

# Influencing Mechanism of Brand Image Strategy on Consumer Purchase Intention of Sichuan Tourism Products

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**Abstract:** The imagination of the brand image in the tourism industry is a combination of antecedents and adjustment factors, which affect the customer's response to the brand tourism marketing. Imagination is considered a brand identity framework for the travel industry. Building a conceptual framework for the brand image of the tourism industry will make competitive advantage in the tourism market. The three objectives are to analyze the influence mechanism of brand image on Sichuan tourism products, evaluate the overall image of tourism products in Sichuan and suggest improving consumers' purchase intention in Sichuan tourism products.

**Keywords:** Brand Image Strategy; Purchase Intention; Tourism Products

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## 1. Introduction

Excellent brand image can make the brand stand out from many brands, which improves the product's market share. Brand image is consumers' subjective perception of a particular product, so it can effectively create and spread the brand image of tourism products so that consumers can intuitively feel and experience and promote their willingness to purchase them. The core of regional tourism products is the distinctive regional culture. With the development of economic globalization, tourism consumers' spiritual literacy has improved, and the demand for personalized cultural consumption has continued to grow. Due to the impact of the new crown pneumonia epidemic, people are keener to travel locally and buy local tourism products. The brand image of tourism products is the subjective perception of consumers, and it is a product they can intuitively feel and experience local culture, affecting their willingness to purchase. For this reason, I would like to discuss and analyze the influence mechanism of brand image on Sichuan consumers' willingness to purchase tourism products from the perspective of brand image.

## 2. Theoretical Basis

### 2.1 Theoretical significance and value

Customers can form brand associations in several ways beyond marketing campaigns: direct experience; through information from other commercial or nonpartisan sources. Therefore, brand image is the critical concept between brand and customer-based brand equity. In addition, it builds a strong brand image within the travel industry and helps customers make a strong travel brand awareness. This paper combines brand image theory and perceived risk theory. It focuses on the sampling area of Sichuan consumers to discuss and analyze the influence mechanism of brand image on Sichuan consumers' willingness to purchase tourism products, further enriching the content of brand image theory and perceived risk theory, which is of theoretical significance (Peng: et al. 2017)<sup>[1]</sup>.

### 2.2 Practical meaning and value

From this perspective, it can be said that the brand image effect of the tourism industry will be established in the minds of customers and maintained for a long time. Therefore, brand image has important implications for exploring the role of brand image conceptual frameworks, including brand awareness, association, strength, emotion, resonance, corporate social

responsibility, tourism management, and advertising. This paper takes Sichuan consumers as the research object. It summarizes the influence of domestic and foreign scholars on brand image theory, perceived risk theory, and brand image on consumers' purchasing intention of tourism products, combined with brand image theory and perceived risk theory, through data collection. The study conducted a comprehensive survey to explore the influence mechanism of brand image on Sichuan consumers' willingness to purchase tourism products to understand the current situation and influencing factors of Sichuan consumers' purchase of tourism products. Through the influence of brand image on Sichuan consumers' willingness to purchase tourism products, this paper hopes to improve Sichuan consumers' desire to purchase tourism products (Jeng, 2016)<sup>[2]</sup>.

### **3. Understanding the Influencing Mechanism of Brand Image Strategy on Consumer Purchase Intention of Sichuan Tourism Products**

#### **3.1 Research on brand image**

Brand image refers to the personality characteristics of an enterprise or one of its brands in the market and in the public's minds. It reflects the evaluation and cognition of the people, especially consumers, on the brand. The brand image is inseparable from the brand, and the image is the brand's characteristic and reflects the brand's strength and essence. The brand image includes product name, packaging, graphic advertising design, etc. Image is the foundation of a brand, so companies must attach great importance to building a brand image (Chiang, 2016)<sup>[3]</sup>.

##### **3.1.1 Competitive elements of brand strategy**

Brand image is a collection of images and concepts of various elements of a brand that exist in people's psychology, mainly brand knowledge and people's principal attitudes toward the brand: product cognition, emotion or impression, trust, attitude, image personality, etc.

##### **3.1.2 Positive brand image**

A good brand image is a powerful weapon for an enterprise to compete in the market and attract consumers. Brand image content is mainly composed of two aspects: the first aspect is the tangible content, and the second is the intangible content. The actual content of the brand image, also known as the "functionality of the brand," is the characteristic associated with the brand's product or service.

#### **3.2 Research on the perceived risk**

Any purchase behavior of consumers may not be sure whether the expected results are correct, and some consequences may be unpleasant for consumers. Therefore, the uncertainty of the outcome is implicit in the consumer's purchasing decision, and this uncertainty is the original concept of risk (Mabkhot: et al. 2017)<sup>[4]</sup>.

##### **3.2.1 Risk elements**

Many studies of customer-perceived risk are based on six factors: temporal risk, operational risk, physical risk, financial risk, social risk, and psychological risk. Time Risk: The risk of wasting time when the purchased product needs to be adjusted, repaired, or returned.

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

#### **4.1 Influencing factors of brand awareness and affection**

Brand awareness and emotion are the basis for brand perception and recall performance. Both components play an active role in building a brand image for consumer acceptance. In addition, brand awareness puts pressure on enhancing the brand image of the tourism industry. Therefore, brand awareness is the first step for customers to understand brands and organizations in the travel industry and create strong associations in their minds. Therefore, brand awareness is the first premise to put forward the conceptual framework of brand image in the tourism industry (Kumar: et al. 2016)<sup>[5]</sup>.

## **4.2 Influencing factors of tourism management**

The tourism business is managed by different activities and requires a proper management system. Therefore, tourism and management are closely related. In this regard, with the adjustment of the degree of tourism management, the brand image enhances the brand image of the tourism industry.

## **5. Influencing Mechanism of Brand Image Strategy on Consumer Purchase Intention of Sichuan Tourism Products**

### **5.1 Brand association of tourism product enterprise**

Brand associations are a valuable tool for marketers. By using brand associations, marketers can differentiate their brands and gain a strong position in customers' minds and the highly competitive travel market.

### **5.2 Brand superiority of tourism product**

Brand strengths communicate directly with the customer evaluation process. With the help of the evaluation process, customers generate an opinion of the brand in their minds. In this regard, brand strength can play an essential role in developing a positive brand perception in customers' minds. In addition, brand strength and positive perception of the brand enhance the brand image of the tourism industry.

### **5.3 Social corporate image of tourism enterprise**

Modern tourism marketing recognizes the importance of corporate social image and its impact on the brand image of the tourism industry. Corporate social image's contribution affects the brand image and social well-being.

## **6. Conclusion**

The conceptual framework of tourism brand image represents the antecedents and adjustment factors of the brand image from the perspective of tourism. The brand image creates a competitive advantage for tourism products in the tourism market. It enhances the tourism industry's overall favorability, trust, and credibility in customers' minds. The brand image of the tourism industry consists of brand awareness, brand association, brand advantage, brand influence, brand resonance, corporate social responsibility, tourism management, and advertising. They can enable the tourism industry to create a brand image and maintain a long-term brand image in the highly competitive tourism market.

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