



BIRDGE PETCARE BRAND STATUS AND BRAND LOYALTY RESEARCH



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Abstract

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In recent years, our country economy unceasing development, the informationization level unceasingly enhances, the people's living standard has the certain enhancement, the disposable income also gradually increases, has provided the good economic condition for the family to raise the pet. At the same time, because of the high level of population aging in the country, the change in the attitude towards marriage, more and more families choose to keep pets, pet food industry development faster, broad prospects for development. By comparing the status quo of the development of the company and the development of the brand, and further analyzing the influence factors of the brand loyalty of Bridge PetCare company by means of questionnaire, we can draw the following conclusions:

By analyzing the current status of the brand, we can find that the product innovation ability of the brand has to be improved, the brand combination is relatively poor, the lack of effective promotion strategy, the product richness and the update iteration is poor. Through the analysis of questionnaires, we can conclude that: from the demographic differences, men in Bridge PetCare brand product quality, marketing, product richness, brand loyalty to feel better than women; older people, in the Bridge PetCare brand product quality, marketing, product richness, The better the feeling of

brand loyalty; income in the 5001-8000 of the crowd, the Bridge PetCare brand of product quality evaluation is better, the quality of their products have a better sense of income in the 8001-15000 of this crowd, the Bridge PetCare brand set the price strategy is relatively satisfactory, Income in this crowd of 5001-8000 Yuan, the Bridge PetCare brand of product richness and diversity has a higher identity, indicating that higher income groups, the brand loyalty to the Bridge PetCare brand is higher, indicating that the higher income groups in the purchase of pet food than the brand of Cadbury will be more strong desire to buy The purchase of Bridge PetCare brand in product quality, price strategy, marketing, product richness, brand loyalty is worth more than no purchase. It shows that consumers who have purchased Bridge PetCare pet food have a higher degree of satisfaction with the Bridge PetCare brand, Bridge PetCare brand recognition is higher, but only through the publicity and Word-of-mouth introduction of the Bridge PetCare brand of its product quality, price strategy, marketing, product richness and brand loyalty degree of satisfaction is relatively low; the higher the frequency of the crowd, Compare the brand in the marketing and product richness of the relatively satisfied, the comparison of the low frequency of pet food purchase the brand loyalty of the brand is higher than that of the real store, which is worth more than the online, which shows that the buyer of the store has a better feeling in product quality, publicity, product richness and brand loyalty. Part of the reason is because the physical store service is better, can provide consumers with more professional advice, value-added services do a lot better than shop. Therefore, the brand should continue to optimize the operation and promotion of its shop. From the correlation, there is a significant positive correlation between brand loyalty and product quality, price strategy, marketing and product richness. It shows that the better quality of Bridge PetCare brand, the more scientific the price strategy, the more effective the marketing means, the more richness and diversity of the products, the greater loyalty of the consumers to the Bridge PetCare brand, the

more the consumers will be willing to buy. Using the method of regression analysis, this paper analyzes the influence factors of brand loyalty of Bridge PetCare brand, product quality, price strategy and product richness can have a significant positive effect on brand loyalty. namely good product quality, price strategy, the richer the product, the more consumers can increase the loyalty of the brand than the company by virtue of its brand effect in the pet food industry has a broader development prospects, than the auspicious brand should take a positive response, make full use of its domestic and foreign resource advantages, and constantly develop new products , to create a new brand, to provide consumers with high-end quality products. The production of different kinds of products to meet the needs of different consumers.

Key words: Bridge PetCare, Pet Food, Brand Strategy, Brand Loyalty

摘 要

题目: 比瑞吉品牌现状及品牌忠诚度研究
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近些年来,我国经济不断发展,信息化水平不断提升,人民的生活水平有了一定的提高,可支配收入也在逐渐增加,为家庭养宠物提供了良好的经济条件。同时由于国家人口老龄化的水平较高、在对婚姻感情态度的变化,越来越多的家庭选择养宠物,宠物食品行业的发展较快,发展前景广阔。通过对比瑞吉公司的发展现状和品牌的发展分析,并进一步通过调查问卷的方式对比瑞吉公司的品牌忠诚度的影响因素进行分析,可以得出如下结论:

通过分析比瑞吉品牌的现状可以发现,比瑞吉品牌存在产品创新能力有待提升,品牌组合做的相对较差,缺乏有效的促销策略,产品的丰富性和更新迭代较差。通过对调查问卷的分析研究可以得出:从人口统计学上的差异性看,男性在比瑞吉品牌的产品质量、宣传营销、产品丰富性、品牌忠诚度上的感受比女性好;年龄相对较大的人群,在比瑞吉品牌的产品质量、宣传营销、产品丰富性、品牌忠诚度上的感受越好;收入在 5001-8000 的这一人群中,对比瑞吉品牌的产品质量的评价较好,对其产品质量的有较好的感知,收入在 8001-15000 的这一人群,对比瑞吉品牌制定的价格策略相对较满意,收入在 5001-8000 元的这一人群,对比瑞吉品牌的产品丰富性和多样性有较高的认同,说明收入较高的人群,对比瑞吉品牌的品牌忠诚度较高,说明收入较高的人群在购买比瑞吉品牌宠物食品中的重购意愿较为强烈;购买过比瑞吉品牌在产品质量、价格策略、宣传营销、产品丰富性、品牌忠诚度上的均值得分高于没有购买过的。说明购买过比瑞吉宠物食品的消费者对比瑞吉品牌的满意度较高,对比瑞吉品牌的认可度较高,而只是通

过宣传和口碑介绍得知比瑞吉品牌的对其产品质量、价格策略、宣传营销、产品丰富性和品牌忠诚度的满意度相对较低；购物频率越高的人群，对比瑞吉品牌在宣传营销和产品丰富性上相对较为满意，宠物食品购买频率较低的对比瑞吉品牌的品牌忠诚度较高；实体店的均值得分高于网上，说明实体店购买者在产品质量、宣传影响、产品丰富性、品牌忠诚度上的感受较好。一部分原因是因为实体店的服务较好，可以为消费者提供更加专业的咨询，增值服务做的比网店要好很多。因此比瑞吉品牌还应该不断优化其网店的经营和宣传。从相关性上看，牌忠诚度与产品质量、价格策略、宣传营销、产品丰富性之间有显著的正相关关系。说明比瑞吉品牌的产品质量越好，价格策略制定的越科学，宣传营销方式越有效，增加产品的丰富性和多样性，消费者对比瑞吉品牌的忠诚度就会提升，这样会增加消费者的重购意愿。运用回归分析的方法，对比瑞吉品牌的品牌忠诚度的影响因素进行分析，产品质量、价格策略、产品丰富性可以对品牌忠诚度产生显著正向影响。即良好的产品质量、价格策略、产品越丰富，越能增加消费者对品牌的忠诚度比瑞吉公司凭借其产生的品牌效应使其在宠物食品行业有着更加广阔的发展前景，比瑞吉品牌应该采取积极的应对措施，充分利用其拥有的国内外资源优势，不断研发新产品，打造新的品牌，为消费者提供质量高端的产品。生产不同种类的产品满足不同消费者的需求。

关键词： 比瑞吉 宠物食品 品牌战略 品牌忠诚度

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CHAPTER 1

INTRODUCTION

1.1 Research Background

In recent years, our country's economy has been developing continuously, the level of information has been improved continuously, the living standard of the people has improved, and disposable income is increasing gradually, providing a good economic condition for the domestic pet. At the same time, due to the high level of population aging, more and more families have chosen to raise pets, on the one hand spiritual sustenance, on the other hand, increase the fun of life. The spending on pets is an important part of home spending, such as a pet sick look at a doctor, a pet haircut, a pet food, etc., all of which have led to the development of these industries, where the cost of pet food is relatively high in the expense of pets, which is high frequency. Fairly, pet-related industries have been expanding, and the pet economy, especially the pet food industry, has made great strides. Pet food is among the first developed countries in the foreign countries, and they are not simply putting the rest of the meal or homemade food to pets, but to study the growth characteristics of pets and the living environment of their pets, providing comprehensive and healthy nutrition for the growth of pets more healthy development, continuous research and renewal of its product formulation, research out more scientific, nutritious feeding methods.

There was the first pet food in the world in the 1860s, when pet food was a beginner's concept of mixing flour, vegetables, meat and so on to feed the pet with this kind of food. In 1922, the United States went public with horse meat as raw material, and began to study puffed pet food in 1957, and the pet industry developed more mature in Europe and America, and now has more than 100 years of time, from the start of the pet to the birth of the pet some of the training, to the pet's daily

necessities, to pets treatment and so on, the European and American development is more comprehensive, its standards for pet raising are also sound. It is worth learning and learning from China.

China's pet industry developed relatively late, which is closely related to the economic development of China at that time, in the European and American countries have the concept of pet, China's cats and dogs are just as a tool to live in the family, such as cat and mouse, dog housekeeping guard, the status is very low, there is no special pet food to feed them. Since the reform and opening-up, with the rapid development of China's economy and the rising of residents ' consumption level, people not only pursue material enjoyment, but also rise to the satisfaction of pursuing spiritual level. In the 1990s, Chinese residents began to raise the awareness of pets, according to the corresponding statistics, when a region per capita GDP began to reach about \$3000, its disposable income increased, people have the ability to bear the cost of pets, will drive the development of the pet industry, at the end of 20th century, Some of China's developed cities, such as the north-canton wide-ranging and other first-tier cities per capita GDP has exceeded this level, the city's pet industry also has a large degree of development. In recent years, with the development of the national economy, the rising of the national consumption level, for the development of pet economy has laid a good foundation, the local pet related industries continue to develop, more international pet brands are gradually introduced to China, driven and pet industry development, from 2006 to 2016, China's pet industry has grown by more than 10 times times, on average, at an annual rate of 30%. By 2016, the pet industry's market share is 122 billion; from a market economy, the economic value of cat food, dog food and bird food is more easy to scale up, in which the proportion of cat food and dog food has reached more than 70%, so the pet food studied in this paper is mainly for cat food and dog food. Select the international famous brand Bridge PetCare to the brand development status and brand loyalty research, through to its

brand status analysis and the brand loyalty influence factor investigation empirical analysis, to the Bridge PetCare brand's development present situation has the certain understanding, and to its brand loyalty promotion proposed the strategy which wants.

1.2 Research Purpose and Significance

Brand marketing theory and brand strategy, although in the world consumer goods domain has been widely used, especially in the fast consumer goods industry, almost all international brands have been used as a basic strategy for marketing. The pet food industry is also the same, such as Ma's pet food brand in China "Royal", "Bao Lu", "Wei Jia", Nestle's pet food brand Priana's" crown energy "," Condora "and" joy ". But so far, domestic enterprises have a lot to understand and use the brand positioning and product promotion strategy under various brand strategies. However, it is very rare to study the brand strategy of pet food in China.

Based on the research and analysis of brand positioning and product promotion strategy, based on the research and analysis of brand positioning and product promotion strategy, this paper mainly focuses on the research and analysis of brand positioning and product promotion strategy, based on the research and analysis of brand positioning and product promotion strategy, based on the research and analysis of brand strategy and positioning theory. The key points of pin are analyzed, and the core value orientation of the brand is determined by studying the status quo and product, channel and consumer behavior of the pet food brand in China, as well as the brand positioning of the pet food brand, the positioning of the brand and the orientation of brand positioning and promotion, and aiming at the products Brand differentiation external demand, put forward a new brand positioning and promotion strategy. We hope to provide reference for the future direction of brand development.

In the field of fast consumer goods, today's enterprises are to stand out in the free competition market economy, and in the dominant position, brand power is the

first, brand image and brand concept is an important part of an enterprise, and is also a core competitiveness of an enterprise. Brand value has become an important component of intangible assets of an enterprise. The brand's strength is the same in the fast-growing consumer-goods sector where the product is increasingly homogenized. By comparing Bridge PetCare brand positioning and brand promotion strategy, the future development of the Company is of the following significance, and the results of this study are the important theoretical foundation of the brand operation in the future marketing management of the company. The company can guide and implement the company's brand strategy to match the company's overall strategy according to this research result. The research results are important reference materials for the brand promotion plan. This result can help the company find its proper positioning, further form the company's competitive advantage and good competitiveness. At present, domestic enterprises generally lack the brand awareness and brand building ability, many enterprises often rely on price means to enter the market, it is difficult to compete with the international large brand, market share has been far left behind. Research on the brand positioning and promotion strategy of the pet industry is to try to guide enterprises to solve these problems, starting with the brand positioning, through scientific and effective means to establish a national strong brand, to find a rival gene with international brands, so as to promote competition in the domestic pet food industry, the promotion of goods Brand value, increase brand premium. Through the analysis of brand analysis and industrial environment of Bridge PetCare Company, this paper focuses on how to localize and promote the brand positioning and promotion, and put forward personal opinions and suggestions on some of the key issues in the implementation of brand positioning and promotion.

1.3 Research Method of this Paper

Document Research Method: It is mainly through reading a lot of relevant literatures about the development of pet industry and the development of brand strategy, and understanding the development status of the pet food industry, understanding the development of brand strategy, brand loyalty and brand strategy, and analyzing the current situation of research and analysis. At present, the company's brand strategy, brand development status, and the comparison of the current problems of the Bridge PetCare brand are related to the analysis.

SWOT analysis: SWOT analysis is used to compare the advantages and disadvantages, opportunities and threats of Bridge PetCare enterprise.

Questionnaire analysis: Using descriptive statistics method to analyze the demography characteristics of consumers by using descriptive statistics method to analyze the characteristics of different demography in brand loyalty, product quality, price strategy, marketing and product abundance. The difference is analyzed, and the analysis method is used to analyze the relationship between brand loyalty and product quality, price strategy, publicity marketing and product abundance, and analyze the influencing factors of brand loyalty by regression analysis. Learn more about brand loyalty in consumer's eyes than Bridge PetCare's brand loyalty, so as to further enhance the brand loyalty of the brand, put forward the corresponding strategy, better practice its brand strategy

1.4 Research Ideas of this Paper

Based on the methods of documentation and questionnaire, this paper focuses on the advantages and disadvantages of brand strategy and brand loyalty theory, and studies the advantages and disadvantages of the development status and development of Bridge PetCare brand, obtains the corresponding data through the method of questionnaire, obtains the corresponding data by means of variance,

correlation analysis and regression analysis Methods: To study the influence factors of Bridge PetCare brand loyalty, so as to compare the brand development of Bridge PetCare and put forward reasonable and effective inspection. The research ideas of this paper are as follows:

The first chapter mainly focuses on the research background, purpose and significance of the research, and points out the background and significance of the research.

The second chapter reviews the theory. According to the research of the comparative Bridge PetCare brand strategy, the relevant theories are analyzed and explained, mainly including brand strategy, brand loyalty, SWOT analysis and brand marketing.

The third chapter analyzes the status quo and status quo of pet industry. This paper mainly analyses the current classification of pet food, the current status of pet food in the world, the current status of pet food in China, the current status of pet food in China, the industrial environment of pet food in China, the industrial organization of pet food in China, and the development of pet food in China through the analysis of these aspects shape. Through comparing Bridge PetCare development history, the company's current brand situation, brand strategy analysis, understanding of the status quo of the brand development of Bridge PetCare brand, through SWOT analysis, understand the advantages and disadvantages of the brand development process.

The fourth chapter is the analysis of the brand loyalty of Bridge PetCare brand, and the relevant data obtained from the questionnaire are analyzed and studied to understand the influence factors of the brand loyalty.

The fifth chapter is the research conclusion and suggestion. By comparing the current situation of Bridge PetCare brand and the analysis of the advantages and disadvantages, this paper compares the research of the brand loyalty in the survey, and puts forward some suggestions and suggestions for the development of Bridge

PetCare brand. The deficiencies in the research process are analyzed and analyzed.
Point out its follow-up pet food brand research, should strive direction.



CHAPTER 2

SUMMARY OF THEORY

2.1 Brand Strategy

Enterprise strength is mainly embodied in the core competitiveness of enterprises, and the development of core competitiveness of enterprises is mainly through the creation of their own brand, and brand strategy is the driving force of brand development, for the development of enterprise Brands pointed to the direction. If there is no clear brand strategy, will hinder the development of the enterprise to a certain extent, so the formulation and development of brand strategy is very important, 1931, cleaning company put forward the brand manager system, the main content is a product to develop multiple brand strategy, in a company, different brands to compete, As we are now familiar with the rejoice, sea-flying silk, Sassoon are cleaning the brand, but its brand publicity is not the same, different brands of the description of the focus has a clear distinction between the consumer can be based on their own characteristics of the choice, but are cleaning up the company's products, so its brand strategy to obtain a great success; Michael E.. Porter in the process of the brand strategy research, pointed out that the brand differentiation is its key to obtain the brand competition advantage, along with the enterprise's development, the product, the technology equivalence qualitative phenomenon is relatively serious, the brand strategy key is obtains the real consumer demand, understands the target customer's consumer mentality; Dunaco put forward its understanding of brand strategy, put forward brand strategy is a comprehensive brand planning, mainly including product quality, product price, product promotion, product management, through the management of brands, to enhance brand influence and enhance the core competitiveness of enterprises. China's research on brand strategy is progressing, Li

Dao (2003) points out that under the condition of increasingly fierce competition in the market environment, the formation of brand and the establishment of brand loyalty enhance the overall strength of the enterprise and get a favorable position in the fierce market competition. The establishment and development of a brand has become an important prerequisite for enterprise development and competitive advantage. Brand strength represents the core competitiveness of the entire enterprise, Wang Xiangdong (2009) in the study of brand strategy, pointed out that the brand strategy is mainly 7, integrated, product, product line, classification, source, guarantee and the main brand strategy. David believes that the image of the brand is the enterprise in the creation of the brand will take a long time to build up, the company's brand to maintain consistency.

2.2 Brand Loyalty

Brand loyalty generally refers to the consumer's experience and perceived information based on the brand used, thus in the heart of the use and contact with the brand awareness, the production of a certain degree of trust and preference, in the purchase of the brand's products, the brand related products and services have a certain trust. China's brand loyalty research and other countries in Europe and the United States compared to the difference will be nearly half a century, with the development of the economy, enterprises pay more attention to the market share has been acquired, so brand loyalty appears particularly important. The related theories of brand loyalty mainly include three kinds: attitude loyalty, behavior loyalty and comprehensive theory. Behavioral loyalty is mainly because of the first purchase of a brand of products, a strong sense of satisfaction, and further create a repeat purchase behavior. Kuehn, in his own research, points out whether consumers will create repetitive purchases of a brand, the key is whether the consumer experience is satisfied, Newman (25) that the focus of behavioral loyalty is reflected in the number

of purchases, the brand loyalty mainly reflected in the purchase of products, on the purchase of the brand's products. Lawrence the number of brand loyalty to the definition of consumption, that the purchase of more than 4 times belong to the brand loyalty; Tucker in his research, a customer to buy the same product in more than 3 times, you can draw the customer to the brand has a certain degree of brand loyalty Day in the study of brand loyalty, it is pointed out that the emotional preference for a brand also serves as a factor to assess customer loyalty to the brand and to conduct a study on the brand's behavior. Oliver thinks brand loyalty is a desire of customers to buy a brand again Jacoby believes that brand loyalty is the preference of consumers for a brand in buying behavior and buying preferences.

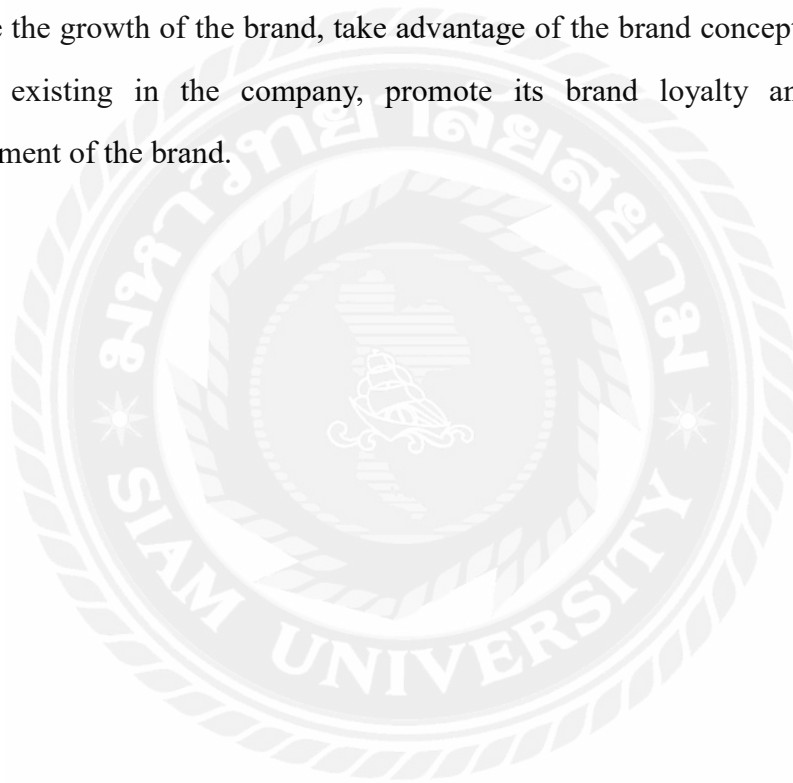
2.3 SWOT Analysis

SWOT is an analysis method, S representative is advantage, W represents disadvantage, O representative opportunity, T represents threat. SWOT analysis method is mainly used to analyze the internal and external environment, opportunities and challenges faced by the enterprise before formulating corresponding enterprise strategy. SW refers to the advantages and disadvantages of the enterprise itself, and OT is the opportunity and threat faced by the external environment of an enterprise, such as the big market policy environment and the performance of its competitors. Through the use of SWOT analysis, the enterprise can find the strengths and weaknesses of its existence more clearly. When formulating the corresponding strategy, try to avoid its disadvantages, give full play to its advantages, make full use of the opportunities of the enterprise, and have the effect to the existing threat to its external environment, so as to make the enterprise get better development.

2.4 Brand Marketing

Brand marketing is always based on the development of the product brand of the corresponding marketing mode, refers to the enterprise according to the consumer demand of products, through a certain way to its product quality, product features, brand concept, etc. to promote, so that the consumer to the company's products and corporate image have To gain consumers' recognition of the brand, to gain consumers' brand loyalty to the brand, and to increase the loyalty of emotion to behavior loyalty, so as to expand the market share of the enterprise. The related theories of brand marketing include brand image theory, brand positioning theory, extension theory of brand, brand equity theory and brand relationship theory. Brand Image Theory is introduced by David Ogilvy in the 1960s. The brand image is not inherent in the product itself. It is the brand's brand by integrating various factors such as product quality, packaging, appearance, service and so on Image. Biel (1993) divides the brand image into three aspects, company image, user image, product image, and establishes the brand image model of the company brand image through these three aspects; Aaker believes that brand image is the brand association product of consumers As a result, consumers think of specific brands when they buy some kind of product, the impression that these brands are left by the consumers is the brand's brand image; brand positioning theory, with the development of information technology, people receive more and more information. Brand positioning theory should carry out systematic management of the brand positioning of the company, and realize its brand information efficiency. Brand positioning is made by Jack in the 1960s. He pointed out in his research that the brand can effectively play its role and value in order to accurately locate the customer's consciousness. Shen Pengyi brand positioning structure and the complexity of the elements determine its attribute; Brand extension theory mainly refers to: the center point of its positioning, constantly extending outward, extending to the extent that the brand characteristics and

positioning limitations, the brand positioning is a rich; brand equity theory, Brand equity theory mainly includes three aspects: finance, dominated by competition, dominated by customer; brand relationship theory refers to the relationship between brand and consumer, brand and consumer interaction, and mutual recognition, brand satisfaction and trust become a measure of brand The important index of relationship, brand marketing is an important means of marketing, brand marketing is well done, can make the enterprise get a good competitive advantage. Brand marketing can promote the growth of the brand, take advantage of the brand concept of the products already existing in the company, promote its brand loyalty and promote the development of the brand.



CHAPTER 3

STATUS QUO OF PET INDUSTRY DEVELOPMENT AND BRIDGE PETCARE BRAND STATUS QUO ANALYSIS

Pet Food is a kind of food specially developed for pets, relatively high-grade. Pet food is not only to maintain a pet's life, to solve its food and clothing problem, but more importantly, pet food nutrition is more abundant, can meet the demand for nutrition at different stages of growth, pet food formulation is through many studies and development, the quality of the pet food Related inspection, pet food in some degree also can prevent pet disease occurrence.

3.1 The Status Quo of Pet Industry

3.1.1 Classification of Pet Food

According to the characteristics of pet food in AAFCO 21, pet food is classified into three types according to its soft and hard degree: its classification is shown in the following table

category	dry matter content	basic raw material	shape packaging characteristics	representative product
solid food	81% ~ 90%	livestock, poultry, wheat, corn, vitamins, etc.	generally includes: Paper, plastic, paper box, shelf life is relatively long, pet's feeding is more convenient	dog food, cat food
semi-dry grain	the proportion of dry matter is about 68% ~ 70%	50% of livestock, poultry and their products, including some of the dry stuff	usually packed in cans or plastic bags, the taste of semi-dry food is relatively abundant	pet treats all kinds of snacks
wet grain	the proportion of dry matter is about 15% to 40%	domestic poultry meat with a certain proportion of grain, cooked and processed.	according to the characteristics of its raw material, mainly the packaging of canned and vacuum, its characteristic is relatively strong.	canned food

In three different types of pet food, dry rations are more easy to store, longer shelf life, but also easier to feed, also because of its characteristics, making dry food market share is relatively large, more easy to achieve large-scale benefits, this article studied Birigui pet brand, Its production and operation of pet food is mainly dry food category of pet foods, dry food category of pet foods accounted for 56.34%, more than half of the proportion, snacks accounted for 22.54%, wet food accounted for 11.27%, health care is the lowest ratio of 9.86%. The customer buys the pet food mainly is divides into: the Dry goods class, dry food category is divided into 3 categories, a class of ordinary daily life to meet the needs of the pet, a class of natural grain, its formula contains a more expensive low sensitive formula, in the standard has been able to meet the human consumption standards, nutrition comprehensive, for pets, more easily absorbed, One kind is the prescription grain, mainly is as the pet dietotherapy product; wet food products, water content is higher, can reach 70% or more, moist food in northern Europe and the Americas is more popular in developed countries; canned food is a supplement for daily pet food, which is usually processed

from chicken, lamb, animal liver and so on, which is more suitable for pet's taste demand. Snacks, generally as a training pet and pet reward food, mainly have molars stick, biscuits, etc., its relatively rich taste.

3.1.2 Current Status of International Pet Food Industry

The international pet market is relatively mature, pets have become a symbol of a well-developed society. Keeping pets has become a trend, more and more people keep pets, promote the rapid development of pet industry. Pet food in the United States with the growing size of dogs and cat pet food, the U.S. pet food industry to promote sustained and stable development. Between 2014 and 2006, the pet food industry grew at an annual rate of 4.5%. In 2014, the U.S. pet food industry market reached 32.1 billion U.S. dollars, dog, cat pet food market size reached 30.6 billion, accounting for more than 95%. Pet food staple foods in the United States developed faster, the annual growth rate reached 5%, 2014, Pet staple food market scale reached 25.1 billion; from the European pet foods industry, the European Union region's pet food industry shows a growing trend, affected by slow economic growth is relatively small, 2010 to 2014 annual growth rate of about 3%, 2014 EU countries pet food market size of 12.4 billion euros, dog food and cat food accounted for nearly 80% of the proportion; Japan's pet market, Japan's pet food industry growth is slower, in 2010 to 2014 growth rate of about 0.64% , 2014 Japanese pet Food Market scale of 297.5 billion yen, dog and cat pet food market accounted for about 85%.

3.1.3 Current Status and Development Trend of Pet Food Industry in China

The rise of pet food industry in China is relatively late, in 1993 in, Beijing of Aifen Pet Food Company, its main business is dog food and cat food, this phenomenon marks the formal entry of the pet food industry into China, international brands enter the Chinese market mainly through agents In the form of investment or technology investment in the form of direct production and sales in China, the advantages of international brands in channel and brand are obvious advantages in the

domestic pet food industry, the brand recognition of domestic brands is relatively low, the advantages are not obvious. Foreign brand in the pet food industry's high-end market concentration trend is more obvious, its brand strategy and brand marketing advantages are more prominent, Ma's, Nestle and other foreign-owned enterprises in China pet food industry occupy more than 70% market share. China's pet food imports were the highest in 2016, followed by the United States, followed by Australia and Canada. From the price point of view, China's domestic pet food prices are obviously higher than the price of pet food in the United States; from sales channels, one is through the form of agents, pet food in pet hospitals, beauty salons, pet-related markets, stores and so on sales, one is through the chain super In 2009, the sale of pet food through supermarket chain stores accounted for about 61% to 70% of the total, but the disadvantages of selling through supermarket mainly are relatively low profit margin, higher commissions received by supermarkets, one is through the network channel for sale, pet the more The more it is accepted by young people, the proportion of young people raised by young people is increasing, according to the habit of shopping on the line, the network channel of pet food will become the most important sales channel, the sales of pet food network channel sales accounted for nearly 40% in 2015.

From the point of view of market development, the travel time of pet food is relatively long, occupy the main market share in pet food industry, China's pet food industry, although the development time is relatively short, but the development speed is relatively fast, and its industry scale is relatively large. According to relevant data, the total output value of pet food industry in China reached 248 billion, yuan in 2014, and the output value of the pet food industry reached 297 billion yuan in 2015, a year-on-year increase of 19.8%.

3.1.4 Analysis on Social Environment of Pet Food Industry in China

Economic Environment

With the rapid development of China's economy, China's pet industry has been further developed and its growth rate is relatively high. The average annual rate of about 30% is developing rapidly. Pet food and related industries will grow rapidly as per capita GDP reaches more than \$3,000, according to the relevant data. China currently has more than \$10,000 per, capita gross domestic product in 2016, along with developed cities and provinces such as Tianjin, Shanghai and Jiangsu, where rapid economic growth has brought rapid economic growth in China's pet food industry.

Humanistic Environment

In China, keeping pets has a long history, and in the Tang dynasty in the eighth century, the pet dog appeared in the court of the Tang Dynasty. With the development of economy and society, more and more families are raising pets. The acceleration of an aging population allows the elderly to replace pets as an alternative to their feelings; an increase in the number of children and their families, increasing the number of families with pets; and the decline in social well-being, the increasing competition pressure of young people, the increasing pace of life and the gradual decline in happiness, and pets With the development of economy, young people's pet has become a trend, keeping pets as a fashion show, after the pursuit of personality 80, 90, think that raising and grooming pets is a fashion.

Policy Environment

Since the 1980 's, our country's pet-pet policy has been gradually established. In 1980, the policy provided for the ban of dog owners in cities and cities at or above the county level and the newly developed industrial areas. In 1990, the policy was slightly relaxed, some areas limited, and allowed residents to keep pets, but to pets The categories and quantities of the species are subject to relevant restrictions. After 2000, the policy basically released, the north and the deep and other first-tier cities introduced relevant policies, standardizing the dog.

As a new industry, the pet industry will exist in the early stages of development, the industry is not regulated, the regulation is not in place, etc., the state has continuously introduced relevant policies to rectify and standardize and promote the healthy and orderly development of the entire pet industry.

Technical Environment

China's pet food industry is relatively late, and the large-scale production technology of pet food has a certain gap, technology, product equipment, packaging shape relatively poor, grasp the core technology is poor. In the development of pet food formulation research and so on, with the continuous development of China's economy and science and technology, the development of pet food industry has provided a good technological development environment, which is very good to promote the large-scale production of pet food industry.

3.1.5 Analysis on Industrial Structure of Pet Food Industry in China

Pet Food Market Concentration

With the rapid development of pet food industry in China, there are a large number of enterprises into the pet food industry, 2014, the size of the pet food industry more than 306 enterprises, of which, large enterprises accounted for 9.8%, small enterprises accounted for 63.2%, medium-sized Enterprises accounted for 27%, from industrial production value, Large enterprises accounted for 35.5% of industrial output, medium-sized enterprises accounted for 32.5% of industrial output, small business accounted for 32% of industrial output. According to the relevant industrial concentration of the United States, China's pet food industry for the lower concentration of the competitive industry, in the market share has an absolute advantage of the enterprise has not produced. The overall profit level of the industry is growing. Pet food company mainly concentrated in Beijing, Tianjin, Hebei, Yangtze River Delta, Shandong area. The pet food industry's foreign-funded enterprises mainly concentrated in the pet economy developed and close to the coastal port area.

Pet Food Industry Maturity

The basic research is relatively backward and the innovation ability needs to be improved. China's pet food industry is growing fast, while the core technology of its industry is poor, whether in the core technology or in the packaging, there is a certain gap between the foreign goods and the research of pet food company. The ability of food safety is relatively poor. At present, most of the food safety issues are in the processing stage; the food safety problem is constantly taking place, and the supervision of food quality needs to be improved further. The research and development personnel shortage, the R & D personnel of pet food company are relatively lacking in the production process.

Industrial Structure Analysis

Potential entrants

The potential entrant will influence the profits of the existing enterprises to a certain extent, on the one hand, the potential entrant into the market will occupy the market share, on the other hand, the potential entrant enters the market, the concentration of the market will be reduced to a certain extent, and the competition among enterprises will be intensified. The entry of potential entrant will occupy a certain market share, in a certain extent, it will reduce the profit space of the current enterprise, the entry barriers and industry standards of pet food industry are relatively low, making potential entrants into the market is less difficult.

Industry Competitors

China's huge consumer market has attracted much attention from international pet food companies, and international brands such as Mars, Royal, Nestle and other international brands have entered the Chinese market, and have taken over 70% of China's modern sales channels and high-end market in China's pet food at a fairly rapid pace market share right. The domestic pet food industry is late, the pet food industry laws and regulations and related systems are not sound, so some

enterprises to seek profit for the purpose, hit the legal liming ball, these companies will imitate other companies' brand, the production quality is poor, and do not meet the quality standards of the pet Food, its export brand is checked out of a certain problem, affecting China's pet brand in the international image. Current pet food industry competitors mainly have the following brands.

Brand	Brand Source	Brand positioning	Advantages	Weakness
IS'B	local brand	low end product	The production of cat food cost-effective, low price and good quality, the company in the supply of raw materials, has obvious cost advantage, family management style.	In the brand marketing and promotion strategy is not obvious, the product structure is relatively simple, can not meet the consumer's differentiated product demand, its production of cat food product quality is not stable
Caraiar	local brand	low end product	Adopt the multi-brand marketing strategy, the price is low, and the promotion policy is flexible and changeful, the product terminal has a strong osmotic force.	Product production is relatively weak in quality control, although the use of multi-brand strategy, but its brand differentiation is not obvious, easy to create their own brand among the killing each other.
good master	local brand	middle and low-end products	Its quality control is relatively good, and the safety of the products is guaranteed	In the brand strategy, brand marketing, marketing is relatively poor.
Royal	International brand	high-end product	Good pertinence and professionalism, high-end consumers are more loyal to their brand.	Domestic product quality is relatively poor, its sales channel is relatively chaotic, no order.
Nestlé	International brand	Middle and high-end products	Strict quality control, high quality of production, wide variety of products, meet the needs of different consumers.	The brand is more numerous, the classification is not obvious, the high-end crown can product segmentation degree is not enough, the distinction force is poor.
Po Lu, Wei Jia	International brand	middle and low-end products	Our products are rich in production and have advanced production technology	Product quality control is not strict, the product quality is not stable, the occurrence of a major accident

Purchasers

In the pet food industry, dealers, stores associated with pet-related items, shopping malls, online stores, pet owners are buyers of the pet food industry. Along with the development of Internet e-commerce, the pet food industry is developing upstream to invest in pet food production enterprises, or to find the corresponding producer to produce their own brand, on the other hand, to do their own distribution store. Pet store noodles and supermarkets, due to channel and market restrictions, it is difficult to enter pet food production, pet owners, relatively dispersed, their access to the pet food industry is relatively low.

Raw Material Suppliers

The raw material of the pet food industry is mainly the agricultural and sideline products of chicken, corn and other agricultural products. With the rising prices of domestic agricultural and sideline products, the cost of the pet food industry will be improved, and the cost of the pet food industry will have a certain effect on the operation, but large-scale suppliers have some advantages in the cost of raw materials, but It is the current pet food industry relatively small market, the post-directional integration of the trend is not so obvious.

Alternatives to Threats

The pet food replacement is mainly pet-made food, not only traditional leftovers, but also for cooking for pets. The threat of alternatives is relatively low, partly because pet owners don't have more time for food for their pets, on the other hand because homemade foods are not easy to carry and store. And breeders make homemade foods that are not balanced to pets.

3.2 Current Situation and Brand Excellence

3.2.1 Status Qui of Bridge PetCare Company

The history of the Bridge PetCare Company

Bridge PetCare is a pet food brand of Nori Pet Products Co., Ltd., Shanghai Nori Pet Products Co., Ltd., established in 2002. In 2010, Shanghai Nori teamed up with Japan's agro-production group to set up a subsidiary. Nori Pet Products Co., Ltd.'s production equipment level is at the leading level in the world, with independent research and development department, complete experimental equipment, high level of research and development personnel, with the leading level of production line. Drawing on the international advanced experience, we continuously introduce the formulation of updated products, so that the pet food produced can be integrated with the international standard. Shanghai Nori Pet Products Co., Ltd. produces pet food in the domestic pet food industry ranking first, its sales cover most of the country, in the provincial capital city also has a permanent marketing colleague.

Birigui Pet Supplies Company was established in March 2002, is a joint venture between China and Norway, Enterprise employees now has reached more than 600, the company is headquartered in Shanghai Hongqiao, its in Shanghai has a relatively high-end production base, covers an area of more than 30,000 square meters, Its goal is to become a world-renowned high-end pet food brand, in Shandong has a meal production base of cat food. Now more than the brand has the auspicious: Birigui Nordic Natural Food, Birigui club, dinner music, good taste, fruit. In the eyes of Europeans, pets and people are just not related, very care about the health details of pets, pay attention to the natural health of pet food, there are currently 10 sales areas, there are 150 offices, more than 1100 sales staff, more than 2000 counties.

Bridhe PetCare Company's existing brand status

Since 2006, the pet food market has a significant change, the breed of pure breed has been introduced to China, young people have more and more pets, also more and more professional in pet food, in the selection of pet food also pay more attention to the natural healthy food. International and domestic pet brands continue to enter the market, low-end pet food existence serious homogenization phenomenon,

domestic pet food price low price quickly occupy the low-end market. The medium-and high-end market is occupied by the international brand royal, Nestle occupation. As a fast-consuming industry, pet food industry is not only concerned about the economy of its products, but also more attention to the added value of its products, and more attention to the influence of the brand of consumer goods. The company has taken advantage of the rapid development of the pet food industry in China, utilizes its brand awareness and the advantages of its own channels, constantly adjusts the strategy of product mix and brand, and constantly expands its market share. In 2010, the company launched the traditional Chinese medicine prescription grain, which can be used as a prescription for the pet, is the only one with Chinese medicine as a prescription brand, in the traditional Chinese medicine prescription grain, than Ruji company invested a lot of manpower, material, please many famous Chinese medicine experts at home and abroad research After the research and development of this brand, the product has been successfully developed and clinically proved at 50 pet hospitals in China. This product has remarkable effect on the spleen and stomach, the natural restoration, moisten the hair care and pet skin. These effects are not available to other pet food products, but the present market is connected Relatively low, it requires constant investment in resources and constant communication with a pet doctor. Launched in 2011 with natural health as the concept of the Nordic natural food brand, its price is mid-high-end price, is the first real natural pet food brand in the domestic market, adopted is the Nordic pet food formula, strict adherence to the Nordic pet food quality related standards Accurate, selected is natural raw material, makes the product of the pet food taste better, nutrition is more abundant, does not add any antibiotic, growth hormone, preservatives and so on the standard of human food, retains the original flavor of natural materials, its packaging uses the domestic initiative preservation zip pouch Sales of the product are higher.

The company adopt a differentiation strategy, introduce different kinds of pet food, meet the needs of different consumers, among them, the price of the price is low, is affordable and cost-effective natural pet food, does not contain expensive low-sensitive food raw materials, packaging relative to not so exquisite, so its cost is relatively low, the other is similar to the natural food of the Nordic countries; Kaiyuan, this brand is added to the pet's favorite chicken, fish, and so on, turn dry grain into a relatively strong taste, the influence of more abundant moisture content; Nori is a moderate price The healthy food of all brands, can meet the needs of the public for cat food products, join the immune formula, can enhance the pet's constitution; good taste/ fruit, is the low-end product, the main source of its protein is carefully selected beef, chicken, and so on, and with seaweed, so The effect of the product is relatively balanced, and for the pet, especially easy to digest and absorb, pets become more lively, ensure the safety of food.

With the development of the pet industry, the traditional farmers' market and relatively low-priced grocery stores are no longer the main source of their sales channels, mainly selling pet stores, pet hospitals, pet beauty shops and so on. Bridge PetCare is guided by the differentiation of customers, constantly adjusting its product strategy, seizing the opportunity to further stabilize its position in the pet market. The implementation of multi-branding strategy, prescription grain and Nordic natural food and low-end products are introduced, enriched the company's product line, met the differentiated strategy needs, but also faced with this how to adjust product line problem, correct positioning its brand, so that different brands in the market that can produce complementary effects. Better to build its brand, develop a suitable brand strategy, to the enterprise brand positioning, enterprise long-term brand marketing strategy, marketing goal has a clearer understanding, can better formulate corresponding marketing strategy.

3.2.2 Bridge PetCare Brand Advantages and Disadvantages

Core Competence of Bridge PetCare Companies

The core competitiveness of the brand is to meet the needs of different consumers, introduce advanced experience abroad, join the traditional Chinese medicine formula, innovate continuously, thus provide high-end pet food for pets around the world, and strictly control its quality and conform to domestic and international pet food of quality standards.

Customer Value

The company's vision is to let the pet of the world be loved by the world. It uses Nordic and Nordic standards for quality and quality control in the research and development of pet food, thus ensuring the mouth and mouth of pet food are fresh and nutritious. The production of pet food in the pet industry dealers, pet-related stores have good reputation and praise. Good word-of-mouth in the industry.

3.2.3 Analysis of SWOT Analysis in Pet Food Industry

External Opportunity

The market potential is larger. Pet food industry dominated the economy of the whole pet industry, China's pet food industry developed late, in 2015 the standard and regulation policies of the pet food industry, the pet food industry enterprise is uneven, as international enterprises continue to enter the domestic market. With the continuous improvement of terminal education in the pet industry, increasing attention to the nutritional balance of pet food, the market share of pet food is getting bigger and bigger.

The overall level of the pet food industry is relatively low, and capital and investors are not focused on it, so capital gains and large-scale capital inflows still take a certain amount of time. A joint venture between the company and foreign-affiliated enterprises led to the establishment of the China Modern Animal

Husbandry Group in 2014 to provide a strong guarantee for the training of the relevant talents in the animal world.

The existence of international trade barriers, the United States pet food performance is more obvious, American pet food is not allowed to enter China, although some products have passed the quality inspection bureau certification, but did not enter China. In 2014, there have been a great deal of demand in Brazil, which has a certain relation with international trade barriers, and the risk and relative uncertainty of imported products will take a certain time to solve, which has won a certain amount of time for the brand development of the domestic pet food.

External Threat

Big domestic rivals are ready to enter the market. In recent years, investors are bullish on the market share of the pet food industry, constantly investing in new enterprises, large enterprises such as the central enterprise in the research of pet food, good host, Naiwei and other domestic dog food brands have investors to inject capital, pet food e-commerce platform, such as Porky, Q Tsai pets also available This entry, these all compare Bridge PetCare has caused a certain threat.

The increase in prices of raw materials for pet food makes the cost of making pet food more expensive. In recent years, domestic food prices have been rising, the prices of imported raw materials, tariffs and so on are rising, the cost of raw materials increases the cost of the pet food industry, and profits are reduced.

Internal Benefits

Compared with Bridge PetCare enterprise and Japan pet food NOSAN joint venture, Bridge PetCare brand in R & D and manufacturing can get more international support, introduce world-class dryer and other manufacturing equipment, strict implementation of pet food from raw material to finished product quality management, in accordance with the SGS standards, meet the requirements of GMP in the United States, implement strict HACCP key points of control, in each process will carry out

self-inspection and sampling inspection, layer of checks, so that every detail of the production of the product is in accordance with the quality requirements; and use the home The advantages of production, Bierjee in the selection of raw materials, are selected at home and abroad of high quality natural raw materials, use their own technological advantages, reduce their production costs, to improve the cost-effective. Drawing on international advanced experience, and constantly strengthening its own R&D skills, introducing several well-known animal nutrition scholars and veterinarians, the establishment of Asia's largest food research and development center makes its technological edge more obvious. In the market competition, the advantage is that the brand's operating experience is relatively abundant, its production of natural food and prescription grain, its quality and reputation has been recognized by the majority of consumers, and with its natural and low-sensitivity brand advantages attract the active participation of pet food operators, and And a complete set of brand promotion system. More than a few years of market input from the Bridge PetCare brand, it has won a good reputation in the market and has established good cooperative relations with other enterprises in the pet food industry.

Internal Disadvantage

The organization structure marketization. Bridge PetCare is a Sino-foreign joint venture, its management mechanism and institutions have certain international ingredients, absorbing some of the advanced experience abroad, has some degree of optimization, the business in a certain degree has improved, but more than Bridge PetCare company still exists collectivization The management of the products can lead to relatively low efficiency of decision-making, and can not respond effectively to the changes in the Chinese market, and the replacement of products is relatively slow.

The industry chain is relatively simple. Bridge PetCare brand is mainly produced by pet food, over-focusing on the pet food industry, in some degree can

focus on resources, technology ahead of competitors, but the simplification of the industry chain makes the company risk tolerance relatively low, the source of income is relatively simple, when the industry is threatened by the market, the whole company will be affected by a great deal of influence and may even run out of business.

3.2.4 Strategic Management Issues of Bridge PetCare Brand

In 2002, a long time from Norway to study abroad, in Northern Europe the idea of the concept of hot health and Norwegian company joint venture established a bi-ray pet company, its main products for pet food. At the beginning of its establishment, only good owners and pet food companies could compete with Rivendi in addition to the company's Aifen Pet Food Company, founded in Beijing, China. As a new entrant to the pet industry, the first question to consider is how to effectively expand market share. After more than a decade of development, the concept of natural health by the company is gradually accepted by the vast majority of Chinese consumers, and the brand loyalty has been created by more consumers and the brand effect is expanding. The production of natural healthy pet food in the pet food market belongs to the high-end pet food, for several years in the national pet food list. The company in the initial stage, the brand building a lack of awareness and understanding, did not take a good brand strategy, then Mars, Royal and other foreign pet brands have brought high barriers to entry, plus the new pet food companies in recent years have entered the market, so Chuang Chuang Lixin Brand is more difficult.

Brand Strategy Positioning

The fast-moving consumer goods industry competition is fiercer, good brand image will increase the core competitiveness of the enterprise, the formation of brand loyalty can bring more consumption to the enterprise, more than Bridge PetCare sub-brand is Bareji club. Because it produces high-end natural food products from the Nordic recipe, its raw material is five, low, and contains natural herbs, and its price is

relatively high, and the pet food of the club is a premium pet food, and the formula is in addition to the low-sensitive ingredients that originally contain, in the system. There are no spray particles on the craft than the Bridge PetCare club brand. The difference between the two brand positioning is not obvious, all the key is the natural healthy brand concept, the product quality is not obvious, so that consumers will doubt that the product of the club is really natural and healthy, and the price of the brand is more than twice the price of the Bridge PetCare brand Consumers will also doubt the high-end of its ingredients. In the absence of an attempt, consumers can't completely identify their differences by packaging, or even choose other brands, adding to the brand's mistrust.

Channels and Promotion Issues

With the rapid development of the Internet, the related laws and regulations of network supervision are not perfect, resulting in relatively poor network environment, the development of e-commerce has led companies to develop their own online shop, their supervision is not sound, resulting in the price of e-commerce platform below the price of the market, the current price The system has produced a certain damage effect, the corresponding brand had already given the customer some value-added services, even some online store to sell fake and fake products, damage the brand image. The promotion model is relatively simple, and it's generally cheaper to offer discounts than Reguji's sales, which makes it harder for dealers to buy goods that are priced at discounted prices, while those that are not on sale are more difficult. Such a company's products are mainly supported by one of the two products, the product is updated iterative slower, product line product is more single.

Lack of Brand Portfolio

The brand portfolio is a combination of the company's own brands to produce a better promotional effect. The company has different levels of products, each has its own brand, but the same type of product models and models are relatively

small, the company has introduced fewer new products, so that the company's products brand can not form an effective combination, no Can form because the effective combination of the brand in the fierce market competition to gain the advantage, in the pet's snacks and health products production, they lack the corresponding products.

Lack of Innovation Posing a Threat to the Vitality of the Brand

With the development of pet food industry, the production technology of pet food is increasing, its formulation is more scientific and nutritious. The Nordic nature's natural health concept has enabled it to occupy a favorable position in the market, but its main formula is continuous innovation, the innovation is limited in the local, there is no innovation on the whole company's products, there is no timely research and innovation products, so that its products The brand's influence has a certain reduction in the consumer's mind.

CHAPTER 4

EMPIRICAL RESEARCH ON BRAND LOYALTY

4.1 Questionnaire Distribution and Recovery

In order to investigate consumer's understanding of Birigui brand and brand loyalty, the paper investigates and analyzes consumer's product quality, price strategy, publicity strategy, product diversity and brand loyalty by means of questionnaire. A total of 350 questionnaires were issued, of which 320 were collected. The 320 questionnaires were analyzed.

4.2 Description Statistics

The demographic characteristics of the respondents were described and analyzed statistically. From the gender perspective, women are relatively high, the proportion is 58.8%, the proportion of males is 41.3%, the 20-year-30-year-old ratio is 46.3%, 31-40 years of age is 45.6%, 20 years of age and 40 are 4.1%; from personal income, 5001-8000 Yuan accounted for a relatively high, the proportion of 43.8%, 8001-15000 of the ratio of 33.4%, 5000 yuan to 18.1% per cent of the ratio of 15000 yuan or more than 4.7%; From the perspective of education, the proportion of college students who keep pets is relatively high, Ratio of 71.6%, undergraduate education below the proportion of 10.3%, doctoral education accounted for 0.6%, can be seen in the population of pets, the higher educated people accounted for a relatively high; from whether the purchase of Birigui pet food to see, the purchase accounted for 79.4%, did not buy the proportion of 20.6% By what means to know the Birigui brand, friends recommend a relatively high, the proportion of 49.7%, the network accounted for 41.9%, advertising accounted for 8.4%, explain the brand effect after the formation of word of mouth in the brand propaganda plays a very important role;

from the frequency of the purchase of pet food, a monthly account of the higher, A ratio of 43.8% to 2 months is 42.8%, January two times accounted for 12.5%, once a week accounted for 0.9%; from the way of purchase, the respondents chose to buy pet food in the shop is significantly higher than the proportion of 71.6%, the purchase of physical stores accounted for 28.4%, It can be seen that the purchase of online shopping has become a trend for consumers to buy goods at present.

descriptive statistics

		Frequency	percent
Your gender:	Male	132	41.3
	Female	188	58.8
	TOTAL	320	100
Age	Under 20 years old	13	4.1
	20-30 years old	148	46.3
	31-40 years old	146	45.6
	Over 40 years old	1	4.1
	TOTAL	320	100.0
personal monthly income	Below 5000 yuan	58	18.1
	5001-8000 yuan	140	43.8
	8001-15000 yuan	107	33.4
	More than 15000 yuan	15	4.7
	TOTAL	320	100.0
degree of education	Under the bachelor's degree	33	10.3
	University Diploma	229	71.6
	Doctor	2	.6
	Master	56	17.5
	TOTAL	320	100.0
Did you buy Bridge pet food	No	66	20.6
	Yes	254	79.4
	TOTAL	320	100.0
How to Know More Than Bridge	Advertisement	27	8.4
	friend recommendation	159	49.7

PetCare Brand	network	134	41.9
	TOTAL	320	100.0
Frequency of buying pet food	Once 2 months	137	42.8
	Once a month	140	43.8
	Twice a month	40	12.5
	Once a week	3.	.9
	TOTAL	320	100
What means to buy pet food	bricks & mortar	91	28.4
	on-line	229	71.6
	TOTAL	320	100.0

4.3 Letter Validity Test

4.3.1 Reliability Test

To test the reliability of the questionnaire, the reliability index of Cronbach ' s alpha is closer to 1, indicating that the higher the reliability of the questionnaire, the more the Cronbach ' s alpha coefficient is than 0.5, the less appropriate the credibility of the questionnaire, the Cronbach ' s The alpha coefficient is greater than 0.7 when the questionnaire has a good credibility, greater than 0.8 when the reliability is good, more than 0.9 for the reliability of a good description of the reliability of the questionnaire, you can see that the reliability index Cronbach ' s alpha is 0.868, more than 0.8 indicates that the questionnaire has a good validity.

reliability statistics

Clonbach coefficient	Number of terms
.868	14

4.3.2 Validity Test

Before the analysis of the questionnaire is analyzed, there is a need to examine whether there is a correlation between the variables to be analyzed. In the light of the results of the correlation test, it is necessary to determine whether the

design questionnaire is suitable for the analysis of the factor, and when the relationship between variables is tested, it is used as KMO The statistics and Bartlett spherical test methods are two methods.

KMO is Kaiser-meyer-olkin, and its value is between 0-1. When the KMO value is larger, the more common factors between variables are expressed, the lower the net relationship coefficient between variables, the more suitable for factor analysis. According to the Kaiser (1974) View, When the KMO value is less than 0.50, the questionnaire problem is not suitable for factor analysis. In contrast, if the KMO index of all the title variables is greater than 0.80, the correlation relation between the items is relatively low, which is suitable for factor analysis, and the KMO index value is greater than 0.90, which indicates that the relationship between the topic variables is excellent and is very suitable for factor analysis.

It can be seen that the validity of the questionnaire is 0.842, greater than 0.8. It has adopted the Bartlett's Test of Sphericity, which means that the questionnaire has a good validity.

KMO and Bartlett test

KMO sampling adaptive quantity.		.842
Bartlett's sphericity test	Last read-out card	2474.085
	mobility	91
	significance	0.000

4.4 Difference Analysis

4.4.1 Gender Diversity Analysis

Based on the analysis of gender in product quality, price strategy, marketing, product abundance and brand loyalty, it can be seen that the sig value of F in product quality, marketing, product abundance and brand loyalty is less than 0.05. The description passed the significance test, gender in product quality, publicity impact, product abundance, brand loyalty has a significant difference. Further from the mean, in the product quality, marketing, product abundance, brand loyalty, the average score of men is higher than that of women, showing that men are better than women in the quality of product quality, marketing, product richness and brand loyalty. Men's brand loyalty is higher, suggesting that it is more willing to buy.

Gender diversity analysis

		N	Average Values	Standard deviation	standard error	F	significance
Product Quality	Male	132	3.92	.632	.055	4.071	.044
	Fmale	188	3.72	1.014	.074		
	TOTAL	320	3.81	.881	.049		
Pricing Incentives	Male	132	3.273	0.540	0.047	.228	.634
	Fmale	188	3.307	0.682	0.050		
	TOTAL	320	3.293	0.627	0.035		
publicity and marketing	Male	132	3.457	0.465	0.040	4.451	.036
	Fmale	188	3.319	0.642	0.047		
	TOTAL	320	3.376	0.579	0.032		
abundance products	Male	132	3.326	0.490	0.043	13.092	.000
	Fmale	188	3.064	0.723	0.053		
	TOTAL	320	3.172	0.649	0.036		
brand loyalty	Male	132	4.136	0.591	0.051	16.133	.000
	Fmale	188	3.782	0.884	0.065		
	TOTAL	320	3.928	0.795	0.044		

4.4.2 Age Difference Analysis

Based on the analysis of the differences between product quality, price strategy, publicity influence, product abundance and brand loyalty, we can see that the sig value of F test in product quality, publicity influence, product abundance and

brand loyalty is less than 0.05. There are significant differences in brand loyalty through the significance test, age in product quality, publicity impact, product abundance and brand loyalty. Further from the mean, in product quality, publicity impact, product abundance, brand loyalty above 40 years, old between 31 and 40 years, old between between 20 and 30 years old between 20 and 30 years of age, the age of the older, in more than Bridge PetCare brand product quality, publicity impact, product abundance The better the feeling of wealth and brand loyalty.

age difference analysis

		N	Average Values	Standard deviation	standard error	F	significance
Product Quality	Under 20 years	13	2.81	1.071	.29	10.626	.000
	20-30 years	148	3.71	.763	.063		
	31-40 years	146	3.93	.904	.075		
	Over 40 years	13	4.50	.764	.212		
	TOTAL	320	3.81	.881	.049		
icing Incentives	Under 20 years	13	3.128	0.482	0.134	2.488	.060
	20-30 years	148	3.223	0.701	0.058		
	31- 40 years	146	3.349	0.560	0.046		
	Over 40 years	13	3.615	0.405	0.112		
	TOTAL	320	3.293	0.627	0.035		
publicity and marketing	Under 20 years	13	2.923	0.596	0.165	4.866	.003
	20-30 years	148	3.367	0.592	0.049		
	31-40 years	146	3.390	0.542	0.045		
	Over 40 years	13	3.769	0.567	0.157		
	TOTAL	320	3.376	0.579	0.032		
abundance of products	Under 20 years	13	2.769	0.599	0.166	2.845	.038
	20- 30 years	148	3.166	0.658	0.054		
	31-40 years	146	3.185	0.646	0.053		
	Over 40 years	13	3.500	0.456	0.127		
	TOTAL	320	3.172	0.649	0.036		
brand loyalty	1	13	2.667	0.544	0.151	24.27	.000
	2	148	3.752	0.908	0.075		
	3	146	4.169	0.480	0.040		
	4	13	4.487	0.702	0.195		
	TOTAL	320	3.928	0.795	0.044		

4.4.3 Income Difference Analysis

The impact of income on product quality, price strategy, publicity, product richness, brand loyalty differences on the analysis, you can see that the age in product quality, price strategy, publicity impact, product richness, brand loyalty to the F test of the sig value is less than 0.05, indicating the adoption of a significant test, income in product quality , price strategy, publicity impact, product richness, brand loyalty has a significant difference. Further from the average value, in the product quality, 5001-8000 yuan >8001-15000>15000 yuan above 5000 yuan, indicating that income in the 5001-8000 of the crowd, the Birigui brand product quality evaluation is better, the quality of their products have a better sense, On the price strategy, 8001-15000>5001-8000 yuan > below 5000 yuan is more than 15000 yuan, indicating that the income in 8001-15000 of this crowd, Birigui brand pricing strategy is relatively satisfactory; in product richness, 5001-8000 yuan More than 15000 yuan >8001-15000 > 5000 yuan below, indicating income in the 5001-8000 yuan of this crowd, Birigui brand product richness and diversity has a high degree of recognition; in brand loyalty above 15000 yuan > 5001-8000 yuan >8001-15000 Under 5000 yuan, the higher income of the crowd, the brand loyalty to the Birigui higher, indicating that the higher income groups in the purchase of pet food than the brand of Cadbury's desire to buy more strongly.

income difference analysis

		N	Average Values	Standard deviation	standard error	F	significance
Product Quality	Below 5,000 yuan	58	2.914	0.801	0.105	32.021	.000
	5001-8000 yuan	140	4.064	0.515	0.044		
	8001-15,000 yuan	107	3.949	1.032	0.100		
	More than 15000 yuan,	15	3.833	0.488	0.126		
	TOTAL	320	3.806	0.881	0.049		

Pricing Incentives	Below 5000 yuan,	58	2.943	0.480	0.063	21.473	.000
	5001-8000 yuan	140	3.400	0.605	0.051		
	8001-15,000 yuan	107	3.455	0.554	0.054		
	More than 15000 yuan	15	2.489	0.733	0.189		
	TOTAL	320	3.293	0.627	0.035		
publicity and marketing	Below 5000 yuan	58	2.948	0.608	0.080	15.248	.000
	5001-8000 yuan	140	3.490	0.472	0.040		
	8001-15000 yuan	107	3.470	0.575	0.056		
	More than 15000 yuan	15	3.289	0.665	0.172		
	TOTAL	320	3.376	0.579	0.032		
abundance of products	Below 5000 yuan	58	2.664	0.638	0.084	18.342	.000
	5001-8000 yuan	140	3.357	0.547	0.046		
	8001-15000 yuan	107	3.192	0.657	0.064		
	More than 15000 yuan	15	3.267	0.530	0.137		
	TOTAL	320	3.172	0.649	0.036		
brand loyalty	Below 5000 yuan	58	2.718	0.582	0.076	116.66	.000
	5001-8000 yuan,	140	4.186	0.562	0.047		
	8001-15000 yuan	107	4.156	0.546	0.053		
	More than 15000 yuan	15	4.578	0.266	0.069		
	TOTAL	320	3.928	0.795	0.044		

4.4.4 If Purchased a Birigui Brand Difference Analysis

Based on the analysis of the differences in product quality, price strategy, publicity and marketing, product abundance and brand loyalty, we can see whether or

not the brand has been purchased over the product quality, price strategy, publicity influence, product abundance and brand loyalty. The sig value of the above F test is less than 0.05. It showed significant differences in product quality, price strategy, marketing, product abundance and brand loyalty through significance test. Looking further from the mean, the average score on brand loyalty is higher than those that have not been purchased than the Bridge PetCare brand in terms of product quality, price strategy, marketing, product abundance and brand loyalty. It shows that consumers who have bought more than Bridge PetCare pet food are more satisfied with the Riji brand, compared with the recognition of the Bridge PetCare brand, but only through publicity and word of mouth to learn more about its product quality, price strategy, marketing, product richness and brand loyalty through publicity and word of mouth satisfaction is relatively low.

Whether or not to buy the difference analysis of the brand of Brie brand

		N	Average Values	Standard deviation	Standard error	F	Significance
Product Quality	Yes	254	4.11	.628	.039	270.700	.000
	No	66	2.64	.721	.089		
	TOTAL	320	3.81	.881	.049		
Pricing Incentives	Yes	254	3.352	0.674	0.042	11.259	.001
	No	66	3.066	0.311	0.038		
	TOTAL	320	3.293	0.627	0.035		
Publicity and Marketing	Yes	254	3.491	0.506	0.032	56.915	.000
	No	66	2.934	0.630	0.078		
	TOTAL	320	3.376	0.579	0.032		
Abundance of Products	Yes	254	3.289	0.603	0.038	45.994	.000
	No	66	2.720	0.627	0.077		
	TOTAL	320	3.172	0.649	0.036		
Brand Loyalty	Yes	254	4.178	0.584	0.037	196.987	.000
	No	66	2.965	0.767	0.094		
	TOTAL	320	3.928	0.795	0.044		

4.4.5 Difference Analysis of Purchase Frequency

On the purchase frequency in product quality, price strategy, publicity and marketing, product richness, brand loyalty differences in the analysis, you can see that the purchase frequency in the marketing, product richness, brand loyalty to the F test sig value is less than 0.05, indicating the adoption of a significant test, the purchase frequency in the publicity impact, There are significant differences in product richness and brand loyalty. Further from the mean value, in the promotion of marketing, product richness, once a week 2 times a month > One months once a 2 months, indicating that the higher the frequency of the crowd, the Birigui brand in the marketing and product richness of the relatively satisfied. In brand loyalty, 2 months, once a month, 2 times a week > One months, pet food purchase frequency is lower than the brand loyalty of the brand is higher.

purchase frequency difference analysis

		N	Average Values	Standard deviation	Standard error	F	Significance
Product Quality	Once a week	3	3.167	1.258	0.726	1.158	.326
	More than twice	40	3.988	0.645	0.102		
	twice a month	140	3.800	0.915	0.077		
	Once a month	137	3.774	0.895	0.076		
	TOTAL	320	3.806	0.881	0.049		
Pricing Incentives	Once a week	3	3.222	0.385	0.222	1.267	.286
	Twice a moth	40	3.383	0.396	0.063		
	Once two moths	140	3.343	0.706	0.060		
	Once a month	137	3.217	0.595	0.051		
	TOTAL	320	3.293	0.627	0.035		
Publicity and Marketing	Once a week	3	3.778	0.694	0.401	3.30	.020
	Twice a month	40	3.542	0.457	0.072		
	Once two months	140	3.276	0.574	0.048		
	Once a month	137	3.421	0.599	0.051		
	TOTAL	320	3.376	0.579	0.032		

Abundance of Products	Once a week	3	3.833	0.577	0.333	9.99	.000
	Twice a month	40	3.488	0.446	0.070		
	Once two months,	140	2.979	0.665	0.056		
	Once a month	137	3.263	0.625	0.053		
	TOTAL	320	3.172	0.649	0.036		
Brand Loyalty	Once a week	3	3.889	0.770	0.444	8.713	.000
	Twice a month	40	4.033	0.445	0.070		
	Once two months	140	4.143	0.694	0.059		
	Once a month	137	3.679	0.902	0.077		
	TOTAL	320	3.928	0.795	0.044		

4.4.6 Purchase Path Difference Analysis

Based on the analysis of the differences between product quality, price strategy, publicity influence, product abundance and brand loyalty, the sig value of the purchased route in product quality, publicity influence, product abundance and brand loyalty is less than 0.05. It shows significant differences in product quality, publicity influence, product abundance and brand loyalty through significance test. From the mean, the average score in the brick-and-mortar stores is higher than the online, indicating that the buyers in brick-and-mortar stores have a better feeling of product quality, publicity, product abundance and brand loyalty. Part of the reason is that brick-and-mortar services are better and offer more professional advice to consumers, and value-added services are much better than online stores. Therefore, more than Bridge PetCare brand should constantly optimize the operation and publicity of its online store.

purchase path difference analysis

		N	Average Values	Standard deviation	Standard error	F	significance
Product Quality	on-line	229	3.70	0.94	0.06	11.414	.001
	bricks	91	4.07	0.63	0.07		
	TOTAL	320	3.81	0.88	0.05		
Pricing Incentives	-line	229	3.29	0.61	0.04	.004	.952
	bricks	91	3.29	0.67	0.07		
	TOTAL	320	3.29	0.63	0.04		
publand marketing	on-line	229	3.29	0.58	0.04	21.038	.000
	bricks	91	3.60	0.52	0.05		
	TOTAL	320	3.38	0.58	0.03		
abundance of products	on-line	229	3.04	0.67	0.04	36.024	.000
	bricks	91	3.50	0.47	0.05		
	TOTAL	320	3.17	0.65	0.04		
brand loyalty	on-line	229	3.81	0.86	0.06	18.011	.000
	bricks	91	4.22	0.51	0.05		
	TOTAL	320	3.93	0.80	0.04		

4.5 Correlation Analysis

Correlation analysis is mainly used to study the relationship between variables, the correlation coefficient represents the correlation degree and the relative direction between the two variables, and in general, the correlation coefficients of the two variables are studied with the Pearson correlation coefficient. The correlation coefficient is generally between 1 and 1, when the correlation coefficient is greater than 0 o'clock, the positive correlation between the two variables is indicated, when the correlation coefficient is less than 0 o'clock, the negative correlation between the two variables is shown. The positive correlation indicates that the change direction of two variables is consistent, and the negative correlation indicates that the change direction of two variables is opposite.

The correlation between brand loyalty and product quality, price strategy, promotion marketing and product abundance is analyzed. It can be seen that the

correlation between brand loyalty and product quality, price strategy, marketing and product abundance is less than 0.05 illustrates, the significant correlation between brand loyalty and product quality, price strategy, marketing and product abundance through significance test, brand loyalty and product quality, price strategy, marketing and product abundance. The correlation coefficient between sex was 0.616,0.357,0.505,0.420. It shows significant positive correlation between brand loyalty and product quality, price strategy, promotion marketing and product abundance. The better the product quality, the more scientific the pricing strategy, the more effective the marketing approach is, the more effective it is to promote the richness and diversity of the product, the loyalty of the consumer against the Bridge PetCare brand will rise, thus increasing the consumer's willingness to buy.

Relevance

		Brand loyalty	Product Quality	Pricing Incentives	Publicity and marketing	Bundance of products
brand loyalty	Pearson correlation	1	.616**	.357*	.505**	.420**
	significance (double tail)		.000	.000	.000	.000
	N	320	320	320	320	320
Product Quality	Pearson correlation	.616*	1	.403*	.677**	.400**
	significance (double tail)	.000		.000	.000	.000
	N	320	320	320	320	320
Pricing Incentives	Pearson correlation	.357	.403**	1	.489**	.407**
	significance (double tail)	.000	.000		.000	.000
	N	320	320	320	320	320

publicity and marketing	Pearson correlation	.505	.677**	.489	1	.673**
	significance (double tail)	.000	.000	.000		.000
	N	320	320	320	320	320
abundance of products	Pearson correlation	.420	.400**	.407*	.673**	1
	significance (double tail)	.000	.000	.000	.000	
	N	320	320	320	320	320

** . Confidence (double test) is 0.01 when the correlation was significant.

4.6 Regression Analysis

The influence factors of brand loyalty were analyzed by using multivariate linear regression method. Multivariate regression analysis is used to analyze the linear relationship between variables and other variables by using independent variables to fit the linear relationship between variables. Predicting the change trend of the dependent variable. Brand loyalty will be influenced by product quality, price strategy, marketing and product diversity factor, so the article selects the method of multivariate linear regression analysis.

The regression analysis of the influencing factors of brand loyalty shows that the fitting index of regression model model is 0.42. The sig value of the F test is less than 0.05. Description of regression model, DW is 1. There is no serious self-correlation relationship between product quality, price strategy, publicity marketing and product abundance.

Model SUMMARY

model	R	R-square	adjusted R-square	miscalculated error	Durbin-Watson (U)
1	.648 ^a	.420	.413	.60939	1.166

Forecast variables: (constant), product abundance, product quality, price strategy, promotion marketing

Factor: brand loyalty

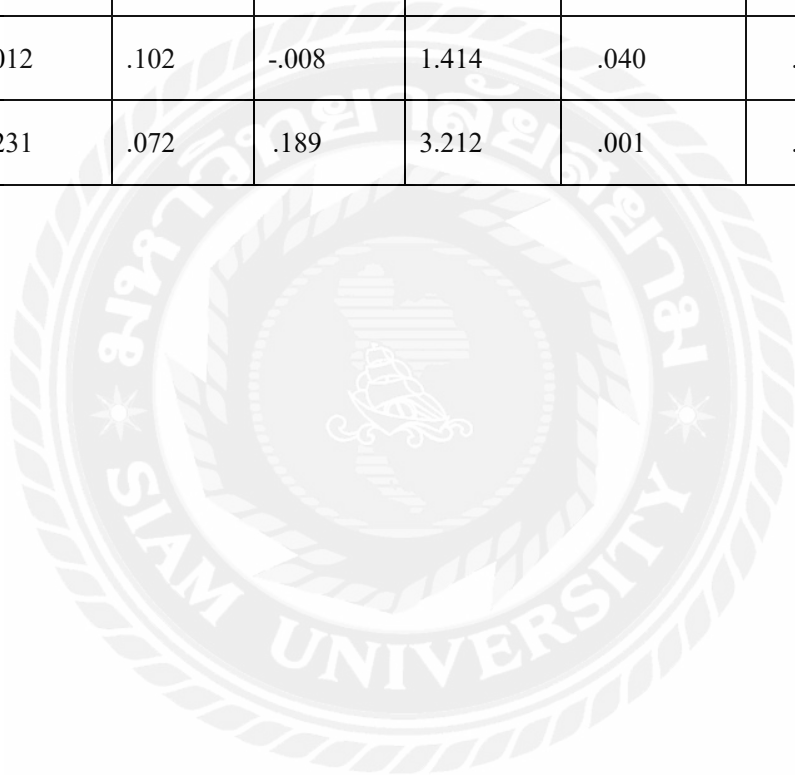
ANOVA^a

model	Sum Of Squares	mobility	Mean square	F	significance
Regression	84.812	4	21.203	57.095	.000 ^b
Residuals	116.979	315	.371		
TOTAL	201.791	319			

In terms of coefficients, the vif value of the collinearity test index is less than 5, it is shown that there is no serious collinearity between variables; from the relevant results of T test of variable, the sig value of T-test of product quality, price strategy and product richness is less than 0.05, which shows that T test, product quality, price strategy, Product richness can have a significant impact on brand loyalty; further from coefficient b, product quality, price strategy, marketing, product richness regression coefficients are 0.465, 0.097, 0.012, 0.231, indicating product quality, price strategy, marketing, Product richness can have a significant positive impact on brand loyalty. It shows that the quality of products has the greatest influence on brand loyalty, followed by product richness, price strategy and marketing to brand loyalty degree. Good product quality, price strategy, the richer the product, the more consumers can increase the loyalty of the brand. Therefore, from the product quality and product richness, to enhance the brand loyalty of consumers.

coefficient a

model	non-normalized coefficient		standard coefficient	t	significance	collinear statistics	
	B	standard error	Beta			ALLOWABLE	VIF
(Constant)	1.1	.225		5.061	.000		
Product Quality	.465	.053	.516	8.723	.000	.527	1.898
Pricing Incentives	.097	.063	.077	1.538	.025	.738	1.355
publicity and marketing	.012	.102	-.008	1.414	.040	.336	2.972
abundance of products	.231	.072	.189	3.212	.001	.532	1.880



CHAPTER 5

RESEARCH AND SUGGESTIONS

5.1 Research Conclusion

By comparing Bridge PetCare development status and the development of the brand, and by comparing the influence factors of Bridge PetCare's brand loyalty through the questionnaire, the following conclusions can be drawn:

By analyzing the current status of the brand, we can find that the product innovation ability of the brand has to be improved, the brand combination is relatively poor, the lack of effective promotion strategy, the product richness and the update iteration is poor. Through the analysis of questionnaires, we can conclude that: from the demographic differences, men in Birigui brand product quality, marketing, product richness, brand loyalty to feel better than women; older people, in the Birigui brand product quality, marketing, product richness, The better the feeling of brand loyalty; income in the 5001-8000 of the crowd, the Birigui brand of product quality evaluation is better, the quality of their products have a better sense of income in the 8001-15000 of this crowd, the Birigui brand set the price strategy is relatively satisfactory, Income in this crowd of 5001-8000 Yuan, the Birigui brand of product richness and diversity has a higher identity, indicating that higher income groups, the brand loyalty to the Birigui brand is higher, indicating that the higher income groups in the purchase of pet food than the brand of Cadbury will be more strong desire to buy The purchase of Birigui brand in product quality, price strategy, marketing, product richness, brand loyalty is worth more than no purchase. It shows that consumers who have purchased Birigui pet food have a higher degree of satisfaction with the Birigui brand, Birigui brand recognition is higher, but only through the publicity and Word-of-mouth introduction of the Birigui brand of its product quality, price strategy, marketing,

product richness and brand loyalty degree of satisfaction is relatively low; the higher the frequency of the crowd, Compare the brand in the marketing and product richness of the relatively satisfied, the comparison of the low frequency of pet food purchase the brand loyalty of the brand is higher than that of the real store, which is worth more than the online, which shows that the buyer of the store has a better feeling in product quality, publicity, product richness and brand loyalty. Part of the reason is because the physical store service is better, can provide consumers with more professional advice, value-added services do a lot better than shop. Therefore, the brand should continue to optimize the operation and promotion of its shop.

There is a significant positive correlation between brand loyalty and product quality, price strategy, marketing and product abundance. The better the product quality, the more scientific the pricing strategy, the more effective the marketing approach is, the more effective it is to promote the richness and diversity of the product, the loyalty of the consumer against the Bridge PetCare brand will rise, thus increasing the consumer's willingness to buy. By using the method of regression analysis, the influence factors of brand loyalty of Bridge PetCare brand are analyzed, the product quality, price strategy and the abundance of product can have a significant positive influence on brand loyalty. That is, good product quality, price strategy, the richer the product, the more you can increase the customer loyalty to the brand.

Consumer's economic pull is an inevitable trend, as the country enters the readjustment of industrial structure to promote industrial transformation new normal. The pet industry is part of the emotional kind of service industry, with the development of economy, people's emotional needs are transferred to pets. This has promoted the development of the pet industry, increasing the development space of pet food industry. By virtue of its brand effect, the company has a broader perspective in the pet food industry, and the brand should take a positive response, make full use of its own domestic and foreign resources advantages, develop new products, create

new brand, provide consumers with High quality products. Production of different kinds of products to meet the needs of different consumers.

5.2 Bridge PetCare Brand Promotion Suggestions

5.2.1 Enhance Core Competitiveness and Improve Product Quality

With the continuous development of economy and information technology, the quality of products has become an important symbol of brand influence. The company should continue to improve the quality of products, making the product quality in the leading position in the pet food industry, increasing the brand loyalty of consumers by constantly improving and improving the quality of products, increasing the consumer's willingness to buy and repurchasing the product continuously, Enhance market share of pet food in the company. Only the product produced by the enterprise has the quality of quality, will form the enterprise's strength, win in the consumer's mind of good word of mouth.

Continuously improve the packaging of the products, enhance the visual effect of the brand, target the brand identity of the brand, design the packaging for its characteristic, meet the consumer psychology, different brand and different color combinations, can meet the needs of different consumers, also can ascend the product Brand loyalty.

5.2.2 Formulating Reasonable Price Strategy

When consumers buy what they need, the first thing is the quality of the product, followed by the price of the product, and the reasonable price can improve the customer's brand loyalty in a certain extent. Some consumers are more loyal to the emotional brand, but their behavior loyalty is low, mainly due to the high price of brand products and the lack of products that they like to buy because of their lack of budget. Therefore, in order to better convert the customer's emotional loyalty into an act of loyalty, it is necessary to set reasonable prices. The pricing of the company's

product brand is guided by the normal profit space, and should be researched and analyzed by its target consumers, so as to set the price range that meets the consumer's psychological expectations. Only the price range set is within the consumer's psychological expectation, can effectively improve the brand's behavior loyalty. If the price of an enterprise is far more than the expectation of consumers, it may cause consumers to think its products are too famous, reduce their desire to buy, and if the price of the enterprise is far below the expectations of consumers, it will make consumers wonder whether the product quality is really as good as publicity.

The promotion strategy should not be aimed at reducing the price, which should be combined with sales promotion activities such as promotion, advertising, draw, gift and so on, so as to provide consumers with the form of return vouchers. This can both attract the customer's second purchase, and can make the customer feel the benefits, can achieve the marketing purpose, its product price has not changed, it is also easy to be accepted by the customer. The company's promotion strategy can't adjust price frequently so that consumers mistakenly believe that the quality of the product is a problem, and it is easy to make the original commodity price inflated and affect product loyalty. Adhere to reasonable price, select a suitable promotion strategy, and expand its market size.

5.2.3 Improve Marketing Strategy and Improve the Effectiveness of Publicity

With the rapid development of economy and the progress of big data technology, the company should investigate its consumers and target consumers in marketing and achieve the goal of precision marketing. Contrast the brand according to its positioning and product quality, develop relevant marketing strategy, marketing strategy formulation process, pertinence, to produce better stimulative effect to the customer, make it have a stronger desire to buy. Precise marketing is mainly to meet the needs of consumers, online shops can understand the target consumer's

characteristics and needs by obtaining consumer browsing marks, shopping preferences, so as to recommend products suitable for their liking, which is better than Bridge PetCare The positioning of different products brand of the company, combined with the needs of consumers, recommended the corresponding product for consumers. It analyzes the target customer characteristics of different product brands according to their existing products, analyzes the target customer characteristics of different product brands, and selects different marketing methods for different customers, and the customers in the physical stores understand the consumer in the process of chatting with customers The behavior preference, the characteristics of the consumer, the customer establishes the file, and maintains regular maintenance, so it can further improve the customer loyalty. In the web, you can make accurate marketing via online Q & A, which is better than Reguji's ability to get more attention by answering questions about pet food in the online marketplace, such as online platforms related to pet food and pet food Tie Bar, Douban, etc., publish its own website information or launch its own products, introduce to the product, or solve other people's questions, this will also get a part of the precise customer.

In its advertising marketing, pay attention to the difference of different product brands, so that consumers can distinguish between different types of products, and can quickly choose their own products. Advertisements and promotion pages should pay attention to the form of advertising, when clearly express the features of the product, should pay attention to the beautification of advertising, to gain the love of consumers. In the production of the web page, to update its content, set the unique characteristics of the web, can not completely use the online store to provide the last class, so that the design of the web page is appropriate to the company's products and brands, in the online store, for consumers questions to actively answer, so that it can make More consumers compare Raji's products with a more intuitive understanding of the consumer's inner doubts and choose the products they need.

5.2.4 Continually Develop New Products and Increase the Diversity of Products

The brand concept of Bridge PetCare brand is natural and healthy, and its cooperation with companies in Norway and Japan can be researched and developed by its advanced technology. The brand effect of different product brands is natural and healthy, which makes the difference between the brand is low and consumption The ability to distinguish between its products is poor. Therefore, the company should adopt a differentiation strategy on different levels of product packaging. The product category is relatively abundant, but the difference in the same grade of products is small enough to meet the diversified needs of consumers. The company should continue to draw lessons from the advanced R & D technology in the world, attract talented people, thus promote the renewal and upgrading of the products, and continuously introduce new products. With more than 80, 90 days after becoming owners of pet owners, the company should follow these 80, 90 a,fter the pursuit of personalized characteristics, constantly introduce unique pet food, thus obtaining higher market share.

5.3 Research Outlook

This paper mainly analyses the status quo of brand loyalty, product quality, price strategy, promotion marketing and product abundance by reading the relevant information of the company and its related products. However, due to the limitations of various aspects, this paper has some limitations on the research. Mainly manifested in the following areas

On the one hand, comparing Bridge PetCare's brand current situation and the advantages and disadvantages of the brand, it should be appropriate to increase the interview research of the relevant personnel of the company, obtain the information of one hand, compare the company with a more intuitive understanding, but due to the

limitations of its own conditions, and not Interviews have been made in Biregi, making the information available is not exhaustive and the analysis of the Riji brand is not comprehensive enough that further research is needed.

On the other hand, in the issuance of the questionnaire, and did not classify the participants of the questionnaire according to the different product brands of Reaghi, thus can not see the different product segments target customers in brand loyalty, product quality, price strategy, marketing, product richness differences It is not clear that the target market's customer segmentation is not clear. Further improvements are needed in future studies.



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