

THE IMPACT OF BRAND IMAGE ON CONSUMERS PURCHASE INTENTION OF ONLINE PRODUCTS OF THE PEOPLE'S REPUBLIC OF CHINA

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ABSTRACT

The objectives of this research were: (1) to study the opinions of brand image of online products; (2) to study the opinions of purchase intention of online products; and (3) to study brand image affecting to purchase intention of online products.

The research methodology was a quantitative research. The population were people who live in the People's Republic of China, the exact number of 915 million. The samples size was the people in the People's Republic of China was 400 people, determined by Taro Yamane. Using a simple random sampling method. The tool used for collecting data is a questionnaire. The statistics used in the analysis were frequency, percentage, mean, standard deviation and multiple regression analysis.

The research finding were found that (1)Research data show that consumers hold a positive attitude towards corporate image, product / service image and user image, and these images play an important role in consumer purchasing behavior and have a profound impact on the brand.(2)Through the analysis of the research data, it is found that most respondents believe that brand image plays a key role in the purchase decision, and they are more inclined to choose products with good brand image, and may change their purchase intention due to the change of brand image.and (3)The research shows that the corporate image, product / service image and user image have a significant and positive impact on consumers' purchase intention.

Key words: Brand image, Purchase intention, Online Products

Research Background

In today's global and digital business environment, the brand image of enterprises plays a vital role in the operation and development of enterprises. With the constant changes of the global economy and the rapid development of science and technology, the e-commerce industry has become a major part of the business field. Globally, e-commerce transactions grow at a relatively high rate every year, providing huge opportunities for product promotion. And China's e-commerce industry is booming, becoming one of the main drivers of the global e-commerce sector. The Chinese market has huge potential, and the diverse cultural background makes the brand image have a more significant impact on shopping decisions. The changing economic, social and political conditions further reinforce the importance of consumers' recognition and perception of brands. On August 28, 2023, China Internet Network Information Center (CNNIC) released the 52nd Statistical Report on Internet Development in China in Beijing). According to the report, by June 2023, the number of Chinese Internet users had reached 1.079 billion, an increase of 11.09 million over December 2022, and the Internet penetration rate had reached 76.4 percent. As of June, the number of online shopping users in China had reached 884 million, 38.8 million more than in December 2022, accounting for 82 percent of the total Internet users.

As the home of this e-commerce market giant, the e-commerce industry is booming and has become one of the main ways for consumers to obtain products and services. On January 17, 2024, according to the official website of the National Bureau of Statistics of China, the total retail sales of consumer goods in 2023 reached 47,149.5 billion yuan, an increase of 7.2% over the previous year. China's online retail sales reached 15.4264 trillion yuan, an increase of 11.0% over the previous year. In 2022, online retail sales of physical goods accounted for 27.2 percent of the total retail sales of consumer goods. After a year, the proportion of online channels has increased by nearly 0.5 percentage points, and the structural changes of online and offline channels continue to be prominent. Just a few days ago on January 11, the Chinese Ministry of Commerce said at a regular conference,

since the e-commerce law in 2019, China's e-commerce business environment optimization, e-commerce has become the digital economy development in the largest, the widest coverage, the important part of the most active entrepreneurial innovation, in the service to build a new development pattern has played a positive role. In recent years, the total amount of e-commerce transactions has increased from 31.63 trillion in 2018 to 43.83 trillion in 2022, and online retail sales of physical goods account for more than a quarter of the total. Since 2013, China has been the world's largest online retail market for 11 consecutive years; in the past five years, the number of e-commerce employees has increased from 47 million to more than 70 million. According to the latest data released by the National Bureau of Statistics, the e-commerce industry is still in the stage of steady development, and the driving role of online consumption on domestic consumption is also continuing to expand.

Specifically, this study will deeply study the association of brand image on the purchase intention of Chinese consumers' online products. By analyzing the status of brand image, brand strategy and service quality of brand image in China's e-commerce market, we will discuss the construction process of brand image, and the actual impact on consumers' shopping behavior. At the same time, in-depth understanding of the role of brand image in China's e-commerce market. And with the unique culture and consumer behavior patterns of the Chinese market, brand image is likely to play a more important role in shopping decisions. Therefore, a deep understanding of how brand image to shape consumers' intention to buy online products is crucial for enterprises to achieve success in the Chinese market. By studying the influence of brand image, this study will provide useful reference for China's e-commerce industry, and provide new insights and enlightenment for market competition and help enterprises to better adapt to and succeed in the fierce competitive environment.

Research Objective

1. To study the opinions of brand image of online products.
2. To study the opinions of purchase intention of online products.
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Research Framework



Picture 1.1 Framework

Research Model

This study used descriptive research methods and quantitative research methods, including literature studies and information collection surveys from population samples through the use of questionnaires. Literature research mainly collects previous scholars' research on problems through school libraries and network systems, extracts supporting data and avoids repeated research. The interview stage is used to understand the insufficiency of the questionnaire and modify the items, so as to deeply explore the impact of the brand image of consumer online product purchase intention of the People's Republic of China.

Population and Sample

The population studied in this study is 915 million online shopping consumer of the People's Republic of China. (in reference 2024)

The sample group in the study was online shopping consumer of the People's Republic of China. Sample sizes were determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400 total.

Research Tools

The study subject online shopping consumer of the People's Republic of China, using questionnaires as data collection tools Information. It is divided into four parts as follows:

1. The first part is the general personal information of the respondents.

Including gender, age, income, occupation, education level, etc. to get the question items Q1-Q9.

2.Question Composition and Measurement of Brand Image.

Keller (1993) the founder of brand strategy, suggests that brand associations are related to brand image, Aaker (2012) categorized brand equity into five components: brand awareness, brand recognition, brand association, brand loyalty, and other brand proprietary assets. Biel (1992) suggests that brand image includes the image of the provider of the product or service or the company, the image of the user, and the image of the product or service, and considers these three attributes of brand association as hard and soft attributes. In this paper, according to the brand image model proposed by Biel, the brand image is divided into corporate image, product/service image, and user image. we improve it to get the question items Q10-Q21 in order to be more in line with the actual situation of China's e-commerce market and facilitate the respondents to better understand the content expressed in the questionnaire.

3.Question Composition and Measurement of purchase intention.

Understand the purchase intention of Chinese consumers when shopping online, and analyze the influence of the brand image on their preferences, attitudes and expectations to get the question items Q22-Q25.

The statistics used in data analysis

data analysis There are the following methods.

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level:

Strongly Agree	means	a score of 5 points
Agree	means	a score of 4 points
Neutral	means	a score of 3 points

Disagree	means	a score of 2 points
Strongly Disagree	means	a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Average score between	4.2 – 5.0	means	Strongly Agree
Average score between	3.4 – 4.1	means	Agree
Average score between	2.6 – 3.3	means	Neutral
Average score between	1.8 – 2.5	means	Disagree
Average score between	1.0 – 1.7	means	Strongly Disagree

For data analysis, this study will perform reliability and validity tests, descriptive statistical analysis of variables, relationship analysis, and regression analysis. Reliability tests aim to assess the stability and consistency of the measurement tool, while effectiveness tests aim to verify whether the measurement tool accurately measures the concepts or phenomena explored in the study. Descriptive statistical analysis provides a general description and summary of the collected data collected, relational analysis is used to explore interrelationships between different variables while regression analysis is used to study and quantify the relationships between variables and to build mathematical models to account for this relationship. These analytical methods will facilitate a deep understanding of the characteristics of the datasets, reveal associations between variables, and further infer and interpret the findings.

Research Results

1. Personal factors of the consumers.

The results of the survey data were: 190 men, accounting for 47.50%, and 210 women, accounting for 52.50%. The age distribution was mainly concentrated in 20-30 years old (151 people, accounting for 37.75%), followed by less than 20 years old (114 years old, accounting for 28.50%). The education level was mainly high school / technical secondary school (133 students, accounting for 33.25%), followed

by universities (118 students, accounting for 29.50%). The monthly income is mainly concentrated between 3000-5000 yuan (133 people, accounting for 33.25%) and 5001-7000 yuan (89 people, accounting for 22.25%). The contact time of online shopping is mainly concentrated between half a year and one year (161 people, accounting for 40.25%), and the frequency of monthly online shopping is the highest (207 people, accounting for 51.75%). In terms of shopping consumption, the monthly online shopping consumption is mainly 501-1,000 yuan (133 people, accounting for 33.25%). In terms of the browsing time of e-commerce websites, most respondents mainly visit e-commerce websites for 5-10 hours per week (163 people, accounting for 40.75%).

2. Brand Image

Based on the comprehensive analysis of the experimental data, we have obtained the following experimental results: consumers are highly concerned about the corporate image and product / service image, and believe that these images are crucial to the purchase decision. When buying online products, consumers generally agree with the influence of the corporate image, with an average score of 4.83 (standard deviation =0.61). For the product / service image, consumers tend to choose products / services with a unique and innovative image, with an average score of 4.37 (standard deviation =0.89). In addition, consumers believed that the brand's positive user image on social media could significantly influence purchase behavior, increase purchase intention and enhance loyalty to the brand, with an average score of 4.89 (standard deviation =0.56). Therefore, enterprises should pay attention to image building, especially to establish a positive user image on social media, in order to attract consumers, increase the purchase intention, and strengthen the interaction with consumers, so as to enhance brand loyalty and market competitiveness.

3. Purchase Intentions

According to the experimental results, the survey showed that most respondents believe that the brand image plays a key role in the purchase decision, and they are more inclined to choose the products with a good brand image, and may change their purchase intention due to the change of the brand image. This

reflects the importance of consumers to the brand image to the purchase intention. Specifically, the mean score was 4.82, with a standard deviation of 0.64. When consumers buy online products, the average score is 4.83, with the standard deviation of 0.61, believing that the brand image plays a key role in the purchase intention. When the brand image changes significantly, they will change their purchase intention, with an average score of 4.79 and a standard deviation of 0.73. In addition, consumers tend to choose online products with a good brand image, with an average score of 4.88 and a standard deviation of 0.44. Finally, they will also select a specific category of online products based on their brand image, with an average score of 4.79 and a standard deviation of 0.78.

4. Hypothesis

According to the results of the linear regression analysis in Table Table 4-14, there is a significant positive correlation between brand image and consumer purchase intention. Further analysis shows that the brand image, product / service image and user image have a significant positive impact on the purchase intention. Specifically, for each additional unit of corporate brand image, product / service image and user image, the purchase intention will increase by 0.246, 0.312 and 0.264 units, respectively.

Conclusion

1. Personal factors that make brand image affect consumer purchasing behavior

By analyzing the survey data of these 400 Chinese online consumers, we can draw the following impressions of the respondents:

First, the gender distribution was near equilibrium, with 47.50% male and 52.50% female, indicating that the survey sample covered a broad gender group and was representative. Secondly, the age distribution is mainly concentrated in 20-30 years old, accounting for 37.75%, which is a young consumer group, usually with high consumption vitality and the ability to accept new things. A high level of education, mainly high school / technical secondary school and university, which means that most respondents have strong learning ability and understanding ability, and may

have a higher cognition and understanding of online shopping. The monthly income is mainly concentrated between 3,000 yuan and 7,000 yuan, which shows that the respondents have a certain economic strength and can support their consumption behavior of online shopping. The online shopping contact time of the respondents is concentrated between six months and a year, indicating that they have a certain understanding and experience of online shopping and a certain familiarity with e-commerce platforms. In terms of shopping consumption, respondents tend to make online shopping once a month, and the medium amount of consumption, which shows their regularity and restraint of shopping. Finally, in terms of the browsing time of e-commerce sites, most respondents visit e-commerce sites for 5-10 hours per week, indicating that they have a certain degree of patience and carefulness when choosing and comparing goods. In general, the respondents have good shopping literacy and consumption ability, and have certain cognition and experience in the field of e-commerce. They are a dynamic and potential consumer group.

2. Brand image affects the factors of online shopping consumer behavior in the People's Republic of China

Through the analysis of the survey data of corporate image, product / service image and user image:

1.in terms of corporate image, the survey shows respondents generally believe that corporate image has important influence on their purchase network products, they will consider corporate image to decide whether to buy products, and that the current corporate image provides enough information, at the same time can easily obtain most of the corporate image from various sources. Specific data showed that the average score of respondents' opinions on the purchasing decision was 4.78 (standard deviation of 0.59), and they were highly satisfied with the information and access channels provided by the corporate image.

2.in terms of product / service image, respondents think the product / service image is crucial to their purchase decision, they will consider the product / service image to decide whether to buy, and tend to choose a unique or innovative image, and believe that a good product / service image will usually provide better quality and service. Specific data showed that the average score of the respondents'

opinions on the product / service image affecting the purchasing decision was 4.42 (standard deviation of 0.74), and the importance of the product / service image and the preference for the unique image were high.

3.in terms of user image, respondents believe that brand on social media positive user image to attract consumers to buy online products have significant influence, they think that brand user image can more easily to attract consumers to buy online products, and that positive user image will enhance consumer brand loyalty. Specific data show that the average score of respondents 'opinions on users' image affecting purchasing decision is 4.78 (standard deviation is 0.59), and they is a high recognition of user image in attracting consumers to buy and enhancing brand loyalty.

According to the regression analysis of this paper, corporate image can significantly and positively affect purchase intention with an impact coefficient of 0.246 (T=6.39, P<0.01), product/service image can significantly and positively affect purchase intention with an impact coefficient of 0.311 (T=7.559, P<0.01), and user image can significantly and positively affect purchase intention with an impact coefficient of 0.264 (T=6.892, P<0.01). The final linear regression equation: purchase intention =0.899+0.246*corporate image+0.311*product/service image+0.264*user image, which proves that corporate image, product/service image, and user image in brand image positively and positively influence purchase intention, which is consistent with the hypotheses to the influence between brand image and purchase intention.

In conclusion, respondents generally believe that corporate image, product / service image and user image have an important impact on their purchase decisions. In terms of corporate image, respondents believed that corporate image had a significant impact on their purchase of online products, and they tended to consider corporate image in their purchasing decisions, and believed that the current corporate image provided sufficient information. In terms of the product / service image, respondents believed that the product / service image is equally critical to their purchase decisions, preferring to choose products / services with a unique or innovative image and believing that a good product / service image would usually

provide better quality and service. Finally, in terms of user image, respondents believed that the brand's positive user image on social media has a significant impact on attracting consumers to buy online products, and that a positive user image would enhance consumer loyalty to the brand.

3. The purchase intentions of the People's Republic of China's online shoppers

According to the survey data analysis of the purchase intention of Chinese consumers' online products, it shows that the brand image has a significant impact on the purchase intention. Respondents generally agreed that brand image is crucial in their purchase decisions, and they were more willing to buy products with a good brand image. In addition, the survey also showed that consumers may adjust their purchase intention due to the change in the brand image, implying the flexible impact of the brand image on the purchase intention. These results highlight the importance of brand image in inspiring Chinese consumers to buy online products, further highlighting the key role of enterprises in maintaining and building a good brand image.

4. The assumption that brand image affects online shopping consumers in the People's Republic of China

Linear regression analysis was chosen as the statistical method for the selection of study influencing factors. Based on the arithmetic results in Table 4.11, the following conclusions can be drawn: (1) the model is well fitted and the adjusted R square is 0.759, which means that the influence of the independent variables participating in this regression analysis on the dependent variables is 75.9% (75.9% of the change in dependent variables is caused by three independent variables), and the current regression model can better explore the influencing factors of purchase intention. (2) The linear regression model in this study was significant, $F = 76.817$, $P < 0.001$, meaning that at least one independent variable could significantly influence the purchase intention of the dependent variable. Further analysis shows that the corporate image can significantly and positively influence the purchase intention, with an influence coefficient of 0.246 ($T = 6.29$, $P < 0.01$), that is, the higher the corporate image, the higher the purchase intention of consumers. The quantitative

relationship between the two is as follows: for every 1-point increase in the corporate image, the purchase intention increases by 0.246 points. The product / service image can significantly and positively affect the purchase intention, with the influence coefficient of 0.312 ($T = 7.559$, $P < 0.01$), that is, the higher the product / service image, the higher the purchase intention of consumers. The quantitative relationship between the two is as follows: For 1 point increase in product / service image, the purchase intention increases by 0.312 points. The user's image can significantly and positively affect the purchase intention, with the influence coefficient of 0.264 ($T = 6.892$, $P < 0.01$), that is, the higher the user's image, the higher the consumer's purchase intention. The quantitative relationship between the two is as follows: for every 1-point increase in the user image, the purchase intention increases by 0.264 points. The final linear regression equation is as follows: Purchase intention = $0.899 + 0.246 * \text{corporate image} + 0.312 * \text{product / service image} + 0.264 * \text{user image}$.

The size of the e-commerce platform, visibility, position in the industry, whether keen on public welfare, etc. will affect the corporate image, China company can quickly rise in a short period of time is also due to the creation of a good corporate image, but with the increasingly fierce competition, the future of China company should also be strengthened in the advertising and publicity in the Internet new media platforms, television, outdoor advertising and other aspects of the input. At the same time, it also enhances the publicity in the enterprise culture, so that consumers can more deeply understand the connotation of the enterprise. In the enterprise reputation management should also be strengthened, in the enterprise can do at the same time enthusiastic public welfare actively fulfill social responsibility, good corporate reputation can better win the trust of consumers to create a better corporate image. At the same time, the product/service image is also very important to attract consumers to buy one is the good image of the enterprise another is the enterprise's product/service image, e-commerce enterprise's products and services is the most intuitive way for consumers to understand the enterprise. Product price, quality, variety of styles are diverse and complete as well as the layout

of the e-commerce platform shopping program is reasonable, easy to operate and so on all affect the consumers for the e-commerce enterprise brand image judgment.

China's e-commerce platform in creating a good product/service image, you can create a good service environment, in the consumer to buy products and problems subsequent to the return and exchange link, can be more simple, fast and efficient to help consumers to deal with, through good service forms to reduce the negative emotions of consumers to improve the consumer's shopping experience to enhance the enterprise's product/service image. At the same time, enterprises can ensure the quality of the premise of the establishment of corporate characteristics can be through some price promotions, preferential activities to attract consumers to come, through the product / service image to create differentiation to enhance the consumer's willingness to buy.

From the aspect of consumer image in brand image, the consumer image generated by the enterprise in its interaction with consumers also influences the consumers' willingness to buy. As the relationship between consumers and e-commerce companies continues to deepen, the e-commerce brand image represented by the consumer base begins to attract consumer groups with the same purchasing needs. China's e-commerce platform is to seize the needs of the consumer groups in China's second-, third- and fourth-tier cities, through targeted marketing to quickly attract consumers with the same needs, China's e-commerce platform in the rapid development and growth at the same time, with the gradual solidification of the image of the consumer, but also led to the image of the consumer with China's e-commerce platform company consumers different from the other groups of consumers in the choice of China's e-commerce platform to buy a lower willingness to buy. In order to better attract different consumer groups to improve the willingness to buy, China's e-commerce platform should focus on the improvement of the level of consumer perception, and make appropriate adjustments to better meet the needs of different consumers to improve the willingness of consumers to buy. At the same time to enhance the richness of the product, enhance publicity to improve brand awareness, through the diversity of

products to attract different consumer groups to come, to create a good and diverse consumer image of the enterprise, and constantly expand the market share.

For e-commerce shopping platforms, consumers can assess the brand image of e-commerce companies through the Internet to more easily identify product quality and confirm the differences between products. Therefore, the more positive the brand image, the more it can form a good brand perception, thus reducing the consumer's perceived intentions to increase the consumer's willingness to buy. Summarize. E-commerce brands can increase brand image to reduce the perceived consumers to enhance the willingness to buy, and at the same time can be optimized in the corporate image, product/service image and user image, to create differentiation to avoid homogeneity between e-commerce brands, to better attract consumers to enhance market competitiveness.

Suggestion

1. Brand reputation construction: In today's Chinese online shopping market, brand reputation has become a key factor for the survival and development of enterprises. Consumers tend to trust brands with good reputation when choosing goods or services.

2. Brand emotional resonance: Brand emotional resonance has become one of the key factors for the success of enterprises in the Chinese market. Brand emotional resonance refers to the emotional reaction and resonance triggered by the brand in the hearts of consumers

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