

Research on the Impact of Foreign Brand Perception on Corporate Consumer Purchasing Behavior

Changqi Huo

*College of History and Ethnic Culture, Guizhou University, Guiyang, China
woaikebimvp@vip.qq.com*

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Abstract: Globalization and the intensification of world economic integration have enabled more and more overseas companies to enter the Chinese market and win the hearts and minds of Chinese consumers and expand market share by integrating Chinese elements into their brand names, logos, advertisements and products. As a result, Chinese local brands not only face huge competitive pressure in overseas markets, but also meet the challenges of other local competitors and overseas companies in the domestic market. On the other hand, the continuous development of the economy and culture has made more and more consumers tend to choose foreign brands, and believe that foreign brands, especially Western brands, have higher product quality, brand prestige and global citizenship attributes. In response to the above two situations, local Chinese companies have begun to try to choose global or foreign elements and integrate them into their own brands and products, thereby improving consumers' perception of the global nature of the brand, attracting more consumers, and expanding their share in domestic and foreign markets. However, consumers do not blindly believe that brands that integrate popular culture elements around the world have high brand interests, and sometimes the cultural elements of a certain country and local characteristics can also make the brand have higher brand interests. Therefore, it is crucial to study how local Chinese brands can choose the right cultural elements to improve the global nature of the brand and thus increase the willingness to buy.

1. Research background

With the great historical changes in the international political landscape, the international political environment has an unpredictable and irreversible impact on the marketing of foreign brands. Import and export enterprises and multinational enterprises, in the context of the international political environment, want to achieve effective risk avoidance need to be considered from the political system, stability, relevant laws and policies, war, etc., while increasing brand publicity in the local publicity. Due to the prominent historical escalation of Sino-US trade frictions, foreign brands in the Chinese market have also been seriously affected. For the distribution company brand is no exception, at the same time foreign brands also have resistance to Chinese consumers [1]. China's local government is also vigorously supporting the rapid growth and historical rise of domestic brands from a policy orientation, such as the key support of domestic power transmission and distribution giants such as

China Electric, hoping that these giants can take on the heavy responsibility of research and development and technological innovation in the field of transmission and distribution [2]. Due to the influence of international political pattern factors, especially in major projects at the national level, the state clearly requires the principle of advocating the priority use of domestic distribution brands, and in the case of the use of software, it must have the certificate of information security certification of the Ministry of Industry and Information Technology before it can be used, which is the biggest challenge in history for foreign-funded distribution companies, and must establish the local credibility of foreign-funded brands through local technical research and innovation, local brand publicity, so as to maintain the historical status and image of foreign-funded distribution brands.

2. The model proposes ideas

After searching and combing through the literature, this paper can be studied to see the importance of the brand image perception of foreign-funded distribution companies and the construction of the ecosystem of foreign-funded distribution companies on the influence of corporate consumers' purchasing behavior and intermediary regulation, combined with relevant theoretical models, mutual verification and supplementation, the specific deduction process is as follows:

First, market conditions interfere with consumer behavior [3]. According to the "P. Cotter" theory, for consumers, all purchasing behaviors must conform to the political environment of the market and their own cultural customs and other relevant market peripheral factors of the good atmosphere, and for corporate consumers, the purchase behavior should meet a series of special norms such as environmental protection requirements, tax requirements and industry norms.

Second, the interference of brand image on consumer behavior. The quality of all consumers' perception of brand image will inevitably affect consumers' final attitude and choice behavior, so it is necessary to study consumer attitudes through brand image perception. In addition, according to the four dimensions of "Fan Xiucheng and Chen Jie Research Brand Image Model", it is applied to the practical application of the brand coverage of foreign-funded companies in this research topic, and the brand image of foreign-funded enterprises mainly involves product image, corporate image and other related factors and user symbols [4].

Third, the control and interference of consumer behavior in cognitive activities. Azjen gave the "perceptual behavior theory" variable, forming the planned behavior theory, using "perceptual behavior control" to analyze consumer purchasing behavior, which is more effective than its consumer attitudes and subjective norms. Therefore, this paper combines this theory to study the brand image perception of foreign companies for consumers' purchasing behavior.

Fourth, the company's business system interferes with the activities in consumption. With the development of information technology and the reform of the enterprise supply chain, another important factor affecting the purchase behavior of enterprise consumption is the impact of the ecosystem, which not only refers to the establishment of the sales ecosystem, but also includes the integration of multiple ecosystems such as the supply chain ecosystem, the industry ecosystem, and the enterprise ecosystem [5].

Fifth, the impact of user characteristics on corporate consumers. For corporate consumers, the nature of the enterprise, the size of the enterprise, the industry to which the industry belongs, and the status of the industry will all affect the decision-making of the enterprise consumer. At the same time, for corporate consumers, the decision-making chain of the enterprise and the decision-maker's style of handling and work background also affect the final decision-making of the enterprise. Therefore, these combined factors will also be the factors that affect the purchasing behavior of corporate consumers.

3. Econometric model building

According to the above deduction, this paper takes the enterprise consumers in the field as the research object, takes the influence of the brand perception of the foreign company on the enterprise consumer as the research logical relationship, and joins the ecosystem of the foreign company to establish the intermediary variable to explore the interrelationship between the three [6]. First of all, the impact of the brand image perception of foreign-funded companies on enterprise consumers is proposed, and the impact of ecosystem construction on enterprise consumers is studied again, and then the intermediary effect of the ecosystem of foreign-funded enterprises on the brand image of foreign-funded distribution enterprises on the purchasing behavior of enterprise consumers is studied, and finally the content and interrelationship of the brand image of foreign-funded distribution enterprises are sorted out, laying the basic research foundation of this paper, and starting from the research of this paper, the basic theoretical model is constructed:

Description: Dependent variable Y: Purchasing behavior of corporate consumers;

Independent variable X: brand image of foreign-funded companies;

Independent variable X1: image of foreign-funded enterprises;

Independent variable X2: product image of foreign enterprises;

Independent variable X3: user image of foreign products;

Independent variable X4: Factors of foreign brand personalization;

Independent variable X5: The use of symbols for the brand image of a foreign company

Intermediary variables: enterprise ecosystem construction

This paper studies the impact of foreign brands on the purchasing behavior of corporate consumers, and according to the literature review section and the summary of policy evaluation methods, the OLS regression model is finally used to reflect the interrelationship between them and the interpreted variables.

Combined with the research topics in this paper, the specific OLS regression model calculation formula is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_i X_i + \nu_i$$

where Y represents the interpreted variable B (corporate consumer behavior). X is the explanatory variable A (foreign distribution brand); The controlling variable is factor C (the relevant nature of the foreign-funded enterprise); α , β the regression coefficient determined by the least squares method; ν_i is a random error term.

4. The hypothesis is proposed

4.1 The direct effect of foreign brands on the consumption and purchase behavior of enterprises

The brand image of a foreign-funded enterprise refers to a collection of all the information related to the perception of the foreign-funded brand for the set of cognitive feelings and related thoughts stimulated by the enterprise consumer. Wang Lianxiao and Zhu Zhenghao (2008) believe that if the corporate brand image is highly in line with the consumer image, the willingness of consumers to purchase products will be relatively high at this time. If the company has a good corporate image visibility, it is easy to be easily accepted by corporate consumers, so corporate consumers can finally make relevant decisions in favor of the brand in combination with this good brand perception. For the enterprise consumer mentioned this kind of related information including the company's products, programs, services, technology and signs and other related information collection, this paper in the research process of the product image, symbol operation and humanization as the relevant evaluation indicators and research [7]. In summary, it is assumed that the brand image perception of foreign

companies has a significant positive impact on corporate consumers:

Hypothesis 1: The brand image of a foreign enterprise has a significant positive impact on the purchasing behavior of enterprise consumers;

4.2 The direct effect of foreign brand image perception on the construction of enterprise ecosystem

For foreign brands, how to establish a corresponding ecosystem with brand benefits is particularly important, brand image perception is the position in different dimensions of the brand ecosystem, as well as a comprehensive state of market resource utilization (Hannan, 2003). Brand image perception can enable enterprises to conduct systematic analysis of products in the process of market competition, and make progress and development in the future. Accurately identify the key factors of brand competition, and realize the comprehensive construction of evaluation index model and ecological structure model. At the same time, the brand ecosystem will fully affect the formation of the brand in the market enterprise alliance ecology, including the combination of enterprise sales ecosystem, enterprise supply chain ecosystem, industry ecosystem and so on. Therefore, brand image perception is conducive to enterprise decision-makers to run brand ecological theory in market competition and make correct strategic development decisions. Brand ecosystem management refers to creating a more lasting competitive advantage through the fine formation of mutual relationships and mutually promoting brand groups. In summary, it is assumed that the brand image perception of foreign-funded companies has a significant positive impact on the construction of the corporate ecosystem.

Hypothesis 2: The brand image perception of foreign enterprises has a significant positive impact on the construction of enterprise ecosystem;

4.3 The direct effect of the construction of the enterprise ecosystem on the purchasing behavior of enterprise consumers

The construction of enterprise ecosystem refers to the whole process of mutual promotion and overall coordination of enterprises in the process of collaborative innovation, through complex mutual communication and coordination, and finally the internal organization and the external environment form mutual promotion and overall coordination. Zheng Gang et al. (2008) pointed out that this process of ecological synergy includes brand, organization, sales, capital and other related factors, and finally achieves the best innovation results and the guarantee of corporate interests. In the entire collaborative industry chain, every enterprise in the integrated ecosystem will benefit, whether it is a supplier of products or services or a corporate consumer. Enterprises that establish a good ecosystem can unite partners in the ecosystem to understand consumer needs in a timely manner, provide good services for enterprise consumption, thereby creating more value for customers, and at the same time comprehensively cultivating loyal customer groups in the entire ecosystem, and achieving the overall improvement of core competitiveness of enterprises through customer value enhancement. This ecosystem building can empower each other and influence corporate consumers to purchase related products within the ecosystem. The establishment of the ecosystem of foreign-funded companies is the objective demand for the development of information technology, and it is also the only way for foreign capital to develop technological advantages and expand business channels in China, so as to form a synergy effect to serve the enterprise consumers, assuming that the construction of the enterprise ecosystem has a significant positive impact on the purchasing behavior of enterprise consumers.

Hypothesis 3: The construction of the ecosystem of foreign companies has a positive impact on the consumption and purchase behavior of enterprises;

Based on the ultimate goal of the study and the relevant research assumptions, and taking into

account the needs of model testing, this paper uses the data analysis software IBM SPSS Statistics version 20.0 for data processing and analysis. The analysis of questionnaire data is divided into four steps, the first step is descriptive analysis of data and one-way ANOVA, mainly analyzing the characteristics of each data under the control variables of the collected data. The second step is the reliability and validity test of the questionnaire data, which can evaluate the qualification of the questionnaire data through the reliability test and validity test of the questionnaire, which is an indispensable and important link in the research process; The third step is to apply the regression analysis method and the correlation analysis method to verify the accuracy of the hypothetical results in order to make corresponding data corrections to the study conclusion model.

5. Empirical analysis

SPSS20.0 linear regression analysis is used for the study variables, and specific regression analysis is carried out, mainly for the independent variables and the dependent variables. The analysis mainly includes: (1) the regression analysis of the brand of the foreign-funded company for the construction of the ecosystem; (2) Regression analysis of the brand image of foreign-funded companies on the purchasing behavior of corporate consumers; (3) Regression analysis of the construction of the ecosystem on the purchasing behavior of enterprise consumers; (4) The intermediary role of ecosystem construction in the brand of foreign-funded companies and the purchasing behavior of corporate consumers, a total of four parts.

Table 1: Regression analysis of foreign brand image on consumers' purchasing behavior

model	Purchasing behavior						
	1	2	3	4	5	6	7
Corporate image	.178***	0.577	0.706*	0.298	0.962**	0.966**	-0.944**
Product image	.302***	0.532	0.751*	0.978**	0.975**	0.974**	-0.953**
User image	.237***	0.224	-0.12	-0.369	-0.656*	-0.633*	0.678*
Human factor	.208***	-0.837**	-0.346	0.638*	-0.774**	-0.780**	0.760*
Brand symbols	.039***	-0.283	-0.591	0.967**	-0.356	-0.311	0.251
Control variables	YES	YES	YES	YES	YES	YES	YES
Adjusted R ²	0.836	0.777**	0.686*	0.17	0.860**	0.853**	-0.813**
F test	310.77***	255.97***	309.21***	341.79***	405.27***	327.722***	28.881***

Regarding the linear regression method in this paper, the four important factors of the nature of the enterprise (industry, enterprise scale, and enterprise turnover) are first taken as the control variables, and the five dimensions of the corporate brand image (corporate image, product image, user image, human nature factor, and brand symbol) are regarded as independent variables, and the buyer's behavior is selected as the dependent variable, and the specific regression analysis is carried out for the independent variables and dependent variables. First, four control variables are put in, and then the overall brand image of the foreign enterprise and its five dimensions, namely corporate image, product image, user image, humanization factor, and brand symbol, are put into the regression equation, so as to test the relationship between the brand image of the foreign enterprise and its five dimensions and the assumption of the enterprise consumer on the basis of the characteristic variables of the enterprise.

Taking the purchasing behavior as the dependent variable and the brand image as the independent variable, the influence of foreign brands on the purchasing behavior of enterprises is examined, and the final results of the regression analysis are detailed in Table 1. The relevant analysis research should first be carried out for the control variables, and the enterprise characteristic variables should be reasonably introduced in the model, and then the impact between the purchase behavior and the

control variables should be investigated, and the analysis results show that the enterprise scale of model 1 ($\beta = 0.334$, $p < 0.05$) has a significant positive impact on buyer behavior. Model 2, Model 3, Model 4, Model 5 and Model 6 examine the impact of the five dimensions of brand image on purchasing behavior.

By adding the corporate image variable to model 1 to form the analysis model 2, the explanatory force $R^2=0.751$ ($F=327.722$, $p<0.001$) is obtained, which shows that the addition of the corporate image dimension variable in model 1 will cause a significant increase in the interpretation rate, and the regression coefficient ($\beta=0.851$, $p<0.001$) has a high significant positive correlation. Therefore, it is assumed that H1-1 is established, that is, the image of foreign-funded enterprises has a significant positive correlation on the purchasing behavior of corporate consumers.

In model 2, loyalty formation model 3 is added, and the explanatory power of the model $R^2=0.789$ ($F=405.27$, $p<0.001$) is improved compared with model 1, indicating that the added product image has a stronger ability to explain the buyer's behavior, and the product image has a significant positive correlation between the purchaser's behavior ($\beta=0.868$, $p<0.001$), so it is assumed that H1-2 is established, that is, the product image of the foreign enterprise has a significant positive correlation on the enterprise's consumer purchase behavior.

Model 4 is formed after adding user image variables on the basis of model 3, and the explanatory force of model 4 is $R^2=0.759$ ($F=341.79$, $p<0.001$), and the user image is significantly correlated with the purchase behavior ($\beta=0.854$, $p<0.001$), which verifies the significant positive correlation between the user image and the purchaser's behavior, assuming that H1-3 is established, that is, the user image of the foreign enterprise has a significant positive correlation effect on the enterprise's consumption and purchase behavior.

In model 4, the humanization factor formation model 5 is added, and the explanatory power of model 5 is $R^2=0.740$ ($F=309.21$, $p<0.001$), and the humanization factor is significantly correlated with the buyer's behavior ($\beta=0.830$, $p<0.001$), which verifies that the humanization factor as a whole is significantly and positively correlated with the buyer's behavior, and the hypothesis is true.

In model 5, the brand symbol formation model 6 is added, the explanatory power of model 6 is $R^2=0.02$ ($F=255.97$, $p<0.001$), and the brand symbol as a whole is significantly correlated with the buyer's behavior ($\beta=0.800$, $p<0.001$), which verifies that the brand symbol as a whole is significantly and positively correlated with the buyer's behavior, assuming that it is true.

Based on model 6, by adding corporate image, product image, user image, humanization factors and brand symbol related content, the effective construction of model 7 is realized, and the explanatory power of model 7 is $R^2=0.838$, and the corporate image ($\beta=0.178$, $p<0.01$), product image ($\beta=0.302$, $p<0.001$), user image ($\beta=0.237$, $p<0.001$), humanized factor $\beta=0.208$, $p<0.001$), brand symbol user image ($\beta=0.039$, $p < 0.001$), the results show that each variable has a significant positive effect on the work input.

From the perspective of the interpretation, in the case of controlling the four control variables such as the nature of the enterprise, the R^2 value of the overall model of purchasing behavior is higher than that of corporate image, product image, user image, humanization factor and brand symbol, indicating that the brand image as a whole is the main cause affecting the purchase behavior. Therefore, we can analyze and conclude that H1 is true.

6. Main conclusions

After the data analysis of the previous chapter, this chapter will sort out the conclusions of the previous article according to the results of the existing research models and data analysis, and will put forward relevant suggestions on influencing the consumption and purchase behavior of enterprises according to the formal research assumptions and the theoretical model after verification.

(1) The impact of the market environment on corporate consumers

This paper mainly studies the impact of the brand image of foreign-funded companies on the purchasing behavior of corporate consumers, and the first condition for the business operation of foreign-funded companies is to meet the relevant policy environment, cultural customs, investment environment, industry standards, experimental standards and other contents of the domestic market. This aspect of the content is the premise of the brand image reasoning of foreign-funded companies, that is, the control variables of the logical model, this paper in the first part of the questionnaire first listed the relevant topics, so in the reasoning of the brand image of foreign-funded companies to the consumer's purchase behavior must be added to the control variables of the early stage, the reasoned data is representative. The market environment mainly includes two major aspects: First, with the changes in international politics and mutual sanctions for economy and trade, foreign companies must meet domestic laws and regulations and business policies; Second, the business activities of foreign-funded companies must conform to the values and living customs of the Chinese people; Third, for industry standards and experimental standards, it will directly affect the purchasing behavior of enterprise consumers, which is the most important condition for enterprise consumers. Therefore, under the premise that it must conform to the policy environment and cultural customs, the more the products and programs of foreign-funded companies can meet the actual needs of corporate consumers, the more they can influence the decision-making of corporate consumers, and the more they can expand the market influence of the brand in their industry.

(2) The impact of foreign brand image perception on corporate consumers

The empirical results show that corporate consumers will be positively affected by the brand image of foreign companies, that is, corporate image, and the five dimensions of product image, user image, humanization factor, and symbol use all positively affect the purchasing behavior of enterprise consumption. When a foreign-funded company has a relatively positive corporate image, the needs of corporate consumers will be affected by the company's brand and products and services. Corporate image and consumer image will have a high degree of fit, corporate image can maximize the impact on consumer demand and eventually achieve consistency. The more humane the sales and business management of foreign-funded companies, the stronger the willingness of corporate consumers to buy; The more the publicity symbol of the enterprise belonging to the foreign-funded company has the special significance of social enterprise, the more it can affect the purchasing behavior of the enterprise's consumption.

(3) The impact of foreign enterprises' brand image perception on the construction of the ecosystem

Through empirical analysis, this paper finds that the construction of the corporate ecosystem of foreign companies will be positively affected by the brand image of the enterprise, and the construction of the corporate ecosystem will be positively affected by the dimension of the brand image. Data analysis found that among the five dimensions of the brand image of foreign-funded companies, the user image that has the greatest impact on the construction of the corporate ecosystem is the user image, followed by the corporate image, product image, humanization factors, and finally the symbol use of the brand image. That is to say, compared with all other dimensions, the better the brand user image of a foreign-funded company, the higher the relative recognition of the ecosystem construction, and the more efficient the ecosystem construction. When corporate consumers learn that the corporate image and product image cognition of foreign-funded companies have a high degree of compatibility, the corresponding is a stronger emotion and behavior. Brand identity is relatively high. The construction of the enterprise ecosystem is more perfect. In addition, when the humanization factors and brand operation symbols of foreign-funded companies' brands pay more attention, the more social responsibilities of foreign-funded companies are undertaken, and they have excellent corporate culture, the construction of relevant corporate ecosystems will be recognized by corporate consumers, and the construction of corporate ecosystems will be more convenient and reliable.

(4) The impact of ecosystem construction on the purchasing behavior of corporate consumers

The empirical results show that the construction of the ecosystem has a significant positive impact on the purchasing behavior of corporate consumers. That is to say, the construction of the enterprise ecosystem is good or not, will directly affect the enterprise consumption and purchase behavior, if the enterprise consumer to establish a perfect ecosystem, the values of the ecosystem, the operating mode of the ecosystem and the enterprise consumer's decision-making or cognition mode have consistency, the corporate consumer's sense of identity with its brand will be about high. At the same time, the higher the sense of identity of enterprise consumption, the reverse impact on the construction of enterprise ecosystem, the construction of a good industry ecosystem, and the construction of a good corporate ecosystem will effectively promote enterprise consumers to make timely and effective purchasing behavior.

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