Research on the Brand Image Shaping of Internet Firms

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Abstract: With the rapid development of the Internet, the competition among Internet firms has become increasingly fierce. The brand image of Internet firms has become the key to the development of online brands. The shaping of firm brand image is not only conducive to the establishment of corporate culture, but also conducive to the shaping of the brand image that the majority of consumers love and enhance their competitiveness in the market. The paper analyzes the application and influence of the traditional brand image strategy in the e-commerce environment, finds problems in the process of shaping the brand image of the Internet companies, and proposes corresponding improvement programs, which provides reference for the Internet companies to better develop their brands.

1. Introduction

With the rapid development of the Internet, online shopping has become an indispensable part of people's lives. With more and more Internet firms, consumers' choice is becoming more and more abundant, How to meet consumers' demands is a major issue for Internet firms. Shaping good brand image is the main way for the internet firms to develop online brands. Through the shaping of corporate brand image, the company builds unique brand of the company, attracts more customers, forms the recognition and dependence on the brand, establishes the excellent brand image of the e-commerce and forms the brand competitiveness of the industry.

2. Literature Review

At present, domestic scholars mainly study the brand image shaping from influencing factors, communication channels and shaping strategies. Chen Zhuo put forward the implementation of brand strategy is the inevitable requirement for market competition, which is the basis for rapid identification of massive information, and the legal protection of the protection of corporate interests [1]. Wang Wenli provided ideas for B2C e-commerce companies by analyzing the necessity, index system, principles, and other aspects of enterprises' brand image building [2]. From the perspective of consumption behavior, Hong Bo assumes the brand has six meanings: attributes interests, values, culture, personality and users. Successful brands enable buyers or users to acquire relevant or unique values that best meet their needs [3].

Research on branding in foreign countries focuses on the following aspects: Sonja Gensler uses brand associations extracted from online product reviews and their connections and descriptions to describe the brand associations of the internet, and to study the brand image effect through consumer reviews after online shopping [4]. Kim H S, Shin E Y, Cheng A, et al studied the markets of the United States, Japan, and China, and proposed the concept of two-dimensionality of brand image: design and craftsmanship, and discussed brand image shaping from the brand logo design and product design [5].

From the research status at home and abroad, we can see that the rapid development of the internet has made the brand image building become an important research direction for internet firms. Based on previous research, this paper explores the misunderstandings in the process of brand image building and the corresponding brand image strategy.

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3. Branding Image Shaping of Internet Firms

Brand is a kind of identification mark attached to a commodity, value concept, which generally includes such elements as text, symbol, color, pattern, and LOGO design, and is used to distinguish competitors' products and services. The brand represents consumer awareness, evaluation and emotional certification of company products. Creating a good brand, having more loyal customers, and realizing more corporate value are the realistic goals of each company, brand is intangible assets owned by enterprises[6]. Brand image shaping combining the brand with some things or emotions. When people mention a certain brand, they can think of something. These associations make consumers feel emotional about products and bring more trust to consumers. Brands are always in the minds of consumers. Good brand image brings not only loyal consumers, but also more intangible assets. Different products with different images will have different values. A well-established brand image is a necessary task for the company.

4. Problems in Branding Image Shaping of Internet Firms

Internet branding is a hot topic in e-commerce. Creating a good brand image is the primary task of brand marketing for Internet firms. Many enterprises taken brand image as fragmented, so there are many misunderstandings in the process of shaping. Mainly reflected in the following aspects:

4.1 Focusing on the Appearance of the Brand

Some companies see brand image shaping is too simple, think that they can attract many customers and take deep impression in the customer heart through more creative advertising, bombing type advertisement promotion in all channels. The effect formed by such a shaping strategy is one-sided, and the image created by the company can only stay in the mind of consumers for a short time. In particular, online brands have strong consumer mobility. They want to seize loyal customers and cannot opportunistically create a thin brand image, ignoring the construction of products, technologies, quality, and services, and eventually disappear in the hearts of consumers, which is costly and has no effect.

4.2 Over-modify the Brand

Regardless of whether it is an online brand or a traditional brand, there is a general problem of excessively beautifying the brand in the process of brand image building. Entrepreneurs choose gorgeous vocabulary and language to over-pack the brand image, and neglecting the actual situation of the brand, resulting in the actual effect of the consumer using the product far below the expected value, thus losing the consumer's trust and loyalty. It is necessary to add some modifications in the process of brand image creation, but it must be appropriate and realistic, increasing the trust and goodwill of consumers in the product image, and allow consumers to trust the brand to achieve a win-win situation.

4.3 Changing Brand Image at Will

Blind conformity is also a common brand management strategy for the market failure. Some companies believe that brands must keep up with the trend of the times, so they are anxious to rebuild their brand image, forget their original intention and start over again when the market direction changes a little. The image of a brand has gradually taken root in the minds of consumers, the concept of consumers is becoming more and more blurred If changes randomly during the process of shaping. The new changes have not yet adapted to the new trend, and another wave of trends has begun. In this way, the brand image cannot penetrate the consumer. As a result, the so-called brand image is totally messy.

5. Brand Image Suggestion and Strategy

Creating a brand image is a complicated and arduous system project. In the shaping process, it is necessary to make reasonable arrangements, using corporate and social resources, attaching

importance to brand management, constantly updating and improving the brand image. Mainly reflected in the following aspects:

5.1 Improve Product Quality and Optimize Brand Design

In the image-shaping process, the quality of the product is always at the forefront. Compared with price, consumers are more concerned with brand reputation and quality, and high quality is the prerequisite for good brand image. As an e-commerce industry, consumers can not be in close contact with products for the first time. Therefore, enterprises should strictly monitor the process of product production, try to ensure that the quality of each product is consistent with the requirements, and comply with the quality commitment of consumers, which is shaping high quality brand image essentially. In addition, companies should be rigorous in packaging, trying to avoid packaging damage, product contamination, omissions and other issues and to achieve a win-win agreement for the sake of consumers with logistics companies.

5.2 Good Advertising and Public Relationship

Brand image shaping cannot be separated from the society and the masses; advertising is the main channel for consumers to receive the brand image. Most Internet firms choose online advertising; however, many people do not pay attention to it. Therefore, it is necessary to expand advertising channels, media advertising, outdoor advertising, and magazine advertising, which is the most common channel for consumers to accept advertising information.

Public relations are an important means to maintain brand image. Understand the needs of the general public, create a consumer-centric brand image, narrow the distance between consumers and brands, and value consumers' loyalty and trust in the brand. Linking the brand with social responsibility, Internet firms should participate in social public welfare undertakings, such as donating products to the needy.

5.3 Clear Brand Positioning, Strengthen Brand Image Management

Brand positioning is the first step in brand building, which helps consumers understand product information. Clear brand positioning and deepen the brand image on the basis of brand positioning, which make the brand in the public mind impressed on the basis of deep impressions, continue brand renewal.

Secondly, brand management must be strengthened during the process of brand image building. The establishment of a scientific organizational framework and regulations can promptly respond to brand image damages, and plan the task of brand image creation at all times so as to keep up with the development of the times and ensure the sustainability and stability of the brand.

6. Conclusion

The development of the internet has created the development of the Internet economy. The emergence of more and more online brands has brought challenges to internet firms. The brand image has become the main means of competition, which adapts to market competition through the establishment of personalized brand image and attracts more new users and retain more old customers, realizing high-speed growth in online transaction. This paper discusses some misunderstandings in the process of brand image building, which expecting to have certain guiding significance to the brand building of Internet enterprises.

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