

The Influence of Brand Culture and Effects on Consumer Behavior

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Abstract. With the development of the market economy, and the improvement of people's consumption level, the types of commodities, forms of consumption and brands become more and more. Consumers' consumption concepts have changed, and at the same time, the enterprise's operation, entrepreneurship, marketing strategy has also been optimized with the change. In the red sea market with serious homogenization, consumers use the brand to screen the goods, and brand culture as the core value of the brand, the key image, and the brand effect produced by the brand plays a vital role in influencing the consumer's behavior. In order to specifically study the relationship between the two, and its impact on the specific behavior of consumers, psychology. This paper reviews the existing literature, collects it, integrates its ideas and then uses a questionnaire to enquire about consumers' preferences when choosing similar products. At the same time, research on the acceptance range of brand premium, the reasons for brand loyalty, recognition of the brand culture, love of the underlying factors and so on. The data analysis revealed multiple complexities of brand culture and effects on consumer behavior, but an overall positive influence.

1 Introduction

With the increase in consumption in the society, the concept of consumption in the human society has also changed considerably. Economic global integration has made consumers choose goods with more self-individualized display. It has become a two-way attraction behavior between goods and consumers, and goods that cannot be recognized by consumers gradually fade out of the consumer stage. The study of consumer behavior to obtain what additional gains at the same time is a theoretical discussion that should continue to be insisted on. Enterprises are also increasingly focusing on consumer recognition of the brand, love, loyalty. Brand culture as the core element of brand value, increasingly become the focus of consumers when choosing a brand, excellent and unique brand culture can not only be apt to publicize the brand, but also attract consumers to cultivate brand emotion. At the same time, the brand effect brought by brand culture is also crucial, and the influence of both on consumer behavior is non-trivial. The study of brand culture and effect on consumer behavior, scholar can understand the preference of consumers to choose similar goods, the acceptance

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of the brand premium range, the reasons for brand loyalty, recognition of the brand culture, love of the underlying factors. Reaction with the enterprise, these findings can be combined with the marketing point of view, to better create the brand, produce a greater brand effect, so as to give the enterprise in the market to bring greater profits. In recent years, many economic scholars at home and abroad have studied the relationship between consumer behavior, brand culture and brand effect. Among them, some experts believe that the information of consumer behavior and brand culture presents asymmetry, in order to specify the recognition of brand culture by consumers, and consumption behavior has a large correlation. This paper combines the conclusions of existing literature research, data collection and analysis by means of questionnaire surveys, to explore the brand culture and effects have a positive correlation on consumer behaviour.

2 Review of literature

2.1 Relevant concepts of brand

With the in-depth study of brands, academics have begun to pay attention to the cultural connotation of the brand itself, and have made it an important topic for research. Foreign scholars point out that brand culture represents some form of cultural assets, and define it as “the cultural codes created by the brand in important dimensions”, which influence the understanding and value of the brand in the market [1]. Domestic scholars use the rooting theory to summarize and refine the meaning and dimensions of brand culture, and construct a brand culture pyramid that includes four dimensions: corporate culture, brand reputation, brand attribution and product service [2].

Based on the concept of personality in psychology, foreign scholars were the first to put forward the concept of brand personality, thinking that brands can have the same ideological connotation and spiritual temperament as people do, and defining brand personality as a series of personalized characteristics related to the brand [3]. Some studies have pointed out that brand personality is the refraction and reproduction of consumer personality on the brand, so the brand becomes a way for consumers to express themselves.

2.2 Brand culture and consumer behavior

Domestic scholars propose that brand image is a kind of culture, rich in economic significance of connotation, brand culture is one of the signs of market maturity [4]. With the increase in social consumption, the rapid development of the market economy, consumers change their requirements for simple items, functional goods, not only to meet the demand for use, but also to express themselves, show aesthetics, the pursuit of uniqueness and other psychological needs. Domestic scholars have also proposed that the value of brands is often not only reflected in the functionality of the product, but also depends largely on their ability to carry and disseminate cultural significance [5]. This further illustrates the incomparable value of brand culture in corporate branding.

Domestic scholars will brand culture for the impact of consumer behavior is mainly reflected in the brand culture affects the consumer's motivation to consume, which is specific for the brand culture is a kind of spiritual and cultural symbols, which can satisfy the consumers on the actual use of other spiritual needs, on behalf of the consumers for a product's impression and perception of the added value. As shown in Figure 1, brand culture affects consumer psychology and consumer values [4]. Brand culture through the basic characteristics of the product affects consumer perception, attitude, experience is a direct way for enterprises to display brand culture. At the same time, the enterprise through market

research according to consumer demand for cultural positioning, the use of advertising media will be transmitted to the consumer brand culture, so that it produces cultural perception. If consumers love, recognize, and aspire to this brand culture will generate consumer demand, meet consumer demand and generate a preference for the brand. The basic characteristics of the brand also reflect the brand's cultural form, social and cultural environment. Therefore, consumers' recognition of brand culture also indicates consumers' consumption values, which reflect consumers' consumption concepts.

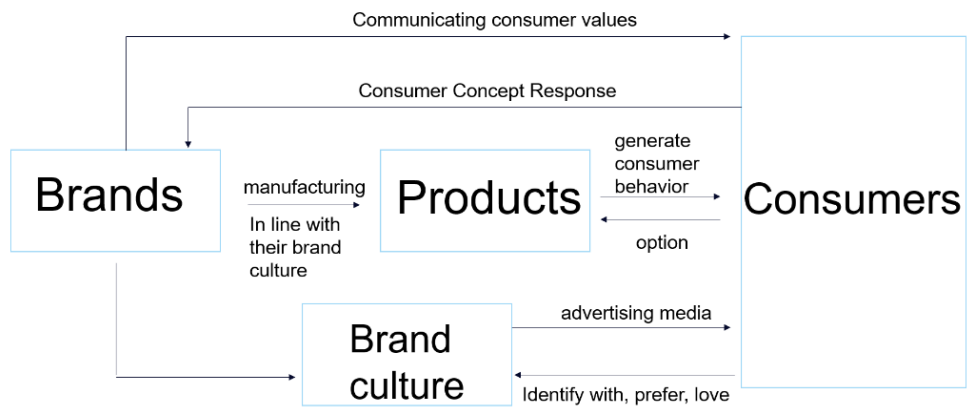


Fig. 1. The process by which brands influence consumers through brand culture

Brand culture advertising and marketing is an external influence on consumer behavior excellent and accurate advertising can quickly implant the brand image and culture deeply into the hearts of consumers, bring emotional resonance for consumers, and even produce brand beliefs, which can be very good to drive consumer behavior.

2.3 Brand effect produced by brand culture

Deeply rooted brand culture can stimulate consumer motivation, giving consumers the same category of product selection standards. Consumers for product selection, to meet the personalized and emotional needs of the brand image culture can stimulate consumers for the brandating the brand's Consumption experience, increase the number of new consumers loyal to its brand, produce a larger consumer groups and brand effect, a virtuous cycle, in the same type of brand to create a circle culture, unique choice and increase brand loyalty, brand recognition. And once the consumer experience will form a large-scale brand experience. Brand recognition and customer loyalty interaction. Brand is an important way to shape the image of the enterprise, but also the customer to buy goods the first identification information. If a brand can be recognized by customers, the brand goods will be able to establish a stable link with customers [6]. As shown in Figure 2, once the customer has a brand identity psychology, the customer's recognition of the brand goods will often prompt them to actively recommend the brand to further strengthen the consumer's knowledge of the brand, a good consumer experience will attract more consumers to understand the brand culture.

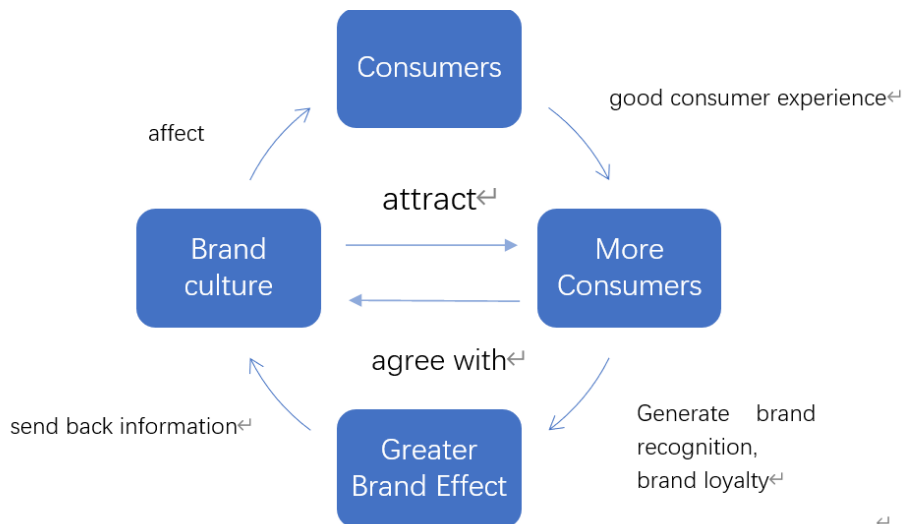


Fig. 2. Positive cycle between brand rand effect

3 Methods

In order to further study the conclusions of the existing literature, to study the influence of brand culture and effect on consumer behavior, and to verify the accuracy and validity of its conclusions in the current era. This paper will explain the consumer preference when choosing similar products, the acceptance range of brand premiums, the reasons for brand loyalty, the recognition of brand culture, the reasons for love and other specific consumer behavior. In order to be more intuitive, objective to understand the general consumer's point of view, psychology, behavior, so that the results have uniformity, breadth, standard. The author used a questionnaire survey method, for 18 ~ 45 years old young adults consumer groups, its groups accounted for a high proportion of the total social groups, is the majority of the brand service positioning consumer groups, the results are more representative. The questions include their age, understanding of brand culture, views, importance; reasons for liking a brand; reasons for consuming for a brand; the degree of brand effect on their influence. The purpose of the design is to prove that brand culture and brand effect have a positive effect on consumers, and at the same time to understand the specific way to the specific impact on consumer behavior. The questionnaires were precisely distributed to the social groups of Shaanxi University of Science and Technology and young adults in Shanghai through the network channel, and the questionnaires were screened to meet the required age, and a total of 338 valid data were collected, including 38 college students of Universities in Xi'an and 300 young adults located in Shanghai, respectively.

As shown in Figure 3, 62% of the college students were aware of brand culture when purchasing goods, compared to 52% of the young adults in Shanghai. A similar situation occurs in the behavior of learning about brand products and consuming them because of brand culture, which accounts for 67% of the college student group and 52% of the young adults in Shanghai. This shows that young people are more willing to learn about brand culture and have the habit of using it frequently based on their familiarity with digital, Internet, and short video media; it is easier for brand culture to be publicized to the youth group.

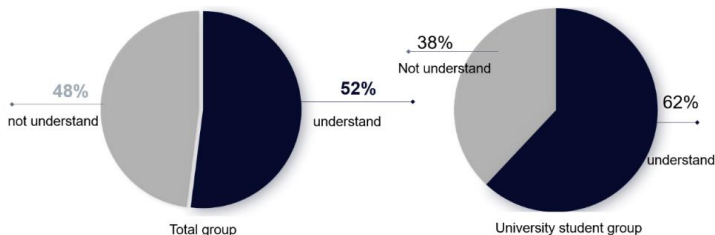


Fig. 3. Proportion of knowledge of brand culture between the two groups

As shown in Figure 4, when the total survey group was asked about the reasons why the preferred brand culture attracts consumption, the two reasons that accounted for the largest share were that the brand culture reveals unique personality and taste (87%) and that it becomes a model for brand culture promotion (79%).

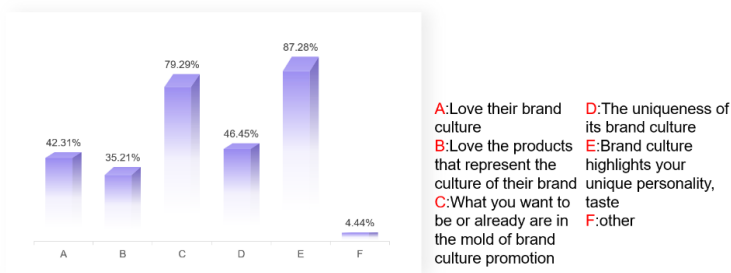


Fig. 4. Percentage of each reason why favorite brand culture attracts consumption

As shown in Figure 5, when there is infinite budget, 40% of consumers are willing to pay a premium of more than 1,000 for goods, with 14% more willing to pay more than 10,000. When the cost of 100 and combined with their consumption level, the average reason for consumers to pay the highest value of 255, reaching 255% of the cost. When the cultural value of the brand and the brand effect it produces is linked to the social, identity value, 55% of consumers are more willing to buy goods for its brand. It is undeniable that a strong, vivid and unique brand culture value and powerful brand effect can bring profits far beyond the cost. So when the brand culture is established, in order to be a business operation, but also need to carefully select the market, carefully expand the scope.

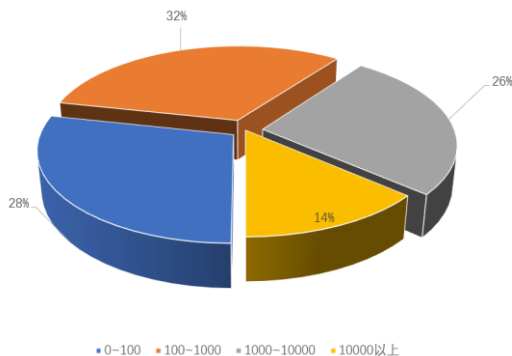


Fig. 5. Merchandise premiums due to brand culture and its effects when budgets are infinite

4 Discussion

More than half of consumers agree that a stronger brand effect means a better product, and the product itself is part of the brand culture propaganda, for the buyer for the goods, for the consumers around the buyer that is a kind of brand propaganda, with the increase in the number of subtle formation of consumer “circle”. Strengthen the brand culture and the brand effect produced by the reliability of the virtuous circle process. Half of the consumers have the experience of competing with others to buy goods, and at the same time affected by hunger marketing. The behavior of scrambling to buy is brought about by the brand effect of a positive oversupply, and the hunger marketing strategy is also a means of creating a strengthened brand effect. Starting from the consumer's psychological aspects of the purchase of goods, such as to enhance the consumer's desire to buy. People have desires, and will change with the changes of the environment, social development and changes, and will satisfy their desires for the behavioral guide to have an impact. Goods for consumers if they can meet the needs of consumers, reflect the due or better effect, then consumers will be very interested in the goods. If the merchants then through the supply, supply time control, increase the difficulty of consumers to obtain the goods, this time to obtain the goods of consumers will produce a sense of satisfaction and superiority, while not obtaining the goods of consumers will produce a sense of hunger, and through the media publicity and the introduction of the user, to increase the amount of their attention [7]. When in the market the cultural value of the brand provides consumers with criteria for comparison between alternatives, consumers prefer to choose goods that fit their personality, achieve a desirable image, and satisfy emotional needs. Some consumers also mentioned founder style, and there is a good case study to illustrate this, Apple Inc. The most obvious monopoly a company can have is a monopoly on its brand, so building a strong brand is a powerful way to form a monopoly. The strongest technology brand today is Apple, with products like the iPhone and MacBook laptops that have attractive looks, top quality materials, sleek minimalist design, a carefully controlled user experience, ubiquitous advertising, the price that a quality product deserves, and the personal charisma of Steve Jobs, all of which have allowed Apple to create a brand of its [8]. Among the keys to the success of founder Steve Jobs were Focus, Simplify, take Responsibility End to End, etc. Focus was ingrained in Jobs's personality and had been honed by his Zen training. He relentlessly filtered out what he considered distractions. Colleagues and family members would at times be exasperated as they tried to get him to deal with issues—a legal problem, a medical diagnosis—they considered important. But he would give a cold stare and refuse to shift his laserlike focus until he was ready. Jobs's Zenlike ability to focus was accompanied by the related instinct to simplify things by zeroing in on their essence and eliminating unnecessary components. “Simplicity is the ultimate sophistication,” declared Apple's first marketing brochure. To see what that means, compare any Apple software with, say, Microsoft Word, which keeps getting uglier and more cluttered with nonintuitive navigational ribbons and intrusive features. It is a reminder of the glory of Apple's quest for simplicity [9]. These very personal ways of dealing with people and business management are the embodiment of Jobs' personal character and style, as well as the reason for consumers' brand loyalty. The reason for this is that consumers are loyal to the brand.

5 Advice

5.1 Emphasize the value and influence of young people in brand culture

Corporate brands can pay more attention to the value and influence of young people in the brand culture. In the young people's group, the brand culture has more ways of spreading, fast speed and wide range. Young people are more willing to understand the brand culture, high-tech, unique new things have a strong interest, so they will tend to pursue branded goods, their pursuit of branded goods can make them improve their ability to improve their perception of brand trust, brand confidence, brand favor the stronger the ability to perceive, the higher the customer loyalty they have. Enterprises can create a brand suitable for youth culture according to their products, and establish a brand culture in line with the image of young people who are bold, daring to innovate, break the rules, free and unrestrained.

5.2 Cross-border cooperation with art to achieve a unique, aesthetic brand culture

Enterprises can cross-border cooperation with art to achieve a unique, aesthetic brand culture. In the red sea market with fierce competition of similar commodities, enterprises want to stand out, they can try to establish a different brand culture, borrowing the 3% theory of the famous designer and artist Virgil Abloh, creativity is the 3% of the change. 3% applies to the practice and field of human history, different media, times, human future. A series of 3% bring the classics into modernity, connecting icons with emerging talent [10]. A unique standard can be achieved by changing 3% of the content based on a universal culture. Brand culture, as the core value of the brand and the intangible assets of the enterprise, actively conveys the brand story and brand vision to consumers, and through cross-border cooperation with art, it can build and lead a consumer culture and trend. Today's consumers are increasingly pursuing equal and personalized consumption, and pursuing equalized and de-hierarchicalized mass consumption. Therefore, when enterprises carry out brand image marketing, visualizing the product image and combining the essence of consumerism with brand image culture will have a positive impact on consumers' consumption behavior.

5.3 Strengthen the brand effect through marketing means, value-added brands

Enterprises should strengthen the brand effect through marketing means at the same time value-added brand. Brand effect of commodity premium is huge, but also has the potential. Consumer behavior in addition to the existence of rational analysis of factors, there are also emotional aspects. Consumer consumption behavior is dynamic, stimulated by the external environment, such as advertising, marketing strategy, other users of the speech, etc., will make the consumer psychological activities to produce changes, which in turn affects the consumer's choice of judgment, consumer desire, consumer behavior. Enterprises can artificially regulate the brand, price, quantity and crowd of commodities through hunger marketing and other means to create a tense market atmosphere and strengthen the brand effect. Marketing in the promotion of consumer consumption behavior, played a catalyst role, and guide consumers to consumption, which invariably for the promotion of brand, value-added brand provides the driving force, the direction of consumer consumption behavior guide pointed out the direction.

6 Conclusion

Brand culture and the brand effect it brings have obvious positive effects on consumer behavior, which is caused by social attributes, consumer psychology, personality, age, enterprise's shaping, marketing and other aspects. The positive effect is not only limited to

the purchase of goods by more consumers, but also the consumers' love for the brand culture, which leads to the enhancement of brand loyalty. At the same time, positive consumer behavior also affects the operation of the enterprise, the enterprise through marketing, brand culture, brand effect way to improve the commodity premium, brand value, bring more benefits, and promote their development, the formation of a virtuous cycle. The main purpose of this paper to study the influence of brand culture and effect on consumer behavior is to observe the specific attitude, behavior and performance of consumers facing brand culture and brand effect and to understand the fundamental factors that cause the impact, and then feedback to the brand itself, to create a better culture, effect to serve consumers; enterprises can also refer to the above suggestions to gain profits in the market competition. There are some objective limitations in this paper, such as the failure to study consumer behavior in terms of consumer psychology, urban area, education level, etc., and the failure to study and analyze the commercial means of brand culture and effect from the marketing point of view. It is hoped that future research can make up for these limitations and make a stronger case for the relevance of these reasons and further analyze brand culture and effects in the context of marketing.

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