

Integration of consumer mental model and brand

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Abstract: *After going through the stages of user needs and problem solving, products or services usher in a new market stage: user experience. The concept, image and identity attributes of brand communication may become comprehensive factors to impress consumers. These factors, combined with consumers' mental model, affect consumers' subconsciousness, and finally drive consumer behavior through senses and emotions.*

Keywords: *Consumer psychology, Consumer mental model, Brand emotion, Sensory drive*

1. Introduction

In the current environment of stable integration of international market and coexistence of cooperation and competition, similar products emerge one after another, which not only meets the needs of consumers, but also causes selective confusion. Consumers should respond quickly in the process of information transmission by various media used by sellers every day, so as to obtain the promotion of products or services. People's brains will only keep relatively long-lasting memories of their attention or the marketing methods of adjusting perceived stimuli. As an intangible asset of an enterprise, brand is considered to be the first tool that can trigger consumers' Association and drive their purchase behavior.

In terms of the impact of international brand value on the purchasing power of consumers in various countries, we can raise it to a game between regional culture and the resonance of consumer group ideas. However, in this paper, I will talk about the importance of brand positioning and the impact of brand positioning on consumers through the consumer mental model with the most realistic and common phenomenon. This is a two-sided, seemingly simple but worthy of in-depth research.

2. Consumer mental model and brand are the result of two-way choice

Products and services focus on "people" as the main link, transform them into needs to meet the needs of consumers, and then create corresponding products or services by meeting the needs. While providing people with products or services, the same kind of goods of the same and similar categories inevitably appear. So people began to make a distinction and use "trademarks" to subdivide their products and services, but trademarks are different from what we now call "brands". The brand covers a wider range. Brand is an intangible asset with economic value. As early as the 1980s, there was the concept of brand asset: it makes consumers distinguish it from other products or services by the combination of symbols, graphics and colors. This is brand recognition. At the same time, it takes consumers as the center and takes the lead in choosing consumers, that is, the specific groups of products or services you provide, as well as their characteristics. According to these, the brand industry has more image elements, which constantly stimulate consumers to associate, It also cultivates consumers' loyalty to its products or services with its deepening concept.

For the latter (consumers), the choice of a brand is not entirely accidental. This choice is fundamentally related to the mental model of consumers. Especially in the field of consumer psychology; Under the media pattern of diversified content and digital technology, consumer psychology describes how people deal with this information and then put it into action. The evaluation of consumer stimulus is affected by the combination of perception and purchase experience. Finally, in a large number of information bombing, we chose a specific focus. This choice integrates the rational needs of consumers, but the essence is dominated by perceptual trigger points.

3. Brand emotion subconsciously guides consumers' choice

In the rapidly changing high-tech era, products or services are not only the material supply to simply

meet people's basic life. After going through the stages of user demand and problem solving, we usher in the next market stage: the sense of user experience. The sense of user experience is usually reflected in the user's satisfaction with the product or service. In addition to the user needs corresponding to the product or service itself and the user solution, this satisfaction is more a user experience centered on user experience, that is, consumer emotional experience.

At the same time, the brand is also undergoing iteration. Brand from the early used to distinguish similar products, continues to extend new functions: it is no longer just the identification of personalized providers, but the aggregation of the internal value of products or services. To a large extent, the value of the brand is closely related to the choice of consumers. Consumers' choice of brand is closely related to their cognitive feelings. Consumers believe that a brand is attached to his emotional experience.

At the end of the 19th century, when people began to realize the important role of material wealth in life, they began to solve their basic needs and pursue the needs that can meet their individual identity characteristics - consumers began to hope to turn themselves into "their own hope" or become consumers' hope in the eyes of others through the brand they chose "What others see is the same as what they want". So far, the brand has changed from distinguishing things to distinguishing people. Typically, different people with different brand positioning have imperceptibly classified the people into different consumer classes and marked a taste of the material and spiritual world.

The psychological cognitive process of consumers originates from feeling, which is the brain's response to the individual attributes of objective things that directly act on the sensory organs. Consumers' feelings about the brand, even the products or services behind the brand, are realized through different sensory organs. Vision and touch are the most important and easy to be mapped to the brain. At present Consumers can choose different brands at will. The concept, image and identity attributes of brand communication may become comprehensive factors that move consumers. These factors are combined with consumers' mental model (including internal belief, past experience, social norms and value concept), which affect consumers' final decision.

These seem to be consumers' own consumption behaviors, but they are inevitably guided by the brand in its subconscious. The emotional factors of the brand clearly show its resonance with the emotional factors needed by consumers, so as to drive the activated subconscious to pay attention to information and generate a good impression on the brand with the help of consumers' senses and emotions These motivations for consumers' decision-making and consumers' attitude towards the brand are related to marketers' brand connotation, visual stimulation, sensory incentives and so on.

4. Conclusions

In short, the future brand development trend will create the competition between new brands and old brands in the way of "sensory pioneer", and consumers' memory of old brands will also be reversed by the sensory stimulation of new brands.

About the author

Li Yiping, the founder of Beijing Yike Culture Communication Co., Ltd., holds a master's degree in digital leadership from Mary wood in the United States, Research interests: business model, innovative design thinking, enterprise management, etc.

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