

# A Comparative Analysis of Brand Building Research between China and the United States over the Past Thirty Years

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**Abstract:** This article conducts clustering, comparison, and inductive analysis of research articles on brand building between China and the United States from January 1, 1990, to October 31, 2024. The study finds that the focus of Chinese brand building research has continuously changed with the country's policies and economic development needs, gradually expanding to cover multiple fields, including rural revitalization, cultural branding, first-class enterprise construction, and high-quality development, although the publications are relatively scattered. American brand building research started earlier, with rich and in-depth research topics involving consumer decision-making, corporate social responsibility, customer engagement, data models, and more. The publication institutions are relatively concentrated, and the researchers are more stable. Both countries emphasize the importance of brand building, valuing the role of social media, the digital economy, and innovative development in promoting brand building. However, China places more emphasis on the importance of brands to enterprises and macro policies, while the United States focuses on the relationship between brands and consumers, such as brand love and loyalty. The United States has more in-depth research in constructing theoretical sandcastles of brand building, theory-driven frameworks, data, and model analysis, whereas China is relatively weak in these areas. The study suggests that future research on brand building should integrate national development strategies with consumer-oriented brand building research, brand value co-creation research, brand building and education integration research based on new technology applications, cross-cultural brand communication and global brand building research, and data-driven decision-making research in brand building. Through data-driven simulation and prediction, brand building strategies should be optimized to enhance the ability of brands to respond to market changes. The article also proposes suggestions for strengthening brand building research institutions and talent cultivation, as well as enhancing international cooperation and exchanges in the field of brand building research.

**Keywords:** China and the United States; Brand building; Development situation; Research focus; Comparative analysis

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# 1. Introduction

## 1.1. Research background

Brand building encompasses various aspects such as brand positioning, brand identity, brand communication, and brand maintenance. It is a process by which a company shapes its brand image and value through market strategies and activities. It is crucial for enhancing brand recognition, establishing consumer trust and loyalty, achieving competitive differentiation, increasing market share, enhancing product value, managing risks, serving as a long-term investment, forming competitive advantages, and cultural influence. It is a key factor for success in the fierce market competition. A brand is the soul of a company's existence and development, the pillar of value for its existence and continuity. A brand represents the competitiveness of a company, signifying high added value, high profits, and high market share. Brand competition has become the core of modern market competition.

China has a long history of brand building, but the brand building in the true sense began after the reform and opening-up. Since 1978, Chinese brands have achieved rapid development in just over forty years, becoming an important force in the world brand landscape. In 2017, the State Council of China approved the establishment of "China Brand Day", designating May 10th each year as "China Brand Day." The Chinese Chairman of the CCP proposed in Henan in May 2014, "to promote the transformation of Made in China to Created in China, the transformation of China's speed to China's quality, and the transformation of China's products to China's brands" <sup>[1]</sup>. In the twenty-fourth meeting of the Central Committee for Comprehensively Deepening Reforms in March 2022, he again emphasized the need to accelerate the construction of several world-class enterprises that are "excellent in products, renowned in brands, leading in innovation, and modern in governance."

As the largest economic country in the world, the brand building started very early, can be traced back to the end of the 19th century to the beginning of the 20th century, this period marked the prototype of modern advertising agency and the birth of "scientific advertising." In 1869, Ayer and his son established the first modern advertising company and drew up the first "agency fee", which laid the foundation for the later brand building and the advertising industry <sup>[2]</sup>. Hopkins pioneered "scientific advertising", invented coupons, and advertising became a key means for brands to buy products <sup>[3]</sup>. The United States has achieved great success in global brand construction, such as Apple, Microsoft, Google, Amazon, Walmart, McDonald's, Coca-Cola, Nike, Starbucks, Tesla, etc.; these brands not only occupy the leading market in the United States but also have a high visibility and influence. American brand building has not only shaped the global competitiveness of American enterprises but also had a profound impact on global brand building and marketing theory.

## 1.2. Literature review

From the perspective of literature research, papers that conduct a comprehensive comparative study of brand building between China and the United States are very rare. Some articles have conducted comparative studies in individual fields, with most research focusing on brand value, city branding, and other related niche areas of brand building. For example, Bai Changhong believes that although Chinese companies have covered the long journey that took the West a century in less than 20 years in many aspects, they seem to lack the strength in building intangible brand assets. How to build the world map of Chinese brands? This is not only a common concern for Chinese enterprises but also the only way for the Chinese nation to build an economic powerhouse. It is believed that there should be accurate brand positioning, orderly brand planning, and consistent brand

integration <sup>[4]</sup>. Liu Linlin takes the development and brand building of university presses in China and the United States as the research object, conducting comparative studies in several aspects such as development history, institutional characteristics, brand positioning, brand development strategy, brand scale, and impact <sup>[5]</sup>. Liu Cuiping, from a cultural perspective, studies the impact of cultural characteristics of China and the United States and their impact on brand building, arguing that to create strong, well-known, and top-tier brands, not only is it necessary to ensure high-quality products and services, but it is also essential to have differentiation and unique features to attract people, as well as continuous innovation to inject fresh blood into the brand, keeping it vibrant and evergreen <sup>[6]</sup>. Mo Jiawei et al., using the PSM-DID model and various identification strategies such as the 2004 export tax rebate adjustment as a quasi-experiment to control for the self-selection effect of processing trade, found that engaging in processing trade significantly promotes corporate innovation, discovering that the stronger the emphasis on brand building, the stronger the innovation effect of processing trade <sup>[7]</sup>. Baiocchi et al. conducted 60 interviews and observed 35 live music events in cities known for their strong live music traditions, studying the role of live music infrastructure and music cultural identity in city brand building through multiple case studies comparing cities such as Rio de Janeiro, Brazil, and Montreal, Canada. When a city's musical identity is strong, live music can survive in the city's community <sup>[8]</sup>. Oba et al. explored the effectiveness of brands in building strong consumer relationships through humor and teasing consumers. The study found that compared to merely interesting or neutral communication, teasing-style communication can increase consumer engagement and connection with the brand <sup>[9]</sup>. Von Wallpach et al. discussed how to build brand identity through co-creation of content and storytelling with suppliers in the B2B market, arguing that corporate brand identity is no longer determined by internal stakeholders in a stable and singular manner but is seen as a series of fluid, dynamic, and polysemic meanings, co-created by multiple internal and external stakeholders <sup>[10]</sup>.

### **1.3. Research value**

This article uses journal data from China National Knowledge Infrastructure (CNKI) and Web of Science as source data, employing cluster analysis, comparative research method, and inductive research method, to conduct a comparative study on the research hotspots of brand building in China and the United States, the two most globally representative countries, from January 1, 1990, to October 10, 2024. The study analyzes the development history of brand building in both countries in recent years, the research hotspots at each stage, and summarizes the common characteristics and differences in brand building research between the two countries, proposing suggestions for improvement. The research has significant practical value and academic significance for understanding the research priorities and changes in research directions of brand building in both countries, for enterprises, research institutions, and related experts and scholars to better strengthen mutual understanding, enhance cooperation and exchanges, and jointly promote brand building research and practical work in China, the United States, and globally.

## **2. Research methods and data**

### **2.1. Research methods**

#### **2.1.1. Cluster analysis**

Cluster analysis is a statistical method that groups objects in a dataset, aiming to make objects within the same group more similar than those between different groups. This article primarily employs the K-means analysis

method, which is one of the most popular clustering algorithms in data mining and machine learning. Its goal is to divide the  $n$  points in a dataset into  $k$  clusters so that each point belongs to the nearest cluster center, minimizing the total within-cluster sum of squares. The core objective of the K-means clustering algorithm is to minimize the within-cluster sum of squared errors (Within-Cluster Sum of Squares, WCSS), and its formula is as follows:

$$WCSS = \sum_{j=1}^k \sum_{x_i \in S_j} \|x_i - \mu_j\|^2 \quad (1)$$

Among which:  $k$  is the number of clusters,  $S_j$  is the set of points in the  $j$ -th cluster,  $x_i$  is a point in the dataset,  $\mu_j$  is the center (mean vector) of the  $j$ -th cluster, and  $\|x_i - \mu_j\|^2$  is the squared Euclidean distance from point  $x_i$  to the center of cluster  $\mu_j$ . During clustering, a silhouette coefficient is usually output, which is used to measure the effectiveness of the clustering, ranging from -1 to 1, with a higher value indicating better clustering effectiveness, and a value greater than 0.7 is typically considered good clustering effectiveness.

### 2.1.2. LLR clustering

LLR clustering, or log-likelihood ratio clustering, is a clustering method based on statistical models. It evaluates the similarity between different clusters by calculating the log-likelihood ratio. LLR clustering is particularly suitable for the clustering analysis of text data because it can handle issues of polysemy and homonymy, thereby improving the accuracy of clustering. The formula for LLR clustering can be represented as **Formula 2**.

$$LLR = \log \left( \frac{P(D|H1)}{P(D|H0)} \right) \quad (2)$$

Among them,  $P(D|H1)$  is the probability that a data point belongs to a specific cluster, while  $P(D|H0)$  is the probability that a data point belongs to the entire dataset. The calculation of the log-likelihood ratio can help determine which cluster the data point is more likely to belong to.

### 2.1.3. Comparative research method

Comparative research is a method that involves the systematic comparison of two or more objects, groups, phenomena, or concepts to identify their similarities and differences. The purpose of this method is usually to understand the commonalities and individualities under different circumstances or to assess the impact of different variables on outcomes. Comparative research can be quantitative or qualitative, depending on the nature of the research question and the data. This article mainly adopts a qualitative comparative research method.

### 2.1.4. Inductive research method

Inductive reasoning is a logical method that extracts general conclusions or principles from specific observations or data. In scientific research, inductive reasoning is typically used to form hypotheses or theories from experimental results or observational data. The characteristic of inductive reasoning is that it relies on empirical data to support conclusions rather than deducing results from theory. This article mainly conducts inductive analysis through the empirical data of cluster analysis.



## 2.2. Research data

### 2.2.1. Data sources

The CNKI database is part of the China National Knowledge Infrastructure and is the largest academic paper database and academic electronic resource integrator in China, covering over 95% of officially published Chinese academic resources. The PKU Core, officially known as “Chinese Core Journals Overview”, is a journal directory jointly compiled by the Peking University Library and journal workers from several universities in Beijing and related experts from other units. Journals selected for this directory are considered core journals and represent a certain level of academic achievement and influence. Chinese Social Sciences Citation Index (CSSCI) is a database developed by the Center for Chinese Social Science Research Evaluation at Nanjing University, mainly for searching the inclusion and citation of papers in the field of Chinese humanities and social sciences.

The Web of Science database is a globally leading citation database that covers over 9200 journals since 1900, spanning 178 research disciplines, and includes over 53 million records and 1.18 billion cited references.

### 2.2.2. Collection situation

In this study, the author searched CNKI with the theme “brand building”, setting the time period from January 1, 1990, to October 31, 2024, selecting the options for Chinese and English extension, PKU Core, and CSSCI, and retrieved a total of 4031 records as sample literature analysis data. In the Web of Science Core Collection database, a search was conducted with the theme “brand building” with the same time period set from January 1, 1990, to October 31, 2024, and the country set to USA, retrieving a total of 1977 data points.

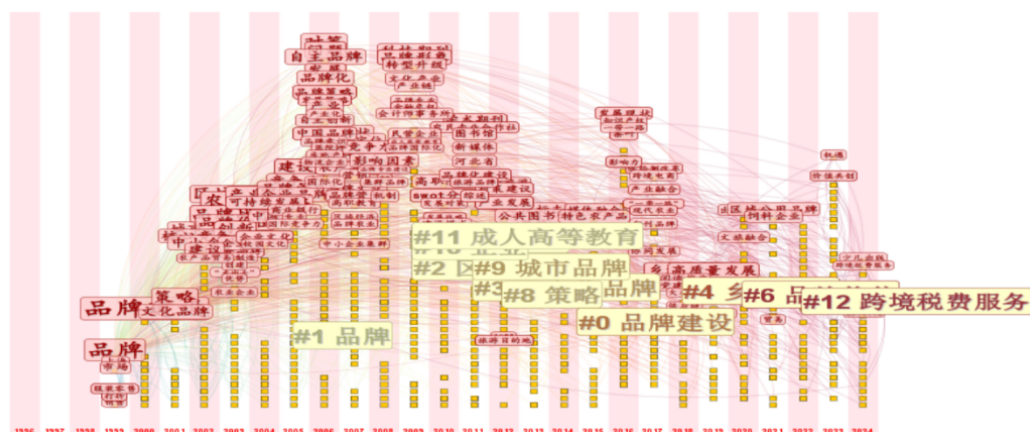
From the search results between January 1, 1990, and October 31, 2024, the Web of Science Core Collection database also included 132 published articles from China, which were not included in this study. Since the PKU Core and CSSCI data in CNKI are the main platforms for Chinese scholars to publish research results, using this data can represent the research directions and levels of Chinese research institutions and scholars. This article’s study of Chinese data does not include articles published abroad, which does not affect the overall analysis and judgment accuracy of research on Chinese brand building.

## 3. Research process

### 3.1. Analysis of research on Chinese brand building

#### 3.1.1. Overall situation of research on Chinese brand building

Using CiteSpace software, a keyword (K) clustering analysis was conducted on the 4,031 records collected from the CNKI database, with the results displayed on a timeline <sup>[11]</sup>. As can be seen from **Figure 1**, research on brand building by Chinese scholars and institutions began to appear in core journals of Peking University and CSSCI only starting in 1996, indicating a relatively late start. Over the subsequent 28 years, Chinese brand research has roughly gone through several stages: a blank period (1990–1995), a development period (1996–2005), a peak period (2006–2016), a stable period (2017–2021), and a re-development period (from 2022 to October 2024). During this phase, the focus of Chinese brand building research has mainly been on 13 aspects, ranging from brand building, brand, regional brand, countermeasures, rural revitalization, cultural brand, brand value, brand strategy, strategies, city brand, enterprises, adult higher education, cross-border tax services, and more, covering the application of brands in various fields and at different levels, from theory to practice. More than 500 institutions have participated in the research, which is quite fragmented, with only 17 institutions



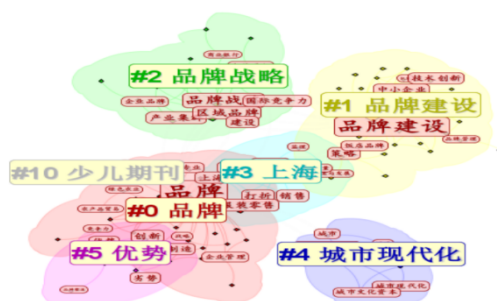
**Figure 1.** Research topics and evolution trends of Chinese brand building from 1990 to October 2024

### 3.1.2. Blank period (1990–1995)

During this phase, no relevant content on the research topic of “brand building” was found in the CNKI database’s Peking University Core and CSSCI library. Research on brand building was almost non-existent, and the domestic academic community had not yet paid attention to the study of brand building.

### 3.1.3. Development period (1996–2005)

During this phase, as shown in **Figure 2**, China's brand building began to take off rapidly. Research focused on six key areas: brand, brand building, brand strategy, Shanghai, urban modernization, and advantages. Shanghai emerged as the central city leading China's brand building. However, at this time, there were not many domestic research institutions and authors. Only 118 institutions participated in the research, and the publications were very scattered.



**Figure 2.** Research topics and evolutionary trends of Chinese brand building from 1996 to 2005

### 3.1.4. Peak period (2006–2016)

This stage is shown in **Figure 3**. China's brand building research has ushered in rapid development. The number of documents, research depth, and research content are expanding, and the number of research institutions and scholars are increasing. The brand image, competitiveness, brand strategy, city brand building, and the brand building of small and medium-sized enterprises have received more attention. The research mainly focuses on

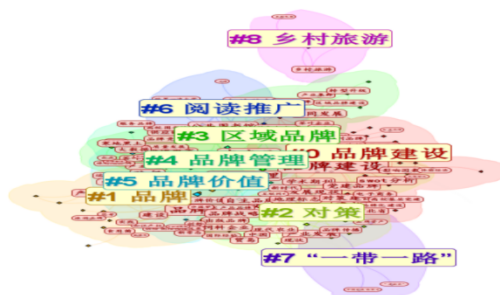
brand building, brand, regional brand, brand problem, brand strategy, brand image, development, city brand, strategy, small and medium-sized enterprises, competitiveness, and 11 other key directions. The organization, authors, and number of articles increased rapidly, with 320 institutions participating in research.



**Figure 3.** Research theme and evolution trend of Chinese brand building from 2006 to 2016

### 3.1.5. Stationary period (2017–2021)

This stage is shown in **Figure 4**. China’s brand building research has entered a stable period, and the popularity has decreased. The research focuses on the development of subdivided fields and begins to focus on brand value, brand management, rural tourism, reading promotion, etc. The research mainly focuses on brand building, brand, countermeasures, regional brand, brand management, brand value, reading promotion, “Belt and Road”, rural tourism, and nine other key directions. The issuing organization, issuing authors, and the number of articles remained stable. There are 132 institutions participating in the research, post agency concentration.



**Figure 4.** Research theme and evolution trend of China brand building from 2017 to 2021

### 3.1.6. Re-development period (2022–October 2024)

This stage is shown in **Figure 5**. In 2022, China’s leaders in the 24th comprehensively deepen reform committee meeting proposed to speed up the construction of a batch of “product excellence, brand, leading innovation, modern governance” of the world-class enterprise, brand construction as one of the important content, in academia, especially in China’s state-owned enterprises, once again received attention, research, began to the opportunity of globalization and high quality development direction, return to the brand construction, brand construction of in-depth discussion. The research mainly focuses on brand building, rural revitalization, brand value, high-quality development, brand, public library, opportunities, Chinese brand, and eight other key directions. The organization, authors, and the number of publications increased. There were 83 institutions participating in the research, but the number of articles was not large.

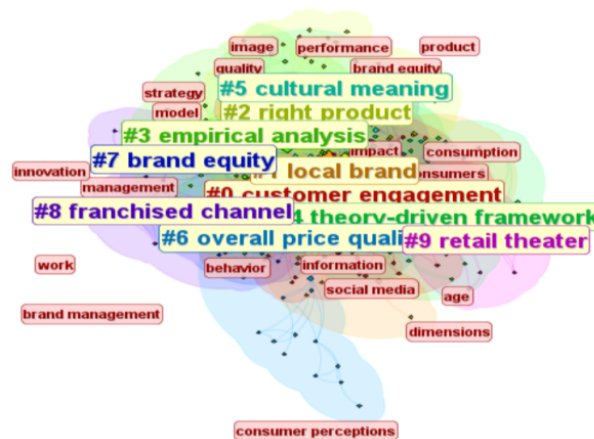




**Figure 7.** Research theme and evolution trend of American brand building from 1990 to 2003

### 3.2.3. Peak period (1997–2020)

This stage is shown in **Figure 8**. American brand building research ushered in the peak, with research topics, participating institutions, research scholars and the number of articles all creating historical extreme values. The research topics focused on customer participation (customer engagement), local brands (local brand), correct products (right product), empirical analysis (empirical analysis), theory driven framework (theory-driven framework), cultural significance (cultural meaning), overall price quality (overall price quality), and brand equity (brand equity), Franchise channel (franchised channel), retail theater (retail theater) and other 10 key directions, The research is very deep, as it has more than 380 institutions participating in the research.



**Figure 8.** Research theme and evolution trend of American brand building from 1997 to 2020

### 3.2.4 Deepening period (2021–2024)

This stage is shown in **Figure 9**. American brand-building research continues to flourish, Research hotspots focus on theoretical castle (building theoretical sand castle), corporate social responsibility (corporate social responsibility), negative reactions (negative responses), user generated content (user-generated content), brand building (brand building), and social media (social media), brand loyalty (brand love), domestic consumer products (within-country consumer product) and other 8 key directions. There are more than 165 institutions participating in the research.





Figure 9. Research theme and evolution trend of American brand building from 2021 to 2024

### 3.3. Comparative analysis of the latest research on brand building between China and the United States

#### 3.3.1. LLR analysis

Using Citespace software, the “brand building” research topic articles were collected from the CNKI database from January 1, 2021, to October 30, 2024, and **Table 1** was obtained.

**Table 1.** Theme analysis table for October 2021 to October 2024

Clustering identification	Data point	The contour coefficient	LLR
0	32	0.974	Brand building; rural revitalization; high-quality development; agricultural products brand; brand
1	22	0.823	High-quality development; academic journal; rural e-commerce; Chinese-style modernization; Digital Economy
2	20	0.854	Brand; regional public brand; industrial integration; path; brand building
3	18	0.931	Rural revitalization; agricultural products; geographical indications; countermeasures; industries
4	17	0.88	Brand value; enterprise brand; enterprise archives; world-class enterprise; National Energy Group
5	16	0.812	Problems; feed enterprise; current status; brand management; grape industry
6	11	0.97	Opportunities; challenges; new media; children’s publishing; walnut oil industry
7	10	0.889	Public library; reading promotion; integration of culture and tourism; video reading; neighborhood library
9	4	0.987	Brand community; community economy; brand co-building; open science; precision interaction

The LLR analysis of the US articles on “brand building” from the Web of Science core collection database using Citespace software from January 1, 2021 to October 30, 2024, yielding **Table 2**.



**Table 2.** Topic analysis table of American brand building research in October 2021–2024

Clustering identification	Data point	The contour coefficient	LLR
0	44	0.618	Building theoretical castle; customer brand participation; developing consumer-brand relationship; strategic use; psychological process
1	38	0.609	CSR; supply chain; non-profit support intentions; CSR partner factor; communicate Company B
2	30	0.794	Negative reactions; disloyal brands; marketing campaigns; social media influencers; rural communities participation
3	29	0.635	User-generated content; export-oriented foreign direct investment; fashion design; hospitality industry; social media platform
4	29	0.799	Brand building; brand value; same market; professional sports team; stakeholder perspective
5	26	0.738	Social media; travel planning; text comment; predictive model; destination recommendation
6	24	0.773	Brand love; university brand loyalty; retail experience; creating emotional atmosphere; repositioning luxury fashion brands
7	11	0.857	Domestic consumer products; support marketing strategies to influence sales; interactive brand communication; food distribution application; brand transparency
8	3	1	Science; distance learning; remote laboratory; attracting students; empowering local practitioners

For the comparative analysis of the two data sets in **Table 1** and **Table 2**, the following are the similarities and differences between the two data sets, as shown in **Table 3**.

**Table 3.** Comparative analysis table of brand building in China and the United States from October 2021 to 2024

Project		China	America
Common ground	Brand building	Both countries emphasize the importance of brand-building. In China data, brand building is closely combined with rural revitalization and high-quality development, while in US data, brand building is associated with concepts such as consumer participation and brand relationship development.	
	Digital economy	The Chinese data mentions the digital economy, emphasizing its role in supporting steady economic growth. While the US data does not directly mention the digital economy, it involves social media platforms, user-generated content, etc., which are all important parts of the digital economy.	
	Innovative development	Data from both countries includes innovation. New media applications, industrial convergence path exploration, and open science in China's data, as well as distance learning, distance laboratory, and prediction models in American data, all reflect the importance of innovation in their respective development and brand building.	
	Social media	The data from both countries mention the importance of social media. Chinese data refers to the use of new media, while US data refers to social media platforms and social media influencers.	
Differenia	Brand value	China data mentions brand value and corporate brand, emphasizing the importance of brand to enterprises.	The US data also mentions brand value, but focuses more on the relationship between the brand and consumers, such as brand love, brand loyalty, etc.
	Brand theory	Rural revitalization, agricultural products brands, geographical indications, first-class enterprise construction and other contents focus more on the themes related to the current national development.	It includes the construction of the theoretical castle, customer brand participation, development of consumer-brand relationship, strategic use, psychological process, etc., indicating that the United States focuses more on the theoretical basis of brand building and consumer psychology.
	Brand education	Focus on brand community, community economy, brand construction, open science, and other content.	Focus on the role of education and technology in brand building, such as science, distance learning, distance lab, attracting students, and empowering local practitioners.
	DA	Mention of the digital economy, social media, but not any further.	Keywords such as social media, travel planning, text reviews, predictive models, and destination recommendations suggest the use of social media and data analytics in brand building.

## 4. Study conclusions and recommendations

### 4.1. Study conclusions

Through the above studies, the inductive analysis reveals the following conclusions.

First, the development trajectory of Chinese and American brand building research is different. Chinese brand building research started relatively late, but it has developed rapidly. Experienced the process from blank period to development period, peak period, stable period to redevelopment period. At different stages, the research focus changes with national policies and economic development needs, from the initial focus on brand building in individual cities such as Shanghai to covering rural revitalization, cultural brands, high-quality development, and other fields. The number of institutions and scholars participating in the research is increasing, but the papers are relatively scattered. The research on American brand building started early and has been a hot topic in academic circles since the 1990s. Through the development period, peak period, and deepening period, the research topics are rich and in-depth, involving consumer decision-making, corporate social responsibility, customer participation, and other aspects. The publishing institutions are relatively concentrated, and the research scholars are also relatively stable.

Second, the research focus of Chinese and American brand building has both common features and differences. In terms of commonness, both countries emphasize the importance of brand building and recognize the key role of brand in economic development. They all pay attention to the role of the digital economy and innovative development in promoting brand building. In China is reflected in the application of new media and the exploration of the industrial integration path, while in the United States, there are distance learning and distance laboratories. All attach great importance to the role of social media in brand building. China mentions the use of new media, and the United States emphasizes social media platforms and influencers. Differences: In terms of brand value, China emphasizes the importance of brands to enterprises, while the United States focuses on the relationship between brands and consumers, such as brand love and loyalty. Chinese brand building is closer to national development strategy, such as rural revitalization and first-class enterprise construction; American focuses more on the theoretical basis of brand building and consumer psychology. In terms of brand education, China focuses on brand community and other content, while in the United States, it focuses on the role of education and technology in brand building, such as distance learning and distance laboratory, etc. The United States has been more in-depth in data analysis, reflected in the application of social media, travel planning and other fields, while China is relatively weak in this regard.

Third, the Chinese and American research institutions on brand building have different participation and stability. At present, the research institutions on brand building in China are very scattered. From 1990 to 2024, in more than 30 years, more than 500 institutions participated in the research, but only two institutions were Shandong University and Hebei Agricultural University. The participating institutions in the United States are relatively concentrated, with more than 430 institutions participating in brand building research, and issued relatively concentrated articles. 60 institutions issued more than 10 articles, and 9 institutions issued more than 30 articles, which shows that the institutions in the United States are relatively highly engaged in brand building research, and the research force is relatively concentrated. Top institutions have great influence. Florida State University System, Ohio University System, University of Georgia System, and other institutions have a high influence in brand building research, and their number of documents and research results lead the development direction of American brand building research to a certain extent. The research institutions in the United States are relatively stable, and they continue to conduct in-depth research on brand building, which provides strong

support for the continuous deepening of American brand building research.

## 4.2. Study recommendations

Through the study, the following research is suggested.

First, to expand the research field and perspective of brand building. Through the above analysis and research, in the future period of time, the brand construction research focus mainly has the following directions.

Research on brand building integrating national development strategy and consumer perspective. China's brand building is closely linked to national strategies, while the United States has conducted more in-depth research on consumers. The combination of the two can make the brand construction not only in line with the national development direction but also to meet the needs of consumers, and enhance the market adaptability and competitiveness of the brand.

Brand value co-creation research. China and the United States have differences in the understanding of brand value. The integration of the perspectives of both sides helps to explore multiple ways to create brand value and enhance the connotation and influence of brand value. Study how enterprises, consumers, society, and other multiple subjects jointly create value in brand building. Explore new methods of brand value evaluation.

Research on brand building and education integration based on the application of new technology. Both China and the United States involve innovative elements in their brand building, but the United States has more advantages in its research on educational technology. Combined with the characteristics of both sides, researchers can explore the in-depth application of new technologies in brand building and talent training. To study how to use artificial intelligence, virtual reality, and other new technologies to innovate the brand building model. Discuss how brand building education can cultivate talents to adapt to the new technology environment, including the research on the role of data analysts and new media operation experts in brand building, as well as the optimization of corresponding curriculum setting and practical teaching.

Research on intercultural brand communication and global brand construction. In the context of globalization, both Chinese and American brands have the demand for international expansion. The research on cross-cultural brand communication can help brands break through cultural barriers and realize global development. Compare the cross-cultural communication strategies of Chinese and American brands in the international market, and analyze the successful and failed cases. Explore the global brand building mode, study how to flexibly adjust the brand image, marketing strategy, and product design according to the cultural characteristics of different countries and regions while maintaining the core value of the brand to achieve global brand recognition and value promotion.

Data-driven decision-making research in brand building. The United States has done more research on the data analysis of brand building, and China has the potential for development in this respect. Strengthening the research in this direction can improve the scientificity and precision of brand building decisions. Study how to build a sound brand building data system, integrate market data, consumer data, social media data, and other multi-source data to provide comprehensive information support for brand decisions. For example, build a brand data warehouse and use data mining technology to analyze consumer buying behavior patterns and brand preferences. Develop a brand building decision model based on data analysis, including brand positioning, brand communication, brand crisis management, etc. Through data-driven simulation and prediction, brand building strategies are optimized to improve the ability of the brands to respond to market changes.

Second, to strengthen international cooperation and exchanges in the field of brand building research.

Given the leading position of the United States in brand building research, it is suggested that Chinese scholars and research institutions strengthen cooperation and exchanges with international counterparts, introduce advanced research methods and concepts, and enhance the international influence of China's brand building research. Chinese government departments, enterprises and related foundations should increase investment of brand construction research, and establish a scientific and reasonable fund allocation mechanism, according to the importance of the research project, innovation and feasibility, priority funding strategic significance and practical value of research, such as rural revitalization of brand construction, corporate social responsibility and brand image shaping in the direction of research. At the same time, research institutions are encouraged to raise funds through various channels, such as cooperating with enterprises to conduct commissioned research projects. Actively introduce outstanding talents with international vision, interdisciplinary background, and rich practical experience. Chinese research institutions can attract overseas Chinese scholars or internationally renowned experts with in-depth research in the field of international brand building to join in. American research institutions can introduce talents familiar with the practice of Chinese brand building and the Chinese market. At the same time, they should pay attention to the introduction of professionals with practical experience in brand building from enterprises to enrich the research team.

### **4.3. Research outlook**

Looking into the future, the research and development of global brand building will continue to face challenges and opportunities. This paper mainly analyzes cluster analysis, LLR analysis, comparative analysis, and inductive analysis through the KI database and the Web of Science core collection database. In the next step, the scope of data collection can be further expanded to further improve the universality and representativeness of the research. In terms of research methods, more analytical tools and models can also be used for analysis, especially with the introduction of artificial intelligence analysis technology. The author firmly believes that through the joint efforts of various research institutions and scholars, the research on brand building is bound to achieve more brilliant development and contribute to the development of enterprises in various countries and the world economy.

### **Disclosure statement**

The author declares no conflict of interest.

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