

Study on the Influence of Brand Internationalization on Quality Perception and Brand Image

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Abstract

In order to meet the "4.0" industrial strategy and improve the brand awareness and sales volume of Chinese enterprises, this paper makes an empirical study on the internationalization of clothing brands under the background of consumer cognition, further studies the brand internationalization and brand awareness, clarifies the mathematical relationship between clothing brand internationalization and consumer brand awareness, and points out the direction of internationalization of domestic clothing brands at present, It provides suggestions and theoretical guidance for its development path.

Keywords

Clothing Brand Internationalization; Consumers; Brand Image; Quality Perception.

1. Introduction

In recent years, developed countries have been competing to launch the strategy of "industry 4.0" and other revitalization of manufacturing industry, which means that in the reconstruction of the global economic layout, it is an urgent issue for Chinese brands to integrate "Chinese creation" into "made in China". According to McKinsey, large enterprises account for 60% of the global business revenue, and developed countries have absolute monopoly on brands. Chinese manufacturing accounts for about 50% of the overseas market, but the proportion of independent brands is only 3% [1]. For a long time, consumers have believed that although the price advantage of Chinese manufacturing is obvious, the quality is uneven, and it takes luck to buy things, so the trust in Chinese manufacturing is not high. With the continuous improvement and upgrading of the industry, consumers have changed their views on Chinese manufacturing. Focusing on China's garment industry, garment production is competitive to a certain extent, but it lacks brand competitiveness. For domestic garment enterprises to reverse their current competitive disadvantages and occupy a place in the international market, they must realize brand internationalization as soon as possible, and create a Chinese garment brand with independent intellectual property rights, from Chinese manufacturing to Chinese creation.

China's clothing industry is an important link in the international clothing industry chain, and "Made in China" has also become an important part of international clothing products. However, although Chinese-made clothing products have price advantages, Chinese clothing brands lack core competitiveness, and consumers' recognition of products is much lower than that of foreign brands. Therefore, learning the mature brand operation mode abroad, realizing the internationalization of the brand and improving the brand reputation have become the key to reverse the competitive disadvantage of the clothing brands in China. How to realize the internationalization of brand and whether the internationalization of brand can make consumers change their brand is the main problem to be discussed in this paper.

Through literature review and questionnaire analysis, this paper selects 16 factors of brand internationalization, and from the perspective of consumer perception, chooses brand image

and quality perception as the most intuitive dimensions to link with brand internationalization. Finally, it quantifies the promotion of international brands by studying consumers' cognition of brand image and product quality, which provides guidance for the internationalization of corporate brands.

Qualitative and quantitative research methods were used in the study. The research idea is shown in Figure 1.

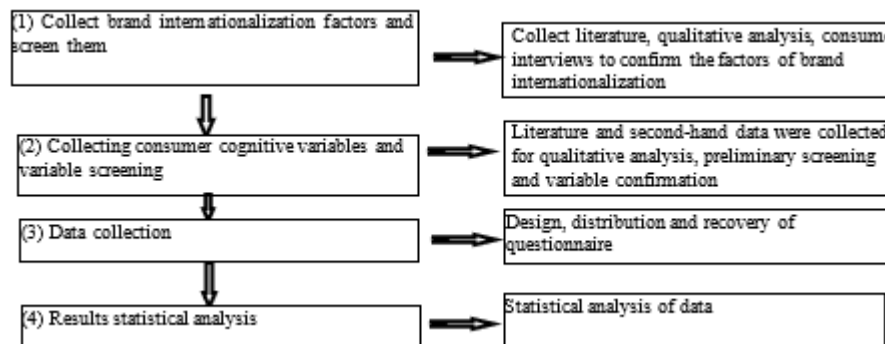


Fig 1. Research method and step

2. Literature Review and Hypothesis

2.1. Definition of Brand Internationalization

British scholar David Jobber defines brand internationalization as the process of successful brand penetration in the world. Song Yonggao, a Chinese scholar, believes that brand internationalization is the behavior of enterprises to successfully push their own brands to other countries through brand regional extension. Wei Fuxiang believes that brand internationalization refers to a brand management strategy of extending and expanding the same brand to different countries with the same name, packaging and advertising planning. Because of the unification and standardization of products in the world market, it can bring economies of scale to enterprises. Generally speaking, the internationalization of brand is the behavior process of making an enterprise brand become an international brand, that is, a brand with certain international influence and recognized by consumers. The factors that scholars put forward on the factors of brand internationalization are the same in different places. For example, Jeryl & Fernando believes that the internationalization factors of a brand include brand name, brand vision (such as brand logo, color), sound elements (such as slogan, advertising song), brand personality, etc. Chinese scholar Chen Xiaoli believes that internationalization factors include the globalization of brand culture models, the same brand image, unified brand equity (brand value), strategic management institutions, and brand penetration worldwide and operating in multiple countries. Li Jing proposed that internationalization should enter the international market, have many overseas stores, advanced business methods, recruit international talents, and raise funds overseas [2] [3].

2.2. Brand Image and Quality Perception Theory

Brand image is the aggregation of all the associations of consumers to the brand, which reflects the prospect of the brand in the memory of consumers. The establishment of brand image includes the results of marketing and non-marketing activities. Consumers' perception of brand image can be obtained through both enterprises controlled and non-enterprise-controlled channels. Brand image can form a key reason for purchase. Usually, the better the brand image is, the better the brand extension is. Brand image must depend on the quality factors such as

the function, characteristics, reliability, durability, appearance and service of the commodity itself [4][5][6][7][10].

Quality perception refers to the omni-directional perception of consumers on brand services and product quality. It is based on factors such as product or service characteristics associated with the brand. In reality, when consumers feel that their needs are not met in the process of using products or enjoying services, it will affect consumers' overall evaluation of the brand, making consumers unable to be loyal to the brand, and it is not conducive to the accumulation of brand equity [8][9][11][12].

2.3. Research Hypothesis

All the above research results are mature. Brand internationalization is to enhance the brand's market competitiveness and occupy more market share. When consumers have a good perception of brand image and product quality, it is easy to produce purchase behavior and certain brand loyalty to achieve the purpose of capital accumulation. Brand image and quality perception, as consumers' most intuitive perception of brand and its products, are there some correlations between these two cognitive dimensions and brand internationalization factors? Can consumers change their brand and think that the image and quality of the brand have been improved after the corresponding changes in internationalization factors have been implemented? These two problems have become the problems that we need to discuss and verify.

Based on the above theory, the hypothesis is put forward: the internationalization factors of clothing brand have a significant impact on the perception of brand image and quality. After the brand is internationalized, consumers will think that its brand image and product quality are better.

3. Research Design

3.1. Analysis of Brand Internationalization Factors

The research mainly uses the methods of in-depth interviews and questionnaire surveys to capture the factors that influence brand internationalization.

Table 1. Influencing factors of clothing brand internationalization

Serial number	Influencing factors	Serial number	Influence factor
1	International spokesperson	9	Globalization of brand culture model
2	Product value	10	Business characteristics (direct business, agency)
3	Target customer positioning	11	Brand identity
4	Brand Lenovo	12	Registered trademark
5	The allocation of international talents	13	Patent
6	Professional brand management agency	14	Process technology
7	Marketing area and country	15	Exquisite product packaging
8	Has a high reputation	16	Overseas financing

Fifteen college students in Beijing were selected as the main subjects of in-depth interviews. According to the 20 internationalization factors extracted from the literature, 15 interviewees were interviewed. In addition to the proposed factors, most interviewees believe that "choosing

famous stars as spokesmen" is also a factor of brand internationalization, so this factor was added in the selection.

Combined with the characteristics of international brands, 16 items are drawn up after screening the repetitive conditions in the field of clothing (see Table 1):

3.2. Brand Image and Quality Perception Scale

The part of brand image and quality perception adopts a mature scale to reduce the error of empirical research.

Table 2. Brand image measurement Scale

Serial number	Item	Source
1	I think the brand is very influential in the apparel industry	Bai Pengfei (2006)
2	I think the clothing brand is more consistent with my identity	
3	I think this brand product is very different from other brand products	

Table 3. Quality perception measurement Scale

Serial number	Item	Source
1	Compared with other non international brands, this international brand has quite high quality	Yo. And Donthu: a consumer based measurement of brand equity Netemeyer (2004) Wang Haizhong: brand equity test library based on consumers and previous in-depth interviews
2	This international brand is the best of its kind	
3	As far as clothing products are concerned, I think this international brand has better quality than other non international brands	
4	I think the quality of this international clothing brand is more trustworthy than other non international brands	

The questionnaire is divided into five parts: brand selection, influencing factors of clothing brand internationalization, brand image, quality perception and personal information. Some of the scales used in this study are self-made scales through literature integration, while others directly adopt mature scales and modify them to some extent. Except for the first part of the questionnaire, the three indicators were scored with Likert five point scale. 1 means "totally disagree", 3 means "uncertain", 5 means "totally agree".

3.3. Sample Background

In this survey, a total of 309 questionnaires were distributed online, of which 289 were valid questionnaires. Among the 289 valid questionnaires collected, the background information obtained is shown in Table 4, Figure 2, and Figure 3.

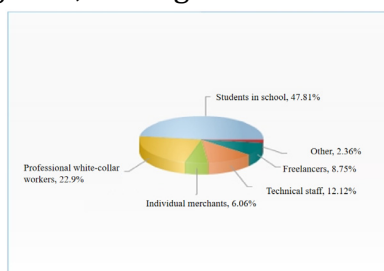


Fig 2. Professional distribution

Table 4. Basic information of the respondents

Characteristic variable		Survey object	
		Number of people	Proportion (%)
Gender	Male	149	51.6
	Female	140	48.4
	Total	289	100.0
Age	Under 20	20	6.9
	21-30 years old	236	81.7
	31-40 years old	25	8.7
	41-50 years old	8	2.8
	Total	289	100.0

4. Analysis of Research Results

This study uses the form of online questionnaire, because the brand internationalization factor project is too many. Firstly, the reliability and validity of the questionnaire were studied by SPSS and factor analysis. The common factors of the items were extracted, classified and described. Then, the confirmatory factor analysis was carried out by AMOS software to determine the regression relationship and establish the structural equation model.

4.1. Reliability and Validity Test and Factor Analysis

Through the reliability analysis of the three subscales of clothing brand internationalization, brand image and quality perception, the Cronbach internal consistency coefficient Alpha of the three subscales reached 0.870, 0.853 and 0.923 respectively. The Cronbach α values of the internal consistency of each dimension of the survey scale are all greater than 0.70, indicating that the internal consistency of the test or scale is relatively good, thus indicating that the survey data has high internal consistency. As shown in Figure 5

Table 5. Table of reliability analysis results

Survey scale	Cronbach's alpha coefficient	Number of projects
Factors of brand internationalization	0.870	16
brand image	0.853	3
Quality perception	0.923	4

In the process of factor analysis, Principal Factor Analysis and Varimax are used for factor rotation. After the maximum variance rotation, it shows that the factor load of each item is greater than 0.50, so it should be retained. The results in Table 6 show that the total variance explanation rate of the four factors is 75.53%, which is more than 60%, indicating that the validity of the international brand cognition scale is good. The rotated factor matrix table can classify 16 problem options into four types of factors, and name common factors A1-A5 as "F1 brand equity", which can explain the unified characteristics of the five factors. in the same way, "F2 brand penetration" is used as the naming of A6-A9, which includes the four factors of "professional brand management agency", "marketing region and country", "high visibility", and "globalization of brand culture model". A10-A12 choose "F3 brand management method and identification" to name the three items including "business characteristics", "brand logo" and "registered trademark", so directly choose "brand management method and identification". The naming of A13-A16 as "F4 Products and Financing" includes the four factors of "process technology", "patents", "exquisite product packaging" and "overseas financing".

Table 6. Analysis and statistics of clothing brand internationalization factors

Assembly	Initial eigenvalue			Extract the load sum of squares			Sum of squares of rotational loads		
	Total	Variance percentage	Cumulative%	Total	Variance percentage	Cumulative%	Total	Variance percentage	Cumulative%
1	5.465	34.155	34.155	5.465	34.155	34.155	3.557	22.230	22.230
2	2.794	17.464	51.620	2.794	17.464	51.620	3.227	20.169	42.400
3	2.150	13.438	65.058	2.150	13.438	65.058	2.887	18.045	60.444
4	1.676	10.472	75.530	1.676	10.472	75.530	2.414	15.086	75.530
5	.519	3.242	78.772						
6	.480	2.999	81.771						
7	.424	2.651	84.423						
8	.402	2.510	86.933						
9	.361	2.258	89.192						
10	.327	2.044	91.236						
11	.322	2.010	93.246						
12	.265	1.658	94.904						
13	.233	1.459	96.363						
14	.219	1.369	97.732						
15	.198	1.238	98.969						
16	.165	1.031	100.000						

Extraction method: principal component analysis

4.2. Descriptive Statistical Analysis Results

The descriptive statistical analysis of the various factors of the independent variables in the theoretical model of this study includes the calculation of the question item, the average value and the standard deviation. The descriptive analysis results of each factor of the survey scale show. As shown in Table 7.

Table 7. Descriptive analysis of influencing factors of brand internationalization

Common factor	Sample size (N)	Minimum	Maximum	Mean	Std. Deviation
F2 brand penetration	289	1	5	3.70	0.965
F3 brand management method and recognition	289	1	5	3.39	1.082
F1 brand equity	289	1	5	3.22	1.014
F4 products and financing	289	1	5	3.09	1.109

It can be seen from the table that the average value of "brand penetration" is the highest, indicating that when a brand has high recognition, consumers will think it is an international brand. This study uses Likert five-point scoring method, the median is 3, so the results show that: the score of each dimension is higher than the median level.

Table 8 shows the details of brand penetration, taking this as an example. It can be seen from the table that, in the "brand penetration", the average value of the factor of "high popularity" reaches 3.88, indicating that consumers think that a clothing brand is an international brand with high popularity. The average value of "professional brand management organization" also

reached 3.78, indicating that most consumers think that a clothing brand can be regarded as an international brand if it has a special brand management organization or department to manage its overseas business.

Table 8. Descriptive analysis of F2

	Item	Sample size (N)	Minimum	Maximum	Mean	Std. Deviation
A8	Has a high reputation	289	1	5	3.88	1.097
A6	Professional brand management agency	289	1	5	3.78	1.077
A7	Marketing area and country	289	1	5	3.64	1.147
A9	Brand culture model globalization	289	1	5	3.48	1.234

From the perspective of brand management mode and identification, the average score of business characteristics in the three items is low, with an average of 3.34, indicating that consumers think that the business characteristics of international clothing brands are diverse. For products and financing, it is the lowest among the four common factors. Among them, the products that consumers prefer international clothing brands have patented technology, and there will be a beautiful package with an average value of 3.20 and 3.16.

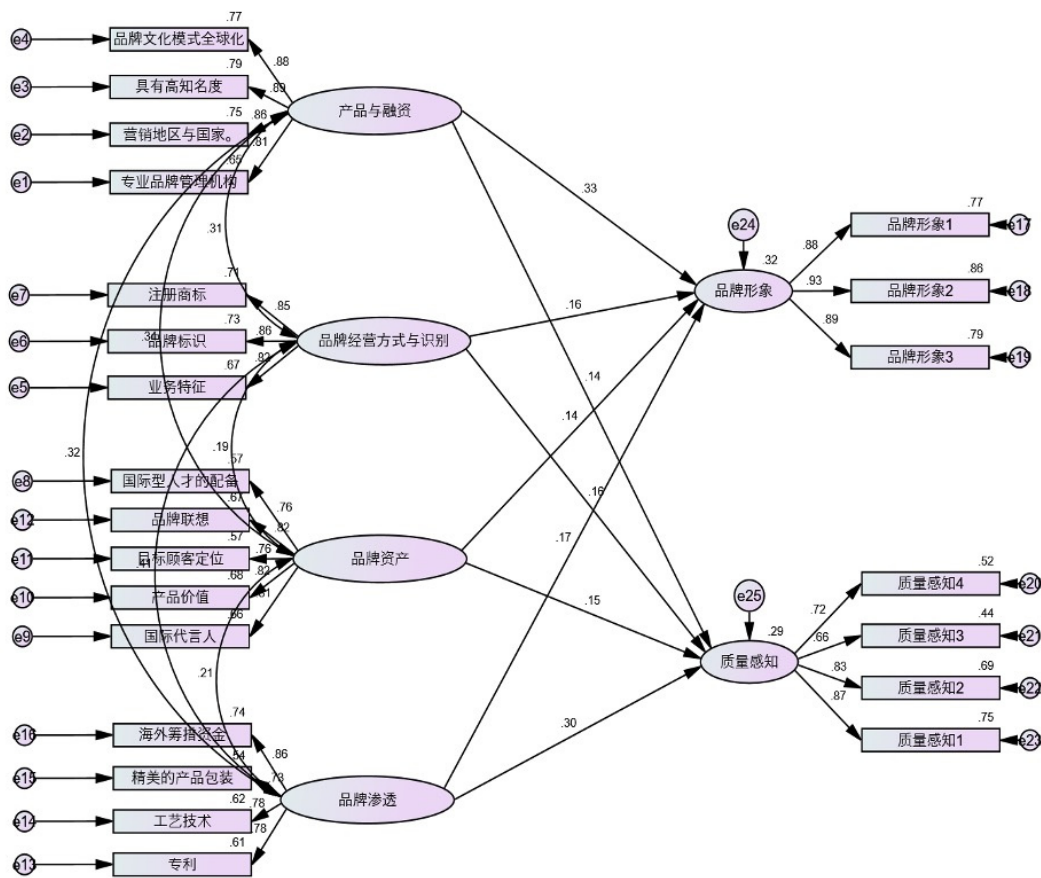
From the descriptive analysis, the contribution of each common factor to the international cognition of clothing brand and the internal mean value of each common factor are obtained. Among them, some factors are inconsistent with the results of the in-depth interviews. In the in-depth interviews, more than two-thirds of consumers believe that brand positioning and international spokespersons are necessary. but in the actual questionnaire survey, the scores of these factors are relatively low. The reasons may be: in the interview, the sample size is not large enough, and the way of questioning is different from the questionnaire, which may make consumers not understand some problems well. In addition, the objects of in-depth interview are students, and the cognition of students and white-collar workers is different, which leads to the deviation of the two results, and may have a certain impact on the follow-up research.

4.3. Structural Equation Analysis

Based on the factor analysis components and the null hypothesis, a structural equation model was constructed to verify the relationship between the latent variables, and the model hypothesis was tested. The results are shown in Figure 3.

The maximum likelihood estimation method is used to estimate the parameters of the hypothesis model. The absolute fitness index was 1.720, less than the critical value of 3, RMSEA value was 0.048, less than the critical value of 0.05, GFI value was 0.906, more than 0.9. The values of NFI and IFI were 0.922 and 0.966, respectively, which were higher than the critical value of 0.9; The values of pgfi and pnfi were 0.709 and 0.787, respectively, which were greater than the critical value of 0.5. All the fitness indexes of the model met the model fitting standard. The regression results of the model path coefficients are shown in the following table. The standardized regression coefficients of product and financing, brand management mode and identification, brand equity and brand penetration on brand image are 0.328, 0.158, 0.143 and 0.170 respectively, and the corresponding P values are less than 0.05, indicating that brand management mode and identification, product and financing, brand penetration and brand equity have significant positive effects on brand image. The standardized regression coefficients of product and financing, brand management mode and identification, brand equity and brand penetration on quality perception are 0.105, 0.115, 0.114 and 0.223, respectively, and the corresponding P values are less than 0.05, indicating that brand management mode and

identification, product and financing, brand penetration and brand equity have significant positive effects on quality perception, which verifies the hypothesis of this paper.



专业品牌管理机构 Professional brand management agency 注册商标 Trademark 品牌标识 logo
 业务特征 Business characteristics 国际型人才的配备 The allocation of international talents
 品牌联想 Brand association 目标顾客定位 Target customer positioning 产品价值 Product value
 国际代言人 International spokesperson 海外筹措资金 Overseas financing
 精美的产品包装 Exquisite product packaging 工艺技术 Process technology 专利 patent
 品牌经营方式与识别 Brand management and identification 品牌资产 Brand equity
 品牌渗透 Brand penetration 品牌形象 brand image 质量感知 Quality perception
 品牌形象1 Brand image 1 品牌形象2 Brand image 2 品牌形象3 Brand image 3
 质量感知4 Quality perception 4 质量感知3 Quality perception 3
 质量感知2 Quality perception 2 质量感知1 Quality perception 1

Fig 3. Structural equation model

5. Conclusion

Research shows that brand image and quality perception are two important dimensions that consumers pay more attention to and can feel well. There is a significant correlation between these two dimensions and the factors of brand internationalization. Enterprises' brand internationalization can make consumers feel brand optimization in two dimensions: brand image and quality perception. If enterprises want to improve the image of brand in consumers'

eyes or make consumers think of "high quality" of the brand, they can start with the above-mentioned influencing factors, formulate targeted brand internationalization strategies, integrate "Created in China" into "Created in China", and build China's independent international famous brand. Specific methods are as follows:

Strengthen production management, improve product technology, increase quality inspection efforts, and strive for perfection in details, thereby improving product quality.

Enhance brand awareness, such as designing a unified brand slogan and brand identity, or increasing media publicity, participating in public welfare activities, integrating brand identity and products into consumers' life, deepening consumers' memory and understanding of the brand.

Promote brand culture, create influential brand stories and enhance brand connotation.

Design the packaging of branded products to make consumers think that the products are exquisite and durable, which will help enhance the brand image.

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