

Review

Literature review on optimizing brand image and improved customer purchase intention

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Abstract: In the process of global economy, in the face of increasing business competition, it is more difficult than ever for brands to approach consumers and persuade them to consume. In the commercial environment, the competition between enterprises is essentially the competition of brands, and the competition of brands must first carry out the competition of brand image. Brand image carries the mission of information dissemination and value creation and plays an important role in business behavior. How to improve customer purchase intention by optimizing brand image and greatly promote the development of business through brand image is the purpose of this study. The construction and application of brand image not only covers all the characteristics of the brand, but also the focus of consumers' attention when choosing brands and products. This paper comprehensively uses the systematic theories and methods of art design, marketing and consumer psychology and behavior as support, and adopts research methods such as literature data to explore and study the field of brand image. This study finds that customer perception of brand image directly affects customer purchase intention. At present, there are relatively few researches on how brand image can empower business. Through the study of "optimizing brand image to improve customer purchase intention", this paper focuses on the direction of brand image empowering business, broadens the research breadth and depth in the field of brand image, and enriches the research achievements in the field of brand image.

Keywords: brand image; brand image perception; customer purchase intention

1. Introduction

Under the background of globalization and diversification in today's world, interdisciplinary and cross-cultural phenomena have long become the future trend of development in various fields. In the field of brand image, the topic of "optimizing brand image to improve customer purchase intention" has also become an important research topic in the field of brand image. Through the exploration and research of this paper, the development process of brand image field is viewed from a broader perspective. This is not only an exploration of future trends in the field of brand image, but also an exploration of how future brand image can sustainably empower business.

In the commercial environment, the competition between enterprises is essentially the competition of brands, and the competition of brands must first carry out the competition of brand image. Brand image is shaped by the brand's information and experience and is the overall portrayal of the brand (Le Tan and Dai Trang, 2019). In the process of brand image building, it will be affected by many factors, among which brand cultural positioning, brand visual symbol and brand marketing communication are important factors affecting brand image building. As

one of the core elements of brand image, brand culture is the focus that consumers pay attention to when choosing brands and commodities. The information conveyed by brand culture can enable consumers to form a certain purchasing tendency, and at the same time, they will generate specific brand associations and experiences, thus affecting consumers' emotions and ultimately their purchasing behaviors (Chen et al., 2020). Brand visual symbol is based on the communication of brand symbols under the brand definition. Brand visual symbol is generally composed of three factors: brand graphic symbol, color symbol and font symbol. Brand visual symbol covers all the characteristics of the brand. The brand visual symbol recognition system is an important part of the brand value and assets. The brand visual symbol not only endows the brand with competitive advantages, but also is an important symbol that distinguishes the brand from other brands (Matúšová, 2021). Brands can help consumers extract brand imprint through marketing communication, and brand marketing communication is also an important part of brand image building. Brand marketing communication has the characteristics of wide coverage and fast transmission speed, which can help brands to promote themselves quickly (Wang, 2022). Today's enterprises want to succeed in business competition, to create a good brand image is an inevitable choice. Customer recognition of brand image is the basis of purchasing intention, and creating a unique brand image is the key to enterprise success (Jin, 2023).

In the process of enterprise development, the improvement of brand image at every step directly drives the improvement of brand value and assets. People need to have interdisciplinary and cross-cultural thinking and ability, and the research on the relationship between brands and consumers is an inevitable trend of development. To establish a full and correct understanding of the relationship between brand image and customer purchase intention is an inevitable condition for brand image building. To create a characteristic brand image, and through the brand image to greatly improve customer willingness to buy, and ultimately promote the development of business, is an important purpose of this topic. This paper will focus on the literature review of brand image and customer purchase intention, and review the related theories, and finally put forward the research findings and summarize.

2. Background of study

As for the research on brand image, there are many viewpoints and directions in the academic circle: The early scholars' research on brand image mainly focused on the various factors that constitute brand image. Later, relevant theories of psychology and behavior were introduced into the field of brand image. Scholars believe that consumers can generate different emotions and behaviors through brand image. Later, some scholars believe that brand image is not only a marketing communication strategy of an enterprise, but also a method of brand management. At the same time, brand image is also a component of brand equity (Li, 2020).

The field of brand image needs to constantly explore the possibility of future brand image development. In the past, the field of brand image is facing the physical link between people, and in the process of human beings gradually moving toward the era of intelligence, the rise of virtualization has changed the meaning of link, and

new technologies represented by big data, the Internet and 5G have taken the lead in impacting the traditional structure of society, making the integration of the world more thorough. Today's society is represented by the Internet and the Internet of Things in the form of social operation, with the support of big data, brand image must break the conventional social cognition, from the entity oriented construction to the construction of mimicry. Brand image is the consumer's overall perception of the brand, and brand image is an important factor to measure the success of an enterprise. With the development of society, every move of the brand appears under the attention of consumers at any time, consumers are extremely concerned about the brand's social responsibility, sustainable development and other concepts and behaviors. In this situation, taking advanced concepts such as sustainable development as a strategy in the field of brand image is an inevitable choice to maintain vitality in the field of brand image (Tao, 2020). The future brand image field to face, from the "brand planning, brand design, brand advertising" as the representative of the traditional brand image field to continue to break through, always hold a learning attitude, dare to accept new theories, new methods, new tools, so that the development of the brand image field to diversification. In the process of globalization, economic development is facing new opportunities and challenges. In the market environment of fierce competition among brands, it is also required that the brand image field can put forward new methods and use new ways to continue to promote the development of society.

Consumers' purchase intention is composed of consumers' perception of brand image and other factors. In the study of purchase intention, Fishbein was the first to define the concept of purchase intention. He believes that purchase intention is the probability of a consumer's unconscious occurrence of a particular behavior, which represents the possibility of each consumer buying a product in the process of buying it (Liang, 2020). The purchase intention of consumers involves the change of consumers' cognition of the brand or product. When this change has an impact on the liking of the brand or product, it is possible to make a purchase decision. Purchase intention is the prelude to purchase behavior, and it is the thinking that consumers make before buying goods.

There are many factors that affect consumers' willingness to buy, which can be roughly summarized as follows: First, the consumption situation refers to the environmental atmosphere that consumers directly contact and feel during the shopping process. The quality of the shopping environment and the professional degree of the service personnel are all important factors that directly affect the purchase intention. Appropriate consumption situation can effectively improve consumers' purchase intention. Second, in order to reduce the purchase risk, consumers usually evaluate the brand according to the brand image, brand reputation and other clues, which are the key to influencing their purchase intention. Third, the characteristics of consumer segmentation and the factors of social macro environment are also the reasons that affect consumers' purchase intention. Consumers' age, gender, occupation and other characteristics affect consumption preferences and material carrying capacity. Macro factors such as economy, culture and social environment affect consumers' value concepts and material judgment standards, and these factors will have a certain impact on purchase intention (Du,

2019). When consumers consume goods and services, they will have the purchase intention because of the perception of brand image. Under the commercial background of competition and consumer culture, brand image plays an extremely important role in the success of enterprise competition.

3. Current situation of study

It is Western researchers who first put forward the concept of brand. Western society represented by Europe and the United States, based on advanced science and technology, art design, marketing and other research results as theoretical support, at the same time, mature market economy system, advanced brand construction and management concepts, coupled with the government, enterprises, universities attach importance to brand research, these favorable conditions provide the foundation for the mature and stable development of its brand image. The concept of brand image began to rise after the modern industrial revolution. The existing research results in the field of brand image mainly focus on the research of brand image from the perspectives of art design and marketing (Sun, 2013). At present, the representative works on the field of brand image research include: Paul Rand's "thinking about design", which mainly focuses on the discussion of brand image identification system and design methods. "marketing management" by Kotler Phillip focuses on the value of brand from the perspective of marketing, and studies the process of establishing and implementing brand image. David Ogilvy's "confessions of an advertising man" focuses on the management of advertising companies and advertising design and creation, and emphasizes the importance of brand image. Birkin Michael's "assessing brand value", its content focuses on the characteristics of the brand to study, put forward the brand image to win consumers' attention.

After the 20th century, with the rapid development of science and technology, the field of brand image has gradually matured, and the market application has become increasingly perfect. A characteristic of the development of economics is that the concept of consumers will change with the development of the market. For brand image, brand image will promote the change of business thinking to a certain extent, and excellent brand image thinking will bring new ideas to the development concept of enterprises, especially for the brand connotation and value has a great help. According to the theory of enterprise life cycle proposed by Ichak Edis, enterprises mainly go through four periods, including: founding, growth, maturity and decline. Enterprises in different stages of development, the demand for brand image is also different. For example, in the founding stage of an enterprise, it will face the problem of popularity. In this stage, the construction and application of brand image can be novel and help enterprises create corporate image and product characteristics. In the growth stage, enterprises will pursue the development speed and ignore the continuity of the brand. In this stage, the construction and application of brand image can help enterprises maintain the consistency of the brand. In the mature stage, enterprises will face the problem of internal motivation. The construction and application of brand image can adopt cultural symbols, which can play a role in rallying people's hearts. Brand image belongs to the superstructure in the business behavior, although it is far away from the business model, but often

reflects the business phenomenon in the form of twists and turns. Brand image, as a product of human consciousness, often sustains consumers' beautiful imagination for enterprises and determines the spiritual height of the brand. For the variables of any kind of business model, brand image not only affects endogenous variables, but also often can affect exogenous variables, and has a positive effect on the development of enterprises from the market law (Du, 2019).

In today's business context, brand image often takes into account the goal of shaping sustainable business development. Brand image has obvious interaction with consumers' purchase intention. Based on the feeling and cognition of the brand image, consumers will have trust in the brand and choose to buy the products of the brand, thus forming the subsequent brand loyalty. From the perspective of the enterprise, the brand image not only covers the name, goods, services, etc. of the material level of the enterprise, but more importantly, it can help the enterprise to convey the concept and spirit to the outside world. Good brand image can not only bring actual profits for enterprises, but also bring intangible reputation for enterprises. From the perspective of consumers, brand image can guide consumers to consume and help them make quick choices among many similar brands (Tao, 2020).

The high abundance of commodities makes consumers expect to have commodities that are more in line with their own needs, and consumers are gradually accustomed to determining the value of commodities through various information. In order to meet the needs of consumers, enterprises must arouse the interest of consumers in all dimensions, and then increase the sales of goods. The current market environment has entered a rational stage of development, consumer demand at the same time, the past single commodity competition has long evolved into a comprehensive brand competition. This makes brands have to pay attention to their brand building, especially the shaping of brand image (Wang, 2023). Although brand image and consumer purchase intention have been concerned and studied by many scholars, they mainly focus on their own factors, and there are few studies on the relationship between them. How to realize brand construction with brand image as the core, so as to have an irreplaceable effect on consumers' purchase intention, is a problem that needs to be studied.

4. Literature review

4.1. Brand image

David Ogilvy, an American scholar, first proposed the concept of brand image, which he defined as: "Brand image is composed of a series of factors such as brand characteristics and popularity. The core idea is to create a different brand." In the process of brand development, we should aim at establishing a good brand image in the minds of consumers. Brand image is not only the cognition and feeling of consumers for the brand, but also the sum of the information and attitude transmitted by consumers to the brand. For the study of brand image, there are many different descriptions and explanations, some of which focus on the aspects of art design and marketing, while others focus on the aspects of consumer psychology and behavior (Jin, 2023).

Wang (2017) focused his research on brand image on brand vision and brand marketing. His research points out that brand vision is the carrier of presenting and conveying brand ideas and information, which is particularly evident in today's consumer society. If the product wants to be in a favorable position in the fierce market competition, so that consumers can identify with and rely on the product, it is necessary to follow the consumer-oriented principle in the brand visual design. Consumer demand is multifaceted, not only including the material level of demand, but also including psychological and other levels. Therefore, in the process of brand marketing, it is necessary to meet the needs of consumers in various aspects as far as possible. Consumers should be able to perceive, accept and understand the brand image, and realize the brand connotation contained in the brand image, which is conducive to the formation of consumers' brand loyalty (Wang, 2017). Wang (2018) focused his research on brand image on brand positioning. His research pointed out that enterprises usually need to have a clear positioning of brand image before creating brand image, because the type of brand image perceived by consumers mainly depends on the brand positioning of enterprises themselves. Enterprises should follow the psychological diagram of consumers' brand image, so as to clarify the construction and application of corporate brand image. Differences in brand image will affect consumers' attitudes and behaviors (Wang, 2018). Zhuo and Yu (2021) focus their research on brand image on brand communication. Their research pointed out that in the face of the era of explosive growth of information and accelerated pace of life, more and more enterprises began to explore brand communication models that can attract consumers' attention to achieve the purpose of promoting corporate goods and services. Only by developing brand communication strategies in line with the market trend and grasping the characteristics of The Times and the psychology and needs of consumers in the construction and application of brand image can enterprises influence consumers' purchase intention through building a good brand image (Zhuo and Yu, 2021). Hu and Zhao (2022) focused their research on brand image on brand culture. Their research pointed out that human society is inseparable from culture, market economic activities as one of the basic activities of human society, consumers' perception of brand image is bound to be inseparable from the influence of brand culture. In the fierce competition in the market, many enterprises have realized the importance of brand culture for brand strategy and have built their own brand culture. In the fierce market competition, enterprises gradually realize that the brand should be a brand with temperature, and the building of brand culture is particularly important today. A successful brand must have its unique culture, which can make consumers perceive the brand image, which is the powerful power of culture (Hu and Zhao, 2022). Savitri et al. (2022) focused their research on brand image on brand equity. Their research pointed out that brand image is an important intangible asset of enterprises, and whether brand image matches brand strategy will greatly affect consumers' purchase intention (Savitri et al., 2022).

Due to the development of the Internet, the Internet of Things, the maturity of emerging technologies such as big data and artificial intelligence, the structure of the whole society is also undergoing revolutionary changes, and human society is in the transition stage from an industrial society to an information society. Because of the

reform of the social structure, the productive forces of the society and the mode of operation, people's way of life have undergone great changes. Therefore, the role of brand image in social development is bound to change, that is, from the original "aesthetic function" to "commercial function". As the human society has experienced a long development process, the content and form of brand image construction and application are constantly enriched and developed. Consumers' perception of brand image always affects all aspects of business development. In the process of development, enterprises should strengthen the emotional connection with consumers through the construction and application of brand image and strengthen consumers' attachment to the brand.

4.2. Customer purchase intention

"Purchase intention" essentially refers to whether consumers have the willingness to purchase the goods they demand. In the world, with the continuous development of commodity economy, the formation of consumer society and consumer culture has become an indisputable fact. With the arrival of consumer society and consumer culture, the purchasing intention of consumers has become one of the most concerned factors in its characteristics. Positive purchase intention can promote consumers to have positive cognition and association with enterprises or products, thus increasing the probability of consumers to buy. Negative purchase intention will prompt consumers to have negative cognition and association with enterprises or products, thus reducing the probability of consumers to buy (Wang, 2023). If a business wants to be successful, there are two basic conditions: One is to be able to quickly attract the attention of consumers. The second is to be able to meet the needs of consumers in all aspects, especially psychological needs. How to better create real value for enterprises through the characteristics of consumers' purchase intention is very important.

Fishbein (1975), through the study of consumers' purchase intention, pointed out that consumers' intention can determine their behavior, and consumers can eventually be interested in a certain commodity or service, and the possibility of taking purchase action is consumers' purchase intention. Mullet (1985), through the study of consumers' purchase intention, pointed out that the internal and external factors of a brand will affect consumers' purchase intention, and purchase intention can be used to predict consumers' purchase behavior. Eagly (1993), through the study of consumers' purchase intention, pointed out that the purchase intention is manifested as the conscious behavior of consumers when they realize their purchase motivation. Zhu (2003), through the study of consumers' purchase intention, pointed out that the purchase intention is a manifestation of the psychological state of consumers to buy the required goods or services, and if there is a strong purchase intention, the possibility of causing the purchase behavior will increase. Kim and Park (2013), through their research on consumers' purchase intention, point out that in the context of e-commerce trust, information quality has the most significant impact on consumers' trust, and the research shows that consumers' trust has a significant positive impact on consumers' purchase intention. Su (2019), through the study of consumers' purchase intention, pointed out that purchase intention has

strong individual subjectivity. On the one hand, purchase intention reflects consumers' preference towards brands; on the other hand, it also reflects the probability of consumers making purchase decisions (Su, 2019). Zhao (2023) through the study of consumers' purchase intention, pointed out that consumers' purchase intention is essentially a kind of behavioral intention. The concept of "intention" originated from the category of psychology, which refers to the subjective probability of a certain behavior, and the consumer's purchase intention refers to the probability of a consumer's purchase behavior. Enterprises can predict consumers' purchasing behavior by studying consumers' purchasing intention. When buying a product, consumers will judge whether they should buy it through comparative evaluation. The higher the perceived value of the product, the stronger the will to buy it (Zhao, 2023).

At present, most studies on consumers' purchase intention focus on the definition and constituent factors of consumers' purchase intention, and few scholars have conducted in-depth analysis on specific factors affecting consumers' purchase intention. For example, with the gradual rise of e-commerce, a large number of short video users have become a huge consumer force, and the influence of brand image on consumers' purchase intention should also be extended from the previous offline sales scenario to the online sales scenario. With the continuous improvement of people's income level and cognition level, the demand for goods is also changing. People are no longer satisfied with the simple pursuit of material, they aspire to meet their spiritual needs on the basis of satisfying their own material needs. This makes it inevitable for enterprises to conduct in-depth research on the factors that affect consumers' purchase intention, so as to better attract consumers.

5. Theoretical review

In the part of theoretical review, I refer to the theories put forward by previous researchers and related to the research topic of this paper. "brand image theory" and "CIS theory" are the theoretical basis for the variable "brand image", and "consumer theory" is the theoretical basis for the variable "customer purchase intention". In the process of researching relevant theories, I also consulted other authors' current use of this theory. Therefore, the relevant theories of great significance are summarized as follows, which are also the basis of this paper.

5.1. Brand image theory

The "brand image theory" was developed by David Ogilvy in the mid-1960s. He believes that brand image is not only inherent in the product, but also an important factor for consumers to relate to the quality and price of the product. This concept believes that the construction and application of brand image is an important factor for the growth of the entire brand, which requires long-term investment. Every business and product should develop and project an image, which is communicated to customers and potential customers through design and promotion. Therefore, enterprises should establish and maintain brand image as the ultimate goal. The concept of "brand image theory" contains four basic elements: First, shaping brand image is the most important goal of corporate advertising, and advertising is to

enable enterprises to have and maintain a well-known brand image. Second, corporate advertising is a long-term investment in the brand, in order to maintain the brand image of the enterprise, you can sacrifice short-term benefits. Third, as the difference between similar products decreases, consumers use less rationality when choosing a brand, so it is more important to depict the image of the brand than to emphasize the specific function of the product. Fourth, when consumers purchase goods, they pursue both substantive and psychological benefits, so they should attach importance to the use of brand image to meet the psychological needs of consumers.

The application of “brand image theory” plays a crucial role in today’s business environment. Different scholars have conducted research in different directions based on brand image theory. Zhang (2015), based on the theory of brand image, discussed the impact of brand image on consumers from the perspective of customer equity (Zhang, 2015). Zhang (2022), based on the theory of brand image, discusses issues related to the improvement of consumers’ perceived value (Zhang, 2022). Xue (2023), based on brand image theory, discusses the value of visual super symbols in brand image design (Xue, 2023). Hu et al. (2023), based on the theory of brand image, discussed the design strategies in brand image building and summarized practical ideas and skills (Hu et al., 2023). Many previous studies have demonstrated the importance of brand image through practical cases, but there are still more possibilities for innovative research on the application prospect of brand image, such as its impact on consumers’ purchase intention.

Brand image is generated by the managers of the enterprise in the concept of brand management, any commodity can be used with symbolic, functional image positioning. The shaping of brand image is to outline the unique temperament of a certain enterprise or commodity on the basis of analyzing the brand impression of different consumers through market analysis tools, so as to provide relevant decision-making basis for enterprise managers. Brand image is not formed spontaneously, but a systematic project, whether to create a brand image to attract consumers is the key to the success of enterprises.

5.2. CIS theory

In the 20th century, the term CI (corporate identity) was first put forward in the United States. In the 1970s, Japan raised the idea of CI centered on visual design to a strategic height of corporate existence awareness, and the so-called MI (mind identity) and BI (behaviour identity) contents, it forms a trinity CIS system with VI (visual identity). The official rise of CIS theory was marked by the introduction of CIS by IBM in 1956. IBM is the first CIS company in the world, and its great success has brought new development opportunities to the business community. CIS theory emphasizes on shaping the overall brand image of an enterprise, rather than a single image. The design behavior is required to serve the strategic concept of the enterprise through the design behavior to all aspects of the enterprise, which has a higher requirement for the related work of modern design. One of the most important contents of the CIS system is to build and apply the brand image as the core to form a unified image that is different from similar competitors. The CIS system can make

the brand image become more standardized and systematic and establish a stable position in the minds of consumers.

The application of CIS theory is the foundation of the realization of corporate image strategy. Different scholars have conducted research in different directions based on CIS theory. Nie (2019) believes that the purpose of introducing CIS system is to help enterprises quickly publicize their corporate brand image and convey corporate culture concepts to the public, so as to improve the overall level of corporate brand image (Nie, 2019). Xie (2022) believes that brand building plays an important role in organizational development. If an organization needs to achieve high-quality development, it should make full use of the CIS system and unify brand culture, brand vision and brand marketing to achieve the effect of building and promoting a good brand (Xie, 2022). Han and Zhu (2023) believe that city image is a microcosm of city charm and a business card of city development and communication. The study of city image based on CIS system is conducive to better shaping one's own city brand image (Han and Zhu, 2023). Gao (2024) believes that enterprises should make comprehensive use of high-tech and new media in the application of CIS system to enrich communication methods and audience experience (Gao, 2024). At present, the introduction of CIS system is no longer limited to large enterprises or traditional industries, CIS system also needs to complete innovation with the development of The Times, such as the development of digital technology and open up the boundaries of CIS system application.

In the development of the basic brand theory, there are two important stage results: one is the integrated marketing communication (IMC theory), and the other is the corporate identity system (CIS theory). CIS theory is a kind of identification system that makes enterprises unique, valuable and long-term by standardizing and regularizing the concept, behavior and vision of enterprises. Any enterprise wants to promote the brand or product to the public, from creating a visible brand image to the establishment of the communication system is essential, the effectiveness of communication depends entirely on whether the brand image can be recognized and accepted by consumers and leave a deep impression on consumers.

5.3. Consumer theory

Gossen, Jevons and Walra defined consumer demand from utility maximization and developed the consumer theory for the first time, which was further elaborated by Marshall. In 1915, Slutsky proposed a series of properties of utility maximization needs, and in the period from 1934 to 1944, Hicks, Allen, and Hotell followed up Slutsky's work to carry out in-depth research. Consumer theory is mainly the study of consumer behavior and purpose, but also the study of consumers and their consumption rules. Consumer theory includes utility theory, usefulness theory, consumer demand theory, consumer choice theory and so on.

Consumer theory is the cornerstone of economics, and there are consumer theories behind any business behavior. Different scholars have conducted research in different directions based on consumer theory. Wang (2015) conducted an in-depth study on consumer emotion and purchase intention by using network language communication symbols (Wang, 2015). Luo (2021), taking China's Forbidden City

products as the research object, proposed a research model of brand cultural attributes, consumers' perceived value and purchase intention (Luo, 2021). Liu (2021) analyzed the psychology and behavior of consumers in the purchasing decision-making process by taking brand personality matching degree as the stimulus factor, consumer perception as the organism, and consumer purchase intention as the reaction factor (Liu, 2021). Xia (2023) discusses the impact of digital content types on consumers' purchase intention in the context of the digital age (Xia, 2023). With the development of consumer-related theories, SOR (stimulus-organism-response) theoretical model has been widely used by many scholars. SOR theoretical model is "stimulus-body-response" theoretical model. SOR theoretical model focuses on the impact of the external environment stimulus on the changes of consumer psychology, and believes that the external environment stimulus acts on consumer behavior by affecting the consumer's heart. In the commercial field, SOR theoretical model is widely used to study consumers' purchase intention and purchase behavior.

Research on consumer demand helps enterprises better understand the market and consumers, so as to meet market demand more accurately, improve the quality of goods and services, and achieve business success. At the same time, the analysis of consumer theory is very important for the research of this paper, which is conducive to a deeper analysis of the relationship between brand image and consumer purchase intention.

6. Discussion and finding

Under the premise of multi-dimensional business environment, the future brand image should have distinct interdisciplinary and cross-cultural characteristics, which can influence the consumer groups that traditional brands cannot cover and generate strong social impetus. With the continuous development of society and the progress of emerging science and technology, the factors that affect brand image, such as brand cultural positioning, brand visual symbols and brand marketing communication, also show a diversified state. These factors have an important impact on customer purchase intention.

First, the building of brand image needs to strengthen the brand cultural positioning. Brand culture is an important way to enhance the brand image. Through the construction of brand culture, the personality and value of the brand can be enhanced, and then the influence and competitiveness of the brand can be enhanced. In addition, the construction of brand culture should be closely combined with the development strategy of the enterprise, and the continuous innovation and progress of the enterprise can be promoted through continuous optimization of brand culture. The clear connotation given by brand culture to brand image is very important to enhance customer purchase intention (Wu, 2023).

Second, the building of brand image needs to strengthen brand visual symbols. In today's increasingly personalized consumer demand, consumers will have a certain awareness and positioning of themselves, and this self-awareness will affect their purchase decisions. However, a distinctive brand vision can better demonstrate personality, so it is more attractive to consumers. In addition, brands with brand

visual characteristics can be better distinguished from other brands, thus deepening consumers' impression and enhancing customer purchase intention (Chen et al., 2020).

Third, the building of brand image needs to strengthen brand marketing communication. Brand image can only be known by consumers through accurate marketing, and good marketing content and marketing methods can make consumers identify with the brand. When the brand image conveyed by the brand in the marketing process is recognized by consumers, they will have a good impression on the brand, so as to attract customer attention and enhance their purchase intention (Chen et al., 2020).

In the face of the long-term competitive challenges of global brands, how to achieve a breakthrough in brand competitiveness of local brands will be an urgent problem to be solved (Yang, 2023). For shaping the brand image of local enterprises in various countries, the construction and application methods of brand image that can not only reflect the local characteristics, but also conform to the current international experience need to be further explored. New theories, methods and tools expand the original expression, function and dimension of brand image, so that brand image no longer stays in a single form and experience (Fan, 2021). How to make brand image more rich and colorful through new theories, new methods and new tools, and achieve the expected goal of brand image construction and application is a problem that needs to be focused on in the future.

7. Conclusion

Under the influence of the global environment, with the progress of human society and the continuous change of social operation mechanism, the possibility of using a single discipline and culture to solve social problems is decreasing. Meanwhile, the world also shows the characteristics of cross-fertilization and integration. The development of the field of brand image must focus on the future frontier disciplines and absorb the essence of different cultures, but also in combination with the needs of social and economic development. For a long time, any enterprise and organization hope to enhance market competitiveness through unique means, and brand image has been widely used in business activities by various enterprises and organizations. However, in the face of increasing global business competition, it has become more difficult for brands to approach customers and convince them. Brand image carries the mission of information dissemination and value creation and plays an important role in business behavior.

For the future development of brand image, the new changes and developments in the factors that affect brand image such as brand cultural positioning, brand visual symbols and brand marketing communication mark that the traditional brand image field has entered a new era. Based on the research of brand image and customer purchase intention, the following suggestions are put forward for the construction and application of brand image: First, precise brand cultural positioning to enhance brand value. With the further refinement of social consumption level, today's brand is no longer a simple identification carrier in consumer behavior, but a product existing in the cultural system, which needs to re-examine the brand's strategy in the

consumer market. With the continuous improvement of the humanistic value contained in the brand, in the eyes of consumers, the brand not only represents the quality and functional characteristics of the product, but also represents its unique values. Therefore, as far as brand image is concerned, it is necessary to further highlight the advantage of humanistic value on the premise of effectively conveying brand characteristics to consumers. Second, create brand visual symbols to increase brand personality. The entertainment demand of today's consumers has been greatly enhanced, and people often develop aesthetic tastes according to their own preferences under the relaxed and affluent living conditions. Brand is the symbol of people to improve the quality of modern life, which can make consumers achieve emotional relief and spiritual satisfaction. Therefore, it is necessary to transform the brand image into a visual expression language that modern consumers can understand, and carry out the guidance behavior with communication power. Third, focus on brand marketing communication to enhance brand experience. The marketing communication of brand image can follow the mature brand management and marketing communication methods to carry out brand promotion and brand extension activities. The marketing communication of brand image is different from the direct sales proposition. In the process of marketing communication, appropriate ideology should be revealed to enable consumers to fully understand the brand.

This paper constructs a research model on the influence of brand image on customer purchase intention to explore "optimizing brand image to improve customer purchase intention". Various factors affecting brand image are important media for brand to spread information and promote sales. With the in-depth study of various factors affecting brand image, the methods of brand image construction and application have been explored to a certain extent. At the same time, the research of this paper refers to the theories and achievements of scholars in related fields, which is an interdisciplinary study of art design, marketing, consumer psychology and behavior, so as to enrich the research achievements in the field of brand image. There are still some shortcomings in this paper, and it is necessary to carry out more in-depth research in theory, dig deep into the theoretical principles behind it, and establish a more complete and accurate theoretical framework. In addition, in practice, we should also pay attention to emerging things and technologies in the field of brand image, and conduct innovative research in more dimensions. This paper provides a useful reference for the subsequent research, and in the future research, it will further deepen and improve the content of this research to improve the credibility and applicability of the research.

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