

The Relationship between Brand Impression, Price and Consumer Choice Preferences - An Empirical Study Based on Cross-Culture

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Abstract: *Consumer preference is one of the main objects of enterprise marketing management research. Based on the consumer choice preference theory, this paper explores the correlation between brand impression and price on consumer choice preference from the perspective of consumers, and also uses culture as a moderator. Document analysis and experimental research are used as research methods. This research chooses three different mineral water to carry on the experiment, and chooses the university students as the research object. Three independent experiments were conducted and the results show that the influence of choice preference on price, brand impression and perceived quality and its internal mechanism have solved the problem of "the change of the influence of price, brand impression and perceived quality on consumers' choice preference under different cultural backgrounds". A variety of research methods are used to verify the theoretical assumptions in the paper, which increases the reliability and persuasion of the results.*

Keywords: Consumer Choice Preference, Brand Impression, Price, Perceived Quality, Culture

1. Introduction

With the economic development of various countries, consumption has a great impact on people's lives. Consumers are the destiny to determine the survival and development of enterprises, and brand has been an important aspect of marketing. At present, many consumers regard brand as an important factor in choosing products. Brand is no longer simple product identification, but has become a symbol with rich connotation. Consumers' purchase of products is made up of many factors. Different brands of products have different preferences. In other words, consumers choose to buy their favorite products and brands within their expectations. When making purchase decisions, brand impression, brand preference, product quality and price will be one of the important factors that consumers should consider.

Consumer choice theory is a branch of microeconomics that links preference with consumption expenditure and consumer demand curve. Brands help to distinguish between products themselves and competitors, and also form a long-term impression in the minds of consumers. In real life, consumers are familiar with the brand in a large proportion of purchasing products. A brand usually includes a clear logo, font, color scheme, symbol, sound, which may be the trend of development, and can be developed to represent implicit values, ideas, and even personality. Brand influence brings not only economic benefits, but also the value of a belief.

So far, although a large number of researchers at both of domestic and international have studied this field, there are still many topics worth exploring. Therefore, from the perspective of consumers, this study will construct the impact of consumer brand impression and price on consumer preference, and use cross-cultural empirical test.

2. Literature review and research hypothesis

2.1 Perceived Quality and Consumer Choice Preference

Consumers' preferences for a product or brand are generated by a combination of many different factors. Some factors come from the characteristics of the product itself, such as price, durability, while other factors are the characteristics of the consumer itself, such as goals, attitudes, discretionary income (Venkatraman, 2012). Product quality is one of the most important determinants of consumers' purchasing intention of private brand (Sethuraman & Gielens, 2014). Bao et al. (2011) research shows that consumers have higher purchasing intention when they have higher awareness of the quality of their own brand products. Consumers' judgment of the quality of products or services is usually based on various clues related to the product. Some of the clues are inherent in the product, while others are external. In addition, Steenkamp et al. (2010) also showed that the smaller the perceived quality gap between private brand and manufacturer brand, the more likely consumers are to buy private brand products. As a subjective evaluation of products by consumers, perceived quality includes both internal and external cues. Consumers make purchase choices by identifying and evaluating the physical and additional properties of products. When the perceived quality of the product is higher, it means that the consumer's satisfaction with the commodity is high, which tends to buy the product. Otherwise, when the perceived quality of the product is low, consumers think that the risk of purchasing the product is high, so the possibility of choosing to buy is small. Purchasing intention not only depends on perceived quality, but also on consumers' value consciousness (Shanjuan et al., 2016). However, consumers' perceived quality is often the embodiment of their value consciousness. Aaker (1991), Armstrong and Kotler (2003) believe that perceived quality has a direct impact on consumers' purchase

decisions and brand loyalty, especially when consumers have little or no information about the products they will buy. To sum up, this research of following hypotheses are proposed:

H1: Perceived quality has a significant positive impact on consumer choice preference

2.2 Brand Impression and Consumer Choice Preference

Consumers often have a certain stereotype about a certain kind of brand, especially those products and services that are well-known and have a history of consumption. Brand impressions connect both consumers and brands. As a direct source of consumer preferences, it has been suggested that experience promotes better memory through vivid and specific information (Paivio, 1971). Severi and Ling (2013) point out that the positive correlation between brand impression and perceived quality, meaning that the better a consumer's brand impression of a brand, the higher the evaluation of its product or service, and thus the more likely it is to make purchase decision. When consumer's impression of a brand is poor, the possibility of making a purchase decision is small, and it is difficult to reverse the historical image of the thing for a long time. To sum up, this research of following hypotheses are proposed:

H2: Brand impression has a significant positive impact on consumer choice preference

2.3 Price and Consumer Choice Preference

Price has a positive impact on perceived quality of products. People give higher quality evaluation to high-price products, while high-perceived quality also generates higher purchasing intentions. When studying consumer choice preferences, economists believe that price is a constraint to maximize utility. Prices are highly valued before purchasing decisions are made (McFadden, 1999). Price is an important external clue (Zeithaml, 1988) and should be an independent component of a practical model for predicting consumer preferences (Hayakawa, 1976). When consumers make purchasing decisions, they choose to support their purchase intentions through external clues and internal clues. When the internal clues are difficult to obtain or understand, product price becomes a key factor. Gerstner (1985) research shows that, in consumers' opinion, sometimes price equals product quality, especially when product price is the only one external clue. The research of Wang Haizhong et al. (2007) also shows the positive correlation between commodity price and perceived quality. Purchasing high-price products may bring less risk of money loss and obtain some additional psychological satisfaction. The role of price as an independent factor of consumer brand preference has been proved (Alamro & Rowley, 2011; Petruzzellis, 2010; Schoenfelder & Harris, 2004). Brakus et al. (2009) in experiential marketing, price is the cost of delivering experience and consumers' perception of price fairness, which helps consumers experience. When purchasing a product at a lower price, consumers may think that the purchase behavior may lead to the purchase of inferior

products, resulting in higher risk costs. When the product price is in the consumer's purchasing power, the product with higher price has certain selection advantages. Therefore, the following hypotheses are proposed:

H3: Price has a significant positive impact on consumer choice preference

2.4 The Regulating Function of Culture

Consumers in countries or regions with lower economic level tend to think that products from countries with higher economic level have higher quality evaluation, which means that their perceived quality clues come from economic conditions (Wang Haizhong, 2007). Most countries in Eastern Europe are in the developing stage of their economy. Consumers have more access foreign products and brands. The quality evaluation of foreign products is better than that of local products (Godey et al., 2012). Chinese consumers tend to have a high opinion of foreign goods, especially low-quality products from Europe, the United States and Japan (Wang Haizhong, 2004). In addition, Lee's (2012) study shows that Mexican high-income consumers are more likely to buy foreign products, and there is a clear "worship foreign" mentality when purchasing goods. Consumers in developed countries have strong consumption capacity and diversified commodity choices. They pay more attention to the quality of products themselves. Due to the need of merchants to open markets, the products exported to developed countries are of high quality (Yang Rudai, 2013). Consumers in developed countries may concentrate more on the perceived quality of products themselves. In summary, the following hypotheses are proposed:

H4a: Culture has a significant moderating effect on perceived quality and consumer choice preferences

Scholars have made a series of studies on brand names in brand impression, and found that American college students' intention to choose brand names in other countries is significantly lower than that of American brand products (Harris et al., 2010), while Indian consumers' intention to choose foreign, and foreign brand names is significantly higher than that of Indian brand products (Kinra, 2006). Chinese college students believe that cosmetic products with Western brand names are of higher quality (Wang Haizhong et al., 2007). In China's mineral water market, western brands and Chinese brands are mixed and interlaced. Consumers' brand impressions of different brands determine their purchasing choices to a certain extent. Internal and external factors such as brand names, trademarks and advertisements have significant implications for the quality of products. However, consumers in different countries have different cultures and consumption concepts, which may have different brands. Prepare differentiated concerns. In summary, the following hypotheses are proposed:

H4b: Culture has a significant moderating effect on brand impression and consumer choice preference

Consumers in different countries or regions have different consumption abilities. Price is usually the key factor affecting consumers' purchase decisions. The price of Portuguese domestic exports is positively correlated with the level of development, economic scale and interval (Bastos & Silva, 2010). Chinese consumers are price-sensitive, and their willingness to buy stimulated by positive information decreases significantly with the increase of prices (Chang Yaping, 2008). Although price fluctuations mainly affect consumers' purchase choices, consumers' purchase choices under different cultural backgrounds are based on diversified thinking. Changya Equality (2008) research points out that, Chinese consumers have a high premium tolerance for corporate products with strong social responsibility awareness. Under the same price condition, Chinese consumers have obvious response to the information stimulus of corporate social responsibility. On the contrary, the positive information consumers' purchasing willingness increases on average, while the positive information consumers' purchasing willingness decreases on the contrary. In addition, different countries and regions have different psychological reactions to price standards because of their closeness, cultural atmosphere and resource richness. Export enterprises with high geographical remoteness have lower price levels (Yang Rudai, 2013). In summary, the following hypotheses are proposed:

H4c: Culture has a significant moderating effect on price and consumer choice preference

3. Experimental Research

Experiment 1

The experiment is divided into two groups (Chinese Student Group * Foreign Student Group). There are two processes of experiment: process one (drinking the same kind of water, no brand, no price) and process two (drinking different kinds of water, no brand, no price). According to the usual requirements of the experimental method, at least 30 samples are required for each group of experiments that is 60 valid samples are needed for this experiment. In order to ensure the minimum sample size of the experimental method and the feasibility of the experimental operation, a total of 70 subjects were selected to participate in the first experiment.

In first experiment we choose four difference kinds of mineral water (NongFuShanQuan A/BaiSuiShan B/Evian C/Wahaha D), paper cups used to separate mineral water, pens used to record the results of subjects' selection, watches used for timing, etc. were selected. The first experiment is divided into two stages. First, all the participants are assigned to two adjacent classrooms to carry out the experiment according to the standards of Chinese students and foreign students. To ensure the validity of the experimental results, the ratio of male to female was about 1:1. Before the experiment started, each participant was given three small cups (I II III), a piece of white paper and a pen for recording. Then, the participants in the experiment poured mineral water of the same brand D into each participant's three cups in three identical containers (without any information), informing the participants that they

had finished drinking. After that, three glasses of water were sorted according to their taste preferences and recorded on the distribution paper. After all the subjects completed the process, in order to prevent the effect of taste mixing on the results of the experiment, we would play a piece of music in the classroom to distract the subjects' attention, during which they could not communicate with each other; after that, the students who assisted the experiment still used three identical containers (without any information) to give each student. Three cups were filled with three brands of A/B/C water, and the subjects were still asked to rank three cups of water according to their taste preferences, and recorded on the table. Finally, the participants were asked to fill in a scale about the perceived quality of three cups of water and collect the data of the scale. The experiment ended at this point.

Experiment 2

The second experiment is the same process as the first experiment; it is divided into two experimental processes: process one (drinking the same kind of water, no brand, no price) and process two (drinking the same kind of water, brand, no price). According to the experimental requirements, 35 Foreign Students and 35 Chinese students were divided into two adjacent classrooms. A total of 70 samples were selected.

In experiment 2, we choose only one kind of mineral water (D) to fill in to three bottles, and the second experiment was also divided into two processes: first, Participants in the experiment were asked to fill each student's three cups with mineral water of the same brand D in three identical containers (without any information). The participants were told to order the three cups of water according to their tastes after drinking, and record them on the distribution paper. After that, the students who assisted in the experiment still used the same kind of water (D), with three different brands of mineral water bottles packed into three copies (brand, no price) and poured into each student's three cups separately, still asked the subjects to order three cups of water according to their taste preferences, and recorded on the table. At the end of the above process, all participants were asked to fill in a brand impression scale about three brands. The second experiment ended at this point.

Experiment 3

The third experiment is the same as the second experiment. According to the experimental process, it is divided into two experimental processes: process one (drinking the same kind of water, no brand, and no price) and process two (drinking the same kind of water, no brand, no price). 70 subjects were also recruited to participate in the experiment, including 35 Foreign Students and 35 Chinese students.

In third experiment, the experimental chooses one kind of material water, which is divided into three bottles (D), and experiment also divided into two processes: first, Participants in the experiment were asked to fill each student's three cups with mineral water of the same brand D in three identical containers (without any information). The participants were told to order the three cups of water according to their tastes

after drinking, and record them on the distribution paper. After that, the students who assisted in the experiment still used the same brand of water (D), which was packed in containers with different prices (price, no brand), and poured into each of the three cups separately. After that, the subjects were asked to drink three cups of water in turn, and according to their taste preferences, the three cups of water were sorted and recorded on the table. The three experiments ended at this point.

4. Experimental Process

In this study, field experiments were conducted, using a 2*3 inter-group design. The perceived quality, product price and brand impression were operated by Chinese students and foreign students. The subjects were divided into six groups, and each experiment was divided into two groups. The number of subjects in each group was basically the same. Each experimental group was tested in the adjacent classroom. Before the beginning of the experiment, all students were warned not to communicate with each other. The staff would provide three disposable cups and recording paper for each student. At the same time, the participants fill in the record paper according to the requirements of the staff, and then submit it on the spot.

The measurement of demographic factors and the collection of some scale data are completed by the participants in the form of questionnaires during the experiment. In this paper, 200 questionnaires were collected and 185 valid questionnaires were sent out through the experimental process. 45% of the respondents were male and 55% were female. The questionnaire is divided into two parts. The first part is to measure the demographic factors of the subjects. The second part is to measure the items needed in the experiment. One is about the brand impression of the subjects, and the other is about the perceived quality of the products. The maturity scale developed by foreign scholars is used to measure perceived quality and brand impression of subjects, so as to ensure that the scale has good reliability and validity. All items of the scale were tested with the 7-point Likert scale (1 = very disagreement, 7 = very agreement). In order to better guide the participants, this paper does not provide any information to the participants before the formal start of the experiment, it only tells the participants about the process of experiment arrangement, and the participants make choices through taste. Subjects were then provided with information about the next process, while they could choose through taste and the information provided.

The experiment is completed under the guidance of this paper from the beginning to the end. Students were asked to complete the experiment in sequence according to the steps of the experiment. For students who did not comply with the experimental requirements, their samples would be considered invalid. Data entry is also done independently in this paper. After entering the data, this paper checks the data. After confirming the validity of the data, this paper begins to analyze the data.

All in all, experiment 1-3 is a step-by-step multi-design. The results of Experiment 1 stimulate the design of experiment 2. The conclusion of Experiment 2 extends to experiment 3. Experiments 1-3 are governed by a big hypothesis. Through the above experiments, we can get the brand impression, perceived quality and consumption preference of College students.

5. Data and results analysis

5.1 Perceived Quality and Consumer Choice Preferences

Firstly, the reliability and validity of the perceived quality scale were analyzed. The internal consistency coefficient (Cronbach's α) and KMO values of the scale were 0.952 and 0.854, respectively, which showed that the reliability and validity of the scale were in line with the requirements.

Table1: Reliability and Validity Analysis of Perceived Quality Scale

variable	Cronbach' α	KMO	Explanation variance percentage	Significance of spherical test
Perceived quality	0.952	0.854	87.39	0.000

Statistical analysis's results of process one showed that 62 out of 70 subjects had no significant difference in taste when they drank the same water. These 62 subjects were able to distinguish the taste of different water, so we retained these 62 data as the valid data of experiment 1, including 32 domestic subjects and 30 foreign subjects.

The average values of brand impression scale data were 4.13, 4.81 and 4.55 respectively. Therefore, the order of perceived quality of water cup 1, 2 and 3 in domestic subjects was water cup 2 > cup 3 > cup 1. It shows that the actual results of domestic subjects are consistent with the expected experimental results. Consumers' perceived quality has a positive impact on consumers' preferences.

The average perceptual quality of the first, second and third cups of foreign subjects were 3.98, 4.42 and 4.78, respectively. Therefore, the order of perceptual quality of the three cups of water was water cup 3 > cup 2 > cup 1. It shows that the actual results of foreign subjects are consistent with the expected experimental results. Consumers' perceived quality has a positive impact on consumers' preferences. Therefore, culture has no significant moderating effect on the relationship between perceived quality and consumer preferences. Hypothesis 1, Hypothesis 4a holds.

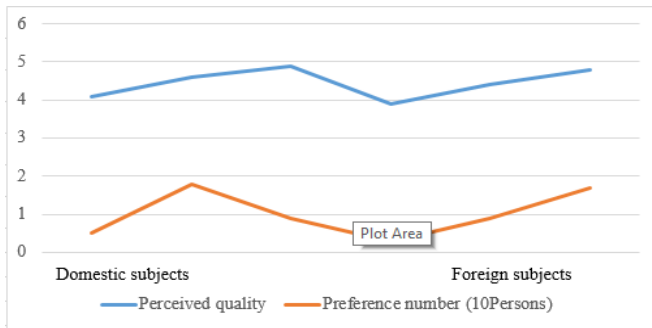


Figure 1: The effect of perceived quality on consumer preferences

5.2 Brand Impression and Consumer Choice Preference

In this second experiment, 64 valid data were obtained including 31 domestic subjects and 33 foreign subjects. Firstly, the reliability and validity of the brand impression scale were analyzed. The internal consistency coefficient (Cronbach's α) and KMO values of the scale were 0.983 and 0.941, respectively, indicating that the reliability and validity of the scale were in line with the requirements.

Table 2: Reliability and Validity Analysis of Brand Impression Scale

variable	Cronbach's α	KMO	Explanation variance percentage	Significance of spherical test
Brand impression	0.983	0.941	89.80	0.000

According to the results of the brand impression scale, the average brand impressions of the domestic subjects were 4.73, 4.24 and 4.06 respectively, which is the brand impressions of NongfuShanQuan>BaiSuiShan> Evian. According to the experimental results, the participants in Step 1 did not know the brand of drinking water. The number of people who chose NongfuShanQuan, BaiSuiShan and Evian was 8, 8 and 15, respectively. After the participants in Step 2 knew the brand of three kinds of water, the number of people who chose NongfuShanQuan, BaiSuiShan and Evian was 17 (112.5% increase compared with Step 1), 8 and 6 (60.00% decrease compared with Step 1). Therefore, the domestic test results are consistent with the expected test results. Consumers' brand impression will positively affect consumers' choice preferences.

Table 3: Statistical Table of the Range of Change of Brand Impression on Consumer Choice Preference

Country	category	NongFuShan Quan	BaiSuiShan	Evian
domestic	Non brand	8	8	15
	Contain brand	17	8	6
	Amplitude of variation	112.50%	0.00%	-60.00%
international	Non brand	8	8	15
	Contain brand	9	8	14
	Amplitude of variation	12.50%	0.00%	-6.67%

The average brand impressions of foreign participants were 4.43, 4.53 and 4.49 for NongfuShanQuan, BaiSuiShan and

Evian respectively. According to the experimental results, the participants in Step 1 did not know the brand of drinking water. The number of people who chose NongfuShanQuan, BaiSuiShan and Evian was 8, 8 and 15, respectively. After the participants in Step 2 knew the brand of three kinds of water, the number of people who chose NongfuShanQuan, BaiSuiShan and Evian was 9 (12.50% increase compared with Step 1), 8 and 14 (6.67% decrease compared with Step 1). The number of people who chose NongfuShanQuan, Evian and BaiSuiShan remained unchanged when they knew the brand. Through interviews, it was found that foreign participants did not know much about the domestic brand of mineral water, and the impression of the brand was also vague. The questionnaire was mainly based on text introduction. However, the experimental results also show that there is no significant difference in the choice of foreign subjects before and after they know the brand. Therefore, culture has a significant moderating effect on brand impression and consumer preference. Hypothesis 2 and 4b are valid.

5.3 Price and Consumer Choice Preference

In third experiment, 68 valid data were received including 35 domestic subjects and 33 foreign subjects. The only difference between step one and step two is that the participants in step one don't know the price of three glasses of water, while the participants in step two do the experiment on the premise of knowing the price. According to the experimental results, it can be seen that whether the domestic participants know the price of water has no significant effect on their preference.

Table 4: Statistical Table of the Change Range of Brand Impression on Consumer Choice Preference

Country	category	Cup1	Cup2	Cup3
domestic	Non brand	8	12	15
	Contain brand	7	14	14
	Amplitude of variation	-12.50%	16.67%	-6.67%
international	Non brand	8	11	14
	Contain brand	8	12	13
	Amplitude of variation	0.00%	9.09%	-7.14%

In step one, the number of domestic participants who chose water cups 1, 2 and 3 was 8, 12 and 15, respectively; in step two, the number of domestic participants who chose water cups 1, 2 and 3 was 7 (12.50% lower than step one), 14 (16.67% higher than step one) and 14 (6.67% lower than step one). Although the participants in Step 2 already knew that three glasses of water had different prices, the number of people who chose three glasses of water was almost the same as that in Step 1. Therefore, product price has no significant positive impact on consumer preference. This is also inconsistent with the expected experimental results. Although the participants in Step 2 already knew that three glasses of water had different prices, the number of people who chose three glasses of water was almost the same as that in Step 1. Therefore, for foreign subjects, the impact of product price on consumer preference is not significant, which is consistent with the expected experimental results. Culture has no significant moderating effect on price and consumer preference, that is, hypothesis 3

is not valid and hypothesis 4C is valid.

6. Discussion

The results of the experimental data confirm some of our conjectures. Namely, brand impression and perceived quality have a significant positive impact on consumer choice preference, while price has no significant impact on consumer choice preference, which is inconsistent with our expected hypothesis, and the prediction may be related to product type. This study takes culture as a moderator variable and chooses foreign students to conduct experiments. Because foreign students are not familiar with domestic brands, we can see the relationship between consumers' price, brand impression, perceived quality and choice preference in different cultural environments through a comparative experiment with domestic subjects. The results show that culture has no significant moderating effect on perceived quality and choice preference, price and choice preference, but has significant moderating effect on brand impression and choice preference.

In experiment 1, we changed the quality of water by controlling the quality of water, we can judge whether the students can clean the taste difference of different mineral water, so as to screen out the effective students. The experimental results show that under the same water condition, students can successfully judge that the taste of the water is the same, indicating that our manipulation method is successful. So the experimental results verify the theoretical hypothesis proposed in this paper.

In experiment 2, after adding brand information, the participants' choices changed, but the foreign participants did not change much. Therefore, the experimental results further validated the theoretical hypothesis of this paper.

In experiment 3, we changed the price of three glasses of water, process is similar to experiment 2 also divided them into two processes. In the second process, after three glasses of water was marked the price. The experimental results showed that there was no significant change in the preferences of domestic and foreign consumers, which was not consistent with our expected theoretical assumptions. This may be related to the type of product, the total value of the product and the acceptance of the price of the students. Therefore, the research field needs to be further studied.

To sum up, through three experiments, we analyzed and discussed the influence of choice preference and price, brand impression and perceived quality and its internal mechanism, and solved the problem of "the change of the influence of price, brand impression and perceived quality on consumers' choice preference under different cultural backgrounds". A variety of research methods are used to verify the theoretical assumptions in the paper, which increases the reliability and persuasion of the results.

7. Research Result

Supported by different cultural characteristics, brand impression management theory and perceived quality theory, we use laboratory experiments and literature research to explore the influencing factors of consumer preferences. Based on theoretical deduction and empirical research, this paper draws the following conclusions:

Firstly, we find the effect of perceived quality on consumer preference. After sorting out the research on perceived quality, we set up similar experimental situations combined with consumer preference behavior selection scenarios. Using consumers' perception of different mineral water quality, we verify that perceived quality has a significant positive impact on consumer preference.

Secondly, we found the influence of brand impression on consumer preference. Through the experimental design, the participants choose the water without knowing the brand. The results show that have the highest average brand impression increases significantly. Therefore, consumer brand impression has a significant positive impact on choice preference. In experiment 3, we validated the effect of price on consumer choice preference, and found that there was no significant change in subjects' choice when they knew the price, which was contrary to our expected hypothesis. Therefore, it can't be explained that price has a significant impact on consumer preferences.

Finally, in three experimental studies, we set up foreign group, and compared with domestic subjects to verify the moderating effect of culture on brand impression, perceived quality and price, and consumer preference. The results of experiments the three experiments show that, the choice preferences of foreign subjects are only significantly different from those of domestic subjects in brand impression experiments. Therefore, culture has a significant moderating effect on brand impression and consumer preference, but not on price, perceived quality and consumer preference.

8. Conclusion

In conclusion, the results obtained from the above three experiments are different from those predicted in this study. The results of experiment 1 and 2 are consistent with the predicted results, but in experiment 3 price has no significant effect on domestic and foreign consumer choice preferences. There are inconsistent with the predicted results, which shows that culture does not have significant moderating effect on the price and consumer choice preferences. So the future research direction can start from the following aspects:

Firstly, according to the conclusion of this study, price has no significant effect on consumers' choice preferences. However, this conclusion may be limited to the ranks of fast-disappearing commodities with low price and value. More in-depth studies can be carried out on other types of products, as

well as the impact of different product forms and properties on consumer preferences.

Secondly, as we can see from the article, this paper takes culture as a moderating variable to verify the influence of culture on price, perceived quality and brand impression. However, this paper only chooses the foreign students as the control of the variable of culture. It can divide the variable of culture more carefully and accurately, and study the influence of different cultural backgrounds, cultural customs and civilized degree on enterprise marketing and consumer choice.

Thirdly, the research on the impact of brand on consumer choice behavior can be more in-depth and detailed. In the future, software can be used to collect more second-hand data for enterprise marketing data analysis and collation is also worth in-depth research direction.

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