

Research on Brand Communication and Promotion Countermeasures of YZ Supermarket

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Abstract. Due to the rapid development of economy and society, the living standard of residents has been continuously improved, and people's pursuit of life has been continuously improved. More and more brands are available for consumers to choose, and the competition among major brands is becoming more and more fierce. Making good use of brand communication and realizing the optimization and upgrading of brand communication effect has become more and more important in the brand development of retail industry. Taking YZ supermarket as the research object, this paper uses the methods of questionnaire, interview and literature research to study the problems existing in brand communication, and puts forward the corresponding improvement countermeasures. It is hoped that this study can help the supermarket brand communication and provide reference for the communication of other brands.

Keywords: Supermarket; Brand Communication; Market Competitiveness.

1. Introduction

With the continuous improvement of China's residents' income level, people are more pursuing quality of life and paying attention to brand awareness. Personalization and quality have become the wind vane of contemporary consumption. The development of the Internet has broadened the brand communication path. The existing retail brands are not enough to meet the needs of consumers. The popularity of the brand itself is becoming more and more important. The competition among several major retail brands is becoming more and more fierce. They all want to increase their brand market share, so as to increase the economic benefits of enterprises and expand the market share.

Brand communication refers to various direct and indirect ways for enterprises to inform consumers of brand information, persuade them to buy brands and maintain brand memory. The effect of brand communication determines the market share of enterprises and whether they are known by consumers, and then affects the stability and sustainable development of enterprises. Through the rational use of brand communication, enterprises can better understand consumers' own needs and cultivate and enhance consumers' loyalty; So that all sectors of society can accept and recognize the enterprise brand, promote the development of the brand and make it form a more personalized brand culture. In recent years, the brand awareness of YZ supermarket has not been high. It is very important to find an appropriate brand communication strategy and improve the brand communication effect of YZ supermarket. Therefore, in the Internet environment, it is very necessary to improve the effect of brand communication, pay attention to brand construction and communication, constantly attract and impress target consumers, and further realize the maximization of enterprise brand value.

2. Problems and Cause Analysis of YZ Supermarket Brand Communication

2.1 Low Brand Awareness

Brand awareness is an important standard to measure consumers' awareness and understanding of brand value and brand connotation. Due to the limited geographical location of the supermarket, the brand radiation range can not be compared with Wal Mart and other large chain supermarkets. Therefore, for this small chain supermarket, the public's brand awareness is very low. For YZ supermarket itself, the radiation range of its brand degree only stays in villages and towns and nearby

residential areas. Due to the poor geographical location, the radiation scope of the supermarket itself is small. YZ operators naturally think that its brand communication is unnecessary, and its brand communication awareness will become low, resulting in low brand awareness. Low brand awareness will in turn affect the scope of brand radiation, and finally form a vicious circle.

2.2 The Form of Advertising is not Infectious

The main publicity forms of YZ supermarket include leaflet publicity and relevant advertising in buses and other places. Because the leaflet page mostly adopts red A5 paper page for publicity, the form of publicity can not arouse consumers' interest. The form of advertising does not pay attention to the needs of youth groups, and consumers will not stop because of such advertising. Many consumers even take over the leaflet and throw it away. The publicity content of YZ supermarket is too monotonous, not only there is no poster design, picture examples, etc., but also the content is relatively empty, which makes people have no interest in understanding. Because the supermarket did not combine the current consumer favorite content for publicity, the publicity content was not innovative and could not catch the attention of consumers.

2.3 Low Online Communication and Publicity

Only a small number of people in this survey said that they knew the supermarket from the official account of We-chat public and micro-blog, and most of the respondents said they were informed by friends that this indicates that the spread of the online brand is not enough. Thus, brand publicity is blocked, which is difficult to achieve a wide range of brand communication effect. Because the online promotion mode of YZ supermarket is the circle of friends, the official account of We-chat, the number of people who have We-chat official account and the number of friends who have We-chat friends are not enough. The content and mode of online communication do not meet the needs of the crowd, resulting in low online communication strength and poor communication effect.

3. Research on Improvement Countermeasures of YZ Supermarket Brand Communication

3.1 Expand the Scale of Supermarkets

The scale and radiation range of supermarkets are very important for brand communication, and they are also important factors affecting customers' choice. The larger the supermarket, the wider the range of choices for consumers. There are strong competitors near YZ supermarket, so the primary breakthrough is to expand the scale of the supermarket and expand the scope of promotion, so as to overcome the defects of location selection. A large part of the reason for the low brand awareness of YZ supermarket is the small scope of brand publicity and radiation. The most direct way is to expand the scope of promotion, increase the intensity of promotion within a reasonable range, improve the quality of promotion while increasing the scope of promotion, raise the popularity and expand the scope of brand influence while giving preferential treatment to consumers.

3.2 Enrich Advertising Forms

Publicity is not equal to single advertising, but publicity without advertising is not good publicity. The most important thing is to see how to put advertisements and what kind of advertisements to put. At present, the advertisements put in YZ supermarket mainly focus on the publicity of the leaflets with empty publicity content. The form of advertising is too single and boring. Therefore, we can use multimedia as much as possible to put advertisements on buses and carry out animated and active publicity on the screens of advertising positions in the city. Put the poster with the image of ambassador or representative of local consumers in the supermarket. As much as possible, combine the popular forms of we media and webcast with goods to enrich the forms of advertising and improve the brand awareness of the supermarket. Advertising strives to bring a bright effect to customers. For

example, when the webcast brings goods, the promotion methods of special price and lottery are used to attract consumers' attention, so as to achieve the effect of brand awareness.

3.3 Increase Online Communication Channels

At present, the transmission channels of YZ supermarket are mainly online and offline. Online communication is low and online publicity traffic is low. Increasing the online brand communication is mainly through the attention of the most tiktok, the flow of the flare and other short video platform. Combined with the current situation of the lack of supermarket promotion, further increase online communication, and use and maintain the existing online communication channels. Although supermarkets currently have their own small-scale online stores, their sales volume and popularity are low, and the current brand communication effect is not optimistic. At present, the first measure is to increase the traffic for YZ supermarket and enhance the exposure and popularity of the supermarket by combining with we media operation. Combine online and offline brand communication, so as to change the disadvantages of narrow scope of supermarket brand promotion.

4. Conclusion

With the continuous improvement of people's quality of life, it not only brings opportunities to the development of the retail industry, but also intensifies the competitive pressure of the same industry. Therefore, whether the brand can spread through effective ways has become particularly important in the development of chain supermarkets. The fluency of brand communication directly determines whether the supermarket can expand its scale. It is hoped that this research will provide help for the sustainable development of YZ supermarket and further improve its brand awareness and economic benefits.

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