

A Study on the Influence of Brand Value of Chain Catering Enterprises on Consumers' Purchase Intention -- A Case Study of College Students in Guiyang City

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Abstract: As the most typical industry in the tertiary industry and the service industry, the catering industry is an important branch of China's domestic consumer market. Its primary role is reflected in stimulating domestic demand and promoting employment. China's catering industry has experienced the rapid development after the reform and opening up, and has gradually evolved from the strategic thought of small profits and quick turnover to a higher strategic level of emphasizing brand competitiveness, service quality and large-scale operation. Due to the different growth environment and educational background of college students, their recognition of the brand value will affect their purchase intention. Based on this reason, this paper takes college students in Guiyang as the investigation object. On the basis of continuously exploring the influence relationship between customers' perceived value and college students' catering brand preference and purchase intention, this study puts forward meaningful marketing suggestions and brand building strategies for the catering industry.

Keywords: Brand Value; Consumer Purchase Intention; Brand Strategy

1. Background

As an important part, the catering industry of the tertiary industry has widely attracted attention for its relatively large market, fast growth rate, wide influence, strong employment capacity and other characteristics. It is also the carrier of culture, brand and capital export in more developed countries. China's catering industry shoulders an extremely important historical mission, which can not only meet people's various needs for food, but also play the important role of the tertiary industry in the national economy. Chain catering is a kind of more specific business operation model in the catering industry, which has been used in the catering industry for a long time. Whether the chain brand strategy can be successful is the key to the enterprise to get better development in the future, which is also related to the survival of the enterprise itself. At present, the competition in China's catering industry is increasingly fierce, so it is necessary to formulate systems and measures about the brand strategy of the catering industry.

2. Research objectives

Analyze the impact of consumer purchase intention of chain catering enterprises on the economy.

Explore the influence mechanism of chain brand value affecting consumers' purchase intention, mainly from several different perspectives, such as brand perception, brand value and brand cognition.

Formulate targeted brand strategies to provide highly reference opinions for maintaining sustainable development and improving consumers' purchase willingness.

3. Range of study

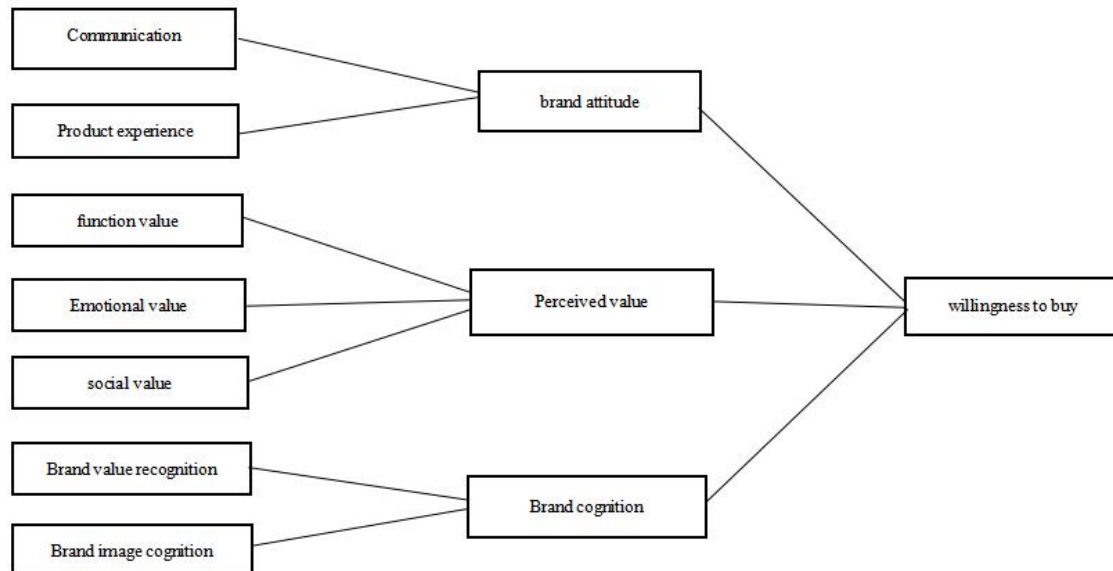
3.1 Significance and value

As far as the chain catering enterprises themselves are concerned, how to hold high their own brands in the increasingly fierce industry competition is related to the survival of the enterprise in the future development. Chain catering brand is the leader of the catering industry, is able to achieve today's scale and successful brand strategy has a very closely related, based on the continuous research of chain catering brand strategy, to the relevant rules and experience, and present the relevant deficiencies, and put forward targeted solutions and opinions, for the chain catering brand in the future development to provide certain experience and theoretical basis, let enterprises to bigger and stronger direction.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Guizhou province, China, mainly with college students in Guiyang, Guizhou province as the main body, the sample collection category is limited to Guiyang city, Guizhou Province, and the impact of consumers' purchase intention in this city is investigated.

The conceptual framework of the research



5. Theoretical principle

Fishbein & Aizen (1975) rational behavior theory (TheoryofReasonedAction) believes that the customer's behavior tendency determines his behavior, and the customer's brand attitude and evaluation criteria affect his behavior tendency. Aizen (1991) proposed the theory of planning behavior (TheoryofPlannedBehavior). Based on the above analysis, Liu Pingping (2012) constructed a brand cognition model through the sorting and research of relevant literature, believing that brand cognition is composed of brand image cognition and brand value cognition. A theoretical model is proposed. Wang Yonggui et al. (2005) believe that the perceived value model not only includes the price "profit loss" of the product, but also includes other emotions and social identity in terms of consumer psychology. Scholar Zhong Kai (2013) through the relevant literature review and summary, this study from the perceived product quality, perceived website service quality, purchase cost and perceived risk four research model, first to verify the above four factors for consumer perceived value and purchase intention, and then further analyze the influence of consumer perceived value on its purchase intention. Scholar Song Mingyuan (2014) pointed out that the five dimensions of brand experience indirectly affect consumers' purchase intention through four variables: self-concept, brand attitude, subjective norms and perceptual behavior control.

6. Correlation studies

Feng Xiaoqing (2015) pointed out that, for enterprises, the significance of brand is mainly manifested in five aspects: generating brand premium, improving intangible assets, promoting business growth, cultivating customer loyalty, and building high barriers to competition. Xu Jing (2014) also believes that in today's era of such advanced technology, product homogenization is getting higher and higher, and the real lasting competitive advantage often comes not from products but from the charm of the brand. For example, to give consumers two bottles of branded drinks and ask them to pick out their favorite brand, and in most cases, people will say that they like a brand with a high market share. But if the same two unknown brands, consumers can't choose.

Conclusion

The value of catering brand will have an important impact on consumers' purchase intention. The needs of college students are varied and constantly changing, so catering enterprises should actively promote product innovation on the basis of ensuring product quality, so as to provide customers with different choices and meet different individual needs. Quality value has the strongest influence on the brand preference of catering. It can be said that the physical attribute of products is the fundamental attribute to enhance the brand competitiveness of catering enterprises, that is, the quality value is the carrier of enterprises to carry out all brand activities. In order to form a differentiated brand competitiveness, catering enterprises should integrate their own unique ideas and personalities into their products on the basis of meeting the consumer market demand, so as to improve the quality and value of catering brands. Experience value orientation and quality value orientation are different marketing thinking. The quality value of catering brands emphasizes selling delicious food, health and hygiene, which belongs to the product thinking orientation, and the association degree is weak, because many college students never care about your products, but only pay attention to their own state. The experience value is very much in line with the law of human nature. By letting the college students identify whether they are happy, happy and satisfied with the emotional state, the catering brands can get the most association opportunities. Once college students rank, they will have a strong brand preference, and then purchase behavior.

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