

The Impact of Brand Cultural Identity on Consumer Loyalty

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Abstract. In today's fierce market competition, brand cultural identity as a link between brands and consumers has been paid more and more attention. This study takes the influence of brand cultural identity on consumer loyalty as the theme and discusses how to enhance consumer loyalty through the construction and dissemination of brand culture. This study uses literature analysis to sort out the relevant research results at home and abroad. It summarizes the key factors of brand cultural identity and the relationship between them and consumer loyalty. The results show that brand cultural identity can significantly enhance consumer loyalty by influencing consumers' emotions, attitudes and behaviours. Specifically, the stronger the consumer's cultural identity with the brand, the higher their repeated purchase behaviour and positive word-of-mouth communication will be. In addition, consumers have different sensitivity to brand cultural identity under different cultural backgrounds. The research conclusion points out that enterprises should pay attention to the shaping and dissemination of brand culture, combine the cultural background and values of target consumers, and create a brand image that meets their expectations, to achieve the promotion of consumer loyalty. This study has important practical significance for formulating enterprise marketing strategy and provides a reference for future academic research.

Keywords: Brand Cultural Identity; Consumer Loyalty; Market Competition; Emotional Connection; Word-of-Mouth Communication.

1. Introduction

In today's fierce market competition, brand cultural identity as a link between brands and consumers has been paid more and more attention. This study takes the influence of brand cultural identity on consumer loyalty as the theme and discusses how to enhance consumer loyalty through the construction and dissemination of brand culture. This study uses literature analysis to sort out the relevant research results at home and abroad. It summarizes the key factors of brand cultural identity and the relationship between them and consumer loyalty. The results show that brand cultural identity can significantly enhance consumer loyalty by influencing consumers' emotions, attitudes and behaviours. Specifically, the stronger the consumer's cultural identity with the brand, the higher their repeated purchase behaviour and positive word-of-mouth communication will be. In addition, consumers have different sensitivity to brand cultural identity under different cultural backgrounds. The research conclusion points out that enterprises should pay attention to the shaping and dissemination of brand culture, combine the cultural background and values of target consumers, and create a brand image that meets their expectations, to achieve the promotion of consumer loyalty. This study has important practical significance for formulating enterprise marketing strategies and provides a reference for future academic research.

This study mainly analyzes the composition of brand cultural identity, its influence mechanism on consumer loyalty, and its differences across cultural backgrounds [1]. Using literature analysis, this study summarizes the key role of brand cultural identity and the expression of consumer loyalty by searching and reading relevant materials and literature [2]. This method can systematically sort out the existing research results and help to comprehensively analyze the influence path of brand cultural identity and its internal logical relationship.

The goal of this study is to deeply explore how brand cultural identity shapes consumers' emotional connections and behavioural tendencies, thereby enhancing consumer loyalty [3]. To achieve this goal, this paper focuses on the analysis of the core elements of brand cultural identity, the influence mechanism and the applicability in different market environments. This study not only provides

valuable suggestions for enterprise brand management but also provides a new perspective for the academic circle to further study the relationship between brand culture and consumer behaviour.

2. Literature Review

In recent years, the relationship between brand cultural identity and consumer loyalty has become a hot topic in academic research. Scholars at home and abroad have discussed the brand's cultural identity, brand image and consumer behaviour from different perspectives. Shirazi et al pointed out in their research that brand identity has a significant impact on customer loyalty and emphasized the important role of brand identity in consumer behaviour [4]. Based on the theory of social identity, this study analyzes how brand identity enhances consumers' brand loyalty from the perspective of social belonging. However, this study mainly focuses on the external role of brand identity, and the deep psychological mechanism of brand cultural identity is less discussed. Hosseini et al. further verified the impact of brand identity on consumer loyalty and discussed the mediating role of brand-perceived value in this process [5]. Although its research has enriched the path analysis of brand loyalty formation, it has not paid enough attention to the differences in brand cultural identity among different product types. Yi Jingjing discussed the influence of brand identity, self-construction and product type on consumers' purchase intention, pointing out that brand identity enhances consumers' purchase intention by enhancing their emotional connection [6]. The study highlights the moderating role of product type, finding that the influence of brand identity is more significant in high-end products, while other factors (such as price, and functionality) are more critical in everyday consumer goods. This study provides an important perspective for understanding consumers' decision-making in different situations, but the formation of brand identity and its relationship with brand culture are not discussed in depth. Wei Zhong Banner focuses on the role and construction of brand culture, emphasizing that brand culture is the embodiment of brand values and corporate philosophy [1]. His research analyzes the key functions of brand culture to enhance brand image, promote emotional connection and cross-cultural communication, and put forward the view that brand culture construction needs long-term accumulation and multi-faceted collaborative development. However, this study mainly discusses the role of brand culture from the theoretical level, and the empirical analysis of how brand culture affects consumer loyalty in different market situations is limited. In addition, for Chinese traditional clothing brands, Zuo Yuping studied the influence mechanism of cultural identity on brand loyalty and emphasized the unique value of cultural identity in national brand building [3]. This study reveals the importance of cultural factors in brand cultural identity but fails to fully cover the applicability of other brand types.

To sum up, existing studies have explored the impact of brand cultural identity on consumer loyalty from the perspectives of brand identity, brand culture and consumer behaviour. However, there are drawbacks to these studies. The forming process of brand cultural identity and its specific influence path is rarely discussed in depth. For example, the analysis of the influence of brand cultural identity on consumer loyalty under different cultural backgrounds and product types is not comprehensive enough. The empirical research on the connection between brand cultural identity and consumer emotion is relatively scarce.

To fill the research gaps mentioned above, this paper will start with the formation mechanism of brand cultural identity, its specific role on consumers' emotional connection and behavioural tendency, as well as its applicability under different cultural backgrounds, and supplement existing literature with empirical research to further reveal the deep-seated influence path of brand cultural identity on consumer loyalty.

3. Research Methodology

3.1. Questionnaire Survey

This study aims to explore the impact of brand cultural identity on consumer loyalty and verify the mediating role of emotional connection between brand cultural identity and brand word-of-mouth communication [7]. To achieve this research goal, a questionnaire survey is chosen as the main research method. The advantage of a questionnaire survey is that it can efficiently collect large-scale consumer attitude and behaviour data and provide a reliable basis for quantitative analysis.

Based on the existing classical theories and scales, the questionnaire mainly covers three core dimensions: brand cultural identity, consumer loyalty and emotional connection. The question of brand cultural identity aims to explore consumers' sense of brand image, cultural value and social identity through question setting, assess whether the brand can establish a psychological connection with consumers through cultural symbols and values, and whether consumers have an emotional identity with the brand. The logical basis of these questions is social identity theory and the brand identity model, focusing on how brands influence consumers' values and behavioural tendencies through cultural connotations. The questions in the part of consumer loyalty aim to measure consumers' repeated purchase intention, brand preference, brand commitment and brand recommendation behaviour, aiming to understand whether consumers show higher loyalty due to brand cultural identification. The underlying logic of question design is to explore the degree of consumer support for the actual behaviour and attitude of the brand. As for the emotional connection, the design of this part focuses on the emotional maintenance between the brand and consumers, including emotional satisfaction, belonging and emotional dependence. This question aims to verify the mediating role of the emotional connection between brand cultural identity and consumer loyalty and reveal how emotional factors further promote consumer loyalty behaviour.

The questionnaire is distributed through a combination of online and offline methods, mainly for adult consumers with brand consumption experience. The basic information of the survey object includes age, gender, region, etc., to ensure the diversity and representativeness of the sample. A total of 450 questionnaires were collected, among which 420 were valid, with an effective recovery rate of 93.3%. The efficiency and accuracy of data collection provide good data support for subsequent empirical analysis.

This study systematically explores the relationship between brand cultural identity, emotional connection and consumer loyalty through a scientifically designed questionnaire combined with classical theoretical models, thus providing a solid foundation for the realization of research objectives. Secondly, the measurement of brand loyalty refers to the loyalty scale proposed by Hosseini et al., which covers dimensions such as repeated purchase intention, brand preference, brand commitment and brand recommendation [5]. To assess consumers' emotional connection, the questionnaire also includes questions related to emotional connection and measures consumers' emotional satisfaction from brand experience. In addition, to ensure the reliability and validity of the scale, this study modified and improved the questionnaire through expert review, and conducted a small pre-survey test, such as a brand fan group, to ensure the clarity and relevance of the question. Finally, the questionnaire was designed to fully capture the relationship between brand cultural identity, emotional connection and brand loyalty, and provide data support for subsequent analysis.

3.2. Research Hypotheses

Brand cultural identity endows the brand with a symbolic social identity or cultural symbol, enabling consumers to establish an emotional connection with the brand [8]. Shirazi et al pointed out that consumers' loyalty to a brand not only comes from the quality and function of the product itself but more from the cultural value and social identity carried by the brand [4]. Therefore, when a brand can successfully create a brand image that conforms to the cultural identity of consumers, the emotional connection of consumers will be enhanced, thus enhancing brand loyalty. Therefore, this paper proposes the following hypothesis:

Hypothesis 1: Brand cultural identity positively affects consumers' brand loyalty.

Brand cultural identity not only affects consumers' purchasing behaviour but also largely influences their brand reputation. Through the establishment of a deep cultural identity, the brand makes consumers willing to actively spread the brand image, thus promoting the word-of-mouth communication of the brand. Research shows that emotional connection enhances consumers' sense of belonging, which in turn influences their social behaviour and word-of-mouth communication. Loyal consumers will not only buy the brand repeatedly but also actively recommend the brand to others, forming a positive brand communication effect. Therefore, this paper proposes the following hypothesis:

Hypothesis 2: Emotional connection plays an intermediary role between brand cultural identity and brand word-of-mouth communication.

4. Research Results

Through statistical analysis of effective questionnaires, the results show that brand cultural identity has a significant positive impact on consumer loyalty [9]. Data analysis shows that the average score of brand cultural identification is 4.2 (Likert five-point scale), indicating that most consumers have a high degree of identification with brand culture. The regression analysis shows that the regression coefficient of brand cultural identity on consumer loyalty is 0.78 ($p < 0.01$), which proves that brand cultural identity has a significant positive impact on consumer loyalty. Secondly, the results of the mediating effect analysis show that emotional connection has a significant mediating effect between brand cultural identity and brand word-of-mouth communication, accounting for 43% of the total effect. Specifically, brand cultural identity can indirectly improve consumers' brand loyalty and word-of-mouth communication willingness by enhancing emotional connection. In addition, consumers of different genders and ages show significant differences in the dimensions of brand cultural identity. For example, young consumers aged 18-25 have a higher rating on brand image and social identity (mean 4.5), while consumers aged 36 and over are more concerned about the inheritance of brand cultural values (mean 4.3).

5. Discussion

The results of this study verify the positive effect of brand cultural identity on consumer loyalty and find that emotional connection plays an important intermediary role [2]. This shows that brands need to attract and retain consumers through effective cultural communication and emotional maintenance. Therefore, brands should strengthen their investment in cultural identity, for example, through the optimization of brand story, advertising design and social media content, to convey cultural information that can fit with consumer values. Secondly, brands should pay attention to consumers' emotional connections. For example, brands can enhance consumers' emotional connection by providing personalized services or designing emotional brand experiences (such as brand souvenirs and immersive activities). For consumers of different age groups and cultural backgrounds, brands should adopt differentiated communication strategies. For example, targeting young people can enhance brand image appeal through creative social media content, while targeting middle-aged consumers can strengthen the brand's cultural values.

In addition, the research results also suggest that brand loyalty not only depends on consumers' cognition of the brand but also needs to establish a deep emotional connection from the psychological level, which provides a new perspective for the long-term development of the brand [10].

6. Conclusion

The results of this study show that brand cultural identity has a significant positive impact on consumer loyalty, and emotional connection plays an important intermediary role between brand cultural identity and brand word-of-mouth communication. The further research conclusion is that,

when building loyalty, brands should not only pay attention to the products and services themselves but also strengthen consumers' psychological belonging and emotional dependence on the brand through cultural identity and emotional connection.

This study is of great significance to brand management practice and theoretical research. On the one hand, it provides a clear direction for the construction of brand culture and emphasizes the combination of brand culture and emotional connection. On the other hand, the research results provide empirical support for future research on the relationship between brand cultural identity and consumer behaviour, especially in the design of segmentation marketing strategy. Future research should focus more on the difference in the role of brand cultural identity on consumer loyalty under different cultural backgrounds. Study the influence of new forms of brand culture communication (such as meta-universe and virtual reality) on consumers' emotional connection in the digital age. It also deeply analyzes the mechanism of brand cultural identity on the long-term behaviour patterns of different consumer groups.

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