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The Innovation of B2B Brand Story Marketing

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Abstract
The purpose of this research is to discover the B2B brand story for marketing strategy. The research question is: What is the brand story that can attract the consumers? The methodology analysis is Grey Relational Analysis.
Based on the results, one can see that when the brand story is placed on the website, that sellers must be very careful as far as their marketing activities are concerned. The research findings indicate that the web page content, may have an impact on buyers/sellers' impression.

Keywords – story marketing, B2B marketing, brand marketing

1. Introduction

The B2B (Business to Business) marketing has changed over the years. The suppliers focus on their customers first. Furthermore, they think of their customers' service. The consumers take care about the quality they buy. The original suppliers promote their material or products to their customers/consumers. For example, "Intel Inside" is a brand strategy undertaken by the Intel company, and it is a very successful component of brand marketing. The consumers were satisfied with the products because of the manufacture processes or the suppliers' brand. It is obvious that the B2B brand marketing creates the value for their customers.

2. Literature review

Da Silva Lopes and Duguid (2012) referred to the brands whose trademarks are related to legal, economic and business arrangements. Huang et al. (2013) in their survey investigated "when the brand is promoting a specific social role (as a friend or as a leader)", and "whether the physical position of a brand image in relation to the customer's image influences brand evaluations". It may suggest that the brand can

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be your "friend" who cares about your needs and wants to build up the trust with the customers. After the customers trust the brand, they would like to recommend it to their friends. Furthermore, they stated that "two studies reveal that the match between the promoted social role and the visual representations of the brand and customer in the ad layout improves evaluations". It can be understood that the brand lets customers put their trust in it in order to be a loyal friend. Yet, the company needs to improve the quality for the brand to keep the relation with their customers.

Song et al. (2012) found a significant path from brand affect to brand trust, and from brand trust to brand risk and brand loyalty. The brand affect starts from the trust and then customer's loyalty. This reduces the brand risk. It is a brand management strategy to develop the brand for business firms. Wang et al. (2015) referred to the extant marketing literature on customer loyalty. Bruwer and Buller (2013) suggested that "the further studies should be undertaken to examine the relationship between risk, brand loyalty, customer behavior, and the way in which brand loyalty interacts with the product involvement". The brand loyalty involves both risk and relationship on the part of consumers.

Shiue and Lee (2013) found the importance of brand involvement in retaining dissatisfied customers. Bellezza and Keinan (2014) introduced the distinction between "brand immigrants who claim to be part of the in-group of core users of the brand and brand tourists who do not claim any membership status to the brand community". Additionally, Ponte and Richey (2014) pointed out "that in brand aid the problems themselves and the people who experience them are branded and marketed to Western consumers like famous brand just as effectively as the products that will 'save' them". This is obvious to note that the consumers feel affection for a famous brand. Winch (2015) said the brand strategy is to build up the relationship with consumers, the relationship in and through the brand. Kwon et al. (2015) found that the local experience and global phenomena are intertwined in the formation of positive local identification with brand equity. Additionally, Singh and Kumar (2015) analyze the impact of visual merchandising on brand equity for the retailers are important. On the other hand, Moon and Sung (2015) claim "that the need for internal balance would be activated at the collective or personal level to ensure an individual's optimal distinctiveness by using brands as an identity signaling mechanism". That can see the brand is a sign for consumers to buy their goods.

In addition to this, the marketing purpose is to create the value for customers. However, the consumers' behavior is the issue which refers to those consumers who have the motivation to strive for order and stability in their lives. This come from Fischer et al.'s (2010) research in which it is stated that brands provide an important position to reduce the uncertainties and volatilities in order to influence the customers' decisions. Furthermore, Bian et al.'s (2014) findings from experiments demonstrate that "social power holds key insights into understanding consumers' purchase propensity for luxury brand counterfeit products; product conspicuousness moderates the effects of social power on purchase propensity for status products; these moderation effects are only observed when the status products are luxury brand counterfeit products but not genuine products". The luxury brand also builds up the social communication and the brand stories for consumers.

The brand set up needs the trust to keep the relationship with the brand community (Matzler et al., 2011). According to the above mentioned authors, brand trust is based on the consumer beliefs, including the value promise and brand intentions. The brand

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intends to hold the consumers' interest. There are such occupational relationships in which members decide whether, when, how, and how much to interact with whom and in which individuals are intrinsically motivated to engage with others (Matzler et al., 2011). Jzerman et al.'s (2015) research deals with the knowledge database on brand research with this idea of "grounded social cognition". This can explain that the brand image reflects the trusting relationships in order to be a social communication.

The brand power derived from Boisvert's (2011) explanation indicates that "a brand association can be strongly linked to an extension – much stronger than in the parent brand – because of the intended positioning of the new extension". The extension is to help their brands to increase the profile together. And "if a parent brand owns a specific set of associations, because of historical marketing reasons, it is expected that these associations or series of associations should describe a strong transfer to the new extension". It may mean that the brand power can transfer to the other parent brands which bring more profits for firms. In addition to this, Marazi (2015) collected "three specific 'human' superheroes who display a strong brand identity in order to examine the theme of vigilantism in connection with brand identity and brand management so as to display the oscillating power struggle between individual and the collective, between the private corporate sector and government power". Perez and Bairon (2013) found that the brand as a sign detached from the marketing management, uses the digital technologies and arts to find the interpreters consumption based on the advertising. That is Kim and Yu (2016) who suggest the use of branded apps as tools for corporate marketing communications.

Li (2015) states that "consumers' brand attachment had a moderating effect, in that; the greater the severity of a negative event, the stronger was the perception of betrayal by consumers with high brand attachment". The above-mentioned author also claims that "the more serious the negative event, the greater was the perceived sense of betrayal of the consumers and the more negative was their brand attitude". Suh and Youyae (2006) said that "product involvement decreases the direct effects of satisfaction on brand attitudes and loyalty". On the other hand, it increases the indirect effect of advertise attitudes and corporate image. Porto and Oliveira-Castro (2013) said the marketing strategies about brand relate to the brands they bought last and what they intend to buy, which is a way of measuring part of their learning history with brands, and their actual purchases.

3. Methodology

From the above-mentioned literature on the subject, we claim that the B2B brand marketing reflects consumers' loyalty. The aim of this study is to focus on the brand marketing which are consumers' trust and re-buy. What is the brand story that can attract the consumers? What is the brand story that is good enough to touch the consumers' heart in order to promote it?

It is very important for researchers to choose the most appropriate methodology for their research. We selected the respondents who are working in manufacturing companies. They are also the EMBA students at National Chung Hsing University, and master students at the Department of Marketing and Logistics Management, Southern Taiwan University of Science and Technology. The e-questionnaire consisting of several

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questions was sent to them from January 2016 to March 2016. As a result, 68 complete questionnaires were obtained.

The methodology analysis is grey relational analysis (GRA). Grey relational analysis IV: This section is divided into three parts comprising: (1) a grey relational analysis of basic introduction, (2) the implementation of the three grey relational analysis steps, and (3) grey relational analysis and link this study described as follows:

JuLong (1982) deals with the issue of the grey system theory in which the most important axis is Grey Relational Analysis (GRA). Deng (1989) investigates grey relational analysis. The energy system modeling will be used to analyze the degree of association of sequences of discrete data.

Deng (1986) explores grey correlation analysis method and the traditional method of statistical analysis is not the same, it does not require numerous data, or the existence of "dependent" relationship with many restrictions, "normal" numbers , etc. between the variables, because the use of grey correlation analysis law does not require a large amount of data, does not need to comply with the typical distribution law, which established the model, or can belong to the non-function of the number of columns in the model, and the calculation is simple.

Wu et al. (2004) examined the grey relation theory which is a very efficient learning method for solving the problem of uncertainty. The concept of grey relation theory has existed for 20 years. This theory has been successfully applied to many disciplines such as: economics, sociology or engineering, etc. Additionally, Wu et al. (2004) mention that grey correlation analysis is used to find a common characteristic of the main advantages of the method, which is used as the method of selecting the characteristics, but it also helps to remove them. What is more, it does not affect the decision-making factors (relevant or superfluous). Arce et al. (2015) dealt with the grey system theory which "was initially focused on the analysis and optimization of uncertainty problems", however, "it has subsequently been successfully applied in solving forecast problems". Hence, the research directions of grey system theory can be divided into two main lines: relational analysis and prediction. The research results are presented in the next section.

4. The research results

The respondents are working in manufacturing companies and are familiar with the process. Most of them are working in sales department and are general managers. Their companies have been operating for more than 25 years and employ over 200 employees. Most of their companies have their own brands. They also deal with administrative matters.

Those questions are relating to brand story. In addition, the research results constitute the answers to the research questions: What is the brand story that can attract the consumers? What is the brand story that is good enough to touch the consumers' hearts in order to promote it? The research result would explain it.

Daniel (1961) pointed out that among "the conditions for success, there are 3–6 key factors that determine it; if companies lack these key factors, then the business can easily fail". In addition, a key factor must not be more than half of all the factors of quantity, otherwise, it would lose its meaning representation. In this study, in accordance with

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this criterion, based on the level of grey relational degree, the respondents select 3–6, in order to identify important critical success factors.

In Figure 1, you can see that the first group contains only one factor. If there is only one factor in this group, Daniel's (1961) theory is not met, it is necessary to re-join the two factors of the second group, a total of three factors, at least three factors in line with Daniel's (1961) theory. Six key success factors in this study were selected: the first group: after reading brand story online, carefully pick seller (A5, 0.6382); the second group: good net brand story will move me (A8, 0.6235); the third group: famous brand network stories are more interesting to watch (A9, 0.6210); the fourth group: brand story on the web can deepen the buyer/seller's impression (A17, 0.6166); the fifth group: brand story on the web can help the company's marketing promotion (A16, 0.6147); the sixth group: I can trust the fourth group of famous brand network brand story (A6, 0.6102).

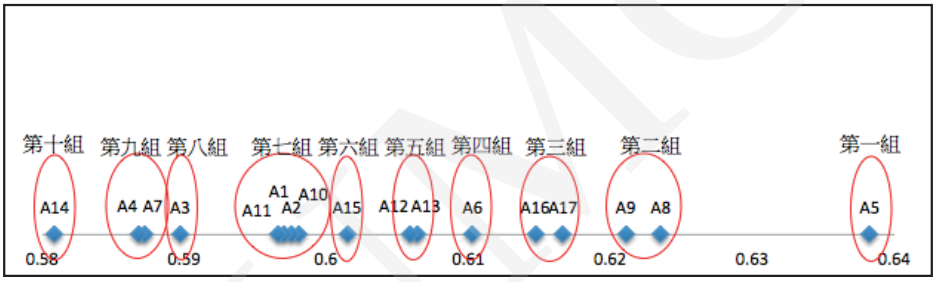

Figure 1. Relational degree view of a number line graph "B2B brand story"

Source: Own elaboration.

No.	Questions	Grey correlation	Grey sequence	The key success factor
A5	After online reading the web brand story, the seller will be carefully selected	0.6382	1	ü
A8	Good net brand story still moves me	0.6235	2	ü
A9	Famous brand network brand stories are more interesting to watch	0.6210	3	ü
A17	Brand story on the web can deepen the impression of buyers/sellers	0.6166	4	ü
A16	Brand story on the web can help company's marketing promotion	0.6147	5	ü
A6	I can believe that famous brand network B2B Brand Story	0.6102	6	ü

Table 1. "B2B brand story" grey value associated with the key success factors

Source: Own elaboration.

The research results prove that sellers must be careful when the B2B brand story is on the website. In addition, the good B2B brand story can win customers' hearts, especially when the B2B brand story is interesting. Nevertheless, "brand story" on the web can deepen the impression of buyers/sellers. The benefit from brand story can assist the company's marketing promotion. Most customers trust the famous brand story on the website.

Moreover, the customers trust the company's brand and then will come back many times. The company also responds to its customers' loyalty. There are several ways to do it, for example, discounts, a cup of coffee on the membership day, or a birthday present, and so on.

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Yet, the brand story needs to be put on the website since it is good for customers to read it. The company's marketing strategy also needs to take care of the current events. It may allow consumers to get along more with the company. The brand story needs to be updated all the time. The brand stories must be in accordance with the marketing strategy.

The main limitations of this research are due to the research time available, making it difficult for the researcher to observe the marketing department. Therefore, the findings lack more detailed discussion on operations concerning the brand. Another reason is that marketing management is confidential and the company wishes to remain anonymous. It means that there are some limitations on the data and references presented in the chapter on the results.

The next one concerns the lack of agreement on theory and fieldwork generalizations found in the findings. The location is limited. The fieldwork has a specific context so that it may not be suitable to generalize the findings to the field of brand management. The presentation of these findings is expected to be of benefit to business firms who wish to build up their brand all over the world.

5. Conclusions and suggestions

5.1. Conclusions

The B2B (Business to Business) marketing is now more complicated than it used to be. Suppliers need to think of their consumers' needs and desires for their marketing. In addition to this, it is necessary for the marketing activities to touch the consumers' hearts. The point is that the original business needs to think up the brand story for their customers. The brand story which can make people happy and win their hearts. Furthermore, it can be a kind of communication between the company and consumers. The brand story is not only the marketing strategy but also company's social response.

It is obvious that the brand marketing reflects consumers' loyalty. From this study, we can identify the famous brand marketing which are consumers' trust and re-buy. Furthermore, when the good brand story is good, word-of-mouth marketing is possible. Yet, when consumers read the brand story, they are very careful when distinguishing the true story from the one on the website. Undoubtedly, the brand story needs to be very interesting.

Nevertheless, the brand story on the web can deepen the impression of buyers/sellers. This story marketing can be accessible to other consumers. This is also a good way to promote the marketing.

5.2. The academic implications

In this research, the grey system has been used, although in ideally focus on analyzing and solving the problem of uncertainty optimized solution, now, it has been successfully applied to predict the problem. There has been proposed that scholars can use the grey related system which refers both to analysis and forecasting.

Most researchers discuss the brand marketing but seldom survey the brand story. Therefore, the brand story needs to be of interest in order to attract the customers. It can allow people – who want to create the famous brand – to have a guide in order to understand how to do it.

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It may seem that scholars think that it is all about management practices. Yet, we expect the academic research can combine the academic knowledge with management practices. It can allow the company to understand the brand story, which is a good policy for marketing strategy.

5.3. The management implications

Based on the results, one can see that when the brand story is placed on the website, that sellers must be very careful as far as their marketing activities are concerned. Therefore, they have to be aware of the fact that the story must be true and acceptable. In such a case, business firms are able to gain more loyalty from the brand story.

Hence, we suggest that when business firms design the brand story, they should enable their customers to involve in it. This can allow the consumers to get a sense of reality and trust in marketing.

The company needs to look for someone who can create good brand stories. It is about the marketing project employee who can write and do it properly. The good brand story can win consumers' hearts and cheer them up. The company needs to care about the quality of the brand story. It will constitute an example for the company's image.

5.4. The future research suggestion

We suggest that future research area could be extended, for example, to two or even more countries. This study can focus more on one company story in the future and scholars can analyze the story for marketing.

Based on this research, we hope that more scholars will examine this topic in the future. However, marketing is totally different than it used to be. Now, the competitiveness is related to final consumers. The scholars can think more about focusing on this aspect in the future.

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