

# Study on Guizhou Consumer Purchase Intention on National Brands under the Background of Cultural Confidence

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**Abstract:** This research takes the consumer group in Guizhou as the research object, using a quantitative research method, combined with the viewpoint of “purchase willingness” to the consumer’s national brand purchase intention for purchasing the national brand based on the established cultural confidence of residents. The three research objectives are: to analyze the influence of consumers on the purchase intention of national brands under the blessing of cultural background; to explore the influencing mechanism between the following groups of factors: what is the relationship between purchase intention and brand trust, brand perception and brand attitude and its significance; to develop targeted strategies to maintain sustainable brand development and improve users’ willingness to buy brands to provide valuable advice.

**Keywords:** Customer Purchase Intention; National Brands; Cultural Confidence

## 1. Introduction

China’s economic foundation, governance capacity, medical standards, and the strength of emergency measures for emergencies, coupled with the Beijing Winter Olympics in early 2022, have also greatly enhanced the cultural self-confidence of the Chinese people. Since entering the 21st century, with the development of science and technology, when some new products and new brands are launched, letting consumers choose the products produced by their enterprises among many similar products has become a focus issue. Since the brand itself can add value, improve consumers’ recognition and understanding of the brand, and make consumers have a certain degree of trust in the brand, it will significantly affect consumers’ willingness to purchase products. Therefore, many Enterprises are also aware of the importance of brands. If a brand wants to occupy the market and gain consumer recognition quickly, it needs to establish a good reputation for the brand itself. Although a lot of money is required in the early establishment stage, a brand is established primarily after establishing word of mouth for the national brand. It will attract new customers, ensure sustainable development in the later period, and use good word of mouth to retain existing old customers.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

In terms of theoretical significance, domestic and foreign scholars have carried out a lot of research on purchase intention and accumulated a lot of results. However, most studies have been conducted on purchase intention and brand trust, brand perception, and brand attitude separately. There is no model to study these three together with purchase intention. This paper will use cultural confidence as the background to learn the influencing factors of consumers’ trust in national brands, brand awareness, brand attitudes, and purchase intentions.

### 2.2 Practical meaning and value

In terms of practical significance, Chinese consumers have resisted the purchase of national brands for a long time. From the perspective of modern Chinese history, China has always been a backward country, and most consumers have always felt that foreign cultures are foreign. The products are high-end, and the products produced in China are low-end and unwilling to choose. However, in recent years, China’s development has taken off, especially since the new crown virus and the safety of the Beijing Winter Olympics. It helps Chinese people to regain their cultural confidence. At the same time, this paper takes consumers’ purchase intention as a research point. It provides a new direction for improving and improving consumers’ understanding of national brands and their purchase intentions. It has implications for implementing national brands in the future for a particular reference.

## 3. Understanding the Guizhou Consumer Purchase Intention on National Brands under the Background of Cultural Confidence

### 3.1 Purchase intention theory

Smith (2001)<sup>[1]</sup> showed a significant relationship between brand trust and purchase intention. Trust will promote consumers to have a positive impression of the brand, stimulate consumers’ purchase behavior, and increase purchase intention. Many studies indicated brand trust will become a close connection between the whole and the individual. Through these connections, the emotional identity of both parties will be increased, and finally, consumers’ purchase intention will be improved through this sense of identity.

### 3.2 Brand trust theory

Ballester; & Munuera-Aleman. (2005)<sup>[2]</sup> believed that brand trust would become a close connection between the whole and the individual. Through these connections, the emotional identity of both parties will be increased, and finally, consumers’ purchase intention will be improved through this sense of identity. When purchasing certain products, because consumers are uncertain about

product information, brand trust will become the main factor influencing consumers' purchase of products.

### **3.3 Brand perceived value theory**

Cobb-Walgren: et al. (1995)<sup>[3]</sup> explored that consumers' willingness to buy often depends on consumers' subjective norms. These studies have shown from different aspects that brand cognition will significantly impact consumers' purchase intention. Scholar Lin Xiaomin researched brand cognition and purchase intention. After sorting out much literature, he concluded that brand cognition and purchase intention also have a directly relationship.

## **4. The Conceptual Framework for the Research Study**

### **4.1 A research model of brand cognition and brand awareness**

Huang; & Sarigoellue. (2012)<sup>[4]</sup> conducted on two essential aspects of brand awareness, brand awareness, and recall. Most scholars have concluded that brand recognition and recall are very important when consumers make purchasing decisions and evaluate product experience or quality. Brand perception and recall also influence consumer attitudes, emotions, and even business performance.

### **4.2 A research model of brand attitude and brand endorser**

Erdogan: et al. (2001)<sup>[5]</sup> defined credibility as the degree of confidence in the communicator's intention to convey the most effective assertions. The validity of the information communicated by the endorser will depend on the endorser's attractiveness, expertise, and perceived credibility by the consumer. Attraction is related to the physical attractiveness of the source to the audience spokesperson.

## **5. The influence of Guizhou Consumer Purchase Intention on National Brands under the Background of Cultural Confidence**

### **5.1 Brand trust**

Brand attitude is a favorable or unfavorable personal evaluation, emotional feeling, and behavior tendency that an individual keeps. Brand attitude is a total or overall evaluation of consumers of a product that has brand confidence in use based on pride and understanding.

### **5.2 Brand perception**

Brand perception is how consumers feel, experience, and think about a product or service. It's what people think the brand stands for, not what the brand says it stands for during the period of use.

### **5.3 Brand attitude**

A brand attitude is a favorable or unfavorable personal evaluation, emotional feeling, and behavioral tendency that an individual maintains throughout the impression of consumption and public opinion.

### **5.4 Purchase intention**

Purchase intent is the probability that a consumer will purchase a product or service. To assess purchase intent, marketers use predictive models to help identify the likelihood of future outcomes based on historical data and user experience.

## **6. Conclusion**

Consumers with a background of cultural self-confidence are the research objects. The research collects and analyzes data through questionnaires to verify the proposed hypotheses. According to past scholars and literature, it is roughly predicted that brand trust, brand cognition, and brand attitude have a significant positive effect on purchase intention. Influence, perceived value, and brand image have a significant positive impact on brand trust, brand awareness and brand loyalty have a significant positive impact on brand perception, brand sentiment, and brand spokesperson credibility has a significant positive impact on brand attitude, function two elements of value and emotional value have a significant positive impact on perceived value, the two aspects of the product image and corporate image have a significant positive impact on brand image, and the two elements of facility experience and service experience have a significant positive impact on brand awareness. Attitude loyalty and behavioral loyalty have a significant positive impact on brand loyalty, indirect knowledge and low-level experience have a significant positive impact on brand sentiment, and reputation and trustworthiness have a positive impact on brand spokespersons' credibility degree has a significant positive effect.

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