Research on the Influence Mechanism of Consumers' Perceived Value on National Brand Assets from the Perspective of Patriotism—— Taking Instant Noodle Products in Ningxia as an Example

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Abstract: With the industrial upgrading and the improvement of economic strength, people are no longer trapped in the stereotype of "foreign monks will chant sutras", and "discharm" of foreign brands, and become more and more domestic brands. In recent years, the rise of the China-fashion concept is also confirming this trend. White elephant is the only pure local instant noodle enterprise that refuses Japan to buy a shareholder, it is "oneself person", not to mention this "oneself person" is very excellent, especially under the foil of a lot of peers.315 After the "Tukeng pickled cabbage" incident, the domestic instant noodle brand "White Elephant", its fans soared 300,000 and its sales exceeded 100 million in seven days, causing "wild" consumption by countless netizens. More than 20 years ago, Master Kong, Uni-President, Huafeng and White Elephant were known as the four giants of instant noodles in China. After that, other instant noodle enterprises have accepted foreign investment, but Bai Xiang refused, adhere to do a good national brand.

Keywords: Brand Assets; Perceived Value; SPSS Data Analysis

1. Background

Brand is the comprehensive embodiment of enterprises and even national competitiveness, but also an important resource to participate in economic globalization. The quantity and quality of international brands reflect a country's economic strength and technological level. Comrade Xi Jinping attaches great importance to brand building, stressing the need to "promote the transformation of Made in China to Chinese creation, China's speed to Chinese quality, and Chinese products to Chinese brands". Domestic brands experienced overnight popularity, can be happy for this huge free marketing. However, the flowers are not very popular, especially when many consumers pay for their feelings, or simply to follow the trend, this kind of wild consumption behavior is not very sustainable, and naturally it is difficult to maintain brand loyalty. How can the white elephant not become the next flash in the pan "the light of domestic goods", more important or to enhance their own brand competitiveness. After all, after the feelings dispersed, really let consumers to stay, or rely on the brand itself.

2. Research objectives

Analyze the impact of consumer perceived value on white elephant brand equity.

Explore the influence mechanism between the following groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted marketing strategies to provide great reference opinions for the sustainable development and user stickiness.

3. Study scope

3.1 Theoretical Significance and Value

This study starts from the perceived value theory, reference to scholars at home and abroad, combined with the characteristics of instant noodles brand, according to the model of perceived quality, emotional value, social value, brand image perceived value and

brand assets seven variables developed corresponding scale, deepen the consumer perceived value of the four dimensions and the influence of brand assets research, make the consumer perceived value is further enrich and enrich the value theory.

3.2 Practical Meaning and Value

In the market economy environment, as the main body of the market enterprises uphold the concept of consumers as the core, specific interpretation of consumers as the core, grasp which aspects of the user are more beneficial to the brand assets of the enterprise is one of the positive significance of this research and charge. This study divides the user-perceived value into four dimensions. In order to enhance the value of their brand assets, enterprises need to start from these four aspects and rationalize the allocation of limited resources. The scale of user-perceived value is also an important theoretical tool for enterprises to analyze users.

3.3 Regional demographic characteristics of the study

Based on the area selected for the research topic, the researchers strictly limited the scope of the study. Researchers limited the scope of sample collection to Ningxia according to the perspective of social resources with their own research ability and ability scope.

4. The conceptual framework of the study
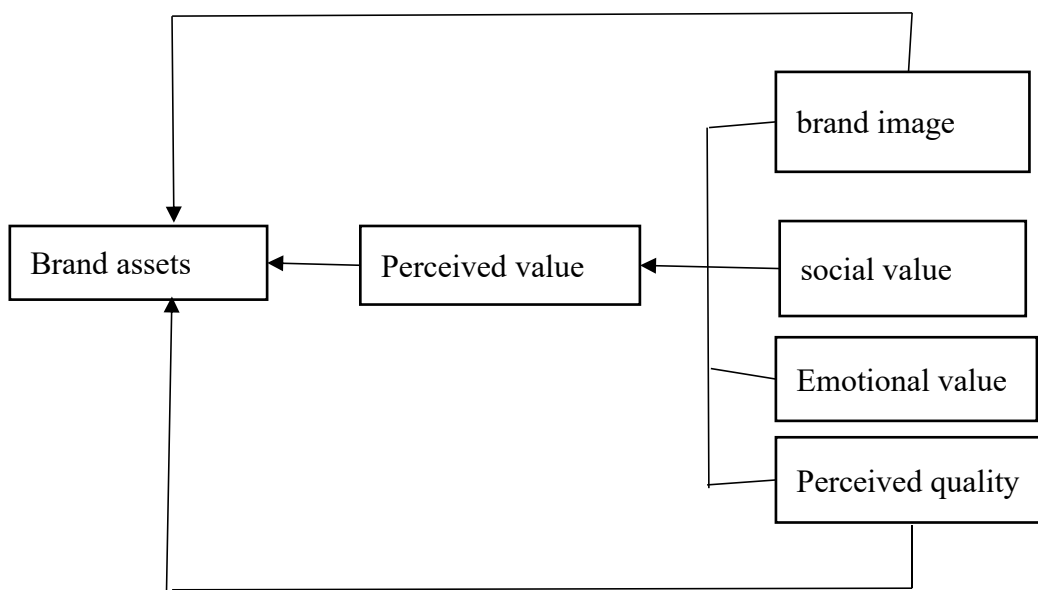
5. Theoretical principle

Zhang Youxu (2011) proposed a consumer-based brand equity model based on the model studied by foreign scholars. Brand equity is composed of five dimensions: brand awareness, brand association, perceived quality, perceived value and brand loyalty. There is a significant positive correlation between each dimension of brand equity and the brand asset itself. YuanBingHui and gu Yingkang (2015) using the root theory of qualitative research method based on the exploratory research, finally determine the six dimensions of brand assets, including brand consciousness, brand association, brand loyalty and perceived quality of the four traditional core concept, including brand image and brand experience the two more suitable to the new dimensions in the tourism industry. Xia Meimei (2010) takes rapid consumer goods as its research object, designed the measurement scale of consumer perceived value of cosmetics, by issuing questionnaires to cosmetics users, the empirical analysis results show that cosmetics consumers perceived value includes functional value, social value, profit value and emotional value four dimensions. Zhong Kai (2013) constructed the dimensional model of online customers' perceived value, and verified its four dimensions through the consumption questionnaire survey of online shopping. That is, product perceived quality, website perceived quality, purchase cost and perceived risk.

6. Related studies

Parasuraman and Grewal (1995) On the basis of conducting a large number of studies, put forward that consumer perceived value includes the following four kinds: (1) use value: the utility obtained in the process of purchasing and using a certain product or service;

(2) transaction value: the joy generated by the consumer in the purchase of a commodity or service; (3) acquisition of value: the benefits obtained by the consumer after purchasing a certain product or service; (4) redemption value: the surplus benefits of the consumer to the commodity after using a certain commodity. Kotler (2001) analyzes the perceived value from the perspectives of consumers 'perception of gains and gain and loss, and believes that consumers' perception of gains has four aspects: product value, personnel value, service value and image value. Consumers perceive profit loss has monetary cost, mental cost, time cost and physical cost.

Conclusion

Consumer perceived value: it has a significant impact on the brand equity. The higher the consumer perceived value, the stronger. Perceived value has a significant impact on the brand asset. The higher the perceived value of consumers, the higher the brand asset value and the higher the recognition of the brand. Therefore, from this perspective, it is necessary to continuously optimize the existing functions and improve the perceived value of users. Brand image will have a significant impact on the perceived value of customers. Correctly understand the brand image of enterprises themselves, and expand the influence of social media on consumer involvement. Perceived quality has a significant impact on perceived value. In the Internet era, consumers measure the product manufacturing capacity of enterprises on the basis of product perception quality. At the same time, product perception quality has a significant impact on consumer perception

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