RESEARCH ON THE INFLUENCE OF CHINESE LOW-COST AIRLINE BRAND CHOICE

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ABSTRACT

Title: Research on the Influence of Chinese Low-Cost Airline Brand Choice

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The establishment of Southwest Airlines marked the birth of a new type of aviation model-low-cost aviation model. Southwest Airlines was not optimistic at the beginning of its establishment, because it changed the internal nature of traditional airlines to a large extent. Since American traditional airlines suffered severe losses during the economic recession, Southwest Airlines has highlighted unique and brilliant achievements. People have begun to review and emulate this disruptive traditional low-cost airline model, and they have become an important development trend in the world aviation industry.

China's total civil air transport volume has leapt to second in the world, only behind the United States. However, several low-cost airlines in China have just started. China's social and economic development needs low-cost airlines, and many Chinese people want to fly on low-cost airlines. The Chinese civil aviation market can support the development of low-cost airlines. Considering the scale and rapid growth of the Chinese market, it is particularly necessary for economic airlines to achieve

significant development. This was also an opportunity for the development of China's civil aviation industry, And to build the brand of China's low-cost airlines and how to let consumers choose the brand are issues that all low-cost airlines need to consider.

This article began with consumer decision theory and used the flat asset theory as the theoretical basis to construct a model of the impact of brand calorific value on consumer brand choice. On this basis, 387 consumer questionnaires about low-cost airline brands were collected. Empirical research was conducted on the questionnaire data through SPSS 25.0, and it was proposed that low-cost airlines adopt appropriate brand strategy management in different situations.

Keywords: low-cost airlines; brand attitude; brand recognition; brand selection;

摘 要

标题：中国廉价航空公司品牌选择影响研究

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美国西南航空公司的成立标志着一种新型航空模式---廉价航空模式的诞生，然而西南航空公司成立之初却并不被人看好，因为它在很大程度上颠覆了人们对航空公司固有印象，但是随着美国各大航空公司在经济萧条时期纷纷损失严重的同时，西南航空公司却一枝独秀，成绩辉煌，人们开始重新审视和效仿这种颠覆传统的廉价航空模式，廉价航空成为世界航空业发展的一大趋势。

中国民航在运输总量上已跃居全球第二，仅次于美国。但中国的几家廉价航空公司起步不久，中国人口庞大的航空大国是很不相称的。中国的社会经济发展需要廉价航空公司，中国的普通老百姓也想乘坐实惠便宜的廉价航空公司，中国民航的市场容量已可以支撑廉价航空公司的发展。以中国市场之大，增长之迅猛，更加需要廉价航空公司有一个大的发展。可以说，中国廉价航空公司收尾发展潜力巨大，正面临巨大的历史发展机遇。也正是中国民航的发展，如果对中国廉价航空公司进行品牌建设，如果让那个消费者选择中国的廉价航空公司品牌，都是值得目前廉价航空公司思考的问题。

本文从消费者决策理论出发，以平拍资产理论作为理论基础，构建了品牌热值对消费者品牌选择的影响模型。在此基础上，收集了 387 份关于廉价航空公司品牌的消费者问卷，通过 SPSS25.0 对问卷数据进行了实证研究，提出了关于廉价航空公司在不同的情况下采用合适的品牌策略管理。

关键词：廉价航空公司；品牌态度；品牌认知；品牌选择；

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CHAPTER 1 INTRODUCTION

1.1 Research background

Looking back on the development of the history of civil aviation today, in recent years, the most attractive thing to us is the rise of the low-cost airline industry. Within the scope of Asian civil aviation, the first airline to introduce a cheap operating model and achieve great success was AirAsia. AirAsia is the largest low-cost airline in Asia. The company was founded in 2001. After more than 16 years of rapid development, AirAsia has firmly established itself as the number one low-cost carrier in Asia. It is worthy of our discussion that AirAsia has been profitable since 2003 after determining the low-cost airline operating model. Even if it has successively encountered events such as SARS, the tsunami in Southeast Asia, the Bali explosion, and high oil prices, it has maintained continuous annual income growth and net profit growth. In the 17 years of operation from 2001 to 2018, AirAsia surpassed Ryanair in Europe and Southwest Airlines in the United States. AirAsia transported a total of 5 passengers. In 2016, AirAsia welcomed the fifth passenger, and the lucky passenger received a 3 million AirAsia BIG gift certificate worth 50,000 baht and a free lifetime ticket. In the civil aviation market in Asia, there have been dozens of aviation companies involved in the field of low-cost airlines so far. These Asian low-cost airlines have uneven management aspects, which can allow Asian airlines to develop rapidly. Traditional network airlines A large number of passengers have also been lost due to the rise of low-cost airlines. In the entire Asian market, the development of low-cost airlines continued to be strong. In 2003, the low-cost airlines in the early stage of the development of the low-cost airlines invested 17% of the total capacity in Europe. At present, the low-cost airlines have reached 42.8%, more What is remarkable is that the investment in low-cost airlines in the United Kingdom, Italy, Ireland, Spain and other countries has exceeded 50%. The low-cost airline market in Asia and the Pacific has also been fully developed in recent years, and the Southeast

Asian market represented by AirAsia is particularly eye-catching. According to the above examples and data from authoritative organizations, the author believes that in the near future, the carrier traffic of low-cost airlines will greatly exceed that of traditional network airlines. Also in China's civil aviation market, which has great potential for development, low-cost airlines, an emerging operating model, will also develop significantly.

At present, with the continuous expansion of China's aviation market, China, the world's second largest civil aviation market, is gradually relaxing air traffic control. At the same time, the Civil Aviation Administration of China has also issued relevant guidance policies to promote the development of low-cost aviation. I believe that with the reform and development of China China's civil aviation market will usher in a period of great prosperity in the development of low-cost aviation. Among them, airlines represented by Spring Airlines, Shenzhen Airlines, Western Airlines, Juneyao Airlines, Jiuyuan Airlines, etc. have successively entered the development path of low-cost airlines.

Compared with developed countries, China’s low-cost airlines started late, developed slower than foreign aviation markets, and are relatively weak in brand promotion. The author believes that although China's low-cost airlines have spent manpower and material resources in building brands, in fact, the effects of brand building and management are not satisfactory. In terms of brand promotion, brand equity is one of the influencing factors for consumers to choose airlines. The author believes that the key to the existence and sustained development of the brand lies in the continued choice of the brand by the source. The author believes that current brand managers and brand researchers first need to clarify the relationship between brand recognition and consumer brand choice and what factors are affected. Therefore, thinking about brand management from the perspective of brand choice is a topic worthy of study. This article will start from the brand recognition as the source of brand equity, and use the brand equity model as the theoretical basis to build a

research model of the impact of brand recognition on consumer brand choice, and use the collected consumer data for empirical research.

1.2 Objective of the study

Since the emergence of the century, as one of the most valuable intangible assets owned by the enterprise, the brand has received extensive attention from academia and the business community. How to build a brand has also become the most concerned topic in recent years, and brand theory research has quickly become a management field. One of the most important topics (keller, Lehmann, 2006), and has become an important field of academic research in marketing. Regardless of academia or practice, there has not been a unified conclusion for brands. The current domestic and foreign research results mainly focus on the dimensions and measurement methods of brand equity (Keller, 1993), choice of brand strategy (Srinivasan, 2005), brand positioning (Park, 1994), etc. However, for the current Chinese enterprise brand managers, the brand management is still in a confused stage. Most brand managers are still limited to relatively narrow-spirited methods, such as short-term brand building methods such as advertising and promotion.

At present, the brand managers of Chinese low-cost airline companies mostly stay in the "small brand" management stage, that is to say, most of the brands only reflect the tangible elements such as brand naming, logos, advertising slogans, and packaging (Wang Haizhong, 2013), paying too much attention For short-term gains, brand building relies too much on advertising investment, and invests huge resources in advertising and promotion. Most companies have not yet established the concept of "big brand", that is, managing corporate brand from the height of brand equity, using brand recognition Based on knowledge, establish excellent quality and reputation, extensive and profound brand recognition, and a strong and reliable consumer brand relationship. Therefore, the main purpose of this study is as follows:

First, study the dimensions of brand cognition and understand the main components of brand cognition;

Secondly, clarify the relationship between brand recognition of brand equity sources and consumer brand selection behavior, establish a comprehensive model of the impact of brand recognition on consumer brand choice, and use empirical data to explain the various dimensions of brand equity to consumers The relationship of brand choice;

Finally, based on the understanding of the relationship between the brand equity dimension and consumer brand choice, combined with the conclusions of this study, according to the brand equity theory and the current problems in domestic brand management, some actionable brand management suggestions are given.

1.3 Scope of the study

Based on the five-stage model of consumer purchase decision, this article takes the brand equity-related theory as the theoretical support, studies the impact of consumer brand recognition on consumer brand choice, and uses brand image and brand attitude as the intermediary variables of the model to build a brand. A complete model of the relationship between cognition and brand selection, and empirical research was conducted on consumer data of Chinese low-cost airline brands. The main contents of this study are as follows:

Chapter One, Introduction: In this chapter, the background of the research problem and the process of raising the research problem are mainly presented, and the purpose and significance of the research are briefly discussed;

Chapter Two, literature review. Makes a review of the current development of China's low-cost airlines, then reviews the current theoretical achievements of brand recognition and brand selection, summarizes the current research results of brand

recognition and brand selection, and seeks Research breakthroughs and confirm research topics;

Chapter Three, research method. Based on the theoretical review of brand cognition and brand selection, the selected variables are selected. Consumer behavior stems from unmet needs, which in turn leads to the decision-making process of product brand selection. Brand cognition is a prerequisite for brand selection. Only consumers who know or have heard of a brand can include it in the consideration of brand selection. Therefore, brand cognition is taken as the theoretical starting point and brand cognition is used as an independent variable. , And using brand attitude and brand relationship (the relationship between brand and consumer (Zhou Zhimin, 2017) as intermediary variables, established a complete model of brand recognition and brand choice. In this chapter, the research is also designed , Including questionnaire design and data acquisition;

Chapter four, data analysis. In this chapter, the consumer data of low-cost airline brands are analyzed, including descriptive analysis and model test, and the data and model are analyzed in conclusion;

Chapter six, conclution, gives brand management recommendations based on the results of model tests. Based on the analysis of the conclusions of the data model, combined with the current status of brand management, this article gives some suggestions for brand management from the brand life cycle by drawing on the model of enterprise life cycle development. Finally, the shortcomings of this study and the future research prospects are given.

1.4 Research gap

Domestic and foreign scholars' researches on consumer brand selection mostly focus on a single perspective, such as brand awareness, price, etc., and have not

studied the impact of consumer brand selection image from the perspective of overall brand equity. This article takes consumer purchase decision theory as the starting point and uses consumer-based brand equity model as the theoretical support to construct a model of the impact of brand recognition on consumer brand choice. In the major international brand events, the management of the brand was rethought. Specifically,

(1) From the perspective of brand equity as a whole, with brand recognition as the starting point, a model of the impact of brand recognition on consumer brand choice was constructed, and low-cost airline brand consumer data was used to analyze the important dimensions of brand equity theory for consumer brand choice. Empirical research on the impact of

(2) Based on the empirical results of this paper, from the perspective of brand life cycle, different brand management strategies for different brand life cycles are proposed. This article believes that for brands in the introduction period, brand awareness needs to be managed first; brands entering the growth period should pay more attention to the management of brand attitudes; brands entering the maturity period need to weaken inherent brand awareness and shift to building a solid brand relationship. Achieve brand resonance.

1.5 Research significance

1.5.1 Theoretical significance

First, use empirical data to study the dimensions of brand recognition. At present, scholars do not have a definite conclusion about the dimensions of brand recognition. This study uses consumer data from low-cost airline brands in China to explore and verify the dimensions of brand recognition.

Second, this study hope to enrich the theoretical research area of brand equity.

The current research on brand equity is mostly limited to theoretical research, research on brand equity dimensions, conceptual models, etc. There is relatively little empirical research on the relationship between brand equity and consumer behavior, and some relatively mature foreign brand equity theoretical models There is no empirical verification in this special environment in China. Therefore, this study expects to use empirical data to take brand recognition as the starting point to study the relationship between brand recognition and other brand equity dimensions and consumer brand choice.

1.5.2 Practical significance

Due to the current lack of practical and reliable theoretical guidance on brand management, current corporate brand managers are still in a relatively confused stage. On the one hand, many corporate managers are still in the exploration stage when managing corporate brands. Most Chinese brand researchers refer to Western countries. Successful brand management methods, but in a special environment such as China, copying successful experiences abroad is not feasible; on the other hand, corporate brand managers have not yet formed a "big brand" brand management concept, focusing too much on brands The short-term benefits of marketing lack a long-term strategy for brand management. In view of the above two points, the practical significance of this study is as follows:

First, based on the relevant theoretical models, build a model of the impact of brand cognition on consumer brand choice, and use empirical data to verify the effect of brand cognition on consumer brand choice, so that enterprise management can recognize the relevant dimensions of brand equity and consumption The relationship of the brand choice of the owner;

Second, provide some meaningful theoretical guidance for domestic brand managers. The model in this paper is based on the relevant research in the field of brand equity research. Many theories have been recognized by some companies. On

this basis, the relationship between brand recognition and consumer brand choice is studied, using brand attitude and brand relationship as an intermediary. Variables, perfect the relevant brand equity theory, and finally, on the basis of data analysis, give some operational brand management suggestions, hoping to give brand managers some practical management advice.

CHAPTER 2 LITERATURE REVIEW

2.1 Overview of China's low-cost airline development

2.1.1 Development status of Chinese low-cost airline companies

Since China's low-cost airlines started late, compared to low-cost airlines in other regions abroad, China's low-cost airlines are in the "starting stage." Since 2013, the Civil Aviation Administration has gradually relaxed the control of low-cost air cargo routes and related policies, and some private capital in China has gradually entered the low-cost air market. At present, only Spring Airlines in China is a low-cost carrier in the true sense. Due to the continuous growth of the company in recent years, Spring Airlines has occupied a major share of the low-cost airline market in China; as the operation mode of low-cost airlines is gradually recognized, large-scale Among the traditional network airlines, China Eastern and HNA have accelerated their pace of entering the low-cost airline market. Among them, HNA Group promoted the formal transformation of its western airlines to enter the low-cost market in July 2013, with Chongqing Jiangbei International Airport and Henan Zhengzhou Xinzheng Airport As the base radiates around the second and third-tier tourist hotspot cities; in September of the same year, Eastern Airlines and Qantas established a new joint venture "Jetstar Hong Kong" in Hong Kong, which also announced the entry into the low-cost aviation market. With the opening of China's civil aviation related policies, the development of China's low-cost airlines will also become more and more lively. The current low-cost airline market in China mainly includes typical airlines represented by Spring Airlines, as well as regional airlines such as Juneyao Airlines, Xingfu Airlines, Western Airlines, Okay Airways, Jiuyuan Airlines, China United Airlines, etc. The newly established West Air and Gitzo Airlines are mainly private airlines. This article will select two representative airline consumers as a sample for research.

2.1.2 Representative Chinese low-cost airlines

1. Spring Airlines

Spring Airlines is one of the best operating private airlines in China. It is one of the 100 low-cost airlines in the history of China's civil aviation. Spring Airlines will carry about 10 million passengers throughout the year, ranking among the world's low-cost airline passenger transportation. Ranked 21st, it has become China's most successful low-cost airline. Spring and Autumn Airlines is headquartered in Shanghai and has bases in Shanghai Hongqiao Airport, Shanghai Pudong Airport, Shijiazhuang Zhengding Airport and Shenyang Taoxian Airport, respectively. As of August 2016, the fleet size reached 37 180-seat Airbus A320 aircraft. The company plans to increase the fleet size to 60 by 2015, of which five will be self-purchased. Opened more than 10 international and regional routes to and from Japan, South Korea, Thailand, Malaysia, Cambodia, Hong Kong, Macau, etc., and Beijing, Shanghai, Guangzhou, Chengdu, Shenzhen, Kunming, Chongqing, Zhuhai, Jieyang (Shantou), Xiamen , Sanya, Shenyang, Harbin, Changchun, Dalian, Qingdao, Shijiazhuang, Xi'an, Mianyang, Lanzhou, Urumqi, Hohhot, Hangzhou, Nanjing, Ningbo, Changde, Zhangjiajie, Guilin, Nanning, Huai'an, Nanjing, Luoyang and other Chinese routes, about More than 70 articles.

The development of Spring Airlines has benefited from its operating concept of "innovative start, safe and stable operation", and has achieved an amazing result of an average passenger load factor of 95% through continuous efforts. Among the 20 newly established airlines in China in recent years, Spring Airlines is the only company that has won the "Advanced Safety Unit" of the Civil Aviation Administration of China, which is an honorable enterprise. And in the safety assessment of the East China Civil Aviation Administration in 2011, it has obtained a perfect score, and has become the Chinese airline with the best performance of 10,000 hours of flight accidents. Since January 2006, the National Civil Aviation Administration has announced the "Government "Fund collection" (referring to: civil aviation fund airport construction fee) total score first. Spring Airlines uses cheap,

low-cost operating methods to continuously improve operating efficiency and continue to reduce operating costs, such as: establishing its own departure system and ticket sales website, but GDS (Global Distribution System) has never been introduced. Through its own channels, such as direct sales channels such as website stores, in order to reduce sales channel costs. In addition, Spring Airlines also adopts the operating mode of most low-cost airlines to strip non-essential services such as: free meals, free baggage allowances, delays and endorsements from the ticket price, which minimizes Air ticket prices make the price more friendly to the people, so Spring Airlines has created many sales gimmicks such as 99 yuan series tickets, 1 yuan tickets, and 0 yuan tickets in the history of Chinese civil aviation. It is also because of the people-friendly fares and numerous sales gimmicks. The average passenger load factor has been above 95% for several consecutive years, making it the airline with the highest passenger load factor in China's civil aviation.

2. Juneyao Airlines

Juneyao Airlines is an emerging airline based in Shanghai. It is a wholly-owned subsidiary of Juneyao Group, a well-known private enterprise in China. It is jointly owned by Shanghai Juneyao (Group) Co., Ltd. and Shanghai Juneyao Aviation Investment Co., Ltd., which belong to Juneyao Group. Private capital airlines invested in. It was approved by the General Administration of Civil Aviation of China and the Shanghai Municipal Government in June 2005. Juneyao Airlines has selected the new Airbus A320 series models for operation, and leased the A320 and A321 from GECAS. At present, Jixiang Airlines takes Shanghai as the center and forms a route network layout with routes in China and surrounding areas as the hub network. At the same time, Shanghai Hongqiao International Airport and Shanghai Pudong International Airport are the main routes of China's foreign hub cities, and gradually form a route network that connects the cities around Shanghai and radiates the whole country. Jixiang Airlines recently said that it is planning to build "Nine Yuan Airlines". In the future, many routes from Guangzhou will provide a large number of cheap tickets ranging from 9 yuan to 19 yuan.

2.2 Related theory

2.2.1 Consumer Decision Theory

1. Kolter's five-stage decision theory

Kolter (2006) summarized the predecessor's phase model of consumer decision-making process, understand the consumer's actual purchase decision process from the basic consumer psychological process, and believe that consumers will go through five stages in the purchase decision process: problem recognition , Collect information, evaluate alternatives, purchase decisions and post-purchase behavior. This is the five-stage model of purchase decision. Although consumers do not necessarily go through these five stages when making purchase decisions, this model illustrates the entire thinking process that occurs when a consumer faces a highly involved new purchase (putsis, Srinivasan, 1994) .

2. Howward Consumer General Decision Theory

Howard (1989) proposed a general consumer decision-making model with information, attitude, motivation and other factors. Brand-related information arouses consumers' awareness of the brand. On the basis of information and brand awareness, it forms an attitude towards the brand and enhances consumers' initial confidence in brand choice. Under the dual role of information and attitude, consumers begin to produce Motivation and accumulation of brand choices result in consumers' brand choice buying behavior. The general consumer decision-making model is a relatively simple consumer decision-making model, but basically describes the general process of consumer decision-making.

There are many related models for consumer decision-making, such as the Baven model proposed by Bettman, and the EKB model proposed by Engel, Kollat and Blackwell. To sum up, the key factor in the consumer decision-making model is information. When materializing information into brand choices, information has a greater relationship with consumers' brand recognition. Consumers' purchasing

decisions originate from the first stage: demand recognition. At this stage, consumers begin to understand a certain demand and realize that a certain demand has not been met. At this stage, consumers have identified the product categories that need to be purchased. Therefore, the brand selection starts from the second stage of information collection. For a brand new purchase decision, information collection is more about collecting information from different brands. At this stage, consumer awareness of the brand will largely determine the consumer's brand choice results. By collecting information, based on consumers' perception of the brand, preliminary selection of alternative brand combinations, only a part of consumers' familiar brands can enter the consumer's alternative brand (knowing the brand group). Therefore, brand recognition is the starting point for consumers to choose brands.

2.2.2 Brand equity theory

1. Keller brand equity pyramid model

Keller (1993) is one of the scholars who earlier proposed specific consumer-based brand equity. The assumption of the brand equity model is that the brand power possessed by the brand is the result that consumers learn, feel, see, hear, and think in the process of experiencing the brand (Keller, 1999). In other words, the role of the brand is in the consumer's memory. It is believed that brand equity is the result of consumers' different responses to brand marketing activities, and the main reason for this difference is the difference in brand perception among consumers. This brand equity model has several key implications. First of all, brand equity originates from the differentiated response of consumers. One of the dominant reactions of this differentiated response is the difference of consumers' choice of brand; secondly, the reason for the difference is the different recognition of consumers' brand perception Know, therefore, brand recognition is the core of the brand equity model. He further pointed out that brand recognition can be divided into two secondary dimensions: brand awareness and brand image. Brand awareness is related to the strength of the brand's presence in the consumer's memory node, reflecting the consumer's ability to recognize and recall the brand in different situations. Therefore, brand awareness has

two secondary dimensions: brand recall and brand recognition. Brand awareness plays an important role in consumer brand decisions (Keller, 1993). The brand image is a collection of consumers' brand associations, including preference for brand associations, strength of brand associations, and uniqueness of brand associations.

Keller (2001) believes that the first step in building a strong brand is to answer four questions: who are you; what are you; how are you; how are you and me? The answers to the corresponding four questions are the four steps to building a strong brand Build breadth and depth of brand awareness (significant brand); establish brand meaning through strong, preferred, and unique brand associations; obtain appropriate and feasible brand responses from consumers; establish close and active consumer brand relationships through brand loyalty (Brand resonance).

The brand equity pyramid model established by Keller proposes that building a strong brand is a gradual spiral upward process. First of all, first of all, it is necessary to establish a deep and extensive brand awareness among consumers so that consumers know your brand, that is, the creation of a brand is significant (deep and extensive brand awareness); only after the brand is significantly established can the second step be taken: to establish a strong, preferred, and unique brand association (brand image), at this stage, you need to pass the brand elements such as product quality, service, and price demonstrate brand performance, and at the same time build consumer brand impressions through brand history, brand company, brand personality, etc. This is actually the process of establishing a brand image through various connections of the brand (product association, corporate association, personalized association, symbolic association, etc.). At the bottom of the pyramid, brand awareness and brand association are mainly to build consumer brand awareness, which is the primary work to build a strong brand. After completing consumer brand awareness building, the consumer's brand response is established through consumer brand evaluation and brand perception, and it is recognized by consumers. The key to brand response is to make consumers respond as positively as possible and form a

positive attitude. After completing the above three steps, you can further achieve consumer brand resonance, establish a close and active consumer brand relationship with consumers, maintain consumer loyalty, and build a strong brand. Brand resonance can be expressed by the closeness and initiative of the brand relationship. Tightness mainly refers to understanding based on the emotions of consumers, and can have an attitude to connect the community awareness; initiative is mainly explained from the action of consumers, and there can be two aspects of behavior loyalty and active participation.

2. Aaker's five-dimensional brand equity model

Among the more famous theoretical models of brand equity are the five-dimensional ten-element model of brand equity proposed by Aaker (1992, 1996). Aaker (1992) believes that brand equity consists of five dimensions, namely brand loyalty, brand awareness, perceived quality, brand association (based on perceived quality) and other brand-related factors. He pointed out that brand loyalty is a very important factor in brand equity, thinking that it brings continuous competitiveness and profit to the brand; and brand awareness, perceived quality and brand association are the foundation of brand loyalty. The first four dimensions of brand equity—brand loyalty, brand awareness, perceived quality, and brand association—are all based on consumer brand equity elements. An important result brought by brand equity is to increase the possibility of consumers in making brand choices. Brands with high brand equity make consumers more confident in making decisions when making choices. Aaker (1996) further perfected the five-dimensional brand equity model and proposed ten elements for measuring the five-dimensional brand equity—brand loyalty (premium, satisfaction, perceived quality (perceived quality, leadership), and brand association (perceived value, Brand personality, organizational association), brand awareness (awareness measurement), market behavior (market share, pricing and distribution index), Aaker called it a ten-factor model of brand equity (Aaker (1996). Brand loyalty, perceived quality, brand association, The final response to these four dimensions of brand awareness is market behavior, so the basis of market

behavior is the four dimensions of consumer-based brand equity. The market share in market behavior is the result of consumer brand choice.

3. Other brand equity models

Punj and Hillyer constructed a brand equity model based on brand inspiration, brand attitude, brand recognition and brand preference based on the cognitive model. Fan Xiucheng (2000) constructed a brand equity model based on the brand association structure, decomposing the brand association structure into the total number of associations, associations related to product characteristics, associations not related to product characteristics, likes, uniqueness, association information source. Zhang Feng (2011) constructed a brand equity model from the perspective of epistemology to study the relationship between brand cognitive consumer behavior results, and used brand sentiment as an intermediary variable. Xu Zhengliang and Gu Anwei (2011) constructed a brand equity-driven model from a relationship perspective, using brand sentiment as an intermediary variable to study the relationship between brand cognition and brand loyalty. Xu Ying et al. (2012) constructed a brand equity model based on brand awareness, brand recognition, and brand resonance from the perspective of stakeholders.

Consumer-based brand equity model is an important embodiment of consumer-oriented brand marketing theory. Taking consumers as the core, building a brand equity model has become the focus of current research on brand equity and consumer brand selection behavior.

2.3 Brand recognition

The research on consumer brand recognition can be roughly divided into three aspects: the formation and measurement of brand recognition, the formation of brand recognition and consumers' reaction to brand recognition (Yu Wei, Wang Xingyuan, 2008).

2.3.1 Dimensions of brand recognition

Brand cognition is a multi-dimensional and complex concept. Many domestic and foreign scholars have carried out research on the brand cognition dimension. Keller (1993) systematically proposed an analysis model of brand cognitive dimension structure from the perspective of associative network memory model. He believes that brand recognition is a brand node that is linked to various associations in consumer memory. The difference in brand cognition comes from the difference in brand awareness in consumers' memories and the differences in various brand-related associations. Therefore, brand recognition can be divided into two secondary dimensions: brand awareness and brand image (Keller, 1993). Brand awareness reflects the strength of brand nodes in consumer memory, including brand recall and brand recognition; brand image is the perception of various brand associations in consumer memory, including the types of brand associations, brand association preferences, and brand associations. Strength and the uniqueness of the brand association. He further pointed out that the difference in consumer brand awareness brings different brand equity, that is to say, brand awareness is the source of brand equity and the core element of brand equity. It is the difference in brand awareness that leads to consumers Different responses to brand marketing activities. Later, Keller (2003) reviewed the process of brand research and found that the previous research field of vision was too narrow, and most of them focused on a single perspective. Therefore, the brand recognition is redefined from the perspective of integration. Brand recognition is the consumer's understanding of the brand information in the memory, that is, all the descriptive and evaluative information related to the brand in the consumer's memory. This is a very widely recognized definition of brand cognition. It proposes a comprehensive conceptual model of brand cognition—a multi-dimensional model of brand cognition. Brand awareness extends from brand awareness and brand image to a secondary dimension: awareness, attributes, benefits, image, thought, emotion, attitude and experience (Keller, 2003). This model becomes the basis for building a model based on consumer brand equity.

However, the dimensions proposed in this integrated model do not correspond to the theoretical basis and analysis framework. For example, some of the eight dimensions have exceeded the scope of the associative network memory model. It is believed that brand recognition includes brand awareness and brand association. Brand association is combined in a meaningful way to form a brand image. In other words, the pointed brand association is not a single brand association, but includes many types of brand associations. Later, he further perfected the dimension of brand association, thinking that brand association can have product association, corporate association, personality association and symbol association (Aaker, 1996). Therefore, it can be considered that the brand image includes product association, corporate association, personality association and symbolic association (Aaker, 1991). The common feature of Keller (1993) and Aaker (1996) research is to divide brand recognition into brand awareness and brand image. And their common shortcoming is that their research is limited to theoretical models, and no empirical testing of the models. Yoo & Donthu (2001) conducted empirical tests on brand awareness and brand image dimensions using individual brand data from three product categories. They believe that brand image and brand awareness are one dimension. However, this result is not universal, and more empirical tests believe that brand awareness and brand image are two different dimensions of brand recognition.

From the above research results, it is more mainstream to divide brand awareness into brand awareness and brand image, and these two dimensions basically contain the content of consumer brand awareness, and brand awareness represents the breadth of brand awareness And depth, and the brand image contains different content of consumer brand recognition. But the two secondary dimensions of brand recognition have not been supported by empirical data.

2.3.2 The role of brand recognition

Research on the influence of brand recognition on brand choice is favored by

scholars. The study of Macdonald and sharp (2000) pointed out that brand awareness has an impact on brand choice, but this effect is often affected by other intermediary variables, such as price, etc. For repeated purchase brands, the influence of brand awareness on brand choice Not continuous, but presenting curve. Srinivasan et al. (2005) conducted a hypothetical analysis on the influence of brand awareness on brand choice

Research has found that increasing brand awareness will significantly increase consumer brand choice (Srinivasan, Park, Chang, 2005). Netemeyer et al. (2004) studied the relationship between related brand associations and brand purchasers and concluded that brand associations have a significant positive impact on brand purchases. Esch et al. (2006) studied brand awareness, brand relationships, and current and future purchases. The study found that brand image has a significant direct positive impact on current purchase behavior; future purchase behavior cannot be directly affected by brand recognition. Brand recognition must have a brand relationship to affect future purchase behavior (Esch, Langner, Schmitt, Geus, 2006). This shows that the influence of brand recognition on brand selection is limited by other factors, and the influence of brand recognition on brand selection needs to be further improved. Tolba and Hassan (2009 studied the relationship between brand cognition and brand marketing performance, and took purchase intention, brand preference and behavioral loyalty as intermediary variables, and concluded that brand cognition had a significant effect on brand marketing performance.

Judging from the existing research results, the research results of brand recognition are very rich, but they are basically concentrated on the components and forming conditions of brand recognition, and there are few studies on the role of brand recognition, especially for brand recognition. Knowing that there are few studies on the relationship between brand choices, only a few studies have only done research from a single perspective of brand awareness or brand image, lacking a complete understanding of the impact of brand recognition on brand selection . A

review of the literature on current brand cognition can find that how to combine brand equity theory to establish a complete and comprehensive model of brand cognition and brand selection is a direction worth exploring in the current research on brand theory.

2.4 Brand choice

The earliest research on brand selection began in the 1950s, when product-oriented marketing concepts and strategies began to transform into consumer-centric new influence concepts. One of the main motivations of this type of research is to investigate why the market share of branded products has changed, that is, why consumers switch from one brand to another brand, which is to discuss when consumers make brand choices. Factors influence consumers' final brand choices. So far, the literature on factors affecting brand selection mainly includes two research ideas. From the perspective of brand equity, factors that influence consumer brand choice can be divided into product factors and non-product factors (Park, Srinivasan, 1994). Specifically, it refers to factors that consumers can observe on-site about brand products, such as price, packaging, etc.; abstract factors refer to brand-related factors that consumers remember in their minds, such as advertising, brand reputation, brand recognition, etc.

2.4.1 Specific factors affecting brand selection

1. Price

The influence of price on brand selection is a hot topic of current research by scholars. Scholars have studied the effect of price in the process of consumer brand selection from different angles. In brand selection, price is an important factor influencing consumer brand choice.

Dillon et al. (1996) studied the brand selection behavior of prices in the product category of toilet paper. In the analysis of panel data on household brand selection behaviors that lasted for four weeks in toilet paper, they found that almost all brand

selection behaviors were affected by price factors. Less consumers are not affected by price when making brand choices, especially families with children are more susceptible to price factors. The occurrence of consumer brand conversion behavior is largely due to the commodity factor of price. In different market segments, price will have different effects on consumers' brand selection behavior. Price can not only affect different consumers to choose different brands, but also affect the selection frequency of the same brand. On brands of different quality levels, price will have different effects on consumer brand choice behavior. Bucklin and Gupta (1992) pointed out that in a competitive environment, the price has an asymmetrical effect on consumer brand choice behavior. They found in the analysis of the data from the four panels that the impact of price has different effects on different brands of different quality levels. Lower prices are more beneficial to high-quality brands, which can not only attract consumers of low-quality brands, but also increase the frequency of original consumers' selection; but for low-quality brands, prices are The influence of choice is not so obvious (Raj, 1997).

2. Promotion

Raju et al. (1994) studied the impact of packaging coupons on consumer brand choices. Packaging coupons refer to discount coupons placed on or in the packaging. They divided packaging coupons into three types: direct use coupons (used for current consumption), packaged coupons (used for future consumption), and packaged coupons (similar to the packaged coupons, but consumers do not know when they consume Whether there are such coupons. In the empirical research on these three types of coupons, it is found that packaging coupons are the biggest way to promote consumer brand choice (Raju, Dhar,Morrision, 1994)

Mela et al. (1997) conducted an empirical study on the long-term impact of promotion on consumer brand choice. They divide promotions into price promotions and non-price promotions. The study found that in the long run, price promotion has a price sensitivity to both loyal and non-loyal consumers of the brand. Long-term price

promotion makes consumers wait for the brand to carry out price promotion (Mela, Gupta, Lehmann , 1997). In other words, if the brand does not carry out price promotion activities, they will not choose the brand, because they believe that the price promotion will start soon. Non-price promotions have different effects. For loyal consumers of brands, non-price promotions have an effect similar to advertising, and for non-loyal consumers, in non-price promotions, price is also a key factor in their choice of brand.

3. Other specific factors

Nowlis & Simonson (1996) studied the impact of new features of brand products on consumer brand choices. They believe that adding new features to a brand product can only promote consumer brand choices under certain circumstances. For example, they believe that when the original characteristics of the brand are relatively poor, adding new brand characteristics will significantly affect consumers' brand choices. For a brand with a higher perceived quality, adding new brand characteristics will have little effect. of. Therefore, for enterprises, whether to increase the brand's new characteristics to attract more consumers, we must consider the market power of existing brands. At the same time, the impact of brand new features on consumer brand choices is also influenced by intermediary factors such as price.

2.4.2 Abstract factors affecting brand choice

1. Advertising

Advertising can create consumer brand awareness, especially brand awareness, and advertising also increases the likelihood that brands will enter the consumer’s consideration set. The more brands spend on advertising, the higher the consumer’s brand preference will be. Consumer brand choice (Cobb-Walgren, Ruble, Donthu, 1995).

Erdem et al. (2008) studied the role of advertising content and advertising frequency in the consumer brand selection process. They believe that in an

asymmetric information environment, advertising content is a signal to consumers about the quality of brand products, so advertising content and advertising frequency become a way for consumers to judge the quality of brand products. Consumers learn about the quality of branded products while watching advertisements. During this process, consumers' perception of the quality of products has increased significantly; the higher the frequency of advertisements, the higher the consumer's perception of the brand's product quality , Which in turn contributed to consumers' choice of brands (Erdem, Keane, sun, 2008).

Mehta et al. (2008) separated the different effects of three different effects of advertising on consumer brand choice. They believe that advertising can produce three kinds of utility: inform utility (advertisement informs consumers about the attributes of brand products, after consumers use brand products, they recognize and understand the true quality of brand products), and persuade utility (advertisement directly through implicit Information has an impact on consumers' evaluation of the brand) and transfer utility (advertising affects the consumer's experience of the brand and the quality of the product after the consumer uses the product). The three effects of advertising will have different effects on consumers' brand choices. The experimental control method has been used to study the different effects of the three effects on consumer brand choices. It has been found that the notification effect has the greatest effect on non-brand consumers. The transfer utility has the greatest impact on existing brand consumers. For a market leading brand, increasing the advertising effectiveness of advertising will significantly affect consumers' evaluation of the brand's perceived quality. If the true quality of the brand is higher than the perceived value of non-brand users, then the enhanced advertising effectiveness will effectively influence consumer brand choice behavior. For a brand with weak brand power, it will be very effective to enhance the transfer effect.

2. Brand reputation

Erdem & Swait (2004) believes that under an asymmetric and uncertain

information environment, brand reputation is an important factor in consumer brand choice. They define brand reputation as a brand's ability to perceive a brand's commitment to the brand's products (ie, professionalism) and willingness (credibility). Empirical research on brands in multiple categories found that in all categories of brands, brand reputation has a significant positive impact on consumers' brand choices, and the secondary dimension of brand reputation feasibility for consumer brand selection sets and Consumer brand choice has a greater impact.

Baek et al. (2010) (using brand reputation and brand reputation as independent variables, perceived quality, information cost savings, perceived risk as intermediary variables, and purchase willingness as independent variables, studied the two dimensions of perceived value (brand reputation and brand Fame) influences consumer brand choice. Research results show that brand reputation and brand reputation can significantly affect consumers' purchase intentions through perceived quality, information cost savings, and perceived risk. That is, perceived quality can significantly affect brand choice. (Baek, kim, Yu, 2010). From the signal theory explanation, the brand is an important signal to convey product information. The brand transmits the product quality, value, brand reputation, and brand with good reputation to consumers. Perceived quality, reduce the cost of information collection when consumers choose a brand, reduce consumers' perceived risk, and promote consumer brand choice.

3. Other abstract factors

Narteh et al. (2012) conducted an empirical study on the factors affecting Ghana residents' choice of car brand. After an extensive questionnaire survey of Ghanaian residents, it was found that in addition to the specific factors of product characteristics, the factors that influence consumer brand choice are more abstract factors of the brand, such as brand relations, external influence (word of mouth) brand recognition , Brand availability, etc. (Narteh, Odoom, Braimah, Buame, 2012). The biggest difference between this study and many previous studies is that it is found that the

price is considered by many scholars as the main factor affecting brand choice. For example, Dillon et al. (2010) does not affect consumers' choice of car brand, which shows The effect of price on consumer brand choice is different in different market environments and different industries.

2.5 Summary of this chapter

The research on brand cognition mainly focuses on the dimensions and measurement of brand cognition, the formation of brand cognition and the role of brand cognition. From the perspective of brand recognition, the current brand recognition dimension basically comes from brand image and brand awareness. Brand image represents the content of consumer brand recognition, and brand awareness represents the breadth and depth of consumer brand recognition. The brand image is a collection of consumers' associations with the brand. Generally speaking, it includes corporate associations, product associations, personality associations and symbolic associations. Although scholars have studied the dimensions of brand recognition from different perspectives, they can basically be summarized within the four associations of brand image.

There are many influencing factors for brand selection, which can be summarized by specific factors and abstract factors. In fact, the most important factor influencing brand choice is still the brand. And the brand includes many contents, such as brand recognition, brand relationship and other factors. When a brand becomes a strong brand, some specific factors will play a lesser role in consumer brand choice, such as price and promotion. Therefore, the study of consumer brand choice should still be conducted from the perspective of brand building, especially the research of brand elements on consumer brand choice. The current brand equity model is a more effective tool for studying consumer brand choice behavior. By understanding the influence of brand equity on consumer brand choice, it is more conducive to creating and managing strong brands and bringing sustainable competitiveness to enterprises.

The source of brand equity is brand recognition, which is a very important dimension of brand equity and the starting point of the brand. Therefore, based on the brand equity theory, it is a very meaningful work to study the relationship between brand recognition and consumer brand choice.

This study defines brand selection as follows: Brand selection is the behavior of consumers to select among different brand combinations based on the comprehensive evaluation of different brands after determining the purchase needs of product categories.

CHAPTER 3 RESEARCH METHOD

3.1 Research Context

Low-cost aviation is an increasingly popular choice for people traveling in today's society, and plays an increasingly important role in people's lives. For the choice of low-cost airline brands, consumers have more and more choices, and they like it when prices are similar. Consumer choice of low-cost airline brands will also be more rational, and the selection process is also in line with the five-stage model of consumer decision-making (demand Identification, information collection, program evaluation, purchase decision, post-purchase behavior), this paper selects two representative brands of Spring Airlines and Juneyao Airlines for research.

3.2 Sample Selection

The study randomly selected consumers who bought low-cost airlines as the survey subjects. The age range of the survey subjects is 18 years old and above, and their education is from high school to master's degree or above, and includes demographic variables such as income, job nature, ticket price purchased, educational background, monthly income, etc. The survey subjects are widely distributed in various demographic variables , To ensure the authenticity of the data.

3.3 Research Tools

This article collects the data through a questionnaire survey. The questionnaire mainly includes basic personal information, brand awareness, brand image, brand attitudes, brand relationship and brand selection. Through the preparation of the questionnaire, it is intended to clarify consumers' choices of low-cost airline brands and further study the relationship between variables .

For the measurement of brand awareness, this article refers to the scale developed by Wang Haizhong (2006). There are mainly "I can hardly remember what this brand looks like", "This brand is very famous", "This brand is a household name", "I often

see advertisements of this brand", "Impressive of this brand's advertisements", "I often hear people mention this brand", "I can easily identify this brand from the airline brand" and other seven questions. Although Wang Haizhong et al. (2006) excluded three of the issues in the study ("I have a hard time remembering what this brand looks like", "I often hear people mention this brand", "I can easily identify it from airline brands "This brand is out," but Keller (1996) pointed out that brand awareness consists of two secondary dimensions: brand recall and brand recognition. Therefore, this article still uses the original question proposed by Wang Haizhong (2006) to design a questionnaire and will re-examine it.

The brand image can be composed of associations in four dimensions: product associations, organizational associations, personalized associations, and symbolic associations (Fan Xiucheng, Chen Jie, Liu Fengjun, Wang Yunying, 2009). Scholars Liu Fengjun and Wang Yingying (2009) developed a scale to measure brand image based on these four association dimensions and the actual situation in China. However, this article still uses the two secondary dimensions of product association and corporate association on the Liu Fengjun and Wang Qianying scales, but uses the brand personality dimension developed by Huang Shengbing and Lu Taihong (2003) in the personalized association, and uses the explanation on the symbol association. The concept of brand association as a symbol.

Brand attitudes were measured using Phels & Thorson (1997) and other scales designed by Good and Bad, uncomfortable and pleasant, likes and dislikes, and worthless and valuable. Brand relationship is measured by brand relationship quality. He Jiaxun (2009) pointed out that the quality of brand relationship can be composed of six aspects: social value expression, trust, interdependence, commitment, true and due affection, self-concept connection, and developed the CBRQ model to measure the quality of local brand relationships. Because there are many questions in the original scale, in order to obtain a better questionnaire effect, the most reliable topics in the option model of this paper are measured.

The questionnaire design options for brand selection were designed using Dodds et al. (1991) designed a purchase intention vector table, drawing on Zeithaml, Berry

and Parasuraman (1996) scale design of consumers' post-purchase behavior, and based on consumers' willingness to purchase. The brand chooses to measure (Wu Shuilong, Hu Zuohao, Yu Chunling, Zhong Liang, 2012). There are four main categories: "I will definitely buy this brand", "I really want to buy this brand", "when I need this kind of product, I will choose this brand first", "I plan to continue to buy the brand's existing products", etc. topic.

Because this study requires a clear biased result, the questionnaire uses a 6-level Likert scale, with 1 indicating strong disagreement and 6 indicating strong agreement. The larger the number, the higher the degree of agreement.

3.4 Independent Variables

3.4.1 Brand recognition

Brand recognition is one of the important dimensions of brand equity (Aaker, 1992; Keller, 1993; Yoo, 2000; Pappu, 2005). For an enterprise, the best value brought by marketing is consumer awareness of its brand in previous marketing activities. Brand awareness is the brand connected to various brand information in consumer memory Node (Keller, 1993). In other words, brand cognition is the brand-related information in the consumer's memory. This difference in information leads to the consumer's differentiated response to brand marketing activities. When defining brand equity based on consumer awareness, consumer brand awareness is taken as the core concept, and brand awareness is divided into two important secondary dimensions, brand awareness and brand image. Brand awareness is related to consumer memory intensity and reflects consumers' ability to identify brands in different situations (Rossiter, 1987). Brand awareness includes consumer brand recall and brand recognition. It refers to the extent and extent of consumers recognizing or recalling a brand. It describes the ability of consumers to recognize the brand, that is, the brand Popularity represents the familiarity of a brand among consumers. In low-participation brand selection decisions, brand awareness plays an important role, but in most cases, just brand awareness is not enough to constitute a reason for consumer brand choice. Brand image is the consumer's overall perception of the

brand association. In other words, the brand image is the various associations consumers have with the brand. Keller (1003) pointed out that the establishment of a strong brand requires the creation of a strong, preferred, and unique brand association combination.

Aaker (1991) regards brand awareness and brand connection as important dimensions of brand equity, and points out that brand association is the most acceptable dimension in brand equity (Aaker, 1992), which shows the importance of brand association for a brand. From the explanation of brand association, the proposed brand association and the brand image proposed by Keller (1993) can be regarded as the same concept, and this article is collectively called the brand image. For brand awareness, Aaker and Keller agreed on an understanding. Further research points out that brand recognition can not only reflect consumers' perceptions and attitudes, but also the reasons for consumers' brand choice in certain situations, and can maintain consumers' brand loyalty. As a combination of brand associations, brand image believes that brand image is a combination of four types of associations: product association, corporate association, personalized association and symbolic association, which further refines the understanding of brand image.

Whether it is Aaker (1996) or Keller (2001) research on brand equity, brand recognition is taken as the starting point of brand research, and brand recognition is taken as the core content of brand equity research. In the consumer-based brand equity pyramid proposed by Keller (2001), brand recognition (brand awareness and brand image) is used as the basis of the brand equity pyramid to support the entire framework of brand equity. Aaker (1996) regards brand image and brand awareness as the two main dimensions of brand equity, which is the basis for generating consumer loyalty and market behavior. At the same time, inspired by the consumer decision-making model, brand recognition is a necessary and sufficient condition for consumer brand choice. Only when consumers have a basic understanding of the brand can they enter the consumer brand decision-making portfolio. The brand selection behavior after the recognition of the brand is also affected by other factors. Therefore, this article will start from the starting point of brand marketing, combined

with the basic theories in marketing theory—consumer decision-making model, and establish the impact of brand recognition on brand choice.

3.5 Intermediary variables

3.5.1 Brand attitude

Keller (1998) believes that brand attitude is a comprehensive evaluation of consumers based on brand quality and satisfaction, and is often the basis for forming consumer brand choices. Song Yonggao and Shui Changqing (2004), after summarizing the current research on attitudes in psychology, defined a brand attitude: brand attitude is the consumer group's organizational experience (including direct consumption experience and indirect promotion of others or the media) and The positive or negative evaluation of the brand formed by the emotional experience, which in turn produces a psychological state that tends to buy or not to buy the brand's products.

Most scholars regard brand attitude as a tendency of individual consumers to like or dislike specific brands. After summarizing the relevant research, they found that the dimensions that basically agree on the indicators for measuring brand attitudes are good and bad, disliked, uncomfortable and pleasant (Li Qiong, Wu Zuomin, 2008). From the above scholars' research on brand attitudes, brand attitudes and keller's (2001) brand response in the consumer-based brand equity pyramid-how consumers perceive the brand can be determined by consumer judgment and consumer experience, More from the consumer's heart (Lane, 2001) is highly relevant, but it is more comprehensive than the brand response. The brand attitude includes not only the consumer's emotional aspects, but also the consumer's action intention, and the brand attitude's Use is more widely used in consumer behavior research (faircloth, Capella, Alford, 2001). Therefore, brand attitude is used in this study to represent brand response.

3.5.2 Brand relationship

Brand relationship is a two-way interaction between consumers' attitudes and behaviors towards brands and brands' attitudes and behaviors towards consumers (Blackston, 1992). This concept anthropomorphizes the brand and regards the brand as a person who can generate attitudes and behaviors. The relationship between brands and consumers is studied like interpersonal relationships. Brand relationships reflect the strength and ability of continuous connection between consumers and brands (Fournier, 2003). In constructing a brand equity model based on brand relationships, Blackston (1995) pointed out that brand relationships are the result of the interaction between the objective side of the brand and the subjective side of the brand. The objective aspect of the brand mainly refers to the attributes of the brand itself, such as brand image, perceived quality, etc. The subjective aspect of the brand is mainly understood from the perspective of consumers, such as brand attitude. Brand relationship quality (is an effective diagnostic tool to measure the stability and continuity of brand relationships (Fournier, 1998). He Jiaxun (2008) constructed a conceptual model of brand relationship quality from the perspective of Chinese local social psychology. According to empirical research, brand relationship Quality is composed of six facets (He Jiaxun, 2006). A large number of studies have shown that in the formation of brand equity and brand loyalty, brand relationship quality plays an intermediary role (Zhou Zhimin, 2008). Therefore, this article regards brand relationship as The brand recognition influences the mediator of brand choice.

3.6 Hypothesis development

3.6.1 Relationship between brand recognition and brand choice

Keller (1993) believes that brand awareness plays an important role in consumer brand selection in at least three aspects. Brands with high brand awareness are more likely to enter the consumer brand selection consideration set, which in turn influences consumer brand selection decisions. The brand image is defined as the brand perception caused by the brand association in the consumer's memory. In other

words, brand image is a combination of consumers' various brand associations. Brand association is the main source of brand value, which means consumers' perception of and satisfaction with the brand (Keller, Lehmann, 2003). A favorite, strong and unique brand association

It will greatly enhance consumers' choice of brand (Keller, 1998). Aaker (1996) pointed out that brand awareness is an important dimension of brand equity. At the same time, brand awareness will affect consumers' perception and attitude. In some cases, brand awareness may even become a driving force for consumer brand choice.

If a brand has a high reputation, then brand awareness will play an important role in the consumer brand selection process, partly because a brand lacking visibility may have difficulty entering the consumer's brand consideration set. Using hypothesis analysis to study the effect of brand awareness on consumer brand choice, they found that increasing brand awareness significantly increases the likelihood of consumer brand choice (Srinivasan, park, chang, 2005).

Esch et al. (2006) studied the impact of brand recognition and brand relationships on consumers' current and future brand consumption. In empirical research on consumer product categories, it is found that brand image has a direct and significant impact on current consumption, but brand awareness does not have a direct impact; for future brand consumer behavior, neither dimension of brand cognition has an impact , But all can have a significant impact when brand relationships are used as intermediary variables. Therefore, from a long-term perspective, the construction of brand awareness alone does not necessarily have a significant effect on brand selection and brand building, and brand relationship must also be regarded as a necessary dimension of brand building.

Shankar et al. (2008) proposed a model for measuring multi-category brand equity. One of the most important concepts is called relative brand importance.

Relative brand importance is the degree to which brand image plays a role in consumer brand choice. In other words, the relative brand importance explains the extent to which consumers in the brand choice of consumers are due to the brand image. The greater the relative brand importance, the greater the influence of the brand image on the consumer's brand choice. , The more likely consumers are to choose a brand. When applying this model to the Haostar brand, researchers found that brand image has a significant impact on consumer brand choice, but for different products of the same brand, the influence of brand image on brand choice is different.

Therefore, this article proposes the following hypothesis:

H1: Brand recognition has positive effect on consumer brand choice

H1a: Brand awareness has positive effect on consumer brand choice.

H1b: Brand image has positive effect on consumer brand choice.

3.6.2 Influence of brand recognition, brand attitude and brand relationship

Zhang Feng's (2010) research found that, whether in Canada or in China, brand awareness is a fundamental factor in forming a brand's positive cognition, emotional response, and repeat purchase behavior. Empirical research by Huang Jinsong et al. (found that brand familiarity has a significant impact on the change of consumer brand attitudes. A brand with higher visibility will be more conducive to consumers' positive attitudes. Zhuang Ailing and Yu Weiping (point out that brand recognition is Based on brand attitudes and brand choice intentions, consumers' different brand perceptions determine their attitudes towards brands, which in turn form purchase intentions. Xie Yi and Peng Siqing (2008) used exploratory methods to study the influence of brand relationships and found that brand awareness It is an important influencing factor. The influence of brand awareness on brand relationships needs to be further verified. Therefore, hypotheses are proposed:

H2: Brand recognition has positive effect on consumer brand attitudes and brand relationships.

H2a: Brand awareness has positive effect on consumer brand attitudes;

H2b: Brand awareness has positive effect on consumer brand relationships.

The brand image is a collection of consumers' various associations with the brand. Creating a brand image that consumers love will inevitably be more conducive to establishing consumers' positive brand attitudes, which will cause consumers to have positive evaluations and emotions for brands. Liu Fengjun and Wang Weiqian (2009) studied the brand image on consumers' brand attitude, and the brand image has a significant impact on consumers' positive brand attitude. Guan Hui and Dong Dahai (2008) empirical research on localization found that local brand image can significantly affect the brand loyalty of local consumers; local brand image has a significant positive effect on local consumer satisfaction. A good brand image helps to establish and maintain a good brand relationship. Therefore, hypotheses are proposed:

H3: Brand image has positive effect on consumer brand attitudes and brand relationships.

H3a: The brand image has positive effect on consumer brand attitudes;

H3b: The brand image has positive effect on the consumer brand relationship.

3.3.3 Relationship between brand attitude, brand relationship and brand choice

The research results of Keller and Lehmann (2003) and others show that brand attitude has a direct and significant effect on brand equity. Positive brand attitude directly enhances brand equity. Good consumer brand relationships will undoubtedly promote consumer choice of brands. The research of Long Chengzhi and Gan Shouguo (2013) pointed out that brand relationship has a direct positive effect on consumer buying behavior. Having consumers' positive and positive brand feelings makes consumers have positive brand evaluation and brand sentiment (ie brand attitude) to the brand is an important way to establish consumer brand relationships. The results of Chang and Chieng (2006) from the cross-cultural perspective on the main factors of brand relationship show that brand attitude has a significant positive effect on the formation of consumer brand relationships. Therefore, hypotheses are

proposed:

H4: Brand attitude has positive effect on consumer brand choice.

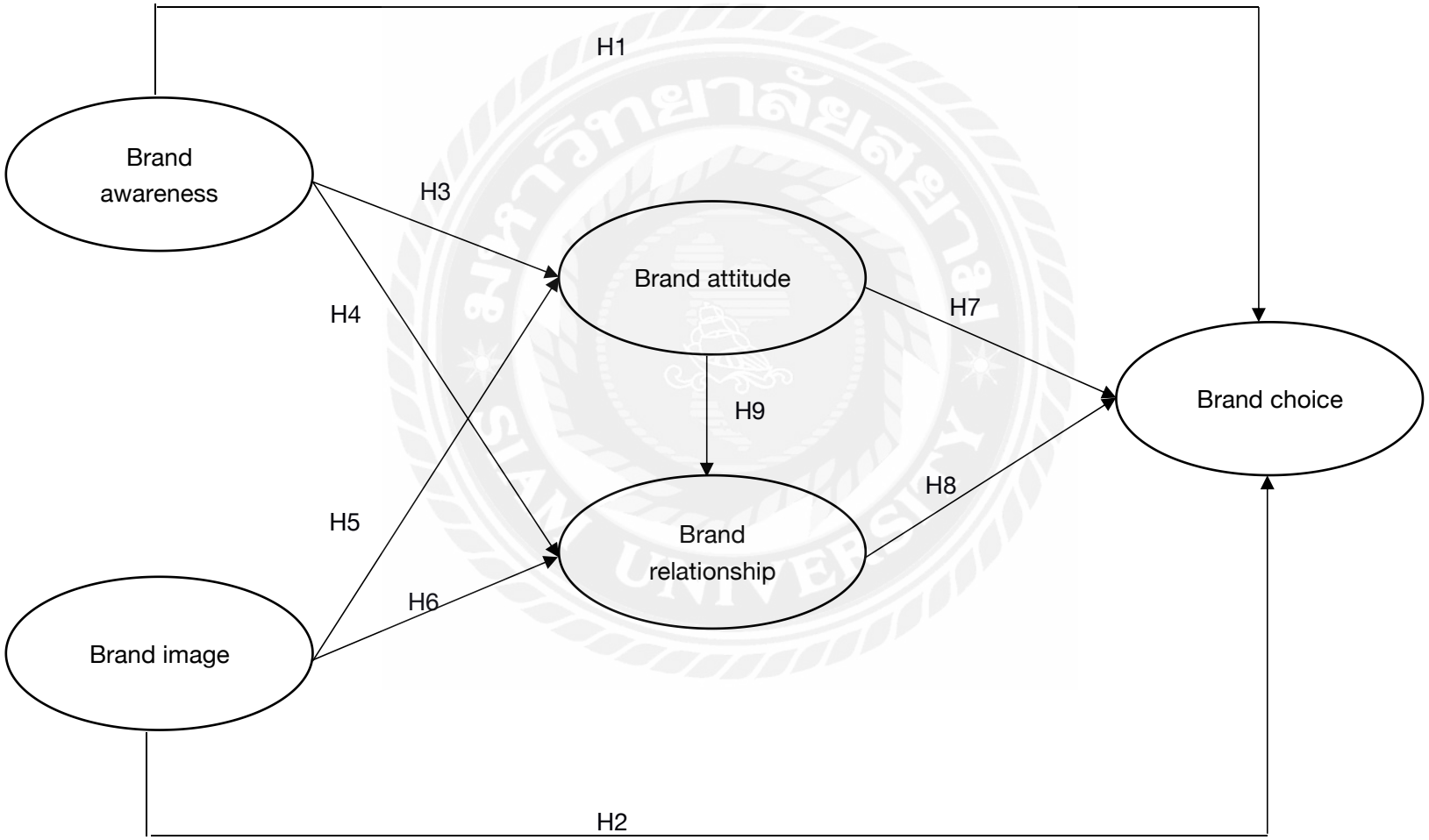
H5: Brand relationship has positive effect on consumer brand choice.

H6: Brand attitude has positive effect on brand relations.

3.7 Research model

Keller and Lehmann (2003) proposed a comprehensive brand evaluation model combining the three aspects of consumer, market and stakeholder interests—a brand value chain model. Brand equity in the consumer mind is an important foundation for consumer brand choice. Only when a strong brand is established in the consumer mind can the brand play its role in the market, and this role is consumer brand choice. They pointed out that the brand equity dimensions in consumers' minds mainly include brand awareness, brand association, brand attitude, brand sentiment, and brand behavior. The brand emotion can be used in a more comprehensive dimension-a brand relationship-to better explain this brand dimension. In the process of consumers' brand decision evaluation, consumers choose brands based on the information previously collected and their previous consumer brand experiences.

Figure 1: Research model



3.8 Measure

Low-cost aviation is an increasingly popular choice for people traveling in today's society, and plays an increasingly important role in people's lives. For the choice of low-cost airline brands, consumers have more and more choices, and they like it when prices are similar. Consumer choice of low-cost airline brands will also be more rational, and the selection process is also in line with the five-stage model of consumer decision-making (demand Identification, information collection, program evaluation, purchase decision, post-purchase behavior), this paper selects two representative brands of Spring Airlines and Juneyao Airlines for research.

For the measurement of brand awareness, this article refers to the scale developed by Wang Haizhong (2006). There are mainly "I can hardly remember what this brand looks like", "This brand is very famous", "This brand is a household name", "I often see advertisements of this brand", "Impressive of this brand's advertisements", "I often hear people mention this brand", "I can easily identify this brand from the airline brand" and other seven questions. Although Wang Haizhong et al. (2006) excluded three of the issues in the study ("I have a hard time remembering what this brand looks like", "I often hear people mention this brand", "I can easily identify it from airline brands "This brand is out," but Keller (1996) pointed out that brand awareness consists of two secondary dimensions: brand recall and brand recognition. Therefore, this article still uses the original question proposed by Wang Haizhong (2006) to design a questionnaire and will re-examine it.

The brand image can be composed of associations in four dimensions: product associations, organizational associations, personalized associations, and symbolic associations (Fan Xiucheng, Chen Jie, Liu Fengjun, Wang Yunying, 2009). Scholars Liu Fengjun and Wang Yingying (2009) developed a scale to measure brand image based on these four association dimensions and the actual situation in China. However,

this article still uses the two secondary dimensions of product association and corporate association on the Liu Fengjun and Wang Qianying scales, but uses the brand personality dimension developed by Huang Shengbing and Lu Taihong (2003) in the personalized association, and uses the explanation on the symbol association. The concept of brand association as a symbol.

Brand attitudes were measured using Phels & Thorson (1997) and other scales designed by Good and Bad, uncomfortable and pleasant, likes and dislikes, and worthless and valuable. Brand relationship is measured by brand relationship quality. He Jiaxun (2009) pointed out that the quality of brand relationship can be composed of six aspects: social value expression, trust, interdependence, commitment, true and due affection, self-concept connection, and developed the CBRQ model to measure the quality of local brand relationships. Because there are many questions in the original scale, in order to obtain a better questionnaire effect, the most reliable topics in the option model of this paper are measured.

The questionnaire design options for brand selection were designed using Dodds et al. (1991) designed a purchase intention vector table, drawing on Zeithaml, Berry and Parasuraman (1996) scale design of consumers' post-purchase behavior, and based on consumers' willingness to purchase. The brand chooses to measure (Wu Shuilong, Hu Zuohao, Yu Chunling, Zhong Liang, 2012). There are four main categories: "I will definitely buy this brand", "I really want to buy this brand", "when I need this kind of product, I will choose this brand first", "I plan to continue to buy the brand's existing products", etc. topic.

Because this study requires a clear biased result, the questionnaire uses a 6-level Likert scale, with 1 indicating strong disagreement and 6 indicating strong agreement. The larger the number, the higher the degree of agreement.

CHARPTER 4 RESULTS

This article uses and analyzes the data. It is one of the most popular statistical analysis software in the world today. It has the advantages of good interface, powerful statistical functions, and perfect pre- and post-processing functions. As one of the family of software, it is currently one of the most widely accepted software for processing structural equation modeling (SEM). Structural equation modeling is an important statistical method for quantitative research in contemporary behavioral and social fields. Model identification, estimation, and verification can be performed on various causal models (Wu Minglong, 2012).

4.1 Descriptive statistical analysis

450 questionnaires were distributed this time, and a total of 387 valid questionnaires were recovered. The basic information of the sample survey objects is shown in the table. Men account for 47% and women 53%. Age is basically concentrated between 18-40 years old, of which 18-24 years old account for 56%, 24-40 years old account for 42%. In terms of annual income, those below 40,000 accounted for 14.2%, those between 40,000 and 60,000 accounted for 57.9%, those between 60,000 and 100,000 accounted for 22.2%, and those above 100,000 accounted for 5.7%. In terms of educational level, universities account for 41.3%, masters and above account for 31.5%, and the rest are high schools and above; current low-cost airline prices are concentrated between 200-1000 yuan, of which 200-500 yuan account for 33.1%, 401- 600 yuan accounts for 32.6%, in addition, 501-1000 yuan accounts for 14.7%, and more than 1,000 yuan accounts for 18.6%.

Table 1: Table1: Descriptive statistics of the samples (N=387)

Gender	Male: 183 (47.3%)
	Female: 204 (52.7%)
Age (in year)	Mean: 32.7
	Standard deviation: 15.56
Educational level	High Vocational Certificate: 51(14.0%)
	Diploma: 51 (13.2%)
	Bachelor degree: 160 (41.3%)
	Master degree: 122 (31.5%)
Annual income	Less than 40,000 RMB: 55 (14.2%)
	40,001-60,000 RMB: 224 (57.9%)
	60,001-10,000 RMB: 87 (22.4%)
	More than 100,000 RMB: 22 (5.7%)
Air ticket price	Mean: 503
	Standard deviation: 4.69

4.2 Reliability and validity analysis of the questionnaire

4.2.1 Reliability analysis

The results of the reliability analysis of the questionnaire are shown in the table. From the table, it can be seen that the Cronbach's Alpha value of this questionnaire is greater than 0.8, and the corrected item total correlation (CITC) value is basically greater than 0.5, indicating that the questionnaire has a good Reliability of the questionnaire.

Table 2: Results from reliability and validity test

	Composite reliability coefficients	Cronbach's alpha coefficients	item
Brand awareness	0.769	0.777	4
Brand image	0.906	0.907	14
Brand attitude	0.931	0.933	4
Brand relationship	0.901	0.918	6
Brand choice	0.906	0.934	4

4.2.2 Validity analysis

The validity of the questionnaire is generally divided into content validity, association validity and construction validity. Content validity is the theoretical basis for evaluating the content of the project; correlation validity is the correlation between the measurement results of the questionnaire and the validity standard; the definition of construction validity reflects the overall degree of content and then a representative sample is drawn from it. The measurement of each dimension in this study refers to the mature questionnaire design of related research results in the field of brand research, and is revised in accordance with the opinions of research experts, so it can be considered that the content validity is high. The most commonly used analysis method for construct validity is factor analysis. In addition to the variable of brand recognition, the questionnaire design of other dimensions in this study is borrowed from mature questionnaires that have been verified in theoretical guidance and empirical studies, and therefore only for brand recognition. Do exploratory factor analysis and confirmatory factor analysis separately, other variables only need to perform confirmatory factor analysis.

4.3 Correlation analysis

In general, before constructing a structural equation model, a simple correlation analysis of the correlation between variables is required. Using SPSS25.0 to carry out a simple analysis of the correlation between variables, the results are shown in the table. It can be found from the table that brand image is significantly related to brand attitude, brand relationship and brand selection at P<0.01 level, with correlation coefficients of 0.660, 0.477 and 0.205 respectively; brand awareness and brand attitude, brand relationship and brand selection are at P< Significant correlation at the 0.01 level, with correlation coefficients of 0.404, 0.489, 0.303, and 0.303, respectively; brand attitude, brand relationship, and brand selection are significantly correlated at the level, with correlation coefficients of 0.337 and 0.730, respectively.

Table 3: Correlation among variables

	Brand awareness	Brand image	Brand attitude	Brand relationship	Brand choice
Brand awareness	1				
Brand image	.435**	1			
Brand attitude	.660**	.489**	1		
Brand relationship	.477**	.303**	.675**	1	
Brand choice	.205**	.303**	.337**	.730**	1

Notes: ** p<.01; * p<.05;

The simple correlation analysis simply explains the correlation between the variables, and cannot explain the size and causality of the relationship between the variables.

Therefore, this study will use the model to further test.

4.4 Hypothesis test analysis

4.4.1 Path analysis

In order to obtain a further test of the model, this study used Amos17.0 to model the impact of brand recognition on consumer brand choices, and used structural model methods to conduct hypothesis testing and model modification on the model. Wu Minglong (2010) integrated scholars' views on the research of structural equation models, and put forward the basic procedure of structural equation model analysis. In this study, the model parameters need to be identified.

The significant path model results and their standardized coefficients are shown in the figure. It can be seen from the figure that brand recognition has a significant direct positive effect on brand selection, among which the standardization coefficient of brand awareness on brand selection is 0.226, and the standardization coefficient of brand image on brand selection is 0.206. Brand awareness has a significant positive effect on brand attitudes and brand relationships, with standardized coefficients of 0.385 and 0.124, respectively. Brand image has a significant positive effect on brand attitude, with standardized coefficients of 0.54. Brand attitude has a significant effect on brand relationships, with a standardized coefficient of 0.767. Brand attitude has a significant effect on brand choice, with a standardized coefficient of 0.767. Brand relationship has a significant positive impact on brand choice, with a standardized coefficient of 0.854, which has a greater impact.

4.4.2 Intermediary analysis

Intermediary utility refers to the influence relationship between variables (X-Y) is not a direct causal chain relationship but is generated through the indirect influence of one or more variables (M). At this time, we call M as an intermediary variable, and X through M The indirect effect on Y is called intermediary utility. The intermediary utility is a kind of indirect utility. In the model, when there is only one intermediary

variable, the intermediary utility is equal to the indirect utility; when there is more than one intermediary variable, the intermediary utility is not equal to the indirect utility. At this time, the indirect utility can be part of The intermediary utility and the sum of all intermediary utility.

Wen Zhonglin et al. (2004) pointed out that, assuming that all variables have been centralized (ie, the mean is zero), the following equations can be used to describe the relationship between the variables, as shown in the figure:

$$Y=cX=e1$$

$$M=aX+e2$$

$$Y=cX+bM+e3$$

Assuming that the correlation between Y and X is significant, it means that the regression coefficient c is significant (that is, the hypothesis that H0:c=0 is rejected). Under this premise, the intermediary variable M is considered. As shown in the figure below, c is the total utility of X against Y, and ab is the indirect utility through the intermediary variable M (that is, the intermediary campus, c' is the direct utility.

Wen Zhonglin et al. (2004) further proposed a more practical procedure for testing intermediary utility, as shown in the figure. This program actually only uses the sequential test and the Sobel test, at the same time, the first type error rate and the second type error rate are controlled to a small probability, and at the same time, it can also test part of the mediation effect and the complete mediation effect. It is the current test intermediary Effective procedures.

The analysis of the path between the variables and the impact utility is shown in the table. Brand awareness has a significant impact on various variables. In addition to directly affecting brand selection, brand attitude and brand relationship, it also indirectly affects brand selection through intermediary variables. Brand attitude and

brand relationship have a greater impact on brand selection through two intermediary variables. Impact:

The indirect effect of brand awareness on brand selection through brand attitude is 0.057, and the indirect effect through brand attitude and then through brand relationship is 0.252; the intermediary effect of brand attitude is 0.106, which is mainly due to brand relationship Played a larger role, reaching 0.854. The brand image has a direct effect on brand attitude and brand choice, and the brand attitude and brand relationship play a greater role in intermediary: the brand image first through the brand attitude, and then through the intermediary effect of the brand relationship to 0.353, the brand relationship played The intermediary utility is 0.080. The brand image does not directly affect the brand relationship, but the full intermediary utility is generated through the brand attitude. The intermediary utility value is 0.461. This shows that just having a brand image is not enough to establish a brand relationship.

Table4: Utility decomposition results

Variable relationship	Indirect utility	Direct utility	Total utility
Brand attitude-brand awareness	0	0.385	0.385
Brand attitude-brand image	0	0.540	0.540
Brand relationship- brand awarness	0.295	0.125	0.419
Brand relationship-brand	0.414	0	0.414

image			
Brand relationship-brand attitude	0	0.767	0.767
Brand choice-brand awareness	0.415	0.226	0.641
Brand choice-brand image	0.434	0.206	0.640
Brand choice-brand attitude	0.655	0.148	0.803
Brand choice-brand relationship	0	0.854	0.854

Based on the above analysis results, it can be seen that brand attitude and brand relationship play a large intermediary role in the influence of brand recognition on brand choice. After adding these two intermediary variables, the effect of brand recognition on brand choice A significant increase.

CHARPTER 5 CONCUSION AND RECOMMENDATION

This study builds on the proposed gold tower model of consumer-based brand equity and builds a model of the impact of brand recognition on consumer brand choice, using brand attitudes and brand relationships as intermediary variables. On the basis of constructing the model, and taking the airline brand as an example, the consumer-related data of low-cost airline brands was collected, and the model was empirically studied using SPSS25 and AMOS17. The research results are described below.

5.1 Relationship between brand recognition and brand choice

5.1.1 Brand awareness and brand selection

Brand awareness has a significant direct positive effect on consumer brand choice. Assuming that brand awareness has a direct positive effect on consumer brand choice at a confidence level of $p<0.001$, brand awareness has a direct positive effect on brand choice, and the structural equation path normalization coefficient is 0.226, that is, when a brand If brand awareness increases by 1 unit, the possibility of consumer brand choice will increase by 226 units. This result is very close to the results of Esch et al. (2006) using sneakers and chocolate brands to study brand awareness and brand selection in Europe (standardization factor 0.15). Scholars Yang Weiwen and Liu Xin (2010) used similar research results of toothpaste brands to show that the standardization coefficient of the structural equation of brand awareness research on brand selection is 0.17. This shows that brand awareness has basically the same effect on brand selection in promoting brands in different industries. This proves the reason why many domestic and foreign brand research scholars listed brand awareness as one of the important dimensions of the brand (Aaker, 1992; Keller, 1993; Pappu et al., 2005).

5.1.2 Brand image and brand selection

Brand image has a significant direct positive effect on consumers' brand choice (coefficient 0.206). Assuming 1b the brand image has a direct positive effect on consumer brand choice at a confidence level of P<0.001, the brand image has a significant direct positive effect on brand choice, and the structural equation path normalization coefficient is 0.206, that is, When the brand image of a brand is increased by 1 unit, the possibility of consumer brand choice will increase by 0.206 units. This result is very close to the research results of Esch et al. (2006) using sports shoes and chocolate brands to study brand awareness in Europe and brand selection (standardization coefficient 0.42). Domestic scholars Yang Weiwen and Liu Xin (2010) similar research results using toothpaste brands It also shows that the standardization coefficient of the structural equation of brand awareness for brand selection is 0.25; the research results of Xiong Guangshi (2010) show that the three different dimensions of brand image have an impact coefficient of 0.11 to 0.26 on consumer decision-making (Xiong Gloss, Deng Danjuan, Yang Weiwen, 2012). For brands in different industries, the influence of brand image on brand selection is basically the same, which also shows that no matter in which industry, brand image is an important dimension of the brand.

Combined with this study, from the above results, the two dimensions of brand recognition-brand awareness and brand image-whether it is an airline brand, a sports shoe brand, or a toothpaste brand, although the effect coefficient will be Minor differences, but the differences in impact are not very large. What can be confirmed is that brand recognition has a significant positive effect on brand choice.

5.2 Brand recognition, brand attitude and brand relationship

5.2.1 Brand awareness, brand attitude and brand relationship

Brand awareness has a significant effect on brand attitude. Assuming that 2b brand awareness has a direct positive effect on consumer brand attitude, the

standardized coefficient is 0.385, indicating that brand awareness can directly affect brand attitude. Brand awareness increases by one unit, and brand attitude will increase by 0.385 units. A brand with higher brand awareness can influence consumers' attitudes towards their brands, and it is easier to produce positive consumer brand attitudes, and consumers will be more likely to produce positive emotions, judgments, and feelings.

5.2.2 Brand image, brand attitude and brand relationship

Brand image has a significant direct impact on brand attitude, with an impact coefficient of 0.540; the direct impact of brand image on brand relations is not significant, but an indirect effect through brand attitude, which means that brand image cannot directly promote To form a brand relationship, consumers need to form a brand attitude before they can establish a brand relationship. This conclusion tells us that it is not enough to own a brand image. To form a brand relationship with consumers also requires brand equity dimensions such as brand awareness and brand attitude. A brand that lacks brand awareness, despite having a good brand image, still cannot establish a good brand relationship with consumers and maintain the brand relationship. For example, a brand “Taiwan” has a good brand image among brand consumers. However, due to the lack of brand awareness, consumers have always been unable to form a stable brand attitude, and therefore cannot establish a strong and good brand relationship with consumers. After working hard on the mainland for dozens of years, he has never been able to gain a leading position in the market.

5.3 Brand attitude and brand relationship

Brand attitude and brand relationship play a significant intermediary role in the influence of brand recognition on consumers' brand choices. Among them, brand attitude plays a major intermediary role in forming brand relationships.

5.3.1 Intermediary role of brand attitude

Brand attitude plays a significant intermediary role in the process of brand

recognition affecting brand choice. Brand awareness plays a significant role in brand selection through brand attitude, with an intermediary effect of 0.057. This shows that brand awareness can not only directly affect consumers' brand choices, but also indirectly affect consumers' brand choices by forming brand attitudes.

Brand image plays a significant intermediary role in brand selection through brand attitude. By influencing brand attitude, brand image has an indirect effect on consumer brand choice, with an intermediary effect of 0.080. Brand image not only directly affects consumer brand choice, but also indirectly affects consumer brand choice by affecting brand attitude.

Brand recognition has a direct effect on brand relationships, and it can also affect brand relationships indirectly through brand attitudes. Brand awareness has a partial intermediary effect on brand relationships through brand attitude. The intermediary utility value is 0.295. Brand image has a full intermediary effect on brand relationships through brand attitude. The intermediary utility value is 0.414, that is, the effect of brand image on brand relationship Insignificant, indirectly affecting brand relationships through brand attitudes.

5.3.2 Intermediary role of brand relationship

Brand relationship plays a significant role in mediating the influence of brand recognition on consumers' brand choices. Brand awareness has a significant impact on consumer brand choice through brand relationships, with an intermediary utility value of 0.106, direct effect and indirect effect = 0.226/0.106, which is approximately equal to 2/1, which means that brand awareness plays a role in brand selection To the greater impact.

Brand relationship plays a significant part in mediating the influence of brand attitude on consumers' brand choice. Brand attitude plays a greater role in consumer brand choice through brand relationship. The intermediary utility value is 0.655,

accounting for 81.57% of the total utility. This shows that brand attitude mainly affects consumer brand selection behavior through brand relationship.

Based on the above conclusions, it can be seen that the brand relationship plays a very important role in the consumer brand selection process. Only when the consumer brand relationship is truly established is the key to creating a strong brand (Keller, 2001) to maintain brand competition. To maintain the sustainable development of the brand.

5.4 Brand Life Cycle Based on Brand Cognition

Brands, like products, experience a process from birth, growth, maturity to final decline and disappear (Kotler, 2010). This process of branding is called the brand life cycle, which is similar to the product life cycle (similar to, but the brand and product have Difference, a product withdrawing from the market does not mean that the brand withdraws from the market. Brands in different brand life cycles have different characteristics, so brands in different life cycles should adopt different brand management strategies and strategies. This chapter will combine the above Empirical research results, combined with different stages of the brand life cycle, put forward brand management recommendations.

The brand life cycle is similar to the product life cycle, and is used to determine the life cycle stage of the brand after it is pushed to the market to judge the future brand market performance (Bivaniene, 2010). The brand life cycle is different from the product life cycle, but In general, the stages of the brand life cycle can be similar to the product life cycle, namely the introduction period, growth period, maturity period and decline period.

Brands are in different life cycle stages, brand development strategies and strategy focuses are different, and management strategies are also different. Therefore,

to judge the different stages of the brand life cycle is the first information that brand managers need to understand. There are many methods for judging the life cycle of a brand. There are judging methods based on consumers' attitudes towards the brand, and there are methods based on market performance (such as sales and profits). This article proposes to use a comprehensive judgment method, combining consumer perception and attitude towards the brand (mainly referring to brand recognition: brand awareness and brand image, brand attitude), brand management capability indicators (consumer brand relationship) and brand market performance (The three indicators of brand sales revenue and market share determine the different life cycle stages the brand is in (Jiang Mei, Zhao Hong, 2010). Relevant measurement methods can refer to the scale in this article or the results of other studies.

5.4.1 Brand management strategy during the lead-in period

1. Brand awareness advantage

Brand awareness represents the familiarity and significance of a brand in the minds of consumers. Brand awareness is the foundation on which the brand image depends. Consumers are familiar with and recognize the brand as the first step in brand building (Aaker, 1991). To create a strong brand, especially to create a new brand, the primary goal of a brand manager is to build brand awareness. Brand awareness brings at least two advantages to a brand (Keller, 2001).

First, high-profile brands have consumer learning advantages. Brand awareness will affect the speed and intensity of the brand image generated in the consumer's mind. A brand with a higher awareness will be more likely to produce the brand image desired by the brand manager in the consumer's mind, and the formed brand image will be more strong. From the conclusion of this study, we can see that brand awareness and brand image have mutual influence. Brand awareness makes the brand image easier to form, and in turn, the brand image promotes the brand awareness.

Secondly, brands with higher visibility will be more likely to enter the consumer

consideration set, thus allowing consumers to have higher brand selection behavior. Consumers are more inclined to choose the brands they are familiar with when choosing a brand. A brand with a higher visibility reduces the perceived risk of consumer choice (Wang Jiabao, Qin Mingyang, and increases the information of consumer choice, which promotes The emergence of consumer brand selection behavior. From this study, it can be seen that brand awareness has a significant positive effect on brand selection (the coefficient is, so it can be seen that brand awareness increases consumer brand selection intentions.

2. Build brand awareness

The standard for judging brand awareness is the breadth and depth of brand awareness, then the key to creating brand awareness is to establish the breadth and depth of brand awareness (At the same time, building brand awareness should pay attention to two issues-the means of building brand awareness and enhancing brand awareness Dissemination of information (Wang Haizhong, Yu Chunling, Zhao Ping. Only by building the breadth and depth of brand awareness at the same time can we build a true brand awareness. To establish a brand awareness with both breadth and depth, the author proposes the following suggestions.

(1) Choose appropriate brand elements

It is necessary to establish the brand awareness with breadth and depth, and select the appropriate brand elements. The selected brand elements need to meet six basic criteria: easy to remember and recognize; profound meaning; delightful and liking; strong adaptability; strong convertibility; strong protection. First, choose a brand name that is easy to remember and rich in meaning. For the brand in the introduction period, a brand name that is easy to remember and rich in meaning is not only easy to spread, allowing consumers to quickly remember the brand, but also can deepen the brand's depth in consumer memory; on the other hand, a brand with a rich meaning The name promotes consumer brand association.

Second, design a vivid one related to the brand image. A vivid one not only

speeds up the spread of brand information, but also gives consumers a deeper memory, allowing consumers to quickly and profoundly remember the brand. At the same time, it can also give consumers an appropriate brand association.

Finally, design a brand slogan in line with the brand philosophy. A catchy brand slogan spread quickly through word of mouth from consumers. For example, the brand of "Brain White Gold" not only has a brand name that is easy to remember and rich in meaning, but also designed a pair of lively elderly images to represent the brand of Brain White Gold, and at the same time continuously broadcast "this year The slogan "No gifts during the holidays, only melatonin for gifts" will quickly convey the product characteristics of this brand to consumers and establish brand awareness.

(2) Enhance brand awareness through multiple channels

Advertising is an important means of establishing brand awareness (Hollis et al., 1996; Yoo et al., 2000; Wang Haizhong, 2006). Advertising can establish brand awareness in a relatively short period of time, especially in some provincial and national TV stations; in an asymmetric information environment, advertising has a huge impact on brand awareness and other aspects of brand equity. This can also explain the cause of the sensation of CCTV prime time bidding activities in the corporate world. However, with the advent of the information explosion era, the efficiency of advertising began to decrease. The relevant information shows that the effectiveness of advertising is only. Therefore, if you rely too much on advertising and do not carry out marketing activities in other areas, it is likely to end up dragging the normal operation of the entire brand. . Therefore, brand managers should be more diversified in establishing brand awareness channels, seize all opportunities that can increase brand exposure and visibility to enhance brand awareness, such as charity events, sports sponsorship and other event marketing, these are to increase brand awareness effective measures.

(3) Take into account brand familiarity and reputation

In the process of building brand awareness, not only do you need to pay attention to brand familiarity, use advertising, event marketing and other channels to increase brand exposure, but also spread positive brand information, focus on positive information and focus on brand communication The content of the information leaves a positive brand image for consumers. Not only to make consumers familiar with the brand, but also to allow consumers to identify and recall a positive brand. Wang Haizhong—Considering brand familiarity and reputation, summarized the strategy of brand awareness and dissemination of information: the scientific and artistic design of brand elements; the international image of the brand; a strong company brand; perfect quality pursuit; timely The ability to launch new products and product series.

(4) Manage brand image

When establishing a brand image, brand managers need to pay attention to avoid getting stuck in the brand image: brand impression, brand positioning, external perspective, and product attribute fixation.

Brand image is an active concept, which is how brand managers need the brand to be perceived; and brand impression is a passive concept, which is how the brand is currently perceived by consumers. There is a gap in consumer information understanding between brand image and brand image. Brand impression is to let consumers judge what a brand is, and what brand managers need is the brand image, that is, what the brand should be, and what brand management wants the brand to look like. If in the process of building a brand image, lack of corresponding resources, patience or corresponding professional resources, it is possible to fall into the trap of the brand impression instead of establishing a brand image.

Due to the lack of information transmission, some associations in the brand image will not reach consumers, and other associations will gradually become blurred as the brand matures. Impact on consumers A profound brand association is only a part of the brand association expected by brand managers, which makes the brand

image lack of integrity. The inherent brand association of consumers affects the further development of the brand, even when the market environment changes. Makes the brand in trouble. For example, the concept of the Nokia brand is "people-oriented technology, manufacturing mobile devices that allow people in the world to enjoy life." This concept actually includes many associations. For example, enterprise association is an international technology company, and product associations can make people Enjoy mobile devices such as life, but in the end Nokia's brand positioning in consumers' minds is only product association: product quality. Other brand associations have gradually weakened, losing their status as brand leaders in the highly competitive mobile phone market. The work required for active communication is to manage the content of the brand image. For the brand in the introduction period, first of all, it is necessary to strengthen the core image of the brand and ensure the core brand image of consumers. On this basis, to expand the brand image, the brand image is rich in content, brand management can not be limited to a certain core image of the brand, it needs to use active communication (such as advertising, brand image display) to comprehensively manage the brand image. Finally, it is necessary to gradually dilute the inherent brand image of the brand, weaken the consumer’s focus on the brand image, and shift the consumer’s focus to other aspects of the brand, such as establishing consumer brand attitudes and brand relationships.

The author believes that in the introduction period of brand building, brand managers should invest more resources in the management of brand awareness, establish a broad and deep brand awareness, and establish a unique, preferred and strong brand image.

5.4.2 Growth brand management

When a brand enters the growth period, the brand begins to grow rapidly, the brand consumer starts to increase significantly, and the brand market begins to increase significantly. At this time, the brand enters rapid growth, and only focusing

on brand awareness construction cannot meet the long-term development of the brand. Long-term brand management needs to strengthen the management of consumer brand attitudes on the basis of the lead-in period, so that consumers can generate positive and preferred brand attitudes, and also need to maintain the establishment of brand awareness. There are two main strategies for growth brand management:

First, maintain brand awareness building. During the introduction period, the brand has established a preliminary brand awareness, which has attracted some consumers, and the brand has begun to enter a rapid growth period. At this time, it is necessary to continue to maintain brand awareness building. On the one hand, it attracts current brand consumers; on the other hand, it continues to expand brand awareness and attract new consumers;

Second, pay attention to brand attitude construction. During the growth period, consumers are growing rapidly. At this time, it is necessary to cultivate the brand attitude of consumers, give consumers a good brand experience and experience, provide consumers with satisfactory products, and establish consumer Prove evaluation and good emotions. Brand cognition management has been described above, and the following mainly describes brand attitude management. The management of consumer brand attitude can be carried out from two aspects: consumer brand evaluation management and consumer brand emotion management.

1. Brand Evaluation Management

Consumers' evaluation of the brand is first based on the performance of the product itself, in which the factors of brand product service quality, brand reputation, and brand advantage play a greater role. The impact of perceived quality sometimes exceeds the quality of the brand product itself. Therefore, perceived quality plays a greater role in consumer brand evaluation. Brand managers must manage consumers' perceived quality, and the use experience is perceived quality Key influencing factors (Erdem, Keane, Sun, 2008).

2. Brand reputation management

The reputation of a brand directly affects the consumer's brand evaluation. A brand with good brand reputation can significantly reduce consumers' perceived risk and increase consumers' positive evaluation of the brand (Swait, 2004). Displaying a professional and credible brand image is a limited way to increase brand credibility (Baek, Kim, Yu, 2010). Therefore, brand managers should pay attention to the construction of professional teams to show consumers a professional and reliable brand image.

3. Brand advantage management

Taking advantage of the brand, establishing a differentiated association between consumers and brands is also an effective way to improve brand evaluation, allowing consumers to feel that the brand is unique and better. This will undoubtedly increase the positive evaluation of consumers.

From the above discussion, it can be seen that brand attitude and brand recognition are highly related. Brand attitude is affected by brand awareness, and at the same time, brand attitude also affects the formation and change of brand awareness. Brand recognition and brand attitude are complementary and indispensable. But it is undeniable that the need to manage brand awareness and brand attitude at the same time is a more difficult thing for brands. This process may be longer, but if these two aspects are well managed, brands can enter In the stable period, there are some stable and loyal consumers. At this time, it is necessary to further consolidate the consumer brand relationship and establish a strong brand.

5.4.3 Brand management at the mature stage

After the introduction period and growth period of brand management and construction, the brand has established initial brand equity in the minds of consumers, has brand awareness and brand attitude, and the brand has entered a mature stage of

steady development. At this time, the brand has a relatively stable brand Consumers, at this stage, brand managers need to consolidate the brand's memory and brand equity among consumers. It has been confirmed by research that the main factors affecting brand relationships can be attributed to brand recognition and brand attitude (Zhou Zhimin, Xie Yi, Peng Qing, 2008). Therefore, the author believes that at this stage, in addition to maintaining brand recognition In addition to the management of knowledge and brand attitude (investment can be appropriately reduced), brand managers also need to do two things: weaken the inherent brand recognition; build brand relationships.

1. The need to weaken the inherent brand recognition

Establishing and managing brand awareness is a complex task, and no matter what stage of development the brand is in, the management of brand awareness cannot be ignored, but the management focus on brand awareness at different stages is different. The management of knowledge is to establish brand recognition in line with brand development and rationality. The focus of brand recognition management in the growth period is to maintain brand awareness, deepen consumer brand awareness, cultivate consumer brand attitudes, and appropriately enrich brand awareness content. The focus of brand recognition at the mature stage needs to weaken the inherent brand recognition.

If consumers' awareness of the brand is limited to one aspect, it is easy to fall into the trap of building a brand image. As the market environment changes, the attractiveness of the brand to consumers may gradually disappear, and the brand competitiveness Will gradually weaken. On the one hand, according to Maslow's demand theory, as the market environment changes, consumer demand will change, some of the original demand will gradually weaken, and some new demand will be tapped and become the main demand. For example, the Nokia brand, the Nokia mobile phone that was able to "touch the walnuts" at that time gave us strong confidence in choice, but when the market environment began to change, consumers'

concerns about the quality of mobile phones fell, and Nokia's perception in consumers' minds was still Staying "very solid", Nokia gradually lost its competitiveness in the market. On the other hand, if brand recognition stays in only one aspect, it will greatly hinder the development potential of brands in different markets, especially new markets. For example, Cadillac, a luxury car brand known as the "President of the United States," consumers' brand recognition is mature and stable, suitable for successful middle-aged people, which greatly limits Cadillac's competitiveness in different market segments, especially It is difficult to attract some young people to pay attention to it. Therefore, in the brand maturity period, enriching brand awareness and weakening the inherent brand awareness are important contents of brand development.

2. Build a solid brand relationship

Like the development of interpersonal relationships, the relationship between consumers and brands has a gradual process from scratch, from strange to familiar, from general to intimate to loyal (Lu Taihong, Zhou Zhimin. Brand relationship is a long-term brand operation As a result, the brand relationship actually reflects the loyalty and belonging of consumers. If a brand has a positive impact on consumers in both emotion and function, it surpasses the level of consumer loyalty and realizes emotion. Double loyalty in behavior and behavior, with a sense of belonging to the brand, and can actively participate in various activities of the brand, then the brand has achieved resonance with consumers, known as brand resonance (Wang Haizhong, Yu Chunling, Zhao Ping,). Achieving brand resonance is a long process. This study recommends selecting the most suitable consumers as follows; building a brand community; and strengthening consumer relationship management.

(1) Choose the most suitable consumer

This study divides the most suitable consumer's judgment criteria into two aspects: the brand conforms to the consumer itself, and the consumer recognizes the brand; on the other hand, it is the most valuable consumer for the brand. Consumers

who choose to recognize brands. If consumers approve the brand's concept, appreciate the brand's behavior, like the brand's products, make consumers feel that the consumer brand is more suitable for him than other consumer brands, this type of consumer is more suitable for the brand. No matter what type of brand, it is impossible for everyone to like it, so it is very beneficial for brands to choose consumers who truly recognize you and establish a solid relationship with them to achieve brand resonance. For example, some stars in the film and television industry are also a brand. Each star brand has its own consumer (now a fan). Fans believe that their star is the most suitable for their taste and will always follow. Choose the most valuable consumer. For a brand, not all consumers are its most valuable consumers, and many consumers will not achieve the desired results by investing a lot of resources. Therefore, it is more wise to invest the company's resources in establishing the brand relationship with the most valuable consumers.

(2) Build a brand community

The role of the brand community in building brand relationships is increasingly Zhu Huihuang, He Yun, Zhou Zhimin, Li Mi, 2010). Some brand communities are established spontaneously by consumers, and some are organized and established by brand managers. No matter which way, the brand community not only provides consumers and consumers with a communication platform, but also serves as an information communication medium between consumers and brands. . Consumers in the brand community have shared awareness, rituals and traditions, and a sense of moral responsibility. Therefore, by focusing on cultivating "focus consumers", promoting the common values of the brand community, establishing an interactive system between consumers and between consumers and brands, the way to promote consumer brand experience is to build and strengthen the brand community Effective ways will enable consumers to actively participate in brand activities. For Chinese consumers who value word-of-mouth communication, the brand community is an effective means of establishing brand relationships.

(3) Strengthen consumer relationship management

Modern network technology and database technology have brought many conveniences for brands to manage consumer brand relationships. Consumer relationship management uses advanced databases and other information technologies to capture brand consumer data, analyze consumer behavior and preference characteristics, accumulate and share consumer knowledge, provide products or services to consumers in a targeted manner, discover and manage Consumer brand relationship, cultivate long-term loyalty of consumers, and achieve the balance between maximizing consumer value and maximizing corporate income (Yang Yongheng, Wang Yonggui, Zhong Xudong. With the advent of the era of big data, brand managers are more Pay attention to the use of consumer behavior data to manage the behavior patterns of brand consumers in order to achieve personalized brand relationships with consumers and achieve optimal brand relationships between consumers and brands.

For brands in a recession period, brands gradually lose brand consumers, and recovering a declining brand can repeat the brand management strategy of growth period, growth period and maturity period, but different strategies need to be adopted according to the situation of different brands. For example, if a brand decline is due to the obsolescence of the brand image, it is necessary to reposition the brand image. As mentioned above, when positioning the brand image, you need to understand the needs of consumers and the market environment. When positioning, the brand image must have Adaptability and transferability. The brand management strategy in the recession period will not be repeated here.

5.5 Limitation and future research

The shortcomings of this study are: first, the data is only carried out for airline brand brands, the industry is not wide enough, and the number of samples is limited, so whether the results of the study can be extended to other industries still needs

further research; second, this questionnaire survey is at the airport For the issuance, the selected airport is Guangzhou Baiyun Airport. Therefore, whether the results of this study are applicable to markets in different regions remains to be further studied. Finally, because there are many factors that affect consumer brand choices, all possible factors have not been considered in this study. Perhaps there are more factors that influence consumer brand choices. Therefore, in view of the shortcomings in this study, future research can do further research in three aspects. First, use broader industry consumer data to study the impact of brand recognition on consumer brand choice; second, because of China's Because of the vastness of the world, consumers' consumption behaviors in different regions are quite different, so follow-up studies can use consumer data from different regions to conduct research; Finally, from the perspective of consumer behavior, more other factors that may affect consumer brand choices are considered Come in for further research.

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Appendix A Questionnaire Survey

Dear Sir/Madam, Hello!
This is a questionnaire about employee loyalty in your daily relationship with your leaders. There is no right or wrong answer.

This questionnaire is not named and the results will only be used for academic research and will not involve commercial use or personal privacy. We guarantee that all information provided by you will be kept strictly confidential. If you would like information on research results, we will also actively provide feedback.

Thank you for your support and cooperation!

Part ONE: Please read the following questions carefully and tick "√" on the number that matches your situation based on your personal subjective perception.

Totally Disagree	Slightly Disagree	General	Some Agree	Totally Agree
1	2	3	4	5

Numbering	Topic	Degree of consent
Brand awareness		
1	This brand is very famous	1 2 3 4 5
2	Everyone knows this brand	1 2 3 4 5
3	I often see advertisements for this brand	1 2 3 4 5
4	I can easily recognize this brand from airline brands	1 2 3 4 5
Brand image		
5	This brand is very cost-effective	1 2 3 4 5
6	I have a good psychological feeling when I use it	1 2 3 4 5
7	I feel the quality of the company is very good	1 2 3 4 5

8	I feel that the management level of the company is very high	1 5	2	3	4
9	I feel that the company is highly internationalized	1 5	2	3	4
	If you compare this brand to a person, I think this brand is				
10	Pragmatic	1 5	2	3	4
11	Peaceful	1 5	2	3	4
12	Rigorous	1 5	2	3	4
13	Authoritative	1 5	2	3	4
14	Brave	1 5	2	3	4
15	Optimistic				
16	I am very impressed with the logo of this brand	1 5	2	3	4
17	I think the logo image of this brand is very vivid	1 5	2	3	4
18	I think the logo of this brand is very meaningful	1 5	2	3	4
Brand attitude					
19	I like this brand very much	1 5	2	3	4
20	I think this is a good brand	1 5	2	3	4
21	I think this brand is pleasant	1 5	2	3	4
22	I think this brand is valuable	1 5	2	3	4
Brand relationship					
23	This brand brought me praise from others	1 5	2	3	4
24	I think this brand is trustworthy	1 5	2	3	4
25	I would rather spend more money and use this	1	2	3	4

	brand	5			
26	This brand is very attractive to me	1 5	2	3	4
27	I have a strong sense of loyalty to this brand	1 5	2	3	4
Brand choice					
28	I plan to continue buying this brand	1 5	2	3	4
29	If you need to buy air tickets, I will first consider this brand	1 5	2	3	4
30	I will definitely buy this brand again				
31	I am very willing to buy this brand	1 5	2	3	4

Part TWO: Demographic Data

1. Gender

□Male

□Female

2. Age_____

3. Education

□High Vocational Certificate

□Diploma: 51

□Bachelor degree: 160

□Master degree: 122

4. Income (Year)

□Less than 40,000 RMB

□40,001-60,000 RMB:

□60,001-10,000 RMB

□More than 100,000 RMB