

Study on the influence mechanism of online shopping platform FMCG brand marketing on consumers' purchase intention in Chengdu-taking M enterprise as an example

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Abstract: The value of online shopping platform is first of all its important video communication value. Compared with the previous text and picture communication, video communication can produce a wider angle, better interaction and deeper effect. M enterprise brand was established in 1997, which is a tea brand that started from a stall and focused on "sinking the market". At first, he entered the market with a low price and affordable attitude, and fought a price war in the milk tea industry in deus ex. Enterprises should plan the marketing mode of online shopping platform from a big marketing perspective. In order to bring goods, it is also necessary to spread the brand first, and help the brand to achieve better delivery effect through the amplification of content communication. Therefore, this paper takes M enterprise as a specific case to explore the influence mechanism of brand marketing of FMCG on consumers' purchase intention.

Keywords: purchase intention; Brand marketing of FMCG; Cognitive attitude; Brand elements

1. Introduction

With the continuous development of China's Internet and mobile communication, China's short video platform has emerged quietly. For example, Tik Tok, which is currently on fire, has established a unique brand with short video features. Online shopping platforms, especially short video platforms, attract fans' attention with short and concise videos, which has also become a key position in brand marketing. When the explicit dividend gradually disappears, how can FMCG brands do online marketing well? This paper takes the consumer groups in Chengdu as the research object, from the perspective of consumers' purchasing intention, taking M enterprise as an example, and based on brand marketing theory and consumer behavior theory, constructs the model of this study. To understand the development status of FMCG brands in China, explore the factors of FMCG brand marketing on online shopping platform on consumers' purchase intention, and find the relationship between brand personality, brand value, brand culture and consumers' purchase intention.

2. Theoretical basis

2.1 Theoretical significance and value

In this paper, the brand marketing theory, consumer behavior theory and other related theories and methods are combined to explore and analyze the influence mechanism of brand marketing of fast-moving consumer goods on consumers' purchase intention around consumers in Sichuan, which further enriches the brand marketing theory and consumer behavior theory, and has theoretical significance. Based on the classic literature at home and abroad, from the perspective of online shopping platform FMCG brand marketing, this study analyzes the influencing factors of online shopping platform FMCG brand marketing on consumers' purchase intention, and constructs a model that can fully reveal the influencing factors of online shopping platform FMCG brand marketing on consumers' purchase intention, which is helpful to enrich the related literature of brand marketing theory and consumer behavior theory, and enrich the existing brand marketing theory and consumer behavior theory.

2.2 Practical significance and value

Based on the literature analysis, reading the relevant literature, summarizing the research literature of influencing factors of consumers' purchase, FMCG marketing, brand marketing and other related theories, taking Sichuan as the research scope, and combining the question-

naire survey method, collecting the corresponding data, and analyzing the research results such as reliability and validity analysis, demographic analysis, descriptive statistics and correlation analysis, so as to analyze the impact of online shopping platform FMCG brand marketing on consumers.

3. Online shopping platform FMCG brand marketing influence mechanism on consumers' purchase intention in Chengdu

3.1 Brand marketing theory

In the early 1950s, the famous American advertising designer Rosser Reeves (1999)^[1] put forward USP theory. Rosser Reeves believes that in the process of developing and applying USP, the following three key points should be followed. (1) every advertisement must state a proposition to consumers, it is not just some words, nor is it an exaggerated advertisement for goods, nor is it a general display window advertisement; Every advertisement must explain to the audience, "You will get special benefits by buying such goods". (2) this claim must be a competitor can't put forward, it must be unique. This proposition must be strong enough to influence thousands of people, that is, to attract new customers to buy your goods. Simply put, USP emphasizes the specific special effects and benefits of products, which competitors can't provide, so it has strong sales power.

3.2 brand image

As the differences between products shrink, it becomes very difficult to form differences through product characteristics. In the 1960s, David Ogilvy (David Ogilvy, 1998)^[2] The brand image theory put forward was quickly widely accepted and adopted. Brand image theory emphasizes shaping image and long-term investment.

3.3 Integrated marketing theory (MC theory)

The idea of integrated marketing communication was put forward in the mid-1980s. The birthplace of MC theory-the research group of Northwestern University in the United States-defines MIC as: "MC takes all the contact points between brands and enterprises as information transmission channels, aiming at directly influencing consumers' buying behavior, and is a process of powerful communication from consumers by all means. Moreover, the pioneer of this research group, Don E. Schultz (2013)^[3] The following supplementary explanation is made: "MC is not a kind of expression, a kind of voice, but a concept composed of more elements." MIC is a multi-form process of developing and implementing persuasive communication for potential customers and current customers.

3.4 Brand equity theory

According to David A. Aaker (2005)^[4] The strong brand is valuable and can create huge profits for enterprises because of its high popularity, good perceived quality, stable loyal consumers and strong brand association. In other words, brand awareness, perceived quality, brand loyalty and brand association are the main sources of brand value. Brand equity further illustrates that the weapon to win brand competition is to build strong brand equity than brand image.

4. Research and conceptual framework of research

4.1 Theoretical analysis of cognitive attitude

Translated by Cui, Wu Zhina (2020)^[5] It is pointed out that the mode of "short video+e-commerce" has become a new trend, and Tik Tok has been involved in the field of e-commerce since 2018. By means of questionnaire survey and in-depth interview, this paper takes Tik Tok, a college student in Guangzhou, as the research object. Through empirical research, it is concluded that there are seven factors influencing consumers' purchase decision in Tik Tok: platform itself, content, material incentives, online celebrity's personal charm, trust, high inter-

action and value-added content.

4.2 Online shopping platform itself

Li Qianshu (2021)^[6] Combined with the questionnaire survey, this paper takes Tianmu Lake white tea as the research object, analyzes its development status and Tik Tok marketing amount model, and empirically analyzes the influencing factors of Tik Tok marketing on Tianmu Lake white tea purchase intention by using binary Logistic regression model. The results show that consumers' monthly income, interactive experience of online shopping platform, after-sales guarantee and promotion methods have significant positive effects on consumers' purchase of Tianmu Lake white tea.

4.3 The role of brand elements

And Meng Hui (2021).^[7] Taking consumers in the B2C market as the investigation group, this paper innovatively studies the influence of brand elements on consumers' purchase intention based on the experience value, and launches the research on the relationship among them. The theoretical framework of "brand elements-experience value-consumers' purchase intention" is established by systematically sorting out the relevant literature on brand elements, experience value and consumers' purchase intention. An empirical study is conducted to explore whether brand elements can improve consumers' willingness to buy and whether experience value plays an intermediary role.

5. Influencing factors of brand marketing on consumers' purchase intention

5.1 the choice of online shopping platform

Enterprises need to screen the anchors of the online shopping platform and try out the products they market in terms of word of mouth, quality and experience. Because the products being marketed are linked with the anchor of the online shopping platform, once there is a problem with the products being marketed, consumers will link the products with the anchor of the online shopping platform. Give play to the role of material incentives. When consumers receive material incentives, they will feel "cheap" psychologically, and increase their love for the product, and also mobilize consumers to continue to pay attention to the product.

5.2 Strengthen marketing promotion

Personalization and diversification have also become the consumption needs of many post-80 s and post-90 s consumers. More and more consumers pay attention to the expression of their own personality, and their focus has shifted from common characteristics such as cost performance to personality characteristics such as aesthetic design. Consumers have begun to play an increasingly active role, from passive acceptance and selection to active influence and creation, and the trend of "personalized customization" is coming from this. In this regard, enterprises should adopt customized marketing methods to satisfy consumers' psychology.

5.3 Establish brand image

A brand with outstanding personality can make consumers remember and have a strong brand association. In the process of enterprise development, while ensuring the quality of its brand products, we should carry out as many marketing activities as possible to improve consumers' brand perception interests, improve consumers' brand perception quality, win consumers' perceived prestige in their hearts, feel the correlation between themselves and the brand, and make consumers form a positive brand attitude towards the brand.

6. Conclusion

With the continuous development of China's Internet and mobile communication, China's short video platform has emerged quietly. For example, Tik Tok, which is currently on fire, has established a unique brand with short video features. Online shopping platforms, especially short video platforms, attract fans' attention with short and concise videos, which has also become a key position in brand marketing.

Taking M enterprise as an example, from the perspective of brand marketing of online shopping platform FMCG, this paper discusses the influencing factors of brand marketing of online shopping platform FMCG on consumers' purchase intention, and then analyzes the influence of related influencing factors on consumers' purchase intention, and then puts forward corresponding suggestions.

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