

# Analysis on the Westernization of Brand Naming of “Yuepai Real Estate”

Liu Xiaoyu, Hao Xiaohua

Guangzhou Business College, Yuepai, Guangzhou, 510800, China

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**Abstract:** The operation philosophy and the process of products manufacturing of Yuepai Real Estate Group have attracted the attention of the real estate industry in China, which is also revealed by its brand image design. This thesis would elaborate the deep imprint of Western culture in the brand culture of Yuepai Real Estate in terms of the unique cultural background, and the misapplication of Western cultural elements in the brand culture construction of some real estate companies as well as the causes.

## 1. Introduction

Buying a house is the dream of many people, which is also the yearning for a better life and the goal of young people. Real estate businesses are prone to display a higher style in the real estate naming and the brand image and employ housing environment, emotions, spiritual, and other elements to attract customers. Nevertheless, due to the lack of practical pertinence and the ignorance of product characteristics and market positioning, many real estate companies blindly pursue magnificence and elevate their international image of western-style houses in the naming and visual image designing of real estate, which gets the audience confused when they see the brand visual image, and after visiting the spot, the audience would find the real estate environment, interior design is irrelevant to the name, leading to image discounting and unsatisfactory sales after the real estate is open for sale.

## 2. The Misapplication of Western Cultural Elements in the Brand Culture Design of Yuepai Real Estate

### 2.1 Misuse of ‘Western’ Names

Since Yuepai Real Estate locates in a spot of cultural communication between China and the Western countries, which has been influenced by Western culture for many years, it is unavoidable for the company to adopt Western names while naming their products, which is accepted by the public as well. However, not all real estate names are relevant to their products; meanwhile, ‘Western’ and ‘International’ names are not suitable for all products. For instance, some products advertise “European-style” communities, which differ in architectural style or landscape design; besides, small premises in remote sections of third-tier cities are named ‘internationally’, which is far from the understanding of international communities by common sense; additionally, some brand names are a mixture of English words or letters with Chinese characters, to make the brand name ‘international’, resulting in confuses when people try to recognize it.

### 2.2 Western Cultural Symbols are often Adopted to Replace Chinese Characters in Brand Logos

Western cultural symbols are often adopted to replace Chinese characters in logo design, which is brief and concise with name connotation sometimes, whereas compared with Chinese, the visual memory of English letters is relatively lower. Some real estate brand names are relatively neutral and without the tendency of Western culture, or the names per se are tending to be traditional Chinese courtyards, which is prone to be associated with Lingnan architecture and gardens, but western elements are employed when they design the logo. These logo design methods are all misapplication of Western cultural decoration in Chinese brand design.

### **2.3 Misuse of Western Decoration Elements**

European style in-door decoration and design are suitable for interior space of rooms with space in high-rises buildings, especially classical European style, but in some building models, we can see that a large number of complicated Western decorative elements are used in the interior decoration of some 100 m<sup>2</sup> small economic suites to give consumers luxury and magnificent feeling, such as ceiling gypsum trim with small decorations, grand chandelier, dark and depressing wallpaper, bulky European furniture, etc. Real estate developers make full use of all elements that are related to ‘internationalization’ when they expect their products to look more magnificent and luxurious, which otherwise make the products look cumbersome and oppressive.

## **3. Causes for the Misapplication of Western Cultural Elements in the Brand Culture Design of Yuepai Real Estate**

### **3.1 Lack of Professional and Systematic Theory in Brand Naming**

With the vigorous development of the real estate industry, a large number of buildings sprang up all over China overnight. Meanwhile, real estate naming has become a hot topic in recent years. Both industry insiders and ordinary people have found that with more and more buildings arising, similar names and buildings often make people confusing, and many developers pay close attention to names of real estates to show their uniqueness. However, due to the lack of systematic theoretical guidance, some developers always pursue “magnificence, western, novelty” when they do the naming, to get more attention and loyalty, so we often see big names for small courtyards and old names for new buildings.

### **3.2 Product Positioning of Real Estate Business is not Accurate with Self-Deception**

‘Consume a large desire with small money’ is the psychology of many consumers, and many developers are trying to meet consumers’ demand, who are led by consumers. Small area with space, living in Europe without going out, lower cost but more forms... Many real estate businesses positioned their products at a higher level which is inconsistent with the status in brand promotion, for example, small towns located in third-tier cities are labeled international; ordinary buildings are taken as European-styled architecture with the addition of a single spire; some buildings are entitled European-styled names only with decoration of some wallpaper, etc., in which the real estate would be positioned as ‘Western, international’ as long as elements related to Western culture are used.

### **3.3 Some Chinese People Worship Things Foreign and Fawn on Foreign Countries**

Some Chinese are subjective have formed opinions without thinking and analysis that things are fabulous as long as they relate to Western or foreign cultures. The ‘Da Vinci’ furniture fabrication incident sounded an alarm for people to re-recognize the brand. Out of the blindness and adoring of some consumers and real estate businesses to Western products, there are a lot of illusions in the market that brand quality would be improved by adding Western cultural elements.

### **3.4 Local Lingnan Culture Advertising and City Brand Construction are not Perfect**

Lingnan culture has a long history with unique characteristics. Under the impact of the blending of Lingnan culture and Western culture, Guangdong has become a province with both local and open cultural attitude. Lingnan culture should be more prominent and disseminated in this unique geographical and cultural background, but we seldom find real estate brand theme with Lingnan Culture.

## **4. The Construction of ‘Yuepai Real Estate’ Brand Culture Based on Lingnan Cultural Background**

### **4.1 Real Estate Brand Culture Should be Realistic and back to the Realistic Environment.**

The immovability of real estate determines the regional characteristics of its development.

Guangdong is a place with its own unique Lingnan culture as well as the mixture of Chinese and Western culture, where we should be back to reality and set the real estate brand into the root of the environment. In the construction of real estate brand, we should get the brand positioning and planning into the cultural background, seek the Lingnan architectural features which are really suitable for local climate and culture of Lingnan, and apply the traditional art symbols that are in line with Lingnan people's aesthetics, to give consumers more cordial and real feeling.

#### **4.2 Brand Culture Should be in Compliance with People's Aesthetic Level and Cognitive Ability**

The brand can not separate from the support of the public, whose awareness and aesthetics are the key to improving brand loyalty. No matter naming or product design in brand building, 'false magnificence' is not so good as 'real civilians'. The public prefers the facts that they know and can grasp. Overuse of Western names in real estate will give consumers remote and unrealistic feelings. A seemingly high-end English name which can not be directly understood is not as easy to spread and remember as a Chinese name that is easy to pronounce and recognize.

#### **4.3 Using Local Cultural Elements to Create Deep Cultural History and Connotation**

Lingnan culture is with rich connotation and unique artistic style, which occupies a place in Chinese traditional culture. It is an effective way of brand building to make good use of local cultural elements in the product brands construction and products design of Yuepai real estate products.

For example, there is a theme park named 'Hometown' in Country Garden Holiday Islands Hotel, where the construction of the landscape is not modeled after an antique architecture. On the contrary, they relocated the original site, borrowing the old ancestral halls, old buildings, old green bricks, and other building materials in Lingnan, adopting Lingnan architectural style, showing features and scenes of ancestors' lives in Lingnan Waterfront centuries ago. Holiday Islands Hotel is a high-end hotel that meets the international architectural and design standards, whereas there is Lingnan culture retained in its design, which makes the consumers from Lingnan in the hotel have an intimate feeling, and also makes the foreign tourists feel the local cultural characteristics at close range.

### **5. Conclusion**

Architecture embodies a city's spiritual outlook, cultural connotation, religious beliefs, etc., which plays a critical role in the city's style and image. The distinctive features and cultural symbols of Lingnan architecture are the most significant material and spiritual wealth of Yuepai. The application of elements with Lingnan style in the architecture in the city can facilitate and unify the city brand image. Constructing the brand image of Lingnan city-style can enhance national pride and coagulative power at home, which is beneficial to the improvement of citizen quality; meanwhile, it can make the city more individualized and recognizable abroad, which can make it popular, appeal, attractive, and increase its influence as well.

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