

Gain Company Fans by Building Brand Happiness

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Abstract- Based on Philip Kotler's marketing philosophy, this paper studies the effect of brand Happiness on fans behavior from the perspective of enterprise marketing strategy. Focusing on young groups of Generation Z, this paper introduces the concept of brand happiness, and verifies the importance of brand happiness in cultivating enterprise brand fans based on characteristics and emotion.

Keywords - Generation Z; Brand Happiness; Behavior of Brand Fans

I. INTRODUCTION

As the indigenous people of the Internet, Generation Z is subject to a higher degree of education. Through the Internet and social media platform, Generation Z youth have easy access to more diversified views and things, shape their diversified values, and can accept and respect the diversity of culture, politics, race, gender, sexual orientation and other fields. At the same time, they also like to shape their self-style, hope to be different, and pay more attention to innovation and uniqueness. In the networking era, especially in the era of mobile Internet, the brand must base on the trust and love brought by the personality charm, which is the de-organization and personification of the brand. The brand should be looked as a person with attitude, warmth, personality and preferences. So the importance of brand fans is self-evident. Fans not only rush to queue for new products, but also constantly follow the brand through social media, interact with them online and keep close contact. They are keen to communicate with each other in online fan forums or hold offline gatherings, forming a very strong community of belonging; they are also strong supporters of the brand and do not allow others to attack and slander the brands that they love. Fans, a special group of brands, sometimes show a sense of admiration, awe, and even sacred. Their relationship with the brand has gone far beyond the ordinary consumer to the brand. Therefore, the emergence of fans has profoundly changed the way of brand building.

II. BRAND FANS BEHAVIOR AND BRAND WELL-BEING

A. The Concept of Brand fans behavior

Fans, a keen follower or supporter of sports, performing arts, or a celebrity. In theory, fans are people who are more interested in discussing special topics. Not only are they interested in this topic discussion, but they also have a deeper grasp of them. From the perspective of social psychology, "fans" are a unique social ideology, with broad characteristics of social ideology. "Fans" are defined as "supporters, followers, and customers", and a series of actions that the fans put into practice in the process of supporting the fans breed a "fan economy", and for the brand, this group means "loyalty" and "purchasing power". In the fans or customer-oriented production mode, the use of digital means, the enterprise can control the product design, raw material procurement, warehousing and logistics, production and processing, terminal

retail and after-sales service value chain, establish a long-term feedback relationship with consumers, in the process of interaction with fans or customers, further improve customer viscosity, shorten the production and marketing chain, in order to obtain more social benefits and economic interests.

B. The Concept of Brand Happiness

A well-known brand is a name, technical term, logo, mark or pattern design, or their composition, used to identify a company or a group of products or services provided by customers from competing products or services in the market. The primary function of the brand is to facilitate consumers to make product selection and affect consumers' purchase decisions. Creating strong brands can make companies enjoy higher profit margins. Brand can transcend the life cycle of the product, is an intangible asset.

In the field of psychology, happiness is mainly divided into three categories, namely subjective happiness, psychological happiness, and social happiness. Subjective happiness refers to the comprehensive evaluation of the quality of life, a psychological state of positive emotion (Diener, 1984); a psychological functional state, through self-potential, achieving self-improvement, self-achievement (Ryff & Keyes, 1995); the realization of social happiness depends on the meaning and value the individual produces to society, and the positive social function that individuals show in social life (Keyes, 1998). Seligman (2012) combs these three kinds of happiness from a positive psychology perspective, noting that "life satisfaction (i. e., subjective happiness) basically only measure happy emotions" and cannot contain all people's ultimate (long-term) pursuits, suggesting that continuous happiness should contain five elements: positive emotion (Positive Emotion), input (Engagement), meaning (Meaning), Achievement Accomplishment), Interrelations (Relationships). Similarly, in this study, brand happiness fully considers the happiness of the above three perspectives, and believes that brand-based happiness should not only be the improvement of consumer life satisfaction and the temporary pleasure mood obtained, but also should inevitably cover the realization of psychological happiness and social happiness. Based on this, combined with the characteristics of the brand, this study defines brand happiness as: short-term pleasure experience and long-term spiritual satisfaction in the process of contact with the brand.

III. BRAND HAPPINESS HAS A POSITIVE EFFECT ON BEHAVIOR OF BRAND FANS.

Many companies have understood that fans' emotional investment in products is actually a precious emotional asset. The use value of well-known brands depends on the long-term emotional connection between fans (customers) and well-known brands. In addition, fans want to spend a lot of time and energy on their own good themes to meet their own emotional needs. Therefore, if the brand can make consumers

feeling happy, then consumers will give a stronger attitude and behavior to support brand's development, that is, a series of brand fan consumption behavior, such as brand collection behavior, brand protection behavior, brand community behavior and brand recommendation behavior.

From the perspective of subjective happiness, brand happiness is a positive emotional experience perceived by the consumer itself, without an objective standard. From the perspective of psychological happiness, brand happiness is not directly related to the positive emotions of the brand, but the self-improvement, achievement and realization. From the perspective of social happiness, brand happiness considers not only the influence of the brand at the personal level, but also the positive feelings after the connection between the brand and the society. Therefore, it can be believed that brand happiness from the perspective of subjective happiness is material, brand happiness under the perspective of psychological happiness is spiritual, and brand happiness from the perspective of social happiness is at the value level. The three dimensions of brand happiness are: sense of life satisfaction based on brand, sense of self-realization based on brand, and sense of social contribution based on brand.

The rise of social media has moved the fan economy from virtual to reality. A brand with a large fan group can often easily expand its sales, improve the viscosity of the brand, and encourage the innovation of the product of the brand. With a certain total number of active fans, the company can choose effective methods to stimulate fans and complete the realization of social development assets. In order to reward fans, enterprises can create exclusive products for fans, and increase the sense of participation in exclusive activities in the form of booking, buying, etc. In the development of social media, fans also have the right to speak and participate, so that fans can express and participate more, and explore their value more, so as to further enhance the brand happiness of consumers and form a benign interaction with enterprises. That is to say brand happiness has a positive effect on behavior of brand fans.

CONCLUSION

Cultivating contentiously the brand happiness of the brand fans can maintain the brand fan behavior.

Enterprises should take the initiative to understand the needs of fans, and then constantly build the life scene and the penetration of new media marketing to strengthen the needs of fans, and then use content marketing tools to quickly attract fans; better maintain fans through interactive modules. Compared with the traditional economic forms, the social media platform is used to classify the brand fan group with value identity and emotional orientation to classify the target group, promote the independent value emotion of the brand to consumers, so as to screen and identify the target group and then promote the products of the brand. Create the brand "people set" in the heart of consumers, so that consumers can understand the brand. Promote the brand to be trusted and liked by consumers, so as to buy the products of the brand. In order to increase the stickiness with consumers, deepen the trust of the brand, and thus become the loyal fan group of the brand. For brands, fans are not only an important consumer group of an enterprise brand, but also a fan of communication for brands in the social media era. Fans not only love and trust the brand due to emotional factors, but also will be more inclusive to the

brand. The brand is more willing to have such a fan group. The fan economy conducts continuous emotional driving to consumers in the process of brand interactive communication, so as to strengthen consumers' sense of identity to the brand and transform it into a loyal fans group. Experience and service under the fan economy is an important means for brands to gain potential consumers. Experience is hardware and service is added value. High quality product is the core of brand interactive communication, durable hardware product is the most direct experience of brand, under the fan economy, high quality products to fans, in the process of interaction with other potential customers, enhance the customer experience realize trust endorsement, deepen customer loyalty, realize the value-added brand. The innovative experience mode will make consumers meet with the new experience. The experience includes the product itself and the thirst for knowledge of the brand service mechanism. The experience will generate happiness due to the brand, which encourages consumers to unconsciously pay attention to and understand other new products.

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