

Research on Enterprise Brand Construction in the Digital Economy from the Perspective of Platform Ecosystem and User Experience

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Abstract: This paper aims to explore the pathways and mechanisms of enterprise brand construction under the background of the digital economy, with particular emphasis on the role of platform ecosystems and user experience. The study adopts a theoretical analysis approach, systematically reviewing relevant literature on the digital economy, platform ecosystems, and user experience, and then constructs an analytical framework for enterprise brand construction. The findings reveal that platform ecosystems, through resource integration, network effects, and collaborative innovation, provide enterprises with an open space for value co-creation in branding, while user experience plays a central driving role in shaping brand recognition, trust, and loyalty. Moreover, there is a significant interaction between platform ecosystems and user experience: user feedback further optimizes brand communication and platform resource allocation, thereby forming a dynamic mechanism for the evolution of brand value. The conclusions suggest that enterprises in the digital economy should fully leverage the advantages of platform ecosystems, optimize user experience, and achieve sustainable enhancement of brand value.

Keywords: Digital Economy; Platform Ecosystem; User Experience; Enterprise Brand Construction

1. Introduction

With the rapid development of the digital economy, both the external environment and the internal logic of enterprise brand construction have undergone profound changes. Traditional brand building often relied on offline channels and one-way communication, whereas the digital economy—driven by data, network connectivity,

and platform aggregation—has reshaped the ways in which brand communication and value creation take place. Against this backdrop, the platform ecosystem, as a key feature of the digital economy, provides enterprises with a new space for resource integration and value co-creation. Enterprises no longer build brands solely through their own efforts; instead, they must collaborate with multiple stakeholders within the platform ecosystem to form a networked brand value chain [1].

The core characteristics of platform ecosystems lie in modularity, network effects, and complementarity [2]. They are not only crucial entry points for enterprises into markets but also important carriers for interactions with users, partners, and other platform participants. By leveraging platform ecosystems, enterprises can reach target consumers more efficiently and use big data and artificial intelligence technologies to accurately identify user needs. This platform-centered model of resource integration transforms brand building from traditional single-point communication to multi-point collaboration and value co-creation, thereby accelerating and expanding brand dissemination and shaping.

At the same time, user experience has gradually become a critical variable in brand construction. In a digital environment characterized by information overload and diversified choices, consumers pay more attention to their feelings and experiences in interactions with brands, rather than merely the functional value of products. The connotation of user experience has transcended functional satisfaction to encompass emotional interaction, personalized services, and a sense of participation. A high-quality user experience not only enhances consumers' recognition and trust in a brand but also promotes word-of-mouth communication and long-term loyalty. Particularly with the rise of

social media and short video platforms, users' perceptions and evaluations spread more rapidly within platform ecosystems, significantly amplifying brand influence.

Furthermore, the development of platform ecosystems has reinforced the importance of user experience in brand construction. Platforms serve not only as channels for brand display but also as mechanisms that encourage deep user participation through interactive functions, recommendation algorithms, and co-created content. User feedback influences not only individual purchase decisions but also spreads through communities, content sharing, and secondary creations, feeding back into brand building. This indicates that platform ecosystems and user experience do not exist independently but interact with one another as dual drivers of brand value evolution.

Against this background, this study attempts to investigate the pathways and mechanisms of enterprise brand construction in the digital economy from the dual perspectives of platform ecosystems and user experience. Specifically, it seeks to address the following core questions: First, how do platform ecosystems influence brand construction through resource integration, network effects, and collaborative innovation? Second, what role does user experience play in shaping brand recognition, trust, and loyalty? Third, does an interactive relationship exist between platform ecosystems and user experience that jointly promotes the evolution of brand value?

On a theoretical level, this study integrates platform ecosystems and user experience to construct a new analytical framework, thereby enriching research on brand management in the digital economy. On a practical level, the study offers insights for enterprises in formulating brand strategies within the digital economy, helping them identify suitable development paths in platform ecosystems and achieve sustainable brand growth by optimizing user experience. Through this integration of theory and practice, the study aims to provide new research perspectives for academia and forward-looking managerial implications for enterprises.

2. Literature Review

2.1 Digital Economy and Enterprise Brand Construction

The development of the digital economy has

profoundly transformed the concepts, strategies, and practices of enterprise brand construction. The widespread application of technologies such as big data, artificial intelligence, mobile internet, and cloud computing enables enterprises to conduct precise analyses of markets and consumer behavior, thereby realizing personalized brand communication and services. Studies have shown that the formation mechanisms of core brand dimensions—awareness, trust, and loyalty—are undergoing significant changes in the digital environment [3]. Enterprises no longer rely solely on traditional advertising and offline channels but instead leverage digital tools to achieve multi-channel communication and real-time interaction, rapidly enhancing brand exposure and consumer recognition [4].

The digital economy has also made the process of brand building more open and interactive. Consumers are no longer passive recipients of information; rather, they have become active participants in creating and disseminating brand content [5]. For example, social media, short video platforms, and online communities provide users with opportunities to voice opinions, share experiences, and engage in interactions. Research indicates that user-generated content and community engagement can strengthen a brand's social influence and consumer loyalty, while simultaneously driving extensive word-of-mouth effects that amplify brand value [6].

In addition, the digital economy has pushed enterprise brands to evolve from a single-dimensional model toward multidimensional development. In the digital environment, enterprises must simultaneously focus on brand experience, brand reputation, brand image, and the emotional connection between the brand and its users [7]. This multidimensional brand construction model not only improves overall consumer perception and satisfaction but also helps enterprises establish differentiated advantages in the highly competitive digital marketplace.

2.2 Platform Ecosystem and Brand Construction

The platform ecosystem is one of the core characteristics of the digital economy [8]. Its openness, interconnectedness, and network

effects provide enterprises with an entirely new arena for brand development. The platform ecosystem not only serves as a traffic entry point for enterprises but also shapes user behavior through technology and rules, thereby influencing the effectiveness of brand communication. Its open and shared nature enables enterprises to integrate resources more effectively, engage in collaborative innovation, and pursue cross-industry cooperation, thus improving the efficiency of resource allocation and driving brand value enhancement [9].

Within a platform ecosystem, brand construction demonstrates co-creative characteristics. Interactions among enterprises, users, partners, and other platform participants not only enrich brand content but also strengthen brand recognition and user stickiness [10]. For instance, on e-commerce platforms, enterprises can communicate directly with consumers through live streaming, interactive Q&A sessions, and community activities, thereby enhancing emotional connections with their brands. Moreover, platform ecosystems allow enterprises to gain insights into consumer preferences and behavioral patterns through data analytics, enabling them to further optimize brand strategies and marketing decisions.

Additionally, the network effects inherent in platform ecosystems significantly enhance brand value dissemination. As the scale of users and frequency of interactions increase, brand information can spread rapidly within a short period, creating a self-reinforcing growth effect. At the same time, the innovation space provided by platform ecosystems helps enterprises develop differentiated products and services, thereby maintaining brand competitiveness and market influence through continuous innovation.

2.3 User Experience and Brand Value

User experience has become a core element of brand building in the digital economy. Research shows that a positive user experience can significantly enhance consumers' brand recognition, trust, and loyalty [11]. User experience goes beyond functional aspects to include emotional, interactive, and participatory dimensions. For

example, interface usability, purchasing convenience, personalized recommendations, and online community engagement all directly affect consumers' brand perception and satisfaction.

In the context of digital platforms, the importance of user experience is even more pronounced. Platforms leverage content recommendation, review interactions, sharing mechanisms, and community building to rapidly amplify the effects of user experience, thereby exerting a demonstrative influence on potential consumers [12]. High-quality user experience not only promotes repeat purchases but also motivates users to actively engage in brand promotion, leading to secondary dissemination and word-of-mouth effects that strengthen overall brand value [13].

Moreover, a dynamic interactive relationship exists between user experience and brand building. Consumers' experiences and perceptions feed back to enterprises in real time, driving product improvements, service optimization, and marketing strategy adjustments. This continuous feedback process fosters sustainable brand value enhancement. The integration of digital technologies with platform ecosystems makes this feedback mechanism more efficient and systematic, providing enterprises with unprecedented tools for brand management and optimization.

3. Theoretical Analysis

3.1 Mechanisms of Platform Ecosystem in Enterprise Brand Construction

The platform ecosystem serves as an important external condition for enterprise brand construction in the digital economy, characterized primarily by openness, interconnectedness, and network effects. Openness allows enterprises to integrate diverse resources on the platform, including partners, third-party service providers, and consumers, thereby creating a space for brand value co-creation. Through platform ecosystems, enterprises can not only acquire greater traffic and market opportunities but also enhance brand influence via resource sharing and collaborative innovation. For instance, e-commerce platforms provide marketing tools, data analytics services, and community management functions that

enable enterprises to rapidly increase brand exposure and consumer recognition.

Interconnectedness is another core feature of platform ecosystems, emphasizing multi-level interactions between enterprises and consumers, partners, and other platform participants. Research shows that interaction networks established through interconnectedness can accelerate brand information dissemination, strengthen brand trust, and cultivate stable user groups. In the process of brand construction, interconnectedness not only facilitates ongoing communication with consumers but also enables enterprises to gain insights into consumer needs through behavioral data, optimizing brand strategies and forming more precise and personalized branding pathways.

Network effects further reinforce the impact of platform ecosystems on brand value. As the number of users and frequency of interactions increase, brand information can spread rapidly within the platform, generating a self-reinforcing growth effect. Positive network effects not only enhance brand visibility but also strengthen consumer identification with and loyalty to the brand. For example, online communities and review systems allow consumers to share experiences and brand evaluations, which in turn attract more potential users to engage in brand interactions, thereby achieving rapid brand influence expansion.

Through platform ecosystems, enterprise brand construction shifts from the traditional one-way communication model to a multi-party collaboration and value co-creation model. Brands are no longer solely created by enterprises but evolve as dynamic systems within platform ecosystems, shaped by interactions among enterprises, users, and partners. By leveraging the innovative space of platform ecosystems, enterprises can achieve differentiation through product innovation, service optimization, and brand activity design, thereby enhancing competitiveness and long-term value.

3.2 The Role of User Experience in Brand Construction

User experience is the core driving force behind brand value formation in the digital economy. It encompasses multiple dimensions, including functional, emotional, interactive, and participatory experiences, all of which directly influence consumers' recognition, trust, and

loyalty toward a brand. Research indicates that high-quality user experiences not only improve consumer satisfaction but also enhance a brand's social recognition and word-of-mouth communication effects.

In digital platforms, the importance of user experience becomes even more evident. Features such as interface design, personalized recommendations, interactive functions, and community activities have profound impacts on user experience. Positive experiences stimulate active consumer participation, encouraging them to generate content, share experiences, and disseminate brand information across social networks. Such user-driven participation not only strengthens the emotional connection between brands and consumers but also amplifies the reach and influence of brands in the digital economy.

Additionally, user experience provides dynamic feedback. Consumers' interactive behaviors and perceptions on platforms are fed back to enterprises in real time, driving improvements in products, optimization of services, and adjustments to marketing strategies, thereby facilitating continuous enhancement of brand value. The application of digital technologies makes this feedback loop more efficient and accurate, allowing enterprises to quickly identify user needs and preferences through data analysis and achieve more scientific and systematic brand management.

3.3 The Interactive Relationship between Platform Ecosystems and User Experience

There is a significant interactive relationship between platform ecosystems and user experience, both jointly influencing enterprise brand construction. Platform ecosystems provide the space in which user experiences are shaped and optimized. Mechanisms such as community interaction, review systems, content recommendations, and event planning enhance user engagement and satisfaction. A well-functioning platform ecosystem fosters deep user participation, enabling consumers to perceive brand value through their experiences, thereby strengthening brand recognition and loyalty.

At the same time, user experience influences the formation of brand value within platform ecosystems. Consumers' usage experiences and feedback spread across platforms through reviews, sharing, and secondary creations, affecting other users' perceptions and behaviors.

This interaction not only amplifies brand communication effects but also optimizes the allocation of platform resources, enabling enterprises to access more opportunities for collaboration and innovation. For example, when users actively participate in product co-creation or experience activities, enterprises gain valuable market insights that help them pursue accurate brand positioning and differentiated strategic design within the platform ecosystem.

This bidirectional interaction demonstrates that platform ecosystems and user experience constitute the core driving forces of enterprise brand construction. While platform ecosystems provide technological and structural support for user engagement, user experience continuously refines the pathways of brand value formation through feedback and interaction. In the digital economy, enterprises must pay attention to both platform ecosystem design and user experience management to achieve sustainable competitiveness and long-term brand development.

3.4 Theoretical Integration and Model Construction

Based on the above analysis, this study proposes a theoretical model for enterprise brand construction. Enterprises integrate resources and achieve collaborative innovation through platform ecosystems, while enhancing consumer recognition, trust, and loyalty by optimizing user experience. Platform ecosystems provide the external environment for brand value generation, whereas user experience plays a mediating role in brand value formation. The interaction between the two creates a dynamic feedback mechanism that enables brand value to continuously evolve and strengthen within the digital economy.

This theoretical model offers a systematic analytical framework for enterprise brand construction under the digital economy. It emphasizes that enterprises must not only leverage platform ecosystems for resource integration and value co-creation but also prioritize the central role of user experience in brand shaping. Through the coordinated optimization of platform ecosystems and user experience, enterprises can achieve sustainable brand growth and maintain long-term competitive advantages.

4. Conclusion

This study systematically explores the mechanisms by which the digital economy reshapes brand construction, focusing on three key dimensions: platform ecosystems, user experience, and data empowerment. The findings reveal that: (1) platform ecosystems, through openness, interconnectedness, and network effects, provide enterprises with new resources and innovation spaces that enhance brand influence and competitiveness; (2) user experience, as a critical factor in consumer perception, directly determines brand trust, loyalty, and recognition, and is further amplified by the dissemination mechanisms of digital platforms; and (3) data empowerment not only optimizes enterprise decision-making and precision marketing but also fosters continuous brand innovation and value growth.

Theoretically, this study enriches the research on brand construction under the digital economy by establishing an integrated analytical framework. It highlights the interactive logic among platform ecosystems, user experience, and data empowerment, thereby expanding traditional brand theories into the digital context. Practically, the research provides actionable insights for enterprises. Firms should: actively integrate into platform ecosystems to leverage network effects; focus on improving user experience as the foundation of sustainable brand development; and effectively utilize data empowerment to support decision-making, personalize consumer engagement, and drive continuous brand innovation.

In conclusion, the digital economy offers both opportunities and challenges for brand construction. Enterprises must balance technological advancement with human-centric values, ensuring that brand building not only emphasizes efficiency and innovation but also fosters trust and emotional resonance with consumers. This dual emphasis will be key to achieving sustainable brand development in the digital era.

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