

Research on Automobile Cultural Brand Construction from the Perspective of Industrial Convergence

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Abstract: Automobile culture is the combination of automobile industry and culture industry. Automobile brand is the precipitation of automobile culture and the basis of existence of automobile enterprises. The construction of automobile culture brand is the most important part of automobile production enterprises. This is an idea, an attitude, but also a culture. The shaping of a brand not only requires the enterprises to set long-term goals and stay out of trouble, but also needs the enterprises to take the initiative to shoulder the social and consumer responsibilities, and more importantly, needs the automobile enterprises to establish a good corporate culture. Based on the vision of industrial convergence, this paper studies the brand construction of automobile culture. On the basis of analyzing the development trend of our country's automobile industry during the 14th five-year plan, this paper further analyzes the automobile culture, the brand culture and the automobile brand. Through the establishment of the automobile product culture brand, this paper explains the important significance of the automobile brand to the automobile enterprise, and puts forward the realization path of the construction and effective development of the automobile culture brand, in order to achieve the automotive enterprises to obtain social recognition, in the fierce competition in the invincible goal.

1. Introduction

In recent years, the automobile industry of our country shows a good tendency of vigorous development, and it keeps the first place in the world automobile production and sales volume for 15 consecutive years, in particular, the rise of domestic brands such as BYD, Chery, Jilly and other automotive enterprises, so that our country to achieve the automotive power of the grand goal of further. With the rapid development of automobile industry and the continuous integration of cultural industry, the automobile culture brand with Chinese characteristics has been further developed and spread [1-2].

2. Automobile Culture and Brand Culture

2.1 Automobile Culture

Automobile culture refers to all kinds of values, traditions, customs, habits and activities related to automobile, it includes automobile invention, automobile brand, automobile technology, automobile contest, automobile styling, automobile refitting, automobile beauty and other aspects. Since the birth of automobile culture, it has been endowed with human values, life forms, emotional needs and so on, reflecting the aesthetic orientation of different times and different groups of people, forming the unique concept of automobile industry [3-4].

2.2 Brand Culture

Brand culture is the essence of enterprise condensed on brand, it is the collection of brand history, Brand Spirit, brand pursuit, brand orientation, brand personality, etc., as a part or all of corporate culture, brand culture affects product development, manufacturing, sales and other corporate culture. The automobile culture brand is the embodiment of a country's automobile culture, it is the intangible summation of trademark, name, package, Price, history, reputation symbol and advertisement style. Automobile brands are in the process of shaping the pursuit of personality and deep cultural connotation and popular publicity. The Chinese automobile culture draws lessons from, fuses the different regional characteristic, has formed own unique brand cultural characteristic [5-6].

3. The Establishment of Automobile Brand

The establishment of automobile brand and the molding of brand are one of the important ways to enhance the competitiveness of enterprises. This can enable the brand to gain social recognition in terms of resources, establish a high prestige in the hearts of consumers, consumers show high loyalty to the brand, and then the brand can continue to derive new services, so that the rapid development of enterprises, continue to open up the market, occupy the market. In addition, the brand can also enhance the cohesion of the enterprise, so that the enterprise has been sublimated. the formation of the brand can use the reputation of the brand, the reputation of the company to spread the reputation, improve the image of the region, and even enhance the image of the country, so the brand is a cultural phenomenon, a cultural space, and the brand itself is a concept with cultural attributes. The automobile brand also relies on the automobile culture and grows unceasingly [7-8]. Therefore, the world's major automobile enterprises are priority to cultivate their own car culture, and through the car culture and gradually develop the car brand, which is the fundamental way to develop the brand [9]. To develop their own brands, automobile enterprises must have a culture to adapt to it, and develop brands on the basis of culture.

4. The Significance of Automobile Product Culture Brand to Automobile Enterprise

The automobile brand culture to automobile production enterprise is significant, not only may raise the automobile sales volume, occupy the market, but also may stabilize the automobile price, to enhance the adaptability to the dynamic market. At the same time, it also helps in the development of new products, and the significance of an automotive cultural brand to an automotive enterprise is illustrated in Figure 1. [10]

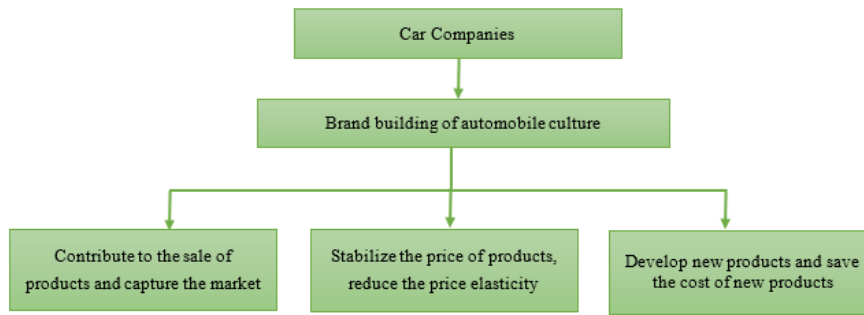


Figure 1: The significance of automobile culture brand to automobile enterprise

As shown above, once the car culture brand has formed a certain degree of popularity and reputation, enterprises can use brand advantage to expand the market, promote consumer brand loyalty. A well-known brand stands for superior quality and performance, which makes it easier to attract new customers, thus reducing marketing costs and capturing the car sales market. At the same time, under the conditions of fierce competition in the market, a strong well-known brand can act as a beacon to the bewildered consumers in the sea of information “Safe haven”, helping to stabilize the price of products, reduce the price elasticity, enhance the adaptability to the dynamic market, reduce future business risks. The establishment of the automobile culture brand also contributes to the new product development, and can save the market cost of the new product input. Enterprises can successfully carry out brand extension, with the help of successful or famous brand, expand the product portfolio or extended product line, use the existing well-known brand, use its certain popularity and reputation, introduce new products, so as to avoid or reduce the risk and cost of new products into the market.[11-14]

5. Automobile Culture Brand Construction and Development Path

Behind an automobile brand contains the cultural tradition of the country, city and region where the enterprise is located, and deduces more colorful cultural connotation through automobile products. With the development of Chinese automobile culture brand, brand promotion and brand culture construction have become the necessary means to promote their products. Many chinese-made cars have started to “Sell cars” into “Sell culture” as the theme of a variety of cultural activities, in these activities, we feel is not a promotion flavor, but a strong concern for humanity and patriotism. For example, China's leader in new energy vehicles, J ády, has launched a series of dynasties-qin, Han, song, Tang, Yuan, etc., inheriting the brand culture, realizing the real rise and development of China's own brands, showing national self-confidence. [15-17].

The realization path of automobile culture brand construction and development is shown in Figure 2.

As can be seen from the picture above, automobile brand awareness is the degree of consumers' understanding of automobile brands, which reflects the process from consumers' understanding of automobile brands to familiarity and love to loyalty. In modern society, the most influential communication way of automobile culture is the combination of automobile and media, which can improve consumers' brand cognitive ability, automobile brand positioning, on the basis of market orientation and product orientation, it is a commercial decision-making on the cultural orientation and personality difference of a particular automobile brand. It is a process of establishing a brand image related to the target market, the extension of automobile brand is an important means to enrich the structure of automobile brand and expand the market coverage of automobile brand, it can enrich the connotation of the brand, successfully extend the life cycle of the brand, and make consumers accumulate the identity and preference of the brand from many angles for a long time, so

that the intangible asset of the brand will grow continuously; To keep the premium ability of the automobile brand, the brand premium ability is the most direct embodiment of whether the brand has the competitive advantage in the market. Brand premium ability is the comprehensive embodiment of automobile brand culture and brand value. The higher the brand premium ability is, the higher the profit the enterprise gets, which makes the brand obtain higher customer loyalty. [18-19].

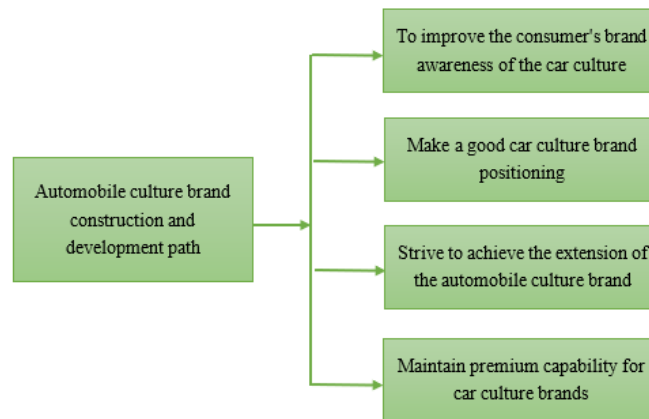


Figure 2: The realization path of automobile culture brand construction and development

6. Conclusion

The automobile culture is not a quick success, but a process, is the result of long-term summary and accumulation, the construction of automobile culture is a continuous cycle, spiral development process, we must recognize the long-term nature of the construction of automobile culture. The automobile culture brand construction is the automobile production enterprise's most important, the automobile brand is reposes on the automobile culture and develops unceasingly, it is the automobile enterprise culture precipitation, the automobile enterprise must diligently cultivate own unique culture, and through practice, combined with the long-term summary of brand building and accumulation, so that the automobile enterprises to obtain social recognition, in the fierce competition in an invincible position.

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