

Analysis on the influence of enterprise brand image on consumers' purchase intention

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ABSTRACT

Abstract: In today's competitive market, the focus of competition among enterprises has shifted from pure product competition to deeper image competition. As one of the key factors for consumers to make purchasing decisions for products or services, the importance of brand image is self-evident. Therefore, building and maintaining a superior brand image has become an essential condition for the success of enterprises. This article focuses on the perspective of brand image shaping, comprehensively using questionnaire survey methods to analyze the internal relationship between multiple dimensions such as products, services, marketing, and consumer purchase intention. Selecting typical product quality, product design, advertising and marketing factors to reveal how brand image affects consumers' purchase choices. Through data analysis, this article aims to clarify that when consumers perceive a good brand image, their purchase intention will be significantly stimulated. This article hopes to provide useful references and inspiration for enterprises in brand image shaping and brand building, helping enterprises stand out in the fierce market competition.

Keywords : brand image enterprise competition consumer purchase intention

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To explore how the brand image of enterprises will affect consumers' purchase intention, we can conduct the analysis as shown in the figure below. Firstly, through analyzing the brand image, we found that the brand image of an enterprise is mainly composed of three dimensions: enterprise dimension, product dimension and human latitude, and each dimension is further divided into different small aspects, all of which are related to consumers' purchase intention^[4]. The analysis of the relationship cannot be one-sided, so we also need to have a certain understanding of consumers and analyze their purchase intention under the consumer background. Therefore, the background is also composed of factors such as age, gender, and regional culture^[6].

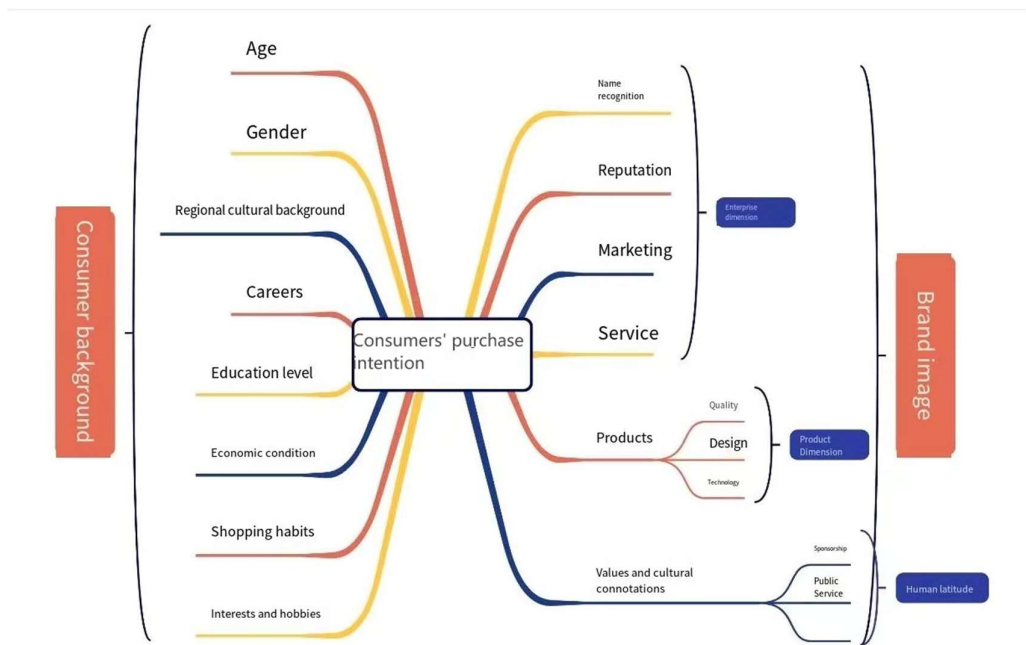


Figure 1: Questionnaire survey mind map

1. Analysis of questionnaire survey

Based on the aforementioned relationships, we can conduct a questionnaire survey on brand image to collect statistics on how the purchase intention of different groups is influenced by brand image, thus deriving the impact of brand image on consumers' purchase intention.

A total of 206 people responded to this questionnaire survey. From the perspective of the audience, 71.36% are young people aged 18-35, 12.14% are minors, and 16.5% are adults over 35 years old. The overall gender ratio is approximately 3:7. Geographically, about 1/10 of the respondents live in coastal economic zones, 2/10 in the northwest region, and the rest are evenly distributed in the northeast, central, and southwest regions. In terms of social identity, over 65% of the respondents are students, while the majority of the others are technicians, teachers, and personnel in the commercial and service industries. From the level of education, over 90% of the respondents have a bachelor's degree or above. From the income level perspective, 30% of the respondents earn less than 2,000 yuan per month, 60% earn 2,000-8,000 yuan per month, and 10% earn more than 8,000 yuan per month. In terms of shopping preferences, 3/4 of all respondents prefer online shopping to offline shopping, while the remaining 1/4 prefer offline shopping. Regarding sports preferences, most respondents enjoy regular sports such as hiking, long-distance running, cycling, and swimming. Nearly 1/5 of the respondents also enjoy niche sports such as surfing, skiing, and fencing.

For questions related to brand image, we used a matrix scale to collect data, covering detailed issues such as brand awareness, reputation, advertising and marketing, customer service, product quality, product design, sponsorship decisions, and social responsibility (public welfare, environmental protection concepts). The results are as follows.

Average score on this matrix: 3.74 [View data](#)

Title\ Options	1	2	3	4	5	Average score
High visibility	15(7.28%)	13(6.31%)	46(22.33%)	72(34.95%)	60(29.13%)	3.72
High reputation	9(4.37%)	8(3.88%)	36(17.48%)	66(32.04%)	87(42.23%)	4.04
Advertising and marketing to impress you	23(11.17%)	39(18.93%)	58(28.16%)	38(18.45%)	48(23.3%)	3.24
High quality of service	10(4.85%)	7(3.4%)	40(19.42%)	62(30.1%)	87(42.23%)	4.01
High quality products	8(3.88%)	1(0.49%)	9(4.37%)	37(17.96%)	151(73.3%)	4.56
Unique product design	11(5.34%)	6(2.91%)	37(17.96%)	53(25.73%)	99(48.06%)	4.08
The product uses scientific and technological elements	13(6.31%)	26(12.62%)	65(31.55%)	47(22.82%)	55(26.7%)	3.51
Sponsored activities you like.	32(15.53%)	27(13.11%)	50(24.27%)	53(25.73%)	44(21.36%)	3.24
Enthusiastic about public welfare activities	19(9.22%)	22(10.68%)	61(29.61%)	56(27.18%)	48(23.3%)	3.45
Products use the concept of environmental protection	19(9.22%)	21(10.19%)	53(25.73%)	54(26.21%)	59(28.64%)	3.55
subtotal	159(7.72%)	170(8.25%)	455(22.09%)	538(26.12%)	738(35.83%)	3.74

Figure 2: Questionnaire survey data presentation

The matrix scale scores of each element shown in the following figure are all higher than 3, with over 30% of the respondents giving 5 scores (indicating strong agreement) to the elements such as brand awareness, brand reputation, brand customer service quality, and unique brand product design. As for the element of high brand product quality, the proportion of respondents giving 5 scores even reached 73.3%, and the proportion of those giving 5 scores to the remaining elements was also higher than 20%. On the contrary, in more than 80% of the items in the scale, the proportion of respondents giving 1/2 scores was lower than 20%. This proves that each brand image element is an important factor affecting the purchase intention of the respondents.



Figure 3: Questionnaire survey bar chart

To more intuitively observe the impact of brand image on consumers' purchase intention, we have constructed the following radar chart. As can be seen in the radar chart, the brand image of high product quality has the strongest positive impact on consumers' purchase intention, and the unique product design is second only to it. In our general understanding, advertising and marketing seem to have a greater impact on consumers' purchase intention, but compared with other factors, its impact is relatively small. Therefore, we will explore these three factors to investigate the differences in their impact on consumers' purchase intention.

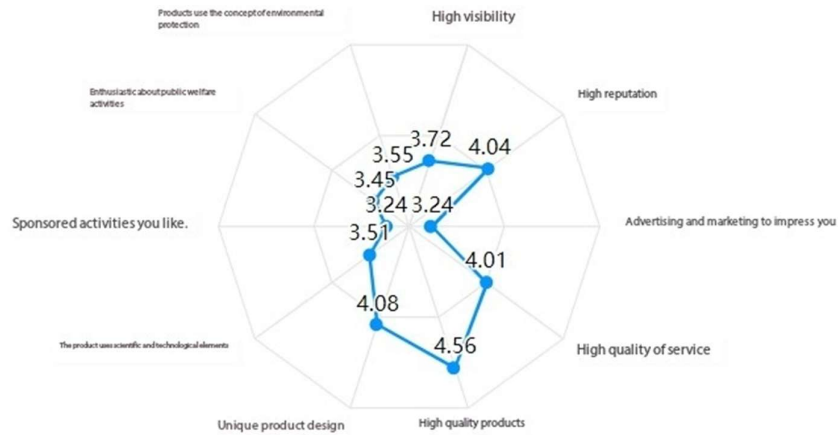


Figure 4: Questionnaire survey radar map

2. The impact of product quality

In modern business competition, consumers' purchasing decisions are often influenced by various factors, which can be divided into two main categories. The first category is driven by external information, namely the product itself, as consumers tend to buy products they trust and believe can meet their needs ^[1]. For instance, when a consumer sees a newly launched smartphone, he or she may make a purchase decision based on the brand recognition, product features, and comparisons with similar products in the market. The second category of decision-making is driven by the overall image and brand philosophy of the enterprise. This type of decision involves consumers' perception of non-product features such as corporate culture, values, and social responsibility.

The relationship between enterprises and consumers is like a silent dialogue, with the product being the most crucial medium in this dialogue. The quality of a product directly reflects the technical level and professional ability of the enterprise that manufactures it, thus becoming an important carrier for conveying the corporate image ^[3]. High-quality products can not only enhance consumers' preference for the brand but

also invisibly increase their recognition of the corporate image. When consumers experience the superior quality of a product, they naturally have higher expectations for the enterprise's other products, creating a virtuous cycle that further strengthens their positive perception of the corporate image.

Conversely, if the product quality is substandard or flawed, consumers may feel disappointed or even angry after using it. This negative experience can severely damage consumers' trust in the corporate image, thereby reducing their willingness to choose the brand again or purchase other products from the enterprise. This phenomenon is not uncommon in the market, where small brands may lose a large number of customers due to one or two product issues, while well-known brands still maintain a high market share and good reputation even if they occasionally encounter quality issues.

Therefore, it is crucial for enterprises to understand and master how to enhance their brand image through product quality. By ensuring that every product meets or exceeds consumers' expectations, enterprises can effectively establish a positive brand image, attracting and retaining target consumer groups. At the same time, this also means that enterprises need to continuously invest in research and development to produce stable and reliable products, laying a solid foundation for shaping and maintaining a long-term market position.

3.The impact of unique product design

For an enterprise, the impact of unique product design on consumers' purchase intention is crucial. Unique design not only visually attracts consumers' attention, but also resonates with them emotionally. When consumers encounter a product with unique design, they are often attracted by its beautiful and exquisite appearance, which then transforms into a purchasing impulse, making them more likely to choose this product. In addition, unique design also reflects the high quality of the product and the innovative spirit of the enterprise. Consumers often believe that a product with unique design must have strict quality control and unique production processes. This

perception not only enhances consumers' trust in product quality, but also increases their loyalty to the brand. More importantly, unique design satisfies consumers' pursuit of personalization and differentiation. In the increasingly rich product options, consumers are paying more attention to the uniqueness of the product, hoping to express their personality and taste through the products they purchase. Therefore, a product with unique design can often quickly capture consumers' hearts and stimulate their purchasing desire.

At the same time, unique design is also a powerful weapon for brand differentiation and market promotion^[5]. In a fiercely competitive market, a unique design can make a brand stand out from many competitors and form a unique brand image. This brand image can not only enhance consumers' memory of the brand, but also improve its popularity and reputation, thereby further promoting sales.

From the perspective of products, different types of products have varying degrees of impact on consumers' purchase intention. For example, clothing is one of the areas that best reflect the differentiated design of products. Enterprises should focus on exploring the connection between clothing styles, colors, and consumers' psychological needs in the design of clothing, fully reflecting the uniqueness and differentiation of product design. Also, the brand is the most intuitive, essential, and tangible manifestation of an enterprise's image. For consumers, the brand image is a summary and generalization of the overall image and style of the enterprise. Therefore, shaping the brand image in consumers' minds is a complex and lengthy process. Enterprises should continuously optimize the brand image shaping system, provide strong support for product sales.

4.The impact of advertising and marketing

Within the theoretical framework, we often assume that advertising and marketing can significantly enhance consumers' purchase intentions. However, when we delve into the practical marketing activities, it is not difficult to find that the positive impact

of advertising and marketing strategies on customers' purchase intentions is gradually diminishing, and sometimes even triggers negative reactions among consumers.

This does not mean that advertising and other marketing activities have lost their value, but rather that the influence of these activities on consumers is far more complex than we imagine. In fact, the impact of advertising and other marketing activities on consumers is not caused by a single factor, but a combination of multiple factors such as consumer psychology, market environment, and competitors' strategies.

In today's era of information explosion, consumers are faced with a vast amount of information and choices every day. Their brains have become accustomed to quickly filtering and screening information, and their immunity to advertising and other marketing techniques is gradually increasing. Therefore, even if a company invests a significant amount of money and resources in advertising, it is difficult to guarantee a direct boost in consumers' purchase desire^[2].

Instead, consumers' purchase intentions are significantly enhanced only when a company's products or services align closely with the impression the consumer has of the company. This suggests that the brand value of a product or service plays a crucial role in consumers' minds. When consumers believe that a brand represents high quality, reliability, and trustworthiness, they are more inclined to pay for the products or services offered by that brand.

Above all, although advertising and other marketing activities play a role in enhancing consumers' purchase intentions, it is not due to a single factor. Companies need to comprehensively consider factors such as products, markets, and services, and enhance consumers' purchase intentions by enhancing brand value.

5. Conclusion

In conclusion, we have examined the significant impact of enterprise brand image on consumers' purchase intentions. Through comprehensive questionnaire surveys and data analysis, it has been established that various dimensions of brand image—including product quality, product design, and marketing strategies—play crucial roles in shaping consumer behavior and purchase decisions.

The findings indicate that high-quality products and unique designs significantly enhance consumers' perception of a brand, thereby boosting their intention to purchase. While advertising and marketing efforts are essential, their effectiveness largely depends on how well they align with the overall brand image and consumer expectations.

For enterprises aiming to succeed in today's competitive market, it is imperative to focus on building and maintaining a positive brand image. This involves ensuring product excellence, fostering innovation in design, and executing marketing strategies that resonate with consumers. By doing so, enterprises can not only attract and retain customers but also establish a strong and enduring market presence.

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