

Marketing

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CONSUMER PSYCHOLOGY: THE CORE OF BRAND STRATEGY IMPLEMENTATION

Summary. *This article analyzes how brand strategy wins consumer psychology and the key factors that win consumer psychology. It explains that the core of brand strategy is to win consumer psychology and the significance of brand strategy to consumer habits. The methods adopted in this research are mainly literature research and case analysis. Analysis Every consumer is only willing to choose and accept some brands when buying products. Enterprises can only grasp the target customers' psychological gap through the brand information output by the brand strategy, or tap into the target customers' psychological resources more effectively than competitors, thus occupying the important position of the target customers' psychological resources. This subtle psychological change is that there is only consumer perception and no objective facts. According to the results of the analysis, the brand strategy is mainly based on the attributes of the product and the consumer's psychology has an impact on consumer spending habits. Brand strategy is to use the brand as a logo to distinguish other competing brands,*

form a cognitive image, be recognized by consumers, and reflect a durable and credible value commitment related to the products and services behind the brand. It can be said that brand strategy has created a certain product attribute in consumer perception. And win the consumer's psychology through the key factors that affect the consumer's consumer psychology, so as to promote the consumer's consumption behavior, so that the consumer forms a certain consumption habits, so the brand strategy has an important effect on consumers' consumption habits. This article combines psychology and management related knowledge, analysis Faced with a large number of products, consumers cannot accept all products, so the brand is of great significance to consumers' consumption habits. This article analyzes how brand strategy wins consumers' consumer psychology, and the key factors to win consumer psychology, for companies to implement more accurate, consumer psychology and consumer habits in the context of the era of huge competition today. The strategy provides a certain theoretical basis.

Key words: *consumer psychology, the core, brand strategy implementation.*

Introduction and review of literature. In today's society, the business environment facing enterprises has undergone substantial changes. In the past, there were only a few competitors in an industry, but now each industry is full of countless competitors, and this number is constantly changing. Faced with a large number of products, consumers cannot accept all products, so the brand is of great significance to consumers' consumption habits. Every consumer is only willing to choose and accept some brands when buying products. Enterprises can only grasp the target customers' psychological gap through the brand information output by the brand strategy, or tap into the target customers' psychological resources more effectively than competitors, thus occupying the important position of the target customers' psychological resources. This subtle

psychological change is that there is only consumer perception and no objective facts. Consumers believe that the leader's innovative ability, product quality and business operations are all the most trustworthy. This is the power that truly directs the purchase, not the so-called objective facts. For consumers, there is only one consumption standard, which is to recognize your brand value and identify you as the leader of the same industry and the same product. Such products can enter the consumer's psychological system and be given priority consideration.

Brand and Brand Strategy. The word brand is derived from the ancient Norwegian "Brandr" meaning "burning." People use this method to mark private property such as livestock that needs to be distinguished from others. In medieval Europe, craftsmen used this branding method to mark their own handicrafts so that customers could identify the origin and producer of the product. This led to the creation of the original trademark as a guarantee to consumers and legal protection to producers. In the Song dynasty, where the ancient Chinese commerce was most developed, the "White Rabbit" copper plate of "Liu Jiagong Needle Shop" in Jinan, Shandong in the Northern Song Dynasty was the earliest brand in China. According to calculations, this brand should be born in 1127, the end of the Northern Song Dynasty. It is by far the world's earliest printed advertisement and the world's earliest brand advertisement. In the Oxford Dictionary, brands are interpreted as "used to prove ownership, as a sign of quality or other uses", both to distinguish and prove quality. The American Marketing Association (AMA) defined a brand in 1960 as: a brand is a name, a noun, a mark, a symbol or a design, or a combination thereof, and its purpose is to identify a seller or a group of consumers. Products or services and distinguish them from competitors' products and services [1].

It can be seen that branding is a comprehensive, complex, and abstract concept. From the perspective of corporate management, the meaning of branding is how to leave a mark on consumers. On the surface, a brand is the

name, term, symbol, symbol or design, or combination, used to identify a seller's (or group of) goods or services. But in essence, the brand is a system and a comprehensive reflection of the competitive strength of the enterprise market. As a system, brand mainly includes three systems: product service and function, enterprise and product image, and consumer psychology.

Brand strategy is the overall planning and implementation of brand building and future development carried out by brand institutions under the guidance of brand strategic thinking based on their own conditions and analysis of the current situation and future trends of the external competitive environment. The essence of brand strategy is to shape the core expertise of the company, thereby ensuring its long-term development. Brand strategy is to establish a corporate strategy centered on building a strong brand. The core of raising brand building to the business strategy of a company lies in establishing a distinctive brand identity.

Consumption habits. Consumption habits refer to the psychological performance of consumer subjects in long-term consumption practices that have a stable preference for certain consumption things. It is a more stereotyped consumer behavior pattern that consumers have accumulated in their daily consumption activities. For example, because of certain needs, motivations, emotions, experiences, or psychological preferences, consumers like to use a certain brand of certain products, often and without selection and comparison according to studies in the various consumer activities of consumers.

Consumption habits are a kind of consumption needs that people maintain for a certain type of goods or a brand for a long time. It is a stable consumption behavior of individuals. It is gradually accumulated by people in a long life. People's buying behavior has an important impact.

The reasons for the formation of consumption habits are the attributes of the goods, the service quality of the business place, and the physiological and psychological reasons of the consumers themselves. Consumption habits are

expressed by consumers' preferences for a certain product, consumer preferences for product brands, and consumer preferences for consumer behavior.

The purpose of the article. In today's society, the business environment facing enterprises has undergone substantial changes. In the past, there were only a few competitors in an industry, but now each industry is full of countless competitors, and this number is constantly changing. Faced with a large number of products, consumers cannot accept all products, so the brand is of great significance to consumers' consumption habits. This article analyzes how brand strategy wins consumer psychology and the key factors that win consumer psychology. It explains that the core of brand strategy is to win consumer psychology and the significance of brand strategy to consumer habits.

Results and discussion.

1. The relationship between brand connotation and consumer perception. Marketing master Philip Kotler [2] talks in his book "Marketing Management" (2000, Millennium Edition): Brands essentially represent the inertia of merchants to the characteristics, benefits and services of products sold to consumers. In theory, the meaning of a brand can be divided into six levels.

These six levels are attributes. Brands first make people think of certain attributes. Benefits and brands mean more than a set of attributes. Consumers are not buying attributes of the products, but rather benefits of the products. Attributes need to be transformed into functional or emotional benefits. Durable attributes can be transformed into functional benefits: Expensive attributes can be transformed into emotional benefits; Well-made attributes can be transformed into functional and emotional benefits; value, brand also explains some producer values; culture, brand also may represent a culture; personality, the brand also reflects a certain personality.

The six aspects of the brand are not a parallel relationship. The relationship between them is shown in Fig. 1. It can be seen that the six aspects of brand connotation are actually attributed to three levels.

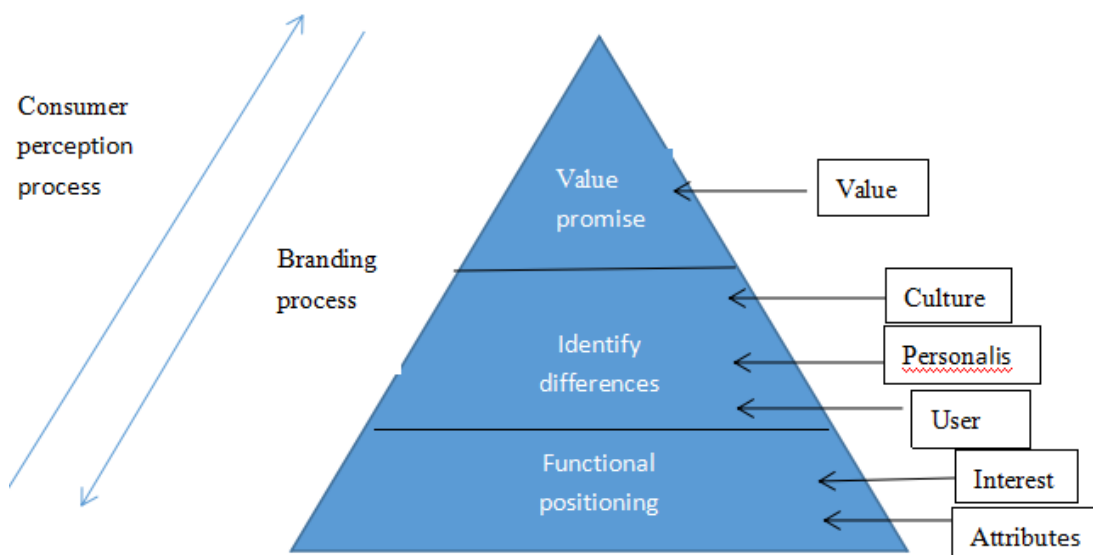


Fig. 1.

From the perspective of consumers' perception of the product, it is often from the brand's benefits and attribute experience to the brand's functional positioning. After that, it is only after realizing that the brand is unique in terms of users, culture, and personality. For example, consumers always appreciate the high performance of Huawei's mobile phones, and then agree with its market positioning, and associate with the brand culture and corporate value behind it, and finally believe its value commitment after long-term accumulation.

From the perspective of corporate branding, it should focus on the value promise it makes, establish brand culture, sort out brand personality, target market, and design brand attributes and provide benefits from these aspects. Lead the brand's core value process with the core value of the brand to ensure the success of brand management.

From the history of brand development, the expansion of brand connotation has gone through three different stages, as shown in Fig. 2.



Fig. 2.

First, the brand serves as a distinctive logo. Its function is to act as a shorthand conformant, representing relevant information about the product. By remembering the brand, consumers can store a lot of product information in their minds. At this point, the brand has become a clue for their product memory search, and its connotation is concentrated in brand attributes and benefits.

Secondly, the brand serves as the recognition image. At this stage, the focus of attention of enterprises and consumers has shifted from the product itself to the brand image and personality. They realized that the brand is not only used as a distinguishing mark, but also has a close connection with the production, manufacturing, and after-sales service of the sea products. At this time, the brand is the representative of the overall image of the product. When the consumer buys the product, the brand can cause consumers to associate with the product's personality and culture. At the same time, some brands have gradually appeared in specific consumer groups.

Finally, the brand as a company's commitment and belief. At this stage, the brand reflects a lasting and credible value commitment related to the products and services of the company itself, and marks the source of the commitment. For example, Lucent's creed "Competitors may catch up with us one day, but the latest technology will always be in our hands." The implicit promise of value is to provide customers with the most technologically advanced products. The company puts forward this value promise and keeps it, thereby gradually forming customer loyalty to the brand.

It can be seen that the three stages of brand development correspond to the

three levels of brand connotation. The meaning of the brand is continuously enriched with the development of the market and economy. Today, the connotation of the brand is more focused on the value experience of consumers. In today's information age, more emphasis is placed on experience and feelings. In addition to the degree to which a brand has demonstrated good strength, people are increasingly inclined to use the degree of participation and attention to evaluate the value of a brand and in its mind.

2. Key factors influencing consumer psychology in brand strategy

Every consumer is only willing to choose and accept some brands when buying. Enterprises can only grasp the target customers' psychological gap through the brand information output by the brand strategy, or tap into the target customers' psychological resources more effectively than competitors, thus occupying the important position of the target customers' psychological resources. This subtle psychological change is that there is only consumer perception and no objective facts. Consumers believe that the leader's innovative ability, product quality and business operations are all the most trustworthy. This is the power that truly directs the purchase, not the so-called objective facts. For consumers, there is only one consumption standard, which is to recognize your brand value and identify you as the leader of the same industry and the same product. Such products can enter the consumer's psychological system and be given priority consideration. Through literature research and case analysis, this article analyzes how brand strategy wins consumer psychology and the key factors that win consumer psychology. It explains that the core of brand strategy is to win consumer psychology and the significance of brand strategy to consumer habits.

Identify competitors. Brand strategy establishes competitors' influence on consumer psychology, analyzes their own profit sources, and specifies effective competition strategies for them, turning profitable space into their own business. The brand strategy clarifies the source of profit by clarifying competitors, then

wins the favor of consumers, wins loyal customers, and develops consumer spending habits.

Break down consumer psychology. The space for competition in the business actually lies in the consumer's psychology of choice. The brand strategy is successful by grasping the psychology of the consumer. Once it enters the mind of the consumer, the enterprise owns the consumer and gains profit. The essence of brand strategy is to transform consumers' perception of advanced competitors into consumers' attention and identification of new brands, so that the latter quickly enters the consumer's psychology and becomes a consumer choice and application choice.

Focus on segmented consumer psychology. Once the company has established the subdivided consumer psychology that it needs to occupy, it needs to keep focusing, because this is the full value of the brand to consumers. By focusing on the subdivided consumer psychology, the brand strategy ensures continued increase in consumer psychological identity and actively promotes the evolution of consumer behavior. Facing the increasingly competitive market environment, companies must continue to promote evolution, consolidate competitive advantages, and maintain their brand's strong position in customer psychology.

The corporate brand shaped by brand strategy is the basic unit of competition. The unit of storage and memory in consumer psychology is the brand. If the brand strategy is focused on one type of brand, it will enjoy an expert advantage in consumer psychology. Conversely, if the brand strategy covers too many areas, it will easily cause customer's psychological confusion. Confused brand perception in consumers' minds, is often considered to be less trustworthy than professional brands, and ultimately abandoned by consumer psychology, causing damage to brand value.

Conclusions. In summary, the brand strategy is mainly based on the attributes of the product and the consumer's psychology has an impact on

consumer spending habits. Brand strategy is to use the brand as a logo to distinguish other competing brands, form a cognitive image, be recognized by consumers, and reflect a durable and credible value commitment related to the products and services behind the brand. It can be said that brand strategy has created a certain product attribute in consumer perception. And win the consumer's psychology through the key factors that affect the consumer's consumer psychology, so as to promote the consumer's consumption behavior, so that the consumer forms a certain consumption habits, so the brand strategy has an important effect on consumers' consumption habits.

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