

Research on the Characteristics of the Virtual Image Spokesman for Enhancing the Effect of Brand Communication

Jernigan

School of marketing, Saint Rigis University, Colorado, 80002, America

Abstract: This paper on the source effect theory based, starting from the differences in a virtual image of the spokesperson and star spokesmen, to the source of the validity of star spokesmen for reference, study a virtual image of the spokesperson of information source of validity, that is, the influence of virtual image spokesman on effective factors. The study concluded that, to enhance the effectiveness of brand communication, the virtual image of the characteristics of the spokesperson for the familiar, attractive and unique image.

Keywords: Virtual; Image spokesman; Source characteristics; Brand attitude; Communication effect

1. Introduction

Everywhere in the eye of the economy today, the spokesman has become the enterprise to pass the brand value or establish a brand must use methods. However, the proliferation of Chinese celebrity endorsements led to a high degree of attention paid to the high endorsement of the brand and consumers are disproportionately. In this case, the enterprise began to focus on the virtual image of the spokesperson, but also to the voice from the "choice" to "create" transformation. Unfortunately the virtual spokesperson is very rare successful marketing practice. Want to be successful in shaping the virtual image of the spokesperson will not be the spokesperson for the virtual image, and should be like the development and maintenance of their products in general. Since it is a product must have a selling point, then the consumer will be the virtual image of the characteristics of what is the characteristics of the attraction? This needs to be able to enhance the brand communication effect of the virtual image of the characteristics of the spokesperson.

At home and abroad, the research of the spokesperson has been carried out as a source of information in the information exchange. The effect of information exchange, that is, the change of the attitude of the information recipient depends mainly on the reliability and attractiveness of the information source. The level of information source reliability depends on the professional and credibility of the information source. The size of the attraction of the source depends on the familiarity, the degree of love, the similarity, and the attractiveness of the source. Virtual image spokesman as a customer to convey the brand information and product information sources, whether it is necessary to have the above characteristics in order to achieve a good communication be-

tween the brand and the customer? In the current literature, most of the conclusions are based on the real celebrities and experts as the spokesperson. Virtual image spokesperson is a kind of virtual image, which is different from the natural person.

So the above features are not necessarily fully applicable to the virtual image of the spokesperson. This paper on the source of validity source theory gives a further study to enhance the effect of brand communication of virtual image spokesperson characteristics. It is found that can enhance the effect of brand communication of virtual image spokesperson characteristics are familiar and attractive image and unique. In addition to the attractiveness and attractiveness of the former research mentioned in previous studies should also include the attractiveness of sound.

2. Virtual Image Spokesperson

There are two kinds of views on the definition of virtual image spokesman in the existing literature. Xu Xiaomin in the existing literature. Xu Xiaomin a virtual image of the spokesperson definition for advertisers to the competitive environment, competitors and consumer psychology to carry on the comprehensive analysis based on, combined with the characteristics of their products, create a cartoon image or does not exist but similar with the real person character as a spokesperson for products, to meet the need to deliver the brand. Guo Juntao believes that the virtual image of the spokesperson should include not only their own development and design of the cartoon image also includes the use of brand communication has become famous cartoon image. In order to make the conclusion more targeted, the virtual image spokesperson is defined as the company to develop and promote the cartoon image of the brand commu-

nication with consumers. For example, Haier brothers, the old lady, Coca-Cola naobaijin queer etc..

3. Spokesperson Information Source Feature Theory

The research on the characteristics of the spokesperson is mainly based on the two models of social psychology. These two models are the information source credibility model proposed by Hovland et al in 1953 and the information source attraction model based on the McGuire's information source valence model. The reliability model of information source believes that the professional and credible of the information source is a problem that can easily lead to disputes among the members of supply chain alliance.

4. Suggestions and Countermeasures on the Innovation of Enterprise Marketing Strategy Management under the new Situation

According to the new situation of characteristic and the enterprise marketing strategic management thinking of the exposition, in the analysis of the current our country enterprise is the basic situation of the marketing strategy management, based on the analysis of the problems and their causes, for the enterprises of our country under the new situation of strategic management and marketing, marketing strategy innovation of management thinking put forward the following suggestions and countermeasures.

First, the enterprise marketing strategy and its management practices should first differentiated placed first consider the location, and the classic 4P and 4C theory to take a variety of ways and means will be differentiated to competitive costs and convey to target customer group can easily perceived corporate and product or service special interests and values. A good image of the core of enterprise marketing activities and marketing strategy management is outstanding enterprises and products or services in the market and the unique value and core interests, which is the modern marketing goals and the pursuit of the highest, enterprises from the difference in marketing to obtain differences and competitors can obtain the enhancement of the improvement of significant market competitiveness and economic benefits in the fierce market competition. Modern marketing theory and Practice for the difference of marketing enterprises, provides a rich and powerful methods and tools, including product, price, promotion and channel of 4P and customer, cost, convenience and communication 4C is the main means and content of differentiated marketing, enterprises need to do is through the content implied in the product or service unique values and interests expressed in the form of economic cost. Research shows that the contribution rate of the marketing strategy management is 32.3%.

Second, the enterprise marketing strategy and its management practices should be fully and use of the electronic commerce network marketing low cost and flexible characteristics, and to explore the and link and fusion of traditional enterprise marketing channels and means, and the corresponding services and content of grafted into the electronic commerce platform above. E-business applications to the marketing activities in the main advantage lies in its low cost and flexible and efficient characteristics, electronic commerce will be in the marketing activities of enterprises of logistics, information flow, capital flow and commodity flow and organically to realize the synchronization and sharing, greatly shorten the delay under the condition of the traditional marketing, and the phenomenon of information island. Companies to implement the main challenge of the electronic commerce network marketing is decomposed and realize its function without missing switching, and be able to timely and relevant entities of the process are coordinated with the specific characteristics of e-commerce on the traditional marketing business. Foreign marketing strategy management, e-commerce, network marketing contribution rate generally over 37.8%, which was mainly due to e-commerce realize the logistics, capital flow, information flow, supply chain is the depletion of resources, efficient way to solve the environmental pollution, the deterioration of the ecological environment in the, sustainable development strategy in modern enterprises reflect is the specific measures for the development of circular economy.

Fourth, enterprise marketing strategy and management practice should be strengthened and increased to sales terminal as the representative of the channel strategy, the new situation to strengthen the understanding and application of the concept of the terminal for the king, in the sale of the terminal is conducive to the realization of corporate marketing strategy to achieve new innovation and creation. The sales terminal is directly facing the ultimate consumers and achieve the ultimate sales place or store, it is the enterprise products and services finally show consumers and market channels, the terminal sales of a variety of forms, such as stores, hypermarkets, mixed stores, discount stores, vending machines and so on, these not only help sales terminal the sale of products and services in practice, but also bring a time and place utility utility and other utility to consumers, which is helpful to improve the customer satisfaction, also can enhance the corporate image and the public exposure and the frequency of contact, thereby to enhance corporate visibility and establish the image of products plays an important role. Research shows that the construction of the consumer terminal input and output ratio is generally 1:5.7, that is \$1 of the terminal construction investment, can bring about \$5.7 in economic benefits for the enterprise value added value.

Fifth, enterprise marketing strategy and management practice should be based on Supply Chain Management thinking and perspective from the supply chain of the overall marketing advantages and coordination of marketing activities in the design and overall planning, so as to achieve the sustainable growth of the power and source of marketing advantage. Under the mode of supply chain management, marketing strategic management thinking beyond the scope of a single enterprise, it will enterprise marketing activities and marketing from the perspective of strategic management to the core enterprise as the center, the upstream including suppliers and suppliers of suppliers, downstream customers even customers customers, integrated systems engineering, and rely on the members of the supply chain alliances between the division of labor cooperation and strategic level coordination to achieve the overall advantage, and use it as the basis for the overall strength of competition and the contest.

5. Conclusion

This paper mainly from the differentiation marketing, e-commerce applications in the network marketing and

sales terminal function and significance to the construction of marketing channels, and the supply chain overall marketing four aspects, for enterprise marketing strategy innovation of management thinking were analysis and research. Research process combines a large number of foreign management practice data has carried on the empirical analysis and verification, the final form of the enterprises to cope with the new situation solve new problems for strategic marketing management of the new series solution, which is the developed countries in Europe and America for a successful marketing strategy management thinking and combined with the specific circumstances of China's enterprises and design characteristics of personalized solutions.

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