

Research on the Relationship between Customer Participation in Brand Creation, Brand Identity and Brand Attachment in Virtual Brand Community

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Abstract

The high development of modern information technology has broken the original physical space barrier of consumers, and the virtual brand community has emerged as the times require. The interaction between customers and brands depends on the virtual brand community, where customers communicate and innovate ideas. As a typical form of value creation in the field of consumption, virtual brand community has become an important way for enterprises to win competitive advantage. In this paper, the virtual brand community customers participate in brand creation how to affect brand attachment as the direction of research and exploration. Taking virtual brand community customer participation in brand co-creation as independent variable, brand attachment as dependent variable, and introducing brand identity as intermediary variable, a relationship model of customer participation in brand creation, brand identity and brand attachment is constructed based on virtual brand community customer participation in brand creation, brand identity and brand attachment. The purpose of the study is from two aspects of consumer psychology and behavior. To reveal the mechanism of the influence of virtual brand community customer undefined participation in brand creation on brand attachment, and to provide effective marketing suggestions for the managers and operators of virtual brand community.

Keywords

virtual brand community; customer participation in brand co-creation; brand identity; brand attachment.

1. Introduction

In recent years, the virtual brand community takes the enterprise brand product as the center, helps the enterprise to attract the customer to participate in the product innovation, and becomes the new platform of the enterprise innovation. In the virtual brand community, customers meet their own needs for product information and emotion through the interaction and communication with each other, and realize value creation by participating in the product innovation of the enterprise. Members of virtual brand community have strong interest and knowledge of brand and products. [1] On this basis, through the interaction between customers and brands, to stimulate the formation of new innovative ideas, virtual brand community has become an important platform for co-creation. The most prominent performance is the virtual community formed around the major mobile phone brands. The practice results of Huawei, Apple and Xiaomi show that this form of interaction between brand parties and consumers can not only improve the innovation ability of enterprises, but also help enterprises to establish competitive advantage.

Virtual brand community is a new brand community under the current network technology economy, and has become a new gathering place of network users. In this new online community, consumers gather here because of the same interests and hobbies. Through the

platform, they exchange information related to the product with other consumers, so as to obtain product knowledge more conveniently and quickly, and produce a more satisfactory and pleasant brand experience. In the community, users interact and discuss the performance and demand of products. For enterprises, through customer participation in activities and the form and content of initiating activities, enterprises can more conveniently understand consumer direct demand for products, as well as the feedback of market to brand marketing strategy in real time, so virtual brand community has been paid more and more attention by more and more enterprises. Because many advantages of virtual brand community are becoming more and more prominent, major enterprises have also established and maintained virtual brand community one after another, and regard it as a new marketing means, virtual brand community has also become a new platform to cultivate brand loyalty.

In the field of consumption, virtual brand community is a typical form of value creation. For consumers, virtual brand community can not only meet the needs of social entertainment, but also meet the needs of social entertainment, but also meet the needs of social entertainment.[2] For enterprises, the co-creation behavior in virtual brand community can meet the needs of enterprise new product development and service innovation. Now user positioning should not be limited to users, but also play the role of creator. Customer participation in brand creation comes from the service-led logic that motivates companies to provide more complex products and services than ever before, but also more responsive to customer needs. With the change of customer role orientation, service-led logic has become a new paradigm of marketing theory. Under the service-led logic, consumers can be classified as operational resources, which can not only engage in dialogue and interaction for all aspects of the brand, but also create brand value through this form. In this sense, customer participation in brand creation has also become a tool for enterprises to contact customers through the virtual brand community. Large foreign companies such as Nike and Starbucks have successfully developed online cooperative products, such as Xiaomi Community and Huawei Pollen Club in China, which attract fan users to participate through community launching activities, and interested consumers gather in the design and marketing of new products to stimulate fans to discuss, make topics, and quickly gather high popularity in a short period of time to form a fan effect. The key to the success of such communities is that companies are good at taking advantage of this co-created marketing model.[3] The core of this model is to stimulate the continuous interactive development of consumers. Through the information obtained from it, brand parties design products that are satisfactory to customers. This interactive process not only enhances the sense of customer identity, but also increases the sense of customer participation, once again stimulates the formation of innovation, and forms a benign cycle of co-creation between enterprises and consumers. [4] Through this form of encouraging customers to participate in virtual brand community brand creation activities, while promoting brand attachment, it also motivates to produce great commercial value. Because of the powerful marketing function and commercial value of the community itself, the virtual brand community is more and more respected by the enterprises, and one after another, it vigorously develops the construction, management and management of the virtual brand community platform.

2. Relational Hypothesis

2.1. The Hypothesis of the Relationship between Customer Participation in Brand Creation and Brand Attachment in Virtual Brand Community

By combing the literature in recent years, we can know that customer interaction has a positive impact on customer brand attitude. Oklesheshen points out that customer interaction in virtual brand community will affect the way they communicate and communicate, and then positively affect the emergence of brand loyalty by producing brand experience. Doorn proposes that

customer interaction in virtual brand community will promote customer trust, and then promote the degree of customer community fall into the degree of brand loyalty[5].Juliet believes that under the dual intermediary effect of brand knowledge and brand self-connection, customer participation in brand creation in virtual brand community positively affects brand loyalty. [7] On the above discussion, this study puts forward the following relationship hypothesis on the relationship between virtual brand community customer participation in brand creation and brand attachment:

H1: virtual brand community customers participate in brand creation positive impact on brand attachment.

H1a: virtual brand community customers participate in brand creation initiated by enterprises to positively affect brand attachment.

H1b: the spontaneous brand creation of virtual brand community customers has a positive impact on brand attachment.

Due to the different ways of participation and the dominant position of customers, this paper argues that there are differences in the influence of customer participation in brand creation initiated by enterprises and spontaneous brand creation on brand attachment. Because the customer participates in the brand co-creation initiated by the enterprise is passive participation, but participating in the spontaneous brand creation is a kind of active participation behavior, and the motivation of customers to participate in these two kinds of co-creation is not the same. It is obvious that there will be more interaction between customers participating in spontaneous brand creation, and the needs of customers can be better met in the interaction. Secondly, when customers participate in brand creation initiated by enterprises, the ways and rules of participation are more restricted, which is a form of co-creation led by enterprises, and customer participation in spontaneous brand creation is a way for customers to initiate demand answers or share actively, and it is a way led by customers themselves. Based on the above analysis, this paper puts forward the hypothesis:

H2: the influence of customer spontaneous brand creation on brand dependence is greater than that of brand joint creation initiated by participating enterprises.

2.2. The Hypothesis of the Relationship between Customer Participation in Brand Co-Creation and Brand Identity in Virtual Brand Community

Once customers join the virtual brand community, through participating in the community to create and realize the value and significance of the virtual brand community, brand identity will gradually emerge. Brand identity will gradually deepen with the degree of customers going deep into the virtual brand community. In the virtual brand community, consumer sense of belonging and emotional dependence on the brand will become stronger and stronger, and this emotion will gradually strengthen with the continuous interactive participation. Once this kind of identity is formed, customers will be more willing to continue to join the virtual brand community and participate in it. This kind of benign interactive participation behavior is conducive to promoting the formation of customer brand dependence.

In this paper, customer participation in brand creation is regarded as a kind of interactive behavior between brand parties and customers, and brand identity is a psychological state of consumer psychological perception, emotional connection and value judgment belonging to a certain brand, and it is a psychological sense of identity and belonging. Verleyeundefineds research holds that interaction can enable customers to obtain high-quality information knowledge, and then positively affect the degree of customer integration. From the perspective of non-participating customers, Xue Zhe and Ningchang will find that co-creation signal can enhance customer brand identity in the process of exploring how co-creation signal affects brand identity. Du Jia believes that community interaction behavior positively affects network relationship structure and brand identity in the study of social media brand community

environment. Based on the above discussion, this paper puts forward the following relationship assumptions:

H3: customer participation in brand creation in virtual brand community has a positive impact on brand identity.

H3a: in the virtual brand community, customers participate in the brand creation initiated by the enterprise, which positively affects the sense of self-consistency.

H3b: virtual brand community customers participate in the brand creation initiated by the enterprise to positively affect the sense of face. H3c: virtual brand community customers participate in the brand creation initiated by the enterprise to affect the sense of belonging.

H3d: the spontaneous brand creation of virtual brand community customers positively affects the sense of self-consistency.

H3e: the spontaneous brand creation of virtual brand community customers has a positive impact on face.

H3f: the spontaneous brand creation of virtual brand community customers has a positive impact on the sense of belonging.

2.3. The Hypothesis of the Relationship between Brand Identity and Brand Attachment

The functional requirements of the product can no longer meet the needs of consumers. With the promotion of demand, consumers have higher requirements for whether the brand can assist the construction of their own identity and express themselves. The emergence of this kind of internal demand and the gradual improvement of the desire for demand, whether the brand can meet the expectations of consumers for the brand, is an urgent issue for enterprises to pay attention to. Customers rely on the brand to build social identification to express their own relationship with society, to show individual characteristics. For example, scholars Sivanathan and other studies have found that the consumer groups in the United States are more willing to buy brand products that can highlight their higher social status. Bagozzi and Dholakia believe that the higher the brand identity of customers, the easier the emotional relationship between customers and brands will be established.

With the deepening of the research, scholars believe that if the single functional demand does not meet the needs of contemporary consumers, if they can express their own personality and improve their social status by buying brands, consumers will have a stronger desire to buy such brands. Japutra et al. Research shows that self-consistency affects the formation of brand attachment. The research of Deng Shijian and others points out that through the cognition of brand correlation degree, product function association has an impact on brand attachment, and brand identity has a direct and positive impact on brand attachment. If an enterprise can show the social status of customers through the brand image, on the one hand, it is easy to obtain their recognition of the brand, on the other hand, it is easier to establish the emotional relationship between the brand and the customer. By combing and studying the literature of brand identity and brand attachment, this paper holds that brand identity has a positive positive impact on brand dependence. Therefore, this paper puts forward the following relationship assumptions for the relationship between the two:

H4: in the virtual brand community, brand identity positively affects its brand attachment.

H4a: in the virtual brand community, self-consistency is positively affecting its brand attachment.

H4b: in the virtual brand community, face feeling positively affects its brand attachment.

H4c: in the virtual brand community, the sense of belonging positively affects its brand attachment.

2.4. The Intermediary Effect of Brand Identity

Because there is a deeper and better consumer perception experience in the community, customer emotion is gradually formed, which is deepening in the continuous interaction with brands and other customers. Brakes research verifies that brand personality plays an intermediary effect between brand experience and brand loyalty. Brand personality refers to consumer perception of the personality contained in the brand, which is like brand identity. Huang Minxue research results show that in the virtual brand community, the entertainment experience obtained by customers can bring consumers a pleasant psychological experience, and feel the entertainment value, consumers will have a sense of identity, and then willing to maintain a long-term emotional relationship with the brand. In the process of studying the influence of identity on brand loyalty, Sun Wenshu and Yang Jian found that personal brand identity has intermediary effect in the relationship between emotional experience and customer loyalty. According to the above analysis, this paper holds that there is an intermediary effect between brand identity and brand attachment between virtual brand community consumer participation in brand creation and brand attachment. Therefore, the following assumptions are made in this paper:

H5: the mediating effect of brand identity between brand co-creation and brand attachment in virtual brand community.

3. Study Design and Reliability and Validity Test

3.1. Research Design

The data collection of this paper is carried out by questionnaire survey. Referring to the existing maturity scale, this paper designs the initial questions of customer participation in brand creation, brand identity and brand attachment variables. The questionnaire uses Linkert5 scale to measure customer participation in brand creation, brand attachment and brand identity in virtual brand community, and forms a questionnaire combined with expert opinions. The questionnaire is divided into two parts: the first part is the survey and collection of basic information, including gender, age, education level and other demographic data; the second part is the measurement of customer participation in brand creation, brand identity and brand attachment.

302 questionnaires were collected online, 144 questionnaires were screened, 506 questionnaires were offline and 317 questionnaires were screened. In the formal survey, 461 questionnaires were received after preliminary screening, 38 questionnaires were excluded from "abnormal data" and "short answer time", and the final valid samples were 423. Among them, 190 males and 233 females, accounting for 44.9% and 55.1%, respectively, were mainly concentrated in the age range of 18~30 years old, 258 of them accounted for 61% of the total number of people surveyed, and 61.7% of them had bachelor degree from the educational level. The overall data characteristics of the formal survey samples, the formal survey samples have good randomness and representativeness. The variable measurement contains 22 question data. The data obeys the normal distribution, the average value of the test item is between 3.05~3.39, the standard deviation is 1.095~1.263, the skewness is between -0.586 and 0.054, and the kurtosis is between -1.168 and 0.038. The data results show that both skewness and kurtosis meet the conditions of normal distribution. It is shown that the data of these 22 questions are subject to normal distribution and can be verified by structural equation model.

3.2. Reliability and Validity Test

The reliability analysis uses the size of Cronbach's Alpha coefficient to test the consistency of the measurement items of each variable of the formal questionnaire. There are 22 measurement questions in this paper, which belong to 6 variables: virtual brand community

participating in enterprise co-creation, virtual brand community spontaneous co-creation, self-identity, face sense, belonging sense, brand attachment. The Cronbach's Alpha coefficient test results of each variable show that the participating enterprises initiate brand co-creation, spontaneous brand co-creation, self-identity, face sense, belonging sense, The Cronbach's Alpha coefficient of brand attachment is more than 0.7, which indicates that the reliability of each variable has good internal consistency. In addition, the values of CITC are greater than 0.5, which indicates that the correlation with the whole is relatively high, and each measurement item meets the requirements of the study. At the same time, from the column of " α coefficient after deleting item", deleting any question item will not increase the corresponding measurement item Cronbach's Alpha value, which also shows that the scale has good reliability. The KMO value of 22 measurement questions is 0.914, greater than 0.70, and the P value satisfying Bartlett spherical test is less than 0.001, which is suitable for factor analysis.

4. Empirical Analysis

4.1. Main Effect Test

Through AMOS23.0 operation, the selected fitting index values of the judgment model are all within the reasonable range of values, and it is proved that the data are in good agreement with the model.

Table 1. Fitting Index Results of Overall Structural Model

Fitting index	χ^2/df	RMR	GFI	AGFI	NFI	IFI	CFI	RMSEA
Standard	<5	<0.05	>0.9	>0.9	>0.9	>0.9	>0.9	<0.08
Model result	1.728	0.028	0.931	0.911	0.974	0.988	0.989	0.042

The influence of variables on the results of the study has a multi-path relationship, rather than a simple pairwise interaction, is the interaction of multiple variables. In the assumption of structural equation model, the hypothesis is based on whether the range of critical ratio is within a reasonable range. When its C.R. When the absolute value is not less than 1.96 and P is satisfied between the range of values [0, 0.5], we can judge that the hypothesis holds.

From the data in the table, it can be seen that in the virtual brand community, the path coefficient of brand co-creation to brand attachment is 0.187, and the path coefficient of spontaneous brand co-creation to brand attachment is 0.331, of which $0.33 > 0.187$, which indicates that in the virtual brand community, customer spontaneous brand creation has more influence on brand attachment than the brand co-creation initiated by participating enterprises, assuming H2 is established.

Table 2. Results of Path Coefficient of Variables in the Overall Structural Model

Variable relation	Estimate	C.R.	P	Hypothetical numbe	Result
Brand creation initiated by enterprises→Brand attachment	.187	2.779	.005	H1a	Found
Spontaneous brand creation→Brand attachment	.331	2.411	.016	H1b	Found
Brand creation initiated by enterprises→Sense of self-identity	.296	4.268	***	H3a	Found
Brand creation initiated by enterprises→Facial feeling	.274	3.605	***	H3b	Found
Brand creation initiated by enterprises→belongingness	.176	2.412	.016	H3c	Found
Spontaneous brand creation→Sense of self-identity	.678	9.552	***	H3d	Found
Spontaneous brand creation→Facial feeling	.682	8.791	***	H3e	Found
Spontaneous brand creation→belongingness	.792	10.541	***	H3f	Found
Sense of self-identity→Brand attachment	.431	4.806	***	H4a	Found
Facial feeling→Brand attachment	.137	1.976	.048	H4b	Found
belongingness→Brand attachment	.179	2.062	.039	H4c	Found

4.2. Intermediate Effect Test

Through verification, we can make it clear whether there is a certain logical relationship between the two variables, but when the third kind of variable is added, the logical connection of the first two variables changes, whether it is strong or weak or no longer connected, we call the third kind of variable to have intermediary effect, and this third kind of variable is the intermediary variable. With the addition of intermediary variables, we can explore the influence mechanism between variables further. The commonly used intermediate effect test methods include stepwise regression method (causality model method), product coefficient Sobel test, difference coefficient test and Bootstrap method. In this paper, the Bootstrap method is used to test. The Bootstrap method is carried out by random sampling of the collected samples many times, generally setting the number to 5000, so this paper sets the extraction number $N \leq 5000$, intercepts the upper and lower limits of 95% confidence interval, the basis of judgment is that the upper and lower limits of the confidence interval include 0, then the coefficient is not significant and the intermediary effect is not valid. If the upper and lower limits of the confidence interval do not contain 0, the coefficient is significant and the intermediate utility is valid.

In the test of the main effect, we have found that the participation of virtual brand community customers in brand creation has a significant positive impact on brand attachment. In order to further study the mechanism of influence, we need to explore whether brand identity plays an intermediary effect between customer participation in brand creation and brand attachment in virtual brand community, that is, to verify hypothesis H5.

Taking the virtual brand community customer participation in brand creation as X, brand attachment as dependent variable Y and brand identity as intermediary variable M, the

Bootstrap analysis of $N \leq 5000$ extraction times is carried out. Firstly, Model4 (Model4 as a simple intermediary model) is used to test the intermediary effect of brand identity between brand creation and brand attachment in virtual brand community under the condition of controlling sex, age, the length of each visit to pollen club and the length of joining pollen club. The effect of virtual brand community brand creation on brand attachment is significant ($t = 49.9648, p < 0.01$), and when the intermediary variables were put in, the effect of virtual brand community brand creation on brand attachment was significant ($t = 8.469, p < 0.01$). The positive effect of virtual brand community consumer participation in brand creation on brand identity was significant ($t = 65.6753, p < 0.01$), the positive effect of brand identity on brand attachment was also significant ($t = 7.7231, p < 0.01$).

Table 3. Analysis of Intermediate Effect of Brand Identity

	Brand identity		Brand attachment		Brand attachment	
	t	p	t	p	t	p
Sex	-1.2545	0.2104	-0.2485	0.8039	-0.6774	0.4985
Age	0.8138	0.4162	0.3964	0.692	0.6596	0.5099
Length of visit	1.6526	0.0992	-0.3215	0.748	0.2832	0.7772
Length of time to join	-1.1598	0.2468	-0.3913	0.6958	-0.7777	0.4372
Brand creation	65.6753	0	8.4690	0	49.9642	0
Brand identity			7.7231	0		
R-sq	0.9128		0.8758		0.857	
F	873.1243		488.7258		503.7025	

In addition, according to the direct effect of virtual brand community brand creation on brand attachment and the upper and lower limit of bootstrap 95% confidence interval of brand identity intermediary effect, the total effect is obtained by further calculation, the total effect is obtained by further calculation, and the relative effect values of direct effect and indirect effect in 95% confidence interval are calculated.

Table 4. Decomposition Table of Total, Direct and Mediating Effects

Effect	Boot standard error	BootCI lower limit	BootCI superior limit	Relative effect value
Direct effect	0.3578	0.0462	0.2703	46.55%
Indirect effect	0.4109	0.0498	0.3118	53.45%
Total effect	0.7687	0.015	0.741	0.796

It can be seen that the interval does not include 0, which indicates that the influence of brand identity on brand creation and brand attachment in virtual brand community is significant. To sum up, H5 is established.

5. Conclusion and Discussion

5.1. Conclusions of the Study

Virtual brand community is an important marketing expansion channel for enterprises, which can not only expand brand influence but also enhance brand value. It is an effective platform for enterprises and consumers to be closely related. Customer participation in brand creation

is an important behavior in which consumers are closely related to the virtual brand community. In this interactive behavior, there is emotional maintenance between customers and brands to promote the formation of brand attachment.

Customer participation in brand creation in virtual brand community plays a positive role in promoting brand attachment.

There are many kinds of behavior for customers to participate in brand co-creation in virtual brand community. This paper studies from the different sponsors, which can be divided into two types: the co-creation initiated by the participating enterprises and the co-creation initiated by the customers themselves. In the virtual brand community, what can really bring value to the enterprise and the customer should be based on the positive and active participation of the customer. This kind of co-creation behavior is the frequent and active interaction behavior that the consumer expects to carry out with other consumers or with the brand enterprise with the help of the virtual brand community platform. Brand creation has a positive effect on brand attachment. Specifically, the brand creation initiated by customers participating in enterprises and the spontaneous brand creation by customers will have a positive impact on brand attachment, and the latter is stronger than the former in terms of the size of the influence. Defining the influence of different brand co-creation behavior on brand attachment in virtual brand community is helpful for enterprises to accurately grasp the behavior track of consumers participating in community activities, focusing on the co-creation behavior which is conducive to cultivating brand attachment, to create a good community environment for consumers.

Brand identity plays a positive role in brand attachment.

In the same way, brand identity has a positive effect on brand attachment. The sense of self-conformity, the sense of face and the sense of belonging are based on the self-feeling of the consumer. In the virtual-brand community, the benign interaction between the enterprise and the consumer, the consumer and the consumer can bring different feelings to the consumer, and the brand is closely related to itself. In this process, the creation of such an emotion in turn facilitates the formation of a brand attachment for most consumers. To explore the influence of brand identity on brand attachment can help enterprises to carry out the operation of virtual brand community, and to improve the consumer perceived value and brand attachment.

Brand identity plays an intermediary role in the influence of customer participation in brand co-creation on brand attachment.

In the virtual brand community, customer participation in brand creation positively affects brand attachment through brand identity. Whether it is the cultivation of customer brand identity or the formation of brand attachment, it has a profound impact on the long-term development and construction of enterprises. Similarly, for the management of virtual brand community, it is also of great strategic significance. Brand side wants to ensure the stickiness of customers, want to cultivate consumer attachment to the brand, not only focus on different ways of co-creation, pay close attention to customer spontaneous activities, but also pay attention to consumer sense of identity and belonging to the brand.

5.2. Marketing Enlightenment

The research of this paper is combined with the research data, hoping that the conclusions can have some enlightenment to the real marketing activities. Based on the above, this paper puts forward some suggestions on the management and management of the brand and the virtual brand community.

Encourage interaction between Enterprises and customers and strengthen the Construction of Virtual Brand Community.

Whether the enterprise or the spontaneous creation, for the users of the community, the information exchange and the transfer can be carried out, the interpersonal communication can be realized through the participation of the co-creation activities, Learn about the consumer spontaneous activity, and can collect the ideas and expectations about the shortage of the product and the consumer brand or product. The research conclusions of this paper show that the customer participates in the brand creation and has a positive effect on the brand attachment, that is, the community member is involved in creating a relationship between the consumer and the brand, and the consumer is connected with the brand voluntarily. And is willing to make a brand-to-self relationship with the emotion and then to repeat the purchase behavior. It can be seen that the enterprise party should initiate a number of experiences or activities that can stimulate the participation of the members, and reward the self-initiated co-creation members, such as points, medals, etc., to stimulate other consumers to imitate and maintain the vitality of the virtual brand community, It is very important to strengthen the construction and management of the community. The enterprise can also regularly share the brand knowledge through the establishment of the community management department and the official foreign information portal, and collect the consumer opinions and opinions on the products. In addition, it is also important to carry out the activities of the line-on-line with the interactive experience or other service experience activities, so that not only the enthusiasm of the user group can be mobilized, but also the enterprise is also helped to understand the latest service demand of the consumer to the product or service.

Creating "Circle" Culture in Virtual Brand Community.

The so-called "circle" culture is to bring consumers together through more specific products, which can be aimed at a certain function of a product, such as Huawei P30 camera function, or a specific kind of product, such as Xiaomi smart home and so on. More meticulous circle building, so that users can find resonance in the group, more willing to stay, and brand feelings will be more stable and lasting. The stability and persistence of emotion is not only the premise to ensure customers to continue to participate in the construction of virtual brand community, but also the premise of the continuous development and growth of virtual brand community. Like the traditional community, the virtual brand community should also establish a community culture that belongs to its own community. Establish a common sense of purpose and mission. For the officially initiated community, it is necessary for the enterprise to better guide the customer to build, as long as there is a common goal, the users in the circle will be more cohesion, and the community members will have a stronger sense of identity and dependence.

Enhance brand identity and carry out emotional marketing.

It is beneficial to carry out emotional marketing to cultivate consumer identity of brand and guide consumers to connect brand with their own social status and values. When brands can highlight the higher social status of consumers, most consumers are willing to buy such brands of goods. Once a sense of identity is formed, consumers regard the brand as a part of the extension of self-value, at this time consumer feelings for the brand are even stronger, at this time consumers are often willing to pay a premium to buy goods or repeated purchases for a long time. Due to the change of customer demand for products or services, a single functional demand can no longer meet the contemporary consumers, whether the products and brands can bring their own "identity" and "honor" and other emotional needs, but also become an important consideration of whether contemporary consumers will buy. Once customers form brand identity, emotional marketing has become the way to win the development of enterprises.

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