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# Cross-border E-commerce Brand Image on Consumers' Willingness

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**Abstract:** With the development of Internet and e-commerce and the increasing demand of consumers for cross-border business, many cross-border e-commerce platforms have been established. In recent years, with the deepening of economic globalization and the rapid development of Internet information technology, cross-border electronic commerce has become a new growth point of Sino-foreign trade. The development of global trade has penetrated into the life of ordinary people. Consumers have more choices when choosing products. Each brand corresponds to different brand image, and the quality of brand image determines the competitive position of the brand. The higher the consistency between brand image and consumer's real self-concept, the higher the consistency between brand image and consumer's ideal self-concept, the higher the consumer's purchase intention. It is the only way for enterprises to achieve sustainable development to improve the brand awareness, establish a good brand image, and increase consumers' purchase intention.

**Keywords:** Consumers, willingness to purchase, cross-border e-commerce, brand image.

## Introduction

With the development of the Internet, China's Internet-related industries have entered a mode of rapid development, of which the e-commerce industry has developed particularly rapidly. China's e-commerce scale has now become the world's largest [1]. With the rapid development of the national economy and the improvement of people's living standards, consumers pay more attention to the quality of commodities. Cross-border e-commerce is a new type of international trade way to network and electronize traditional international trade. From the perspective of brands, the competition between enterprises can be seen as the competition between brands. Each brand corresponds to a different brand image, and the quality of the brand image determines the competitive position of the brand [2]. Customer's knowledge of the brand is the key to creating brand assets, and

the source of brand knowledge is Lenovo's network memory model formed by brand awareness and brand image [3]. Brand image and brand awareness form consumers' memories of the brand. With the changes in the domestic and international economic environment, the demand in the international market is gradually shrinking, which brings new opportunities for the development of small cross-border transactions and logistics services in cross-border electronic commerce [4]. Different platforms have significant differences in products, payment, logistics and other aspects, which leads to different consumers' purchasing intentions for different platforms. The development of global trade has penetrated into the life of ordinary people. Consumers have more choices when choosing products [5]. For an enterprise, a good brand image can help the enterprise obtain a sustainable competitive advantage. For consumers, not only can they increase the value of products, but they can also be used as the basis for consumers to make consumption decisions when they are relatively new to product quality or services [6].

### **Feasibility analysis on promoting competitiveness of cross-border e-commerce brands**

#### *The relationship between brand building and competitiveness*

Brand management is not an independent business activity, it is a brand social value that the enterprise develops continuously, and it is the foundation to win sustained competitiveness. The brand's unique association makes the brand's image in a specific product type and its position in the eyes of consumers have a significant impact. Brand embodies the most essential connotation of enterprise competitiveness, enables enterprises to obtain sustained competitive advantages, and is also a comprehensive external performance of enterprises to enhance their competitiveness. Brands need to share some related associations of other brands to prove that they belong to this category of products. However, with the increase in the number of associations shared, the brand has become a representative of a specific category and makes itself less unique. In the process of product purchase, customers may face various risks, so customers hope to reduce and avoid such risks [7]. Images are not the attributes of things themselves, but people's perception of the attributes of things. Different people's perception of the same thing will not be exactly the same, so its correctness will be affected by people's subjective consciousness and cognitive process. Having a well-known brand can reduce consumers' psychological perception risk, stimulate potential consumers' purchasing intention and eventually produce purchasing behavior.

#### *Construction of brand competitiveness evaluation index*

Brand image ability, market ability and loyalty ability, as the first-class evaluation index, have their own unique characteristics. Foreign image scholars define brand image as an association set of meanings of

differentiation of a product or service in competition. From a psychological point of view, image refers to the subjective feelings and impressions about a specific thing formed in the brain through various sensory organs of the human body through the central nervous system, that is, the reproduction of various feelings of things in the brain. Accurate brand positioning and high brand awareness are important foundations for improving brand image capability. The brand's market ability is the ability that the brand occupies when competing with other brands. Building a strong brand is a process of reshaping an enterprise's image and products, as well as an enterprise's continuous improvement of its competitiveness. Establishing a strong brand is of great strategic significance and value to enhance the competitiveness of enterprises. Most of the researches on consumers' purchasing intention are aimed at consumers' own perception and cognition of the research objects, especially for cross-border e-commerce platforms. With more scenes, different cross-border e-commerce platforms differ greatly in function, content and brand. Consumers have different perceptions about whether the cross-border e-commerce platform can provide the corresponding functions for purchasing products, the quality of the content of the products provided and the trustworthiness of the platform for cross-border shopping, thus resulting in different perceived profits of consumers.

### **The influence of brand image on consumers' purchase intention**

In the environment of cross-border electronic commerce, information is spreading rapidly and there are many kinds of commodities. The brand image ability of cross-border e-commerce is also very important. Due to the globalization and openness of the network, countries, regions and nationalities in the world have broken the limitation of time and space and realized information sharing. The image of the brand, as the personality charm of the enterprise brand in the market and consumers' hearts, reflects the first evaluation and understanding of the public, especially consumers, on the brand. A good brand reputation will enhance consumers' awareness of the quality of brand products or services. It is believed that consumers tend to associate good brand reputation with high product or service quality and low cognitive risk, and confirm that products or services can meet individual needs, thus improving their willingness to purchase products or services [8]. The brand image ability is strong, with higher and faster brand recognition degree, can also quickly attract the attention of consumers, and is also the source of consumers' lasting attraction. People are getting more and more information by means of network and so on, and their ability to identify commodities has become stronger.

In the network environment, due to the timeliness of the network itself, there is no doubt that the relevant person in charge of the enterprise should have a timely strategy to deal with the crisis, and should have a strict and scientific process in response measures, procedures, etc. A good brand reputation represents a higher quality of products or services, and consumers tend to show a stronger willingness to buy, which is also conducive to the cultivation

of customer loyalty. When consumers perceive that enterprises have made negative social behaviors, their willingness to buy products will decline. Brand reputation is a valuable asset in business operation. Brand reputation can be regarded as a kind of reputation capital. Consumers are willing to pay more premium for products or services with higher brand reputation [9]. The willingness to buy can be seen as the subjective tendency of consumers to choose specific products, and it has been confirmed as a view to predict consumer behavior. For consumers, enterprises undertaking more social responsibilities may increase consumers' recognition of enterprises. By using scenario manipulation to observe whether consumers' purchase intention is related to corporate social responsibility, the results show that consumers will increase the purchase intention of the enterprise's goods if they realize that the enterprise has the motivation to fulfill social responsibility.

### **Conclusion**

In recent years, cross-border electronic commerce has become a new growth point in China's foreign trade. The market scale in cross-border electronic commerce is continuously expanding. More and more consumers choose to buy consumer goods on cross-border e-commerce platforms. If the consumer's true self-concept or ideal self-concept is more consistent with the brand image of the product, the consumer's purchase intention will also be higher. The function and content of cross-border e-commerce platform have a significant impact on perceived entertainment, and the platform function has a higher impact on perceived entertainment than the platform content. If cross-border e-commerce wants to improve its brand competitiveness, it is necessary to have a clear understanding of brand products and the distribution of overseas buyers, select flexible logistics distribution companies and payment systems, and provide convenient services for overseas consumers. If we compare the real self-concept of consumers with the ideal self-concept of consumers, and use the consistency of the real self-concept of consumers and the brand image to predict the purchase intention of consumers, its explanatory power is relatively high. Cross border e-commerce should not only make its website pages simple and orderly, which is convenient for consumers to browse and operate, but also provide efficient logistics and distribution services and timely and effective after-sales services.

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