

The Detection of Brand Identity and Image Using Semantic Network Analysis

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ABSTRACT

In Philip Kotler's hyper-connected, social-based Market 4.0, consumers and businesses are formed in horizontal relationships through countless channels, and consumers decide whether to consume their products or services through their individuality and awareness of the people around them. Therefore, the importance of the brand as a company's intangible asset is growing. This paper tried to analyze brand identity based on Kapferer brand identity prism model. Based on Kapferer's theory that strong brands come from the combination of brand identity and image, it tried to identify whether brand identity and brand image match through semantic network analysis by using text extracted from social media and web page of Samsung Electronics, which ranked 7th in global brand value in 2017. As a result of the analysis, it was confirmed that the brand identity and the image were consistent and that there was no significant difference.

KEYWORDS

Brand, Brand Identity, Brand Identity Prism Model, Brand Image, Hyper-Connect, Market 4.0, Sentiment Network Analysis, Text Mining

INTRODUCTION

In 1960, the American Marketing Association began to recognize the importance of a brand as a name, term, symbol, or combination of these (Alexander, 1960) to identify a seller or a seller's product or service and to distinguish it from a competitor's product or service. In the 1990s, a brand was recognized as an asset of a company and strategically controlled beyond the level of recognition as a part of the customer's appreciation for a trademark.

In the transition of the Fourth Industrial Revolution in 2017, companies in major OECD countries showed the greatest investment in economic capacity (brand, human assets and organizational structures), and among intangible assets, brand assets were said to be the fastest depreciating asset, indicating that brand assets were the intangible assets that required constant monitoring of how the entity would be perceived by its owners (Im et al, 2019).

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In the Fourth Industrial Revolution, with the development of network technology and various communication technologies, companies and consumers are entering a hyper-connected society where they communicate and connect through countless channels. Philip Kotler et al (Kotler et al, 2016) said that the marketing considered these phenomena is marketing 4.0 because customers also look from various perspectives, not just from the perspective of the company's products and services, but from the perspective of the company's internal and external aspects, as the existing marketing will be all connected to all human beings and events.

This vertical approach, in which companies have taken the initiative in communicating with consumers, has become a very important challenge for companies to communicate with consumers as consumers are not easily affected by their marketing activities, and as consumers are quickly aware of and are shared at a very rapid pace. (Im et al, 2019).

In addition, as online and offline spaces such as AirBnB, and Uber have emerged, and as online-based content businesses such as Netflix grow in size, it is time to think about how to give customers not only offline but also online (Kotler et al, 2016). Not only that, on Web 2.0, which is based on the spirit of openness, participation, and sharing, customers are related to their brand interactions.

Therefore, this paper sought to find ways for enterprises online to identify current brands for their enterprises and explore ways to derive strategies. To this end, the basic concept and importance of the brand were identified through prior research on the existing brand, and in order to build a strong brand power advocated by Kapferer (2008), the degree of convergence between the brand identity online and the brand identity prism model created based on the communication theory that the brand identity sent by the company and the brand image recognized by the consumer about the company should be matched.

To identify the brand identity and brand online, the company's introduction, product description, and business environment uploaded by a company that can be accessed and viewed by consumers online were extracted through text mining, and the text of comments on SNS and pages run by the company and posts about the company was extracted to identify the brand image.

Finally, the key elements of the brand identity that an entity wants to send from were compared to the core aspects of the brand identity that consumers are aware of by analyzing the meaning network that identifies the connectivity and centrality of the words by focusing on the words that have been extracted from the text.

LITERATURE REVIEW

The Definition and Importance of the Brand

Brands can be said to be an interrelated consumer response system in which consumers identify products (products, services or ideas), build awareness of the company and create meaning for the company (Moriarty & Franzen, 2009), and can be expressed by consumers' perceptions and feelings about the performance and function of products, not just a set of corporate names and symbols, which means that the brand goes beyond the nature of goods and services to consumers (Kotler & Armstrong, 2010).

Morhart et al. (2015) said that the company's willingness and management in delivering the brand to consumers in a sincere manner can lead to positive brand awareness among consumers, which eventually leads to consumer attitudes. It was said that improved loyalty to these entities could be in the form of repeated consumer transactions (Im et al, 2019).

Based on the technology of information communication in the Fourth Industrial Revolution, business and consumer interfaces are becoming more diverse, and the concept of Market 4.0 has emerged in the human-centered Market 3.0, which values customer thoughts and feelings, to describe new business types, such as shared economy, social CRM and content marketing. Research is being conducted on how companies and customers can integrate interactions online and offline (Kotler et

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