

# Research on the Path to Realize Brand Value from the Perspective of Consumers

Siyuan Chen

*One Direction Academy, Toronto, Canada, M3C 1V9*

**Abstract.** Brand is an inescapable topic in daily life, big to real estate, school, small to fast food, home appliances... Many well-known brands are constantly exporting their own cultural values and brand culture in various ways of communication, in order to build a worldwide vision and integration, it can be said that the cultural communication of the brand has an important value and role in the long-term development of the enterprise, but also its "invisible link" to bind consumers. This paper discusses the cultural significance of brand in the modern market, the path to realize its value, the relationship between brand and consumers, analyzes the formation and development of brand culture, reveals how brands establish emotional connection with consumers through cultural elements, and the formation mechanism of brand identity and brand loyalty. Combined with practical cases, this paper studies the realization path of brand value, shows how successful brands realize their value through marketing and product innovation, and introduces the concept of "invisible link" to explore how brands influence consumer behavior and bind consumers through subtle ways. Since the beginning of the 21st century, more and more domestic enterprises have begun to pay attention to brand culture and value realization, which also faces challenges and opportunities.

**Keywords:** Brand Cultural Communication; Consumer Brand Loyalty; Brand Identity Formation; Brand Value Realization;

## 1. Introduction

### 1.1 Research Background

In modern society, brand is not only synonymous with products or services, but also a symbol of culture and values. The

cultural significance and value realization of brand have become the key factors for enterprises to stand out in the market competition. Through its unique cultural connotation and values, the brand can establish a deep emotional connection with consumers, forming an "invisible bond", thereby enhancing the brand's market competitiveness and consumer loyalty.

With the rapid development of globalization and informatization, consumer needs and preferences have become more diverse and personalized. Brands no longer rely solely on the function and quality of products to attract consumers, but through the transmission of cultural significance and values, to establish emotional resonance and cultural identity with consumers. This transformation makes the cultural significance and value realization of the brand become an important part of the corporate strategy.

### 1.2 Literature Review

The concept and definition of culture are very complicated, and Lin Shengliang positioned culture as the leading level of values: "The sum of material and spiritual civilization created by human beings is composed of four dimensions: material culture, system culture, concept culture and behavior culture; The core of culture is conceptual culture (that is, value concept, referred to as values) [1]. According to Wu Shaohong, values have three dimensions: social values, personal values and cultural values [2]. Cultural values affect consumers' consumption behaviors and concepts, and determine the formulation of corporate brand culture communication strategies.

As early as the 1960s, the American Marketing Association (AMA) proposed the definition of brand, pointing out that brand is a name, proper noun, mark or symbol, or a combination of them, which mainly highlights its identification function [3]. Most scholars

have extended this definition from different fields and perspectives. Some scholars believe that brand is a consumer's overall cognition of a product. Aaker (1998) proposed that brand should not only be content at the product level, such as quality, attributes, users, etc., but also be considered at the organizational level, symbol level and personality level, such as organizational association, self-expression, brand personality, symbol, customer relationship, etc. [4].

### **1.3 Research Significance**

By exploring the cultural significance and value realization of brands, this paper can enrich the theory of brand management and marketing, deepen the understanding of the relationship between brands and consumers, provide valuable references for enterprises in brand construction and market competition, and help enterprises to enhance brand competitiveness and consumer loyalty through cultural significance and value.

## **2. The Cultural Significance of the Brand**

### **2.1 Brand Definition and Concept**

Brand refers to the unique identity set by an enterprise for its products or services, including name, logo, symbol, etc., to distinguish it from other competitors. A brand is not only a logo, but also a comprehensive reflection of corporate culture, values and consumer identification. Brand culture refers to the unique cultural atmosphere and values formed by the brand in the long-term development process. The formation of brand culture needs to go through many links such as brand positioning, brand communication and brand identity. The core elements of brand culture include brand values, brand story, brand image and brand experience. These elements together constitute the unique cultural connotation of the brand and affect the brand identity and loyalty of consumers.

### **2.2 The Constituent Elements of Brand Culture**

Generally speaking, a brand consists of a variety of elements, which together shape the brand's unique image and value. The explicit element of the brand is a tangible external expression of the brand, focusing on the sensory level of consumers. Keller (1991)

pointed out that the basic function of brand elements is to distinguish ownership, including external elements such as name, image representation, advertising language and packaging [5]. Brand recessive elements are the expression of brand intrinsic attributes, such as cultural connotation, spiritual symbol and so on. Chernatony (2001), by building a brand pyramid model, reveals that the constituent elements of a brand include characteristics, interests, emotional returns, values, and personality qualities, and these five aspects are progressive, reflecting the in-depth essence of a brand [6]. Kotler (2008), through a study of actual cases, points out that the constituent elements of a brand include six aspects: brand characteristics, brand interests, brand personality, brand object, brand value and brand culture [7]. Tian Boxu (2011) took Chinese liquor brands as the research object and believed that brand elements were composed of enterprise foundation, product foundation, product quality, brand culture, enterprise culture and brand symbol [8]. Li Chao (2015) believes that a brand is generally composed of five basic elements: brand name, brand identity, brand concept, brand connotation and brand goal [9].

### **2.3 The Role of Brand Culture**

Brand culture plays an important role in brand building and market competition. Through the communication of brand story, brand image and brand values, the brand image can be shaped in the eyes of consumers, enhance the brand's recognition and attractiveness, enhance the added value of the brand, and make the brand not only a synonym for the product, but also a symbol of consumers' emotions and values. Through the emotional resonance and cultural identity with consumers, brand culture can also enhance consumers' recognition and loyalty to the brand, lead consumers' demand and consumption trend, make the brand occupy a favorable position in the market competition, enhance the core competitiveness of enterprises, and promote the sustainable development of enterprises.

## **3. The Relationship Between Brand and Consumer**

The relationship between the brand and the consumer refers to the emotional and psychological connection between the brand

and the consumer through its culture, values and product characteristics. This relationship is not only the result of purchasing behavior, but also the accumulation of long-term interaction and trust between brands and consumers.

### **3.1 Consumer Behavior Theory**

Consumer behavior theory is a theory that studies the psychological and behavioral characteristics of consumers in the process of purchasing decision. By satisfying consumers' psychological and emotional needs, brands influence consumers' purchasing decisions. In the context of consumption, customer experience value has two forms: psychological and sensory (Hu Yanrong, 2013) [10], and the interaction between consumers and sellers will affect the level of experience value (Liu Xiaobin, 2009) [11]. Holbrook (1982) proposed that experience value arises from the correlation process between customers and consumption situations. When customers sincerely and actively invest in consumption situations, they will obtain intrinsic and active value. When customers passively participate in consumption for various reasons, they obtain external value and passive value [12]. Mathwick (2001) proposed four value dimensions of customer investment return, service superiority, beauty and interest, which correspond to the interaction of two kinds of values respectively, namely, extrinsic value and active value, extrinsic value and passive value, passive value and intrinsic value, and intrinsic value and active value [13].

### **3.2 Brand Identity and Consumer Identity**

Brand identity refers to consumers' cognitive and emotional identification with the brand. Through advertising, social media and public relations activities, the brand conveys the core values and cultural connotation of the brand to consumers and enhances the brand identity of consumers; Enhance consumers' sense of brand participation and identity through interactions with consumers, such as brand activities and customer service; By providing quality products and services, we enhance consumers' brand experience and enhance consumers' brand satisfaction.

Consumer identity refers to consumers' recognition of brand values and cultural connotation, which is the basis for the

formation of brand loyalty. Through emotional resonance and cultural identity, consumers' brand loyalty can be enhanced.

### **3.3 Brand Loyalty**

The continuous purchase intention and loyalty behavior of consumers to the brand is called brand loyalty, which can be formed through many links such as brand identity, brand satisfaction and brand trust. Brand identity is the basis for the formation of brand loyalty. Consumers' cognition and emotional identity to the brand can enhance their loyalty to the brand. Brand satisfaction refers to consumers' overall evaluation of a brand, including product quality and service experience. By providing high-quality products and services, a brand can improve consumers' brand satisfaction. Brand trust refers to consumers' trust and dependence on the brand. Through long-term quality performance and honest management, the brand can enhance consumers' brand trust and enhance brand loyalty.

## **4. The Realization of Brand Value**

### **4.1 Definition of Brand Value**

Brand value refers to the economic value and social value of the brand in the market. It not only reflects the brand's influence and competitiveness in the market, but also reflects the brand's contribution to corporate profitability and market position. Advertising expert J.P.Jones (1998) believes that all brands are products, because they all have the utilitarian purpose of marketing, but products are not equal to brands. Products provide consumers with functional utility, and the brand can also provide consumers with added value beyond the functional value of goods - spiritual and cultural value. For consumers, the cultural value created by the brand may help them find a sense of belonging or even a sense of superiority and a sense of achievement. For luxury goods, consumers are willing to pay more for their added value.

### **4.2 The Path to Realize Brand Value**

#### **4.2.1 Brand Positioning**

Brand positioning is the basis of realizing brand value. By defining the brand's target market and core values, the brand can find a unique competitive advantage in the market.

Apple, for example, has managed to attract a large number of loyal consumers through its premium, innovative and minimalist brand positioning.

#### 4.2.2 Brand Communication

Brand communication is the means to realize brand value. Through advertising, social media, public relations activities and other means, brands can communicate their core values and cultural connotations to consumers, and enhance brand awareness and reputation.

#### 4.2.3 Brand Experience

Brand experience is the key to realize brand value. By providing quality products and services, brands can increase consumer satisfaction and loyalty. For example, Starbucks has successfully promoted coffee consumption as a way of life through its unique coffee culture and excellent service experience.

#### 4.2.4 Brand Innovation

Brand innovation is the driving force to realize brand value. By constantly introducing innovative products and services, brands are able to remain competitive and attractive in the market. Nike, for example, continues to set the trend in the athletic footwear and apparel market through its innovative product design and technology.

### 5. The "Invisible Link" of Brands

The "invisible bond" refers to the deep emotional connection that brands establish with consumers through subtle means. This bond not only affects consumers' purchasing decisions, but also determines consumers' brand loyalty to a large extent. This emotional connection is usually transmitted to consumers through the brand's culture, values and story, so that consumers can emotionally resonate with the brand, thus forming an intangible but powerful connection, mainly through the brand story, brand experience and brand interaction.

Brand story is an important means for brands to establish emotional connection with consumers. By telling the story of the brand's origins, evolution and core values, brands can inspire emotional resonance with consumers. For example, Nike's "Just Do It" slogan not only conveys the core values of the brand, but also inspires consumers through the stories of various athletes, or the autobiography of the founder of Apple Inc. "Steve Jobs Biography"

and so on, are the best means to generate emotions between brands and consumers.

Brand experience is the key link for brands to establish emotional connection with consumers. By providing quality products and services, brands can increase consumer satisfaction and loyalty. For example, China's Haidilao hot pot, famous for its all-round service, has a popular image of always following the principle of customer first.

Brand interaction is an effective way for brands to establish emotional connection with consumers. Through interactions with consumers, such as brand activities and social media interactions, brands can enhance consumers' sense of brand participation and identity. For example, Starbucks has established a deep emotional connection with consumers through its membership program and social media activities, or Apple has enhanced its brand awareness and reputation through its unique brand communication strategy, such as its new product launch style and advertising strategy.

### 6. Challenges and Opportunities of Brand Culture and Value Realization

#### 6.1 The Challenges of Current Brand Culture

Under the background of globalization and informatization, brand culture is faced with multiple challenges. Brands need to constantly innovate and adjust in response to changes in the market environment.

##### 6.1.1 Fierce Market Competition

Globalization makes market competition more intense. Brands not only need to compete with other brands in the local market, but also need to face competitors from all over the world in the international market. For example, Chinese brands face many challenges in cross-cultural marketing, such as cultural differences, values, policies and regulations.

##### 6.1.2 Rapid Technological Change

The rapid development of technology has put forward new requirements for brand culture. Brands need to constantly adapt to new technologies such as artificial intelligence, big data and blockchain in order to remain competitive in the market. For example, digital brand building faces challenges such as the difficult balance between "quality" and "effectiveness" and the lack of fast and

effective market feedback.

### 6.1.3 Changes in Consumer Demand

As consumer needs become diverse and personalized, brands need to constantly adapt their culture and values to meet the needs of different consumers. For example, consumers' expectations of a brand are not limited to product quality, but also include the social responsibility and cultural connotation of the brand.

## 6.2 Opportunities for Brand Value Realization

Under the background of digitalization and intelligence, brand value realization is facing new opportunities. Brands can maximize their brand value through digital marketing, intelligent products and personalized services.

### 6.2.1 Digital Marketing

Digital marketing provides new promotion channels and ways for brands. Through social media, e-commerce platforms and big data analytics, brands can more accurately target consumers and enhance brand awareness and reputation. For example, new consumer goods brands continue to deepen their understanding of target consumer groups through digital tools, adjust marketing strategies, and achieve brand value enhancement.

### 6.2.2 Intelligent Product

Intelligent products provide a new development direction for the brand. By introducing smart technology, brands can enhance the added value of products and user experience, and enhance the market competitiveness of brands. For example, smart home products realize the interconnection of home devices through the Internet of Things technology and improve the quality of life of users.

### 6.2.3 Personalized Service

Personalized service provides brands with a new competitive advantage. By providing customized products and services, brands can meet consumers' individual needs and enhance consumers' brand loyalty. For example, cosmetics brands have used big data analysis to provide consumers with personalized skin care programs, which has increased consumer satisfaction and loyalty.

## 6.3 The Future Trend of Brand Development

The future trends of brand development

include brand globalization, brand digitalization and brand personalization, and brands need to constantly innovate and adjust to adapt to changes in the market environment and consumer needs. Brand globalization is an important trend of brand development in the future. Brands need to enhance their competitiveness in the global market through cross-cultural marketing and internationalization strategies. For example, Chinese brands have enhanced their international influence by participating in international exchange activities and establishing global research and development centers. Brand digitalization is the key direction of future brand development. Brands need to improve their operational efficiency and market responsiveness through digital transformation. For example, brands have improved their market competitiveness and consumer satisfaction through digital marketing and intelligent products. Brand personalization is an important trend of brand development in the future. Brands need to meet the diverse needs of consumers by providing personalized products and services. For example, brands use big data analysis and artificial intelligence technology to provide consumers with personalized shopping experiences, which improves consumer satisfaction and loyalty.

## 7. Conclusions

This paper deeply discusses the cultural significance of brand and the path to realize its value, and reveals how brands establish deep emotional connection with consumers through "invisible ties", so as to realize the long-term development of brands. Through the analysis of the definition, components and functions of brand culture, it is understood that brand culture is not only the external expression of the brand, but also the embodiment of the brand's internal values, mission and vision. The brand shapes its unique cultural significance through the elements of brand story, brand image and brand values.

In terms of the path to realize brand value, this paper points out that brand positioning, brand communication, brand experience and brand innovation are the key links to realize brand value. By clarifying its target market and core values, the brand uses advertising, social media and public relations activities to



communicate its core values and cultural connotations and enhance brand awareness and reputation. At the same time, by providing quality products and services, the brand is able to enhance consumer satisfaction and loyalty, and maintain its market competitiveness and attractiveness by constantly introducing innovative products and services.

In addition, this paper also discusses the "invisible link" between brands and consumers, that is, the deep emotional connection that brands establish with consumers through subtle ways. Through brand stories, brand experiences and brand interactions, brands establish emotional resonance and cultural identity with consumers, thereby enhancing consumers' brand loyalty and brand identity. Through the case analysis of successful brands, we can see the important role of brand "invisible link" in brand building. By establishing deep emotional connection with consumers, brands can enhance brand loyalty, enhance brand value, promote brand communication and lead consumer trends.

Although this study has made some achievements in discussing brand culture and value realization, there are still some limitations. It mainly focuses on theoretical discussion of brand culture and value realization, and lacks in-depth analysis of the specific implementation process and effect. In the future, empirical research and other methods can continue to explore the relationship between brand culture and consumer behavior. To provide more valuable theoretical and practical guidance for brand building and market competition.

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