

Research on the Strategy Path of Revival of Time-honored Brands from the Perspective of Cultural Integration and Consumer Innovation

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Abstract: As the unique and precious wealth of the Chinese nation, time-honored brand not only embodies the cultural characteristics of the nation, but also has a dominant position in the market for a long time in the past. Due to the more fierce brand competition in the modern environment, the competitiveness of time-honored brands has been declining and began to decline. In order to change the crisis of time-honored brands, many time-honored brands promote the development through relevant cultural elements, and constantly innovate consumer's consumption concept. This makes the time-honored brand on the road of rejuvenation. Based on this, this paper studies the connotation and value of time-honored brand, and further analyzes the reasons for the lagging development of time-honored brand. Formulate the strategy of brand rejuvenation from the perspective of cultural fit and consumer innovation. In this way, the time-honored brand will be revitalized, market share will be increased, and greater contribution will be made to the spread of Chinese culture.

1. Research Background

1.1. Literature Review

With the trend of economic globalization, the competition among enterprises is more and more fierce. The difference between products produced by enterprises in the same industry is becoming smaller and smaller. The competition among enterprises has changed from product competition to brand competition. Only through the competition among brands, can we realize the sustainable growth of enterprise benefits and enhance the comprehensive competitiveness of enterprises (Xu and Zhao, 2014). The time-honored brand is an enterprise brand with Chinese national culture, which is created by the continuous precipitation of the national culture. Since the 19th century, a large number of time-honored brands have emerged in China. Both the quality of products and the business model of enterprises are loved by the majority of people. Typical representatives include Beijing Quanjude, Tianjin Goubuli, Tongrentang, etc. They have gone through hundreds of years and become unique symbols representing Chinese culture (Wang, 2017). China's time-honored brands have been developing in the early days of new China, and now they have been extended to all walks of life. These time-honored brands once led the market and occupied an important position in the market environment. However, with the impact of the international market and the change of the domestic market, the brands of time-honored brands show signs of decline, and some of them have even closed down (Zhang and sun, 2010). After the baptism of the market, the old brand is also constantly innovating and extending its brand value. Some of the time-honored brand enterprises have carried out smoothly, which has helped the time-honored brand to recover its vitality. Others have not carried out smoothly, not only have they not successfully transformed, but also have affected the brand itself (Wang, 2015).

1.2. Purpose of Research

According to the market survey, most of the existing time-honored brands in China are mainly concentrated in cities with historical and cultural heritage, such as Beijing, Tianjin, Xi'an, Chengdu, Changsha, Hangzhou and other cities. Most of these time-honored enterprises are facing the dilemma of operation and are in a state of extinction. Although some time-honored enterprises are

able to maintain the status quo of operation and barely support. They are still unable to get rid of the management dilemma completely. It can be seen that China's time-honored brands have been endangered and are facing serious business crisis. This paper mainly studies the connotation of time-honored brand and the related mechanism of its impact on the brand, and helps the time-honored brand to formulate a scientific brand extension strategy. So that the brand of time-honored brand can be found in the specific implementation process, and realize the practical significance of time-honored brand. Strengthen the research on Chinese time-honored brands, analyze the culture with Chinese characteristics, explore the influence mechanism of extending time-honored brands, and provide strategic basis for the successful rejuvenation of time-honored brands (Pan et al., 2013).

2. Connotation of Time-Honored Brand

In fact, there is no specific definition of time-honored brand. In a specific range, people's reputation for some business names is generally a business or enterprise that has been operating for decades or even hundreds of years. In this paper, the old brand enterprise itself is an honor. The time-honored brand enterprises can win the favor of consumers with their own unique products or technologies, can represent the enterprises, and can still be in the forefront of the market in the perennial business operation. The current list of time-honored brands in China includes 1128 enterprises. Among them, food, catering enterprises and cultural and art enterprises account for more than 60% (see Figure 1).

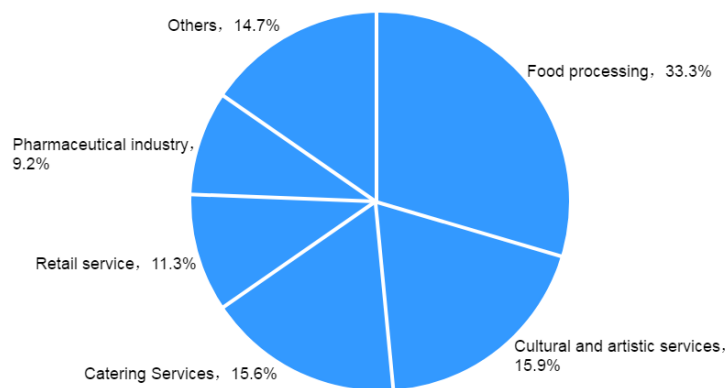


Figure 1 Distribution of time-honored brands in China

China time-honored brand, Chinese time-honored brand and century old store are three different names in academic research and practice. There are also some names with regional elements, such as Beijing time-honored brands, Hangzhou time-honored brands, Chongqing time-honored brands and so on. These time-honored brands are all well-known ones with many years of successful business experience in the development of China's commercial economy (see Table 1). The concept of Chinese time-honored brand has been recorded since the 1850s. People's traditional impression of those time-honored brands is generally in the more prosperous commercial street with the classical style plaque shop. From the perspective of the overall design of the store, it gives consumers a sense of antique beauty, and the services and products in the store also have their own characteristics (Zhang and Cui, 2016).

Table 1 Ten time-honored brands and their innovation index

Brand ranking	China time honored brand name	Innovation index
1	Moutai	91.2
2	Heng Yuanxiang	87.6
3	Yunnan Baiyao	99.8
4	Tongrentang	84.2
5	Maxam	96.1

6	Wu Fangzhai	70.5
7	Xinhua Bookstore	62.7
8	Warrior	58.0
9	Dong'e	56.3
10	Haitian	47.0

3. Analysis on the Brand Value of Time-Honored Brands

The promotion process of the reputation, trust and reputation of a business name is the formation process of a time-honored brand. The formation of time-honored brands is a long process, which needs decades or even hundreds of years of cultural precipitation. The time-honored brand is not only dependent on the quality of goods or the considerate service, the most important thing is to be recognized and trusted in the hearts of consumers. The time-honored brand is not only dependent on the quality of goods or the considerate service, the most important thing is to be recognized and trusted in the hearts of consumers. Generally speaking, those time-honored brands have great brand value, which is recognized and followed by consumers. Therefore, the popularity of these time-honored brands is relatively high, which will form a virtuous circle. The core of the brand value of time-honored brands is consumer awareness, which is generally to expand consumers' experience of their brands through marketing activities, so that consumers can feel the charm of their brands in this process. Thus, we can find our own competitive advantage among many brands and improve the brand's consumer following degree (Meng, 2016).

Generally speaking, popularity refers to the extent to which a brand is understood by the audience and its impact on society. In the context of market economy, only through brand marketing activities to improve the awareness of the audience, to provide goods and to stimulate the consumption desire of those potential consumers. Based on cognition and relevance, the degree of consumer's trust in brand is brand trust. The higher the trust of a brand in the hearts of consumers, the stronger the foundation of consumers, and the stronger the advantage in business competition. Follow degree refers to the degree of consumers' unique love for a brand when they buy goods. Reputation is a social index to evaluate the good and bad brand reputation, and the more important is "quality" evaluation. Therefore, the process of brand value promotion is the process of enhancing brand awareness, trust, follow-up and reputation (Xu et al., 2015).

4. Reasons for the Lagging Development of Time-Honored Brands

4.1. Lack of Innovative Ideas

Under the background of market economy, the good image of enterprise brand can attract more partners. In order to expand the business scale and capital strength. Most of the time-honored brands in China have high popularity and trust, and they have a lot of competitive advantages. Most of them are related to medicine, food and catering industry. As far as the current Chinese market is concerned, the brand effect of time-honored enterprises is relatively limited, and there are many deficiencies in operation. Some time-honored brands adopt the traditional family business model and traditional marketing methods. There are also some time-honored brands that adopt the business philosophy of the planned economy period. They did not introduce modern and advanced production concept and management mechanism, which seriously affected the development of enterprises. There are also many problems with production equipment in some enterprises, and there is no unified standardized process. For example, most of the food industry is out of the sanitary conditions. With the increase of foreign fast food with strict health management and unique taste, many consumers are no longer consuming for Chinese unorthodox food (Xu et al., 2017).

4.2. Lack of Cultural Innovation

The old brand is the sum of various values. If you want a brand to have lasting vitality, you need to build a brand with rich cultural connotation. "Chinese time-honored brand" is the combination of

traditional precious culture and the development of advanced civilization in the new era. "Old" can be the representative of traditional authority, but also break through the traditional constraints to follow the trend of the times. Under the current market environment, time-honored enterprises should not only keep up with the development needs of the times to constantly improve the corporate culture, but also adhere to the traditional business ethics. Time honored brands should try to maintain their own advantages, so as to form scale advantages. For example, some time-honored brands have been innovating and reforming their own brands with the development of the times and the change of consumer demand. This meets the multiple needs of the market and consumers, and establishes a better brand image in the hearts of consumers. However, many time-honored brands have remained unchanged for decades, without the introduction of modern development thinking, without following the market environment to make changes, lack of innovation awareness, etc., and the brand image is getting worse and worse (Jiang, 2012).

4.3. Lack of Brand Promotion

At present, most of the time-honored brands fail to keep up with the trend of the times in visual effect and lack of effective publicity. The traditional way of word-of-mouth propaganda has always been adopted, without introducing the multimedia propaganda in the new era. But the traditional way of word-of-mouth publicity has caused a lot of troubles to brand awareness and reputation. The spread of time-honored brands is an important means to expand brand awareness. But many time-honored brands hardly use modern information to promote their brand awareness. Even if a variety of new products are added in the store, they are only known to the regular customers who take you, but it is difficult for others to know. This leads to the inability of time-honored brands to tap the potential customers, which has a negative impact on all stages of marketing. Therefore, the development of many time-honored brands has been stagnant in the initial stage, it is difficult to achieve better development. Old brands are becoming more and more virtual. In many Chinese time-honored brand enterprises, there are few time-honored brands to achieve effective brand communication and cross-cultural coverage. This also shows that in the new era of information technology, it is difficult to keep up with the rapid development of Chinese time-honored brands. The following are the reasons for the various development crises of Chinese time-honored brands (see Figure 2).

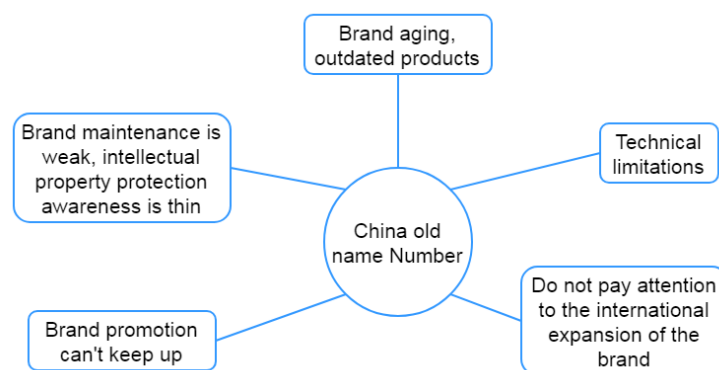


Figure 2 Reasons for the crisis of Chinese time-honored brands

5. The Revival Strategy of Time-Honored Brands From the Perspective of Cultural Fit and Consumer Innovation

5.1. Perfect Brand Management Concept and Build Brand Awareness

The old brand should constantly update its business philosophy, establish its own brand awareness, carry out business activities centered on the brand, constantly improve its business model, update its business philosophy, and make the development of the old brand more scientific. In the specific business activities, we should start from three aspects. The first is to take sales volume and profit as product management objectives, improve market share, develop brand

personality, value and other related indicators, and cultivate customer loyalty. Secondly, we should design a scientific and effective promotion plan. In order to guide the marketing activities, we should combine the development achievements of time-honored brands, make efforts on the promotion methods and intensity, and integrate the purpose of each promotion. The last is to build a reasonable and scientific value structure. This needs to separate the suppliers, manufacturers, middlemen and consumers in the supply chain, and realize the two-way interaction of brand management.

5.2. Make Scientific and Reasonable Development Strategy and Enhance Brand Value

How to better develop the old brand, we should formulate a set of systematic development strategy. First of all, we should improve the quality of our products. On this basis, we will continue to develop to a higher and greater level. The key to quality is to strengthen quality education in the stage of product development. We should manage the basic work well in the production stage and make arrangements in advance in the sales stage. We also strictly control the quality problems in all links. Secondly, we should develop and expand the scale of enterprises, and build group enterprises across regions and industries. In order to expand the operation scale of time-honored enterprises, reduce the production cost of enterprises, and achieve large-scale production. We should also abide by the law of market economy, find the right direction of development, and constantly carry forward the old brand. Finally, we should strengthen the product innovation of time-honored brands and enhance the brand vitality. Because the development of old brand must be based on the development and innovation brought by new technology.

5.3. Change Business Model and Strengthen Brand Management

With the development of network technology, virtualization management has become the most efficient profit model. Because the old brands mostly follow the traditional business philosophy. The traditional stores are mainly physical stores, and they want to change to virtualization. It is necessary to increase technological development and constantly expand the business market. Make the time-honored brand enterprises develop towards diversified operation, maintain the dominant position in the enterprise competition, and continue to develop. In the specific operation, we can also retain our main functions and cultural connotation to the greatest extent by means of integration, association, entrustment, etc., and achieve the revenue goal through other channels. For brand management, we should first develop a complete set of programs. According to the specific guidance to explore new management methods, the traditional pure income management will be transformed into customer-centered income management. We also need to strengthen the interaction with customers to achieve personalized marketing. In addition, it is also necessary to establish a sales process with customer participation, increase customer stickiness, and realize the increase of enterprise income.

5.4. Create a Good Business Environment and Realize the Sustainable Development of the Brand

For China's time-honored brands, not only Chinese enterprises, but also the embodiment of Chinese history and culture. On the one hand, like other enterprises, time-honored brands should follow the market rules and reduce the government's administrative intervention. In order to realize its market dominant position, it is necessary to reduce the state-owned time-honored enterprises, constantly introduce scientific management concepts, and equally participate in the market economy competition under the background of modernization. At the same time, we should strengthen our awareness of intellectual property protection, use legal means to protect our brands, and crack down on fake and inferior products. On the other hand, the government should strengthen the support to the old brand enterprises. In terms of loans and taxes, we should implement certain policy support, and the government departments should protect the traditional Chinese history and culture in the old brand. Make it become a medium of Chinese culture, develop and spread continuously.

6. Conclusion

To sum up, the smooth development of Chinese time-honored brands is able to conform to the era when they were born. But now the social and economic structure has changed, and the development of time-honored brand is limited. In order to revive the old brand, we must keep pace with the times and constantly adjust the business model of the old brand enterprises. It should be in line with the current Chinese culture. We should continue to innovate the development mode of consumer integration and create our own advantages. The core development path of time-honored brands is to understand their own state. According to the current form of China, scholars are suitable for their own development strategies. Through continuous innovation and development, the rejuvenation strategy of time-honored brands can be realized as soon as possible.

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