

Research on the Influence of Brand Marketing on Brand Relationship Quality Based on Marketing Strategy Model

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Abstract. The concept of brand relationship is put forward under the development background of relationship marketing and brand equity theory. With the development of relationship marketing theory, the marketing strategy model, which originated in the field of psychology, was introduced into the marketing field as a means to construct the characteristics and formation process of interpersonal relationship, and attracted the attention of marketing scholars. The introduction of marketing strategy model can better understand and analyze the psychological process of the relationship between consumers and brands. Marketing is everywhere, and every new social media has attracted the attention of brand marketing since its birth. The simulation of marketing strategy can provide a useful tool for cultivating and training marketing managers of enterprises, and at the same time, it can help students who study marketing to deepen their understanding of relevant concepts, strategies and methods. Starting from the concept of marketing strategy, this paper analyzes the importance of brand strategy in enterprise marketing in the new era, verifies the correctness and feasibility of relevant theories and Countermeasures of brand strategy in enterprise marketing, and analyzes the impact of brand marketing on the quality of brand relationship.

Keywords: Brand relationship, Marketing, Strategy.

1. Introduction

With the increasing popularity of relationship marketing and brand marketing, the establishment of a good relationship between brand and customers has gradually been widely concerned and valued by enterprises [1]. With the development of market economy and the change of consumers' psychological needs, brand strategy has become the core element of enterprise's rapid development and progress because of its unique advantages [2]. With the deepening of brand relationship research, more and more research results show that it is very important to establish strong brand relationship, which is of great significance to form customer loyalty and price insensitivity [3]. The reason why brand relationship has attracted so much attention is not only that enterprises keep old customers far better than constantly seeking new customers, but also that potential customers can be transformed into actual customers through the word-of-mouth recommendation of old customers, and new potential customers can be cultivated at the same time, thus establishing a good brand relationship to enable enterprises to gain sustainable competitive advantage [4]. In today's highly developed commodity economy, product brand is a bargaining chip for manufacturers and merchants to enter the market, because from the beginning of brand design, it is necessary to lay a good foundation for planning marketing [5]. With the increasingly fierce market competition, if enterprises want to occupy a place, they must embark on the road of value, individuation and vividness of brand strategy. Then, what aspects should enterprises start from to really achieve the best effect of marketing [6].

Production and consumption at the same time is a major feature of service different from tangible products. In many cases, this requires customers to participate in the service process in varying degrees. Therefore, it is the characteristic of service consumption that customers cooperate with employees and other customers to produce the final service products [7]. Brand relationship is considered as an important source of brand equity. Therefore, it is more and more important to establish a good relationship between consumers and brands. The marketing strategy of an enterprise includes selecting the right target market, determining a reasonable product line, setting an appropriate price, and determining the scale of advertising and personnel sales force [8]. Consumers' loyalty to the brand and insensitivity to price can reduce the operation cost of enterprises and increase

the economic benefits of enterprises. However, in terms of the increasingly fierce competition pattern, it has become very difficult to obtain consumers' lasting brand loyalty [9]. Consumer psychology believes that customer psychological factors are composed of will activity factors, cognitive activity factors and emotional activity factors, while cognitive activity factors and emotional activity factors are called customer psychological perception activity factors [10]. In modern market economy, commodity brand plays an increasingly important role in marketing. Starting from the concept of marketing strategy, this paper analyzes the importance of brand strategy in enterprise marketing in the new era, verifies the correctness and feasibility of relevant theories and Countermeasures of brand strategy in enterprise marketing, and analyzes the impact of brand marketing on the quality of brand relationship.

2. The role of brand strategy in enterprise marketing

2.1 Improve the core competitiveness of the enterprise market

Consumers can obtain a large amount of commodity information from branding, and get a lot of alternative comparative data from different brands, which is helpful for consumers to buy brands. Excellent brand strategy can effectively embody the culture and core values of enterprises, thus grasping the consumer psychology and consumer demand of customers, and enhancing the social image and social status of enterprises in the process of cultivating customer brand loyalty. To strive for brand-name products, enterprises should not only ensure the quality advantages of their core products, but also ensure the quality advantages of their formal products and additional products, and should not lay particular stress on the other side. To make a brand occupy the market, besides the intrinsic quality of the brand, publicity is essential. Today, with the arrival of knowledge economy, any brand of the means of production must have higher scientific and technological content, higher applicable value and even have advanced leading level. Such a brand can have a bright future and occupy the market. Brand positioning reflects the personality characteristics of a brand, and the reason why a brand becomes a famous brand is that its personality affects consumers. Once the brand occupies a place in the market, new products can quickly enter the market with the help of the market influence and reputation of the old products, so that the sales of new products can grow rapidly. From the point of view of product life cycle, it can greatly shorten or even save the investment period of products and directly enter the growth period, thus providing powerful conditions for enterprises to occupy the market, expand sales and obtain economic benefits.

To a certain extent, excellent brands are the benchmark of industry development. Brands have the core culture and enterprise emotion of enterprises. This unique advantage can quickly grasp the psychological needs of consumers and make them rank first in the choice when purchasing products. The theoretical model of customer behavior intention is shown in Figure 1.

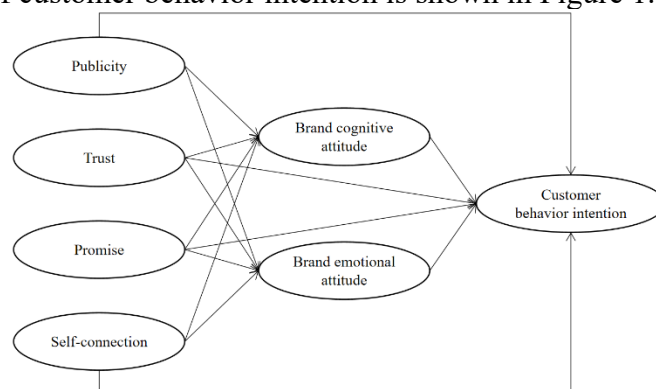


Figure 1 Theoretical model of customer behavior intention

In the consumption environment, the customer's comfort is the most important characteristic that determines the customer's attitude and behavior. It is the emotional experience that customers show

positive and satisfaction within a certain range after being stimulated by senses. Figure 2 shows the consumer buying behavior pattern.

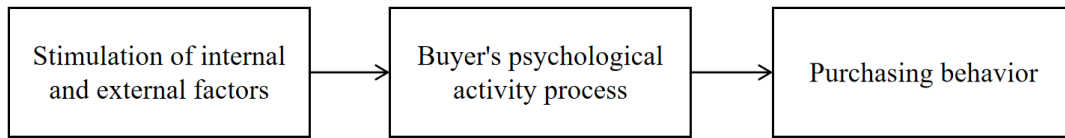


Figure 2 Consumer buying behavior pattern

Enterprises should consider consumers' behavior in the process of formulating and implementing marketing strategies, and regard it as the core of marketing strategies. Table 1 shows the correspondence between marketing elements and consumers.

Table 1 Correspondence between marketing elements and consumers

Marketing requirements	Consumer issues
Product	Usage of product varieties Consumer demand that products can meet
Promotion	How to promote consumers' desire to buy How is the advertisement delivered
Price	How does price promote consumption behavior Price adjustment has an impact
Channel	What are the purchasing channels The Influence of Channels on Consumers' Purchase Behavior

The main purpose of adopting brand strategy is to build famous brands, which requires enterprises to pay attention to the improvement of product quality and improve product after-sales service. Because different consumers have different consumption habits and consumption characteristics, this requires that the brand must first make a good positioning when planning, and make clear which industry, which field and which consumer groups the brand will be used in the future. The benefits brought by brand are long-term. Once the brand image is established, the core competitiveness of the enterprise can be effectively promoted, and the repeated purchase and word-of-mouth effect will be formed, thus gradually becoming the industry leader. Through the market practice test, people are more and more fond of famous brand products. Circulation enterprises carry out famous brand strategy in marketing, which caters to users' psychology, can better expand sales and achieve better economic benefits.

2.2 Play a positive guide to the development of the industry market

No matter which industry, its market follows certain rules in the process of development, which must be unstable in the initial stage, and the quality of various products is uneven, flooding the market. The success of a brand is not the product of subjective imagination, but the result of its internal quality. Brand is just a symbol, synonymous with a product. However, if a brand is to be recognized by consumers or users, it must go through the continuous efforts of production enterprises. Only after repeated use by consumers can this brand be launched and its popularity be continuously expanded, and people will think of this brand when they buy this kind of goods. Brand strategy makes the channels, prices and after-sales of consumers' products more stable and transparent, thus making the market more standardized and promoting the transformation of the market from perceptual consumption to rational consumption.

The basic valuation method of company value can be obtained by discounting the free cash flow and weighted average cost of capital. Typical evaluation table is as follows:

$$Q(u_{ij}) = \sum_{i=1}^n \text{Max}\{g_{ij}(T)\} \tag{1}$$

The discounted cash flow valuation method assumes that the value of an entity is equal to the sum of the present value of all estimated future cash flows:

$$y_{f-n_m} = \sum_{i=1, i \neq n}^N \sum_{l=1}^M \sqrt{p_{li}} h_{i,n_m}^T W_{i,i_l} S_{i_l} \tag{2}$$

Free cash flow is usually cash flow after tax, so the cost of capital should be the weighted average cost of capital after tax. When calculating the weighted cost of capital, the market value should be used to reflect the weighting:

$$P_{f-n_m} = \sum_{i=1, i \neq n}^N \sum_{l=1}^M p_{li} \|h_{i,n_m}^T W_{i,i_l}\|_2^2 \tag{3}$$

After deeply analyzing the financial parameters of five sample companies, several important characteristic parameters are processed. Given the fund valuation, the basic learning form of the fund valuation model can be obtained. Make appropriate corrections to obtain the final financial analysis shown in Table 1.

Table 1 Learning samples of conditional parameters of enterprise financial analysis

Serial number	Financial situation	Liabilities	Profit	Loan
1	0.716	0.614	0.583	0.544
2	0.744	0.875	0.635	0.588
3	0.621	0.737	0.654	0.471
4	0.676	0.734	0.523	0.647
5	0.794	0.825	0.583	0.685

Data preprocessing is based on data mining to eliminate the influence of other source data dimensions. The collected raw data should be standardized, and the standardization formula is:

$$AE_i = ES_i / S_i = \sum_j (1 - \sum_q p_{iq} m_{jq}) / \sum_j \tag{5}$$

Need to meet:

$$ES_i = \sum_j (1 - \sum_q p_{iq} m_{jq}), q \neq i, j \tag{6}$$

When enterprises carry out marketing activities in the international market environment, they will face an unpredictable cultural environment, and social culture, customs and habits will have different influences on consumers' purchasing desires and behaviors. In more cases, the psychological process of customers in the consumption environment is the result of the comprehensive effects of feeling, perception, memory, emotion and thinking. Brand has become an important means of profit and the most lasting and reliable asset of an enterprise. The connotation of corporate culture increases the added value of products, thus truly embodying brand effect and brand value. In the process of applying brand strategy, enterprises should always regard brand building as the foundation of enterprise survival and the driving force of enterprise development, and devote themselves to building industry leading brands. Emotion is a subjective psychological feeling produced by people whether objective things meet their own needs. In psychology, experience and emotion are inseparable. Psychological activities produced by short-term sensory and perceptual experiences are usually called emotions in psychology, while psychological feelings produced by long-term perceptual stimulation are called emotions. When consumers buy products, it is difficult for them to make judgments and purchase according to a certain standard, and at this time, the brand becomes the primary basis for their reference. Brand can reduce consumers' perceived risk when purchasing products, and strengthen their determination and confidence in purchasing, thus making the brand take root in consumers' minds.

3. The influence of brand strategy on the quality of brand relationship

3.1 The transformation of brand strategy

The innovation of brand strategy needs to start from many aspects, such as product, market, brand, etc., and make timely adjustments according to the requirements of the development of the times and the needs of consumers, so as to ensure that the brand always occupies the position of the industry and has strong vitality. The higher the consumers' attachment to the brand, the higher their trust in the brand, whether it is the quality of the product or other market or non-market behaviors of the brand or the enterprise where the brand is located. What's more, when consumers establish a strong cognitive emotional connection with the brand, they will trust the brand emotionally. Even if there may be some brand mistakes, consumers will continue to support and trust the brand. The innovation of brand strategy in enterprise marketing should not only compete with other competitors in the industry, but also constantly break through self, surpass self, enhance core competitiveness and enhance the status of the industry. A higher level of trust in a brand will directly lead to customers' repeated purchases of the brand and recommending to others in the future. Technological innovation in product marketing is very important, involving many aspects such as quality, packaging, performance and variety. Each marketing department can get a budget index of marketing expenses, and allocate this budget to product research and development expenses, advertising expenses of each product, salesman expenses and market research expenses. Technological innovation can lay a solid foundation for brand marketing and guarantee the long-term sustainable development of enterprises. As an important means of marketing, brand scientific and technological innovation leads other enterprises in the industry by creating inventions and technologies, and applies gap-finding strategies, tracking strategies and offensive strategies to achieve the purpose of marketing.

3.2 Application of brand strategy

Marketing innovation is first and foremost the innovation of ways, and talking about brands without marketing means is tantamount to talking on paper. From the component dimension of brand relationship quality, high satisfaction and trust level of brand will directly lead to customers' repeated purchase of the brand and recommendation to others in the future. There are two ways of brand strategy: unified strategy and targeted strategy. The same brand strategy means that many products produced by an enterprise are highly unified in the core concept of the enterprise, and find common ground among consumers' consumption demands. If the consumer is satisfied with the brand relationship experience, he will be happy to establish a closer relationship with the brand, thus forming loyalty to the brand, which is manifested by repeated purchases of the brand. Recommend to others or be insensitive to price, and be willing to buy at a premium. Because consumers are much more sensitive to product brand than to price, consumers tend to have preference for brand-name products. In this way, when consumers have a stronger preference for a certain brand's goods and a stronger degree of product differentiation, the obstacles set for new competitors to enter are greater, and the possibility of other brands entering is smaller, thus it is easy to form a monopoly and enable enterprises to obtain excessive monopoly profits.

4. Conclusions

In the process of enterprise marketing, brand occupies a pivotal strategic position, which not only realizes the materialization of enterprise core culture, but also lays a solid foundation for enterprises to increase market share. With the continuous development of marketing, brand marketing has become one of the essential marketing means for enterprises, and brand has become the symbol of comprehensive strength of enterprises. How to establish and maintain a benign and lasting interactive relationship between brands and customers, and the influence mechanism of this brand relationship on customers' mental patterns and behavioral intentions have been widely concerned by the business community and related marketing scholars. In interpersonal communication theory, the formation of

relationship is based on the interaction between both parties, so the formation and quality of brand relationship are inseparable from the interaction between customers and enterprises. With the establishment and perfection of brand, the growth speed and space of enterprises have been improved accordingly. However, under the current market economy, the buyer's market position determines that the marketing of enterprises must embark on the brand strategy, and enables enterprises to make great progress and progress fundamentally. In the process of brand marketing, only by fully considering the above aspects can the enterprise brand be deeply rooted in the hearts of the people and truly become the core of enterprise competition.

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