

The influence of brand culture on Enterprises: a case study of IKEA

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Abstract: Nowadays, people's living standards are rising very fast, and material needs have been greatly satisfied. However, on the other hand, our spiritual and cultural needs are very scarce. This also gives entrepreneurs a revelation: who first instill their brand culture into the hearts of consumers, who won the commanding heights of the industry. Therefore, an enterprise needs its own brand culture, as long as consumers have the cultural quality consistent with the brand culture, it will greatly enhance the brand strength, and then obtain commercial profits. Through the analysis and explanation of IKEA's case, this paper introduces the related knowledge of brand culture, and provides reference for the further development of brand culture in other enterprises.

Keywords: Brand culture; Corporate culture; IKEA

1 Introduction

Since the first modern enterprise in the world came into being in the 18th century, corporate culture has been gradually nurtured and developed in the practical activities of enterprises.¹ At the same time, some visionary entrepreneurs have begun to pay attention to this emerging corporate culture. From the late 1970s to the early 1980s, corporate culture began to receive universal attention from the global business community and management academia. The practice and theoretical research of corporate culture gradually set off a climax. After many practices and some very significant examples, we have to admit that the cultural construction of enterprises has become an indispensable core content of modern enterprise management. For those companies whose brands are influential, reputable and well-known, they are more likely to gain unique advantages in the industry competition, which will inevitably lead to better sales performance and excellent reputation. Therefore, the brand culture of enterprises has become an important part of the competitiveness of enterprises. The establishment of corporate brand culture is not only a product, concept, service and other factors interact with each other, but also a long-term accumulation and continuous pursuit of the process.

2 IKEA's road to cultural success

2.1 The brand culture of IKEA

IKEA, which originated in Sweden, is one of the few commercial wonders of the 20th century and has spread to 42 countries in 60 years. It has become the world's largest and most famous retailer of household goods. Such a great rise is inseparable from its great cultural connotations.

IKEA's unique brand culture is rich catalog culture. IKEA distributes a large number of catalogues to customers free of charge each year in its countries of distribution. This catalogue is very elegant and contains new products IKEA launches every year. Such a catalog culture makes IKEA attract many potential customers. In China, IKEA distributes more than 2000000 copies every year, and its effect is also very significant. Thousands of Chinese have come to know IKEA through this catalogue and have learned the concept of home design.²

A trend of brand culture is the culture of environmental protection. IKEA has just adapted to this trend. Ten years ago, IKEA began to participate in environmental protection activities: the first to formulate environmental protection policies, consciously fulfill stringent regulations on the use of tropical trees, and sponsor a forestry research project at its own expense. As a timber home manufacturer, IKEA attaches great importance to environmental protection. IKEA's environmental protection culture has won a very good reputation and brand image.

2.2 The cultural analysis of IKEA

An employee who has worked in IKEA for 25 years has said that the reason why IKEA has been there for so

¹ Sheng Qizhi, DuLin. Branding [M]. Tsinghua University press.

² [Sweden] Anders Dyer wig [M] China commerce and Industry Publishing House

many years is that he has never doubted the goodwill and sincerity of IKEA from beginning to end. The goodwill and sincerity of IKEA are obvious to all. Is the environmental protection of brand culture its goodwill? Is the unique catalog culture true? Most importantly, IKEA's corporate culture includes a sense of responsibility for the society.

The brand culture of IKEA shows us when we go to IKEA shopping. Here is a case of "entertainment shopping" culture. IKEA usually covers a large area, so it not only built a children's playground in its shopping venue, but also built a restaurant and lounge, customers can carry out a series of leisure activities in the IKEA shopping mall, like a weekend. IKEA has been working hard to create a pleasant shopping experience for customers. This cultural experience of IKEA deeply meets the psychological needs of customers for easy shopping, so it is not surprising that IKEA has such a high market share in the home market.

3 Brand culture molding

3.1 Influencing factors of brand culture shaping

In the development of modern commercial society, entrepreneurs are paying more and more attention to the shaping of brand culture. At the same time of commercial marketing expansion, the cultural connotation will be injected into the brand, so that the product has a strong humanistic atmosphere, which can not only produce a huge economic effect, but also improve the cultural value and social significance of the product. Next, let's take IKEA as an example to analyze the shaping of brand culture.

First of all, we consider the industry impact of enterprises. As we all know, an enterprise in different industries, its brand culture style and construction will vary greatly. As a leader in the home industry, IKEA should consider the comfort and health of the product. Natural, simple brand culture just coincides with this standard, that is to say, IKEA brand culture is appropriate and correct. As a service industry, its first consideration is the quality and characteristics of services. The industry impact mentioned above is what this means.

Secondly, the shaping of corporate brand culture should take into account the impact of the times. People's consumption concept and behavior will change with the changes of the times. As an important factor to measure the competitiveness of enterprises, brand culture must be redefined and molded constantly with the changes of consumers. The environmental protection tendency in IKEA's brand culture is a good example. Since twenty-first Century, people are increasingly concerned about environmental changes and future development. IKEA has put forward its own environmental protection measures on the occasion, and earnestly achieved the effect of protecting the environment and saving resources. Just as in the last century, there was a computer that was a symbol of knowledge and status, and today, computers have become popular and will no longer be a status manifestation.

Thirdly, we must consider the influence of social culture. Brand culture is formed in a certain social and cultural environment, which can depend on and reflect the cultural proposition of the society to a certain extent. To enter a market, a brand must take into account the culture and laws and regulations of the market.

³Before entering the Japanese market, IKEA encountered an unprecedented problem. Japanese household products are more restrictive on formaldehyde content, requiring half the level of formaldehyde content in other countries. In the face of this challenge, IKEA has made a decision in line with its own brand culture, which is to reduce the formaldehyde content of all IKEA products by half. On the one hand, for the health of consumers, another important aspect is that this measure is also a positive strategy for solving environmental problems. This event truly reflects IKEA's style of turning problems into opportunities, and IKEA is really proactive in its future development. In the face of Japan's problems, IKEA has taken into account that all countries will strengthen their restrictions on formaldehyde in the future. Among other factors, I think the national culture of the potential market is also important.

3.2 The main contents of brand culture

Brand culture includes spiritual culture, material culture and behavioral culture, and its shaping should also focus on these three aspects.⁴

³ Zhang Mingli, Ren Shuxia. Brand management [M]. Tsinghua University press, Beijing Jiaotong University press.

⁴ Li Ting. On the construction of enterprise brand culture [J] Wuhan University.2005

The shaping of spiritual culture needs to be considered in some aspects, such as brand spirit, brand value culture, national culture and the national culture mentioned above. What businesses need to do is to resonate with these consumers. Or at the level of Masno's needs, the spiritual culture of corporate brand culture should meet the high-level needs of consumers, such as the needs of care and love and self-respect.

The shaping of material culture should consider the use of products for transmission, such as brand products, names and LOGO and so on. IKEA's household products, from Robin's bed, Bisk's table to Bong's cup, are simple, natural, ingenious, well-designed and beautiful and practical. Compared with other manufacturers' household products, IKEA gives the impression that it is fresh, natural and fashionable. We must say that IKEA's brand culture has been deeply rooted in the hearts of the people.

Behavior culture mainly refers to the brand's employees' work behavior and work attitude. "Create a better daily life for the majority of people" is a brand culture that highlights all aspects of IKEA shopping. In IKEA shopping, only when we call for service, the staff will be smiling and patient to serve you. Without annoying explanations and discriminatory instructions, our shopping will be happier and our daily life will be better.

3.3 Misunderstanding of brand culture

The construction of brand culture is too superficial. The value of brand culture shows up, which also leads to some enterprises blindly follow the trend, empty space to build their own brand culture, there is no substantive content, is not much significance. Some enterprises do not have enough depth in the development of brand culture, and do not pay enough attention to the design and promotion of brand culture.

The way of brand culture construction lacks flexibility. Many enterprises have one-sided understanding of the construction of brand culture, they believe that brand culture is to enhance brand awareness. Some enterprises have invested a lot of money in advertising, and believe that advertising plays a very important role in the construction of corporate culture. But in the long run, advertising has little effect, and it is difficult to form a distinct brand culture in the hearts of consumers.

Enterprise brand culture lacks its own personality and has no own characteristics. The brand culture with individuality will be noticed and remembered. Nowadays, the phenomenon of product homogenization is serious. Only the brand can bring competitiveness to its products. However, the same brand culture can never stand out in the industry.

Brand culture concept lags behind the development of the times, can not change with the progress of the times and brand lack of innovation will inevitably be abandoned by the times.⁵ Nokia's mobile phones, which swept through the early part of this century, were abandoned by consumers because they stuck to the old system and failed to capture the development of the market and the needs of consumers. In sharp contrast to this is the U. S. company Google, innovative as its own cultural philosophy, has been the world's first search engine status.

4 Conclusion

As a part of corporate culture, we should pay attention to brand culture. Brand culture construction should start from bit by bit, step by step, including the concept, spirit, personality, service and other details should be included. Brand culture shoulders a heavy responsibility, which has an indelible significance to consumers, society and the environment.

The unfairness of today's world is to be solved. Pursuing equality is the good aspiration of mankind. "Creating wealth by knowledge" is the pursuit of enterprises and the trend of business development. Therefore, brand culture construction should conform to the development of the times, on the other hand, reduce unfairness, should contain equality factors in it.

Some of the above mentioned brand culture construction is too old and lacks its own personality. From this point of view, we need to innovate brand culture and not blindly follow suit. Innovation includes management innovation, concept innovation, product technology innovation, system innovation and so on. On the other hand, enterprises to develop positive and effective strategies to promote innovation will also have a good impact on brand culture, can make the brand enduring.⁶

Brand culture should be a high EQ culture. Today, fast-paced life makes people feel depressed, and consumers need spiritual sustenance. Therefore, the culture of a brand should satisfy the needs of consumers

⁵ Zhu Li. Brand culture strategy research [J] Zhongnan University of Economics and Law.2005

⁶ Xu Junyan. On how to strengthen the building of brand culture in enterprises [J] China's military to civilian.2011

and resonate with consumers. Such brand culture will win the hearts of the people and increase the value of brand culture.

Brand culture should be an environmentally friendly culture. At this point, many enterprises should learn from the IKEA mentioned above. China's enterprises should conscientiously implement the basic state policy of conserving resources and protecting resources and earnestly do it. Protecting the environment and nature is the consumption concept of contemporary consumers. Only the brand culture that suits consumers can be popular.

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