Research on the Influence of Brand Image of E-commerce Shopping Platform on Consumers' Purchase Intention

-- The Moderating Effect of Consumer Self-brand Connection

Lei Jin

School of business administration, Anhui University of Finance and economics, Bengbu, China 233030, China

Kim4907@163.com

Abstract

By dividing the brand image of e-commerce shopping platform into three dimensions: brand reputation, brand value and brand personality, and introducing the regulatory variable consumer self brand connection, this paper constructs the corresponding model, and discusses the influence of e-commerce shopping platform brand image on purchase intention through regression analysis. The results show that brand reputation, brand value and brand personality of e-commerce shopping platform have a significant positive impact on purchase intention; The two mechanisms of consumer self brand connection, self-improvement and self consistency motivation, have a significant positive regulatory effect on the impact of e-commerce shopping platform brand image on purchase intention.

Keywords

E-commerce Shopping Platform; Brand Image; Consumer Self Brand Connection; Purchase Intention.

1. Introduction

Since the "platform economy" has become a new trend and trend of economic development, the e-commerce shopping industry has developed rapidly with the help of the platform. Through the platform, buyers and sellers can obtain various resources more conveniently, so as to reduce transaction costs and improve transaction efficiency. In order to seize the market, potential entrants of various platforms have taken action one after another, making the competition between e-commerce shopping platform industries more and more fierce. At the same time, due to the development of their own needs, consumers want to better show themselves through the brand, so they will choose to buy on a platform similar to their own characteristics. To sum up, the current complex market environment has brought great challenges to platform enterprises.

In order to form a stable bilateral relationship with consumers, many platform enterprises began to focus on building their own brand image. Platform brand is a combination of multiple subjects and multiple brand attributes, which has an important impact on purchase intention. Among them, the impact mechanism of consumer self-brand connection is more complex. In order to further explore the impact of platform brand image on consumer purchase intention and the action mechanism of consumer self-brand psychological connection between them, this paper takes e-commerce shopping platform as the research object for empirical analysis. To some extent, this research can enrich and develop the previous research results; At the same time, it can also provide reference for e-commerce shopping platform enterprises to formulate personalized brand management strategies.

2. Literature Review and Hypothesis Proposal

(1) Brand image of e-commerce shopping platform

E-commerce shopping platform enterprises are common in daily life, such as Jingdong Mall, Suning Tesco, Tmall, etc. E-commerce shopping platform enterprises are the combination of e-commerce and platform enterprises. E-commerce is an emerging industry. There is no unified definition so far, but the main idea is the same. That is, through the use of electronic technology to complete transactions, payments, etc., so as to speed up the process of service. Platform enterprises have the characteristics of network externality (Rochet & Tirole, 2003), which can connect two or more groups and generate profits by discovering their needs and stimulating their network effects (Li Lei et al., 2016);The responsibilities of platform enterprises are mainly to supervise various trading activities within the platform and attract commodity suppliers to settle in (cennamo & santalo, 2013), which is characterized by openness, sharing and value creation [1]. Based on this, this paper believes that the e-commerce shopping platform is a virtual cyberspace based on the Internet, which provides negotiation, transaction and payment for both buyers and sellers, and ensures the safe operation of all links.[1]

The measurement dimension of brand image changes according to different emphases. From the perspective of image itself and along the consumption path, brand image can be analyzed from three dimensions: enterprise itself, product itself and users [2]. From the perspective of psychological perception, brand connotation includes many aspects. Among them, brand personality is of great significance for the evaluation of brand image. Unique brand personality can attract consumers and realize customer loyalty [3] [4].Hou Lei and Yang Guorong believe that the personalized characteristics of brands in the public market can affect consumer psychology [5] [6]. Skard and Wang Xuhui believe that brand reputation is an important representation of brand image, and brand recognition, brand commitment and brand experience constitute brand reputation [7] [8]. At the same time, Luo Ziming summarized that the brand image should include five aspects according to the existing literature: brand cognition, brand loyalty, etc. [9].[2][3][4][5][6][7][8][9]

In the era of platform economy, even if the same product is sold on different platforms, there will be great differences. Different platform brand image will have different effects on consumers' purchase intention. At present, the academia has not reached a consensus on brand image because of different research angles. According to the specific research object, through inductive analysis, this paper believes that consumers' cognition and attitude towards brand are affected by platform brand reputation; Consumers' desire to buy products increases with the increase of platform brand value; Consumers' loyalty to products can be reflected from the platform brand personality. Therefore, combined with the characteristics of e-commerce shopping platform, this paper divides the platform brand image into the following three dimensions: brand reputation, brand value and brand personality.

(2) Brand image and purchase intention of e-commerce shopping platform

Purchase intention is the premise of purchase behavior, because consumers' selective purchase of products is often the result of following psychological will. Purchase intention is different from psychological attitude (eagly & Chaiken, 1993), which is composed of some internal and external factors affecting consumers (mullet & Karson, 1985).

There are many studies on purchase intention, mainly focusing on the impact of brand on purchase intention. a large number of studies have shown that brand image has a positive effect on brand cognition, and brand cognition has a positive impact on purchase intention [10], so brand image also has a positive impact on purchase intention. At the same time, some scholars have found that brand image has a positive impact on customer loyalty, and consumers will promote purchase intention by connecting with the brand [11]. E-commerce shopping platform brand reputation refers to consumers' overall evaluation of platform enterprises and sellers,

including products and services [12]. A good platform brand reputation can attract more sellers to settle on the platform, so as to enhance the competitiveness of the platform, enhance consumers' trust in the platform and form customer loyalty. The willingness of e-commerce to purchase brand assets will have a positive impact on brand value, which will have a positive impact on brand value [13]. The brand personality of e-commerce shopping platform helps to highlight the enterprise's own brand and shape the brand image of products in the market to attract consumers, thus affecting consumers' purchase behavior [14]. Based on the above analysis, this paper puts forward the following assumptions:[10][11][12][13][14]

H1: brand image of e-commerce shopping platform has a positive impact on purchase intention;

H1a: brand reputation of e-commerce shopping platform has a positive impact on purchase intention;

H1b: brand value of e-commerce shopping platform has a positive impact on purchase intention;

H1c: brand personality of e-commerce shopping platform has a positive impact on purchase intention;

(3) Consumer self-brand connection

Consumer self-brand connection refers to the process in which consumers combine brand and self. Through empathy with some elements of the brand, consumers are attached to each other, resulting in a high-quality and long-term stable brand relationship [15]. The mechanism of the association between consumers and brands includes two aspects: self-consistency motivation and self-improvement motivation. Self-consistency motivation refers to that when consumers find that some of their own characteristics, including living habits, interests, values, etc., are similar to some elements of the brand image, then consumers are often easy to form a psychological connection with this kind of brand, so they are more inclined to buy products belonging to this kind of brand, and when the product brings satisfaction to consumers, It will promote consumers to buy again, so as to form customer loyalty. Self-promotion motivation means that because some consumers pay more attention to their own identity and status, in order to show their self-esteem and self-confidence, consumers often choose brand products with positive brand image and special brand value, so as to form a psychological connection with such brands to meet their psychological needs.[15]

After consumers connect with the brand, it will have a series of positive and positive effects on the brand relationship. For example, the connection is conducive to strengthening consumers' brand attitude, so as to improve the brand premium consumers are willing to pay; It can enhance consumers' brand loyalty, form a "fan circle" belonging to the brand, and finally produce stable consumption behavior; At the same time, it can also expand brand extension, so as to expand the brand market and realize the rapid development of enterprises; Therefore, the psychological connection between consumers' self and brand will promote the purchase intention [16].To sum up, this paper puts forward the following assumptions:[16]

H2: consumer self-brand connection has a positive adjustment in the impact of e-commerce shopping platform brand image on purchase intention;

H2a: self-consistency positively regulates the impact of e-commerce shopping platform brand reputation on purchase intention;

H2b: self-consistency positively regulates the influence of brand value of e-commerce shopping platform on purchase intention;

H2c: self-consistency has a positive adjustment in the influence of e-commerce shopping platform brand personality on purchase intention;

H2d: self improvement positively regulates the impact of e-commerce shopping platform brand reputation on purchase intention;

H2e: self-improvement has a positive adjustment in the impact of e-commerce shopping platform brand value on purchase intention;

H2f: self-improvement positively regulates the influence of brand personality of e-commerce shopping platform on purchase intention;

According to the above assumptions, this paper constructs relevant research models, in which the three dimensions of brand image of e-commerce shopping platform are taken as independent variables, consumer self-brand connection is taken as regulatory variable, and purchase intention is taken as dependent variable. As shown in Figure 1:
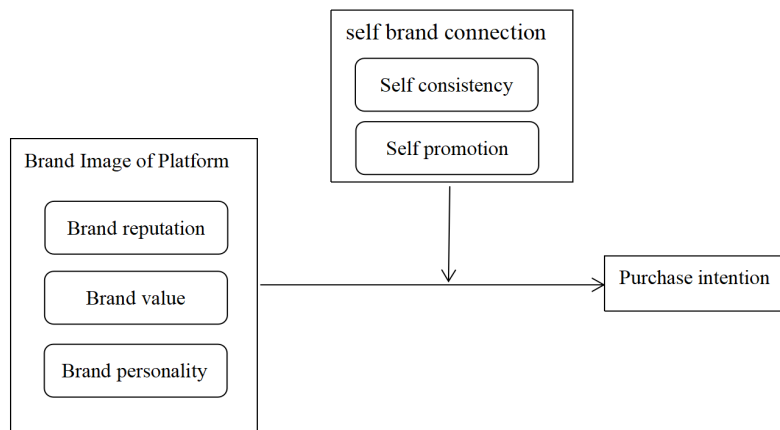
Figure 1. Research model

3. Research Design

(1) Variable measurement

In order to make the measurement of variables more reliable, the measurement of brand reputation dimension of e-commerce shopping platform refers to some mature scales, that is, the scale developed by Li Guofeng (2008) and others, and some modifications have been made on this basis; The measurement of brand value dimension of e-commerce shopping platform is mainly based on the scale developed by Luo Ziming (2001) and others, and summarizes relevant items; The measurement of brand personality dimension of e-commerce shopping platform mainly refers to the scale developed by Huang Shengbing (2003) and Dong Dahai (2007), and has been improved on this basis; The measurement of consumers' purchase intention is mainly based on the scale developed by Berens (2004);The measurement of self-brand connection mainly refers to the scale applied by Han Huilin (2017), and has been modified on this basis. All variables were measured using the Likert five subscale, with 1 indicating "totally disagree" and 5 indicating "fully agree".

(2) Data collection

The questionnaire survey is divided into two stages: pre survey and formal survey. In the pre survey, online survey was adopted, and 92 questionnaires were collected. The analysis of data results shows that the internal correlation between one item in the brand value dimension of e-commerce shopping platform and other items is poor, so it is excluded. According to the suggestions of relevant scholars, the questionnaire was modified to form a final and reasonable questionnaire. In the formal investigation, the research method of combining online and offline is adopted.

(3) Descriptive statistics

A total of 258 questionnaires were collected in the formal survey stage, including 236 valid questionnaires, 22 invalid questionnaires such as "too fast answer" and "consistent answer", of which the effective rate was 91.47%.In the valid questionnaire, there were 103 men, accounting

for 43.64%, and 133 women, accounting for 56.36%;In terms of age, those aged 18 and below accounted for 1.69%, those aged 19 to 25 accounted for 55.08%, those aged 26 to 35 accounted for 15.68%, those aged 36 to 45 accounted for 11.86%, and those aged over 46 accounted for 15.69%;In terms of academic qualifications, 29.66% of them graduated from high school or below, 14.41% from junior college, 48.73% from bachelor's degree and 7.20% from master's degree or above; In terms of occupation, students accounted for 26.69%, employees of enterprises and institutions accounted for 38.98%, self-entrepreneurship accounted for 15.25%, and others accounted for 19.08%;In terms of monthly income, the proportion of 2000 yuan and below is 21.19%, the proportion of 2001 yuan to 5000 yuan is 31.78%, the proportion of 5001 yuan to 7000 yuan is 24.15%, the proportion of 7001 yuan to 10000 yuan is 16.53%, and the proportion of 10001 yuan and above is 6.35%.

4. Empirical Analysis

(1) Reliability and validity test

Using SPSS 26.0 software for data analysis, the results show that the three-dimensional variables of brand image of e-commerce shopping platform, the variable of purchase intention, the two regulatory variables of consumer self-brand connection, and Cronbach's of six variablesαThe values are greater than 0.7, indicating that the reliability of the scale is high. Moreover, the kmo value is 0.960, greater than 0.8; The p value of Bartlett sphericity test is less than 0.05, which shows that the scale is suitable for factor analysis. See Table 1 for specific values. As can be seen from the table below, the factor load of each item is greater than 0.5, indicating that the convergence validity of the scale is good.

Table 1. Reliability and validity test

variable	Item	Factor load	Cronbach's αvalue
Brand reputation	A1	0.739	0.920
	A2	0.774	
	A3	0.819	
	A4	0.841	
	A5	0.804	
Brand value	B1	0.770	0.896
	B2	0.753	
	B3	0.694	
Brand personality	C1	0.635	0.937
	C2	0.702	
	C3	0.705	
	C4	0.761	
Purchase intention	D1	0.716	0.932
	D2	0.727	
	D3	0.772	
Self-consistency	E1	0.795	0.933
	E2	0.799	
	E3	0.842	
Self-promotion	F1	0.840	0.940
	F2	0.876	
	F3	0.856	

(2) Correlation analysis

The correlation between the six variables is analyzed as shown in Table 2. From the table below, we can see that brand reputation, brand value and brand personality are significantly positively correlated with purchase intention;At the same time, self consistency and self-improvement motivation also have a significant positive correlation with purchase intention. Therefore, the hypothesis has been preliminarily verified.

Table 2. Correlation Analysis

	Brand reputation	Brand value	Brand personality	Purchase intention	Self-consistency	Self-promotion
Brand reputation	1					
Brand value	.870**	1				
Brand personality	.724**	.781**	1			
Purchase intention	.688**	.734**	.809**	1		
Self-consistency	.688**	.734**	.809**	1.000**	1	
Self-promotion	.623**	.688**	.797**	.878**	.878**	1
**. At the level of 0.01 (two tailed), the correlation is significant.						

(3) Regression analysis

1. Main hypothesis test

Table 3. Main hypothesis test

variable	M1	M2	Vif value (M2)
Gender	-0.425**	-0.210**	1.101
Age	0.109	-0.004	2.083
education	-0.080	-0.020	1.865
occupation	0.030	0.009	1.662
monthly income	0.014	-0.016	1.305
Brand reputation of e-commerce shopping platform		0.116**	4.270
Brand value of e-commerce shopping platform		0.211*	5.204
Brand personality of e-commerce shopping platform		0.616**	2.806
Adjusted R2	0.094	0.686	
D-W value		2.168	
F value	5.875**	64.948**	
*It indicates that at the level of 0.05 (two tails), the correlation is significant (P < 0.05) **Indicates P < 0.01.			

M1 takes purchase intention as dependent variable and gender, age, education, occupation and monthly income as control variables;M2 adds brand reputation, brand value and brand personality of e-commerce shopping platform as independent variables on the basis of M1.The regression analysis of M1 and M2 is carried out, and the specific results are shown in Table 3.It can be seen from the following table that under the M2 model, the Vif values of all variables are less than 10, indicating that there is no multicollinearity problem in the model; And the D-W value under M2 is near 2, indicating that there is no sequence related problem in the model; Therefore, it can be concluded that the regression model fits well. Further analysis shows that

the correlation coefficient of e-commerce shopping platform brand reputation is 0.116, and the p value is < 0.01, indicating that this variable has a significant positive impact on purchase intention, that is, H1a is true; The correlation regression coefficient of brand value of e-commerce shopping platform is 0.211, and the p value is < 0.05, indicating that this variable has a significant positive impact on purchase intention, that is, H1b is assumed to be true; The correlation regression coefficient of brand personality of e-commerce shopping platform is 0.616, and the p value is < 0.01, indicating that this variable has a significant positive impact on purchase intention, that is, the hypothesis H1c is true. To sum up, assumptions H1a, H1b and H1c are valid.

2. Adjustment function test

Firstly, centralize the relevant variables of e-commerce shopping platform brand image and consumer self-brand connection, and then add platform brand image * consumer self-brand connection as an interactive item to reduce the multicollinearity between the variables, and judge whether the regulatory effect exists by whether the regression coefficient of the interactive item is at the significance level.

Table 4. Adjustment function test

variable	M3	M4
Gender	-0.022	-0.042
Age	0.012	0.003
education	0	-0.025
occupation	0.016	0.016
monthly income	0.032	-0.006
Brand reputation of e-commerce shopping platform	0.308**	0.412**
Brand value of e-commerce shopping platform	0.376**	0.468**
Brand personality of e-commerce shopping platform	0.321**	0.414**
Brand reputation * self-consistency	0.666**	
Brand value * self-consistency	0.608**	
Brand personality * self-consistency	0.608**	
Brand reputation * self-improvement		0.554**
Brand value * self-improvement		0.499**
Brand personality * self-improvement		0.473**
Adjusted R2	0.767	0.751
D-W value	2.145	2.213
F value	111.282**	101.997**
*P < 0.05**Indicates P < 0.01.		

On the basis of M2, m3 adds three interactive items: e-commerce shopping platform brand reputation * self-consistency, e-commerce shopping platform brand value * self-consistency and e-commerce shopping platform brand personality * self-consistency; On the basis of M2, M4 adds three interactive items: e-commerce shopping platform brand reputation * self-improvement, e-commerce shopping platform brand value * self-improvement and e-commerce shopping platform brand personality * self-improvement. The specific results are shown in Table 4.As can be seen from the table below, the regression coefficient of each interaction item is greater than 0, and the p value is less than 0.01, indicating that self-consistency motivation plays a significant positive regulatory role in the impact of e-commerce

shopping platform brand reputation, brand value and brand personality on purchase intention; Self-promotion motivation also plays a significant positive regulatory role in the impact of the three dimensions of brand image of e-commerce shopping platform on purchase intention. In conclusion, it is assumed that H2a, H2b, H2c, H2d, H2e and h2f are all valid.

(4) Verification results

Table 5. Verification results

Serial number	hypothesis	Verification results
H1a	Brand reputation of e-commerce shopping platform has a positive impact on purchase intention	√
H1b	Brand value of e-commerce shopping platform has a positive impact on purchase intention	√
H1c	Brand personality of e-commerce shopping platform has a positive impact on purchase intention	√
H2a	Self-consistency has a positive adjustment in the impact of e-commerce shopping platform brand reputation on purchase intention	√
H2b	Self-consistency has a positive adjustment in the impact of e-commerce shopping platform brand value on purchase intention	√
H2c	Self-consistency has a positive adjustment in the influence of e-commerce shopping platform brand personality on purchase intention	√
H2d	Self-improvement has a positive adjustment in the impact of e-commerce shopping platform brand reputation on purchase intention	√
H2e	Self-improvement has a positive adjustment in the influence of brand value of e-commerce shopping platform on purchase intention	√
H2f	Self-improvement has a positive adjustment in the influence of e-commerce shopping platform brand personality on purchase intention	√

5. Conclusion and Enlightenment

(1) Conclusion

Using the method of empirical analysis, this paper studies the brand image of e-commerce shopping platform: three dimensions: brand reputation, brand value and brand personality, consumer self-brand connection: two mechanisms of self-consistency and self-improvement, and the interaction between purchase intention. It is verified by SPSS 26.0 software and comes to the following conclusions:

Firstly, the brand reputation of e-commerce shopping platform has a significant positive impact on consumers' purchase intention. This conclusion is consistent with the hypothesis. When consumers actually buy, although they will be disturbed by many other external factors such as economy and practicability, the e-commerce shopping platform with good brand reputation will be widely supported by people and still arouse the purchase intention of many consumers on the platform.

Secondly, the brand value and brand personality of e-commerce shopping platform also have a significant positive impact on consumers' purchase intention. this conclusion is consistent with the hypothesis. This paper believes that e-commerce shopping platform enterprises pay attention to the promotion of platform brand value, which can affect consumers' perception of product value, so as to strengthen the connection between consumers' self and brand, and then

enhance their purchase intention. At the same time, if the brand of e-commerce shopping platform is personalized, such as uniqueness and uniqueness, when a certain consumer group agrees with the personality of the platform, it will become a loyal customer of the platform, so as to make repeated purchases.

Finally, the two mechanisms of consumer self-brand connection, namely self-consistency and self-improvement motivation, play a significant positive regulatory role in the impact of platform brand image on purchase intention. This conclusion is consistent with the hypothesis. When consumers' self-cognition and self-concept are similar to the brand image of e-commerce shopping platform, consumers are more willing to buy on the platform; Moreover, if the brand image of the e-commerce shopping platform is similar to the temperament and image expected by consumers, consumers will be motivated to improve themselves, so that consumers are more willing to choose the platform.

(2) Revelation

First, assume social responsibility, establish good reputation and shape the brand image of the platform. Shaping the platform brand image is the first step to build the platform brand. Having a unique platform brand image can establish the private domain traffic belonging to the platform itself, so as to achieve a stable relationship between the two sides. For example, the shopping platform of Jingdong Mall always adheres to the purpose of "selling good goods and selling real goods", eliminates fake and shoddy products, and leaves consumers with the platform brand image of "selling genuine products"; Secondly, when other e-commerce shopping platforms unanimously choose third-party logistics companies to transport goods in order to reduce costs, jd.com insists on building its own logistics system, which not only solves the employment problem of unemployed and unemployed people, but also gains a large number of loyal customers with the high-end logistics service level.

Second, create social value, generate brand value and shape the brand image of the platform. E-commerce shopping platform has brand value, which can make consumers feel satisfied, so as to create customer surplus value. The platform brand value needs to be consistent with the value system and consumption view of a certain type of consumers, so as to promote such consumers to have brand attachment, so as to attract consumers to buy again, and then establish customer loyalty. For example, Alibaba group is the first enterprise to operate e-commerce shopping platform in China. In order to solve the problem of "merchants cannot find customers, customers cannot find the goods needed", through the use of Internet technology to build a platform for direct docking between merchants and customers, at the same time, in order to ensure payment security in the transaction process, Alipay software has been developed. It has solved a series of problems, greatly facilitated people's daily life, and has been widely supported by people.

Third, focus on user groups, establish brand personality and shape the brand image of the platform. the brand personality of e-commerce shopping platform needs to have unique and distinctive characteristics. In order to highlight themselves, consumers with similar characteristics often choose such goods and eventually become loyal customers of such goods. for example, Pinduoduo e-commerce shopping platform always focuses on the sinking market under the banner of "selling good goods cheaply", and allows consumers to participate in online shopping with the new business model of Pintuan social networking, breaking the traditional image of e-commerce platform. This new platform image makes consumers produce a large number of behaviors dominated by social networking and supplemented by shopping, so that the platform has a large number of daily active users.

Fourth, actively publicize the brand image of the platform and strengthen the connection between consumers and the brand. the customer flow of the platform is only temporary. If platform enterprises want to achieve sustainable development, they need to convert the flow

into stock and form the flow pool of the platform. Consumers will not take the initiative to look for the image of a platform. Therefore, platform enterprises need to actively publicize their bright spots in order to attract more consumers. for example, by sponsoring various events, supporting public welfare projects, holding various preferential activities, etc., it is possible to integrate the platform brand image into the hearts of consumers and realize self-brand connection by regularly displaying the platform brand in front of consumers.

Acknowledgments

References

[1] Xie Peihong, Chen Changdong, Zhou fan Analysis on the research frontier of platform enterprise ecosystem strategy [J] Journal of Shanghai University of international business and economics, 2017, 24 (05): 54-65.

[2] BIEL.A.L, How brand image drives brand equity [J]. Journal of Advertising Research, 1992, 32(6):6-12.

[3] AAKER J L.,Dimensions of brand personality.Journal of Marketing Research, 1997,34(3):347–356.

[4] Chung K. Kim, Dongchul Han and Seung-Bae Park. The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification [J].Japanese Psychological Research, 2001, 43(4)195206.

[5] Hou Lei On the influence of brand image shaping on enterprise development and countermeasures [J]Statistics and management, 2014 (11): 109-110.

[6] Yang Guorong, Ni Chaomin Market Research and analysis method of brand image [J]China market, 2014 (09): 79-81 + 88.

[7] SKARDS,THORBJℝNSENH.Is publicity always better than advertising ? The role of brand reputation in communicating corporate social responsibility.Journal of Business Ethics, 2014, 124(1):149–160.

[8] Wang Xuhui, Zhang Qilin Construction of platform e-commerce reputation: A Perspective of value co creation between platform enterprises and platform sellers [J]China industrial economy, 2017 (11): 174-192.

[9] Luo Ziming Composition and measurement of brand image [J]Journal of Beijing Industrial and Commercial University (SOCIAL SCIENCE EDITION), 2001 (04): 19-22.

[10] Anna, Zhang Jianlei, Cheng Longdi Influence of fast fashion brand image on purchase intention [J]Journal of textile, 2020,41 (08): 108-114.

[11] Han Huilin, Zou Tongjiao, Zhuang Feipeng Research on the role path of corporate brand image on consumers' Purchase Intention -- An Empirical Analysis Based on Chinese multinational corporations [J] Journal of Central University of Finance and economics, 2017 (08): 91-99.

[12] Wang Xuhui, Guo Yifan Research on the impact of platform e-commerce reputation on platform seller performance -- from the perspective of customer relationship quality [J] Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition), 2018,39 (11): 124-131.

[13] Sun Xiaoli Research on the relationship between corporate social responsibility and brand value -- An Empirical Analysis Based on consumers' purchase intention in food industry [J]Price theory and practice, 2019 (07): 116-119.

[14] Guan Hui, Dong Dahai An empirical study on the impact of brand image on consumer behavior tendency [J] China circulation economy, 2007 (07): 42-45.

[15] Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. Journal of Marketing, 76(2),1–16.

[16] Wang Caiyu Connotation, formation mechanism and influence effect of consumer self brand connection [J] Progress in psychological science, 2013,21 (05): 922-933.

[17] Li Guofeng, Zou Peng, Chen Tao Research on the impact of product injury crisis management on the relationship between brand reputation and brand loyalty [J]China soft science, 2008 (01): 108-115 + 134.

[18] Huang Shengbing, Lu Taihong Research on localization of brand personality dimension [J]Nankai management review, 2003 (01): 4-9.

[19] Tao Hong, Wei Haiying Research on the impact of thunder grabbing strategy on the repair effect of brand crisis -- the regulatory effect of brand crisis type and brand reputation [J]Nankai management review, 2016,19 (03): 77-88 + 97.

[20] Li Lei, Zhao Xiande, Jian Zhaoquan Research on operation strategy of platform enterprises under Network Environment [J] Journal of management science, 2016,19 (03): 15-33.

[21] Ye Xiumin Analysis on the characteristics of platform economy [J] Journal of Hebei Normal University (PHILOSOPHY AND SOCIAL SCIENCES EDITION), 2016,39 (02): 114-120.

[22] Rochet J C, Tirole J. Platform Competition in Two --sided Markets[J]. Journal of the European Economic Association, 2003,1(4):990-1029.

[23] Chen Hongling, Zhang Xiangjian, Liu Xiao Summary and future prospect of frontier research on platform economy [J] Journal of Yunnan University of Finance and economics, 2019,35 (05): 3-11.

[24] Xu Jin, Zhang Xiangjian A preliminary study on platform economics [J] China industrial economy, 2006 (05): 40-47.

[25] Jiang Dan, Zhang LINRONG, Jiang Shiyi Research on the impact of brand value on corporate value [J] Price theory and practice, 2019 (11): 117-120.