

# Research on Brand Image Marketing Strategy -

## From Brand Awareness to Brand Loyalty



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**Abstract:** Brand image marketing is closely related to brand awareness and brand loyalty. Brand image marketing improves brand awareness and recognition through a variety of means and activities, thus enhancing consumers' loyalty and willingness to purchase brands. Enterprises need to adopt corresponding brand image marketing strategies and tools according to market demand and their situation to enhance the brand image and competitiveness comprehensively. This paper first introduces the definition and objectives of brand image marketing and then focuses on the influence of brand awareness and loyalty on brand image marketing and the key factors affecting brand awareness and loyalty. Then, this paper illustrates how to achieve the goal of brand image marketing from the aspects of unified management of brand image, multi-channel marketing, and personalized marketing, and illustrates cases, which can provide reference and inspiration for enterprises to implement brand image marketing, and also provide new ideas and directions for the development of the industry.

**Keywords:** brand image marketing; brand awareness; brand loyalty

### Introduction

Brand image marketing is an important strategy in modern marketing to achieve the marketing goals of enterprises by shaping the brand image and enhancing brand awareness and loyalty. In the new era of business competition, brand image marketing can not only improve brand awareness and recognition but also enhance consumer loyalty and trust in the brand, to achieve the marketing objectives and market value of enterprises.

### 1. The connotation of brand image marketing

Brand image refers to consumers' cognition, impression, and emotional feeling of a brand, including the brand name, logo, image, cultural connotation, and other aspects of the comprehensive embodiment. Brand image not only includes consumers' cognition and impression of the brand but also involves consumers' emotional attitude and behavior will towards the brand. Brand image

marketing is a series of marketing means and activities through which enterprises shape and spread their brand image and values in the market competition, improve brand awareness and recognition, and thus attract and maintain consumer loyalty and willingness to buy. The purpose of this marketing strategy is to enhance the competitiveness and long-term benefits of the brand in the competitive marketplace by building a positive brand image and identity. The core of brand image marketing is to build and shape the brand image, which requires companies to invest a lot of resources and effort. In the new economy also focus, companies need to build and maintain a positive brand image through brand image marketing strategies and means to enhance the competitiveness and long-term benefits of the brand in the market competition (Yu, et al., 2020).

### 2. The relationship between brand image marketing and brand awareness and brand loyalty

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The influencing factors of brand image marketing mainly include two aspects of brand awareness and brand loyalty. Among them, brand awareness refers to consumers' awareness and impression of the brand, and the influencing factors include advertising, social media marketing, event marketing, and other marketing tools. Brand loyalty refers to consumers' continuous choice and willingness to buy the brand, and the influencing factors include brand story marketing, personalized marketing, brand promises and guarantees, and other marketing tools. Enterprises need to adopt corresponding marketing strategies and means according to their own situation and market demand to comprehensively enhance brand awareness and loyalty to obtain greater development space in the fierce competition (Shen, et al.,2014).

### **2.1 Brand image marketing and brand awareness**

Brand awareness refers to the degree and scope of consumer awareness of a brand, including the degree of knowledge and impression of the brand name, logo, products, services, cultural connotations, etc. Brand awareness is the basis for the brand to gain consumers' attention and recognition in the market, and is one of the important goals of brand image marketing. Companies need to increase brand awareness among consumers through various means and activities, such as advertising, social media marketing, and event marketing, to expand the brand's market share and influence. Brand image marketing improves brand awareness through a variety of means and activities. Specifically, companies can communicate their brand image and information to more consumers through advertising, social media marketing, and event marketing to enhance the exposure and influence of the brand in the market (Worksop, & Haokun, 2020). In the marketing process, companies can also make it easier for consumers to identify and remember the brand through the establishment and maintenance of a visual identity system.

### **2.2 Brand image marketing and brand loyalty**

Brand loyalty refers to the degree of consumers' loyalty and willingness to buy a brand, i.e., the emotional and behavioral performance of consumers

to continuously choose, trust and support a brand. Brand loyalty is one of the core objectives of brand image marketing. Companies need to enhance consumers' loyalty and willingness to buy by establishing a positive brand image and identity, providing quality products and services, and enhancing consumers' loyalty and willingness to buy through membership clubs and personalized marketing, to achieve long-term brand development and profitability. Brand image marketing enhances consumers' trust and loyalty to the brand by building a positive brand image and identity. Specifically, companies can enhance consumers' emotional identification with the brand through brand story marketing, social responsibility marketing, and brand experience marketing to enable consumers to better understand and identify with the cultural connotations and values of the brand (Zhang, 2021). In the marketing process, companies can also provide consumers with better quality products and services through membership clubs, personalized marketing, and brand promises and guarantees to enhance consumers' loyalty to the brand and their willingness to buy.

## **3. The specific strategy of brand image marketing**

Brand image marketing strategy is a marketing strategy for enterprises to shape and spread their brand image and values through various means and activities to improve brand awareness and recognition and to attract and maintain consumers' loyalty and willingness to buy. The strategy requires comprehensive consideration of brand positioning, brand story, and values, brand image design and visual identity system, brand promotion, and marketing activities to build a positive brand image and identity and improve the brand's competitiveness and long-term profit in the competitive market. Enterprises need to adopt corresponding brand image marketing strategies and means according to market demand and their situation to enhance the image and competitiveness of their brands comprehensively.

### **3.1 Pay attention to the unified management of brand image**

The core purpose of brand image marketing is to ensure that the brand presents a consistent image and style on different occasions and media, to strengthen brand recognition and memory. In the unified management of brand image, enterprises need to do a good job in the unified management of visual image, brand voice, brand culture, and other dimensions. To this end, companies need to establish a unified visual identity system, including elements such as brand name, logo, logos, fonts, and colors, to ensure consistent visual presentation in different settings. The Coca-Cola Company uses the same red hue and Coca-Cola logo design worldwide so that consumers can easily identify and remember the brand in different countries and regions. On top of this, companies also need to unify the brand's voice and language style, including slogans, taglines, and brand voices, to ensure that the brand conveys a consistent language message across different media and occasions. Several brands under Procter & Gamble, such as P&G and Peopeo, use similar language styles and musical elements in their advertisements so that consumers can easily identify the brands. To further improve marketing effectiveness, companies also need to establish a unified brand culture, including brand value concepts, brand stories, brand images, etc., to ensure that the brand culture conveyed on different occasions remains consistent. Nike, with its slogan "Just do it", emphasizes the spirit of sports and adventure and attracts the attention and loyalty of a large number of young consumers through the communication of its brand culture (Liang, & Zeng, 2021). Starbucks is a good example of brand image unification management, adopting the same brand name, logo, and signage design globally, and maintaining consistent styles and colors in-store decoration, product packaging, and employee uniforms. At the same time, Starbucks focuses on creating a unique brand culture, with the concept of "third space" as the core, providing a comfortable, warm, and social experience, and through the unified management of brand image, it has successfully shaped its unique brand image and won a large number of loyal consumers.

### **3.2 Raising awareness through multi-channel marketing**

Brand image marketing should enhance visibility through multi-channel marketing, that is, through a variety of means and channels, the brand information and image to more consumers, expanding brand awareness and recognition. To further expand the marketing surface, companies should pay attention to advertising, social media marketing, event marketing, and other strategies, a multi-pronged approach to achieve the best results. Among them, advertising is an important way to improve brand awareness, enterprises through television, radio, newspapers, magazines, and other media display the brand image and information to attract consumer attention and recognition. Social media marketing is the use of social media platforms to expand brand awareness, including microblogging, WeChat, Jitterbug, INS, and other social media platforms to show the brand image and story, attract consumers' attention and sharing, and interact with them. Event marketing is a way to increase brand awareness and influence by using meaningful activities and occasions to attract consumers' attention and participation (Li, 2018). Specifically, companies can sponsor cultural activities, sporting events, and public welfare causes to integrate their brand image and message into the events and improve brand awareness and memory. A good example of multi-channel marketing is Coca-Cola, which delivers its brand image and message to consumers through a variety of ways, such as advertising campaigns, social media marketing, and event marketing. To expand its influence, Coca-Cola has been widely promoted globally through various media such as TV and outdoor advertisements, adopting blue and red as the main colors of the brand to create a positive, happy, and fashionable brand image. At the same time, the brand also interacted and communicated with consumers through social media platforms, such as Weibo and WeChat, to enhance consumers' awareness and emotional experience of the brand. In terms of event marketing, Coca-Cola sponsored a number of international sporting events, such as the Olympic Games and the World Cup, to convey a positive brand image and cultural

connotation by combining with sports and culture, attracting a large number of consumers' attention and participation. The implementation of these multi-channel marketing strategies has made Coca-Cola a highly regarded and loved brand with wide awareness and loyalty.

### 3.3 Combining personalized marketing to enhance loyalty

Brand image marketing should be combined with personalized marketing to enhance loyalty, i.e., customize personalized brand image and services according to consumers' personality and needs to enhance consumers' recognition and loyalty to the brand. Specifically, companies can achieve personalized marketing purposes through clubs, personalized products and services, and personalized promotion and marketing (Yan, 2023). Among them, membership clubs can provide customized services and privileges for members, such as membership points, birthday gifts, and special offers, which enhance consumers' identification with and loyalty to the brand and can win a large number of loyal high-end travelers. Personalized products and services are personalized products and services provided by Cozy according to consumers' personalities and needs, and consumers can choose according to their needs and preferences, for example, in women's shoe brands, they can freely choose shoe styles, colors, letters, and other elements to create a personalized product experience, which enhances consumers' loyalty and willingness to buy (Zhang, 2018). Personalized promotion and marketing is also a marketing approach based on consumers' personalities and needs, for example, online companies provide consumers with information that better matches their needs and preferences through personalized search results and advertising recommendations, which can enhance consumers' trust and loyalty to the brand (Tang, 2019). In this regard, Starbucks is also a good example of personalized marketing, which has established Starbucks member clubs around the world to provide customized services and privileges to members, such as birthday gifts, free drinks, and free WIFI, which have won a large number of loyal consumers. In terms of personalized promotion and marketing, the brand

has customized its coffee and food products with different flavors and styles according to the characteristics and needs of different regions and consumers, which has increased consumer recognition and loyalty to the brand. The implementation of these personalized marketing strategies has made Starbucks a highly regarded and loved brand with widespread loyalty and market influence.

### Conclusion

In conclusion, brand image marketing is an important strategy for companies to achieve their marketing goals by shaping their brand image and enhancing brand awareness and loyalty. With the changing needs of consumers and the intensification of market competition, brand image marketing will face more challenges and opportunities. Companies need to continuously innovate and optimize marketing strategies to improve brand image recognition and influence and enhance consumer loyalty and trust in the brand. At the same time, enterprises also need to strengthen the management and maintenance of brand image, maintain the consistency and stability of the brand image, and improve the credibility and reliability of the brand image. Only on the basis of continuous innovation and optimization can we achieve the goal of brand image marketing and lay a solid foundation for the development and success of the enterprise.

### Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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