

# The Empirical Study on Consumers' Perception Through B2C Mobile E-Commerce Platform for Brand Equity in Sichuan

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**Abstract:** The market scale of Internet users expanded rapidly, and Internet users had gradually become accustomed to obtaining all kinds of information and consumption, resulting in several Internet as the survival and development space of e-commerce platforms. Various brands provide consumers (Customer) with rich data, goods, and services through e-commerce platforms (Business), both B to C forms, to seek their development and growth.

**Keywords:** Customer Perception ; B2C ; Mobile E-Platform ; and Brand Equity

## 1. Introduction

With the rapid development of economic globalization, the network economy has become a significant feature of the Internet era. Nowadays, consumers are gradually accustomed to using the Internet to search for information and products that meet their needs and consume through the Internet. Internet consumption has become people's lives—an indispensable part of. With the enhancement of its penetration, the e-commerce platform has more and more influence on consumers. Its brand equity has become a kind of "portrait" in the minds of consumers so that consumers can always use this "portrait" when shopping needs. The symbol in mind eventually becomes a loyal consumer of the e-commerce platform. The growth and development of the e-commerce platform depend on the development of the Internet, the attention and use of netizens, and the improvement of its brand equity. Many online consumers encounter slow logistics, difficulty in refunds, and online fraud when shopping online. In the face of such a vast online market, the quality of mobile e-commerce platforms is uneven and mixed. Consumers pay more attention to their rights and interests.

## 2. Theoretical Basis

### 2.1 The influence of service quality on brand equity (Madhok 2017).<sup>[1]</sup>

Trust contains two parts: structural factors and social factors. Structural elements include perceived risk to promote consumers to form a cooperative relationship, and social factors include rational recognition to make consumers have more good behaviors for the brand. A model of trust and brand equity, and the research demonstrated have a significant positive correlation between brand equity and brand performance. Some operations use advertising to implant reputation to prove the positive influence of brand trust on brand equity and use this law to construct a corporate brand equity development strategy.

### 2.2 Brand communication model (Chen 2002)<sup>[2]</sup>

Regarding the connotation and essence of the brand, the world-renowned brand marketing made an in-depth discussion on the brand is an intricate symbol. It mentioned the brand attribute, name, packaging, price, historical reputation, and the intangible sum of advertising methods. Brands were also defined by consumers' impressions of their use and their own experience.

### 2.3 Perceived value formation model (Bolton and Drew 2011)<sup>[3]</sup>

A multistage model of service quality and service value reflects the customer's evaluation of service value, mainly based on service quality and sacrifice (Including two factors, monetary cost and non-monetary cost). However, when customers evaluate the value of services, they may give different assignments and weights to the components of service quality. But the assessment of service evaluation value will be different due to the influence of customers' preferences and habits, so they believe that service value is service quality, sacrifice, and customer characteristics—the indeterminate number.

## 3. Understanding on Consumers' Perception Through B2C Mobile E-Commerce Platform for Brand Equity

### 3.1 Analyze the challenges of developing the electronic platform for improving brand-building through Sichuan's B2C mobile e-commerce platform:

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consumer of the e-commerce platform. The growth and development of the e-commerce platform depend on the development of the Internet, the attention and use of netizens, and the improvement of its brand equity.

### **3.2 Explore the influencing factors under variables such as brand image, customer perception, brand trust, and customer involvement for the B2C mobile e-commerce platform for the formation mechanism of brand equity:**

Eleven hypotheses were set for obtaining viewpoints from Sichuan residents by investigating their attitude, brand equity perception, brand influence, generally perceived value, brand trust, brand positioning, brand identity, brand personality, brand scarify, perceived quality, customer satisfaction, economic value, e-commerce service quality, and customer involvement.

### **3.3 Suggest through research and analysis, discover the advantages of mobile e-commerce platforms, and put forward feasible recommendations to provide better services to consumers' needs.**

Brand equity recognition becomes the true challenge for the e-commerce business since the online-based can only sell its product or service virtually. Hence, it is not easy to measure the level of brand equity perceived by customers. Before the research, brand perception, trust, and image dimensions can be used to determine brand equity recognition. Based on those explanations, the correlation among customer involvement, brand, customer perception, brand trust, and brand equity recognition.

## **4. The Conceptual Framework for the Research Study**

First The relationship between influencing factors of brand, customer perception and brand trust, and brand equity recognition; customer involvement, and brand equity recognition.

second Using regression analysis testing, all influence factors influence the brand, customer perception, brand trust, and brand equity recognition, respectively.

## **5. The Countermeasures on Consumers' Perception Through B2C Mobile E-Commerce Platform for Brand Equity**

### **5.1 Improve brand equity (Chen and Qasim 2020).<sup>[4]</sup>**

Brand equity is the customer relationship attached to the brand. It can bring additional benefits to the company and those memories, experiences, and impressions to increase consumer confidence in buying. There are also opinions and preferences formed based on brand, perceived value, and brand trust, essential for brand equity. The regression analysis shows that brand, perceived value, and brand trust positively and significantly impact brand equity.

### **5.2 Improvement of brand trust**

Increasing brand trust and making the perceived quality of products exceed the perceived risks of customers is an effective way to win many customers and cultivate brand trust. Such as cost-effective products, shortening customer waiting time, etc., giving corresponding concessions to customers who often buy the company's brand, Is an effective way to retain loyal customers and increase brand trust. Many businesses often accumulate points for consumers, and there are discounts or rewards for reaching a certain point.

### **5.3 Improvement of relationship marketing**

Brand equity relationship management aims to retain old consumers, open up new consumers, and maintain trust. Although companies have made great efforts for brand equity management relationships, the results are often not expected. The reason is that the brand relationship is very fragile. The relationship between consumers and brand equity will change over time to establish the brand relationship may be broken or terminated under various influences, or even terminated and withered away.

## **6. Conclusion**

Modern consumers are going beyond products/services to meet their needs. They want an unforgettable experience as part of any product offered to them. This research provided sufficient empirical evidence to show that brand experience can effectively influence customer emotions and psychology. This ultimately leads to the establishment of brand equity in a highly competitive market. Marketers must build an experiential brand through various activities to attract positive responses from consumers. Brand experience can be an efficient and cost-effective way to achieve brand success in the online shopping Sichuan market.

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