

Relationship between South Korea's National Image, Corporate Image and Brand Image: Based on the Perspective of Chinese Consumers' Evaluation

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Abstract: In the fiercely competitive market, all walks of life are flooded with many homogeneous products. How to extend the product life cycle and how to obtain higher profits has been the core issue that scholars and business managers have discussed for a long time. This article mainly studies the relationship between South Korea's national image, corporate image and brand image based on the perspective of Chinese consumer evaluation. The survey subjects selected in this study are ordinary Chinese residents, and try to cover all age groups, education levels and job categories when sampling to ensure the representativeness of the sample. The survey is mainly carried out through the Internet, supplemented by on-site surveys (such as face-to-face surveys or questionnaires in shopping, leisure centers, residential areas) and telephone surveys. The attitude of the surveyed person is directly quantified according to the numbers in this scale, and the factor scores of each part are formed according to the exploratory factor analysis method. The χ^2/df of the country image model is equal to 1.74, which is less than 2. It is generally believed that χ^2/df is less than 2 to indicate a good fit. Enterprises should take the responsibility of promoting China and Chinese culture overseas, highlighting Chinese characteristics, and actively promote the construction and promotion of the country's positive image, so as to promote the positive interaction between the corporate image and the national image, promote each other, and promote together.

Keywords: Country Image, Corporate Image, Brand Image, Consumer Evaluation Perspective

1. Introduction

Under the background that economic globalization is accelerating and the economic system in the world is getting closer and closer, how to cultivate my country's internationally well-known enterprises and brands is an important issue faced by the Chinese government and enterprises. In the past ten years, marketing theories and boundaries have also been continuously expanded, from the production field to the service field, from the for-profit organization to the non-profit organization, from the region to the entire country, etc., thus forming service marketing, non-marketing organizational marketing, regional marketing and national marketing and other theoretical systems.

Generally speaking, the factors that affect the formation of personal purchasing behavior and willingness mainly include the natural attributes and social attributes of consumers. The key considerations are independent [1-2]. The natural attributes of consumers mainly include the physiological attributes such as gender and age of consumers. This attribute fundamentally affects the individual's needs, and thus affects their purchasing behavior and willingness [3]. For example, women's purchase intentions on clothing, cosmetics and other products will be significantly higher than men's; while the consumption of older age groups in the field of medical and health care will be significantly higher than other groups [4-5]. Consumers' social attributes are richer in content, including their family composition, ethnicity, marital status, job type, educational background, income level, etc. [6]. The social attributes of consumers are more complicated. On the one hand, they influence or even determine the level and type of consumers' needs, and on the other hand, they act as the boundary conditions for consumers to make purchases [7-8]. For example, groups with high incomes are more likely to buy all kinds of luxury goods: groups with high education are more likely to become buyers of emerging technology products [9-10].

Enterprises should perform corporate social responsibilities with a global mind, build corporate brands, and enhance corporate competitiveness. A company with a good social responsibility system is often also a leading company in the industry. The standards and norms they set, as a public product that

contributes to the world, have themselves become an integral part of its competitiveness, and reflect the consumer's benefit. Enterprises should take the responsibility of promoting China and Chinese culture overseas, highlighting Chinese characteristics, and actively promote the construction and promotion of the country's positive image, so as to promote the positive interaction between the corporate image and the national image, promote each other, and promote together.

2. Theoretical Introduction

2.1 National Image

The internal political image mainly includes foreigners' perception of a country's political situation, political system, national system, and the degree of democracy and rule of law. The external political image also includes two levels. One is the country's expansion or threat to other countries. This level of content involves a country's military capabilities and foreign and trade policies, which are mainly manifested in a country and neighboring countries. Conflict and cooperation between countries; the second is the country's influence and the right to speak in the international community.

The national image of South Korea is calculated from the characteristics of the national image and the evaluation of the importance of the national image factors by Chinese consumers. The national image C_i is the evaluation of the possibility of consumers showing the characteristic i of the national image, while E_i is consumption The possibility evaluation of the importance i exhibited by the characteristics of a country when the person evaluates it. The expression of the national image is as follows:

$$CIE = \sum_{i=6}^6 C_i \frac{E_i}{\sum_{i=6}^6 E_i} \quad (1)$$

The combination reliability needs to be calculated based on the standardized regression coefficient and error variance, the formula is as follows:

$$\rho_c = \frac{(\sum \lambda)^2}{[(\sum \lambda)^2 + \sum \theta]} \quad (2)$$

Among them, ρ_c is the combined reliability, and λ is the standardized regression coefficient of the index variable on the latent variable.

The extraction of average variance can explain the ratio of the variance of its index variables. It is an index of convergence validity. The larger the value, the more effective the measurement index can reflect the potential characteristics of the common factor construct. The formula is:

$$\rho_v = \frac{\sum \lambda^2}{[(\sum \lambda)^2 + \sum \theta]} \quad (3)$$

2.2 Brand Image

South Korea's national image will have a positive impact on Chinese consumers when they buy Korean cosmetics, that is, the better the Korean national image, the more clear the Chinese consumers' intention to purchase Korean cosmetics. South Korea's political image, economic image, and technical image have an impact on Chinese consumer behavior. Among them, economic and technical images have a more obvious positive impact on consumer behavior, while the influence of political image cannot be determined. Generally speaking, although there are differences between political image, economic image and cultural image, there is no clear boundary. The political image of major economic and trading countries is often relatively strong, and economic development and expansion often accompany or even lead to political rise; foreigners' impression of a country's political system will often affect his perception of the country's economic system and composition, and the upper-level architecture of culture is to a large extent affected by a country's political and economic image.

2.3 Corporate Image

When consumers know nothing about the quality of a certain product, they will speculate on the quality of the product based on the image of the country of origin, which is based on the country's political, economic, national and social development levels. Consumers' attitudes and purchase intentions towards foreign products will be affected by the image of the country of origin, but at the same time it is also found that consumers' own attributes will also affect the attitudes of foreign products, such as age, gender, education level, income, nationality, etc. Consumer ethnocentrism, that is, consumers with strong ethnocentrism are relatively negative in buying foreign products, and they are more likely to buy domestic products. Therefore, consumer ethnocentrism will have an impact on consumer attitudes, product evaluations, purchase intentions, and in turn affect consumer purchasing behavior.

3. Questionnaire Survey on the Influence of Korean National Image, Corporate Image and Brand Image

3.1 Questionnaire Design

The questionnaire is divided into two categories: (1) The quantifiable questions mainly include questions that can be directly used as quantities, such as income and quantity; the answers are questions that can be converted into points through certain processing methods, such as the degree of recognition; and the answers are gender. The question can be used as a dummy variable. The answers to this part of the question can be used for quantitative correlation analysis. (2) Non-quantifiable questions mainly include fill-in-the-blank questions, multiple choice questions, and non-quantifiable dictionary-style questions. On the one hand, non-quantifiable topics are used as direct analysis data of similar interview materials, and on the other hand, they are used as data to assist quantitative problem analysis.

3.2 Data Collection

The survey subjects selected in this study are ordinary Chinese residents, and try to cover all age groups, education levels and job categories when sampling to ensure the representativeness of the sample. The survey is mainly carried out through the Internet, supplemented by on-site surveys (such as face-to-face surveys or questionnaires in shopping, leisure centers, residential areas) and telephone surveys. The attitude measurement in this questionnaire design uses the Likert five-point scale. From left to right, they represent "completely disagree", "relatively disagree", "general", "relatively agree", and "completely agree". The scale. The attitude of the surveyed person is directly quantified according to the numbers in this scale, and the factor scores of each part are formed according to the exploratory factor analysis method.

4. Survey Results

The confirmatory factor analysis of the National Image Scale is shown in Table 1. The analysis result of Amos17.0 supports the three criteria proposed by Fornell and Larcker to evaluate the convergence validity. It can be said that the measurement scale of this study has good convergence validity. Therefore, the results of reliability analysis and construction validity analysis show that the questionnaire used in this study has good consistency and convergent validity, and can be further analyzed on the data.

Table 1: Confirmatory factor analysis of the National Image Scale

Variable name	Factor	Normalized factor loading	Standard residual	AVE	C.R
National Image	C1	.401	.321	0.834	0.890
	C2	.315	.294		
	C3	.486	.350		
	C4	.335	.334		
	C5	.411	.326		
Functional evaluation	F6	.829	.231	0.786	0.830
	F7	.563	.130		
	F8	.289	.166		

	F9	.725	.131		
	F10	.016	.166		

Based on the calculation results of the AMOS7.0 software, this paper estimates and tests the fit of the three measurement models of country image, brand image and product evaluation. The summary of the fit index is shown in Figure 1. From the data in the figure, it can be seen that the χ^2/df of the country image model is equal to 1.74, which is less than 2. It is generally believed that χ^2/df is less than 2 to indicate a good fit. The critical ratios of country image, brand image and product evaluation model are all greater than or close to 2.58, indicating that the regression coefficient is significantly not equal to 0, which means that each path coefficient in the structural model is in an acceptable range. Compared with international companies, local companies are born late, develop slowly, brand management is not in place and lack competitiveness, so there are basically no global famous brands; in addition, if you want to slowly establish a global famous brand step by step The road costs a lot of people, money, and materials. Therefore, local enterprises use the help of merging famous global brands to enhance their brand's global recognition, and use this to shape the international brand of national enterprises, and the way to open the international market is influenced by local entrepreneurs. favor.

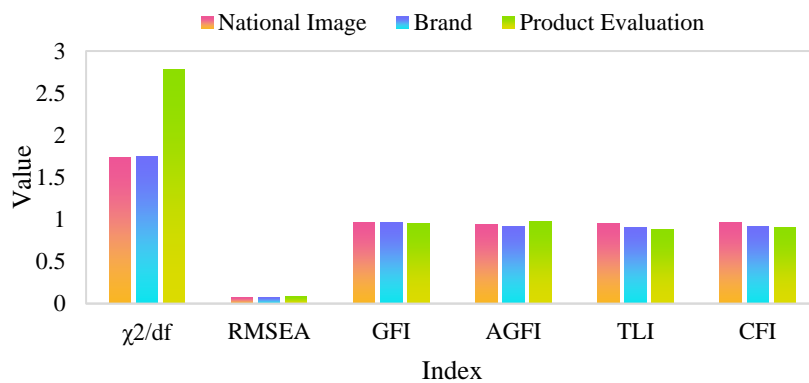


Figure 1: Summary of Fitting Index

After the latent variable path analysis calculations are performed on the questionnaires of the three products through the AMOS7.0 software, the output critical ratios of the unstandardized regression coefficients and the summary of the standardized regression coefficients are shown in Figure 2. In the product evaluation model of mobile phones and shampoos, whether they are national image or brand image, the critical ratio of their influence paths is greater than 1.96, indicating that the regression coefficient is significantly not equal to 0, that is to say, the path coefficients in the structural model are all acceptable. In the product evaluation model of beer, the critical ratio of its national image to the path of product evaluation is 3.220, reaching an acceptable range; but the critical ratio of its brand image to the path of product evaluation is 1.398, which is not acceptable. The range indicates that consumers mainly refer to their national image when buying low-involvement/sensibility products, and brand image does not play a significant role.

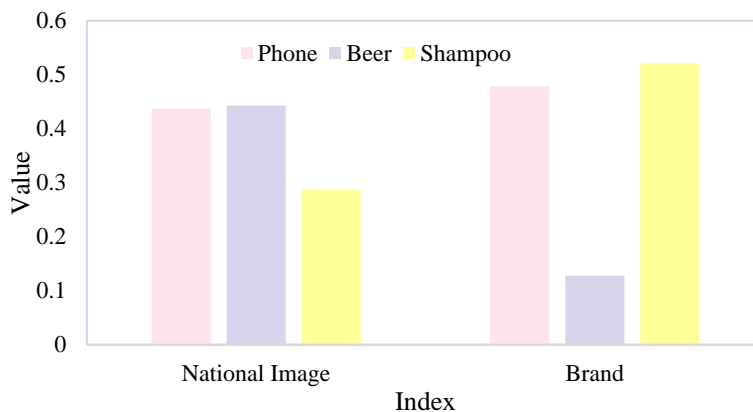


Figure 2: The output of the critical ratio of the unstandardized regression coefficients and the summary of the standardized regression coefficients

5. Conclusions

Chinese companies should be cautious when entering the Korean market. They should abide by local laws and regulations, understand and follow local rules, and understand the perception of consumers in the country of China's national image. China, so as to increase consumers' purchasing intentions for products; if the perception is poor, it should establish a positive company image, dilute the negative national image, strive to improve product quality, establish a complete after-sales service tracking system, and adopt effective advertising communication strategies, Pay attention to the localization of market promotion, establish a good product and brand image, so as to strengthen consumers' purchase intention of Chinese products.

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