Research on the Impact of Reference Groups on College Students' Brand Loyalty

-- A Case Study of Huawei Mobile Phone

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Abstract

From the perspective of reference group influence, increasing consumers' brand emotion is an important way to enhance their brand loyalty. This paper takes college students consumers as the breakthrough point and Huawei brand mobile phones as the research object. Using factor analysis, correlation analysis and regression analysis, it is concluded that the "informational influence", "normative influence"and "value-expressive influence"of reference groups have a significant positive correlation with behavior loyalty. Except for "informational influence", "normative influence" and"value-expressive influence"have a significant positive correlation with intention loyalty. Therefore, Huawei needs to pay attention to the role of reference group influence, formulate practical and targeted marketing strategies, maintain brand image, improve consumers' brand loyalty, and promote the long-term development of enterprise.

Keywords

Reference Group Influence; College Students; Brand Loyalty.

1. Introduction

As the competition pressure in each industry increases, products and services tend to be "identical", brand competition becomes the core of competition among enterprises, so the brand awareness of enterprises is also strengthened. In order to improve the brand value, many enterprises have invested a lot of funds in order to establish the loyalty of consumers to the brand. Because loyal consumers are stable assets of enterprises, brand loyalty plays an important role in the effective competition and sustainable development of enterprises in complex market environment.

When facing various kinds of products and brands in the market, it is very important to obtain detailed brand information to enhance the understanding of the brand. Relatives, friends and classmates around consumers are often important channels to obtain brand information. These individuals or groups that consumers use to refer to and decide whether to buy are called reference groups. At the same time, college students are the main force of the new generation of young consumer groups. Although their consumption ability is relatively low, they also have independent consumption concept and free financial control ability. Therefore, it is of great significance to start with college students in this study. This will help enterprises to better understand the value of reference group, cater to the consumption of young people, and provide some operational suggestions and measures for the establishment and maintenance of enterprise brand loyalty [1].

2. Literature Review

2.1. Reference Group

2.1.1. Concept and Classification

Reference group refers to the group that consumers use for reference and comparison when purchasing. Consumers' views on brand products or services and whether they decide to purchase will be greatly affected by reference group [2]. The reference group covers a wide range and can be divided into different categories according to different standards. In this paper, the reference group is divided into four categories according to the influence of the reference group on the individual behavior: the first category is the member group, which means that the individual is already a member of the group, usually family members, friends and colleagues who have a direct impact on the buyer. The second type is the expectation group, which refers to the group eager to join and pursue psychological identity, including celebrities or public figures, experts in a certain field, rich and so on. Consumers often take the initiative to collect information related to them, and intend to follow their consumption behavior. The third group is refusal group. Although individuals belong to this group and often contact with it, they do not accept the values of this group. The fourth group is the avoidance group, which individuals have no contact and avoid contact with. For example, when enterprises advertise, positive reference groups appear more frequently [3].

2.1.2. Influencing Factors

(1) The personality characteristics of consumers: each consumer is an independent individual, their personality, concept and other characteristics are different, so the influence of reference groups on them is not the same. The reference group has less influence on the consumers with strong self-confidence and analytical ability, while the influence on those who are hesitant and have no independent thinking is more significant.

(2) Personal image of consumers: each consumer has an objective evaluation of their own image in their own mind, including actual image and ideal image. When the characteristics of a reference group are consistent with the consumers' self-evaluation, consumers will have strong identity with the group and gradually close their own consumption behavior to the group characteristics; Otherwise, if the characteristics of the reference group can not meet the expectations of consumers, they will not affect their consumption behavior, or even become the group they avoid.

(3) The type of goods purchased: when the nature of the products is different, the influence of the reference group is also different. For example, the degree to which a product is known by others, that is, whether consumers can attract others' attention by using the product, and whether the brand of the product can be recognized by others. The reference group will play a very different role in purchasing two different types of goods: popular and private [2].

2.1.3. Influence Mechanism of Reference Group

The reference group has three ways of influence on group members: informational influence, normative influence and value-expressive influence. Among them, informational influence refers to that reference group conveys useful information about products and services to consumers, so as to guide or influence consumers' purchase decisions. Normative influence refers to that individuals, in order to integrate into the group, will require themselves to make corresponding consumption choices according to the same standards and norms of the group. Value-expressive influence refers to the same values and the same consumption behaviors of consumers in order to maintain the identity of the reference group [3].

2.2. Brand Loyalty

2.2.1. Definition

Based on the literature review, it is found that the discussion of brand loyalty is divided into three schools, mainly defined from the perspective of behavior and intention.

One is behavior loyalty, which means that consumers' brand loyalty is reflected in the number of repeated purchases. Consumers choose to buy again just because of their love for the brand products, and consumers rely heavily on it. The second is intention loyalty, which is from the psychological level of consumers. Brand loyalty not only depends on the number of repeated purchases, but also depends on whether consumers are willing to recommend the brand to others. Some scholars also point out that intention loyalty is also reflected in the possibility of consumers' brand switching. The lower the possibility is, the higher the brand loyalty is. The third is the combination of behavior and intention loyalty. It is proposed that consumers' brand loyalty should be reflected not only in repeated purchase behavior, but also in consumption intention and psychological preference. Brand loyalty is the unity of consumers' behavior and intention [1, 4].

2.2.2. Formation Process of Brand Loyalty

Brand loyalty is formed in the process of mutual choice between enterprises and consumers, which can be divided into the following four stages.

(1) Cognitive stage. Before establishing brand loyalty, we should first understand the brand, and friend recommendation, advertising, magazines and so on are important ways for consumers to understand the brand. In the cognitive stage, consumers' understanding of the brand is still in the surface stage, and the relationship between them is weak. Therefore, the important task of enterprises in this stage is to reduce the customer churn rate.

(2) Identification stage. After the first purchase, consumers will have a high evaluation of the brand products if they have a good use experience, gradually have a sense of identification with the brand in the use process, and will choose to buy again when there is a demand for similar products in the future consumption process.

(3) Repeat purchase. It is a key step in the whole process. At this stage, consumers rely on the brand emotionally. They identify with the brand they choose and enjoy the unique pleasure of consumption. The repeat purchase rate of customers is very high [5].

(4) Building loyalty. When a consumer has loyalty to a certain brand, even if the price of the brand product is higher than other similar products, he will choose to support his favorite brand, not only continue to buy, but also actively introduce to potential consumers with the same demand around him.

3. Methods

3.1. Basic Ideas

The theme of this paper is "the impact of reference group on College Students' brand loyalty". Therefore, the two variables of this paper are "reference group influence" and "brand loyalty". In order to measure the impact of the reference group, this article intends to learn from the influence of the reference group on group members, and divide it into three dimensions, namely, informational influence, normative influence and value-expressive influence, and design items under each dimension for scale research. Similarly, in order to measure brand loyalty, starting from its definition, this paper divides it into two dimensions: behavior loyalty and intention loyalty, and designs items and carries out scale research [1, 6].

Before the questionnaire was issued, this paper, based on literature review and theoretical analysis, discussed the logical relationship between variables, put forward a series of hypotheses and built the research model. The audience of this questionnaire is college students.

First, it will start with the basic information, including gender, age, student source, etc., and then make descriptive statistical analysis on the data. The data obtained by the scale is an important part of this paper. Therefore, the reliability and validity of the scale should be tested first, and the measurement questions that do not meet the research requirements shall be put forward to test the applicability of the scale to ensure the quality of the questionnaire. Secondly, the relevant analysis is carried out to study the correlation between the dimensions of reference group influence and brand loyalty. Finally, it is regression analysis, establishing regression equations, studying the causal relationship between various dimensions, and drawing specific conclusions about the impact of the reference group on brand loyalty.

This paper analyzes the statistical results of the data, tests the research hypothesis, and draws the research conclusions, which not only establishes the company's brand awareness, but also provides targeted marketing suggestions for the company, and contributes to the company's maintenance of brand loyalty.

3.2. Research Hypothesis

(1) The relationship between informational influence and brand loyalty

Informational influence refers to the reference group to convey useful information about products and services to consumers, so as to guide or influence consumers' purchase decisions. When consumers buy for the first time, they don't know the information of each brand's products or services, so they compare products of different brands in the same category. The information provided by the reference group is also a major source of their reference. Under its influence, consumers can understand the relevant knowledge of the brand, obtain brand recognition, generate purchase behavior and ultimately establish brand loyalty.

Based on the above analysis, this research proposes the following hypotheses:

H1: The informational influence of the reference group has a significant positive correlation with behavior loyalty.

H2: The informational influence of the reference group has a significant positive correlation with intention loyalty.

(2) The relationship between normative influence and brand loyalty

Normative influence means that in order to integrate into the group, individuals will ask themselves to make corresponding consumption choices according to the same standards and norms of the group. Consumers are a part of the group. In order to gain recognition, they will consider listening to the suggestions of the people around them, unconsciously choose to be consistent with other people in the process of consumption decision-making, and even maintain consistency in brand preferences, so as to establish the same brand loyalty as the group members.

Based on the above analysis, this research proposes the following hypotheses:

H3: The normative influence of the reference group has a significant positive correlation with behavior loyalty.

H4: The normative influence of the reference group has a significant positive correlation with intention loyalty.

(3) The relationship between value-expressive influence and brand loyalty

Value-expressive influence refers to that consumers maintain the same values and consumption behaviors in order to maintain the identity with the reference group. When the reference group is very fond of a certain brand, their attitude will have a subtle impact on consumers' personal preferences, consumption ideas, purchase behavior, etc.. In order to maintain a better interaction with the group, consumers will take the initiative to produce consumption choices for the brand, and will form consumption habits and establish brand loyalty for a long time.

Based on the above analysis, this research proposes the following hypotheses:

H5: The value-expressive influence of the reference group has a significant positive correlation with behavior loyalty.

H6: The value-expressive influence of the reference group has a significant positive correlation with intention loyalty.

3.3. Construction of Research Model

Through the above theoretical analysis, we can find that the reference group influence has a long-term effect on consumers' purchase decisions. The words and deeds of reference groups will affect the dependence of consumers' emotion, which will further affect the brand loyalty of consumers. This study will take the dimensions of reference group influence and brand loyalty as the starting point to build a theoretical model, as shown in the figure:
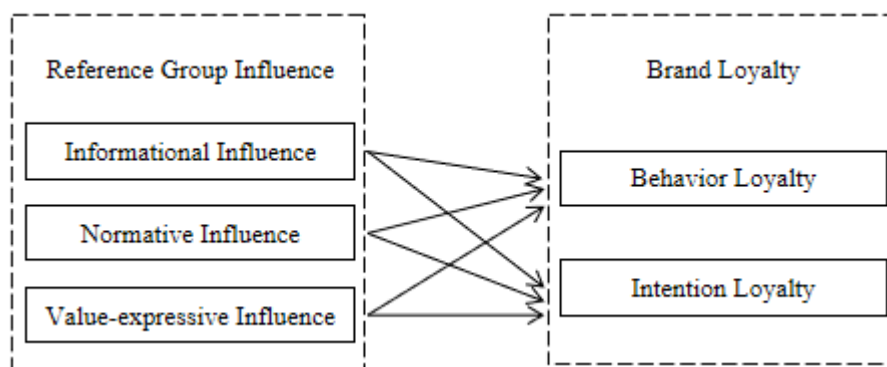

Fig 1. Research model

4. Research Design

4.1. Measurement of Research Variables

Table 1. Reference group influence scale

Variable	Measurement index	Literature sources
Informational influence	1. I will collect Huawei brand mobile phones information through various professional channels (such as browsing Huawei official website, asking professional sales personnel, etc.)	Park& Lessing,1977; Bearden
	2. I will learn about the information and experience of Huawei mobile phones from relatives, classmates or friends who are familiar with Huawei brand mobile phones	
	3. My choice of Huawei brand mobile phone will be influenced by experienced people	
Normative influence	4. My purchase of Huawei brand mobile phone is influenced by people who have social relations with me (such as family members, teachers, classmates, friends, etc.)	
	5. The approval of my family and friends will have an impact on my purchase of Huawei brand mobile phones	
	6. I will be influenced by other people's preferences in choosing Huawei's mobile phone brand because of following other people's expectations	
Value-expressive influence	7. Users of Huawei brand mobile phones have the image characteristics I like	
	8. Purchasing Huawei brand mobile phones can help me to show my image	
	9. The image created in Huawei brand mobile phones advertising meets my expectations	
	10. Using Huawei brand mobile phone can make me admired by others	

Based on the above theoretical analysis, this paper refers to many literatures to design the scale and select the indicators. The research scale is as follows [1, 4]:

(1) Measurement of reference group influence

Reference group influence is divided into three dimensions: informational influence, normative influence and value-expressive influence.

(2) Measurement of brand loyalty

Brand loyalty is divided into two dimensions: behavior loyalty and intention loyalty.

Table 2. Brand loyalty scale

Variable	Measurement index	Literature sources
Behavior loyalty	1. When buying mobile phones again, my first choice is Huawei brand mobile phones	Dick & Basu,1994; Oliver,1997
	2. In my previous purchase of mobile phone products, I chose Huawei brand mobile phone the most times	
	3. I know more about Huawei mobile phones than most people	
Intention loyalty	4. I will actively introduce the advantages of Huawei brand mobile phones to my friends	
	5. I will recommend other people to buy Huawei brand mobile phones	
	6. Compared with similar mobile phone products, I am willing to buy Huawei brand mobile phone even if the price is higher	

4.2. Selection of Research Objects

Based on the research background, this paper selects Huawei mobile phone as a specific research object.

With the development of the times, mobile phone is an important media in modern society, which constantly enriches the social life of modern people. With the increasing popularity of mobile phones, it has also entered the campus early and become an indispensable product for college students to communicate, entertain and study. Huawei is the most international enterprise in China, and Huawei brand mobile phone is also a big choice for many college students. Therefore, choosing Huawei mobile phones which college students are familiar with and have actual consumption experience as the research object can provide a reliable data source for this study.

4.3. Questionnaire Design

The research scale of this paper is based on the theoretical analysis and the summary of the existing literature to select the most suitable items for this study and form the initial questionnaire. Secondly, according to the proposed theoretical research model and the characteristics of the respondents, we continue to modify the questionnaire to improve the applicability of the questionnaire. Finally, the questionnaire includes the following parts:

The first part is to elaborate the purpose of the survey and politely ask the respondents to answer carefully; the second part starts with the respondents' personal information, including age, gender, profession, etc., and then selects the respondents who do not meet the requirements through the question "whether they have purchased Huawei brand mobile phones"; the third part is the main body of the survey. With the help of tools such as the Likert scale, the "reference group influence" and "brand loyalty" are measured respectively. There are 16 items in total and the survey is divided into five dimensions. In the Likert scale, "1-5" respectively represent completely disagree, disagree, general, agree and completely agree.

4.4. Distribution and Collection of Questionnaires

After the design of the questionnaire, we use the professional market research tools and put the questionnaire on the Internet. As the survey is aimed at college students, the questionnaire is mainly distributed among the students in major colleges and universities. The respondents are all over the country, and the sample has good randomness and representativeness.

A total of 549 questionnaires were collected. In order to ensure the validity of the survey, 244 invalid questionnaires were excluded. Among them, 238 questionnaires were excluded because the respondents had not purchased Huawei mobile phones. In addition, some questionnaires do not meet the requirements, and there are obvious contradictions in the answers to the questionnaires, so 6 questionnaires are eliminated. Finally, 305 valid questionnaires were obtained.

5. Analysis

5.1. Sample Composition and Characteristics

Table 3. Sample basic information

Personal information	Statistical characteristics	N of people	Percentage	Cumulative percentage
Gender	Male	118	38.7%	38.7%
	Female	187	61.3%	100%
Age	Under 20	88	28.9%	28.9%
	21-25 years old	171	56.1%	85%
	26-30 years old	22	7.2%	92.2%
	Over 30 years old	24	7.9%	100%
Highest education	Junior college or below	54	17.7%	17.7%
	Bachelor	216	70.8%	88.5%
	Master	27	8.9%	97.4%
	Doctor	8	2.6%	100%
Major	Science and Engineering	144	47.2%	47.2%
	Literature and history	146	47.9%	95.1%
	Arts and sports	15	4.9%	100%
Source of students	City	80	26.2%	26.2%
	Countryside	225	73.8%	100%
Monthly disposable income	Less than 1000 yuan	141	46.2%	46.2%
	1001-2500 yuan	104	34.1%	80.3%
	2501-5000 yuan	41	13.4%	93.7%
	5001 yuan or more	19	6.2%	100%

As can be seen from the table above, there are 187 female samples, accounting for 61.3%; 118 male samples, accounting for 38.7%; 85% of the respondents are under the age of 25, accounting for the majority; in addition, 70.8% of the respondents have the highest degree of

bachelor degree, almost half of the students majored in science and engineering and half of the students majored in literature and history, 73.8% of the students are from rural areas; the students with a monthly disposable income of less than 1000 yuan account for the total 46.2% of the samples, 34.1% of the samples were in the range of 1001-2500 yuan, and 13.4% of the samples were in the range of 1501-5000 yuan. These three categories account for 93.7% of the total number of samples.

5.2. Reliability and Validity Analysis

5.2.1. Reliability Analysis

It can be seen from Table 4 that Cronbach's alpha coefficient is greater than 0.7, and CITC coefficient of each measurement variable is greater than 0.5. The sample data meets the reliability requirements, and has reliability and consistency.

Table 4. Reliability analysis of scale variables

	Item	Corrected item - Total correlation	Cronbach's alpha if item deleted	Cronbach's alpha	N of items
Informational influence	Q1	0.626	0.790		
	Q2	0.726	0.683	0.812	3
	Q3	0.647	0.757		
Normative influence	Q4	0.664	0.816		
	Q5	0.729	0.755	0.840	3
	Q6	0.720	0.762		
Value-expressive influence	Q7	0.834	0.909		
	Q8	0.855	0.904	0.930	4
	Q9	0.831	0.911		
	Q10	0.835	0.912		
Behavior loyalty	Q11	0.757	0.866		
	Q12	0.828	0.802	0.888	3
	Q13	0.775	0.846		
Intention loyalty	Q14	0.830	0.861		
	Q15	0.841	0.854	0.909	3
	Q16	0.792	0.897		

5.2.2. Validity Analysis

This paper uses exploratory factor analysis to verify whether the dimensions of the questionnaire are reasonable and whether the Construct Validity of the scale is good.

(1) Validity analysis of reference group influence

According to Table 5, KMO is 0.761, greater than 0.7, and the significance level of spherical test is less than 0.05, indicating that the variable data of "reference group influence" is suitable for factor analysis. From Table 6, we can see that there are three factors with characteristic values greater than 1, named as informational influence, normative influence and value-expressive influence. Each item is automatically aggregated into three factors, and no cross load appears.

This shows that the construct validity of the scale is good, and it is reasonable to divide the reference group influence into three dimensions.

Table 5. KMO and Bartlett's test of reference group influence

Kaiser-Meyer-Olkin measure of sampling adequacy		.761
Bartlett's test of sphericity	Approx. Chi-Square	615.308
	df	45
	Sig	.000

Table 6. Rotated component matrix of reference group influence

Item	Component		
	1	2	3
Q1	.651	.216	.126
Q2	.777	.040	-.051
Q3	.755	.112	.099
Q4	.153	.818	.120
Q5	.114	.653	.065
Q6	.087	.801	.096
Q7	.141	.134	.831
Q8	.093	.077	.863
Q9	.036	.080	.857
Q10	-.032	.089	.856

(2) Validity analysis of brand loyalty

According to Table 7, KMO is 0.809, greater than 0.7, and the significance level of spherical test is less than 0.05, which indicates that the variable data of "brand loyalty" is suitable for factor analysis. It can be seen from Table 8 that there are two factors with eigenvalues greater than 1, which are named behavior loyalty and intention loyalty. Each item is automatically aggregated into two factors, and there is no cross load, which shows that the scale has high construct validity, and it is reasonable to divide brand loyalty into two dimensions.

Table 7. KMO and Bartlett's test of brand loyalty

Kaiser-Meyer-Olkin measure of sampling adequacy		.809
Bartlett's test of sphericity	Approx. Chi-Square	824.833
	df	15
	Sig	.000

Table 8. Rotated component matrix of brand loyalty

Item	Component	
	1	2
Q11	.862	.271
Q12	.910	.261
Q13	.851	.246
Q14	.262	.878
Q15	.254	.910
Q16	.272	.866

5.3.　Correlation Analysis

In this paper, Pearson correlation analysis is used to explore the relationship between variable dimensions, in order to verify the hypothesis. From Table 9, at the significance level of 0.05, there is a significant correlation between behavior loyalty and each dimension of reference group influence, while intention loyalty has a significant correlation with value-expressive influence and normative influence, but not with informational influence. The above analysis preliminarily verified the H1, H3, H4, H5 and H6, and rejected the H2.

Table 9. Correlation analysis among variables

		Value-expressive influence	Normative influence	Informational influence	Intention loyalty	Behavior loyalty
Value-expressive influence	Pearson correlation	1	.000	.000	.386**	.391**
	Significant (bilateral)		1.000	1.000	.000	.000
Normative influence	Pearson correlation	.000	1	.000	.195**	.233**
	Significant (bilateral)	1.000		1.000	.008	.001
Informational influence	Pearson correlation	.000	.000	1	.089	.152*
	Significant (bilateral)	1.000	1.000		.226	.038
Intention loyalty	Pearson correlation	.386**	.195**	.089	1	.000
	Significant (bilateral)	.000	.008	.226		1.000
Behavior loyalty	Pearson correlation	.391**	.233**	.152*	.000	1
	Significant (bilateral)	.000	.001	.038	1.000	
Note: **. There was significant correlation at 0.01 level (bilateral).						
*. There was significant correlation at 0.05 level (bilateral).						

5.4.　Regression Analysis

The independent variables in this paper are three dimensions of "reference group influence" (informational influence, normative influence and value-expressive influence), and two dimensions of brand loyalty (behavior loyalty and intention loyalty) are respectively considered as dependent variables. Through multiple linear regression analysis, the causal relationship and action path of these factors are explored, and the hypothesis proposed is further verified.

(1) Regression analysis of reference group influence on behavior loyalty

As can be seen from Table 10, the Adjusted R Square coefficient is 0.627, which means that the regression equation can explain 62.7% of the total variables, and the regression equation is meaningful; the variance F-test value is 18.297, which has passed the significance test at the significance level of 0.05, and the regression effect of the regression model is significant.

The regression equation of behavior loyalty is as follows:

Behavior loyalty = 0.391 * Value-expressive influence + 0.233 * Normative influence + 0.152 * Informational influence

From the size of regression coefficient, the effect of value-expressive on behavior loyalty is greater than that of normative influence on behavior loyalty, and the effect of informational influence is the least.

Table 10. Regression analysis of reference group influence on behavior loyalty

Model	Unstandardized coefficients	Standardized coefficients	t	Sig	Adjust R Square	F	Sig
	B	Beta					
(Constant)	1.398E-016		2.442	.000			
Value-expressive influence	.391	.391	6.038	.000	.627	18.297	.000
Normative influence	.233	.233	3.597	.000			
Informational influence	.152	.152	2.345	.020			

(2) Regression analysis of reference group influence on intention loyalty

As can be seen from Table 11, the Adjusted R Square coefficient is 0.658, which means that the regression equation can explain 65.8% of the total variables, and the regression equation is meaningful; the variance F-test value is 21.183, which has passed the significance test at the significance level of 0.05, and the regression effect of the regression model is significant.

The regression equation of intention loyalty is as follows:

Intention loyalty = 0.386 * Value-expressive influence + 0.195 * Normative influence

From the regression coefficient, the effect of value-expressive on intention loyalty is greater than that of normative influence on intention loyalty.

Table 11. Regression analysis of reference group influence on intention loyalty

Model	Unstandardized coefficients	Standardized coefficients	t	Sig	Adjust R Square	F	Sig
	B	Beta					
(Constant)	-2.21E-016		2.376	.000			
Value-expressive influence	.386	.386	5.814	.000	.658	21.183	.000
Normative influence	.195	.195	2.927	.000			

The above analysis further verifies the theoretical model and research hypotheses. The relationship between the dimensions of reference group influence and brand loyalty is clear. Except for H2, the other hypotheses are valid.

6. Conclusion and Discussion

6.1.   Conclusion

Among the three dimensions of reference group influence, informational influence, normative influence and value-expressive influence have significant positive effects on behavior loyalty. Among them, the effect of value-expressive influence is greater than that of normative influence, and greater than that of informational influence. This means that college students' repeated purchase of Huawei brand mobile phones is largely influenced by the belief of reference group. They think that the users of Huawei mobile phones have their favorite image characteristics, and they are willing to keep consistent with them; The preference of family members,

classmates and friends will also affect the purchase of Huawei mobile phones by college students, who want to be recognized by the people around them; However, searching for Huawei brand information and listening to other people's experience have less impact on College Students' behavior loyalty, and college students are more likely to be directly influenced by the reference group.

On the other hand, normative influence and value-expressive influence have a significant positive effect on intention loyalty. The effect of value-expressive influence is greater than that of normative influence, and there is no informational influence. From the perspective of reference group influence, college students' intention loyalty to Huawei brand mobile phones is mainly because they want to maintain their identity with the reference group. They hope to integrate into the group and get recognition. Over time, they will cultivate their loyalty to Huawei brand mobile phones, and they will also start to actively introduce the advantages of Huawei mobile phones to their friends and recommend them to buy. It is not enough to understand the information of Huawei brand mobile phone for college students' intention loyalty, and college students' sense of identity is difficult to form.

All in all, for the two dimensions of the "brand loyalty" variable, the value-expressive influence is better than the normative influence, followed by the informational influence.

6.2. Discussion

The consumption behavior of college students is complex and diverse. They advocate practicality and personalization, and will listen to many people's opinions to reduce the uncertainty of consumption. For Huawei enterprises, it is a new idea to formulate the marketing strategy from the perspective of reference group influence. Enterprises can not only expand the communication channels of brand information, but also enhance consumers' feelings for the brand. Especially for college students, enterprises can attract more young consumers, promote the consumption structure to be younger, and make the enterprise brand concept keep pace with the times all the way.

(1) Huawei enterprises should focus on promoting the brand value, play the role of value-expressive influence, and enhance consumers' loyalty to Huawei brand behavior and attitude. Huawei enterprises can invite stars or other celebrities in important festivals such as product release conference and enterprise open day. At the same time, they can also send invitation letters to some excellent college students, so that they can have access to Huawei's internal culture and experience new products, so that they can give priority to Huawei series products when they have similar needs in the future. In addition, when shooting advertisements for products with college students as the main audience, we can choose some stars and public figures that college students like to act as brand image spokesmen to create a sense of picture for them, so as to obtain emotional and behavioral resonance.

(2) Enhance the reference group's recognition of Huawei brand, so that they are really satisfied with Huawei brand, so that the reference group will imperceptibly influence consumers to buy, and play the role of normative influence. This basically requires enterprises to have a good reputation. Huawei enterprises need to do a good job in product quality and after-sales service to win the favor of reference groups. In addition, Huawei enterprises can also establish brand communities in colleges and universities to attract a group of loyal student users, invite them to speak for the products, describe the consensus of college students on Huawei mobile phones, and create a good campus image.

(3) Huawei enterprises can invite experts to publicize information and knowledge, and spread the performance, quality, advantages and other information of Huawei mobile phone brand to college students through online communication, on-site lectures and other means, so as to play the role of informational influence and promote purchase; enterprises can set up official accounts or home pages on social networking sites commonly used by college students, and

actively spread the relevant information of brand products or services, and turn potential customers into real customers. Huawei can also push the information of related products on the home page of the app that college students frequently use, such as Weibo and Zhihu, to deepen college students' understanding of Huawei's mobile phone brand and stimulate them to buy.

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