



## The impact of brand memory of hot mass consumption products on consumer continuous purchase intention

 Xi Chen <sup>(a)\*</sup>  Zihua Liu <sup>(b)</sup>



<sup>(a)</sup> Associate Professor, Business School, China University of Political Science and Law, 25 Xitucheng Lu, Haidian District, Beijing, China

<sup>(b)</sup> Business School, China University of Political Science and Law, 25 Xitucheng Lu, Haidian District, Beijing, China

### ARTICLE INFO

#### Article history:

Received 06 May 2022

Received in rev. form 21 June 2022

Accepted 26 June 2022

#### Keywords:

Brand Memory; Hot Mass

Consumption Product; Brand

Knowledge; Intention For Continuous Purchase

#### JEL Classification:

M1, M3

### ABSTRACT

*This study conducts an empirical analysis of the relationship between brand memory of hot mass consumption products and consumers' intention for continuous purchase using a quantitative structural equation model. 443 surveys are collected to test the model. It is found that all dimensions of the brand memory of hot mass consumption products have a positive impact on consumers' intention for continuous purchase. In addition, this study reveals that consumers' brand knowledge of the hot mass consumption product plays a mediating role in the impact of brand memory of the hot product on consumers' intention for continuous purchase. Research findings will contribute to the understanding of the antecedents of the hot mass product popularity and the mediating role of brand knowledge both theoretically and practically.*

© 2022 by the authors. Licensee SSBFNET, Istanbul, Turkey. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

## Introduction

A “hot product” is one that can quickly identify the market positioning, pain points and core users in a limited period of time, so as to quickly ignite the market, trigger scream of the users and quickly enhance word of mouth by virtue of efficient communication via the Internet. In recent years, the rapid development of leading-edge Internet technologies such as AI and big data provides new social platforms for everyone, which has a subtle impact on everyone's lifestyles and consumption habits. At the same time, the demographic change of the consumer market makes those born in 1980s/1990s/ 2000s rise as the main force of the consumers. The new consumer groups of the Internet era bring a huge shift in the consumption modes. The FMCG industry is facing unprecedented changes in channels, products and marketing. Therefore, there is a huge space of market development in creating personalized and creative hot mass consumption products.

While there are a wide range of mass consumer products for users to choose from, their life cycles are short. In creating hot products, manufacturers can shorten the time from products to consumer perception and purchase by means of social marketing and we media marketing, so as to take the lead in seizing the market share. However, at the same time, hot mass consumption products also have increased risks of sharp rise and decline and even rapid disappearance. In order to gain continuous traffic and produce continuous economic benefits from the hot products, the enterprise should not rely on just a hot product, but should transform the influence of the hot products into consumers' deep brand memory, which enhances consumers' trust and stickiness, so as to create momentum for sustainable development.

At present, the development of the Internet has ushered in the era of hot products, in which creating hot products has also become a hot topic in the marketing strategies of enterprises. When a product launched become a hot one, the category it is in will be

\* Corresponding author. ORCID ID: 0000-0003-4313-0246

© 2022 by the authors. Hosting by SSBFNET. Peer review under responsibility of Center for Strategic Studies in Business and Finance.

<https://doi.org/10.20525/ijrbs.v11i5.1885>

continuously expanded to create derivative products, and corresponding time-limited popular products will be launched in different seasons. It is a goal of every enterprise to extend the vitality of the hot products while continuing the sales of the classic ones so that it can finally achieve leapfrog development. So, the way to use “hot product” thinking to enhance the influence of the enterprise brand and then feed the expansion and extension of the product chain calls for the attention and research of every enterprise.

Although we have witnessed the fast emerging of hot product, however, there is rare literature discussing this phenomenon, and the understanding of the antecedents and consequence of the hot product is demanding. Through SEM (structural equation model) analysis, this paper adds knowledge to the domain of hot mass product literature in the following ways. It first verifies the relationship between the brand memory, brand knowledge and consumers’ intention to buy hot mass consumption products, explains the reasons for the continuous traffic behind the hot products, secondly, it identifies the mediating role of brand awareness and brand image in the relationship, product provides a more comprehensive research basis and theory for the creation of hot mass consumption products, and in this way this research provides methods for enterprises to create hot mass consumption products and promote their long-term development. The following section covers the literature review, and raise the theoretical model, propose the hypothesis, and build SEM model test, afterwards, data and methodology are introduced and empirical test results are presented, finally we end with conclusion, contribution, and implications.

## Literature Review

### Hot Mass Consumption Products

Previous scholars have not clearly defined the concept of hot products. Yi Yang (2018) believes that the concept of hot products comes from e-commerce, which refers to a certain or a class of consumer goods with very large sales. Hot products are also a kind of products that can quickly attract high traffic and many purchasers with low unit price, huge sales volume, strong applicability, low gross profit and other characteristics. Finally, they drive and promote the sales and attention of other related commodities by their advantages in traffic attraction as hot products (Yi, 2018). Hu Zuming (2017) holds that the hot product is a star product that is sought after by consumers and whose sales far exceeds that of ordinary products in a short period of time by adopting a series of appropriate marketing strategies on condition that the business has formulated the scheme for the hot product in advance (Hu, 2017). Deng Yuwei (2018) made a detailed analysis of hot products from 4 dimensions: users, functions, product design and marketing methods. She defines the hot product as one that starts from the target customer groups, meets customer needs, directly addresses customers’ pain points, brings ultimate customer experience, generates explosive sales and word-of-mouth effects, and causes chain reaction (Deng, 2018). Based on the research of various scholars, this paper defines the hot mass consumption product as a consumer product that can meet the consumption needs of the public in daily life in terms of attributes or functions, and that can quickly ignite the market by taking users as the core and making the product to the extreme.

### Brand Memory

Foreign research on brand memory mostly focuses on brand recall and brand memory. Karrh believes that brand memory is the memory of relevant information about product names, attributes or features that consumer can recall in the process of purchasing decisions (Karrh 1998). Plassmann and Ramsay believe that brand memory is a process in which customers recombine and sort out the product name, packaging, design and other information of the brand, which then affects consumers’ purchase decisions through memory of brand related information (Plassmann 2012). Cohen (1966) holds that without any other prompt, brand attitude and brand knowledge can affect consumers’ memory of product brand information. In particular, he believes that the influence of product brands that customers can quickly associate is irreplaceable in customers’ minds, and it is more likely to affect consumers’ purchase and preference (Niu and Zhao 2009).

Li Xinli (2011) believes that brand memory reflects the ability of consumers to recognize brand symbols, features, names, packaging, trademarks and other elements at different times and occasions, which affects the possibility and difficulty that consumers can quickly recognize a brand based on a relevant prompt (Li 2011). Through the research and analysis on the generation of brand memory, Zhang Jie (2014) holds that the brand memory of products is mainly composed of brand names, advertising and product prices, and that the strength of consumers’ brand memory significantly affect their purchase intention (Zhang 2014). Based on the research on the brand memory of time-honored brand products, Chang Jiang (2017) found that products’ symbolic, functional and experiential memory has a significant impact on the brand equity of the entire enterprise. He believes that consumers’ symbolic, functional and experiential memory of commodities supports and promotes the development of the enterprise’s brand value (Chang 2017). Wang Lei et al. (2020) analyzed the meaning and dimensions of brand memory according to the relevant theories on the psychological effects of brands. They believe that the consumers’ 4 increasingly deep memories of the products (namely, memory of utility, value, feelings and symbolism) together constitute the whole content of brand memory, from the basic memory of the product’s utility and core value to the in-depth memory of feelings and symbolism (Wang et al. 2020).

As for the dimensions of the brand memory of hot mass consumption products, the classification of Wang Lei, Wang Cong and Zhao Lijuan (2020) is mainly used for analysis: the memory of utility is communicated to the target customer group to provide the fastest marketing means for the memory of product value, which then creates a hot consumption product; the memory of feelings and memory of symbolism is enhanced on the basis of a single hot product, so as to arouse consumers’ feelings for the hot product,

improve the adhesion of the product to build a unique and powerful brand, increase product lines and broaden product portfolio on the basis of the strong brand, so that the enterprise can win a good reputation in a single or many fields, create more hot products, establish a good brand image and enhance its core competitiveness. Therefore, this paper studies the impact of brand memory of hot mass consumption products on consumers' intention for continuous purchase from 4 aspects: memory of memory of utility, value, emotion and symbolism.

### **Brand Knowledge**

Brand knowledge was first proposed by Lutz, Mackenzie and Blech in 1983, who hold that "brand knowledge refers to the audience's view of the brand in advertising" (Sun 2016). Aaker (1991) further explained that brand awareness is a network diagram of all relevant information formed by customers about the product brands, which represents consumers' understanding and knowledge of the products and brands, and reflects consumers' overall knowledge of the commodities (Aaker 1996). Based on Aaker's research on brand knowledge, Keller (1993) proposed that marketing activities affect customers' brand knowledge, which promotes the construction of enterprise brand equity (Keller 1993). John R. Rossiter and Larry Percy (1997) define brand knowledge as the ability of consumers to identify and recognize the brand products from similar products. This potential ability can affect and promote consumers' purchase intention (Rossiter and Percy 2004). Zhuang Ailing and Yu Weiping (2010) proposed that brand knowledge is a process in which consumers acquire brand meaning and information and process it. It includes not only the acceptance and acquisition of information, but also the subsequent processing of information and the process of influencing purchase decisions (Zhuang and Yu 2010). The definition of brand awareness in this study is the ability of consumers to recognize product brands in the same type, which ultimately affects consumers' continuous purchase intention when they are stimulated by external product information and marketing activities in their consumption.

There are different opinions about the dimensions of brand knowledge. Keller (1993) holds that brand knowledge includes two components: brand image and brand awareness<sup>[31]</sup>. Based on the differences in brand knowledge, Aaker (1991) proposed that brand association, awareness and products' perceived quality constitute the content of brand knowledge. With the deepening of brand research and from an integrated perspective, Keller (2003) holds that brand knowledge is customers' understanding of product brand information, which includes descriptive and evaluative information of the brand, namely, product brand awareness, product attributes, product benefits, product image, brand concepts, brand feelings, brand attitude and product experience<sup>[32]</sup>.

#### *Brand awareness*

Brand awareness refers to the degree to which the key points of product brand information are remembered and recognized in the minds of consumers, including product recall and recognition (Keller, 1993). Therefore, brand awareness describes the ability of consumers to recognize or recall a product brand, which represents the degree of consumers' familiarity with and knowledge of a product brand. If consumers know a lot about the brand information, it means that the brand has a high awareness, which is more likely to influence or promote consumers to make purchase decisions.

#### *Brand image*

Brand image is consumers' overall perception of all different associations of product brands. It not only includes the association and product image of product features, categories and whether the product functions meet the consumers' needs, but also the association of deeper psychological perception of the brands. Keller (1993) proposed that to enhance the brand image, it is necessary to enhance the brand association portfolio of the brand features and advantages. The brand connects products with consumers through the product association, so that consumers have a strong sense of identity with the brand. When consumers' association of a brand product meets their inner needs, they are likely to choose the brand.

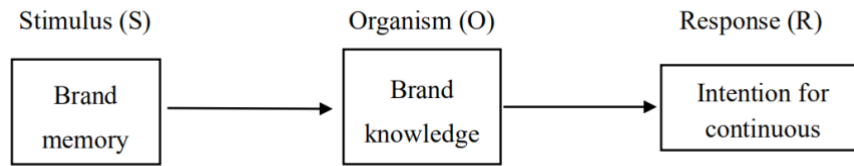
### **Consumers' Intention for Continuous Purchase**

Purchase intention is the tendency of consumers' subjective behavior in a specific purchase, which is an indicator of their purchase behavior. Fishbein (1975) believes that purchase intention is a variable that affects consumers' intention between customers' feelings and purchase behavior, which indicates the possibility of consumers' subjective action. He pointed out that consumers' behavior intention generally determines their behavior before actual action, so understanding consumers' intention in advance can help better predict their decision-making on future behavior<sup>[64]</sup>. Han Ki-jeong (2003) proposed that purchase intention is consumers' desire for consumption of a product or service, which includes direct purchase, consideration of purchase and recommendation to others<sup>[35]</sup>. Consumers' intention for continuous purchase is defined in this paper as the possibility that consumers will continue to purchase relevant products of the brand or recommend them to others in the future based on the actual situation after having purchased or used a certain brand of products or services.

### **Modeling of Hot Mass Consumption Products**

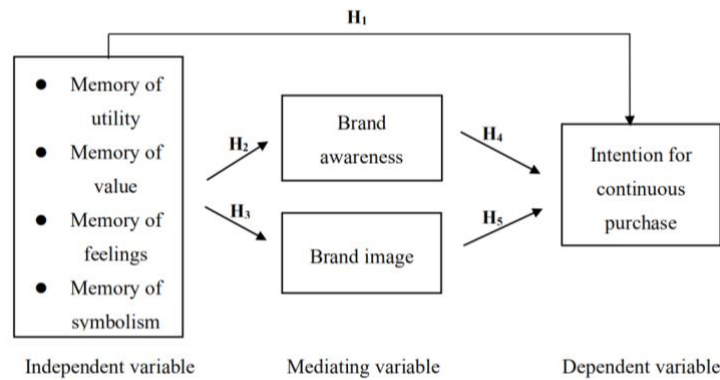
Reynolds (1974) put forward the SOR model based on the theories of psychology, where S (Stimulus) refers to the stimulus that affects the consumer's response, O (Organism) refers to the individual who responds to the stimulus, and R (Response) refers to the consumer's intention of behavior after being stimulated<sup>[38]</sup>. Donovan and Rossiter (1982) used the SOR model in consumers' purchase and proposed that the shopping environment affects consumers' purchasing behavior. In the context of the popularity of

online shopping, Eroglu and Machleit extended the application of the model to online shopping. They believe that S (Stimulus) refers to the sum of all the factors consumers see or hear, O (Organism) is the representative of personal feelings, and R (Response) is the final result displayed by the consumers, that is, whether the consumers are satisfied or whether they will buy. Based on the extended SOR model, this paper studies the impact of brand memory of hot mass consumption products on consumers' intention for continuous purchase. The logic of the modeling is shown in the figure.



**Figure 1:** The Logic of Modeling in this Paper Based on the SOR Model

Based on the consumer behavior theory (SOR), this paper analyzes the impact of brand memory of hot mass consumption products (i.e. the sum of all stimuli received by the consumer) on the consumer's intention for continuous purchase, where brand knowledge (i.e. the consumer's knowledge of the hot mass consumption product) as an mediating variable represents the individual's feelings towards the hot product, which promotes and affects the consumer's intention for continuous purchase of the hot mass consumption product. To sum up, the empirical model constructed in this paper is shown in Figure 2 below.



**Figure 2:** The Empirical Model of the Impact of Brand Memory of Hot Mass Consumption Products on Consumers' Intention for Continuous Purchase

**Hypotheses**

Research on the relationship between brand memory of hot mass consumption products and consumers' intention for continuous purchase

The brand equity theory combines brand and memory for the first time, and the brand memory helps to strengthen consumers' knowledge of the product brand, building a bridge between consumers and brands. Previous shopping and use experience also provides the consumers with brand memory of the product and affects their behavioral decisions. In addition, the brand has a potential long-term impact on consumers' decisions and enhances their intention for continuous purchase (He 2011).

Brand memory represents consumers' understanding of and familiarity with a certain product brand, and is one of the important factors affecting consumers' intention for continuous purchase. Therefore, based on the existing research, this paper puts forward Hypothesis 1 on the relationship between various dimensions of brand memory of hot mass consumption products and consumers' intention for continuous purchase:

H1: Brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

H1a: The memory of utility in brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

H1b: The memory of value in brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

H1c: The memory of feelings in brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

H1d: The memory of symbolism in brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

#### Research on the relationship between brand memory of hot mass consumption products and brand knowledge

A review of relevant literature at home and abroad reveals that brand memory of a product has a significant impact on the formation and strengthening of the brand knowledge. Brand memory can enhance consumers' knowledge level of the product and brand information, so that consumers can better understand and get familiar with the products. The more the content they understand and recall, the higher the brand awareness, which has an impact on consumers' purchase intention.

Keller (1993) holds that brand memory refers to the knowledge of the brand product stored in consumers' memory network, which is conducive to improving the brand awareness of the product or enhancing its brand image (Liu 2019), so as to improve consumers' knowledge of the product brand and enhance their intention to purchase the product.

In his research, Yao Siliang (2007) proposed that attractive and impressive advertisements and commodities with reasonable and beautiful packaging design have a positive effect on consumers' knowledge of the product information and product brand. That is, the internal memory of utility and value can help people remember the brand, quickly recall relevant products, and establish knowledge of the brand (Yao 2007).

Liu Yafeng (2019) proposed in his research that the personality identification of brand products can attract consumers' preferences for the products, which can quickly increase consumers' interest in the brand products. When consumers know enough brand information and have a great sense of satisfaction and joy in using or owning the brand products, the strong memory of feelings and the unique memory of symbolism of the H1a: The memory of utility in brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

H1b: The memory of value in brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

H1c: The memory of feelings in brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

H1d: The memory of symbolism in brand memory of hot mass consumption products has a significant positive impact on consumers' intention for continuous purchase

#### Research on the relationship between brand memory of hot mass consumption products and brand knowledge

A review of relevant literature at home and abroad reveals that brand memory of a product has a significant impact on the formation and strengthening of the brand knowledge. Brand memory can enhance consumers' knowledge level of the product and brand information, so that consumers can better understand and get familiar with the products. The more the content they understand and recall, the higher the brand awareness, which has an impact on consumers' purchase intention.

Keller (1993) holds that brand memory refers to the knowledge of the brand product stored in consumers' memory network, which is conducive to improving the brand awareness of the product or enhancing its brand image (Liu 2019), so as to improve consumers' knowledge of the product brand and enhance their intention to purchase the product.

In his research, Yao Siliang (2007) proposed that attractive and impressive advertisements and commodities with reasonable and beautiful packaging design have a positive effect on consumers' knowledge of the product information and product brand. That is, the internal memory of utility and value can help people remember the brand, quickly recall relevant products, and establish knowledge of the brand (Yao 2007).

Liu Yafeng (2019) proposed in his research that the personality identification of brand products can attract consumers' preferences for the products, which can quickly increase consumers' interest in the brand products. When consumers know enough brand information and have a great sense of satisfaction and joy in using or owning the brand products, the strong memory of feelings and the unique memory of symbolism of the components of brand knowledge, brand image and brand awareness affect consumers' preference for products, having an impact on consumers' purchase intention. In addition, the brand knowledge of a product is the foundation for its brand building, which plays a decisive role in consumers' purchase decisions. Since brand memory has a significant positive impact on brand knowledge, which has a significant positive impact on consumers' intention for continuous purchase, this paper explores the relationship between brand knowledge and brand memory of hot mass consumption products and consumers' intention for continuous purchase, and puts forward Hypotheses 4 and 5:

H4: Brand memory of hot mass consumption products has a positive impact on consumers' intention for continuous purchase via the mediating variable brand awareness.

H4a: Brand awareness of hot mass consumption products plays a mediating role in the impact of the memory of utility on consumers' intention for continuous purchase

H4b: Brand awareness of hot mass consumption products plays a mediating role in the impact of the memory of value on consumers' intention for continuous purchase

H4c: Brand awareness of hot mass consumption products plays a mediating role in the impact of the memory of feelings on consumers' intention for continuous purchase

H4d: Brand awareness of hot mass consumption products plays a mediating role in the impact of the memory of symbolism on consumers' intention for continuous purchase

H5: Brand image of hot mass consumption products has a positive impact on consumers' intention for continuous purchase via the mediating variable brand awareness.

H5a: Brand image of hot mass consumption products plays a mediating role in the impact of the memory of utility on consumers' intention for continuous purchase

H5b: Brand image of hot mass consumption products plays a mediating role in the impact of the memory of value on consumers' intention for continuous purchase

H5c: Brand image of hot mass consumption products plays a mediating role in the impact of the memory of feelings on consumers' intention for continuous purchase

H5d: Brand image of hot mass consumption products plays a mediating role in the impact of the memory of symbolism on consumers' intention for continuous purchase

### Verification of Research Models

In this section, SPSS 21.0 is used to process and analyze the samples, and AMOS 21.0 is used to verify the structural equation model; data reliability, validity, model fit and path relationship of the samples are analyzed.

### Definitions of Main Variables

Table 1 summarizes the definitions, dimensions and sources of the main variables in this paper.

**Table 1:** Definitions, dimensions and sources of main variables

Variable	Definition	Dimension	Source
<b>Brand memory</b>	The ability of consumers to recognize or recall product related information and to integrate and extract it when purchasing products or services under different conditions, which affects consumers' choice or purchase behavior.	4 dimensions: Utility, value, feelings, and symbolism	Chen Xi (2007) Chang Jiang (2017) Wang Lei, Wang Cong and Zhao Lijuan (2020)
<b>Brand knowledge</b>	The ability of consumers to recognize the product brand in the same type, which ultimately affects consumers' intention for continuous purchase when they are stimulated by external product information and marketing activities in their consumption.	2 dimensions: Brand awareness and brand image	Keller (2003) Aaker (1996)
<b>Consumers' intention for continuous purchase</b>	The possibility that consumers will continue to purchase relevant products of the brand or recommend them to others in the future based on the actual situation after having purchased or used a certain brand of products or services.	Repeated purchase Recommendation to others	Han Ki-jeong (2003) Jones (1995) Dong Dahai (2003)

### Measurement of the Research Variables

#### *Measurement of brand memory*

The 4 dimensions of utility, value, feelings and symbolism constitute the consumers' brand memory of the products. This paper refers to the measurement scales developed by Wang Lei (2020) and Chen Xi (2007) for the memory of utility of hot mass consumption

product brands, the measurement scales of He Jiaxun (2006) and Zhang Jie (2014) for the memory of value of the brands, the measurement scales of Wang Lei (2020), Liu Yafeng (2019) and He Tianlong (2011) for the memory of feelings of the brands, and those of Wang Lei (2020) and Chang Jiang for the memory of symbolism of the brands. The measurement items were appropriately modified according to the typical cases of hot mass consumption products studied in this paper, and the measurement questions are determined taking into account the content of in-depth interviews, as shown in Table 2.

**Table 2:** Measurement scale of brand memory of hot mass consumption products

Dimension	Item	Reference
<b>Memory of utility</b>	Q1: I have positive perception of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary upon recommendation of relevant products by the family or friends	Wang Lei (2020) and Chen Xi (2007)
	Q2: I love the promotion of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary by KOLs on Little Red Book and Tik Tok, which wins my trust for and intention to buy such products	
	Q3: The publicity of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary in social media appeals to me	
	Q4: The hunger marketing of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary make these brands impress me	
	Q5: The interaction of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary with consumers and their promotion appeals to me	
<b>Memory of value</b>	Q1: I can easily recall the products under the brands when the names of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary are mentioned	He Jiaxun (2006) and Zhang Jie (2014)
	Q2: I can immediately recognize the brands when I see the packaging, trademarks, designs or symbolic drawings of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
	Q3: I know exactly the functions and quality of the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
	Q4: I care about the consumption experience brought by the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary I buy	
	Q5: I care about the design and functions when I buy the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
	Q6: The prices have a great impact on me when I buy the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
<b>Memory of feelings</b>	Q1: Consumption of national brands make me proud when I buy or use the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	Wang Lei (2020) Liu Yafeng (2019) and He Tianlong (2011)
	Q2: The spirit of innovation makes me happy when I buy or use the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
	Q3: The products conceptions and positioning appeal to me when I buy or use the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
	Q4: The unique creativity of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary appeal to me more than other similar products	
<b>Memory of symbolism</b>	Q5: The personality and spirit represented by Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary impresses me	Wang Lei (2020) and Chang Jiang (2017)
	Q6: I have emotional resonance when I use the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
	Q1: Purchase or use of the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary can demonstrate my self-image	
	Q2: Purchase or use of the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary can demonstrate part of my taste	
	Q3: Purchase or use of the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary can demonstrate my can demonstrate my status	
	Q4: Purchase or use of the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary can demonstrate my financial strength	
	Q5: Purchase or use of the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary can demonstrate the social group I belong to	

*Measurement of brand knowledge*

Brand knowledge is a mediating variable in this study, defined as the ability of consumers to recognize product brands in the same type, which ultimately affects consumers' intention for continuous purchase when they are stimulated by external product information and marketing activities in their consumption. In terms of brand knowledge, this study mainly draws on the research of Keller (1993) and Aaker (1996), and divides brand knowledge into two aspects: brand image and brand awareness. When designing the brand knowledge measurement items, the measurement content was determined based on the scales of Keller (1993), Aaker (1996) and Shu Xufeng (2014), combined with the measurement scales in the studies of Chen Hong (2002), Wang Haizhong, Yu Chunling and Zhao Ping (2006), Liu Fengjun and Wang Liuying (2009), as well as the case analysis and in-depth interviews, as shown in Table 3.

**Table 3:** Measurement scale of brand knowledge

Dimension	Item	Reference
<b>Brand awareness</b>	Q1: Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary enjoy high awareness	Keller (1993), Chen Hong (2002), Wang Haizhong, Yu Chunling & Zhaoping (2006) and Shu Xufeng (2014)
	Q2: Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary are more famous than other similar products	
	Q3: I can distinguish Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary from other brands of similar products	
	Q4: Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary are more trustworthy than other brands of similar products	
	Q5: I often hear people talking about Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
<b>Brand image</b>	Q1: The marketing and promotion of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary is impressive	Aaker (1996), Liu Fengjun & Wang Luying (2009), and Huang Shengbing & Lu Taihong (2003)
	Q2: I can remember some product features of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary	
	Q3: Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary update their products rapidly	
	Q4: Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary have good product quality	
	Q5: Xiaomi, HEYTEA, Pop Mart and Perfect Diary have diverse products	
	Q6: I have good experience when I use the products of Xiaomi, Pop Mart and Perfect Diary or drink HEYTEA	
	Q7: I consider the products of Xiaomi Mobile, HEYTEA, Pop Mart and Perfect Diary fashionable	

*Measurement of consumers' intention for continuous purchase*

Consumers' intention for continuous purchase is the dependent variable in this study, defined as the subjective tendency of continuing to purchase relevant products of the brand or the possibility of recommending them to others in the future based on the actual situation after having purchased or used a certain brand of products or services. Ajzen et al. hold that intention is the consciousness in mind before consumers make the final behavior, which affects consumers' purchasing behavior. The stronger the consumer's intention to buy a product, the greater the possibility of the final purchase; otherwise, the possibility will decrease. As for the measurement items of consumers' intention for continuous purchase, the content of measurement in this paper is mainly designed based on the content in the study of Zhang Jie (2014), in combination with the research cases and in-depth interviews, as shown in Table 4.

**Table 4:** Measurement scale of consumers' intention for continuous purchase

Variable	Measurement items	Reference
<b>Consumers' intention for continuous purchase</b>	Q1: I would like to recommend products of Xiaomi, HEYTEA, Pop Mart and Perfect Diary to my family and friends	Zhang Jie (2014)
	Q2: The possibility that I buy products of Xiaomi, HEYTEA, Pop Mart and Perfect Diary is high	
	Q3: I prefer to buy products of Xiaomi, HEYTEA, Pop Mart and Perfect Diary compared with other similar products	
	Q4: If necessary, I would buy products of Xiaomi, HEYTEA, Pop Mart and Perfect Diary again	

**Questionnaire Design**

The 7 Point Likert Scale was used for measurement in the questionnaire of this study, where numbers 1 to 7 indicate "strongly disagree" to "strongly agree". The content of the questionnaire mainly includes five parts: the introduction of the questionnaire, the measurement items of brand memory of hot mass consumption products, the measurement items of brand knowledge, the measurement items of consumers' intention for continuous purchase and the information of the respondents, totaling 38 items. The total number of the questionnaires was 539, among which 443 (82%) were valid.

**Sample Data Analysis**

*Statistics of basic characteristics of the samples*

The consumers in the survey are concentrated between 18 and 40 years old, mainly the generations of 1980s and 1990s, who account for nearly 90% of the total. 204 of the respondents are male, accounting for 46% of the total number of valid questionnaires; 239 are female, accounting for 54% of the total. In terms of education level, it can be found that 93% of the respondents (411) have bachelor's degree or above. The detailed basic information is shown in Table 5.



**Table 5:** Basic information of the respondents

<b>Indicator</b>	<b>Option</b>	<b>Count</b>	<b>Percentage</b>
<b>Gender</b>	Male	204	46
	Female	239	54
<b>Age</b>	18 and under	18	4.1
	18-30	235	53
	31-40	161	36.3
	41 and above	29	6.5
<b>Education</b>	Below bachelor's degree	32	7.2
	Bachelor	231	52.1
	Master	178	40.2
	Above master	2	0.5

### **Descriptive statistical analysis of the samples**

The relationship model proposed in this study includes 4 dimensions of brand memory (utility, value, feelings and symbolism), 7 variables of brand awareness, brand image and intention for continuous purchase, and 38 questions. This paper uses the 7 Point Likert Scale for measurement in all the questions, where a high score of all scales indicates a good evaluation. The descriptive statistics of all measured data is shown in Table 6.

The scores of the measurement range from 1 to 7, indicating the respondents' different perception of the content. The data with completely consistent results in the questionnaire were deleted to ensure the differentiation and validity of the questionnaire. The average results fall between 4.53 and 5.22, indicating reasonable design of each variable and the good results of evaluation. The standard deviation is between 1.26 and 1.62, far less than the total score of 7, indicating the results have a low degree of dispersion and the data are good. The absolute values of the skewness and kurtosis are smaller than 3 and 7 respectively, indicating the normal distribution of the result data obtained from the questionnaire, which is suitable for further analysis.

**Table 6:** Descriptive statistics of the items of the measured variables

Variable	Item	Minimum	Maximum	Mean value	Standard deviation	Skewness	Kurtosis
<b>Memory of utility</b>	EM1	1	7	4.68	1.62	-0.40	-0.80
	EM2	1	7	4.65	1.51	-0.38	-0.49
	EM3	1	7	4.62	1.55	-0.27	-0.69
	EM4	1	7	4.63	1.59	-0.33	-0.57
	EM5	1	7	4.68	1.59	-0.43	-0.60
<b>Memory of value</b>	VM1	1	7	4.74	1.46	-0.40	-0.20
	VM2	1	7	4.71	1.45	-0.26	-0.59
	VM3	1	7	4.77	1.38	-0.30	-0.41
	VM4	1	7	4.84	1.37	-0.47	-0.36
	VM5	1	7	4.70	1.39	-0.33	-0.51
	VM6	1	7	4.69	1.41	-0.36	-0.37
<b>Memory of feelings</b>	AM1	1	7	4.57	1.46	-0.49	-0.30
	AM2	1	7	4.65	1.46	-0.41	-0.53
	AM3	1	7	4.59	1.38	-0.46	-0.41
	AM4	1	7	4.55	1.47	-0.53	-0.23
	AM5	1	7	4.59	1.44	-0.58	-0.20
	AM6	1	7	4.53	1.44	-0.39	-0.49
<b>Memory of symbolism</b>	SM1	1	7	4.88	1.50	-0.57	-0.14
	SM2	1	7	4.87	1.45	-0.65	-0.08
	SM3	1	7	4.84	1.46	-0.55	-0.09
	SM4	1	7	4.89	1.52	-0.48	-0.38
	SM5	1	7	4.83	1.50	-0.57	-0.14
<b>Brand awareness</b>	BA1	1	7	4.83	1.46	-0.34	-0.50
	BA2	1	7	4.85	1.40	-0.54	-0.34
	BA3	1	7	4.91	1.36	-0.72	0.34
	BA4	1	7	4.90	1.38	-0.31	-0.52
	BA5	1	7	4.87	1.40	-0.40	-0.42
<b>Brand image</b>	BI1	1	7	4.77	1.51	-0.34	-0.81
	BI2	1	7	4.66	1.38	-0.24	-0.47
	BI3	1	7	4.72	1.44	-0.27	-0.59
	BI4	1	7	4.65	1.41	-0.33	-0.22
	BI5	1	7	4.78	1.42	-0.44	-0.45
	BI6	1	7	4.72	1.44	-0.30	-0.53
	BI7	1	7	4.72	1.37	-0.35	-0.50
<b>Intention for continuous purchase</b>	CP1	1	7	5.18	1.41	-0.66	0.08
	CP2	1	7	5.21	1.36	-0.87	0.46
	CP3	1	7	5.22	1.26	-0.81	0.70
	CP4	1	7	5.17	1.35	-0.74	0.16

### Reliability analysis

Reliability is used in this paper to verify the stability and consistency of the data obtained from the questionnaire, which indicates the degree of authenticity and reliability of the measured data. This paper mainly uses Cronbach's Alpha to analyze whether the internal reliability of the questionnaire is good.

It can be seen from Table 7 below that there are 5 items for memory of utility (with Cronbach's Alpha being 0.907), 6 items for memory of value (with Cronbach's Alpha being 0.922), 5 items for memory of symbolism (with Cronbach's Alpha being 0.898), 5 items for brand awareness (with Cronbach's Alpha being 0.887), 7 items for brand image (with Cronbach's Alpha being 0.910), and 4 items for intention for continuous purchase (with Cronbach's Alpha being 0.871). The Cronbach's Alphas for the above data

are all  $> 0.7$ , indicating that the questionnaire has good reliability and consistency. Therefore, this questionnaire can be used as a research tool for the content of this study.

**Table 7:** Reliability analysis of the measured variables

Items of measured variables	Cronbach's Alpha	Question	Cronbach alpha if item deleted
Memory of utility	0.907	EM1	0.880
		EM2	0.889
		EM3	0.892
		EM4	0.892
		EM5	0.880
Memory of value	0.926	VM1	0.913
		VM2	0.910
		VM3	0.917
		VM4	0.915
		VM5	0.913
		VM6	0.905
Memory of feelings	0.922	AM1	0.902
		AM2	0.905
		AM3	0.913
		AM4	0.916
		AM5	0.909
		AM6	0.902
Memory of symbolism	0.898	SM1	0.867
		SM2	0.883
		SM3	0.884
		SM4	0.879
		SM5	0.862
Brand awareness	0.887	BA1	0.861
		BA2	0.855
		BA3	0.881
		BA4	0.861
		BA5	0.853
Brand image	0.910	BI1	0.893
		BI2	0.901
		BI3	0.903
		BI4	0.903
		BI5	0.892
		BI6	0.892
		BI7	0.890
Intention for continuous purchase	0.871	CP1	0.848
		CP2	0.823
		CP3	0.850
		CP4	0.817

**Validity analysis**

**Exploratory factor analysis**

Exploratory factor analysis is mainly a measure of the structural validity of the scale, used to determine whether there is a good structural stability between the measured variables. SPSS.21 was used in this study for analysis, verification and then factor analysis.

**Table 8:** KMO and Bartlett’s test

<b>Kaiser-Meyer-Olkin</b>		<b>0.956</b>
<b>Bartlett’s test of sphericity</b>	Chi-square approximation	12075.207
	df	703
	Sig.	0.000

The data in the above Table 8 indicate that: KMO>0.70, Bartlett’s test has a large result of 12075.207, and the significance probability<0.01; so all the indicators meet the requirements and the scale is suitable for factor analysis.

**Table 9:** Rotated factor matrix

Variable	Item	Component						
		1	2	3	4	5	6	7
<b>Memory of utility</b>	EM1				0.784			
	EM2				0.752			
	EM3				0.736			
	EM4				0.778			
	EM5				0.805			
<b>Memory of value</b>	VM1			0.726				
	VM2			0.751				
	VM3			0.748				
	VM4			0.752				

**Table 10:** Rotated factor matrix (continued)

Variable	Item	Component						
		1	2	3	4	5	6	7
	VM5			0.774				
	VM6			0.812				
Memory of feelings	AM1	0.827						
	AM2	0.826						
	AM3	0.778						
	AM4	0.755						
	AM5	0.804						
	AM6	0.816						
Memory of symbolism	SM1					0.797		
	SM2					0.725		
	SM3					0.794		
	SM4					0.771		
Brand awareness	BA1							0.666
	BA2							0.711
	BA3							0.633
	BA4							0.686
	BA5							0.7
Brand image	BI1		0.695					
	BI2		0.658					
	BI3		0.613					
	BI4		0.688					

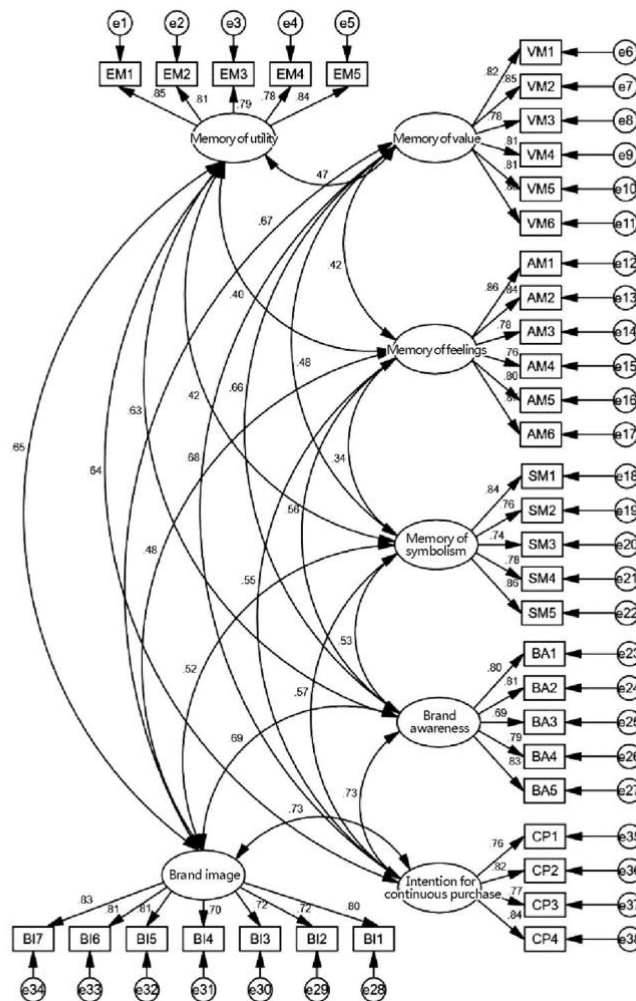
<b>Table Cont'd</b>	BI5	0.715					
	BI6	0.710					
	BI7	0.75					
	CP1						0.657
Intention for continuous purchase	CP2						0.687
	CP3						0.567
	CP4						0.667
Eigenvalue	15.649	2.927	2.349	2.223	1.535	1.307	1.026
Variance contribution rate	12.292	12.088	12.087	10.226	10.094	8.415	5.892
Cumulative variance contribution rate	71.093%						

Principal component analysis was applied to the above Table 10 to collect factors whose eigenvalues are greater than 1, and 7 common factors were obtained, with the cumulative variance contribution rate of 71.093%, greater than 60%. After orthogonal rotation, the above 38 items can be divided into 7 categories of factors, all of which have loads higher than 0.5, indicating that all the effects are relatively completely covered and all variables are within the preset conditions, that is, the scale used has good construct validity.

**Confirmatory factor analysis**

Confirmatory factor analysis verifies whether the correlation variables of each factor are consistent with the initial hypothesis of the researcher. AMOS 21.0 is used for the test in this paper. When the results are consistent with the preset theoretical hypothesis, the convergence of the scale can be tested.

*Overall model validation*



**Figure 3: Overall Model Validation**

**Table 11:** Indicators of goodness of fit of the model

Reference indicators	Evaluation criteria	Statistics	Measure of model fit
$\chi^2/df$	The ideal value is 1-3, and a value smaller than 5 is acceptable	1.472	Good
<b>AGFI</b>	0.8<AGFI<1, and a value close to 1 indicates a good fit	0.885	Good
<b>GFI</b>	0.8<AGFI<1, and a value close to 1 indicates a good fit	0.900	Good
<b>TLI</b>	0.9<AGFI<1, and a value close to 1 indicates a good fit	0.971	Good
<b>NFI</b>	0.8<AGFI<1, and a value close to 1 indicates a good fit	0.923	Good
<b>CFI</b>	0.9<AGFI<1, and a value close to 1 indicates a good fit	0.974	Good
<b>RMSEA</b>	Smaller than 0.08	0.033	Good

According to Table 11, the reference value of  $\chi^2/df$  ranges from 1 to 5, and the calculated value of  $\chi^2/df$  in this paper is 1.472, which complies with size requirements. When the values of GFI, AGFI and NFI are higher than 0.8 and closer to 1, there will be better model fitting. In this study, the values of GFI, AGFI and NFI are 0.900, 0.885 and 0.923, respectively, which complies with related requirements. The values of TLI (tucker-lewis index) and CFI (comparative fit index) are required to be higher than 0.9, and model fitting will be better if such values are closer to 1. In this paper, the values of TLI and CFI are 0.971 and 0.974, respectively, and meet standard requirements. RMSEA refers to the root mean square error of approximation and is required to be lower than 0.08 in general. In this paper, RMSEA = 0.033, which is satisfactory. All the above indexes satisfy standard requirements, indicating that the overall model fitting is good.

**Testing of convergent validity and discriminant validity**

Convergent validity refers to how closely all items to be tested are related to their corresponding dimensions. In this paper, construct reliability (CR) and average variance extracted (AVE) are used to check convergent validity. The general requirements for CR and AVE are stated as follows: CR > 0.7, and AVE > 0.5.

**Table 12:** Results of Convergent Validity Analysis

Variable	Item	Standardized Factor Loading	Standard Error	T Value	P	CR	AVE
<b>Memory of utility</b>	EM1	0.846				0.908	0.665
	EM5	0.843	0.046	21.493	***		
	EM2	0.811	0.044	20.253	***		
	EM3	0.793	0.046	19.566	***		
	EM4	0.782	0.047	19.177	***		
<b>Memory of value</b>	VM1	0.822				0.927	0.680
	VM6	0.877	0.046	22.399	***		
	VM2	0.847	0.048	21.212	***		
	VM3	0.781	0.048	18.837	***		
	VM4	0.805	0.047	19.681	***		
<b>Memory of feelings</b>	AM1	0.861				0.924	0.669
	AM6	0.872	0.042	23.947	***		
	AM2	0.835	0.043	22.215	***		
	AM3	0.779	0.043	19.784	***		
	AM4	0.759	0.047	19.013	***		
<b>Memory of symbolism</b>	AM5	0.797	0.044	20.527	***	0.897	0.637
	SM1	0.840					
	SM2	0.764	0.049	18.179	***		
	SM3	0.744	0.049	17.524	***		
	SM4	0.780	0.05	18.725	***		
	SM5	0.857	0.048	21.432	***		

**Table 13:** Results of Convergent Validity Analysis (Continued)

Variable	Item	Standardized Factor Loading	Standard Error	T Value	P	CR	AVE
<b>Brand awareness</b>	BA1	0.796				0.889	0.616
	BA2	0.811	0.053	18.493	***		
	BA3	0.690	0.053	15.109	***		
	BA4	0.786	0.053	17.781	***		
	BA5	0.832	0.053	19.091	***		
<b>Brand image</b>	BI1	0.801				0.911	0.595
	BI2	0.721	0.05	16.291	***		
	BI6	0.807	0.051	18.864	***		
	BI7	0.833	0.048	19.698	***		
	BI3	0.716	0.053	16.141	***		
	BI4	0.698	0.052	15.644	***		
	BI5	0.810	0.05	18.968	***		
<b>Intention for continuous purchases</b>	CP1	0.763				0.875	0.638
	CP2	0.816	0.059	17.459	***		
	CP3	0.772	0.055	16.395	***		
	CP4	0.840	0.058	18.034	***		

As shown in Table 13, under the condition of 7 variables, all the standardized factor loadings are higher than 0.5 and CR is greater than 0.8, meeting the standard requirements. In general, AVE reflects the convergent validity of a scale. The larger value of AVE represents the higher capacity of potential variables to better explain the variables to be measured and means smaller relative error. The general requirement for AVE is stated as follows:  $AVE > 0.5$ . All AVE values in Table 15 are satisfactory, indicating that the scale in this paper has good convergent validity.

**Table 14:** Results of Discriminant Validity Analysis

	AVE	1	2	3	4	5	6	7
1 Memory of utility	0.665	<b>0.815</b>						
2 Memory of value	0.680	.436**	<b>0.824</b>					
3 Memory of feelings	0.669	.372**	.394**	<b>0.817</b>				
4 Memory of symbolism	0.637	.379**	.442**	.313**	<b>0.798</b>			
5 Brand awareness	0.616	.567**	.596**	.505**	.466**	<b>0.784</b>		
6 Brand image	0.595	.584**	.621**	.450**	.470**	.622**	<b>0.771</b>	
7 Intention for continuous purchase	0.638	.569**	.623**	.498**	.508**	.654**	.662**	<b>0.799</b>

Note: The values marked in bold refer to the arithmetic square root of AVE.

According to Table 14, all AVE values are higher than 0.5 and their square root is greater than correlation coefficient, indicating that both convergent validity and discriminant validity are good.

**Correlation analysis**

Correlation analysis identifies and evaluates a relationship between the variables to be measured, but it fails to explain causality accurately and comprehensively. The Pearson correlation method is adopted in this paper to analyze the relationship between variables, and the results are shown in Table 15.

**Table 15:** Results of Correlation Analysis of Variables

	M	SD	1	2	3	4	5	6	7
<b>Memory of utility 1</b>	4.65	1.34	1						
<b>Memory of value 2</b>	4.74	1.20	.436**	1					
<b>Memory of feelings 3</b>	4.58	1.22	.372**	.394**	1				
<b>Memory of symbolism 4</b>	4.86	1.25	.379**	.442**	.313**	1			
<b>Brand awareness 5</b>	4.87	1.16	.567**	.596**	.505**	.466**	1		
<b>Brand image 6</b>	4.72	1.15	.584**	.621**	.450**	.470**	.622**	1	
<b>Intention for continuous purchase 7</b>	5.20	1.14	.569**	.623**	.498**	.508**	.654**	.662**	1

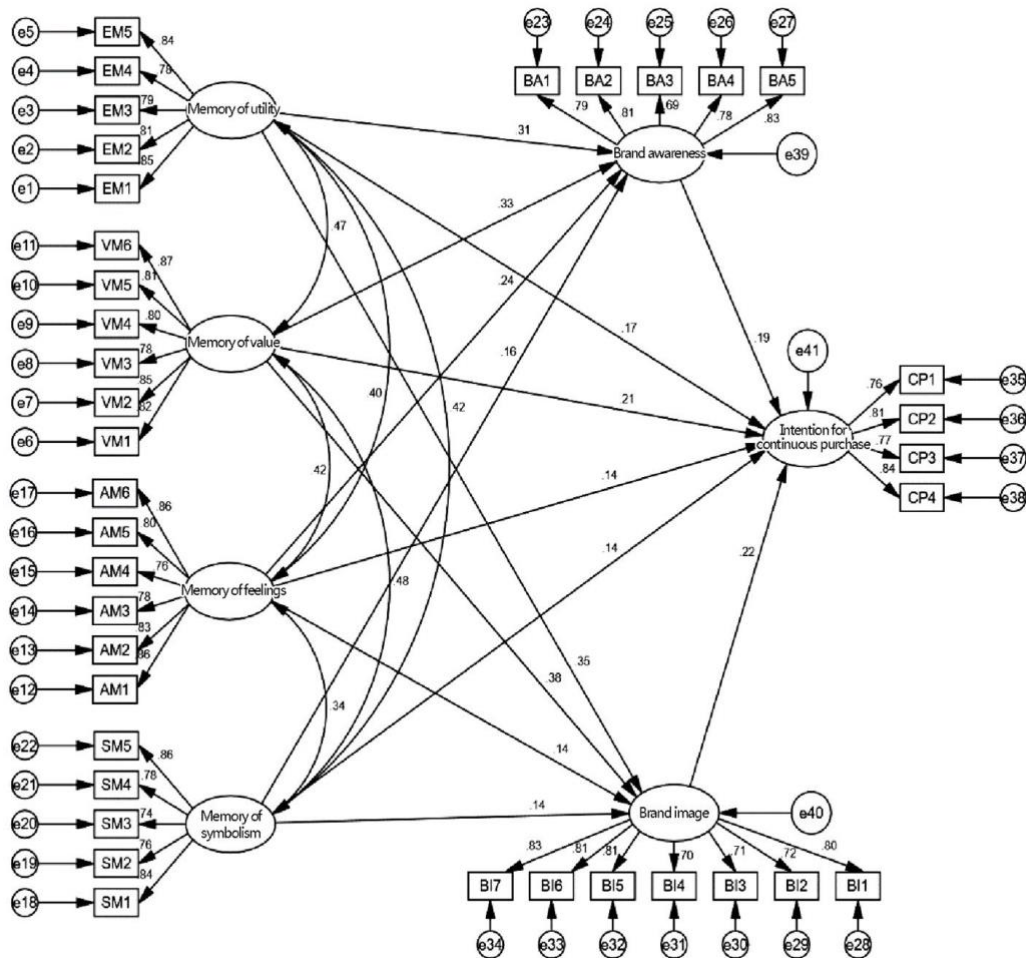
\*\* indicates a significant relationship between two variables at the level of less than 0.01 (two-sided test).

According to Table 15, the correlation coefficients between intention for continuous purchase and four dimensions of brand memory (memory of utility, value, feelings and symbolism) are 0.569, 0.623, 0.498 and 0.508, respectively, and the corresponding P values are lower than 0.01, indicating that the memory of utility, value, feelings and symbolism has a significant positive correlation with the intention for continuous purchase. The correlation coefficients between intention for continuous purchase and brand awareness and brand image are 0.654 and 0.662, respectively, and the corresponding P values are lower than 0.01, indicating that brand awareness and brand image have a significant positive correlation with the intention for continuous purchase.

**Model Fitting and Hypothesis Testing**

**Overall structural equation model fitting**

Based on a theoretical model, AMOS 21.0 was used to create a model, with four dimensions of brand memory (including utility, value, feelings and symbolism) as independent variables, brand image and brand awareness as mediating variables, and customers' intention for continuous purchase as a dependent variable.



**Figure 4:** Structural Equation Model for Studying the Impact of Brand Memory of Hot Mass Consumption Products on Consumers' Intention for Continuous Purchase



**Table 16:** Analysis of Structural Equation Model Fitting

Index	X2/df	GFI	AGFI	NFI	IFI	TLI	CFI	RMSEA
Statistic	1.511	0.899	0.884	0.922	0.972	0.969	0.972	0.034
Reference Value	<3	>0.8	>0.8	>0.8	>0.9	>0.9	>0.9	<0.08
Result	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory

Multiple fitting indexes in the above table are used to judge whether the structural equation model formed in this paper is correct or not. Specifically, reference values of such indexes are stated as follows:  $\chi^2/df < 3$ ; the values of GFI, AGFI, NFI, IFI and CFI  $> 0.9$ , and it is also acceptable that such values are higher than 0.8; RMSEA  $< 0.08$ . According to Table 18,  $\chi^2/df = 1.511 < 3$ ; GFI = 0.899  $> 0.8$ ; AGFI = 0.884  $> 0.8$ ; NFI = 0.922  $> 0.9$ ; CFI = 0.972  $> 0.9$ ; RMSEA = 0.034  $< 0.08$ . This indicates that all model fitting indexes are satisfactory and can be used for subsequent analysis of relationship paths between variables.

**Table 17:** Path Coefficient Between Variables

Path		Path Coefficient	Standard Error (S.E.)	T Value	P	
Brand awareness	<---	Memory of utility	0.315	0.039	6.834	0.000
Brand awareness	<---	Memory of value	0.332	0.046	6.926	0.000
Brand awareness	<---	Memory of feelings	0.240	0.039	5.635	0.000
Brand awareness	<---	Memory of symbolism	0.159	0.04	3.625	0.000
Brand image	<---	Memory of utility	0.348	0.04	7.594	0.000
Brand image	<---	Memory of value	0.385	0.049	8.006	0.000
Brand image	<---	Memory of feelings	0.138	0.04	3.368	0.000
Brand image	<---	Memory of symbolism	0.144	0.041	3.334	0.000
Intention for continuous purchase	<---	Memory of utility	0.166	0.041	3.161	0.002
Intention for continuous purchase	<---	Memory of value	0.211	0.049	3.829	0.000
Intention for continuous purchase	<---	Memory of feelings	0.138	0.037	3.181	0.001
Intention for continuous purchase	<---	Memory of symbolism	0.143	0.037	3.271	0.001
Intention for continuous purchase	<---	Brand awareness	0.192	0.058	3.02	0.003
Intention for continuous purchase	<---	Brand image	0.217	0.054	3.546	0.000

Notes: \* means  $P < 0.05$ . \*\* means  $P < 0.01$ . \*\*\* means  $P < 0.001$ .

According to Table 19, the results of research hypotheses are shown as follows:

**Brand memory of hot mass consumption products and brand awareness**

The standardized path coefficient of the path from memory of utility of hot mass consumption products for consumers to brand awareness is 0.315 ( $t=6.834, p=0.000<0.01$ ), indicating that memory of utility has a significant positive impact on brand awareness, and hypothesis H2a is true;

The standardized path coefficient of the path from memory of value of hot mass consumption products for consumers to brand awareness is 0.332 ( $t=6.926, p=0.000<0.01$ ), indicating that memory of value has a significant positive impact on brand awareness, and hypothesis H2b is true;

The standardized path coefficient of the path from memory of feelings of hot mass consumption products for consumers to brand awareness is 0.240 ( $t=5.636, p=0.000<0.01$ ), indicating that memory of feelings has a significant positive impact on brand awareness, and hypothesis H2c is true;

The standardized path coefficient of the path from memory of symbolism of hot mass consumption products for consumers to brand awareness is 0.159 ( $t=3.625, p=0.000<0.01$ ), indicating that memory of symbolism has a significant positive impact on brand awareness, and hypothesis H2d is true;

**Brand memory of hot mass consumption products and brand image**

The standardized path coefficient of the path from memory of utility of hot mass consumption products for consumers to brand image is 0.348 ( $t=7.594, p=0.000<0.01$ ), indicating that memory of utility has a significant positive impact on brand image, and hypothesis H3a is true;

The standardized path coefficient of the path from memory of value of hot mass consumption products for consumers to brand image is 0.385 ( $t=8.006$ ,  $p=0.000<0.01$ ), indicating that memory of value has a significant positive impact on brand image, and hypothesis H3b is true;

The standardized path coefficient of the path from memory of feelings of hot mass consumption products for consumers to brand image is 0.138 ( $t=3.368$ ,  $p=0.000<0.01$ ), indicating that memory of feelings has a significant positive impact on brand image, and hypothesis H3c is true;

The standardized path coefficient of the path from memory of symbolism of hot mass consumption products for consumers to brand image is 0.144 ( $t=3.334$ ,  $p=0.000<0.01$ ), indicating that memory of symbolism has a significant positive impact on brand image, and hypothesis H3d is true;

**Brand memory of hot mass consumption products and consumers’ intention for continuous purchase**

The standardized path coefficient of the path from memory of utility of hot mass consumption products for consumers to intention for continuous purchase is 0.166 ( $t=3.161$ ,  $p=0.002<0.01$ ), indicating that memory of utility has a significant positive impact on the intention for continuous purchase, and hypothesis H1a is true;

The standardized path coefficient of the path from memory of value of hot mass consumption products for consumers to intention for continuous purchase is 0.211 ( $t=3.829$ ,  $p=0.000<0.01$ ), indicating that memory of value has a significant positive impact on the intention for continuous purchase, and hypothesis H1b is true;

The standardized path coefficient of the path from memory of feelings of hot mass consumption products for consumers to intention for continuous purchase is 0.138 ( $t=3.181$ ,  $p=0.001<0.01$ ), indicating that memory of feelings has a significant positive impact on the intention for continuous purchase, and hypothesis H1c is true;

The standardized path coefficient of the path from memory of symbolism of hot mass consumption products for consumers to intention for continuous purchase is 0.143 ( $t=3.271$ ,  $p=0.001<0.01$ ), indicating that memory of symbolism has a significant positive impact on the intention for continuous purchase, and hypothesis H1d is true;

According to the above path analysis results, all four dimensions of the brand memory of hot mass consumption products have a significant positive impact on brand awareness, brand image and consumers’ intention for continuous purchase. Hence, hypotheses H1, H2 and H3 are true.

**Mediating role of brand knowledge**

For testing the mediating effect of all dimensions of brand knowledge, this paper adopts AMOS21.0 and uses Bootstrap method to explore the mediating role of brand knowledge within each path. The results are shown in Table 20.

**Table 18:** Test of the Mediating Role of Brand Knowledge

Path	Value of Mediating Effect	Lower	Upper	P
Memory of utility - Brand awareness - Intention for continuous purchase	0.060	0.011	0.121	0.015
Memory of value - Brand awareness - Intention for continuous purchase	0.064	0.012	0.118	0.015
Memory of feelings - Brand awareness - Intention for continuous purchase	0.046	0.009	0.092	0.015
Memory of symbolism - Brand awareness - Intention for continuous purchase	0.031	0.005	0.065	0.017
Memory of utility - Brand image - Intention for continuous purchase	0.075	0.026	0.136	0.003
Memory of value - Brand image - Intention for continuous purchase	0.083	0.030	0.141	0.003
Memory of feelings - Brand image - Intention for continuous purchase	0.030	0.007	0.061	0.005
Memory of symbolism - Brand image - Intention for continuous purchase	0.031	0.007	0.067	0.008

Test results about the mediating effect in Table 12 are analyzed as follows:

**Mediating role of brand awareness**

With respect to the four paths Memory of utility - Brand awareness - Intention for continuous purchase, Memory of value - Brand awareness - Intention for continuous purchase, Memory of feelings - Brand awareness - Intention for continuous purchase, and Memory of symbolism - Brand awareness - Intention for continuous purchase, the confidence interval does not include the value 0,

and the values of P are 0.015, 0.015, 0.015 and 0.017 respectively and lower than 0.05. This reveals that hypothesis H4 is true and there is a mediating effect of brand awareness.

### Mediating role of brand image

With respect to the four paths Memory of utility - Brand image - Intention for continuous purchase, Memory of value - Brand image - Intention for continuous purchase, Memory of feelings - Brand image - Intention for continuous purchase, and Memory of symbolism - Brand image - Intention for continuous purchase, the confidence interval does not include the value 0, and the values of P are 0.003, 0.003, 0.005 and 0.008 respectively and lower than 0.05. This reveals that hypothesis H5 is true and there is a mediating effect of brand image.

### Summary of the analysis results of research hypotheses

This paper proposes an empirical model with four dimensions of the brand memory of hot mass consumption products adopted as independent variables, brand knowledge as a mediating variable, and consumers' intention for continuous purchase as a dependent variable. The above model test results reveal the information about hypothesis verification, as shown in Table 19.

**Table 19:** Summary of Hypothesis Verification Results based on An Empirical Model

Hypothesis Description	Verification Results
H1a: The memory of utility in brand memory has a significant positive impact on consumers' intention for continuous purchase	True
H1b: The memory of value in brand memory has a significant positive impact on consumers' intention for continuous purchase	True
H1c: The memory of feelings in brand memory has a significant positive impact on consumers' intention for continuous purchase	True
H1d: The memory of symbolism in brand memory has a significant positive impact on consumers' intention for continuous purchase	True
H2a: The memory of utility in brand memory has a significant positive impact on brand awareness	True
H2b: The memory of value in brand memory has a significant positive impact on brand awareness	True
H2c: The memory of feelings in brand memory has a significant positive impact on brand awareness	True
H2d: The memory of symbolism in brand memory has a significant positive impact on brand awareness	True
H3a: The memory of utility in brand memory has a significant positive impact on brand image	True
H3b: The memory of value in brand memory has a significant positive impact on brand image	True
H3c: The memory of feelings in brand memory has a significant positive impact on brand image	True
H3d: The memory of symbolism in brand memory has a significant positive impact on brand image	True
H4a: Brand awareness plays a mediating role in the impact of the memory of utility on consumers' intention for continuous purchase	True
H4b: Brand awareness plays a mediating role in the impact of the memory of value on consumers' intention for continuous purchase	True
H4c: Brand awareness plays a mediating role in the impact of the memory of feelings on consumers' intention for continuous purchase	True
H4d: Brand awareness plays a mediating role in the impact of the memory of symbolism on consumers' intention for continuous purchase	True
H5a: Brand image plays a mediating role in the impact of the memory of utility on consumers' intention for continuous purchase	True
H5b: Brand image plays a mediating role in the impact of the memory of value on consumers' intention for continuous purchase	True
H5c: Brand image plays a mediating role in the impact of the memory of feelings on consumers' intention for continuous purchase	True
H5d: Brand image plays a mediating role in the impact of the memory of symbolism on consumers' intention for continuous purchase	True

## Conclusions

In this paper, the elements of brand memory of hot products seen or heard by consumers who are affected by different marketing methods and directly stimulated by product information are adopted as independent variables, and brand knowledge is used as a mediating variable. Based on the SOR theory, this paper studies the impact of these two kinds of variables on consumers' intention for continuous purchase. Major conclusions are stated as follows:

Brand memory of hot mass consumption products has a positive impact on consumers' intention for continuous purchase. Hot mass consumption products create brand memory in consumers' minds, which has a positive impact on consumers' intention for continuous use and purchase. In the era of mobile Internet, social environment undergoes great changes. In addition to many material demands, consumers pay more attention to personal consciousness and sensory experiences. The memory of utility and value can satisfy

consumers' demand for product functions, while the memory of feelings and symbolism may bring consumers a great and unique sense of belonging and emotional satisfaction. In terms of the impact of brand memory on consumers' intention for continuous purchase, the standardized coefficients of the memory of value and utility are relatively higher than those of the memory of feelings and symbolism. Therefore, producing crafted and high-quality products based on users' thinking is still the core of hot mass consumption products. Excellent products will win a great reputation and rapidly attract consumers' recognition and trust, encouraging consumers' intention for continuous purchase.

Brand memory of hot mass consumption products has a positive impact on brand knowledge. The memory of utility is a marketing method for hot product brands. The memory of value is a core of establishing consumers' brand perception and brand memory for products. The memory of feelings and symbolism is an escalation of consumers' overall perception and emotion for hot product brands. The four dimensions of brand memory are complementary and jointly contribute to an increase in brand awareness and brand image of hot products, further strengthening the relationship between consumers and products and facilitating an escalation from consumers' trust in a single product to consumers' trust in a brand.

Brand knowledge plays a mediating role in the paths concerning the impact of the brand memory of hot mass consumption products on consumers' intention for continuous purchase. With the help of two mediating variables (i.e. brand awareness and brand image), all dimensions of brand memory of hot mass consumption products also have a positive impact on consumers' intention for continuous purchase. According to the mediating role-related paths, the memory of utility facilitates consumers' intention for continuous purchase indirectly as a result of the mediating effect of brand awareness and brand image. The values of mediating utility are 0.60 and 0.75, respectively. This indicates that the memory of utility of hot mass consumption products not only has a direct impact on consumers' intention for continuous purchase but also contributes to consumers' intention for continuous purchase indirectly by enhancing brand awareness or brand image. The test results of mediating effects reveal that the memory of value, feelings and symbolism can also promote consumers' intention for continuous purchase by taking advantage of an escalation of brand awareness and brand image.

This study finds that in the field of consumer goods, hot products are a focus lots of large enterprises compete for. A hot product-oriented strategy is a top priority of corporate marketing and strategy planning. Great success in hot products will bring overall success! Enterprises need to develop a single product into a hot product, and by using the driving effect of this hot product, convert a series of products of all categories into "hot product collections". This is the final goal of corporate development. Specific suggestions are raised as follows:

Firstly, marketing of hot products: Marketing strategies for hot products shall be made to encourage consumers to be crazy about such products.

Secondly, creation of hot products: Enterprises need to enhance product quality, create a single high-quality hot product in an early stage and then develop hot product forests.

Thirdly, hot product brand building: Enterprises need to cultivate a stronger brand culture and build unique brands.

In conclusion, creating hot products is popular in the Internet era, while brand support is necessary to ensure the attractiveness and popularity of each hot product and reach a high rate of general repurchase. Hot products and branding are complementary. Successive hot products will create a brand soon, and brand support will facilitate the success of future hot products, thus contributing to a better reputation.

## Acknowledgement

**Author Contributions:** Conceptualization, X.C; methodology, X.C; validation, X.C; formal analysis, X.C, Z.L; investigation, X.C, Z.L; resources, Z.L writing—original draft preparation, X.C; writing—review and editing, Z.L

**Informed Consent Statement:** "Informed consent was obtained from all subjects involved in the study.

**Data Availability Statement:** The data presented in this study are available on request from the corresponding author. The data are not publicly available due to privacy concern.

**Conflicts of Interest:** The authors declare no conflict of interest.

## References

- Aaker, D. A. (1996). *Building strong brands*. New York: The Free Press.
- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120.  
<https://doi.org/10.2307/41165845>.
- Bi, J. D. (2010). Research on the negative Internet word-of-mouth's influence on consumer behavior intention (Doctoral thesis, Shandong University, China). Retrieved from  
<https://kns.cnki.net/kcms/detail/detail.aspx?FileName=2010103390.nh&DbName=CDFD2010>
- Chai, Q. S. (2021). Pop Mart: from a grocery store to a blind box giant. *China Brand*, (3), 68-70. Retrieved from  
<https://kns.cnki.net/kcms/detail/detail.aspx?FileName=ZGPP202103020&DbName=CJFQ2021>

- Chang, J. (2017). The study on the influence of time-honored brand memory on the brand value - based on mediating variable nostalgia proneness (Master's thesis, Donghua University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1017804887.nh&DbName=CMFD2017>
- Charmaz, K. (2009). *Constructing grounded theory: A practical guide through qualitative analysis* (G. Y. Bian, Trans.). Chongqing: Chongqing University Press.
- Chen, H. (2002). Analysis of psychological mechanism and marketing strategies of brand perception. *Journal of Changchun Normal University*, (5), 119-121. Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=CCSS200205040&DbName=CJFQ2002>
- Chen, S. R., Yang, G. J., & Wang, T. (2019). The disruptive innovation mechanism model of latecomer firms: an exploratory case study based on Xiaomi Corporation. *Journal of Management Case Studies*, 12(4), 365-382. <https://doi.org/11.7511/JMCS20190403>.
- Chen, X. (2007). Research on influencing factors of brand memory of cosmetics and structural models (Master's thesis, Donghua University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=2007155426.nh&DbName=CMFD2007>
- Chen, X. M. (1999). Grounded theory: thinking and methods. *Educational Research and Experiment*, (4), 58-63. Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=YJSY199904014&DbName=CJFQ1999>
- Chen, Z. P. (2004). "World Manufactory" lacks world brands. *International Business Research*, (6), 8-12. <https://doi.org/10.3969/j.issn.1006-1894.2004.06.003>.
- Deng, Y. W. (2018). Research on the principle and method of building "bursting" products (Master's thesis, Wuhan University of Technology, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1019831692.nh&DbName=CMFD2019>
- Dong, D. H., & Jin, Y. F. (2003). A meta-analysis of antecedents of behavioral intention. *Nankai Business Review*, 6(6), 46-51. <https://doi.org/10.3969/j.issn.1008-3448.2003.06.010>
- Fishbein, M., & Ajzen I. (1975). *Belief, attitude, intention, and behaviour: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- Freud, S. (2001). *A general introduction to psychoanalysis* (S. Peng, Trans.). Xi'an: Translated by Shaanxi People's Publishing House.
- Ge, W. J. (2017). Research on the practical application of hunger marketing - A case study of HEYTEA. *Business & Economy*, (8), 100-102. <https://doi.org/10.3969/j.issn.1009-6043.2017.08.040>.
- Ge, Y. (2017). Build strong brands from the perspective of hot products. *Voice & Screen World Admen*, (1), 81-82. Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=GGRZ201701020&DbName=CJFQ2017>
- Guo, X. (2014). Research on the influence of product attributes and advertising statements on consumers' purchase intention at different levels of involvement (Master's thesis, Southwestern University of Finance and Economics, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1014403907.nh&DbName=CMFD2015>
- He, J. P. (2020). Cross-sector cooperation of Pop Mart. *21st Century Business Review*, (7), 66-69. Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=ESYS202007016&DbName=CJFQ2020>
- He, J. X., Cai, Y. Y., & Qin, X. Y. (2011). The structure and measurement of intergenerational brand equity (IGBE) of consumers in the context of Chinese culture - From the perspective of bidirectional influence. *Management World*, (10), 70-83. <https://doi.org/10.19744/j.cnki.11-1235/f.2011.10.007>.
- He, T. L. (2011). Research on the influence of customers' shopping experience in retail shops on purchase intention (Master's thesis, Jinan University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1011128177.nh&DbName=CMFD2011>
- Hu, Z. M. (2017). A study of E-marketing strategies of Y company on the T-mall platform (Master's thesis, Zhejiang University of Technology, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1018051386.nh&DbName=CMFD2018>
- Huang, S. H., Xiao, J. C., & Jin, Y. N. (2020). Research on influencing factors of continuous purchase intention of consumers on social e-commerce platforms based on S-O-R Theory. *Soft Science*, 34(6), 115-121. <http://dx.chinadoi.cn/10.13956/j.ss.1001-8409.2020.06.18>
- Ji, L. H., & Song, Y. G. (2009). Brand association and its measurement: A case study of Haier and Wahaha. *Modern Business*, (4), 141-143. <https://doi.org/10.3969/j.issn.1673-5889.2009.04.094>.
- Jin, D. P., Wang, X. X., & Yao, P. (2016). Why are brand fans fanatical: A grounded theory study based on an insider's perspective? *Management World*, (9), 102-119. <https://doi.org/10.19744/j.cnki.11-1235/f.2016.09.009>.
- Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Harvard Business Review*, 73(6), 88. [https://doi.org/10.1061/\(ASCE\)0742-597X\(1996\)12:6\(11.2\)](https://doi.org/10.1061/(ASCE)0742-597X(1996)12:6(11.2)).
- Kang, Z., & Shi, J. (2011). Empirical research on the relationship among brand equity, brand awareness and brand trust. *East China Economic Management*, 25(3), 99-103. <https://doi.org/10.3969/j.issn.1007-5097.2011.03.024>.
- Karrh, J. A. (1998). Brand placements: A review. *Journal of Current Issues & Research in Advertising*, 20(2), 31-49. <https://doi.org/10.1080/10641734.1998.10505081>.

- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. <https://doi.org/10.1177/002224299305700101>.
- Kim, D. Y. (2015). Research on the influence of Hanok hotel brand association on Chinese tourists' purchase intention (Master's thesis, Zhejiang University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1015587603.nh&DbName=CMFD2015>
- Kotler, P. (2016). *Marketing management*. Shanghai: Shanghai People's Publishing House.
- Li, D. J. (2008). *Consumer behavior*. Beijing: China Machine Press.
- Li, R. L., & Fan, Y. L. (2020). Analysis of paths for the rapid rise of small brands against the new consumption context - A case study of "Perfect Diary". *Finance Economy*, (10), 85-90. <https://doi.org/10.14057/j.cnki.cn43-1156/f.2020.10.013>.
- Li, X. L. (2011). *Brand building*. Changsha: Central South University Press.
- Liu, F. J., & Wang, L. Y. (2009). Research on the influence of brand image on consumers' attitude toward brands. *Scientific Decision Making*, (1), 67-74. <https://doi.org/10.3969/j.issn.1006-4885.2009.01.011>.
- Liu, Q. Y. (2020). Redefinition of brand recognition. *Journal of Yangtze University*, 43(2), 91-95. <https://doi.org/10.3969/j.issn.1673-1395.2020.02.019>.
- Liu, Y. F. (2019). Research on the influence of cosmetics brand personality on consumers' purchase intention (Master's thesis, Anhui University of Finance and Economics, China). Retrieved from <http://cdmd.cnki.com.cn/Article/CDMD-10378-1019014916.htm>
- Lu, D., & Gao, F. (2005). From "dating" to "marriage" – Discussions on the role and function of TV ads in the marketing process of popular consumer goods. *Broadcasting Realm*, (1), 42-45. Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=STJZ200501012&DbName=CJFQ2005>
- Ma, S. Z., & Xu, L. Y. (2010). Research on independent brand cognition and image innovation of shoe industry in Wenzhou: Empirical analysis based on angle of globalization. *Journal of International Trade*, (3), 69-79. <https://doi.org/10.13510/j.cnki.jit.2010.03.004>.
- Niu, Y. G., & Zhao, P. (2009). Research and analysis of brand recall. *Foreign Economics & Management*, 31(8), 36-45. <https://doi.org/10.3969/j.issn.1001-4950.2009.08.005>.
- Pei, L. J. (2020). Research on the influence of time-honored brand memory on consumers' purchase intention (Master's thesis, Lanzhou University of Technology, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1020767723.nh&DbName=CMFD2021>
- Peng, D. L. (2005). *General Psychology (Revised)*. Beijing: Beijing Normal University Publishing Group.
- Plassmann, H., Ramsøy, T. Z., & Milosavljevic, M. (2012). Branding the brain: A critical review and outlook. *Journal of Consumer Psychology*, 22(1), 18-36. <https://doi.org/10.1016/j.jcps.2011.11.010>.
- Rossiter, J. R., & Percy, L. (2004). *Advertising communications & promotion management* (R. Kang, Y. L. Wang, Y. Wu, & L. Chang, Trans.; 2nd ed.). Beijing: China Renmin University Press.
- Rui, H. (2016). Quality revolution of consumer goods is coming. *Times Finance*, 19(7), 39-40. <https://doi.org/10.3969/j.issn.1672-8661.2016.07.010>.
- Samu, S., & Shanker Krishnan, H. (2010). Brand related information as context: The impact of brand name characteristics on memory and choice. *Journal of the Academy of Marketing Science*, 38(4), 456-470. <https://doi.org/10.1007/s11747-009-0175-8>.
- Shi, F., Meng, C., Li, X. F., & Jiang, J. H. (2017). Research on purchase intention of online group-purchase consumers based on SOR model. *Journal of Commercial Economics*, (20), 53-55. <https://doi.org/10.3969/j.issn.1002-5863.2017.20.016>.
- Shu, X. F. (2014). Research on the influence of brand recognition on consumers' brand selection (Master's thesis, Zhejiang Gongshang University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1014214618.nh&DbName=CMFD2014>
- Sun, J., & Zhang, H. X. (2012). The effect of brand name suggestiveness on consumer decision making: The moderating roles of consumer need for cognition and expertise. *Acta Psychologica Sinica*, 44(5), 698-710. <https://doi.org/10.3724/SP.J.1041.2012.00698>.
- Sun, K. (2016). Research on the effect of brand information content presentation on consumer participation in the mobile Internet context (Doctoral thesis, Jilin University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1017014213.nh&DbName=CDFD2017>
- Tang, Y. L. (2019). Research on the influencing factors and relationships of users' willingness to continue to purchase under the situation of socialized e-commerce (Master's thesis, Jilin University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1019155582.nh&DbName=CMFD2019>
- Wang, H. Z., Yu, C. L., & Zhao, P. (2006). The relationship between consumer model and product-market outcome model of brand equity. *Management World*, (1), 106-119. <https://doi.org/10.19744/j.cnki.11-1235/f.2006.01.013>.
- Wang, J. F., Yu, F., Feng, L. J., & Yue, J. J. (2020). Research on paths of disruptive innovation under the impact of market environment - Xiaomi case study based on the grounded theory. *Science & Technology Progress and Policy*, 37(5), 1-9. <https://doi.org/10.6049/kjbydc.2019030754>.
- Wang, L., Wang, X. Y., & Wang, C. (2020). Empirical research on brand memory structure dimension based on grounded theory. *Technology Economics*, 39(8), 130-142. <https://doi.org/10.3969/j.issn.1002-980X.2020.08.015>.

- Wang, Y. (2018). An empirical study on brand knowledge and purchase tendency of British college students for “Huawei” mobile phones (Master’s thesis, Minzu University of China, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1018318537.nh&DbName=CMFD2019>
- Wang, Z. H. (2020). The rise of domestic beauty brands: An analysis of marketing strategies of “Perfect Diary”. *Media Forum*, 3(4), 143, 148. <https://doi.org/10.3969/j.issn.2096-5079.2020.04.097>.
- Yao, S. L. (2007). Effects of the matching between advertisement and packaging on brand perception (Master’s thesis, Northwest Normal University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=2007137528.nh&DbName=CMFD2008>
- Yi, Y. (2018). Efficient hot product marketing with great potential. *Brilliance*, (7), 28-29. Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=GCXX201807016&DbName=CJFQ2018>
- Zhan, Q. C., & Gao, X. (2007). Research on advertising creativity from the effect of memory on consumers. *Art and Design*, (12), 65-67. <https://doi.org/10.16824/j.cnki.issn10082832.2008.12.023>
- Zhang J. (2014). A study of the influence of brand memory on consumers’ purchase intention (Master’s thesis, China University of Mining and Technology, China). Retrieved from <http://cdmd.cnki.com.cn/Article/CDMD-10290-1014074474.htm>
- Zhang, J. (2016). Research on marketing innovation in a new media environment (Master’s thesis, Nanjing Normal University, China). Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=1015668029.nh&DbName=CMFD2016>
- Zhao, G. Z. (1996). Evaluation of brand equity. *Journal of Hebei University of Economics and Business*, (5), 55-58. Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=HBJM605.014&DbName=CJFQ1996>
- Zhao, H. Y. (2019). Research on marketing strategies of online hot products in the tea drinks industry - A case study of HEYTEA. *Modern Marketing*, 320(8), 125-126. <https://doi.org/10.19921/j.cnki.1009-2994.2019.08.096>
- Zhou, H. M. (2013). Discussions on the features of contemporary mass consumption and corporate marketing strategies. *Commercial Times*, (3), 38-40. Retrieved from <https://kns.cnki.net/kcms/detail/detail.aspx?FileName=SYJJ201303018&DbName=CJFQ2013>
- Zhuang, A. L., & Yu, W. P. (2010). Model construction about the impact of brand cognition on consumer purchasing decisions from the information processing perspective. *Journal of Intelligence*, 29(7), 203-207. <https://doi.org/10.3969/j.issn.1002-1965.2010.07.047>.

**Publisher’s Note:** SSBFNET stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



© 2022 by the authors. Licensee SSBFNET, Istanbul, Turkey. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

*International Journal of Research in Business and Social Science* (2147-4478) by SSBFNET is licensed under a Creative Commons Attribution 4.0 International License.