Research on Brand Image Design Innovation and Practice under the New Retail Trend Based on Computer Technology

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Abstract. With the rapid iteration of the computer Internet, the conventional brand image design has been unable to adapt to the development of market retail mode and mode, and innovation and reform are urgently needed. Based on this, this paper first analyzes the challenges of brand image design under the background of new retail, then studies the innovative principles of brand image design under the new retail trend based on computer technology, and finally gives the ideas and methods of innovation and practice.

Keywords: Brand Image Design, New Retail Trend, Computer Technology

1. Introduction
The processive development of the computer Internet not only promotes the improvement of people's living standards, but also has a profound impact and change on people's consumption habits and consumption patterns. With the rapid iteration of the Internet represented by computer tech, the conventional retail mode is gradually transiting from offline oriented to online and offline combination, becoming a new retail trend [1]. Under the new retail trend, it is essential to gradually improve information tech, promote the integration of online and offline advantages, expand the organic integration of retail channels covering several aspects as shown in Figure 1 below, and promote the innovation and transformation of brand image design under the new retail trend based on computer tech.

Figure 1. Organic integration of channels under the new retail tendency
With the new retail business model based on computer tech, brand image design must pay more concentration to user experience. Therefore, brand image design must follow the development
tendency of new retail business model, break through the conventional design mode and thinking mode, and innovate brand image design [2]. Therefore, it is of great practical value to study the brand image design innovation and practice under the new retail tendency based on computer tech.

2. The challenge of Brand Image Design Under the Background of Computer New Retail

2.1. The distinction between new computer retail and conventional retail operation mode
The new retail operation mode based on computer tech is shown in Figure 2 below. First of all, the new retail based on computer tech pays more concentration to user experience and uses more big data tech, so as to make a more accurate analysis of consumers' consumption habits and preferences [3]. Secondly, the new retail mode reconstructs the conventional retail mode, which not only improves the circulation efficiency of retail, but also integrates multiple retail scenes and formats. In addition, the new retail based on computer tech integrates multiple technologies and carriers such as the Internet, big data and artificial intelligence, realizing the two-way development of retail online and offline.

![Figure 2. The new retail operation mode based on computer tech](image)

The distinction between the new retail operation mode based on computer tech and the conventional retail is not only reflected in the improvement of retail efficiency, but also in the aspects of role, content, form, relationship and concept, as shown in Table 1 below.

| Distinctions  | New retail                                   | Conventional retail                      |
|--------------|----------------------------------------------|------------------------------------------|
| Role         | Have the function of service and organization| Transaction medium between supplier and consumer |
| Content      | The core of trade is commodity + service      | The core of trade is commodity            |
| Form         | Integrated and compound management pattern   | Retail organization                       |
| Relationship | Deep interactive community relations          | The relationship between commodity and currency |
| Idea         | Focus on consumers                           | Pick up channel                           |

2.2. The basic concept of brand image design
Brand image design needs to be optimized based on consumers' personality, cognition and preferences. Not only that, brand image design should have the basic functions, but also have the brand characteristics including its own strength and characteristics [4]. In addition, a good brand image can strengthen customers' memory of the brand, so as to promote the formation of consumer inertia, so as to enhance the brand's own market competitive advantage.

Generally speaking, brand image includes tangible and intangible. The former is the basic function that the brand should have, so as to meet the basic requirements of consumers for product functions and realize their basic consumption experience; the latter is the content that the product brand should further expand, mainly to make the brand more personalized and more competitive. In the face of the improvement of people's consumption level, the consumption habits and consumption ability of
consumers are constantly upgrading, and the intangible characteristics of product image are more abundant, so as to realize the promotion of added value.

2.3. The challenge of brand image design under the new retail tendency

The advent of the era of computer Internet makes the design of brand image must pay more concentration to consumer experience, and form a retail mode based on consumer experience. In addition, with the rapid expansion of online retail mode, online and offline integration based on customer consumption experience has become a new development tendency \[^5\]. Under this background, the conventional retail mode has been difficult to play its advantages and cannot provide consumers with travel alienation and personalized product brand.

In the new retail era based on computer tech, the mainstream consumer groups are becoming younger gradually. These younger consumer groups have more unique consumption demand and consumption concept, and requirement to integrate brand image design into deep-level culture and spirit, so as to bring brand more unique added value. However, most of the current brand image does not have this function, so it is urgent to change. Good brand image design has important value, not only can promote the upgrading of the brand, but also can bring significant commercial value. Under the condition of Internet, it is a new challenge for brand design and innovation to analyze consumers' consumption habits based on computer big data so as to provide targeted product services.

3. Innovation and Practice of Brand Image Design Under the New Retail Tendency Based on Computer Tech

3.1. Principles of brand image design under the new retail tendency

The design of brand image design under the new retail tendency based on computer tech requirements to follow the principles of innovation, practicability and systematicness, as shown in Figure 3 below. Among them, innovation requires brand image design to avoid being identical with other brands, but to create its own brand image based on its own connotation and corporate culture. The practical principle requires that the brand design under the new retail tendency should have the characteristics consistent with the practical application, so that the later product production can meet the requirements of realization as much as possible \[^6\]. In addition, the systematic principle requires that the brand design under the new retail tendency based on computer tech should have its own design strategies and methods, so as to realize the optimization and promotion of brand design.

![Figure 3. Composition of Sax CNC system based on computer](image)

3.2. The characteristics and functions of brand image design under the new retail tendency

Under the new retail tendency based on computer tech, the first emphasis is on the connection of information, and the second is the cross-border and integration under the Internet conditions. In addition, the characteristics of brand image design under the new retail tendency also have the characteristics of driving innovation and activating potential ability. Based on these characteristics and the advantages of computer tech, it could realize the analysis of specific problems by using big data, so that the brand design is more in line with the requirements of consumers. The new retail tendency
under the computer tech can be cross-border integration based on the requirements of users to create the core competitiveness of brand design.

3.3. Innovative ideas of brand image design under the background of new retail based on computer tech

First of all, we requirement to analyze the requirements of brand image design under the background of new retail based on computer tech, including the diversification of brand cognitive channels, the visualization of product information, and the personalized requirements of consumers. Secondly, it is essential to analyze the development tendency of brand image design under the background of computer-based new retail. In view of the development tendency of social, content and scene in brand image design under the new environment, it should carry out targeted brand image design to achieve innovative development.

In addition, in order to realize the development of brand image design under the background of new retail based on computer tech, it requirements to innovate brand image construction with brand as the core, carry out scene design and visual design, so as to meet the interactive experience of consumers, and make the consumption experience of brand image design become a life form recognized by consumer groups.

4. Conclusion

In summary, with the processive development of computer Internet tech, the new retail business model under computer tech requires that brand image design should pay more concentration to user experience. Therefore, brand image design must follow the development tendency of new retail business model, break through the conventional design mode and thinking mode, and innovate brand image design. In addition, brand image design in the new retail tendency should pay concentration to the requirements of visualization and consumer personalization, and constantly innovate to enhance brand value and competitiveness.

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