

# The Influence of Brand Perception on Purchase Intention from the Perspective of Consumer Culture

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## ABSTRACT

Aiming at the influence of consumer culture, this paper explores whether the integration of different elements into Chinese brands has an impact on consumers' global brand perception, perceived functional benefits, perceived symbolic benefits, and purchase intention, as well as the differences in the degree of impact. Based on previous studies, the paper divides the perceived symbolic benefit into three dimensions: brand reputation, unique benefit and global citizenship, and explores the mechanism of the influence of perceived globality on purchase intention. The openness of consumer culture is introduced as a moderating variable to verify whether it has a moderating effect on the overall effect of perceived globality and purchase intention. Most of the research is aimed at local promotion, so that brands can stand in a cultural perspective and infect more global consumers. In this study, the experimental method was adopted to collect data through a questionnaire and a formal experimental questionnaire. After screening, SPSS 21.0 was used for statistical analysis of valid data. The results show that: (1) Compared with local elements, Chinese local brands with global or foreign elements can make consumers perceive more global; Compared with local and foreign elements, local brands with foreign elements are more willing to buy. (2) Brand perceived globality positively influences perceived functional and symbolic benefits, and has a more significant impact on the latter's global citizenship attributes. (3) Consumer cultural openness positively moderates the impact of perceived globality on perceived functional and symbolic benefits. According to the conclusion of the research, the author provides corresponding suggestions for Chinese brands to carry out marketing in domestic and overseas markets. Finally, the limitations and future prospects of this study are pointed out.

## KEYWORDS

Consumer culture positioning; Global perception of brand; Perceived functional benefits; Purchase intention

## 1. INTRODUCTION

Globalization and the intensification of world economic integration have led more and more overseas enterprises to enter the Chinese market and win the hearts of Chinese consumers and expand their market share by incorporating Chinese local elements into their brand names, logos, advertisements and products. In the domestic market, local brands have to meet the challenges of other local competitors and overseas companies, and the competition faced by local brands has intensified. On the other hand, the continuous development of economy as well as culture has had a significant impact on the living standards and lifestyles of consumers. More and more consumers tend to buy products with foreign characteristics, choose foreign brands, and believe that foreign brands, especially Western brands, have higher quality products, and can bring higher social prestige, so that they are more integrated into the global market. Over time, consumers have developed negative stereotypes of local Chinese brands as low-grade, low-quality and low-tech.

In order to cope with the competition between overseas brands and other domestic brands, local Chinese enterprises begin to try to integrate global elements or foreign elements into their brands and products to make their brands global, so as to improve consumers' perception of the brand or product. However, consumers do not blindly believe that a brand can improve its functional or symbolic benefits when it integrates into a wide range of popular cultural elements around the world. Sometimes, a brand that integrates into local cultural elements can also improve its functional or symbolic benefits (Steenkamp, 2022). As a result, in this process, some local enterprises have achieved great success, but some have not improved or even suffered Waterloo, which raises some questions, that is, compared with the integration of local elements, Chinese local brands into global elements and foreign elements can consumers perceive the global? Do different elements have different effects on consumers' purchase intentions? How to influence consumer purchases. Based on this, this paper attempts to study the difference of influence on consumers' purchase intention after Chinese brands integrate different kinds of cultural elements, and explore the internal logic.

Through theoretical summary and empirical research, this paper mainly hopes to solve whether the integration of local brands into global or foreign elements will cause consumers to perceive more global brands than local elements (Alden Dana, 2019). The perceived functional benefits and symbolic benefits of products under different consumer cultural positioning, and whether there are differences in purchase intention. Whether perceived brand globality has an impact on perceived functional and symbolic benefits; Whether perceived functional benefits and symbolic benefits have an effect on consumers' purchase intention; And whether the perceived functional benefits and symbolic benefits play a mediating role in the brand's perceived globality and purchase intention.

The theoretical significance of this paper is that, from the perspective of consumer cultural positioning strategy, cultural elements in the world are further divided into three categories: global elements, foreign elements and local elements, and they are combined with Chinese local brands to explore whether the integration of local brands into different elements has an impact on consumers' purchase intention. By summarizing previous literature, it is found that most studies only divide cultural elements into global elements and local elements, that is, all non-domestic elements are classified as global elements. However, according to the classification of consumer cultural positioning, there are still some regional cultural elements in the world, and whether the integration of Chinese local brands into these elements will also make the brand or product global. In turn, it has an impact on consumers' consumption behavior (Molenaar, 2022). Therefore, this paper attempts to introduce foreign elements to explore whether they will have an impact on consumers' purchase intention, which can enrich the research on consumer cultural positioning strategy to a certain extent.

The practical significance is of guiding significance for Chinese local enterprises to deal with overseas enterprises and other domestic competitive enterprises in the domestic market. By studying consumers' reactions to different cultural elements integrated into brands, local enterprises can better choose cultural elements suitable for their own development, optimize brand strategies, enhance the global perception of brands, and then increase consumers' purchase intention and enhance the competitiveness of local enterprises in domestic and foreign markets (Westjohn, 2022).

## **2. LITERATURE REVIEW**

### **2.1. Background of Consumer Cultural Positioning**

The concept of positioning was originally proposed by the advertising industry for the purpose of improving the effectiveness of advertising. After that, positioning slowly became strategic marketing and brand management. A crucial concept in the theory (Kotler et al. 2019), the father of modern marketing, defined market positioning as the process or action of establishing a unique brand image in the target market, designing or disseminating the overall image of the brand, so as to occupy a valuable and unique position in the hearts of the target group.

Cultural positioning refers to the process of brand positioning, in order to meet the aesthetic and psychological needs of consumers, trying to use cultural attributes to show the image and value of the brand. Further, brand cultural positioning is to integrate a specific type of cultural connotation into the brand, so as to create cultural differences in the brand.

Another important background of consumer cultural positioning is the formation of global consumer culture (culture McCracken, 2023). Global consumer culture is accompanied by global consumer segmentation. The intensification of the world globalization process and economic integration promote the formation of global consumer segmentation, that is, global consumers begin to have the same needs and the same preferences. With the continuous development of science and technology, consumers around the world are exposed to the relevant text and image information of foreign brands, which means that the consumption symbols and behaviors originating from technologically developed Western countries and developed countries in other regions begin to spread to the world, thus forming a global consumer culture. These cultural symbols can be shared by consumers in a wide range of regions around the world.

## **2.2. The Concept of Consumer Cultural Positioning**

Under the background of semiotic theory and the formation of global consumer culture, foreign scholar Alden et al. (2019) creatively proposed the positioning of global consumer culture, which is different from foreign and local consumer culture, from the perspective of brand differentiation and combined with the content analysis of cross-country advertising. As a result, consumer cultural positioning strategies are officially divided into three main categories, namely Global Consumer Cultural positioning (GCCP), Foreign Consumer Cultural positioning (FCCP), and local/local Consumer cultural positioning (LCCP).

Among them, GCCP refers to the association of the brand with the culture accepted by a wide range of regions in the world, and regards the brand as a global cultural symbol. FCCP refers to the association of the brand with foreign culture, in which the foreign culture refers to the culture of a certain country or region, but not the culture of non-local countries or regions (Gammoh and Okoroafo, 2021); LCCP refers to associating the brand with the local culture, reflecting the local cultural norms and identity, and the local brand can be identified and understood by the consumer group. However, it should be noted that "global consumer cultural positioning" and "standardized" marketing strategies are two different concepts. Global consumer cultural positioning emphasizes from the cultural level that the brand is associated with the cultural meanings or symbols shared by consumers in a large range of regions around the world (Buzzell, 2019). As long as the global cultural elements are integrated into the brand, it is considered that the brand has adopted the global consumer cultural positioning strategy. This means that a brand can use different global cultural elements for marketing campaigns in different countries or regions. Standardized marketing strategy means that the brand adopts the same marketing mix no matter which country or region it is in (Brewer, 2018), which means that a brand must use the same global or foreign cultural elements to carry out marketing activities in different countries or regions.

In the design and communication of consumer cultural positioning, the role of language, theme and visual symbols should not be underestimated. These cultural symbols will link the brand with consumer culture through "meaning transfer". For example, brands with English names remind consumers of global consumer culture; In the field of advertising, themes such as individualism and heroism often appear in American advertisements, while family and collectivism are often the core of Chinese advertisements. Therefore, based on the consumer cultural positioning strategy, the brand positioning appeals can come from three aspects: establishing language, aesthetic style and story theme (Holt, D. B2021).

According to the formation of global consumer culture and semiotic theory, consumer culture positioning strategy can be divided into global and local consumer culture positioning. The first

cultural positioning strategy refers to associating the brand with the culture that consumers in most parts of the world can understand and accept. Here, the brand is regarded as a global cultural symbol. The second is to associate the brand with a foreign culture (Ries, A Trout and J. Positioning, 2019). The foreign culture here refers to the culture of a certain country or region, not the culture of a non-native country or region; The third is to associate the brand with the local or local culture (Keller and Aaker, 2022). According to the definition of these three types of consumer cultural positioning, brands will perceive different degrees of brand globality when adopting different cultural positioning, because after integrating global or foreign elements, consumers will think that the brand will be popular and sold in a large area of the world. Correspondingly, consumers will also think that the brand can bring them functional benefits or symbolic benefits, and thus have a preference for the brand.

Therefore, the following hypothesis is proposed:

H1: The perception of a brand with different elements will vary globally.

H2: Brands will have different purchase intentions when they incorporate different elements.

### 3. RESEARCH METHOD

#### 3.1. Brand Perception of Global and Perceived Functional Benefits

Perceived brand benefits can be divided into two categories: perceived functional benefits and perceived symbolic benefits. before

It is a benefit that can drive consumers to search for related brands and solve questions, mainly for products or clothing.

The characteristics of the service; The latter refers to consumers' desire for internal needs, which are mainly irrelevant characteristics.

The measurement of perceived brand benefits is sorted out, as shown in Table 3-1.

**Table 3-1.** Perceived brand benefit measurement

Variable Name	Operational Method	Classification	Measurement Method
Perceived Brand Benefits	Through scales and questionnaires to measure consumer intentions	Functional Benefits	The overall quality of the brand is very high; The brand is a high - quality brand.
		Symbolic Benefits	The brand can bring consumers social prestige; Purchasing this brand represents an identity of oneself as a global citizen; The brand can distinguish oneself from other consumers; Purchasing this brand makes consumers feel that they belong to the global market; Purchasing this brand shows that I am different; Purchasing this brand means that I am a part of global consumers; The brand is a unique brand.

#### 3.2. Definition and Measurement of Global Brand Perception

This paper defines brand perception globality as the degree to which consumers perceive that global brands are capable of marketing in foreign markets as well as local markets. On the basis of

summarizing previous studies, the global measurement methods of brand perception are shown in Table 3-2.

**Table 3-2.** Definition and measurement of global brand perception

Variable Name	Operational Method	Classification	Measurement Method
Perceived globality	Through scales and questionnaires to measure consumer intentions	-	For me, this is a global brand; I think overseas consumers will buy this brand; This brand is sold in a wide range of regions around the world.

### 3.3. Definition and Measurement of Purchase Intention

Purchase intention is the product formed after the integration of consumers' brand attitude towards a product and all external factors of the product, which represents consumers' subjective tendency towards a product. The measurement of consumers' purchase intention is shown in Table 3-3.

**Table 3-3.** Definition and measurement of purchase intention

Variable Name	Operational Method	Classification	Measurement Method
Purchase Intention	Through scales and questionnaires to measure consumer intentions	-	The possibility of purchasing this product is relatively high; Will definitely purchase this product; Willing to recommend this product to people around.

## 4. RESULTS AND ANALYSIS

In this paper, Pearson correlation coefficient analysis in SPSS 22 statistical software was used to first test the correlation between variable perceived global value, perceived functional benefit, perceived symbolic benefit, purchase intention and consumer cultural openness. The analysis results are shown in Table 4-1.

As can be seen from the following table, the correlation between perceived globality and perceived functional benefit, perceived symbolic benefit, purchase intention and consumer cultural openness is significant at 0.01 level, and the correlation coefficient between perceived globality and perceived functional benefit is 0.581. And perceived symbolic benefit is 0.625; And the purchase intention is 0.602; The openness to consumer culture is 0.757, indicating that independent variables are positively correlated with mediating variables, dependent variables and moderating variables.

Both perceived functional benefit and perceived symbolic benefit have significant correlation with purchase intention and consumer cultural openness at 0.01 level, and the correlation coefficient between perceived functional benefit and symbolic benefit is 0.819. The correlation coefficient with purchase intention was 0.704. The cultural openness with consumers is 0.562. The correlation coefficients between perceived symbolic benefit and purchase intention and consumer cultural openness are 0.746 and 0.634, respectively. It shows that the mediating variable is positively correlated with the dependent variable and the regulating variable. The correlation between purchase intention and consumer cultural openness is significant at 0.01 level, and the correlation coefficient is 0.581, indicating that there is a positive correlation between the dependent variable and the moderating variable.

**Table 4-1.** Correlation Analysis of Each Variable

Variable	M	SD	Perceived Globality	Perceived Functional Benefits	Perceived Symbolic Benefits	Purchase Intention	Consumer Cultural Openness
Perceived Globality	3.975	1.816	1				
Perceived Functional Benefits	4.541	1.699	0.581**	1			
Perceived Symbolic Benefits	4.514	1.573	0.625**	0.819**	1		
Purchase Intention	4.410	1.952	0.602**	0.704**	0.746**	1	
Consumer Cultural Openness	4.070	1.756	0.757**	0.634**	0.581**	0.581**	1

Note: \*\* The correlation was significant at the 0.01 level

#### 4.1. Regression Analysis

In this paper, SPSS22 software is used to test the main effects of perceived globality and purchase intention.

As can be seen from the regression parameter analysis of perceived global and perceived functional benefit in Table 4-2, the adjusted value is 0.336, which means that the perceived global performance explains 33.6% of the variables of perceived functional benefit. The  $\beta$  value of the influence of perceived globality on perceived functional benefits is 0.581 (significant), indicating that the perceived globality of the independent variable has a significant positive impact on perceived functional benefits.

So, hypothesis H1 is verified.

**Table 4-2.** perceived globality and perceived functional benefit regression

R	R square	Adjusted R-square	Standard estimation error	Durbin-Watson	F	significance
0.581	0.337	0.336	1.38442	1.976	236.306	0.000
A Predicted value: Global perception						
B Predicted value: Perceived functional benefit						
	Nonnormalized coefficient		Standardization coefficient	T	significance	VIF
	B	Standard error	$\beta$			
constant	2.381	0.154		15.414	0.000	
Perceived functional benefit	0.543	0.035	0.581	15.414	0.001	1.000

#### 4.2. Regression Analysis of Perceived Globality and Purchase Intention

Linear regression test of the main effect of perceived global Benefit and Purchase Intention It can be seen from the regression parameter analysis of perceived global benefit and purchase intention in Table 4-14 that the adjusted R square is 0.556, which means that the perceived global performance explains 55.6% of the variables of purchase intention. The  $\beta$ value of perceived globality on purchase

intention was 0.746, and the significance  $p=0.000 < 0.01$ , indicating that perceived functional benefit had a significant positive effect on purchase intention.

So, hypothesis H2 is tested.

**Table 4-3.** Regression analysis of perceived globality and purchase intention

R	R square	Adjusted R-square	Standard estimation error	Durbin-Watson	F	significance
0.746	0.557	0.556	1.3005	2.11	583.212	0.000
A Predicted value: Global perception						
B Predicted value: Purchase intention						
	Nonnormalized coefficient		Standardization coefficient	T	significance	VIF
	B	Standard error	$\beta$			
constant	2.232	0.183		1.265	0.207	
Perceived functional benefit	0.926	0.038	0.746	24.15	0.000	1.000

## 5. CONCLUSIONS AND SUGGESTIONS

### 5.1. Research Results

On the basis of previous studies, this paper introduces foreign elements according to the cultural positioning of consumers, and deeply discusses whether there are differences in consumers' perception of global, functional and symbolic benefits and purchase intention when local brands integrate three different elements: global elements, foreign elements and local elements. Consumers' perception of the global and unique benefits of local brands incorporating global elements is higher than that of local brands incorporating local elements. This is mainly because the first two brands have non-local cultural elements, which can make consumers perceive that the brand can be sold to other countries and regions in the world, and thus perceive higher globalization; The cultural elements contained in these two brands are exotic in the local area, so buying and using the brand will make consumers have different feelings, resulting in higher unique benefits. Consumers believe that brands that incorporate global elements have a higher symbolic significance.

### 5.2. Suggestions

With the acceleration of the world economic and cultural integration and globalization process, Chinese local brands will not only be under competitive pressure from other domestic enterprises, but also face the crisis of enterprises from all over the world entering the Chinese market to seize market share. In addition, the existence of negative stereotypes of local brands makes consumers prefer global brands. So Chinese companies are experimenting with ways to make their brands global in order to attract more consumers. There are mainly the following points:

(1) By integrating global or foreign elements in the brand name, packaging, logo, advertising, etc., to shape the brand perception of global, to create a "global" brand (Cheng and John, 2016). According to the conclusion of this study, Chinese consumers will indeed generate higher brand benefits compared with the original local brands after they perceive the globality, thus enhancing their willingness to buy the brand. In fact, there are two main ways for enterprises to shape and maintain the global image of their brands.

(2) Select and incorporate appropriate non-local elements for different types of brands or products. As the world's cultures become more diverse, consumers can continue to learn and adopt new overseas cultures. This prevents consumers from blindly believing that any brand or product that

incorporates global elements will be of better quality, or bring higher social status or differentiate themselves from other consumers.

(3) On the basis of ensuring quality, integrate appropriate elements to create the uniqueness of the brand or product. Similarly, influenced by negative stereotypical perceptions of Chinese brands, consumers perceive overseas brands, especially Western brands, as higher grade and more technical, and believe that buying and using these brands can bring them higher brand prestige, make them more distinctive, and feel that they belong to the global market. At the same time, the conclusion of this study shows that perceived globality affects purchase intention through perceived symbolic benefits.

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