

Analysis of PETKIT Brand Communication

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Abstract

Nowdays, brand building involves many factors, from product, company, consumer, competitor, media and communication environment, each of which has a profound impact on brand communication in different dimensions. Therefore, the most complex communication system for today's companies is brand communication, which builds the meaning, purpose and image of the brand in the process from product factors to mass communication media and other elements, forming a gradient relationship of brand communication. Branding is actually the process of continuous gradient communication of products, companies, media, etc. to consumers, which eventually makes the brand an impression established in the consumer's psyche. When analyzing a company's brand communication, it is most often analyzed in terms of advertising, public relations, sales promotion, and interpersonal communication, and the analysis of each brand communication method also needs to be combined with the company's own situation and the macro environment in which it is located. In this paper, we will select the brand of Xiaopei Pet as the object of analysis, analyze its brand communication, and make an overall analysis of Xiaopei Pet's brand communication by combining macro and industry competitive environment and other comprehensive factors.

Keywords

Brand Communication; Xiaopei Pet; PETKIT; Brand Communication Strategy.

1. Introduction

Brand communication is a marketing activity in which the brand owner meets the needs of the target audience and keeps in touch with consumers through various media resources. It is also an effective means for companies to meet consumers' needs and cultivate consumer loyalty. Through various communication methods and strategies, it establishes positive relationships after delivering product information to different stakeholders, thus building brand images, maintaining emotional communication between brands and consumers, and making consumers understand, trust and identify with the intrinsic value of brands.

Brand building is inseparable from communication, and brand communication strategy contains many aspects, among which, advertising and public relations are two elements closely related to brand power. Advertising and public relations not only serve as the main means of spreading brand information, but also create new brand values in communication by establishing brand culture and brand association, bringing intangible brand premiums.

With the development and change of the times, means of brand communication is also constantly being updated. Companies wanting to create new values for their brands must follow the general flow of brand communication.

2. Basic Theory of Brand Communication

By introducing the definition, approach and characteristics of brand communication, we are going to apply related theories in following section of this paper.

2.1. Definition of Brand Communication

Brand communication is an effective way for companies to meet consumer needs and build consumer loyalty, and a way to acquire an important part of brand personality and brand culture. With effective brand communication, the awareness of the general consumers and the public about the brand will make the brand develop rapidly. At the same time, the effective communication of the brand will also establish an effective link between the brand and the target audience, and create an advertising platform for the brand and products to achieve the role of occupying and expanding the market.

2.2. Means of Brand Communication

2.2.1. Advertising

Advertising is the main means of brand communication, referring to the brand's name, logo, positioning and other personalized information to the target audience through the advertising media, is the overall planning around the creative promotional activities.

2.2.2. Public Relations

PR can effectively address corporate image, brand culture and some unpaid communications, and provide brands with information that facilitates consumer-specific education and guidance.

2.2.3. Sales Promotion

Sales promotion communication refers to the purpose of brand communication by encouraging consumers to try products and services or conducting activities to promote sales, etc. The main tools are coupons, giveaways and sweepstakes,.

2.2.4. Interpersonal Communication

Interpersonal communication is mainly through the standardized words and behaviors of business personnel to make the public know and understand the business through face-to-face communication, and thus produce an evaluation of the business, which will directly affect the corporate image.

2.3. Characteristics of Brand Communication

2.3.1. Aggregation of Information

The aggregation of product characteristics, brand awareness, brand portfolio and other higher-level factors determines the aggregation of brand information communication.

2.3.2. Objective of Audience

The target of brand communication is the audience, which is more diversified than the consumers, including target consumers and many stakeholders, and the stakeholders often become the target of brand communication.

2.3.3. Diversity of Media

Today's communication technology has undergone tremendous changes, and new media and traditional media have jointly created a new form of diversified communication media. Brand communication thus ushers in new opportunities, and the diversified integration of media applications also faces new challenges.

2.3.4. Systematic Nature of Operation

The owner of the brand and the audience of the brand are systematically structured by the unique information interaction link. Since the long-term brand effect is what brand

communication pursues, the operation principle of interaction between brand owners and audiences follows the systemic nature.

2.3.5. Credibility of Communication

From the consumers' point of view, when the news media take the initiative to give the brand positive reports during the brand building period, it will have a higher credibility and can quickly gain the consumers' trust. [1]

2.4. Practice of Brand Communication of Business

Nowadays, brand building includes various factors such as products, companies, consumers, competitors, media and communication environment, each of which has a profound impact on brand communication. Therefore, as the most complex communication system of today's business, brand communication organically combines the company as the communicator of brand information, the media and products as the carrier of brand information, and the consumer as the recipient of brand information, so that the purpose and image of the brand can be established, and the gradient relationship of brand communication can be composed, and the communication can be continued at the consumer level, and finally the brand can be established in the mind of consumers.

3. External Environment Analysis

3.1. Industry Analysis

From the perspective of industry demand, according to data showing that the 2020 pet market size has exceeded 200 billion yuan, the increase in the pet base makes the pet economy continue to raise the heat. From the viewpoint of pet consumption data, CBNDATA published the "2019 Pet Consumption Ecological Big Data Report" points out that the increase in consumption of smart feeding equipment accounted for the most obvious online smart pet equipment-related products, from the direction of pet product consumption, only 10% of the composition of the ratio of smart pet products consumption market has great potential for development. [2]

3.2. Target Audience

According to the National Bureau of Statistics data show that the growth rate of per capita pet expenditure and the growth rate of per capita disposable income in China over the past five years is positively correlated, and the rate of increase in per capita pet expenditure is much higher than the per capita disposable income. [3] The data shows that: first, residents with their own spending power to improve the amount of spending for pets is also increasing, including some additional consumption items for pets will usher in a period of rapid development, making the scale of the pet economy horizontal expansion; second, the current focus on spiritual consumption, the spirit of attachment to pay more attention to the interest in keeping pets is very strong, triggering the increase in demand for pet market consumption.

With the rejuvenation of the pet population, people's concept of pet ownership is also changing, and a new concept of intelligent pet life has emerged. More and more people regard their pets as family members and are willing to provide a better life for them. High quality of life gradually subdivided out of the new market demand - pet appliances.

3.3. Competitors and Alternatives

Generally speaking, imperfect After-sales service for customers in the pet industry, the After-sales service is tantamount to a virtual one, the training of business employees is not specific enough, for example, the training program for assistant groomers is single and can only carry out a single care work, resulting in low customer loyalty to the brand.

The concept is greater than practical is still the general problem of intelligent pet home products, many manufacturers are on the boom of pet consumption, the practicality of the manufactured products are mostly gimmicks, negatively affected the reputation of the intelligent pet equipment industry.

Offline pet stores in the same area that implement same business practices will face great competition and challenges, with the focus on always maintaining a sense of service and improving the professional and technical level of personnel, while online pet supply brands that are not well known or have a bad brand reputation are easily replaced by other brands.

The risk of backward management, due to the traditional business philosophy and service forms of offline pet stores have many shortcomings, making its investment management risk increases, prone to operating losses caused by improper management.

The risk of technical level, the sale of pets and their supplies requires professional After-sales service, but some pet store employees do not obtain a qualification certificate, and their professional quality is very inconsistent with the requirements of industry development, directly adversely affected the overall reputation of offline pet industry.

3.4. Law and Regulation

Relevant market regulators have not formed a relevant system, have not made the necessary regulations and guidelines for the industry, have insufficient management experience, and compliance of online pet services need to be further strengthened.

4. Current Situation of Brand Communication

With the development of Internet technology, the traditional paths and concepts of brand communication are changing, and at the same time, customers have also changed the way they approach brands. The brand communication in the Internet era is more focused on the two-way communication and the value jointly constructed by the brand and the customer. However, Xiaopei Pets does not take the Internet as an important way to branding, and is still slow to initiate marketing change in the Internet era: first, in terms of advertising media, Xiaopei Pets uses its corporate WeChat public account and official Weibo account to occasionally release articles and product-related information, while using the official TikTok number to release advertisements about joining Xiaopei Pets offline stores; second, Xiaopei Pets does not have a brand spokesperson, and lacks KOLs to carry the goods; third, Xiaopei Pet has repeatedly experienced product safety problems, weak public relations and poor After-sales service, which has led to consumer dissatisfaction and resistance; fourth, Xiaopei Pet has few promotional strategies for its products, and many consumers are discouraged by the price; fifth, the number of Xiaopei Pet's offline stores is insufficient, and the quality of service in the stores is not outstanding, with little customer loyalty.

5. Problems with Brand Communication of Xiaopei Pet

This section will first analyze problems of Xiaopei Pet's brand communication in four ways: advertising communication, public relations communication, sales promotion communication, and interpersonal communication, and then summarize four major problems in its brand communication.

5.1. Advertising Lacks Novelty and is Short-lived, with a Single Traditional Media Choice

Advertising has always been a direct and effective way for business to promote their products, increase brand awareness and help them shape their brand image. Since the opening of the new era of the Internet, with the rapid development of Self-media, consumers have more and more

channels to obtain information, the cost of traditional advertising media such as newspapers, periodicals and TV is slightly high, and traditional media has gradually become a one-way communication, which is difficult to meet the audience's demand for fragmented information, and the effect of its communication has become unsatisfactory due to the rapid rise of Self-media. Self-media has not only changed the way information is exchanged, but also introduced brand communication into a new field, introducing different methods and concepts in the brand communication of business.

However, at present, Xiaopei Pet is only shallowly involved in advertising communication on some Self-media platforms. First, some product advertising information is published on the official WeChat public account, and mostly in graphic mode, which mainly introduces product features and lacks creativity, with little interaction on the public platform, making it difficult to attract new users, and even more difficult for the brand to play a role in advertising. Second, on the Weibo platform, the official account of Xiaopei Pet has only 20,000 followers, and the daily blog content is mainly product pictures, with no unforgettable and widely disseminated pop-up copy, and little interaction with current hotspots, and only a few likes and retweets on the Weibo platform, with extremely poor topic discussion, hotness and even views, which has little effect on the dissemination of brand advertising. Third, in the short video platform, the official account of Xiaopei Pet in TikTok, Today's Headline and other short video APPs are published with the same content, a large number of advertisements for physical stores to join, and some articles consistent with the content published in its official WeChat public account and Weibo account, without the operation and construction of short video content, with a small fan base, resulting in a poor brand image shown on the media platform. The brand image shown on the media platform is poor, not only does not have a substantial brand communication effect, but also may have a negative impact.

The effect of brand communication is evident from all the advertising media and interactive platforms that Xiaopei Pet has chosen, and the advertisements placed on the media are short in duration and low in sustainability, failing to seize the opportunities and dividends of the times: first, the publicity in KOL is still vacant, and KOL relies on its fan base to convert traffic to create hot word-of-mouth topics to achieve the secondary communication of the brand. XiaoPei Pet has not selected a spokesperson for its brand that can bring positive traffic to the brand, and the celebrity spokesperson bonus will be a big loss of brand product awareness. Secondly, it is difficult to form a corporate Self-media matrix to gather fans and enhance the effect of brand promotion without professional analysis of each platform and reasonable operation planning for official accounts.

5.2. Repeated Safety Accidents and Improper Handling of Crisis Public Relations

Nowadays, the participation and enthusiasm of users of online social platforms are very high, and users can easily use their cell phones and computers to spread hot events through various platforms, especially negative public opinion information about business, once the continuous fermentation, under the large-scale dissemination of Internet users, coupled with the offline public word of mouth, its outbreak of influence should not be underestimated, which is extremely detrimental to the shaping of corporate brand image, and the "Xiaopei incident" is a typical example of crisis public handling failure.

On one hand, for all the stormy events of its own products, Xiaopei Pet has not contacted users in public since the beginning of the expression, After-sales are also frequently shirked responsibility and ignore the problems in product design. Therefore, users tend to conclude that the brand does not care about feelings of the user's.

On the other hand, its is a very important responsibility for the brand to minimize the safety risks. First of all, most of Xiaopei Pet's products are named as "pet smart devices", while thier

functions are involved in every area of pet feeding, with a wide range of products that are not refined, and even the incident of a pet smart nest upside down and suffocating the pet due to a defect in product design, which has caused concern among netizens. However, this kind of crisis event makes a large number of consumers for the business's goodwill instantly disappeared, that the business plays the concept, playing the gimmick of pet smart products to deceive consumers, not really consider the needs of pets design products, harming the interests of consumers. Moreover, after several safety incidents, Xiaopei Pet still only released one cold statement after another to pacify users and put things to rest, without considering from the user's point of view. These safety issues make it more difficult for consumers to trust the brand, and the handling of safety crisis by Xiaopei Pet has greatly reduced the brand image in the hearts of consumers.

5.3. Companies do Not Tap the Advantages of Sales Promotion Communication to Attract Customers

Promotion has long been considered a very common means of sales, but also a way of brand communication. On one hand, today's smart pet equipment brands are mixed, Taobao, Tmall and other e-commerce platforms also have many dozens of affordable pop-ups, compared with the price of XiaoPei. Many consumers with high price sensitivity will not choose products of XiaoPei. Advanced technology means stronger product competitiveness, and hence XiaoPei should reasonable use technology industrialization gathering and make the brand occupy a favorable position. Xiaopei Pet does not improve product quality and service experience, and does not do a good job in constantly mining user needs and subdividing categories, making it difficult to meet the refined needs of users and more difficult to improve market share. Because of its average product quality, high price and few promotional activities, the competitiveness of Xiaopei is largely reduced, it is difficult to become the first choice for most consumers of pet smart devices, and in the long run it is easy to be replaced by other similar brands in the industry.

On the other hand, the reason why similar products of other brands can be called explosive is that their sales volume is much higher partly due to the difference of pricing. While Xiaopei Pet has no initiatives to promote consumers' desire to buy on the basis of its own high price positioning. If Xiaopei Pets can take appropriate measures to promote sales to attract potential consumers to spend, can also produce better sales results in the short term, which is an effective means to promote brand communication, however, Xiaopei Pets rarely carry out any form of sales promotion.

5.4. Companies do Not Pay Attention to Interpersonal Communication, and Customers' Impressions and Comments on the Brand are Average

Face-to-face communication between people is the most direct and important form of interpersonal communication, and good interpersonal communication can also bring the effect of brand communication for business. However, in this regard, XiaoPei is not doing very well.

First, the brand's After-sales service is not in place, when consumers come up with product problems, customer service personnel have the problem of shirking responsibility, After-sales service attitude is perfunctory, which also reflects that the employees employed by Xiaopei Pet for the professional and technical mastery of the product service is very inadequate, their professionalism and long-term development of business requirements do not match. The public's perception of the brand and the growth of the brand's consumer base will be negatively affected. In the past three years, after many crisis incidents, XiaoPei have been shirking their responsibilities, not to mention reflecting deeply on their own problems. The solutions and compensation programs given by business for consumers are not satisfactory, and inappropriate handling of public relations in the event of safety crisis makes consumers a

negative perception of brand image, and even the psychology of brand resistance, resulting in a poor brand reputation and a greatly reduced corporate image.

Second, products of XiaoPei mainly are available on Taobao, Tmall, Jingdong and other e-commerce platform of online sales, while it only carries limited number of offline treatment centers, pet stores. In-store services have not formed the brand characteristics, lack of professional and technical level and weak service consciousness, which led to low awareness of its offline store, and lower the trust of brand. Offline stores are mostly opened in the Shanghai, with 83 opened in early 2019 and only gradually opened for franchising in October of the same year. Limited store coverage make it difficult for consumers to have face-to-face communication opportunities with XiaoPei's staff. Especially outside of Shanghai, consumers rarely have access to the XiaoPei offline stores, resulting in the lack of influence of brand in other cities in China.

Third, on one hand, norms and regulation of pet industry is not in place, as a result, most brands of the intelligent pet supplies industry lack necessary certificate, and some of them even produced counterfeit products. Therefore, quality of pet intelligent devices can not be effectively guaranteed, making consumers have a poor impression of overall pet intelligent products. On the other hand, although Xiaopei Pet is in the leading position in the smart pet equipment industry in terms of sales ranking and popularity, the brand does not actively communicate its leading position to consumers in its promotional statement.

6. Suggestions of Xiaopei's Brand Communication

This section will come up with corresponding brand communication suggestions in terms of advertising communication, public relations communication, sales promotion communication, and interpersonal communication.

6.1. Create a Corporate Media Matrix and Expand Interaction Channels

Advertising can improve brand awareness, reputation and loyalty, and create a good brand image, and it is an important means and focus of brand communication in any period of time. In the rapid development of the Internet, people are in an environment of information release, everyone is exposed to all kinds of information through various media every day, too much information also makes people feel numb or even disgusted to a certain extent, how to filter information has become the primary problem. Traditional media such as outdoor advertising, radio, newspapers and TV are costly in today's Self-media era, and do not match the main target audience of Xiaopei Pets. In the context of new media development, Xiaopei Pet should actively introduce modern Self-media to promote its brand, change the one-way communication mode of "media - audience", create its own Self-media matrix, enhance the interactivity with the audience, expand the coverage of brand communication, and give full play to the advantages of Self-media advertising communication. To continuously improve the influence of brand, XiaoPei should expand interactive channels, for example, with the help of KOL for continuous and effective publicity.

6.1.1. Self-media

Business Self-media refers to business's practice of independent media operations, in the self-built media platform business deliver and exchange information with the public, this kind of direct communication could enhance brand image and contribute to realize marketing objectives. The most important feature of social media-based brand communication is that it is extremely explosive, and does not require a long period of time to build up, and can gather audience's attention in a short period of time. Although XiaoPei Pet has registered its official WeChat public account and official Weibo account, it has not conducted in-depth research and audience analysis on these two social media platforms, and operation of these official account is not very efficient.

In this regard, as for the social platform WeChat, business build a complete public platform not only can not be rushed, but also the long-term operation and construction of public account. First, they should communicate closely to daily life of consumers, sincerely and in an affable manner. Second, business should be tailored to the tastes of audience, and increase efforts to the official public account content creation and innovation, to seize the characteristics of brand, but also to seize the audience's eye, improve the quality and standard of public content, so that the audience who read public account articles would feel fresh and inspired, to enhance the appeal of official public account, to promote the audience to spontaneously re-disseminate brand information. Third, XiaoPei should improve the interactivity of communication, such as send promotion information of products regularly. This will greatly enhance the attention of pet owners, and to a certain extent mobilize the enthusiasm and initiative of users. At the same time, it can also cultivate consumers' loyalty to the brand of Xiaopei Pet.

As for XiaoPei's communication of Weibo, it should employ following means for better communication results. First, Xiaopei Pet should show some content and topics related to Xiaopei Pet brand on Weibo, such as new product launch, product promotion and other related information. While focusing on current hot events and topics, XiaoPei should also come up with relatively new sales plan, create two-way communication with followers and consumers, discuss interesting topics, and also organize fans and consumers to vote on a certain event and carry out interactive activities with prizes, so as to increase its number of followers and establish their loyalty of brand. Second, XiaoPei should use Weibo as one of the channels for direct communication with consumers, listening to consumers' real experiences and feelings about the brand and its products, and also allowing consumers to contribute their own moving stories or warm and classic pictures, using these feedbacks and materials to improve and innovate brand products and advertising campaigns, etc. Adequate communication can make consumers accept and recognize the brand, enhance the goodwill of the brand. Third, with the role of hot topics, a large number of followers, retweets and comments are enough to visually demonstrate the influence of brand and attract more high-quality and potential followers, play the role of the business Self-media account.

Brand communication based on video content is a very fast and effective way, and short video communication is one of the most popular ways nowadays. As the hottest short video social software, TikTok is the best choice for brand communication. First, Xiaopei Pet should not only use the official TikTok account as a platform to release franchise ads, but should focus on the production of short video content for its business account. For example, to a close angle to the actual life of pet owners to shoot before and after the use of Xiaopei Pet products, causing pet owners to resonate, reflecting the qualitative changes brought about by the brand's products to the life of pet owners. Second, it should also pursue the hot topics of current affairs, for the pet pain points and so on to create short video content rich in points, style interesting, warm, funny, scientific pet dry goods, to meet the tastes of young target audience, the real fan base and potential fan base to attract to the official account, to enhance brand awareness and influence. TikTok is an immersive browsing experience for the audience, who often unconsciously spend hours watching TikTok videos and commenting and liking the content of the videos they are interested in, and it is because of this feature that Xiaopei Pet, as a communicator, can quickly receive feedback from consumers, get close to its consumers.

6.1.2. Key Opinion Leader

KOL is an indispensable element of marketing on social platforms and e-commerce brands such as WeChat, Weibo, Taobao, etc. There are KOLs in different industries, and they are individuals or groups with high activity, strong appeal and certain popularity. The homogenization of products on the market is becoming more and more serious, and hence its difficult for consumers choose between various brands, XiaoPei can use the influence of KOLs on their fan

groups to drive consumers to choose the brand, which in turn drives the word-of-mouth spread of brand products, triggering consumption and achieving the purpose of brand communication. Li Jiaqi should be a good KOL for XiaoPei. One of the reasons to choose Li Jiaqi is his undoubtedly strong ability to sell goods, he has created a record of 350 seconds of turnover of over 100 million, selling 300 million a day, his followers trust, accept and recognize products and brands recommended by him in live broadcast, most of them have a high impression and evaluation of him, and his personal image is good. Second reason is that he has a pet, and hence have the same identity as target audience of Xiaopei pet. His most famous pet dog Never also met with everyone in the live broadcast many times, it attracts a lot of attentions, many times goes on the hot topic list, captures a large number of fans, known by netizens as "N female stars". With Li Jiaqi as the KOL of Xiaopei Pet, and his popular pet Never as the most direct object of Xiaopei Pet products, the recognition of the brand by consumers who are also pet owners will be greatly enhanced, which largely enhances the brand influence of Xiaopei Pet.

If Li Jiaqi will be selected as the KOL of Xiaopei Pet, he could first sell water dispenser, feeder, weighing bowl, nest, walking cup, leash and other intelligent products for dogs to promote. Later on in the promotion process, Li Jiaqi can let his pet dog as a model, showing the dog in daily life, eating, drinking and playing as the background of plot, to show the public the practical and intelligent aspects of each product, so that the public can understand the convenience of intelligent pet equipment, to promote consumer desire to buy and enhance brand awareness.

6.2. Confront its Own Shortcomings and Implement Strict Quality Control, Improve After-sales Service

The product safety incidents of Xiaopei Pet have caused informed consumers to have doubts about the brand, and its perfunctory After-sales service attitude has affected the intention of potential consumers of purchase, leading to low trust of the brand. Consumers will browse their product reviews before buying goods online, and the feedback and recommendations from customers who have consumed this product is an important influencing factor for buying decision of potential consumers.

First, after safety crisis, XiaoPei should put the interests of consumers in the first place, with a heart-to-heart attitude and sincere communication with users to achieve the effect of temporarily calming public opinion, a short period of time to contain the fermentation of negative public opinion, and should adhere to the principle of truth first and speed first, with the fastest speed to investigate the truth, while keeping the moral bottom line, public information and then Solve the problem, re-establish the positive image of the company and actively rectify the situation to prevent the next crisis from happening.

Second, business must not ignore the role of the media and social media platforms after the outbreak of the crisis, the use of Weibo platform to actively guide the spread of negative word of mouth timely, customer service departments to carry out Weibo services with customers in real time, in-depth communication to solve the public's questions, so that customers in the interaction could really appreciate the sincerity of business, quickly cover up the negative news in the search engine, to minimize the loss of business.

Third, positive communication with the media, which is essential for business to resolve public relations crisis, the media as a guide to public opinion can play an amplifying effect on the dissemination of information, business and the media and the public's positive interaction can guide the public as far as possible to maintain rationality in the middle of public events, gradually turn public opinion to positive direction.

6.3. Timely Online Activities and Additional Offline Services to Enhance Customer Perceived Value

On one hand, the brand should carry out online activities at the right time. In an era of massive information and a large network user base, it is not easy to create topics and activities that can create a big storm on the Internet, the quickest way is to pay attention to the hot topics, follow the hot topics, and promptly and quickly "rub the hotness", while using the Self-media platform to launch a hot promotional copy, related products to make appropriate promotional strategies to improve the interaction with fans and audiences, to increase the effect of brand exposure. For example, the marketing strategy is implemented more vigorously on the WeChat public account, and the QR code is set up so that users can scan the QR code to get information about the brand, such as the brand profile, company philosophy, main achievements, and main products, etc. They can also become members of Xiaopei Pet directly by scanning the QR code and enjoy exclusive member benefits when purchasing any of Xiaopei Pet's products, which satisfies consumers' material benefits, and also stimulates consumers to take the initiative to share and spread the information about the offer, and thus the desire to spread the product and brand information.

On the other hand, brands should pay attention to the role of offline stores. Additional services provided by offline stores for consumers can also achieve the effect of promoting sales. Xiao Pei pet stores not only sell products, but also provide services for pet washing, boarding, medical care and live sales. First, store personnel should let customers into the store when they have the perception of getting complimentary services or products, for example, customers bring their pets to bathe and clean, the clerk can come with a partial trimming and beauty services for pets. Second, when customers buy a live pet can give away food and water utensils or pee pads, pet accessories and other products, the next time customers come into the store to buy again, you can give old customer discounts, coupons, gifts, etc., so that customers feel satisfied, feel that the value of their purchase, could lead to promote consumption and increase customer loyalty.

6.4. Improve the Service Quality of Offline Stores to Visually Reflect a Good Image of the Company for Customers

Face-to-face direct communication between business personnel and the public is one of the best ways for interpersonal communication. With the explanation, introduction, standardized operation and professional service of the business personnel, public intuitively understands the business and forms an impression and evaluation of the business, which directly affects the brand image.

First, Xiaopei Pet offline stores are mainly located in Shanghai, so the business should set up more offline stores to improve the brand awareness of Xiaopei Pet.

Second, the business should improve the qualification of offline store personnel, they should first go through professional training and work ability assessment, to ensure that each of the business personnel in store to serve consumers are sincere love of pets, and sincere service attitude, professional and technical skills, pet theory information and brand product information in place. In addition, you can also train offline stores to better serve of high-quality customers, communicate with them and establish connection through communication, using their strong bond with the community of pet owners to increase awareness and reputation of XiaoPei in this community.

Third, store personnel should maintain a long-term and close relationship with each customer. XiaoPei offline store personnel should apply the customer first attitude to serve consumers with care, stand in the consumer's perspective, improve the quality of service, show customers the professional image of business personnel, so as to increase the brand reputation.

7. Summary

In the Internet era, communication technology is changing rapidly, and brand communication has long been integrated with the Internet. In the information explosion of the Internet media environment, business can easily and inexpensively disseminate brand information, communicate and interact directly with consumers, establish a personalized and humanized intimate contact with consumers, and maintain a good brand image. And to build a good brand image requires companies to implement correct and effective brand communication strategies. Brand communication should occupy the minds of the target audience and deliver the brand concept to target audience. However, the abundance of information nowadays has caused the poverty of consumers' attention, and traditional brand communication is hardly effective. Business also needs to adjust its communication strategy at the right time, integrating various resources and using them in an organic way to reduce communication costs while improving the communication effect, and finally maximizing the communication effect.

In this paper, we take Xiao Pei Pet as the research object and analyze its brand communication. This paper first explains the basic theory of brand communication, then analyzes the brand communication environment of XiaoPei, then summarizes problems of its brand communication, and finally proposes strategies and suggestions for improving XiaoPei ' brand communication based on the four dimensions of brand communication theory. However, due to the limitation of professional knowledge and the lack of relevant data, this paper still has the problem of insufficient use of data.

This study takes XiaoPei Pet as a case study of brand communication and focuses on the value of brand communication strategy for business and consumers in the Internet era, hoping to bring new ideas for brand communication of many businesses.

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