

## **Research on the Formation Mechanism of Brand Perceived Benefits – A Comparative Analysis of Chinese and Foreign mobile phone brands as an example**

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### **Abstract**

*With the Internet increasingly affecting people's lives, mobile phones have become one of the most important tools in People's Daily life. At present, the product competition in China's mobile phone market is fierce, and brand has become an important factor in consumers' purchasing decisions. This paper makes a comparative analysis of the customer perceived benefits of Chinese and foreign mobile phone brands, hoping that the research results can provide enterprises with help in marketing direction.*

*This paper based on the customer's brand equity pyramid model, design the questionnaire and collect data, after correlation analysis on the stages model, selecting the representative of the Chinese and foreign mobile phone brands for detailed comparison and analysis, here comes three conclusions, 1.mobile phone brand of customer perceived benefits mainly comes from the product efficacy, 2.loss of "perceptual path" of mobile phone brands, 3.Chinese mobile phone brand relationship with the Chinese consumers closely and while apple mobile phones brand market influence is much stronger than Chinese brands, but the user awareness is relatively weak.*

**Key words:** *Chinese and foreign mobile phone brands, brand perceived benefits, brand equity based on customers, Chinese consumers*

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## **I. INTRODUCTION**

### **1.1 Research Background**

Brands distinguish similar products or services. When we buy goods, we not only hope that the goods can meet our tangible needs for use, but also hope that we can further meet our intangible needs through the brand in consumption. Consumers and businesses not only trade money, but also create emotional connections through brands. China's mobile Internet has developed rapidly in the past ten years, from 3G mobile network to 4G network upgrade and deployment in 2014<sup>[5]</sup>. At present, China has begun to study 6G communication technology. Each upgrade of mobile communication facilities greatly promotes the rapid development of mobile Internet and also drives the update and iteration of smart phones. After years of development, the Chinese smart phone market has become saturated. Consumers will not only consider the attributes related to the product when choosing a mobile phone, but brand will obviously influence consumers' purchasing decisions.

In 2017, Huawei ranked first in China's smart phone market share, with a market share of 20.4% for the whole year, followed by OPPO, Vivo, mi and Apple<sup>[1]</sup>. China's smart phone market has been gradually occupied by these five giants, and it is difficult for other small and medium-sized enterprises to break through from them. At present, the top five mobile phone brands in China's mobile phone market share have different images in the minds of consumers. On the whole, Chinese mobile phone brands account for the majority of the sales in the national mobile phone market. However, Chinese local mobile phone brands mainly occupy the middle and low-end market, while Apple mainly occupies the high-end market. At present, Chinese local mobile phone brands are gradually entering the high-end market.

### **1.2 Research Significance**

#### **1.2.1 Theoretical significance**

Brand equity is one of the most important assets of an enterprise<sup>[2]</sup>. In 1993, Keller proposed customer-based brand equity, mainly from the perspective of consumers to put forward a new concept of brand equity and to measure and manage it. He defined this as the effect of consumers' different responses to individual brand knowledge when an enterprise conducts brand marketing<sup>[1]</sup>. The research of customer-based brand equity has been promoted by scholars at home and abroad. This is an era in which everything can be branded, so researches on brands are relatively popular. However, researches on brand value in the mobile phone market from the perspective of customers are rare. This paper hopes to enrich this theory through this study.

### 1.2.2 Practical Significance

China's mobile phone market as a whole is in decline. When the total market volume drops and the mobile phone performance of each brand is closer and closer, it can basically meet consumers' demands for product-related attributes, the influence of brand will play an increasingly important role in consumers' purchasing decisions. Mobile phone manufacturers should not only provide products and services that can meet the needs of target consumers, but also enhance the customer-based brand equity on this basis, and establish unique, strong and preferential brand association in the hearts of customers through brand marketing. Only after consumers form brand cognition in line with their expectations, can they further develop positive attitude towards the brand and active purchase intention<sup>[3]</sup>. This paper chooses apple, samsung, Huawei, mi, vivo/OPPO six typical Chinese and foreign mobile phone brands such as brand equity research based on the customer, that is, from the perspective of consumer brand awareness benefit analysis, the mobile phone industry practitioners can gain some thinking and suggestions from this paper, targeted to help enterprises to improve the direction and strategy of brand marketing.

## II. LITERATURE REVIEW

### 2.1 Brand equity based on customers

The added value that a brand can bring to an enterprise's products or services is one of the main assets of an enterprise<sup>[2]</sup>. In 1993 Keller proposed customer-based brand equity, which is mainly a new conceptualization, measurement and management of brand equity from the perspective of consumers. He defined this as the effect of consumers' different responses to individual brand knowledge when an enterprise conducts brand marketing. If consumers have differentiated responses to an element of brand marketing and the response is attributed to the intangible name of the product or service, the brand will be considered to have positive or negative customer-based brand equity<sup>[3]</sup>. By brand marketing to reduce consumer information search costs, improve the efficiency of the marketing communication between companies and consumers to improve effect, reduce when consumer is choosing to collect information before the cost of time and energy costs, increasing consumers willing to pay for a product or service the price of the extra spending, also increases the brand assets for enterprises.

At present, researches on brand equity based on customers are mainly conducted from the perspectives of cognition and relationship<sup>[4]</sup>. Cognitive theory is mainly based on psychological cognitive theory, which explores consumers' attitude and actions towards brands caused by their cognitive structure, cognitive process and cognitive mode on individual psychological level. Representatives of such perspectives are scholars Keller and Aaker<sup>[4]</sup>. This paper also adopts the cognitive perspective. Keller focused on the level of customer understanding, focusing on the content and structure of customer brand knowledge. He believes that brand knowledge includes brand cognition and brand image<sup>[5]</sup>. Aaker's research is based on customers' cognition and behavior. In addition to analyzing brand cognition, he also further analyzes the change of customers' brand attitude and subsequent behavioral purchase intention after brand cognition. From the perspective of relationship theory, which mainly studies from the theories of interpersonal relationship and self-knowledge, it believes that the difference in the relationship between customers and brands is the source of brand equity, which also determines the quality of brand equity. They regard brand as an active factor.

Kohler proposed a customer-based brand equity pyramid model that clearly explains the six stages of brand creation, and only when a brand reaches the top of the pyramid can it produce brand equity of profound value. On the left side of the customer-based brand equity pyramid is the "rational path" for brand building, and on the right side is the "perceptual path" for brand building<sup>[5]</sup>.

### 2.2 Brand Image

Aaker believes that brand association is all the memories about the brand in consumers' memory and all the thoughts generated when they come into contact with a specific brand, including emotion, brand positioning, experience, evaluation and so on. His ideas were well received, but Keller went further and refined the brand association. In 1993, Keller argued that brand image is reflected in the information about the brand that consumers have in their minds, namely, consumers' perception of the brand. The brand image is shaped by consumers' comprehensive brand association over and over again. The brand association links the information of the brand node with the information of other nodes and forms the significance of the brand to consumers. Brand image is related to the type, preference, strength and uniqueness of brand association. Brand association can be divided into three types: attribute association, benefit association and attitude association. Attribute association refers to the relevant characteristics that consumers will associate with the products or services of the brand. Interest association refers to what benefits consumers think the product or service can bring to them. There are three further subdivisions of interest association, namely functional interest, experience interest and symbolic interest. Attitude association is the overall evaluation of products or services produced by consumers in the process of use, which is the basis for the formation of consumer behavior. Attitude association is related to the

above associations and is the result of comprehensive effects. Rio will brand association from another dimension, he will be the brand lenovo into product features and brand function, product function lenovo is refers to the consumer to the product itself, and the function of brand associations mainly refers to the consumer association of intangible property, such as the brand personality, connotation, there's a certain symbolism <sup>[6]</sup>.

### III. QUESTIONNAIRE DESIGN

#### 3.1 Questionnaire design content

This study is based on the customer-based brand equity pyramid model. Therefore, the questionnaire is designed mainly from the six stages of the model, including significance, efficacy, image, judgment, feeling and resonance, and the specific problems at each stage are set in combination with the characteristics of mobile phone products and mobile phone brands. The questionnaire of this study mainly includes the following contents:

The first part is Personal information, like gender, age, education, income and other aspects.

The second part is about brand significance stage, it is mainly to know the mobile phone brands that respondents are most likely to buy in reality. Significance is the basis of the whole customer-based brand equity pyramid, so the questions in this stage are also the basis of all the questions in the whole questionnaire survey. The mobile phone brand selected by the respondents in this question is the object of in-depth investigation in other subsequent stages.

	question	options				
brand significance stage	Which brand you most probably to buy?	apple	mi	huawei	samsung	Vivo/ OPPO

Considering the particularity of the mobile phone industry, the problems in the stage of brand efficacy mainly involve the following four aspects, namely, the characteristics of brand mobile phone products, the satisfaction of mobile phone products, the satisfaction of after-sales service and the views on the price of brand mobile phones. The characteristics of mobile phone products mainly include performance, appearance and so on. The investigation of after-sales service mainly involves the price of after-sales service, the number of after-sales service points and the attitude of after-sales staff.

In the stage of brand judgment, the survey is mainly conducted from four perspectives, namely, quality, reputation, consideration and advantage. The quality perspective is to understand the respondents' evaluation on the quality of the selected mobile phone brand products. The credibility Angle is to understand the respondent's evaluation on the brand of the player's innovation consciousness; perspective of consideration is to know respondents' willingness to recommend the brand to others. The advantage Angle is to know how competitive the respondent thinks the comprehensive strength of the brand has compared with other similar brands.

The questions in the brand image stage mainly involve the respondents' impression on other users of the brand, the respondents' impression on the brand, and the respondents' willingness to accompany the growth of the brand.

The brand perception stage is mainly to understand the respondents' feelings of using the mobile phone brand, and the general categories of feelings include warmth, fun, excitement, security, social identity, self-esteem, etc.

In the stage of brand resonance, the investigation is mainly conducted from four aspects: behavioral loyalty, attitude attachment, group belonging and active intervention. Behavioral loyalty is to know whether respondents are loyal to the selected brand and how loyal they are to the brand. In the aspect of attitude attachment, the survey is mainly to understand the respondents' attitude towards the brand and their love for the brand. A group belonging survey was conducted to find out how strongly respondents thought they were related to other users of the product. The active intervention survey is mainly to understand the intensity of respondents' willingness to voluntarily invest time, energy and money in connection with the brand of the player.

#### 3.2 Preliminary analysis and processing of sample data

A total of 171 questionnaires were issued and 171 were recovered, of which 162 were valid. The questionnaire recovery rate was 100% and the questionnaire efficiency was 94.7%.The following is the basic information statistical table of respondents in this questionnaire.

The gender distribution of the participants in this questionnaire is relatively balanced, which is conducive to the subsequent data analysis. In terms of age distribution, respondents aged 19-30 account for a large proportion. On the one hand, they are limited by the objective conditions of questionnaire distribution; on the other hand, they are also one of the main groups of mobile phone consumption. There are different proportions of respondents in each age group. To some extent, this survey can also reflect the views of different age groups on Chinese and foreign mobile phone brands. The income of the respondents is also at all levels,

mainly concentrated in the monthly income of less than ¥10,000, the overall monthly income hierarchy is correlated with the age structure of the respondents. The survey can also roughly reflect the cognition of different income groups on Chinese and foreign mobile phone brands.

#### **IV. CORRELATION ANALYSIS OF EACH STAGE OF PYRAMID MODEL**

By sorting out the original data of the questionnaire survey, and then importing all the data into SPSS for testing the correlation of each stage of the brand equity pyramid model based on customers, the analysis results are as follows.

There is a positive correlation between the judgment stage and the efficacy and image stage in the customer-based brand equity pyramid, which is significant at the level of 0.01. This indicates that the better the evaluation of mobile phone brands in the stage of efficacy and image, the better the evaluation of consumers in the stage of judgment. In the customer-based brand equity pyramid, the perception stage has a significant positive correlation with the efficacy and image stage, indicating that the brand knowledge and positive brand image cognition of customers have a positive impact on the brand perception of customers. In the customer-based brand equity pyramid model, there is also a significant positive correlation between brand resonance and brand perception and brand judgment. The higher consumers' evaluation of brand judgment and brand perception, the more likely they are to have brand resonance.

To sum up, the correlation between different stages of the customer-based brand equity pyramid model has been tested. Based on this model, this research will make a comparative analysis of the customer-based brand equity of Chinese and foreign mobile phone brands according to the results of the questionnaire survey.

#### **V. COMPARATIVE ANALYSIS OF CHINESE AND FOREIGN MOBILE PHONE BRANDS**

The brands surveyed in this questionnaire include the top five selling brands in China in 2017, including Apple, Huawei, mi, OPPO and Vivo, as well as the international brand Samsung. From the perspective of the results of questionnaire survey, in reality most want to buy mobile phone brands choose apple and Huawei respondents accounted for nearly seventy percent of the total, and select the number of apples and Huawei, so this study choose apple and Huawei, respectively, as the representative of the Chinese and foreign mobile phone brands for concrete analysis, analysis of both the characteristics and advantages, and to compare the difference.

##### **5.1 Overall customer perceived benefit comparison**

The whole, the apple with Huawei without scoring in every stage of the large gap, this study each stage of the pyramid model set up most of the survey USES 4 class scale in the form of matrix, each score with a point value between 0 and 4, apple in the 5 stages of scored an average of 2.82, Huawei in the 5 stages of scored an average of 2.92, Huawei is slightly higher than that of apple, both scored at higher levels, but still have room to rise. This indicates that both brands have better customer perception benefits, and even the domestic Huawei brand has slightly better customer perception benefits than Apple brand.

From each stage, the score of Apple brand is higher than Huawei brand in brand efficacy, and slightly lower than Huawei brand in brand image, brand perception, brand judgment and brand resonance. Both Apple and Huawei scored higher in the two stages of brand efficacy and brand judgment. The score in the stage of brand image and brand perception is generally low, which indicates that the "rational path" of these two brands to establish brands in the hearts of consumers is more effective. They make consumers have a deeper understanding of their own brand products, and make consumers have a good feeling of their own brand products. But apple and Huawei's brand in the consumers' mind to establish brand of "perceptual path" effect is not ideal, consumers just in the use of these brand products, but did not find themselves with the brand in the high degree of in common, consumers are rarely a heartfelt and brand have a positive response and interaction, this is apple from Huawei brand needs to be a part of the further measures to improve. Brand of the echo phase with the two brands are also generally low scores, because brand resonance is affected by the brand judgment and experience, apple with huawei brand in brand experience stage, the score is the lowest in all phases of their respective, so the two brands of resonance points are on the low side is according to the can depend on, even though the life can see apple with Huawei brand has high loyalty "fan" and "pollen", but from the point of the survey results, on the whole two brand of customer loyalty and further room for improvement.

##### **5.2 Comparison of brand efficacy**

As can be seen from the scores of various questions, Apple scored higher in the efficiency stage. The driving effect of apple on price was very obvious. Apple scored much higher than Huawei in price perception. Apple scored significantly lower than Huawei in terms of after-sales service satisfaction. Huawei brand scored better in terms of product features, but apple brand and Huawei brand were comparable in terms of product satisfaction.

### 5.2.1 Comparative analysis of brand products

The overall score of huawei-branded products is higher than that of Apple brands. But to be specific, both have advantages and disadvantages in different aspects of product characteristics. For example, the score of Apple brand on system related options is higher than that of Huawei, especially the score of "smooth operating system" is much higher than that of Huawei. It can be seen that Apple users are highly satisfied with the experience of iOS system, and Huawei still needs to improve the user experience of the system. In terms of battery related options, user satisfaction of Huawei is far higher than that of Apple, and the score of Battery related options of Huawei is at a high level among all options of Huawei mobile phone products, indicating that the advantages and characteristics of Huawei mobile phone products in battery are recognized by users. In contrast, apple-branded battery related options are at a low level among all options of iPhone products, indicating that apple's battery performance deficiency has become a major factor driving down apple users' satisfaction with iPhone products. The scores of Apple brand are slightly higher than Huawei brand in terms of photo taking, sound quality, appearance and built-in functions of mobile phones, both of which are at a high level, indicating that users of both brands are satisfied with these features of the products. Users of both brands believe that their mobile phone products are updated frequently, but users of Huawei brand are slightly more satisfied with the change intensity of each update than those of Apple. In my opinion, on the one hand, Huawei may make great changes in each product update or attract more attention from users. On the other hand, it may be because Apple only has one line of updates, one or two phones a year. Apple users are more focused and have higher expectations for new products. In addition, if Apple users compare their previous successful products vertically, if Apple's new products do not meet the high expectations of Apple users, they may be deemed as "little product update".

Overall, users of apple brand and Huawei brand product satisfaction is higher, the battery performance is one of the advantages of mobile phones, Huawei brand operating system user experience the unique advantages of good is apple brand mobile phone, battery related user experience apple remains to be improved, other aspects of the mobile phone performance of two brands user satisfaction is higher, basic can satisfy the need of the use of the user.

### 5.2.2 Comparative analysis of brand after sales

Huawei is better than Apple in terms of customer satisfaction with after-sales service. Huawei customers are more satisfied with after-sales service in both single evaluation and overall evaluation. First of all, regarding the satisfaction of after-sales service price, Apple's score is significantly lower than Huawei's, indicating that Apple users do not approve of the current after-sales service pricing. From the perspective of user perception, apple's after-sales service pricing is too high. The satisfaction of users on the attitude of after-sales service staff of both brands is at a high level with a small gap, indicating that the performance of after-sales service staff of the two brands is better, and to a certain extent, it also indicates that the brand has better training and requirements for after-sales staff.

### 5.2.3 Comparative analysis of brand prices

On the whole, Apple users think that the price of iPhone products is at a high level, while Huawei users think that the price of Huawei-branded mobile phone products is relatively moderate.

Apple brand mobile phone prices higher for different users feel there is a difference, some users may be reluctant to apple mobile phone under the high prices and choose to other brand, some users may be more willing to enjoy the high price of pride and sense of excellence, and is willing to pay for apple is far higher than the market average price of mobile phone products. Although apple's main target user groups are a class of people, after but the extent of apple mobile phone product prices and negatively correlated with the number of such users, apple mobile phone a larger price increases, the more likely beyond the expectations of users for apple products value, was willing to enjoy the use of apple products bring pride, excellent sense of users may become unwilling to bear the apple and the high prices to other users. While maintaining the image of high-end brand through price increase, Apple also needs to pay attention to the change of its users' value perception of iPhone and the change of the number of users to find the balance between the two.

There are several reasons why Huawei users think its phones are relatively affordable. First of all, there are several series of Huawei-branded mobile phones with different positioning and target groups. Huawei's high-end series include Mate series and P series, Nova series in the middle and Honor Independent brand. Glory is further subdivided in positioning, and Huawei's low-end series include Chong You series, G/ Mai Meng, etc. On the whole, Huawei has many middle and low-end mobile phone product lines, and the price of high-end mobile phone products is far lower than that of Apple brand. Objectively speaking, the overall price is relatively moderate. From the point of consumer perception of price, the different needs of users can be found in different series of Huawei products series, to conform to his needs and Huawei different series of products on the market competing goods on low price or similar to those of competing goods, so it is possible that different series of

target users will feel Huawei mobile phone price moderate. However, some users may be prevented from choosing Huawei because of the moderate price of Huawei's mobile phones and the overall "middle and low" positioning. They will intuitively think that Huawei's brand is not "high-end" enough. Huawei brands have many product lines of mobile phones with different positioning, which will influence each other. In particular, Huawei may be affected by the inherent image of middle and low-end when it makes efforts to promote high-end market, so it needs to make clear differences to build the image of high-end series.

### 5.3 Comparison of brand image

This study mainly analyzes the brand image from three aspects: the brand image perceived by users, the image of brand users and the intention to grow with the brand.

The brand image score of Apple is higher than that of Huawei. In addition to the low score of "high cost performance", Apple is highly appraised by users in other aspects, especially by users of "high-end brand", which is consistent with Apple's consistent positioning, indicating that Apple has established a relatively successful brand image in users' mind. Huawei in cost-effective, high-end brand, research and development technology, marketing strategy, product work recognized by the user, on the one hand Huawei's user is satisfied to Huawei products, on the other hand also shows that Huawei's high-end products and low-end products has got recognition of brand positioning, target users clearly marketing strategy in the process played a large role, and the effect of marketing also has won the acceptance of the user.

From scores of apple and Huawei brand image, in addition to cost performance and build quality products can be found, in the high-end brand cognition, which leads the trend, research and development technology, product appearance, customers to apple's marketing strategy and so on are all higher than that of Huawei, especially in terms of lead apple's score is far higher than that of Huawei, "cost-effective" itself is not apple brand want to shape the brand image, in product workmanship apple also made the user's high evaluation, so the whole apple shape out the excellence of the mobile phone market leader in the high-end brand image. Huawei has been highly recognized by users in terms of excellent workmanship of its products, and users are highly satisfied with its R&D technology. However, the appearance of its products is not highly evaluated, indicating that the appearance of Huawei's mobile phones may be one of the weaknesses. In addition, it can be seen that whether compared with Apple brand horizontally or with other options of Huawei vertically, Huawei's score of "leading the trend" is very low, indicating that Huawei brand is an excellent follower in the mobile phone industry.

There are obvious differences between The user images of Huawei and Apple. Most of the users of Huawei brand are mature and mature men, and they support domestic brands. That is to say, the main image of Huawei's user is a high proportion of men, they are older, and have a special preference for domestic brands. The main characteristics of Apple brand users are younger and the proportion of women is slightly higher, while there are no significant characteristics in other aspects, that is, the age group of Apple brand users is relatively lower and there are more women.

By the way, The income attribute of the user image of Apple brand and Huawei brand is not strongly manifested, which indicates that most respondents think that the mobile phone of which brand is not strongly correlated with the user's income level. The score of "support domestic products" and "preference for import" of Apple brand is similar, indicating that for most Apple users, whether import or not is not the main factor when choosing Apple brand. If local brands meet their needs, they may turn to local brands.

Huawei's brand users are more willing to grow with it than Apple's. In my opinion, it may be the rapid development of Huawei mobile phones in the past two years. Its users believe that Huawei has great potential for brand growth and are willing to see further development of Huawei. Apple users may think that innovation intensity of Apple in recent years is not more glorious than before. Although the recognition of Apple brand is higher now, the expectation for its future development may be lower, and correspondingly, the willingness to grow with it will be lower.

Based on the analysis of the above three parts, it can be concluded that the brand image of Apple is excellent in all aspects and is an excellent leader in the mobile phone industry. Huawei's image of good brand quality and technology is deeply rooted in people's minds, but its product appearance is still lacking. On the whole, Huawei is an excellent follower of the mobile phone industry. The overall user image of Huawei's mobile phone products is more male, older and has a preference for domestic brands. The overall image of iPhone users is slightly more female and lower in age level. Compared with Apple, Huawei brand users have a better expectation for huawei's future and a stronger desire to accompany its growth.

### 5.4 Brand judgment comparison

Both Apple and Huawei scored higher in the brand judgment stage, with Huawei's brand slightly higher than Apple's. Brand judgment mainly refers to consumers' personal preference and evaluation of a brand. Consumers from Apple and Huawei both have good comments and preferences for their respective brands.

The two best choices for Apple are quality and awareness of innovation. Apple's evaluation on these two choices is also better than Huawei's. This result is consistent with the survey results in the stage of brand efficacy and brand image, that is to say, consumers' evaluation on brand efficacy and brand image will affect their brand judgment. In the above survey, the quality of Apple products is recognized, and the status of Apple brand as a trend-setter in the mobile phone industry is recognized. Therefore, apple's quality and innovation consciousness are highly appraised in the survey. Huawei is the best option for evaluation "will recommend to others", Huawei's score significantly more than apple, although the two brands of user satisfaction about their brand product is higher, but Huawei users have a strong willingness to take the initiative to recommend to others, this is very beneficial to the development of brand follow-up in China, sometimes acquaintances recommended have more credibility than advertising. In my opinion, it may be related to the product price. As the performance of different brands of mobile phones is increasingly similar, some users may think that the high price is Apple's advantage, while some users may think that it is Apple's disadvantage. At present, Huawei has initially established a brand image of high cost performance and high-end brand, with strong competitiveness, so users have a good evaluation of Huawei's competitive advantages.

### 5.5 Comparison of brand experience

Brand perception refers to consumers' emotional reaction to the brand [7]. In general, consumers of Apple and Huawei do not have a strong reaction to the brand, and both of them score low in brand perception. Huawei is slightly ahead of Apple. This shows that although the current marketing strategies of Apple and Huawei have given users a strong understanding of their products and brands, they still arouse consumers' emotional response and resonance to the brand to a relatively low degree. Consumers are more likely to "think rationally" when choosing products and brands.

As can be seen from the data in the above table, the highest score of Apple is security, indicating that its excellent technology and security of iOS system have been trusted by users. Huawei is rated much higher than Apple in terms of warmth, security, social identity and self-esteem. On the one hand, Huawei's brand image is more approachable and easier to make people feel warm than Apple's. Huawei's technological advantages also gain users' trust in security protection. In the above survey on brand image, the image of Huawei users has a strong characteristic of "supporting domestic". Therefore, the rapid development of Huawei brand can make them feel the rise of domestic mobile phone brands, especially in the context of China, which can give them a strong sense of social identity and pride. From above, by contrast, is seen in the brand image of the survey, consumers through the use of mobile phone price rarely the discretion of the judge others' income, so while apple is a high-end brand recognition, but using apple mobile phone products in the user is not high income, status symbol, so apple users of low social identity and a sense of pride.

### 5.6 Brand resonance comparison

Brand resonance refers to the degree to which customers feel synchronized with the brand. This is the last step of the customer-based brand equity pyramid model, focusing on the ultimate relationship and recognition level established between customers and the brand [20].As can be seen from the above table, Huawei's brand resonance score is higher than Apple's on the whole, and its score in each aspect is higher than Apple's, indicating that Huawei's brand is more closely connected with users' psychology. From the four aspects mentioned above, Apple and Huawei both scored the lowest in the sense of group belonging, with similar scores in behavior loyalty, attitude attachment and active involvement.

First of all, in terms of behavioral loyalty, Users of Huawei brand think they are more loyal. However, no matter apple users or Huawei users, Apple or Huawei is not the only loyal mobile phone brand, but only one of several mobile phone brands with strong purchase intention. In other words, whether it is Apple or Huawei, the level of user loyalty is low. On the one hand, it is difficult for them to deepen user loyalty; on the other hand, they are more likely to convert users of other brands into their own users. The score of "as long as the mobile phone can meet the demand, the brand does not matter to me" is low, indicating that consumers also consider the brand as an important factor in choosing the mobile phone, which is favorable for the brand to cultivate users' loyalty.

In terms of attitudinal attachment, Huawei users are much fond of the brand than Apple users, indicating that Huawei users have a stronger emotional response to the brand than Apple users. For a brand, to generate higher behavioral loyalty, users need to have stronger attitudinal attachment, so that users can repeatedly buy back the brand's products. This is achieved through marketing strategies, products and services to meet consumer demands [20].Can be seen from the above data, both apple and Huawei, in "the brand has special meaning to me," and "the brand of the mobile phone to me is not just a product" low score in two options, to illustrate the two brands of users may consider when choose brand factors, but little impact on brand special emotion in decision making. Therefore, in addition to satisfying users' needs in products and services, Apple and Huawei also need to strengthen users' emotional connection through marketing activities.

In terms of group belonging, Apple and Huawei also scored low on the whole, with both users having a weak sense of group belonging. On the whole, more users do not recognize that they belong to the same group or have a special connection with people using the same brand. Although Apple and Huawei have their own fan groups of "apple fans" and "pollen" respectively, according to the survey results, there are still a small number of people who truly recognize their "fan" identity from the heart, and most of them are just buyers of brands rather than advocates, which is more obvious in the case of Apple brands.

In terms of active involvement, Huawei users are far more willing to talk about the brand with others than Apple users, and Huawei users have a stronger sense of pride in front of others. In my opinion, this is partly related to the patriotic nature of Huawei users. The rise of national brands makes them feel proud and more willing to share with others. Although Apple is a high-end brand, its users feel less proud of it because of the large number of users in the real world. "I will take the initiative to learn more about the brand information" and "of other products is also interested in the brand" these two options apple and Huawei also does not have a high score, instructions for users of mobile phone product remains their most attention, but also passively accept the main source of information, advertising is most likely that the main source of information users. On the whole, neither Apple nor Huawei has a strong active involvement of users.

## **VI. RESEARCH CONCLUSIONS AND SUGGESTIONS**

### **6.1 Research Conclusion**

#### **6.1.1 The main source of customer perceived benefits of mobile phone brands is product efficacy**

By brand equity pyramid model based on the customer for the representative of the Chinese and foreign mobile phone brands through analysis of the apple and Huawei can be found that consumers of the brand pyramid model of these two brand effect and brand judgments have high evaluation, through detailed options can further understand that the main consumer recognition is the mobile phone brand product efficacy. In other words, consumers' recognition of the quality, features and functions of mobile phone products is the basis of consumers' perceived interests of mobile phone brands, and is also the most important component of consumers' perceived interests of various mobile phone brands.

#### **6.1.2 Lack of "perceptual path" of mobile phone brands**

From the above analysis, it can be seen that whether domestic or foreign brands, consumers' brand feelings and brand resonance are weak parts. Consumers rarely respond emotionally to or empathize with mobile phone brands. Although by mobile phone brands have both in the maintenance of all kinds of "fans" group, and enhance the user's sense of belonging and loyalty, but from the perspective of the results of the investigation and study this portion of the population still proportion is low, the overall emotional ties to the user and the mobile phone brand is weak, may be a mobile phone brand to maintain the emotional connection with consumers' investment is less, may be no significant effect of marketing measures applied at present.

#### **6.1.3 The relationship between domestic mobile phone brands and domestic consumers is closer**

Although Chinese and foreign mobile phone brands have a large user base in China, on the premise that the products of each mobile phone brand can basically meet the needs of each user, the contact and interaction between domestic mobile phone brand users and brands are closer. In recent years, with the rapid development of domestic mobile phone brands and the improvement of their overall strength, users of domestic mobile phone brands feel national pride, which has a positive impact on the brand image and brand resonance of domestic mobile phone brands. The image of domestic mobile phone users is patriotic, which plays a positive role in maintaining the user stickiness of domestic brands and attracting new users. The product quality of domestic mobile phone brands is guaranteed, which is equal to that of foreign brands, so that users of domestic brands have the confidence to be proud and strong willingness to spontaneously help domestic brands to spread and promote. Domestic brands have more advantages in terms of deep brand feeling and brand resonance.

### **6.2 suggest**

#### **6.2.1 Maintain the consistency of products and brand image**

The survey found that consumers have certain "stereotypes" about each mobile phone brand and its users. For example, Huawei users are "older" and "mostly male", and Huawei products are "low in appearance". Mi phones are "cost-effective" and so on. When the "stereotype" of consumers is consistent with the product features, it is a good thing. However, with the development of various mobile phone brands and the increasingly rich product positioning, the "stereotype" will limit consumers' choices. Therefore, it is necessary to timely change consumers' brand association and shape new brand image through marketing means.

### 6.2.2 Strengthen emotional connection with consumers

At present, the emotional connection between mobile phone brands and consumers is relatively weak. Although many mobile phone brands have taken some measures to maintain a long-term relationship with consumers, the effect is limited at present. For example, different mobile phone brands have maintained and operated user communities and provided platforms for users to exchange and share. This is a very good measure and worth continuing to implement, but its impact is limited. Advertising is a more widely spread and effective way of marketing. At present, most of the advertisements of mobile phone brands are to promote the performance characteristics of mobile phone products, and few of them deliberately stimulate consumers' brand feelings. Setting a user experience that the brand wants to create and carrying out advertising may lead consumers to form brand feelings and brand resonance.

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