

Research on the Status Quo of Brand Consciousness and Brand Building of Enterprises in Dongguan

Kunxiu Lu

Guangdong University of Science & Technology, Dongguan, 523083, China
232703397@qq.com

Abstract

Under the social background of market economy, corporate brand awareness is another important aspect that should be strengthened in corporate operation and management. It consists of two links: brand recognition and recall. To be specific, brand awareness refers to the impression that a corporate brand brings to consumers. And brand management is an integral link in the creation, maintenance and further strengthening of a corporate brand. Guangdong is a region with frequent commercial flows in China, and its corporate brand awareness and brand building status are also representative in China. Let's take the status quo in Dongguan as an example to talk about corporate brand awareness and brand building.

Keywords

Dongguan area; brand management; brand awareness; brand building; status quo.

1. Introduction

Nowadays, with the increasing development of commodity economy and the strengthening of enterprise intellectual property protection, many enterprises pay more and more attention to brand management. This must first establish the correct brand awareness, and then gradually start to strengthen brand building. Of course, since brand management is still a new thing in our country, it is inevitable that there are some unreasonable and perfect aspects in the specific implementation. As a more developed commercial area in southern my country, brand management in Dongguan is currently more representative in China. Below we take the Dongguan area as an example to analyze, propose improvement measures and improve them [1].

2. Introduction to Brand Awareness

(1) What is brand awareness

Now, "brand awareness" is no longer an unfamiliar term. The so-called "brand awareness" actually refers to "brand awareness", that is the impression brought by a certain brand in the minds of consumers. It is embodied in consumers' recognition of the brand in a specific situation, which is composed of their cognition and memory of the brand. Among them, the former refers to the specific reactions and recognition levels of consumers when they are mentioned to the brand. The latter refers to the ability of consumers to actively mention the brand when they are mentioned to specific categories of the brand.

(2) Degree of brand awareness

The degree of brand awareness is directly proportional to the likelihood of consumers buying products. The greater the consumer's brand awareness, the greater the likelihood of buying the brand. Conversely, the smaller the consumer's brand awareness, the less likely it is to buy the brand.

3. Some Basic Overviews of Dongguan Corporate Brand Awareness and Brand Building

Brand, as a symbol of an enterprise in a market economy, to a large extent means its gold content and innovation ability, as well as its popularity and social reputation. Nowadays, many large and influential companies pay special attention to brand building and brand management, and they have written magnificent brand stories. For example, "Maotai Liquor", "Modified pharmaceutical industry", "Gree air Conditioner" and so on. Especially in this era of abundant information resources, it can be said that brand means competitiveness. Companies with poor brand awareness and not paying enough attention to brand building and brand management will find it difficult to survive for a long time.

Dongguan is an important manufacturing city in southern China, especially in the electronics industry enjoys a high reputation. However, many enterprises in Dongguan lack of brand awareness and lack of efforts in brand building and brand management. This is very inconsistent with Dongguan's important economic status. Since the reform and opening, especially with the formation of the market economy, Dongguan has adopted the "three to one supplement" method to attract investment and has achieved good results. However, since many companies in Dongguan are mainly based on contract processing and crowd tactics, they have neither core technology nor many "handy" brands, which brings difficulties to further boosting the local economy and domestic demand.

Dongguan enterprise brand consciousness and brand construction above the defect mainly lies in:

(1) Insufficient number of mature private brands

At present, with the exception of a few brands such as "BBK", the number of relatively mature and well-known brands in Dongguan is still relatively small. From a long-term development perspective, this is not a long-term solution after all. Because on the one hand, once the brand is in the hands of others, then the income you get can only be limited income under the premise of multi-layer separation. On the other hand, once foreign brands encounter a more reliable investment environment, they are likely to change their "positions", After all, any business activity is mainly characterized by capital-driven profitability.

(2) Insufficient brand innovation

At present, the innovative power of many corporate brands in Dongguan is obviously insufficient. This is mainly related to the lack of core technology at this stage. The lack of brand innovation can easily lead to the lack of sustainable development of enterprises. In the long run, the competitiveness of enterprises will inevitably be damaged. There will be a limit to the number of companies that get "market VIPs".

4. The Improvement Plan of Enterprise Brand Management in Dongguan Area

Since the reform and opening up, the GDP of Guangdong Province has always ranked first in the country. This is related to the fact that many cities in Guangdong Province place great emphasis on brand awareness and brand management. In fact, in Guangdong Province has formed a large number of influential brands in the country, such as "Kelon", "Rongsheng" and so on. However, the brand awareness and brand building of enterprises in Dongguan is not only far behind the overall level of Guangdong Province, but also there is no "outstanding" place in the whole country. Below we will talk about dongguan area enterprise brand management improvement program.

(1) Strengthen the building of corporate brand

This is especially true for SMEs. Some small and medium-sized enterprises always think that brand building is a matter of large enterprises. In fact, this is a big misunderstanding. In fact, if SMEs do not strengthen their branding, their market share will sooner or later fade in the fierce market competition. Therefore, small and medium-sized business owners must enhance the awareness of crisis, strengthen the shaping of enterprise brand, do a rainy day. Branding is an inevitable trend of market competition. Small and medium-sized enterprises should be prepared before the crisis arrives. Based on the company's resources, comprehensive analysis of target markets, target consumers and competitors, develop strategies that are in line with corporate development and clarify product positioning. Have the opportunity to build the brand step by step.

(2) Plan the brand strategy

An enterprise's strategy is an enterprise's development plan and a guide to the enterprise's market strategy. Without strategic planning, companies will make detours in the process of brand development. A good brand strategy must have insight into the enterprise's target customers and competitors, combined with the actual situation of the enterprise, targeted formulation.

Especially for SMEs, pragmatic principles must be followed when formulating brand strategic planning. Don't formulate too high or empty content, don't understand the strategy as a few pieces of paper, the real strategy must be able to guide the development of the enterprise. Strategy is like sharpening a knife, which will not delay cutting wood. For example, we must first think: What are the businesses with low profit margins? Then China Resources will build the core business and shape the corporate brand.



Figure 1. One of Dongguan's top ten brands-vivo

(3) Establish the correct product positioning

Product positioning is the foundation of brand management, and the success of brand building must be based on an accurate positioning. Brand positioning is a systematic project, and a lot of research is needed to determine it in the early stage. Especially for small and medium-sized enterprises, the brand positioning must not be too high. After all, the promotion costs of high-end brands are often not borne by small and medium-sized enterprises, and high-end brands often need time to settle and endorsement of the origin, which is difficult to build in a short time come out. For example, for apparel enterprises, when establishing their own brands, they should not blindly pursue high-end brands. Otherwise, because the price is too high, the middle and low-end consumers have no purchasing power; due to the low popularity of the brand, high-end consumers have no desire to buy, so the brand gradually becomes the chicken rib of the enterprise, which looks very beautiful, but cannot bring profit to the enterprise. Therefore, in the beginning, the brand positioning must not be too high.

(4) Build the core product of the enterprise

Specifically, companies should focus on the most competitive products from all their products, and have a certain market capacity, concentrate resources to build this product brand, so that consumers can remember that this brand represents this product. Brand building is different from unbranded operation. Unbranded operation allows you to make money from whatever product you make. Branding is to make a certain product a profitable product. Don't pursue too

much blindly. For example, a red can of Wanglaoji can sell for 16 billion yuan, which is the power of the brand's core products.

5. Conclusion

In today's increasingly fierce market competition, corporate brand awareness and brand building directly determine the long-term development and long-term competitiveness of the company. Therefore, if we want companies to survive and maintain long-term vitality, we must attach importance to building brand awareness and strengthening brand building. Especially for those SMEs.

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