

## Research on the Impact of Brand Culture on Consumer Identity

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### Abstract

With the rapid growth of globalization and informatization in the global market, consumers are exposed to an increasingly wide selection of goods and services. Consumption behavior is not only a process of satisfying functional needs, but also a means of expressing oneself and constructing identity. Thus, we aim to explore whether brand culture affects consumer recognition and examine the impact of each dimension of brand culture, including brand values, brand stories, brand attitudes, and brand communities, using a systematic analysis approach. This study also examines the mechanisms by which brand culture affects consumer recognition. Data were collected based on a survey of 436 electronic product consumers in Qingdao, China. The study's conclusion suggests that brand culture and its various dimensions can influence the level of consumer identity through the transmission of values, effective communication, and resonance with consumers, as well as the shaping of brand symbols.

**Keywords:** brand culture; consumer identity; brand building; brand values; brand stories; brand attitudes; brand communities

### Introduction

As market competition intensifies and products become more homogeneous, consumers are increasingly focusing on the spiritual value and humanistic care attributes of products and gradually extending their demands from the product level to the spiritual level.

With the rapid growth of globalization and informatization in the global market, consumers are exposed to an increasingly wide selection of goods and services. Consumption behavior is not only a process of satisfying functional needs, but also a means of expressing oneself and constructing identity. With the popularization of social media and the rise of individual consciousness, consumers

are paying more attention to the cultural significance and value proposition that a brand offers in their purchasing decisions, rather than focusing solely on a single product's performance or price advantage.

Meanwhile, market competition has undergone a dramatic shift. Against the backdrop of highly homogenized products and continuously lowering technical barriers, competition among enterprises has gradually evolved from a “product-oriented” to a “brand-oriented” approach. Brands are no longer just a logo or symbol; they have become an essential medium for conveying emotional resonance, cultural identity, and social value. Brands that can establish a deep emotional connection with consumers often stand out in a fiercely competitive market and win higher loyalty and word-of-mouth communication.

Against the background of this transformation of competitive logic, the importance of brand culture has become increasingly prominent. Brand culture not only defines the brand's value system and behavioral norms but also shapes the brand's “personality” through various communication channels, which affects consumers' self-identity and social role construction. Therefore, an in-depth study of how brand culture affects customer identity not only helps to understand the psychological mechanisms of modern consumers but also has important implications for the formulation of brand strategies.

For instance, this year's popular Labubu series breaks stereotypes with its unique contrasting design. Exaggerated shapes collide with exquisite details, interpreting vitality with “imperfection” and becoming a carrier of young people's emotional expression. Pop Mart creates a trendy cultural atmosphere, making Labubu a symbol of a chic lifestyle and attracting young people to pay. As it gains popularity, Pop Mart launches derivative products to expand brand influence and collaborates across borders to attract fans. Then, Pop Mart continuously innovates and creates more trendy toy series based on Labubu, meeting the diverse needs of different consumers, leading the trendy toy market, and occupying an important position in young people's cultural consumption.

Brand culture could significantly impact customer behavior and business success. First of all, strong brand cultures significantly increase repurchase rates from 45% to 88%, which depends on the industry. This highlights the link between emotional branding and loyalty. Second, a strong brand culture can attract and retain clients, contributing to a 3- to 10-times greater market penetration than its competitors. If a 10% increase in retention can result in a 30% increase in company value (Satitpakeekul et al., 2022), this can be a significant advantage.

In recent years, scholars from various countries have conducted extensive research on the relationship between brand culture and consumer identity. Additionally, brand culture can significantly impact a company's marketing performance; previous studies have also shown that other marketing factors are influenced by brand culture. A distinctive brand image shaped by brand culture can directly impact emotional bonds, promoting consumers' brand recognition and loyalty (Keller, 2013). Behind brand culture, it is important to convey all the information of the enterprise to the outside world and construct a highly recognizable brand image in some way. The Global Consumer Report indicates that more than 60 percent of consumers want products from brands that clearly convey their culture and values, which shows that a brand's culture is a critical factor influencing consumer purchasing and impacting a brand's performance in future markets (Nielsen, 2018).

With the rapid growth of China's economy and the continuous improvement of corporate management, the construction of brand culture has been increasingly widely recognized by consumers. Ma et al. (2016) noted in their study that both cultural identity and regional brand resonance influence positive growth in consumer purchase intentions. In the process of brand building, delving deeply into the unique connotations of regional brand culture and integrating them into the brand can effectively inspire consumers' emotional resonance and enhance their identification with the brand.

The study mainly analyzed the mechanism of influence on consumer identity from the perspective of brand culture, and gathered the influencing elements of brand culture; This study explains the various elements in which brand culture shapes consumer brand identity, including the core values, visual presentation and emotional experience of brand culture, and examines how these factors affect consumers' brand perception, emotional connection and loyalty; By using quantitative analysis methods to collect and analyze relevant data, it further demonstrates and quantifies the influence of brand culture on consumer brand identity, and provides reference for enterprises to formulate brand management measures; On this basis, the cross-cultural communication of brand culture in the context of globalization was explored to guide enterprises on how to convey better and introduce brand culture to other cultural environments in the context of globalization.

## Research Objectives

This study aims to explore how brand culture influences consumer recognition, focusing on key dimensions, including brand values, narratives, attitudes, and communities.

1. Study the impact of brand value in brand culture on consumer cognition.
2. Analyze the role of brand stories in brand culture and their impact on brand building.
3. Examine whether brand attitude can influence consumers' purchasing behavior, brand preference, and brand loyalty.
4. Explore the strengthening effect of brand communities on consumers' sense of belonging, and analyze their role in enhancing brand communication and promoting consumer participation.

## Literature Review

### Brand culture

Brand culture encompasses the characteristics and values that define a brand. It is also a key factor in differentiating an enterprise from its competitors in the market. It can influence people's perception and emotional preference for the brand, enhance the enterprise's market competitiveness and consumer loyalty, and reflect the brand's characteristics and essence. The deeper meaning of brand culture refers to the company's history, values, and philosophy that it reflects over a specific period, based on its own business development and long-term historical accumulation. Jiao (2024) believes that a thriving brand culture needs to convey to consumers innovation, service, responsibility, care, as well as decision-making and product services. Chen (2002) argues that brand culture is the result of its continuous accumulation. Through the promotion and publicity of various media, people gradually identify with this culture and eventually accept the values advocated by the enterprise.

Brand culture itself is a significant advantage for the enterprise, encompassing elements such as concept, image, story, behavior, and atmosphere. Communicating the value of the brand can enhance people's perception, increase brand competitiveness, deepen the emotional connection between the brand and the consumer, increase consumer brand loyalty, demonstrate corporate social responsibility, gain social recognition, and provide a distinctive brand experience, ultimately increasing brand market recognition. A pleasant, novel, and familiar brand atmosphere is conducive

to attracting consumers and bringing them a pleasant brand experience, which can increase the brand's market share and user stickiness (Wu, 2021).

Several empirical studies suggest that brand culture has a significant impact on customer behavior, loyalty, and business performance. For instance, brand culture enhances the satisfaction and repurchase intention of Thai electronics consumers, with a more substantial impact on repurchase intent than customer satisfaction, especially among those who are more brand loyal (Leecharoen et al., 2023). For the restaurant consuming market in the U.S., brand women (Jin et al., 2014). Based on studies of Chinese university students, the outcome reveals that cultural factors could strengthen brand personality and loyalty, These findings show that brand culture has a strategic impact on customer loyalty and competitive advantage.

### **Consumer identity**

The theory of consumer identity is based on the theory of social identity, which posits that an individual defines themselves according to a group (Tajfel & Turner, 1986). Consumers reveal to the outside world through their consumption behavior that they belong to a particular group or are distinct from other groups, and they identify with that group, incorporating it into their self-awareness as they engage in continuous consumption. Consumer identification influences consumer behavior primarily in two categories: cognitive identification, based on functional values, and emotional identification, based on social values.

Gao and Sun (2017) pointed out that consumer cognitive identity refers to consumers' concern about the identity connection between themselves and the group, and whether the product or technology matches it; Technology acceptance models are used to describe how users accept and use information systems; Consumer emotional identification, on the other hand, takes into account that group members have positive emotional experiences. If a consumer's social relationships and social emotions are recognized and affirmed, it is more likely to gain consumer identification. Chen (2022) notes that the perception of social value is likely to trigger consumer identity and promote consumer usage. Emotional identification also gives rise to brand loyalty and consumers' desire to repurchase, both of which are related to consumer group satisfaction and can lead to a positive perception of brand value and desire to purchase. However, emotional identity can also be influenced by personal characteristics, social culture, and other factors, which can ultimately lead to different attributes and directions of identity tendencies between emotional identity and an individual's psychology and behavior. From a previous study, brand identity can be predicted

by several factors. Attractiveness, congruence, and social benefits can impact consumer-brand identification, as indicated by a study of 540 phone users in Egypt (Elbanaway, 2017). Consumer self-efficacy directly predicted brand identification, which was mediated by consumer vanity, as indicated by a survey of 384 diverse brand consumers (Pasha et al., 2023). After studying 216 higher-education students, it was found that brand relationships can also enhance brand identity and reputation (Barros et al., 2020).

### **Brand values**

Brand values refer to the brand spirit and core that a company has distilled at a particular stage of its development. They refer to the “value consistency” of the brand that emerges through its continuous development and operation (Schwartz, 2020). The research by Chen and Shi (2023) demonstrated the positive effect of brand value consistency on relational variables such as brand trust, brand satisfaction, and brand loyalty, and suggested that individual recognition of brand values leads to more stable loyalty. Wang’s (2021) study demonstrates that brand value recognition can positively influence the improvement of customer emotional attachment, and the matching degree between customer characteristics and brand characteristics also has a positive promoting effect on customer emotional attachment.

### **Brand Story**

Brand stories influence consumer identity through narrative transmission mechanisms. Delgado-Ballester and Fernandez-Sabiote (2020) found that when brand stories “bring” consumers into the context, they generate higher levels of emotional and cognitive projections, which in turn enhance brand identity.

### **Brand Attitude**

Millar and Tesser (1986) first broke down brand attitude into two levels, one of which is the cognitive component, referring to the benefits a brand can bring to consumers. The other is the emotional part, which refers to the perception consumers have of the brand. Therefore, brand attitude is actually a reflection of consumers’ overall evaluation of whether a brand can meet their needs. (Li et al., 2021) Attitude is the fundamental factor influencing consumers’ purchasing behavior, but a single factor does not determine it; rather, it is the combined effect of emotion and cognition. On this basis, (Zheng & Chen, 2023) further distinguish between “cognitive attitude”,

that is, consumers' trust based on their evaluation of the brand, and “emotional attitude”, that is, consumers' favorability towards the brand.

### Brand community

According to sources, the concept of brand community emerged only in 2001. A similar concept can be traced back to the “consumer community” concept proposed by American historian Boorstin in 1974, which refers to a group of relationships spontaneously formed by consumers in the process of consuming a particular brand.

The concept of brand community was first proposed by Muniz and O’Guinn (2001), who defined it as “a professional, geographically unrestricted community based on a structured collection of social relationships among brand enthusiasts.” McAlexander et al. (2002) also explored the concept of brand community, noting that it is based on groups that share an everyday consumption of the same brand. They found that the community relationships within brand communities have a profound impact on every member involved in brand activities. This community relationship creates a strong sense of belonging and identity among the members.

### Conceptual Framework

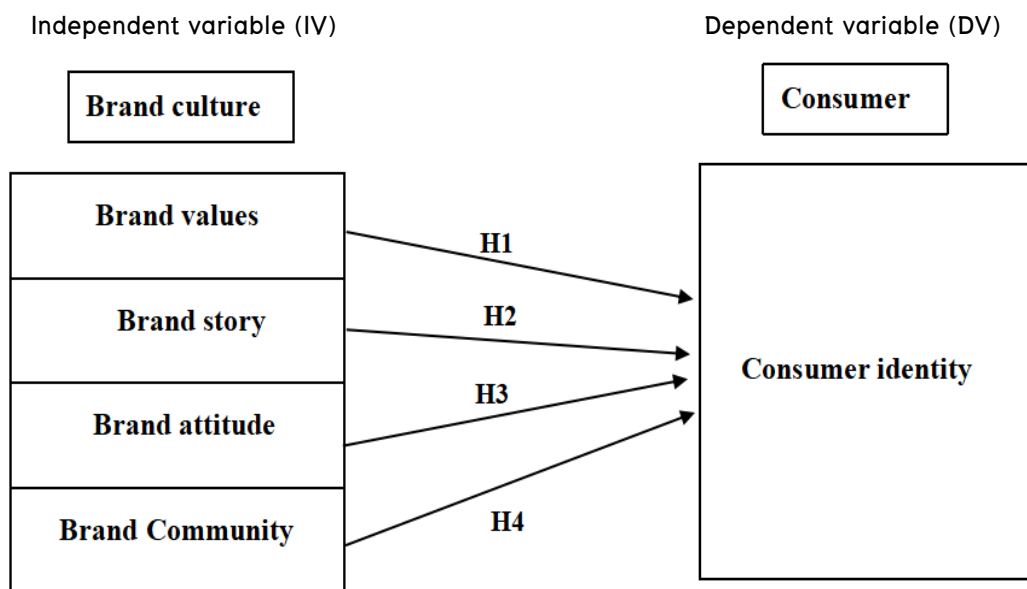


Figure 1 Conceptual framework diagram (Source: Collated by this study)

## Research Methodology

### (1) Population and sample

The minimum sample size must be determined using scientific methods to ensure the accuracy and comprehensiveness of the results and to avoid systematic bias in the customer survey conducted by H Electrical Appliance Company in Qingdao City, Shandong Province, China. Referring to the rule of more than 10times proposed by Hair (2010), the appropriate range of sample size was calculated by combining parameters such as the number of questionnaire items, the expected recovery rate, and the number of multivariable subgroups, divided to ensure the effectiveness and credibility of the data collection.

Calculation of the base sample size: The total number of questionnaire items is 27, and the minimum valid sample size is 270. Adjust the distribution volume based on the expected recovery rate: If the expected recovery rate is 80%, the distribution volume is 338; If 70%, issue 386 copies. In terms of multivariate and multi-segment groups, the sample size for each age group, each gender, each occupation, and each consumption level should be at least 100 (age group), 150 (gender), 75 (occupation), and 100 (consumption level) for each subdivision to ensure that the data can be precisely analyzed and processed comprehensively determine the minimum sample size: the minimum release size is 338 (at 80% recovery rate) or 386 (at 70% recovery rate). To meet the sample size requirements for multivariate and subgroup analyses, and taking into account factors such as the recovery rate, the minimum sample size for this survey should be at least 386.

### (2) Questionnaire survey method

The questionnaire survey, as one of the standard survey methods, involves collecting, summarizing, and analyzing the opinions, attitudes, and views of a large number of respondents to draw a conclusion. This process includes designing and distributing questionnaires, having respondents answer the questions, collecting both quantitative and qualitative data, organizing and classifying them, and then conducting statistical analysis to obtain the corresponding results.

During the survey process, specific questions require further examination. When formulating the questions, the knowledge level and expression ability of the subjects need to be taken into account to ensure that the questions are simple and can accurately obtain the required information. After completing the design of the questions, the researchers summarized and integrated them into a questionnaire. The questionnaire was designed based on two core variables — brand culture and

consumer identity — to investigate the actual situation. To avoid affecting the collection of actual data, the initial draft of the questionnaire was tested and revised before the formal survey was conducted.

After identifying the research subjects, we distributed the completed questionnaires to the respondents and collected the complete data from the questionnaires. Questionnaires can be distributed and retrieved through online survey platforms such as Wenjuanxing.

After organizing, statistically analyzing, and presenting the results of all the information collected from the questionnaires, the researchers who have gone through these steps can learn the attitudes and trends of the respondents based on the results of descriptive statistical analysis, correlation analysis, and regression analysis, and solve the problems raised in this study.

### **(3) Statistical analysis method**

Statistical analysis refers to the method of collecting relevant data, systematically organizing, analyzing, and interpreting them in detail, thereby discovering and exploring specific patterns and rules hidden among the data, and making quantitative inferences and explanations about the subject or object of a study.

This study divides the statistical analysis process into four distinct parts. The first step is to check, clean, screen, and process the collected data to ensure its completeness and accuracy.

The second is the data description stage. By using SPSS software to conduct statistical analysis on the data, SPSS, as a professional statistical analysis tool, offers several advantages, including ease of operation and a rich variety of analysis methods. This enables efficient data processing and provides strong research support.

Next, based on the analysis of data differences using independent t-tests, analysis of variance, and other methods, the differences between brand culture and consumer identity will be compared after controlling for relevant variables. The overall parameters will be inferred and explained based on the sample data or following hypothesis testing, to answer the research questions posed above.

The correlation test will be conducted again to verify the hypothesis by examining whether the relationship between the variables is statistically significant and to understand the degree, direction, and strength of the connection between them.

Ultimately, regression analysis techniques are employed to explore the connections among descriptive variables and to predict and explain the changes of the dependent variable. A suitable

regression model is established, and fitting tests and diagnostic analyses are conducted on the regression model. On this basis, data analysis results in line with reality are obtained, providing a reliable data basis and technical support for analysis and decision-making. Statistical analysis techniques can be used to produce more valuable research conclusions and results.

## Research Results

In this study, 436 valid questionnaires were collected from Qingdao city, China. Based on the questionnaire results, the variables were subjected to correlation analysis.

**Table 1** Correlation analysis of variables

		Brand values	Brand story	Brand attitude	Brand community	Consumer recognition
Brand values	Pearson correlation	1	875**	842**	842**	833**
Brand Story	Pearson Relevance		1	868**	849**	845**
Brand attitude	Pearson correlation			1	835**	850**
Brand Community	Pearson Relevance				1	818**
Consumer acceptance	Pearson correlation					1

Based on the Pearson correlation analysis results, the researchers in this study conducted a Pearson correlation analysis between variables to explore the association between the two variables. According to the correlation coefficient analysis results, a significant positive correlation was found between brand values, brand stories, brand attitudes, brand communities, and consumer recognition.

The data results indicated a strong positive correlation among the variables studied; that is, when one variable increased, the other variables tended to increase as well.

To further confirm the positive relationship between the factors, conducting a linear regression analysis enabled us to explore the influence of brand culture on consumer recognition in greater depth.

**Table 2** Regression Analysis of Consumer Recognition in each Dimension of Brand Culture

Model	Unstandardized		Standardization		t	Significance	R <sup>2</sup>	Adjust R <sup>2</sup>	VIF
	coefficients		Coefficients						
	B	Standard Wrong	Beta						
1 (Constants)	0.143	0.091			1.571	0.117			
Brand values	0.218	0.053	0.210		4.126	0.000			5.301
Brand story	0.237	0.057	0.229		4.173	0.000	0.790	0.788	6.146
Brand attitude	0.340	0.050	0.333		6.759	0.000			4.969
Brand community	0.172	0.048	0.170		3.595	0.000			4.564
Control variables									
Gender	0.029	0.093	0.015		0.314	0.754			1.009
Age	-0.026	0.040	-0.031		-0.645	0.519			1.014
Educational attainment	0.039	0.041	0.045		0.940	0.348			1.007
Years of work	0.019	0.041	0.023		0.466	0.641			1.010
Income from work	0.053	0.043	0.059		1.222	0.222			1.015

Independent variable: Brand culture (brand values, brand story, brand attitude, brand community)

Dependent variable: (constant), consumer recognition

Control variables: gender, age, education level, years of work, income

Data source: SPSS data analysis summary

As can be seen from the linear regression analysis, various dimensions of brand culture, including gender, age, education level, years of work experience, income, and other factors, all have an impact on consumer recognition.

The model analysis concludes that brand values, brand stories, brand attitudes, and brand communities are all independent variables in the model, each having an impact on the dependent variable, as explained in detail.

Based on multiple Linear Regression analyses, the model of this study is as follows:

$$Y = 0.143 + 0.218 x_1 + 0.237x_2 + 0.340x_3 + 0.172x_4$$

Where: y: Consumer acceptance (dependent variable).

The control variable was excluded from the simplified equation because it was not significant ( $p > 0.05$ ).

Model R<sup>2</sup> = 0.790, indicating strong explanatory power.

Constant term (intercept): The coefficient of the constant term is 0.143, the standard error is 0.091, the t value is 1.571, and the p value is 0.117. That is, when the independent variable is 0, the estimated value of the dependent variable is around 0.143, which is not statistically significant. The influence of the constant term and its statistical significance should be considered when interpreting the model, as well as the impact of each independent variable on the dependent variable.

The four dimensions of brand culture (brand values, brand story, brand attitude, brand community) are independent variables, and only the dependent variable (influence). The normalized coefficients for these four dimensions are: 0.218, 0.237, 0.340, 0.172. The corresponding t-values are 4.126, 4.173, 6.759, and 3.595, all of which correspond to p-values < 0.001, indicating that all four dimensions have a significant impact on the dependent variable. Therefore, the hypothesis presented in this paper is supported.

The independent variables, such as gender, age, education level, years of work, and income, show no correlation with the dependent variable; the coefficient is close to 0,  $t < 2$ ,  $p > 0.05$ , indicating that the explanatory power is small and does not reach the statistical significance level.

Adjusted  $R^2$  and VIF: Model  $R^2=0.790$ , indicating that the brand culture dimension and control variables could account for 79% of consumer recognition. After modification,  $R^2 = 0.788$ , indicating that the independent variables included can account for 78.8% of the variance. The model's conclusion is stable. At the same time, VIF is less than 10, indicating that there is no serious multicollinearity problem among the independent variables and the model is relatively stable.

All dimensions of brand culture have a significant positive impact on consumer recognition, with brand attitude having the greatest effect. The control variables have no significant effect, indicating that consumer recognition is mainly influenced by brand culture. The model fits well, but attention should be paid to the potential multicollinearity issue with brand stories.

## Discussion

Based on the combined effect of factors such as the results of the data analysis, the study's purpose, the research questions, and the study's background, we have conducted the following analysis to address the existing doubts.

Question 1: Does the brand value of brand culture affect the degree of consumer recognition?

Through linear regression analysis of the brand, it is evident that consumers' recognition of a brand is significantly influenced by its values in brand culture. Based on this result, it is evident that brand owners need to devote more energy to building positive brand values in order to strengthen their connection with consumers, increase consumer recognition, and achieve better and more sustainable brand development. Xie et al.'s (2021) research demonstrates that brand values regulate the activation level of reward areas in the brain during the "attention attraction" stage, influencing the depth of subsequent brand cognition and the intensity of brand memory. Specifically, when building brand culture, attention should be paid to shaping and disseminating values that resonate with consumers, and enhancing the brand's cognitive depth and memory strength in their minds.

Research Question 2: Do consumers recognize the brand story in brand culture?

Using the linear regression method, it is evident that in brand culture, the effect of brand story on consumer recognition is pronounced.

Brand stories serve to enhance consumer recognition, a function of great significance to brand management. This suggests that brand managers should prioritize the creation and promotion of brand stories, utilizing a compelling narrative to foster positive feelings and perceptions among consumers, ultimately leading to increased brand recognition and loyalty. Tom van Laer et al. (2019) found that consumers are influenced by brand stories that focus on real-life personal experiences and social issues, resulting in increased empathy and a stronger emotional connection to the brand. For example, some public welfare brands utilize stories from disadvantaged groups to increase their consumer recognition.

Research Question 3: For brand culture, does brand attitude affect the brand's consumer recognition?

By applying linear regression analysis to the collected data, it was found that an increase in brand attitude was positively correlated with an increase in consumer recognition.

The linear relationship between them was relatively close, suggesting a strong positive correlation between the two. From the above, it can be seen that an improvement in brand attitude leads to an increase in consumer recognition, and these trends are consistent.

To sum up, it is beneficial to enhance brand attitude. Brand awareness also has a positive impact that cannot be underestimated. That is to say, brand management provides a good data

validation of brand attitude. Brand managers should pay close attention and make great efforts to enhance brand awareness and favorability in shaping and maintaining the brand.

Question 4 of the study: Can the brand community within the brand culture enhance consumer recognition?

Using linear regression analysis, it was concluded that brand communities based on brand culture significantly increase consumer recognition.

In this study, brand community is an important influencing factor in the regression model. There is a clear positive correlation between the two, with a normalized coefficient of 0.172 and a t value of 3.595 ( $p < 0.001$ ), indicating that the improvement of brand community can increase consumer recognition; When the brand community is improved, it can build a platform for consumers to interact and communicate, and increase consumers' recognition and sense of belonging to the brand. When customers recognize the value of the brand community, they will actively participate in and contribute to its various activities. Through participating in brand community activities, they will deepen their understanding of the brand and its culture and increase their recognition of the brand.

To sum up, a well-developed brand community can increase consumer recognition, which has a positive impact on building brand culture and helps brand managers realize that establishing a brand community should be regarded as an effective means to enhance brand influence and consumer loyalty.

## Conclusion

This study explored the impact of brand values, brand stories, brand attitudes, and brand communities on consumer recognition.

The results of the study show that Brand values have a weak positive effect on consumer recognition, indicating that brand values have a significant positive effect on consumer recognition. A brand story has a significant impact on consumer recognition, suggesting that establishing a brand community can enhance consumer awareness.

In summary, brand values, brand story, brand attitude, and brand community all have a significant positive impact on consumer recognition. The development and enhancement of brand culture play a crucial role in improving consumer recognition.

## Suggestions

(1) Explore the underlying mechanisms and related factors by which brand culture affects consumer recognition. To gain a thorough understanding of how brand culture influences consumer perception and behavior, we can delve into the mechanisms and factors of brand culture's influence on consumer recognition in the future, and integrate knowledge from multiple disciplines, including psychology, organizational behavior, and management, to explore the psychological mechanisms by which brand culture influences consumer recognition.

(2) In addition to brand culture, the product itself, pricing strategy, market positioning, and the value orientation of consumers. Lifestyle and other factors can influence consumer recognition. So in the future, the above can be combined to analyze how factors interact and ultimately how they affect consumers' recognition of a brand's value.

(3) Carry out cross-cultural comparative studies. Brand culture has different meanings and functions in different cultural contexts. Future research on brand culture can be conducted from the perspective of various cultures. By comparing and analyzing the reactions, attitudes, and behaviors of consumers in different countries, we can gain insight into the differences in brand culture across various countries and regions, providing a valuable reference for enterprises to export abroad and support them in conducting practical cross-border marketing activities.

Future research can delve more deeply and extensively into areas such as theoretical research, cross-cultural comparison, and the application of advanced technologies to promote further development and application in these fields.

## New Knowledge

This study is one of the most valuable studies in the academic field. It introduces a new theoretical perspective to the field of brand management, focusing on the brand force between the emotional, cognitive, and social dimensions of the brand and its consumers. Ultimately, it concludes with an examination of the role of brand culture in consumer recognition. At the same time, it broadens the study of the mechanism of consumer brand evaluation in consumer behavior and brand management; It also adds to the experience that brand culture can offer in cross-cultural brand studies, which is helpful for the implementation of brand localization strategies.

This study is beneficial for guiding brand building, helping brands overcome market competition, strengthening consumer relationships, and promoting brand development. At the same time, it is beneficial to the brand theory for the long-term development of enterprises, providing a corresponding theoretical basis for brand management. For brand managers, the research findings can be used to determine the role of brand culture elements in enhancing consumer recognition and to develop corresponding brand-building strategies. In addition, optimizing the brand culture to increase consumer recognition is beneficial for the brand, as it helps achieve satisfaction and a positive image, thereby enhancing the brand's market competitiveness. The study also highlighted the components of brand culture, such as brand communities and brand stories, suggesting that brand managers can enhance understanding and mutual trust with consumers through cultural interaction, thereby continuing to drive development and build a mutually beneficial brand.

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