

Research on Brand Promotion from the Perspective of Consumer Identity

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Abstract

Nowadays, consumer brand identity influences brand esteem. This report focuses on the lazy economy and "home" economy background, to explore the different ages of consumers on the fast food brand experience and praise. Taking the fast food brand of CP Group as an example, a research model was built with sensory experience, emotional experience and behavioral experience as independent variables, brand identity as intermediary variables and brand esteem as dependent variables. Explore the young generation's preference for instant food products and the changing trends of the instant food market in the lazy economy and pandemic-driven environment. Based on rigorous theoretical analysis and normative empirical investigation, this paper mainly adopts questionnaire survey, literature analysis, social network analysis, big data and other methods. With the help of SPSS and AMOS quantitative analysis tools, this paper carries out empirical test and puts forward corresponding suggestions.

Keywords

Lazy Economy; Fast Food; Branded 3R Foods.

1. The Introduction

In the context of the "stay-at-home" economy and the lazy economy, people's eating habits are beginning to change. With the quickening pace of life, people often choose fast food for their meals. The fast food era has quietly arrived, and it is estimated that the domestic market size will exceed 200 billion yuan in 2022. This paper is committed to helping Charoen Pokphand Fast Food develop its own brand from the perspective of 3R food, and establish the influence on brand praise from the differentiation of sensory experience, behavioral experience and emotional experience of products. That is, on the basis of promoting new business forms to occupy the market, it can establish differentiated commodity competitiveness to the fast food system of CP Group, so as to improve revenue, gross profit and other aspects.

2. Literature Review

As for the research on brand experience, foreign scholars Brakus and Schmitt et al. (2009) pointed out that brand experience is the contact of things related to the brand, which can trigger the perception and cognition of consumers, and then affect the behavioral response. Domestic scholars Wan Guangsheng and Chao Gangling believed in their research in 2014 that brand experience is the external reaction behavior and internal psychological perception produced by consumers after they are stimulated, that is, it can be initiated by the brand interaction between consumers and enterprises.

Jin Liyin (2006) believes that consumer identification is a psychological tendency of consumers towards brands, which can be divided into two aspects: internal feeling and external expression. Consumers pay more attention to the social characteristics of a certain brand when

considering whether the brand can meet the self-worth needs of consumers. Bagozzi & Dholakia (2006) also pointed out that in the study of community identity brand recognition in the community identity and brand on the buying behavior of consumers has a significant intermediary role, a strong brand identity can influence consumers' buying behavior. In addition, consumers' brand identity is also a prerequisite to deepen their trust in the brand. This positive psychological perception will encourage consumers to recognize and love a brand more, and then have a strong purchase tendency and behavior for the brand.

As for the research on brand praise, foreign scholar Collins et al. pointed out in his 2008 study that brand praise is a transformative experience that can affect the consumption of a few users based on the theory of service-oriented logic.

Meanwhile, foreign scholars Stokburg-Sauer et al. (2012) and Riorini et al. (2016) also proved through empirical studies that there is a positive relationship between brand identity and brand esteem. The closer the emotional relationship with the brand, consumers based on high level of brand identity are more willing to recommend their favorite brand and its products to others, or more willing to defend their favorite brand when it is criticized.

This article will study brand esteem as a whole, so in order to measure more than one item to the brand promoting, borrows Becerra (2013), Matzler scholars such as brand promoting scale, and according to the needs of this study to modify and improve, to a certain brand of measurement scale design.

Therefore, the following hypotheses are proposed in this study:

- H1: Sensory experience has a significant positive correlation with brand praise.
- H2: Emotional experience has a significant positive correlation with brand esteem.
- H3: Behavioral experience has a significant positive correlation with brand esteem.
- H4: Sensory experience has a significant positive correlation with brand identity.
- H5: Emotional experience has a significant positive correlation with brand identity.
- H6: Behavioral experience has a significant positive correlation with brand identity.
- H7: Consumer brand identity has a significant positive correlation with brand esteem.
- H8: Consumer brand identity plays a mediating role in sensory experience and brand praise.
- H9: Consumer brand identity plays a mediating role in emotional experience and brand esteem.
- H10: Consumer brand identity plays a mediating role in behavioral experience and brand praise.

3. Research Model

In cognitive theory and social exchange theory and the theory on the basis of identity, based on the above assumptions, this paper will brand experience and subdivision of the three dimensions as independent variables, the consumer brand recognition as a intervening variable, build the brand experience and brand to promote the concept of model, This model is used to explore the mechanism of action among the three variables of brand experience, consumer brand identity and brand esteem.

4. The Data Analysis

The study is in the form of a questionnaire, a total of 1560 questionnaires, eventually collected 1324 questionnaires, 872 valid questionnaires, using SPSS26.0, AMOS to questionnaire carries on the empirical analysis of specific data collection. Males and females accounted for 54.1% and 45.9% respectively in this study. In terms of age distribution, most of them are between 19 and 29 years old, accounting for 45.6% in total, showing a younger trend on the whole. In terms of the distribution of education level, the proportion of college students and undergraduate students is relatively high, accounting for 28.5% and 34.9% respectively. In terms of

professional distribution, the influence in the form of questionnaire distributed, mostly students and staffers, accounted for 19.4% and 24.1% respectively; In terms of the distribution of cities, the main proportion is in new first-tier cities, first-tier cities and second-tier cities, accounting for 25.7%, 18.5% and 24.9% respectively. Fourth - and fifth-tier cities have smaller users.

4.1. Reliability Analysis

It can be used to test the reliability of the questionnaire data. This study to sensory experience, emotional experience and practice experience, brand identity, brand promoting the five variables, for validation, the reliability test for the whole questionnaire. Among them, the whole questionnaire Alpha value is 0.945, sensory experience of Alpha value is 0.773, emotional experience of Alpha value is 0.779, behavior experience Alpha value is 0.8, brand recognition of Alpha value is 0.781, Brand promoting the Alpha value is 0.785, above all, according to the ming-lung wu (2010) study of statistical decision, the determination of reliability coefficient for the ideal of above 0.7 value, so the questionnaire of this research variables has better reliability and stability, which has the intrinsic consistency between the ideal and can make the following analysis.

The cumulative explanatory variables of independent variables reached 56.554%, and there was 1 feature root greater than or equal to 1, indicating that the questionnaire had construction validity.

4.2. Validity Analysis

In this study, KMO and Bartlett tests were carried out on five independent variables: sensory experience, emotional experience, behavioral experience, brand identity and brand esteem respectively, so as to test whether the results are suitable for factor analysis.

According to the analysis, KMO value reached 0.994, infinitely close to 1, very appropriate further do factor analysis, second, the degrees of freedom for 105, P value is 0.000, less than 0.001 significant level between variables statistically significant. In terms of validity, factor model fitting degree for: $\chi^2 = df = 80.000$ 130.063, TLI = 0.991, CFI = 0.993, RMSEA = 0.027, NFI = 0.983, NNFI = 0.991 achieves an acceptable level.

4.3. Correlation Analysis

According to the analysis, sensory and emotional experience was a positive correlation ($r = 0.748$, $P < 0.01$); The experience was a positive correlation between sensory experience and behavior ($r = 0.758$, $P < 0.01$); Sensory experience and consumer brand identity was positively correlation ($r = 0.757$, $P < 0.01$).

The experience was a positive correlation between emotional experience and behavior ($r = 0.766$, $P < 0.01$); Emotional experience consumer brand recognition was positively correlation ($r = 0.761$, $P < 0.01$); Investigation of emotional experience and brand promoting positively correlated ($r = 0.753$, $P < 0.01$).

Behavior positive correlation between consumer brand recognition and experience relationship ($r = 0.789$, $P < 0.01$); Behavioral experience and brand to promote positively correlated relationship ($r = 0.766$, $P < 0.01$); The consumer brand recognition and brand to promote positively correlated relationship ($r = 0.778$, $P < 0.01$).

4.4. Hierarchical Regression

Brand promoting is significant, the influence of dependent and independent variables for through F test, the model 2 F statistic significant value, description model of general regression effect is good, found that the regression coefficient of the sensory experience was (0.646, $P < 0.001$) sensory experience significantly influence customer brand promoting, therefore, assumes that H1 was established; Through F test, the model of 3 F statistic significant,

description model of general regression effect is good, and the regression coefficient of the emotional experience (0.639, $P < 0.001$), the emotional experience can significantly influence the brand promoting, therefore, assumes that the H2 was established; Through F test, the model of 4 F statistic significant, description model of general regression effect is good, and the regression coefficient of the behavior experience (0.657, $P < 0.001$), the experience can significantly influence the brand promoting, therefore, established hypothesis H3.

Through the F test, the F statistic value of model 2 reached a significant level, indicating that the overall regression effect of the model is good. It is found that the regression coefficient of sensory experience is (0.666, $P < 0.001$), sensory experience can significantly affect customer brand identity. Therefore, hypothesis H4 is valid. Through the F test, the F statistical value of model 3 reaches a significant level, indicating that the overall regression effect of the model is good. The regression coefficient of emotional experience is (0.668, $P < 0.001$), and emotional experience can significantly affect brand identity. Therefore, hypothesis H5 is valid. Through the F test, the F statistical value of model 4 reaches a significant level, indicating that the overall regression effect of the model is good. The regression coefficient of behavioral experience is (0.707, $P < 0.001$), and behavioral experience can significantly affect the intention of brand identity. Therefore, hypothesis H6 is valid.

Table 1. Analysis of Process mediation variables

	Bootstrapping			
	Bias-Corrected 95% CI			
	Effect	LLCI	ULCI	Two-tailed Significance
Total Effect				
Sensory Experience→ Brand Esteem Survey	0.7464	0.7035	0.7892	0.001***
Emotional Experience→ Brand Esteem Survey	0.7425	0.6993	0.7857	0.001***
Behavior Experience→ Brand Esteem Survey	0.7330	0.6920	0.7739	0.001***
Indirect Effect				
Sensory Experience→ Brand Esteem Survey	0.3577	0.3034	0.4115	0.001***
Emotional Experience→ Brand Esteem Survey	0.3654	0.3144	0.4173	0.001***
Behavior Experience→ Brand Esteem Survey	0.3470	0.2961	0.3996	0.001***
Direct Effect				
Sensory Experience→ Brand Esteem Survey	0.3887	0.3309	0.4464	0.001***
Emotional Experience→ Brand Esteem Survey	0.3771	0.3185	0.4356	0.001***
Behavior Experience→ Brand Esteem Survey	0.3840	0.3260	0.4460	0.001***

As shown in Table 1, the total and indirect effects of sensory experience, emotional experience and behavioral experience on customer brand praise survey do not contain 0 in the percentage

confidence interval of Bias CI bias, indicating that there is a significant mediating effect of consumer brand identity. The direct effects of sensory experience, emotional experience and behavioral experience on the survey of brand praise were significantly Corrected and 0 was excluded from the BiasCI deviation confidence interval (Bias-Corrected 95%CI :0.7035, 0.7892, $P = 0.001^{***}$; CI: 0.6993, 0.7857, $p = 0.001^{***}$; CI: 0.6920, 0.7739, $p = 0.001^{***}$; Bias - Corrected95%, CI: 0.3034, 0.4115, $p = 0.001^{***}$; CI: 0.3144, 0.4137, $p = 0.001^{***}$. $P = 0.001^{***}$; CI: 0.2961, 0.3996, $p = 0.001^{***}$. Bias - Corrected 95% CI: o. 3309, 0.4464, $p = 0.001^{***}$; CI: 0.3185, 0.4356, $P = 0.001^{***}$; CI:0.3260, 0.4460, $P = 0.001^{***}$), indicating that brand identity has a partial mediating effect on sensory experience, emotional experience, behavioral experience and brand esteem .Therefore, it is assumed that model H8, H9 and H10 tests are valid.

5. Conclusions and Recommendations

5.1. Build Characteristic Brand Recognition System and Improve Brand Awareness

Correct brand positioning. The correct brand positioning should first determine which users its products will attract, and then develop different products and services for different target customers, with different designs and different pricing. After identifying their target customers, they should develop their own characteristic products to attract customers.

Create a distinctive brand recognition system. To build a distinctive brand recognition system is an effective measure to expand the brand awareness of catering enterprises. After creating a distinctive brand recognition system, customers are easy to leave a deep impression, and word-of-mouth marketing is carried out, which expands brand awareness and increases the business income of enterprises.

5.2. Optimize the Outer Packaging Design to Enhance the Attractiveness of Products

Targeted packaging design in different markets, for example, in the Chinese market can strengthen the innovative application of art graphics in packaging, especially China's folk art patterns, which contain different beautiful connotations, people can use these folk art patterns to express their yearning for and pursuit of a better life. Strengthening the application of similar artistic graphics can better show the cultural connotation and good meaning of product packaging design, better arouse the interest of consumers, and improve the sales of products.

5.3. Strengthen Advertising and Marketing of Emotional Elements to Enhance Emotional Experience

In the advertising marketing of CP Group in Thailand, short plays with different plots are used to enhance viewers' memory of the advertisement. In the Chinese market, traditional culture and local characteristics can be integrated into the advertising marketing to enhance customers' sense of affinity for the brand. At the same time, it carries out cross-border communication and online and offline multi-channel media integration communication, good at using cross-border elements, dare to break the traditional marketing thinking mode, and actively cooperate with other brands in the industry to launch cross-border series of products to attract customers' attention.

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