand image mainly refers to the unique charm of the brand, which is the brand personality that the marketer gives to the brand and is perceived and accepted by consumers. With the development of society and economy, commodities are abundant, people's consumption levels and consumer demand are also constantly increasing. People's requirements for commodities not only include the physical performance of the goods, but also turn the requirements to the intangible feelings brought by the goods. Spiritual sustenance. The intangible content of the brand image here mainly reflects the people's emotions, and shows the individual's identity, status, and psychological requirements.

There are many factors involved in shaping the brand image. It is a systematic project to do a lot of hard and meticulous work. It requires companies to enhance brand awareness, attach importance to brand strategy, careful planning, scientific organization, coordination, coordination of all parties, and constantly strengthen and improve brand management; need to mobilize all forces, rational use of corporate people, finance, material, time, information , honors and other resources, and optimize the combination of various resources to make it play the biggest role, resulting in the best benefits. In addition, the shaping of brand image can not only be completed within the company, but must be completed by the public, because the brand image must be established in the minds of the public. It needs to be social-oriented and compatible with society, mobilize the living forces in society, and use positive factors in society. All this shows that the shaping of brand image is a complex social system project.

Fan and Chen (2002) suggested that for consumers, the brand image is the overall perception and perception of the consumer about the brand, which affects and determines people's purchasing and spending behavior. Park, Bernand , and Deborah (1986) suggested that for enterprises, the unique brand image can help enterprises establish brand positioning, prevent brand competition and improve brand market performance. The concept of brand image was first proposed by Gardner & Levy for more than fifty years, but some questions remain to be studied. First of all, the research perspective is different, leading to no uniform definition of brand image, the constituent elements of brand image are not yet clear; Second, the brand image of different dimensions of the impact of consumers in the purchase process how? In view of this situation, this research should solve two main problems: first, test the theoretical measurement model of Chinese brand image; second, test the hypothesis that different dimensions of brand image have different effect on consumer behavior.

1.3 The Significance of Research

It is of great theoretical significance to study the influence of brand image on consumer behavior. Today, with the trend of economic globalization, each company is facing a very tough brand image competition. A good brand image has a high value in global competition.

For the consumer, the brand means the recognition of value and the guarantee of quality. For the market middlemen, the brand means the improvement of the service and the profitability; for the production enterprise, the brand means the improvement of intangible assets and The company brings convenience factors in all aspects. The company's production and operation is to strengthen itself. The capital operation can enlarge the company. The brand, as an important part of intangible assets, provides more advantages for the capital operation of the company.

The industry stated that the capital at the top is the value of the corporate brand; the capital at the middle is the value of the intellectual property of the enterprise; the capital at the low end is the value of the equipment, real estate and working capital of the company. The influence of a corporate brand can be extended along the time, extending along the space. When the specific product disappears, the public will remember the brand, so the brand value will be pushed to the top of the company's capital.

Brand image is the overall impression and judgment of a consumer on a brand. This impression and judgment are generated by the consumers in the process of

long-term contact with the brand, and strengthened through the consumers' brand association. The ultimate goal of corporate brand management is to establish the desired brand image of the company in the minds of target consumer groups.

According to their own advantages, characteristics of products or services, consumer demand, market conditions and other factors, the company establishes core brand values and brand cultural elements. Then use brand core values and brand culture as a guide to design brand identity, select brand name combinations, define brand attributes, and formulate brand communication programs. Through the implementation of various functions of brand management, the company's pre-defined brand image will enter the target consumer. Heart.

Whether there is a good and distinctive brand image is an important evaluation indicator to measure the success of a brand. The successful brand image is designed by the brand owner according to his own strategy and target consumer psychology, which can be recognized and accepted by his consumer groups, and even form a consumer preference, resulting in a fanatical pursuit of the brand. Once consumers have a preference for a brand, when they have a demand for such a product, the consumer will buy the brand's product. In the absence of changes in consumer buying preferences, this buying behavior will continue. In other words, consumers are more loyal to the brand's products.

The construction of brand image has important practical significance in the business operation process, and is embodied in the following aspects:

1. A good brand image is a powerful competitive weapon for a company. A good brand image is recognized by the majority of consumers and deeply rooted in the perception of consumers. It can firmly grasp the hearts of consumers, cultivate consumer loyalty to enterprises, and promote consumers. The company's products and services are purchased repeatedly to enable the company to maintain a strong market competitive advantage over the long term.

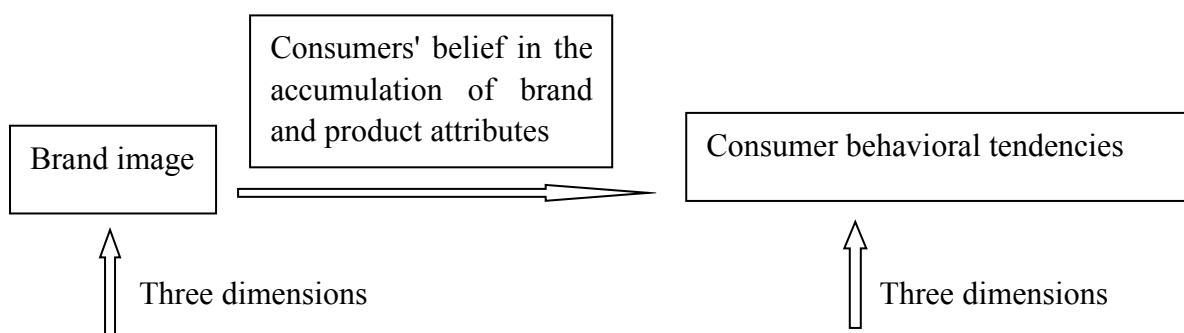2. A good brand image can win long-term economic benefits for the company. A good brand image should be a distinctive and distinctive image that can enable consumers to quickly notice the product and generate purchasing behavior from many similar products, which can win a certain market share for the company. The rate, thus bringing in huge profits, brings long-term economic benefits and higher added value for the company.

3. A good brand image is a guarantee of the company to the public. A good brand image means a guarantee and commitment of the company to the public. It is a manifestation of high quality or quality service. It can provide consumers with high quality and excellent services that rivals cannot match, and consumers also tend to Buy products with high reputation and good image. At the same time, when companies face major business decisions such as listing, investment promotion, and business expansion, excellent brand image will play a decisive role.

The brand image strategy refers to a strategy in which the company takes the brand as the core, displays the brand image from the overall image of the company and operates in an all-round way, and enhances the visibility of the company. To achieve the overall goal of corporate brand strategy and strategic planning of corporate brand image. It is an important part of the corporate brand's overall strategy. The corporate brand image strategy is a systematic brand operation strategy. It is an overall design for a company to establish a good brand image and create a brand's competitive advantage. The cultural characteristics, business content, product features, and even the corporate spirit of an enterprise must integrate the visible visual image with the abstract concept of intrinsic features through the overall visual system, especially the visual symbols with strong impact. Communicate corporate intelligence information and achieve effective communication with audiences to promote product sales, increase brand awareness, and create brand impression value.

4. Brands are an important part of corporate intangible assets. A good brand is the largest intangible asset owned by a company. It is an effective means for companies to save market activities. It is a core element for increasing company income. It is a representative of the market's competitive advantage. The brand is more than satisfied with the satisfaction of the product itself. The brand effect has formed the consumers' loyalty to the goods. The brand is the source of creating a healthy society, healthy economy and healthy consumption.

1.4 The Theoretical Framework of Research

| 1.Brand performance
2.Brand identity
3.Company image | | 1.Repurchase effect
2.Premium purchase
3.Word of mouth |

1.5 Definition of Concept

1.5.1 Brand

The "brand" in the broad sense is an intangible asset with economic value. It uses the abstract, unique, and recognizable concept of mind to express its difference, and thus takes a comprehensive reflection of a certain position in people's consciousness. Brand building has a long-term nature.

The narrow sense "brand" is a kind of "standard" or "rule" that has both internal and external features. It is standardized, regularized in terms of concept, behavior, vision, and hearing to make it unique, valuable, and long-term. The general term for a recognition system that is sexual and cognitive. This system is also called the CIS (corporate identity system) system.

The father of modern marketing, Kotler's definition of "marketing", is a set of specific characteristics, benefits, and services that sellers have long provided to buyers.

A brand is an intangible asset that brings a premium to the owner and generates value. Its carrier is a name, term, symbol, symbol, design, or combination that is used to distinguish it from the products or services of other competitors. The source comes from the impression of the carrier formed in the minds of consumers.

The brand carries more people's recognition of its products and services, and is a product derived from the merging of brand owners and customer buying behaviors.

Brand is a kind of identification mark, a spiritual symbol, a value concept, and is the core embodiment of excellent quality. The process of nurturing and creating brands is also a process of continuous innovation. With its own innovative power, it can remain invincible in the fierce competition, and then consolidate its existing brand

assets and participate in competition from multiple levels, from multiple perspectives and in multiple fields.

A brand is a company's name, a trademark of a product or service, and other intangible assets that may be different from competitors' labels, advertisements, etc. that constitute the company's unique market image.

At present, there are many definitions of brands in the theoretical community.

1. Brand refers to the tangible and intangible comprehensive performance of the organization and the products or services it provides. Its purpose is to identify the organization's products or services and to distinguish them from competitors' products or services.

2. A brand is a name, term, mark, symbol, or pattern, or a combination of them. It is used to identify products or services that a company offers to one or a group of consumers and to compete with rival products. Or the difference between services. (Marketing Expert Dr. Philip Kotler)

3. "Brand" is a holographic enrichment of the sum of all intangible assets of an enterprise or a brand subject (including cities, individuals, etc.), and "this concentration" can be identified by a specific "symbol"; it is a subject and an object, and the subject is The product of the interaction between society, business and consumers.

Brand is a proprietary brand. The brand is used to identify the product or service of the producer or seller. After the brand owners have been identified by legal procedures, they enjoy the exclusive rights of the brand and have the right to request that other companies or individuals not be able to copy or counterfeit. This point also refers to the exclusivity of the brand. However, our country's enterprises do not make good use of legal weapons in the international competition and do not exercise the exclusive rights of the brand. In recent years we have continued to see the inadequacies of domestic gold signboards in the international market. Situation: "Hongtashan" has been registered in the Philippines, more than 100 brands have been registered by Japan, more than 180 brands have been registered in Australia, and so on. People should promptly reflect on the full use of the brand's exclusive rights.

Brand is the intangible resource of a company. As brand owners can continue to gain benefits through the advantages of the brand, they can use the brand's market development power to expand their image and the capital's internal capacity continues to develop, so we can see the value of the brand. This kind of value cannot be expressed in physical form like physical assets, but it can make the intangible assets of enterprises grow rapidly and can be traded as commodities in the market.

The value of a brand as an intangible asset can be tangibly quantified. At the same time, a brand is used as a commodity transaction. For example, a brand is used to form a company, and a franchise is called for by the brand. It also joins the brand name brand to develop it.

Brand conversion has certain risks and uncertainties.After the brand was established, in the process of its growth, due to the continuous changes in the market and the continuous increase in demand, the brand capital of the company may grow, or it may shrink. Even a certain brand will withdraw from the market during the competition. There is a certain risk of brand growth, and it is difficult to evaluate the brand. Sometimes the risk of the brand is due to the unexpected quality of the company's products, sometimes due to the lack of service, and sometimes due to the blind expansion of brand capital and poor operation. The maintenance of corporate branding has brought difficulties, and there has been uncertainty in the evaluation of corporate brand effectiveness.

Brand appearance. A brand is an intangible asset of an enterprise. It does not have an independent entity and does not occupy space. But its most primitive purpose is to allow people to remember a certain product or company in a form that is easier to remember. Therefore, a brand must have a material carrier. You need to express yourself through a series of material carriers and formalize your brand. The direct carrier of the brand is mainly characters, patterns and symbols. The indirect carriers mainly include the quality of the product, product service, popularity, reputation and market share. Without a substance carrier, the brand cannot be represented, and it is even less likely to achieve the brand's overall communication effect. Excellent brands have outstanding performance in carriers, such as the word "Coca-Cola", which reminds people of their drink's after-drinking effect. Its red pattern and corresponding packaging can have unique effects. Another example is "McDonald's" with its yellow arches. "M" will give people more visual effects?

Brand expansion.The brand has the function of identification, representing a product and a company. Enterprises can use this advantage to demonstrate the brand's ability to expand the market, and can also help companies use brand capital to expand.

1.5.2 Brand Image

Brand image refers to the personality characteristics of the company or a certain brand in the market and in the public's heart. It reflects the public's evaluation and recognition of the brand, especially the consumers. The brand image and brand are inseparable. The image is the characteristic of the brand and reflects the strength and essence of the brand. Brand image includes product name, packaging, design advertising design and so on. Image is the foundation of the brand so companies must attach great importance to shaping the brand image.

Brand image is a collection of all associations of consumers to the brand. It reflects the picture of the brand in the memory of consumers. The formation of brand associations results from both marketing activities and non-marketing activities. The association formed by consumers to the brand can be obtained through the channels controlled by the company, and can also be obtained through non-enterprise-controlled channels.

The brand image is the interaction between the subject and the object. Under a certain situation of perception, the subject adopts a certain perceptual form to perceive the object. From the perspective of psychology, image is a kind of mental schema produced by people reflecting objects. In his book "Image", Kenneth Bording proposed that a symbolic image "is a complex rough outline or sign of various rules and structures".

A good brand image is a powerful weapon for companies in the market competition, which deeply attracts consumers. The content of the brand image mainly consists of two aspects: the first aspect is tangible content, and the second aspect is intangible content.

The tangible content of the brand image is also called "functionality of the brand", that is, the characteristics associated with the brand product or service. From a consumer and user perspective, "brand functionality" is the ability of a branded product or service to meet its functional needs. For example, a washing machine has the ability to reduce the burden on the family; the camera has the ability to retain people's good moments. This tangible content of the brand image is the most basic

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Dobnl and Zinkhan (1990) suggested that for the discussion of brand image, most of the early stage is the study of the concept of brand image. Dobony et al. reviewed 28 documents of brand image research and found that the definition of brand image can be divided into four perspectives: the angle of comprehensive definition and the perspective of symbolic significance brand personality perspective, cognitive psychology perspective. In the 1990s, the research on brand image of cognitive psychology became mainstream. Kotler believes that brand image is a set of beliefs held by a particular brand. Aaker believes that brand image is usually a series of associations organized by some meaningful methods. Biel and Alexander (1993) suggested that brand image is a collection of attributes and related associations that are associated with a brand in the minds of consumers, and is a subjective response of consumers to the brand. Keller (1993) suggested that the brand association based on the associative memory network theory, thinking that in the consumer memory, the brand association reflects the perception of a brand. Fan and Chen (2002) suggested that brand image is the overall perception and perception of the brand by consumers, and it influences consumers' purchase and consumption behaviors of the brand.

1.5.3 The Tendencies of Consumer Behavior
In the narrow sense, consumer behavior refers only to the purchase behavior of consumers and the actual consumption of consumer materials. Broadly speaking, the consumer takes various actions for obtaining, using, and disposing of consumer goods, as well as a decision process that precedes and determines these actions, and

even involves a series of complicated processes such as the acquisition of consumer income. Consumer behavior is dynamic. He involves the interaction of perception, cognition, behavior, and environmental factors. It also involves the process of transactions.

The so-called research on consumer behavior refers to the study of how individuals, groups and organizations choose, purchase, use and dispose of goods, services, ideas or experiences to meet their needs and aspirations. Consumer behavior research is to study various consumer psychology and consumer behaviors of different consumers, as well as analyze various factors that affect consumer psychology and consumer behavior, and reveal the changing rules of consumer behavior.

In summary, the research object of consumer behavior is the law of the generation and development of consumer behaviors of various consumers.

Three basic issues:
1. Factors influencing consumption propensity in consumer spending and expenditure budgets, trends in consumption trends;
2. The consumer's consumption structure, the consumer's expenditure structure plan, the change law of the consumption structure and its influencing factors;
3. The psychology and specific behavior of the purchased product.

Three application issues:
1. Companies develop marketing principles and strategies based on the minds and behavior of consumers;
2. Consumer expenditure, consumption structure, whether the purchase behavior is reasonable and reasonable standards;
3. National consumption policies.

Consumer behavior refers to the consumer's response to market location and demand characteristics. Both central theory and spatial interaction model take consumer group behavior as the research object. The central theory assumes that the consumer will tend to the nearest center that can provide the desired goods or services, that is, that the consumer's behavior conforms to the economic person's criteria; the spatial interaction model identifies consumer behavior and central attraction, the negative effect of distance and The impact of other aspects of competition in the system is closely related. The theory of consumer behavior developed on the basis of

consumer individual behavior research includes theoretical, empirical, and cognitive approaches. The theoretical approach is to generalize the spatial structure of consumers by calculating the central attraction index and merging any specific center to the corresponding location type. Empirical methods include research on trade zones, multi-purpose shopping behaviors, factors influencing shopping behavior, restrictions on shopping behavior, and characteristics of consumer activities in shopping centers. The cognitive approach explores the sensory aspects of consumer behavior and argues that the selective induction of choice is the most important stimulus for consumer decision-making.

Peter and Olson (1996) suggested that consumer Behavioral Intentions (BI) is the tendency of consumers to take some actions, and it is a statement that connects consumers themselves with future behaviors. The famous consumer behaviorist Fishbein once pointed out that the most direct way to predict whether consumers will adopt a specific behavior in the future is to understand their tendency to adopt such behavior. Jones, Thomas, and Sasser (1995) suggested that there are three main types of consumer behavior tendencies: repurchasing propensity, word-of-mouth and premium purchases. In customer loyalty theory, consumer behavior tends to be viewed as customer loyalty, and Jones points out that customers' propensity to repeatedly purchase a particular product or service is customer loyalty. Consumer behavior tends to belong to the category of loyalty.

2. LITERATURE REVIEWS

2.1 Theories of Independent Variables

In the study of brand image composition, Bell described the three components of the brand image as company image, user image, product or service image. He believes that the hard attributes provided by products or services are tangible or functional special perceptions; the user image and company image provide soft attributes or emotional attributes such as stimulation, trust, and fun. Keller's branded association network memory model divides brand image into three association types: attributes, benefits, and attitudes.

And further refine the attributes and benefits into product-related attributes and non-product-related attributes. Product-related attributes refer to the physical composition of products or the requirements for completing services, including components and features. Product-related attributes satisfy the functional requirements of customers for products or services. Non-product related attributes are external attributes that affect the purchase process but do not directly affect the function of the product or service, including price, user image, emotional experience, brand personality, etc. Keller also believes that company associations are secondary associations. Aaker (1996) suggested that the association of measuring brand image includes value, brand personality and organizational association. The studies of the above three scholars have been widely accepted and cited, but unfortunately these three models are only theoretical hypotheses and have not been empirically tested. Ike developed the theoretical framework of brand personality using the "Big Five" human personality scale. Taking 37 US domestic brands as the research object, she divided her 42 individual personality characteristics into five personality dimensions.

Aaker (1997) suggested that Sincerity, Excitement, Competence, Sophisticated, Ruggedness. Based on the product category, Low & Lamb uses 8 brands to measure the association of brand image. Low and Lamb Jr (2002) suggested that the three concepts involved are perception quality, brand image and brand attitude. Río, Vázquez, and Iglesias (2001) suggested that in the Belen study model, the brand image is divided into two dimensions: the functional utility of the brand name and the symbolic utility of the brand name. Hsieh used 53 automotive brands to obtain 4320 samples in 20 countries in cross-cultural brand image research.

Hsieh (2001) suggested that the free association and projection technology produces 14 interests-oriented brand association attributes, extracting the four dimensions of sensory, symbolic, Utilitarian, and economic.

2.2 Dependent Variable Theory

Peter and Olson (1996) suggested that consumer Behavioral Intentions (BI) is the tendency of consumers to take some actions, and it is a statement that connects consumers themselves with future behaviors. The famous consumer behaviorist Fishbein once pointed out that the most direct way to predict whether consumers will adopt a specific behavior in the future is to understand their tendency to adopt such behavior. Jones, Thomas, and Sasser (1995) suggested that there are three main types of consumer behavior tendencies: repurchasing propensity, word-of-mouth and premium purchases. In customer loyalty theory, consumer behavior tends to be viewed as customer loyalty, and Jones points out that customers' propensity to repeatedly purchase a particular product or service is customer loyalty. Consumer behavior tends to belong to the category of loyalty.

2.3 The Relationship between Variables Related Theory

There are many differences in definitions and constituent elements of brand image research. In order to reveal the essential characteristics of brand image, this study uses the theory of needs and motivation to understand the connotation and constituent elements of the brand image.

Peter and Olson (1996) suggested that two angles: Rational Respective and Experiential Respective. The rational point of view is that people are rational and pursue utility maximization. They are making purchase decisions based on the objective attributes of the product. They are based on the tangible and utility benefits of the product. The sentimental view is that consumers are emotional and their consumption. It is based on personal subjective criteria such as feelings, self-esteem, adventure and self-expression. They are based on the intangible interests of personal feelings and products. This motivation theory reflects that consumer demand is driven by functional utility and symbolic motivation. Park, Bernand, and Deborah (1986) suggested that in order to meet consumer demand, business managers should give the brand an overall abstract "brand concept" that is either functional or symbolic (emotional) meaning. This helps consumers understand what brands can do for consumers. Bell's theory distinguishes between soft and hard attributes and Keller's product-related attributes.

Non-product related attributes illustrate the conceptual significance of both aspects of the brand image. Since the brand is based on objective phenomena such as products, technologies, and enterprises, the consumer's reflection on it necessarily includes an objective reflection; at the same time, the brand's long-term advertising and marketing will inevitably leave their ideas in the minds of consumers. The reflection of the proposition. Therefore, this study believes that brand image is the overall perception of the brand by the consumer, and it influences consumer behavior. This concept has the following implications: First, the brand image is the consumer's attitude towards the brand, including the brand recognition and brand emotion. Brand awareness refers to consumers' beliefs about the brand, including brand performance and corporate image. Brand performance is the internal characteristics of the brand, including the characteristics of products and services, and focuses on meeting the functional needs of consumers. Aaker (1997) suggested that the company's image is a belief that consumers hold about the company. Río, Vázquez, and Iglesias (2001) suggested that the emotional elements are brand personality, brand personality is a set of human personality traits associated with the brand, brand personality attributes can arouse people's feelings and feelings about the brand. Second, brand perception has an impact on consumer behavioral trends. In summary, the brand image can be divided into three dimensions: company image, brand performance, and brand personality. We test it through empirical evidence.

2.4 Research Hypothesis

In summary, there are many differences in definitions and constituent elements of brand image research. In order to reveal the essential characteristics of brand image, this study uses the theory of needs and motivation to understand the connotation and constituent elements of the brand image. Peter and Olson (1996) suggested that consumer purchasing decisions are based on two perspectives: Rational Rerspective and Experiential Rerspective. The rational point of view is that people are rational and pursue utility maximization. They are making purchase decisions based on the objective attributes of the product. They are based on the tangible and utility benefits of the product. The sentimental view is that consumers are emotional and their consumption. It is based on personal subjective criteria such as feelings, self-esteem, adventure and self-expression. They are based on the intangible interests of personal feelings and products. This motivation theory reflects that consumer demand is driven by functional utility and symbolic motivation. Park, Bernand, and Deborah (1986) suggested that in order to meet consumer demand, business managers should give the brand an overall abstract "brand concept" that is either functional or

symbolic (emotional) meaning. This helps consumers understand what brands can do for consumers. Bell's theory distinguishes between soft and hard attributes and what Keller called product-related and non-product-related attributes all illustrate the conceptual significance of the brand image. Since the brand is based on objective phenomena such as products, technologies, and enterprises, the consumer's reflection on it necessarily includes an objective reflection; at the same time, the brand's long-term advertising and marketing will inevitably leave their ideas in the minds of consumers. The reflection of the proposition. Therefore, this study believes that brand image is the overall perception of the brand by consumers and it influences consumer behavior. This concept has the following meanings: First, brand image is the attitude of consumers to the brand, including brand awareness and brand emotion. Brand awareness refers to consumers' beliefs about the brand, including brand performance and corporate image. Brand performance is the internal characteristics of the brand, including the characteristics of products and services, and focuses on meeting the functional needs of consumers. Aaker (1997) suggested that the company's image is a belief that consumers hold about the company. Río, Vázquez, and Iglesias (2001) suggested that emotional elements are brand personality, brand personality is a set of human personality traits associated with the brand, brand personality attributes can arouse people's feelings and feelings about the brand. Second, brand perception has an impact on consumer behavioral trends. In summary, the brand image can be divided into three dimensions: company image, brand performance, and brand personality. We test it through empirical evidence.

Hypothesis 1: The brand image consists of three dimensions: brand performance, brand personality, and corporate image.

In the study of the relationship between the three dimensions of brand image and consumer behavior trends, attitude researchers pointed out that in low-participatory purchases, consumers form beliefs through the accumulation of brand- and product-related attributes, and based on these beliefs, they generate consumer behavior tendencies. This means that consumers' perceptions of brand performance can produce consumer behavioral tendencies. Andreassen and Lindestad (1998) suggested that corporate image has a direct impact on customer loyalty.

Kim, Han, and Park (2001) suggested that attractive brand personality has a direct impact on customer loyalty, but their research results have not been confirmed. In the study of brand image and consumer behavior tendency, we have not yet found an example of the influence of three variables of brand performance, brand

personality, and corporate image on consumer behavior tendency in the same model. The author proposes the following assumptions:

Hypothesis 2: Brand performance has a positive effect on consumer behavioral trends;

Hypothesis 3: Positive influence of brand personality on consumer behavior tendencies;

Hypothesis 4:Corporate image has a positive effect on consumer behavioral trends.

3. RESEARCH METHOD

3.1 Research Design

The items of this questionnaire come from two ways: First, interviews, 30 marketing students participated in the interview activities. Through the method of free association, the vocabulary related to the brand mentioned by the student is coded as the reference for the selected item. Second, in the research literature, some items in the ready-made related scales are extracted. Based on the results of qualitative interviews with students, the initial items of the questionnaire were formed. Netemeyer, Krishnan, and Pullig (2004) suggested that the brand performance scale refers to the scale of Belén, the company's image scale refers to the scales of Fan Xiucheng and Netemeyer, and adds advertisements based on Zeithaml's suggestion. Level items, Brand personality scale refer to the scales developed by Aike and Huang Shengbing. The consumer behavioral propensity scale adopts the possibility of repeated purchases and the possibility of recommending to others. The brand personality adopts the method of semantic difference. Tables, 5 levels, demographic variables using a classification scale, and the remaining items using the Likert 5-grade scale. This study uses local brands - Li Ning brand sports shoes as the research object.

3.2 Research Tools

The questionnaire was measured using five scales. The higher you agree, the lower the value and the lower your status. The respondent's choice was converted into corresponding data and then analyzed using SPSS 17.0 software. Questionnaire Survey This study reflects the significant influence of brand image on brand influence. Consumer purchase behavior. 50 participants were selected freely for this survey. And it is to prove that the answers of 50 participants are enough to propose an overall thinking brand image influence on consumer behavior tendency.

3.3 Data Collection Method

The research conducted data collection through the implementation of research. The respondents covered 184 cities in China, involving occupations other than farmers, and collected 1,496 valid questionnaires, of which 706 had purchased Li Ning brand sports shoes. Take 699 valid questionnaires as statistical samples. According to the descriptive statistics of the questionnaire, 64.1% of men and 35.9% of women accounted for 9.9% of those under the age of 20, 53.9% of the 20- to 30-year-olds, and 21.6% of the 30- to 45-year-olds. 4.7% or older. In terms of academic qualifications, high school and below, college education, and college education accounted for 16.0%, 79.4%, and 4.4%, respectively. From the point of

view of monthly income, the percentages of those who are below 1,000 yuan, 1,000 yuan to 2999 yuan, 3,000 yuan to 4999 yuan, and 5,000 yuan are 37.5%, 49.6%, 8.4%, and 4.3% respectively. This sample basically represents the basic characteristics of the domestic online population, and this population is also the main consumer of sports shoes, so it can meet the sample needs of this study.

3.4 Data Analysis Method

For the brand image, the structural equation analysis method was used to analyze the influence of consumer behavior trends, and the rationality of the model was evaluated using Liserel 8.7 statistical software and the relationship between each latent variable was examined.

3.5 Research Process

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│ Customer behavriol tendencies│
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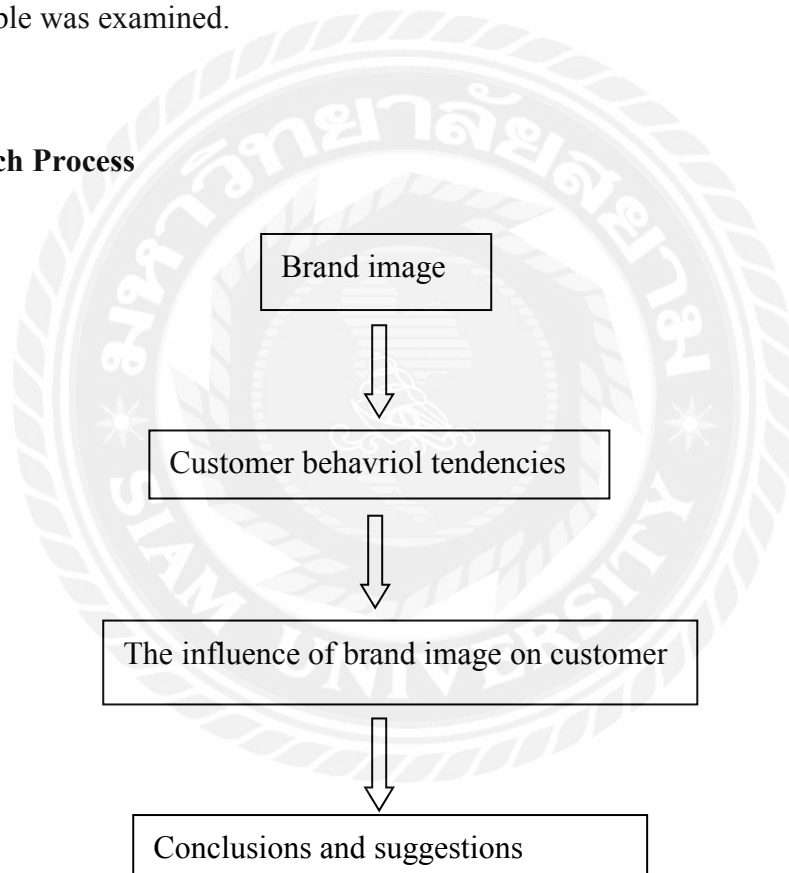
4. RESULTS AND ANALYSIS

4.1 Descriptive Statistics

Li Ning Company was founded by Mr. Li Ning, a famous gymnast. Li Ning Company was established in 1990. After 20 years of exploration, it has gradually become a leading international sports brand company representing China. Li Ning Company adopts a multi-brand business development strategy, in addition to its own core LI-NING brand, it also owns LOTTO brand, AIGLE brand and Z-DO brand. In addition, Li Ning holds Shanghai Double Happiness and wholly-owned acquisition of Kason Sports.

Since its listing in Hong Kong in June 2004, Li Ning's performance has continued to grow at a high rate for six consecutive years. In 2009, it reached RMB 8.387 billion. Li Ning's sales network covers China. As of the end of 2009, Li Ning had a total of 8,156 stores, covering more than 1,800 cities in China, and had several sales outlets in Southeast Asia, Central Asia, and Europe. More than 6,000 employees.

At the beginning of its establishment, Li Ning paid great attention to original design. In 1998, it established China's first design and development center for apparel and footwear products and took the lead in becoming a self-developed Chinese sporting goods company. In August 2004, the Hong Kong Design and Research Center was established to focus on designing Li Ning branded apparel products. In January 2008, Li Ning Group's American Design Center was put into operation in Portland, Oregon, USA. It focused on high-end technology research and development of footwear products, ergonomic research, and design, development, and testing of professional sports shoes.

Li Ning has long been committed to the development of sports. It has successively partnered with top international events and organizations such as the NBA and ATP. Cooperation with top international athletes including O'Neal, Ljubicic, Isinbayeva, and Thoihirdson, and cooperation with the Spanish Olympic Committee, the Spanish Basketball Association, the Swedish Olympic Committee, and the Argentine Basketball Association are all strong indications. Li Ning's professional strength has been recognized by top international sports teams and individuals. What is more worth mentioning is that since the Barcelona Olympic Games in 1992, Li Ning Company has come along with the Chinese Olympic team and has long supported five "Gold Medal Teams" such as Chinese gymnastics, diving, shooting, table tennis and badminton.

As a leader in the domestic sporting goods industry, Li Ning has also taken an active role in corporate social responsibility, funding primary schools, aiding disaster-stricken areas, caring for AIDS orphans, and supporting long-term support aimed at improving physical education in poverty-stricken areas. The "Sports Together" public welfare training program uses its own advantages in sports resources to contribute to the building of a harmonious society.

4.2 Reliability and Validity Analysis

First of all, the item purification was carried out on the 26 items that constitute the brand image. The item purification criterion is that if the correlation coefficient between the measurement item and the population is less than 0.5 and the Krumbach α coefficient value is increased after the deletion of the measurement item, the measurement item is deleted. Second, conduct exploratory factor analysis. The principal component analysis method is adopted, and the principle that the eigenvalue is greater than 1 is used as the selection factor, and the maximum variation method is used as the orthogonal rotation axis. The item whose retention factor load absolute value is greater than 0.5 is deleted.

The item spans two factors. The KMO value for the remaining 20 indicator statistics is 0.922, and the Batley's spherical test chirp value 2 is 6692.692. The probability value Sig is zero, reaching a significant level, and meets the conditions for factor analysis (see Table for results). Three factors were extracted: brand performance, brand personality, and corporate image. The cumulative variance contribution rate was 55.95%. This study used Cronbach's α coefficient to test the reliability of the scale. The Cronbach's α coefficient measured by each latent variable in Table 1 is greater than 0.7, indicating that the reliability of the data in this study is high, and the internal consistency of the scale is good. The confirmatory factor analysis method was used to test the measurement validity of the brand image. The validity level can be tested by the model's fitting index and factor loading factor. If the fit of the model is acceptable, the investigator can further test its validity by factor loading. The fitting index of the measurement model is: Chi-squared value/degree of freedom (x^2/df) is 3.3, conforms to 2~5 standard, approximate error RMSEA is 0.072, less than 0.08 the standard. The fitting parameters of the model's fitting parameters were NFI 0.96, CFIT was 0.97, and the goodness of fit index GFI was 0.92 (the closer to 1 the better), all reached a good level. The confirmatory factor analysis results show that the standardization factor loadings for each measurement

item are greater than 0.50, and both are significant. Reliability and validity test passed, Hypothesis 1 is verified.

Table 1: Reliability and Validity Test Results of Brand Image Measurement Model

Variable	Items	Exploratory Factor Analysis Load	Krumbach α coefficient
Brand Performance (BPF)	1. Elasticity	0.701	0.819
	2. Weight	0.637	
	3. The degree of fit	0.706	
	4.Protection function	0.780	
	5. Walking feeling	0.781	
	6. Sweat absorption	0.680	
	7. Durability	0.624	
Brand Personality (BPS)	8. Innovation	0.678	0.892
	9. Fashion	0.796	
	10. Positive	0.767	
	11. Confident	0.749	
	12. Stimulation	0.672	
	13. Dynamic	0.792	
	14. There is style	0.704	
	15. Graded	0.691	
Company Image (CI)	16.Product update speed2	0.638	0.828
	17.Attention to customers	0.572	
	18. Advertising impression	0.671	
	19. Advertising broadcast density	0.834	
	20. Frequency of advertising content replacement	0.812	

4.3 Factor Analysis

First, the measurement items in the three dimensions of brand image are divided into fewer indicators, and the average value is used as their corresponding value. The purpose of this method is to improve the reliability of the measurement index and enhance the stability of the estimated parameters. Second, confirmatory factor analysis was used to test the reliability and validity of the structural model (see

Table 2, Table 3, and Table 4 for the results). The model has a good degree of fit, and all indicators have reached a reasonable level. The R2 value is between 0.34~0.77, which satisfies the reliability requirement. The standard load factor for confirmatory factor analysis is greater than 0.5 and is significant, indicating that the data passes the verification of convergence validity.

Table 2: Confirmatory Factor Analysis

Variable	Confirmatory Factor Analysis Standardized Factor Loading	T value	R^2
BPF_1	0.87	26.40	0.75
BPF_2	0.84	25.15	0.70
CI_1	0.98	34.24	0.95
CI_2	0.98	34.54	0.96
BPS_1	0.91	29.62	0.82
BPS_2	0.85	26.61	0.71
BPS_3	0.82	25.50	0.67
BI_1	0.80	19.88	0.65
BI_2	0.57	14.66	0.33
Model simulation and goodness: x^2=10.59, df=21, RMSEA=0.9703, GFI=1.00, NFI=1.00, CFI=1.00			

4.4 Correlation Analysis

The square root of the mean AVE is greater than the correlation coefficient between the factors, indicating that the data passed the test of discriminant validity.

Table 3: Latent Variable Mean (AVE) vs. Correlation Coefficient

	Brand performance	Company image	Brand personality	Brand image
Brand performance	0.6936			
Company image	0.542	0.828		
Brand personality	0.396	0.433	0.991	
Brand image	0.596	0.422	0.356	0.796

4.5 Hypothesis Verification

Finally, structural equations are used to test the theoretical assumptions of brand performance, brand personality, and the influence of corporate image on consumer behavior.

Table4: Path Test Results of The Model

Null hypothesis	Standardized path coefficient	T value	Conclusion
Brand performance has a positive effect on consumer behavioral trends.	0.75	13.23	Support
Positive influence of brand personality on consumer behavior tendencies.	0.12	2.78	Support
Corporate image has a positive effect on consumer behavioral trends.	0.03	0.66	Not support

5. CONCLUSIONS DISCUSSION AND SUGGESTION

5.1 In Conclusion

First of all, the theoretical significance of this research is to verify the theoretical assumption of the three dimensions of the brand image, that is, the brand image includes the three dimensions of brand performance, brand personality, and company image. There is no hierarchical relationship between the three. This research conclusion provides specific management ideas and methods for companies to manage their brand image. It shows that enterprises can build a brand image by branding, brand personality and company image in order to build a brand image and win the market for the company. Second, the research on the impact of brand image on consumer behavior tendencies shows that brand performance and brand personality have a direct impact on consumer behavioral tendencies; corporate image has no significant effect on consumer behavioral trends. The company's image indirectly influences consumer behaviors through brand performance and brand personality. At the same time, the results show that the perception of brand performance by consumers has a greater influence on consumer behavior trends than the influence of brand personality perception on consumer behavior trends.

5.2 Research Limitations

The study used literature to investigate the study. Although the literature review contains a variety of opinions on this issue, this study included only a limited number of participants. This means that the views from the participants are not more representative than the comprehensive views.

5.3 Research Proposal

The principle of shaping the brand image:

1. Cultural principles. Any successful international brand with a long history always reflects the most fundamental national cultural connotation of this country and this nation. "Coca-Cola" embodies the free spirit of the United States; "Siemens" reflects the rigor of the German focus on quality and attention to detail.

2. The principle of seeking differences. In the process of shaping the brand image, it is also crucial to demonstrate the uniqueness of its own brand. If the brand image is too similar to other existing brands, it will be difficult to leave a deep

impression on the minds of consumers and even fall into the embarrassing position of being considered as malicious imitation and become a contemptible "knockoff cargo". For example, Unilever's famous soap brand, "Rex", has always highlighted its noble and elegant features in brand building. Each version of the advertising uses a large number of internationally renowned movie stars to highlight its nobility. So far no other brands have been able to This level exceeds it.

3. Long-term and compatibility principles. The brand image is an important part of the image of the food industry. The corporate image is a whole, including various subsystems. The purpose of the brand image and corporate image creation is to combine the strength of the company, create a competitive advantage, and eventually create a well-known brand, and realize the company's long-term development strategy. Therefore, the corporate brand image must be coordinated with other subsystems to match each other and develop together.

Ways to create a brand image:
1. Internal employees firmly establish the concept of brand image

First of all, corporate managers must improve their own management quality and enhance their awareness of brand image. Brand image is a priority issue for the company. As a strategic issue for corporate development, the company's business philosophy must be reflected in the brand image; People-oriented, inspiring the minds of employees, maximizing the wisdom and potential of employees, establishing the brand awareness of all employees, employees understand the importance of shaping the brand image, will create a sense of honor and a sense of mission, so that employees consciously and voluntarily To create a brand image and make contribution; Finally, to establish a unique concept system and operating mechanism within the enterprise, establish a scientific organizational structure and strict rules and regulations, which is the organizational guarantee for shaping the brand image.

2. Improve product quality and improve service levels

The quality of products is a kind of performance that meets the needs of consumers. It is the cornerstone of brand image and the essence and life of a brand. Only by strengthening the efficient management and rational allocation of resources, and constantly introducing new technologies, can companies improve the quality of their products, thus providing the necessary guarantee for shaping the brand image. If an enterprise wants to do a good job of marketing products, establish a brand image, and maintain the brand's competitive advantage, it must strive to improve service quality and improve service levels while improving product quality. Excellent service helps maintain and enhance brand image. When consumers encounter losses or

defects, they will generate complaints and dissatisfaction, which will have a negative impact on the brand image. High-quality services can reduce consumer risk, reduce consumer losses, increase consumer safety, and thus win consumption. The understanding and trust of the person.

3. The introduction of cultural factors, import consumer emotions

The brand has its own personality and expressiveness. It is a bridge to communicate the feelings of the company and the public. People are eager to have sincere and beautiful feelings in their hearts. Each country and every nation is deeply influenced by the culture of the country's own people. Cultural traditions inadvertently influence consumer choices. If a brand can meet some of the factors of traditional culture, it will occupy a certain emotional space in the minds of consumers and guide consumers to pay attention to the brand. For example, the Confucius family wine is the main family culture, and "Confucius House Wines, Calling People Homesickness" establishes a classic brand image in the way of soul impact. The branding did not talk about the quality of wine, but seized the concept of "home" that the Chinese people paid most attention to arouse the resonance of consumers and opened the window of people's emotional regression and catharsis.

4. Highlight features. Courage to innovate

Only the unique personality and characteristics of the brand image can attract the public, and can stand out among many brands through a sharp contrast. Plagiarism and imitation, the brand image of a footing in the dust can't have good results, and it can't have any charm. The brand image is not immutable. With the change of internal and external business conditions and consumer demand, the brand image must also be continuously innovated so that it can adapt to the psychological changes of consumers and adapt to the needs of enterprise development.

5. Pay attention to public relations and advertising

Public relations and advertising are important for brand image, such as two wings of a bird and two wheels of a car. Ultimately, brand image should be established in the eyes of the public, depending on the public's trust and loyalty to the brand. Therefore, the shaping of brand image should be oriented to the public, with the public as the core, and attaches great importance to the public's reflection. The public relations sponsorship of some international brands will be very targeted and continuous in order to leave a deep impression on the public. At the same time, we should also realize that the promotion of the brand can not be separated from advertising, whether it is print advertising, three-dimensional advertising, whether through magazines, television or radio, newspapers, etc., successful brands will

choose a unified advertising style consistent with their own brand image. , And always adhere to this style, so that the brand image is not confused.

The full participation of brand image management is crucial to shaping the brand image. The brand image must send a voice to the market that requires all employees of the company to have a sense of mission. This sense of mission comes from a sense of honor. It can have a strong cohesive force for employees. It is impossible to imagine that a disorganized or disgruntled employee will show the public a good brand image. The British marketing scholar, Chernertoni, believes that companies should make all employees understand the meaning of the brand so that all employees can understand, understand, and express their own brand image. This is especially true for companies that implement brand strategy, especially brand implementation. International companies are a very important issue. Only when a large number of employees reach consensus can the roles in different fields be integrated, and the members of different departments can work in one direction.

Enterprises should put the internal brand communication work in a priority position, that is, before they receive external recognition, they must first implement it internally to achieve internal recognition because differences in internal knowledge may mislead the implementation of the strategy. In addition to allowing all employees within the company to participate in the shaping of the brand image, the principle of full staff has one layer of meaning, which is to mobilize the power of the public. The marketing, service, public relations and advertising of the enterprise must be able to attract the public, inspire the public, make the public pay attention to the brand image, and enthusiastically participate in the shaping of the brand image, so that the brand image is firmly established in the minds of the public and has a permanent and extraordinary charm.

The so-called characteristic actually refers to the differentiation or individualization of the brand image. The characteristics of the brand can be characterized by quality features, service features, technical features, cultural features or operating characteristics. Only the unique personality and characteristics of the brand image can attract the public, and can stand out among many brands through a sharp contrast. The brand image of copying and imitating and following people can't have good results, and it can't be attractive. For example, people say that the motorcycles they produce are lightweight, fast, and safe. You also say that the motorcycles you produce are light, fast, and safe. There will be no special features. One of the characteristics of the principle is also very important, that is, the nationalization of the brand image. Nationalized things are always full of

characteristics. "Only nationalities are the world's." Grasping the national characteristics and giving the brand image a certain meaning often leads to unexpected results.

Brand image is a concentrated expression of the brand's emotional appeal to the public. For example, Mercedes's conceit, wealth, and worldliness. Pepsi's youthful, lively and exciting brand is the embodiment of brand emotion. The brand image-building process must be integrated with emotional factors everywhere, so that the brand has emotional charm, moving with love, so as to narrow its distance from the public and achieve a good exchange with the public.

The revelation for managers in this study is that companies can use three brand images for brand positioning, that is, brand function attribute positioning, brand personality positioning, and company image positioning. Brand image management is the process of brand positioning by companies. Therefore, for Chinese companies, the development of brand personality and corporate image is more worthy of attention.
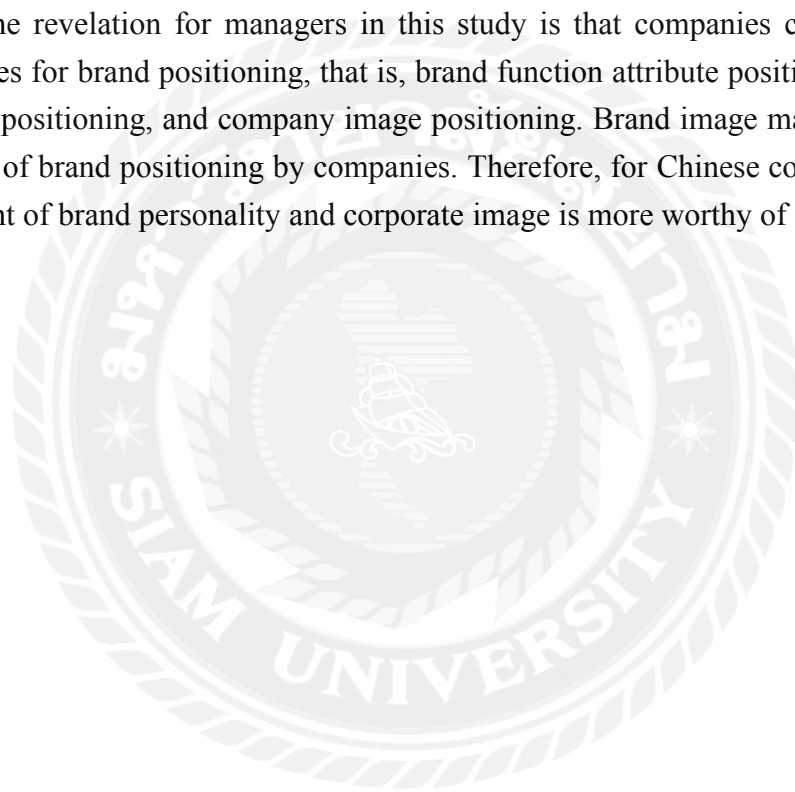
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