

Study of the Biel Model Influence on Snack Food Brand Image for Guizhou Consumer Purchase Intention

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Abstract: This study explores the value of snack foods by referring to brand development through the Bell model. The question of which perceived product value dominates has been addressed through brand image and perception, whether multiple product values can enhance consumer brand preference/purchase. This study investigated the relationship between product value, brand preference and perception, and purchase intention of numerous perceived snack foods. Relative and derived purchase intention measures have a more pronounced effect on brand and price. Consumers claiming to be value-conscious are more influenced by value, but consumers with the brand as their primary purchase intent emphasize liking. The three research objectives are; to analyze the influence of brand image on consumers' intention to buy snack food in Guizhou, to explore brand image on the intention of Guizhou consumers in buying snack food, and to suggest ideas for strengthening the brand building for the snack food sales strategy for Guizhou consumers.

Keywords: Bell Model; Snack Food Brand Image; Consumer Purchase Intention

1. Introduction

In the context of the rapid development of the global economy, consumers' consumption concept has changed, and their consumption capacity has significantly improved compared to the past. At the same time, consumers' demand for snack food is increasing, and they have put forward more and higher requirements for the taste, variety, and quality of snack food. It is precise because of the diversification and differentiation of consumers' demands that drive the rapid development of snack food and snack food companies. Nowadays, many snack food brands pay more attention to the diversification of products in the market and develop different types of products according to the structural characteristics of the products, the types and needs of consumers, and present different development directions. Fun and other aspects continue to be pioneered and innovative, and snack food development is more diversified, showing a thriving development scene.

2. Theoretical Basis

2.1 Theoretical Significance and Value

There are many instructive studies on brand image at home and abroad, but there are not many studies on specific industries and even fewer studies on the snack food industry. This paper studies the influence of brand image on consumers' purchase intention in the snack food industry in Guizhou Province, takes consumers' perceived value as an intermediate variable and finds brand image and consumers' perceived value through research to stimulate consumers' purchase intention. The purpose is to retain customers, stimulate customers' purchase intention, and ultimately strengthen consumers' recognition of product brands, enrich and improve the research system on the influence of brand image on purchase intention, which has specific theoretical significance.

2.2 Practical meaning and value

In the process of the rapid development of the snack food industry, various snack food companies have begun to realize the importance of the brand building. This research provides specific theoretical support for constructing the snack food industry's brand image. For enterprises, a good brand image can directly help them gain a competitive advantage; for consumers, a positive brand image of an enterprise can also become the basis for their purchasing decisions. Therefore, brand image construction is essential for snack food companies to stand out in the fiercely competitive environment. The structure of the brand image of snack food enterprises is in the development stage. Therefore, this paper will combine the literature analysis method to summarize and analyze the theoretical model research of domestic and foreign scholars on the influence of brand image on consumers.

3. Understanding the Biel Model Influence on Snack Food Brand Image for Guizhou Consumer Purchase Intention

3.1 Biel Model Theory

Moon: et al. (2017) ^[1] defined brand image as "the sum of all brand-related associations in consumer consciousness." For example, the pair of visible and audible external elements such as brand packaging, names, visual features, advertisements, etc., the impression left by human stimulation, and the evaluation and feeling generated by people in the process of contact. To sum up, the three-dimensional and full appearance reflected by the superposition of various elements in the minds of consumers is the brand image. However, all brand-related perceptions cannot be conveyed to consumers simultaneously. Consumers always subconsciously select and filter based on the perceptual environment, so the information elements that are deliberately strengthened and repeated are more likely to be selected and remembered.

3.2 ABC Attitude Model Theory

Based on this theoretical model, Feng: et al. (2019) ^[2] divided into three categories.

The cognitive, emotional, and behavioral tendencies to analyze the influence of antecedent variables on consumer attitudes. Brand trust is regarded as the cognitive component of brand attitude, brand emotion is viewed as the emotional component, and purchase intention is regarded as the behavioral component to explore the internal relationship between negative online word-of-mouth and user attitudes.

Cognition and emotion in attitudes as mediating variables, and study the relationship between its pre-determined variables and behavioral tendencies. Consumers' perception of utilitarian and hedonic attributes can promote the formation of consumers' cognitive and emotional attitudes, thereby enhancing their purchase intentions.

Relationship between cognition, emotion, and behavioral tendency. In the research on the user behavior of the follow-up review information, the users' subjective perception, value evaluation, and use intention correspond to the ABC attitude theory's cognition, emotion, and behavioral tendency. In-depth analysis and exploration of the characteristics of information use behavior.

3.3 Rational Behavior Theory

Tao: et al. (2016) ^[3] assumed people are rational; this theory proposes that subjective norms and attitudes have a decisive impact on behavioral intentions. To some extent, behavioral intentions can predict actual behaviors, as shown in the figure. Among them, behavioral attitude is an individual's subjective evaluation of behavior or thing, and the subjective norm is the pressure brought by the surrounding environment that an individual feels. The model focuses on the formation of attitudes based on cognitive information processing, discusses and interprets its process in detail, and studies and analyzes the mechanism of action of attitudes, intentions, and behaviors, providing a theoretical basis for explaining and predicting individual behaviors. It is also one of cognitive behavior's most essential and influential theories.

4. The Conceptual Framework for the Research Study

4.1 Brand image

Brand image is how customers perceive your brand based on their interactions. It evolves and doesn't necessarily involve customers buying or using your product or service at any particular time.

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Godin (1997)^[4] referred to finding, selecting, purchasing, using, evaluating, and disposing of a product or service that people use to meet their needs, including consumers' subjective psychological objectives and practical activities. From this definition, purchasing behavior includes consumers' subjective and objective behaviors in all stages of consumption. With the development of network technology, the concept of purchasing behavior has also expanded from physical stores to cyberspace. Consumer buying behavior is a part of consumer behavior. Consumer behavior refers to a set of actions, including behavioral decisions, made by consumers to acquire, use, and dispose of consumer goods or services.

6. Conclusion

In the snack food industry, whoever can develop more customer groups more quickly and accurately, and make them have continuous purchase intentions, can gain a firm foothold in this highly competitive industry. The essential function of a brand is to give consumers greater confidence. The quality of the brand image directly affects whether consumers are willing to buy the product. However, building a good snack food brand is challenging for enterprises. At present, the homogenization of snack food is very serious, so creating its brand and a good brand image has become an indispensable part of the strategic development of snack food enterprises. Many snack foods are actively developing their brands and establishing a brand image that consumers recognize. The construction and promotion of snack food brand image greatly enhance consumers' willingness to buy. To this end, this paper focuses on the consumers in Guizhou to explore an empirical study on the influence of brand image on the purchase intention of consumers in Guizhou to buy snack food.

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