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ADVERTISING OF CHINESE SMARTPHONE MANUFACTURERS IN THE CONTEXT OF CREATING A BRAND IMAGE

The article examines the relevance and value of advertising for the shaping of the brand image of Chinese smartphone manufacturers using literary sources as an example. It also examines how smartphone companies can better maintain their brand image through advertising under the new economic model, accurately convey their own value to consumers, and thus occupy more market positions.

Keywords: *advertising, brand, brand image, brand communication, event marketing strategy, smartphone, social marketing, consumer loyalty, consumer preference, big data, targeted advertising*

With the increasingly fierce market competition and the diversification of consumer demand, corporate brand image is crucial to enhancing the competitiveness of corporate products and consolidating market position. However, many companies today have unclear positioning of their own corporate brand image, and most of them are image projects, which have become a pretense in the mouths of consumers, and they are unable to adhere to their own brand image values.

This article combines Dr. Gao Junrui, Harbin Normal University, China, "Research on the impact of advertising planning on brand strategy" [1], and Dr. Liu Hongyu, Liaoning University, China, "Research on the Mechanism of the Impact of Corporate Social Responsibility Communication on Brand Equity" [2]. Combined with the research method of brand structure loyalty model structure in the article "Mechanism and Empirical Study on the Formation of Brand Loyalty of Durable Consumer Goods" [3] by Dr. Shang Pengfei of Beijing University of Science and Technology, this paper provides more possibilities and references for how smartphone manufacturers can use digital advertising to improve their company's brand image.

The purpose of this study is to examine advertising as one of the tools for creating a brand image using the example of Chinese smartphone manufacturers. The advertising marketing means of competitors and the feedback from the consumer market are used to illustrate the function of advertising in brand image building for Chinese smartphone manufacturers.

Study the relevance and value of advertising in the relationship between advertising and the shaping of the brand image of Chinese smartphone manufacturers.

Definition and scope of advertising in business. First of all, advertising is a paid information interaction model. In business, it is a model in which the company sends out the information it wants to convey and interacts with the audience.

Usually, the company that sends out the advertisement, as the source of information, conveys the information it wants to convey in a certain way, but in the production and transmission of the advertisement, the different understanding and cognition of the user may lead to errors in the transmission of advertising information. This is a huge mistake in the business model. Therefore, under the new model, companies need to deliver the information to their users as accurately and simply as possible.

It is necessary to accurately identify and classify consumer users and accurately put advertisements into the corresponding groups to generate greater advertising benefits. At the same time, as a marketing tool, advertising plays a key role in the promotion, promotion effect, value estimation, product pricing and other aspects of the company's products [4, p. 3].

The importance of brand image to mobile phone manufacturers. Good brand value will make consumers have better trust and recognition. At the same time, in the fierce mobile phone market, consumers can make a clearer distinction between various mobile phone manufacturers. While distinguishing between various manufacturers, it will expand its own market share and cultivate more, closer and more loyal customer relationships. At the same time, in crises and negative events, a good and solid brand image can provide more protection and risk resistance for the company.

Advertising shapes brand image. Brand image is the embodiment of the company's values and market positioning, and advertising is an important way to convey the company's values, market positioning, business information and other concepts to users. And through appropriate brand stories and emotional connections advertising is an important measure to cultivate customer loyalty, consumer emotional resonance, and brand affinity [5, p. 3].

When major Chinese mobile phone manufacturers release new products, they are accustomed to holding a brand launch conference with representatives of major manufacturers, media, loyal consumers and other groups before releasing new products. While promoting new products and services, the company's brand values are disseminated to product users again through this channel, and feedback is collected to optimize itself and achieve the purpose of continuously strengthening its own brand image [6, p. 4].

At the launch conference held by Xiaomi Mobile Phone Company in 2011, the first year of the company's establishment, the mainstream tone of the company's products was set, "Making mobile phones is to make users afford good mobile phones" [6, p. 4].

At the 2015 launch conference, Xiaomi compared its new products with the world-renowned brand iPhone6 [6, p. 4], collected market feedback, and gradually adjusted the company's strategic focus, making Xiaomi's brand image more clearly recognized in China.

At Xiaomi's new product launch conference in 2023, it focused on introducing AI photography and the application of new design concepts, constantly emphasizing Xiaomi's brand image to the Chinese mobile phone market, always following the mainstream market and staying ahead of the times [6, p. 4].

Similarly, Huawei Mobile Phone Company has emphasized the photography and videography issues of mobile phones in its new product launch conferences every year from 2013 to 2024. Through each new product launch conference, the company's brand image from beginning to end is conveyed to users as much as possible. In addition, the word "far ahead" as a brand image was deeply instilled into the minds of users at the new product launch conference in 2018 [6, p. 4]. When a word representing the technical level becomes a company's brand image, consumers will default to this word in their hearts every time a new product launch conference is held.

When Meizu Mobile Phone Company held a mobile phone launch conference in 2016, the demonstration equipment could not work properly due to technical failure. Data shows that Meizu Mobile Phone Company's annual sales in 2016 fell by 50 % compared with 2015 [6, p. 4]. One of the important reasons for the decline is the decline in the company's brand value.

With the increasingly fierce market competition, the importance of brand value continues to rise, and the most direct means to enhance brand value is advertising marketing, but a failed advertising marketing will also affect brand value. The two are inseparable.

Successes and failures of Chinese smartphone manufacturers in advertising and marketing.

Xiaomi Mobile Phone Company has not only achieved a large amount of sales through the annual "Mi Fan Festival", but also strengthened the loyalty, interaction and corporate brand image between Xiaomi and its users. Through this advertising campaign, Xiaomi has a diverse and highly

active user base and can quickly obtain feedback from loyal users, which has a significant impact on the brand's innovation. At the same time, the interesting and diverse advertising campaigns have also made users more recognizable and sticky to the brand image, achieving a wide range of market influence at a low cost and attracting more new users to join [7, p. 5].

When LeTV Mobile Phone was launched, it tried to integrate users of LeTV's film and television and sports platforms, but failed miserably due to its insufficient brand image and LeTV's own product hardware and service not meeting the standards.

In April 2018, in the context of globalization, when ZTE Technology Mobile Phone was sanctioned by the United States [7, p. 5], it failed to convey a clear and unambiguous explanation to the public in a timely manner due to its own technology gradually lagging behind and serious lack of key technologies and components. This has led to a serious lack of public confidence in ZTE, which has led to a large loss of market share. Even after reconciliation with the United States in the second half of 2018, it has not recovered [7, p. 5]. ZTE lacks sufficient brand value in its operations, and consumers have low trust in it. When it encounters a major public relations crisis, it has no way to respond in time and avoid risks. And after proposing the advertising slogan "ZTE, making the world smarter" in 2015 [7, p. 5], it has not been able to keep itself at the forefront of technology in time. This has affected the company's brand image and led to a low market share.

Conclusions. Chinese mobile phone companies shape and strengthen their brand image through precise advertising strategies to enhance consumer awareness and loyalty, thereby gaining an advantage in the fiercely competitive market. In general, advertising, as an important tool for brand communication, not only helps Chinese mobile phone companies establish and maintain their brand image in the market, but also promotes interaction and communication between brands and consumers, forming an important advantage in brand competition. A strong brand image is inseparable from an excellent advertising and marketing strategy. Sloppy advertising will only bring disaster to the brand image. Only by fitting the company's own development, adhering to the company's core values, and maintaining the brand image can the company go on solidly and stably.

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