

Exploring the Psychological Mechanism of Digital Media on Consumer Brand Awareness in the Context of Global Communication Environment

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ABSTRACT

In the context of global communication, digital media has become the main channel for consumers to obtain brand information, profoundly influencing their perception of the brand. This article first briefly describes the concept of brand cognition, and introduces the psychological mechanism of the impact of digital media on consumer brand cognition in the context of global communication environment, from three aspects: the fundamental role of sensory cognition, the additional role of brand knowledge, and the overlapping role of product experience. Finally, three main marketing strategies for digital media in the current global communication environment were introduced: precise targeting of target customers, emphasis on information dissemination, and the combination of online and offline channels. The content of this article can provide some reference for related research.

KEYWORDS

Global Communication Environment; Digital Media; Consumer Brand Awareness.

1. INTRODUCTION

With the rapid development of global communication and digital media technology, the channels and ways in which consumers obtain brand information have undergone tremendous changes. There are significant differences between the construction mechanism of consumers' brand awareness in the digital environment and traditional consumption scenarios, and there are relatively few research teams in this area. The development of digital media platform is closely related to the development of Internet technology, which also integrates text, graphics, audio and other information. Digital media transforms abstract information into information technology that can be detected, managed, and communicated. It can be said that the Internet platform provides information transmission channels for digital media technology. The development of digital media technology and the rapid update of the Internet have provided favorable conditions for the development of enterprise brands. With the advent of the mobile age, digital media applications have promoted the integration of information transmission and offline experience. Social media provides consumers with a place to communicate, satisfies their desire for self-expression and personalization, changes their lifestyle and information acquisition routes, and makes existing media the main way for brand creation. This paper attempts to explore the impact mechanism of digital media on consumer brand awareness in the context of global communication environment. By introducing the psychological influence mechanism and the main marketing strategies of enterprises, it can provide inspiration for understanding the cognitive patterns of consumer brands in the digital environment.

2. BASIC CONCEPT OF BRAND AWARENESS

The comprehensive strength of a modern enterprise is largely reflected in its brand awareness, especially when the products or services are not significantly different, which will have a direct impact on consumers' purchasing intentions. Respect, diversity, awareness, and relevance are the fundamental elements of brand recognition. The characteristics of each brand are reflected in their differences, which are also the main factors affecting consumers' brand image perception. The improvement of correlation can enhance consumers' willingness to purchase. Respect mainly refers to the degree of satisfaction that consumers expect, and only by meeting consumers' expectations can a brand receive positive reviews. The level of understanding of brand connotation and value refers to the brand awareness, which directly affects the depth of consumer experience. In brand marketing work, the relationship between the four elements mentioned above should be well coordinated.

3. IMPACTS OF DIGITAL MEDIA ON THE PSYCHOLOGICAL MECHANISM OF CONSUMER BRAND PERCEPTION

3.1. Fundamental Impact of Sensory Cognition

Sensory perception plays a fundamental role in consumers' brand recognition process. In the global communication environment, although there is a lack of direct physical stimulation, consumers' sensory perception is still the foundation of brand recognition process. The sensory perception in the globalized communication environment is different from the sensory perception triggered by direct sensory stimulation in traditional consumption situations. It helps consumers complete the cognitive process through the psychological image mechanism and metaphorical understanding of the brain. The main purpose of brand display provided in the global communication environment is to showcase product materials and design, through clear product details and overall display, accompanied by the actions and emotional states of others (models) when feeling the product. Under the influence of cognition, it stimulates the perceptual system in the same area of the consumer's brain, creating sensory experiences similar to those in traditional shopping contexts. Consumers' understanding of relevant language and text has a more auxiliary and reinforcing effect on this cognition, especially the existence of cognitive metaphor mechanisms can help consumers better understand the design concept and characteristics of products, form judgments about brand quality and brand function, and construct personified brand personality and the relationship between brands and consumers in their minds. Although a brand is an intangible asset, the cognitive perspective emphasizes that the value of a brand exists in the minds of consumers based on their perception of the brand. However, this is not equivalent to the idealistic cognitive perspective, which emphasizes individual differences in consumer perception, especially in their sensory systems, resulting in differentiated cognitive judgments and adoption of the brand information provided by the enterprise. From the experimental results, it can be seen that consumers' sensory perception in the global communication environment plays a good role in the process of brand cognition. The breadth of brand cognition is not significantly different from that in traditional consumption contexts, that is, consumers in the global communication environment can fully obtain the same level of brand knowledge system, brand emotions and attitudes.

3.2. Additional Impact of Brand Knowledge

Brand knowledge has always been treated as an important variable in the process of brand cognition, especially the mainstream represented by Keller's brand knowledge synthesis framework, which regards brand knowledge as a brand asset based on consumer cognition. It is believed that the brand knowledge system is an important consideration factor in consumer brand decision-making, but his research does not involve the treatment of brand effects and consumer purchase intentions. This study

attempts to link the brand knowledge system formed by brand cognition with consumers' purchasing intentions in a globalized communication environment, exploring the impact of brand meaning actively constructed by consumers based on their existing knowledge and values on their online purchasing intentions in a globalized communication environment, and using it as the conscious main content of brand cognition. However, unfortunately, this hypothesis has not been verified, and the reasons may be due to the following three aspects.

One reason is that the dimensions of brand knowledge content involved in this study are limited, making it slightly simpler compared to brand knowledge content in other studies. The brand knowledge system covers thirteen concepts related to brands, with a more detailed breakdown of brand knowledge. However, the brand knowledge system in this study is proposed for the global communication environment and covers relatively less content. Secondly, the brand knowledge content involved in this study mainly comes from the brand information provided by merchants, which mainly appears in the form of pictures and advertisements. However, in fact, consumers' brand knowledge will also be updated due to receiving brand information content created by other consumers. More importantly, the information created by consumers will be considered to have higher credibility than the information provided by merchants. Thirdly, this study mainly involves the factors of online consumption environment related to brand cognition, and does not address the social environment factors of brand cognition created by online public opinion information. In the process of brand sensory perception to brand cognitive judgment, it includes both the sensory experience attributes of the brand and the social value attributes of the brand, and the formation of social value attributes may require more involvement of external social cues.

3.3. Additive Impact of Product Experience

In traditional consumer contexts, the value of a brand often far exceeds its actual performance and has a certain premium ability. Consumers' demand for a brand is not solely driven by the pursuit of functional benefits of the product, but rather by the desire for all social benefits that come with using the brand, such as displaying a certain social status and identity, increasing consumer self-esteem and confidence; Or it can demonstrate the values and concepts of national culture, reflecting a sense of pride and identity towards national culture. However, in the discussion of the impact of brand knowledge system on consumers' online purchase intention in the context of global communication, the value of brand social attributes has not been reflected. The research results show that brand sensory perception is more closely related to brand emotions, attitudes, and consumer purchase intention, that is, in the global communication environment, consumers' brand cognition pays more attention to the product attributes of the brand. The brand knowledge system construction strategy emphasized in traditional consumer contexts may not be sufficiently applicable in the current global communication environment. There are two possible reasons for this phenomenon. One possibility is that the current development of the online consumer market is not yet mature enough and lacks the ability to cultivate brands; Another possibility is that consumers in the globalized communication environment are more "real", pursuing physical touch and hoping to find products that can truly touch their hearts and meet their most genuine needs through the online consumer market, believing that the best products are the brand. In traditional consumption scenarios, although consumers are mostly able to enter real shopping places to experience products, due to the geographical limitations of cognitive behavior, there is always a certain distance between consumers and brands (especially between consumers and brand creators). The construction of brand knowledge relies more on external clues such as advertising, word-of-mouth, and packaging, while the formation of brand concepts also depends on social clues such as market visibility.

4. MAIN MARKETING STRATEGIES OF DIGITAL MEDIA

4.1. Accurately Locate Target Customers

Users of digital media platforms are not restricted by geography, but their age is relatively concentrated, which leads to differences in preferences among digital media platform users. The users of digital media platforms tend to be younger, with the post-90s generation becoming the main force and a large number of post-80s users. Users of different age groups have different preferences and demands for services and products. Enterprises should develop corresponding promotion services based on the differentiated preferences of users on different digital media platforms. Relying on Internet technology, digital media platforms can better use big data to find the behavior rules of consumers and explore the needs of consumers. The concentrated active time of microblog users is found by using big data, and then take into account the audience goals of their own products and brands, and combine the characteristics of different social platforms to develop targeted promotion strategies. Accurately targeting target customers is the top priority for enterprises to achieve marketing.

4.2. Optimize Brand Image Design

The interactivity of brand image refers to the interaction with consumers. Due to the characteristics of large information capacity and wide dissemination range in today's information dissemination, it is difficult for information to leave a deep impression on people in a short period of time, which also puts forward higher requirements for brand image promotion. In order to effectively address this issue, it is necessary to interact with consumers during the process of brand image promotion, understand their understanding and suggestions regarding the brand image. In addition, in the process of promoting brand image, user experience activities can be organized to distinguish one's own brand promotion methods from those of other brands, and to demonstrate the advantages of one's own brand image promotion through this approach. With the development of the times, it is impossible to promote brand image solely by one person nowadays. A professional promotion research team is needed for brand promotion, combined with technology from various fields for implementation. In the process of promoting brand image, it is necessary to pay attention to the consistency between brand image design and brand image promotion, which mainly includes the consistency between promotion concept and design concept, the consistency between brand image promotion idea and brand image design idea, etc. Only in this way can the content expressed in the brand image be clearly conveyed to consumers.

4.3. Conduct Innovative Digital Marketing

Digital media greatly enhances consumers' interactivity and participation. Under digital media marketing, the fundamental change in consumer behavior patterns lies in the collection of information and the sharing of experiences. This change makes consumers more inclined to receive advertisements that are innovative, reflect product culture and stories. Therefore, enterprises should release soft advertisements that are more creative, story oriented and immersive. In the information age, consumers are increasingly valuing information, especially in the context of digital media marketing. The difficulty and quality of information acquisition can have a significant impact on consumer purchasing behavior. Enterprises should attach great importance to the release of information, including applying for official certification on Weibo, conveying information clearly and completely, publishing content in various ways, setting keywords for easy user search, etc., to ensure that their information can be quickly, completely, and conveniently obtained and shared by consumers.

4.4. Strengthen Integration of Online and Offline Channels

Although digital media is currently the most mainstream consumer channel, offline sales platforms still exist and have corresponding audiences. Especially in related industries such as catering and clothing, where online platforms struggle to provide the same sense of ceremony and experience as offline, physical sales still play an important role. Therefore, the combination of online and offline has become a common way for enterprises today. Digital media marketing strategies can easily spark widespread and heated discussions, but due to the virtual nature of digital media platforms, consumers may be unable to combine online hotspots with offline sales. Enterprises should pay attention to the combination of online promotion and offline sales. They can apply music, images, or videos from digital media platforms to offline terminals, allowing consumers to form associations and helping them make purchasing decisions.

5. CONCLUSION

With the development of global communication and digital media, the consumer brand awareness mechanism is undergoing profound changes. Based on the brand awareness characteristics of consumers in the global digital environment, enterprises adopt strategies such as precise positioning, content innovation, and online and offline integration to build a more attractive brand image, continuously deepening consumers' understanding of the brand, in order to bring consumers a better consumer experience.

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