

# Research on the Influence of Brand Marketing Strategy Diversification on Consumers' Purchase Intention

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**Abstract:** This paper aims to explore the influence of brand marketing strategy diversification on consumers' purchase intention. In the increasingly fierce market competition, the diversification of brand marketing strategy has become an important means for enterprises to enhance market competitiveness. Through the in-depth analysis of the relationship between the diversification of brand marketing strategies and consumers' purchase intention, this paper aims to provide reference for enterprises to formulate scientific and effective brand marketing strategies. This paper considers that brand marketing strategy diversification has a significant impact on consumers' purchase intention, and puts forward a series of suggestions to optimize brand marketing strategy.

**Keywords:** Brand Marketing Strategy; Diversification; Consumers' Willingness to Buy; Market Competitiveness

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## 1.Introduction

In today's environment of global economic integration and increasingly fierce market competition, the diversification of brand marketing strategies has become an important means for enterprises to enhance market competitiveness, attract consumers' attention and stimulate their purchase intentions. With the increasingly diversified and personalized trend of consumer demand, the traditional single brand marketing strategy has been difficult to meet the diversified needs of the market. The popularity of the Internet and the rise of social media have provided consumers with more convenient information access channels and richer consumption experience. Through various online platforms, consumers can learn about products, compare different brands, and even participate in the construction and dissemination of brands. This kind of information transparency and the improvement of consumer engagement make the brand marketing strategy must be more diversified to adapt to the changes of consumers.

The diversification of brand marketing strategy is not only reflected in the diversification of communication channels and means, but also reflected in the brand positioning, image building, product design and service experience. Enterprises need to formulate targeted brand marketing strategies according to the characteristics of the target market and the needs of consumers, so as to highlight the uniqueness and competitive advantages of the brand. In the diversified brand marketing strategy, enterprises should not only pay attention to enhance brand awareness and reputation, but also pay attention to interaction and communication with consumers, and establish a solid consumer relationship. By providing personalized products and services to meet the differentiated needs of consumers, enhance consumers' brand loyalty and purchase intention.

In addition, with the strengthening of globalization and cultural diversity, brand marketing strategies also need to consider cross-cultural differences and the integration of multi-cultures. Enterprises need to respect the needs and values of consumers in different cultural backgrounds, and develop inclusive and diversified brand marketing strategies to expand the broader market space. The influence of brand marketing strategy diversification on consumers' purchase intention is complex and varied, involving market demand, consumer behavior, information dissemination, cultural differences and other aspects. Enterprises need to keep up with market trends, constantly innovate and optimize brand marketing strategies to adapt to consumer changes and market challenges <sup>[1]</sup>.

## 2. Diversification Research

Brand marketing strategy is the process of shaping brand image and transmitting brand value through a series of marketing activities to attract and retain consumers. Brand marketing strategy can be divided into multiple dimensions, including brand positioning, brand image, brand communication, brand experience and so on. The diversification of brand marketing strategy means that enterprises adopt a variety of different methods and means when formulating brand marketing strategy to meet the needs and expectations of different consumers. At present, the research on the diversification of brand marketing strategy mainly focuses on the following aspects:

Brand awareness is the degree of consumers' cognition and memory of the brand. The promotion of brand awareness can be carried out in a variety of ways, such as advertising, media exposure, word of mouth, etc. Advertising refers to the transmission of brand information to consumers through TV advertising, newspaper advertising, outdoor advertising and other channels to improve brand awareness and recognition. Media exposure refers to increasing the brand's exposure in the media and attracting consumers' attention by participating in media activities and sponsoring large-scale events. Word-of-mouth communication refers to winning consumers' trust and praise by providing high-quality products and services, forming positive word-of-mouth communication, and improving brand awareness and reputation [2].

Product quality is an important factor affecting consumers' purchase intention. Companies need to ensure the performance, reliability and durability of their products through R&D innovation and quality control. Continuously invest R&D resources to develop new products and improve existing products to meet the changing needs of consumers. Establish a sound quality control system to ensure that the quality of products meets consumer expectations and standards. Provide high-quality after-sales service, solve the problems encountered by consumers in the process of use, and improve consumer satisfaction and loyalty.

Brand image is consumers' cognition and evaluation of the brand. A good brand image can enhance consumers' goodwill and loyalty to the brand, thus improving their purchase intention. By telling the story of the brand, convey the core values and culture of the brand, and enhance consumers' emotional identification with the brand; Define the brand's positioning and target market, and highlight the brand's uniqueness and competitive advantage through differentiated brand strategies. Through the design of unique visual elements such as brand identity, packaging and advertising, brand recognition and appeal can be improved <sup>[3]</sup>.

The provision of brand experience is the feeling and experience formed by consumers in the process of purchasing and using products or services. By providing a unique brand experience, businesses can capture consumer interest and gain a competitive advantage. Provide high quality products and unique product design to meet the needs of consumers and aesthetic needs. Provide high-quality pre-sale, sale and after-sales service to solve the problems encountered by consumers in the process of use, and improve consumer satisfaction and loyalty. By creating unique consumption scenes and experience environments, such as brand stores, experience centers, etc., to provide consumers with an immersive brand experience.

## 3. Influence of Consumers' Purchase Intention

In today's society, consumers' purchase intention is influenced by economic, social, cultural and personal factors. Economic factors such as economic instability, employment pressure, soaring housing prices and debt burden have led to consumers' uncertain future income expectations, increasing their willingness to save and decreasing their willingness to consume. At the same time, factors such as social and cultural background, personal characteristics, consumption concepts and marketing

strategies also shape consumers' purchasing decisions to a certain extent. With the rise of new consumption models such as e-commerce live streaming, the reputation of merchants, the visual, interactive and perceived value of goods have also become important factors affecting consumers' purchase intentions.

### **3.1 The Influence of Brand Awareness on Consumers' Purchase Intention**

Brand awareness is the degree of consumers' cognition and memory of the brand. A well-known brand can often win the trust and goodwill of consumers and improve their purchase willingness. Brands with higher visibility often have better reputation and credibility, and consumers have more trust in the quality and performance of their products, so they are more willing to buy the brand's products. When faced with multiple brand choices, consumers are more inclined to choose brands with higher visibility in order to reduce purchase risks and improve purchase satisfaction.

### **3.2 The Effect of Product Quality on Consumers' Purchase Intention**

Product quality is an important factor affecting consumers' purchase intention. Consumers seek high quality products and use them as an important indicator in purchasing decisions. High-quality products often have better performance and reliability, and can meet the needs and expectations of consumers, thereby improving consumers' willingness to buy. Durable products can reduce the replacement frequency and maintenance cost of consumers, and improve consumer satisfaction and loyalty <sup>[4]</sup>.

### **3.3 Influence of Brand Image on Consumers' Purchase Intention**

Brand image is consumers' cognition and evaluation of the brand. A good brand image can enhance consumers' goodwill and loyalty to the brand, thus improving their purchase intention. By telling the story of the brand and conveying the core values of the brand, consumers can enhance their emotional identification with the brand and thus increase their purchase intention. Brands with unique brand image can stand out in the fierce market competition and attract consumers' attention and purchase <sup>[5]</sup>.

### **3.4 The Influence of Brand Experience on Consumers' Purchase Intention**

Brand experience is the feeling and experience formed by consumers in the process of purchasing and using products or services. By providing a unique brand experience, businesses can capture consumer interest and gain a competitive advantage. High quality products and unique product design can bring consumers a pleasant experience, thereby increasing their purchase intention. High-quality pre-sale, sale and after-sales service can solve the problems encountered by consumers in the process of use, and improve consumer satisfaction and loyalty. Unique consumption scenarios and experience environments can bring consumers immersive brand experience and enhance their purchase intention and loyalty <sup>[6]</sup>.

## **4. Optimize Brand Marketing Strategy**

### **4.1 Enhance Brand Awareness**

Through TV advertising, newspaper advertising, outdoor advertising and other channels to convey brand information to consumers, improve brand awareness and recognition. Interact and communicate with consumers through social media platforms, such as Weibo, wechat, Tiktok, etc., to increase brand exposure and influence. By participating in public welfare activities and social responsibility projects, the brand's social image and reputation can be improved, thus attracting more consumers' attention and recognition <sup>[7]</sup>.

### **4.2 Ensure Product Quality**

Continuously invest R&D resources to develop new products and improve existing products to meet the changing needs of consumers. Establish a sound quality control system to ensure that the quality of products meets consumer expectations and standards. Provide high-quality after-sales service, solve the problems encountered by consumers in the process of use, and improve consumer satisfaction and loyalty <sup>[8]</sup>.

### **4.3 Build Brand Image**

Define the brand's positioning and target market, and highlight the brand's uniqueness and competitive advantage through differentiated brand strategies. By telling the story of the brand and passing on the core values of the brand, it enhances consumers' emotional identification and loyalty to the brand. Through the design of unique visual elements such as brand identity, packaging and advertising, brand recognition and attractiveness can be improved <sup>[9]</sup>.

### **4.4 Provide A Unique Brand Experience**

Provide high quality products and unique product design to meet the needs of consumers and aesthetic needs. Provide high-

quality pre-sale, sale and after-sales service to solve the problems encountered by consumers in the process of use, and improve consumer satisfaction and loyalty. By creating unique consumption scenes and experience environments, such as brand stores and experience centers, consumers can be provided with immersive brand experience <sup>[10]</sup>.

## 5. Conclusion

This paper discusses the influence of brand marketing strategy diversification on consumers' purchase intention. In the highly competitive market environment, the adoption of diversified brand marketing strategies has become the key to enhance market competitiveness. Brand marketing strategy covers many dimensions such as brand positioning, image building, communication mode and brand experience. Brand awareness, product quality, brand image and brand experience all have a significant impact on consumers' purchase intention. Well-known brands can win the trust and goodwill of consumers, high-quality product quality can meet the actual needs of consumers, good brand image can enhance consumers' emotional identification, and unique brand experience can attract consumers' interest and enhance loyalty. In order to optimize the brand marketing strategy, this paper puts forward a series of suggestions, enterprises should promote brand awareness through advertising, social media and public welfare activities; Strengthen research and development innovation, improve quality control system and provide high-quality after-sales service to ensure product quality; Define the brand positioning, tell the brand story and create a unique visual image to shape the brand image; And provide a unique brand experience by optimizing product design, improving service levels and creating unique consumption scenarios.

To sum up, the diversification of brand marketing strategies has an important impact on consumers' purchase intention. Enterprises should pay attention to the formulation and implementation of brand marketing strategies, meet the needs and expectations of different consumers through diversified strategies, enhance market competitiveness, and achieve sustainable development.

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