

Research on Brand Communication of Chinese Time-honored Brands

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중국 전통 브랜드의 브랜드 커뮤니케이션에 관한 연구

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Abstract Chinese Time-honored Brand is a treasure of China's industry and commerce. It is built by several generations of people with sweat and has a very profound historical and cultural heritage. When it comes to time-honored brands, each brand is quite famous. However, with the rapid development of economic globalization and the huge change of marketing environment, the survival and development of the Chinese time-honored brand have been challenged and impacted. In order to explore the Chinese time-honored brand further, this article analyzes the existing problems of brand communication and puts forward the effective resolution strategies through elaborating the current situation of Chinese time-honored brand from the perspective of brand communication.

Key Words : Brand, Communication, China, Tradition Brand, Marketing

요약 중국 시간 명예 브랜드는 중국의 산업과 상업의 보물이다. 그것은 맘을 홀리는 여러 세대의 사람들에 의해 지어졌으며 매우 심오한 역사적, 문화적 유산을 가지고 있다. 오랜 세월을 거처온 브랜드에 관해서는 각 브랜드가 꽤 유명하다. 그러나 경제 세계화의 급속한 발전과 마케팅 환경의 거대한 변화로 인해 중국의 오랜 역사를 자랑하는 브랜드의 생존과 발전이 도전 받고 영향을 받았다. 중국의 오랜 역사를 지닌 브랜드를 더 탐구하기 위해 본 논문에서는 브랜드 커뮤니케이션의 기존 문제를 분석하고 브랜드 커뮤니케이션의 관점에서 중국의 시간 명예 브랜드의 현재 상황을 정교화함으로써 효과적인 해결 전략을 제시하고자 한다.

키워드 : 브랜드, 커뮤니케이션, 중국, 전통 브랜드, 마케팅

1. Introduction

Chinese old brand has accumulated more than 5000 years of Chinese history and culture. It is a century-old brand that has survived fierce market

competition. It is a jewelry of Chinese national industry and commerce.

Each old name is carrying the national excellent traditional culture, after the baptism of the historical years, leaving a distinctive regional cultural

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characteristics. It is not only a brand with a long history in China, which has a unique craftsmanship, high quality products and skills, but also a symbol of national cultural symbols.

As a proud brand of the Chinese, the old name has been recognized by the Ministry of Commerce of China as a trustworthy brand with good reputation, high quality and skills, and has won the recognition of general public.

However, according to relevant data, only about 10% of the more than two thousand "Chinese Time-honored brand" that are recognized by the state have a certain production scale and achieve good returns, other development situation is not optimistic, and some even face bankruptcy.

It can be seen that the old brand exists many problems which are worth studying in the development process. In order to find a better direction for its development, in-depth understanding and analysis of old brands about status quo are necessary[1].

This article focuses on the brand communication of Chinese old brand, analyzes main problems of brand communication, and puts forward corresponding solutions. It is meaningful to provide reference for the development of time-honored brands.

2. Literature Review

With the transition of times, the change of social market environment, and the fierce competition of the domestic and international brands, many old brands are facing great difficulties. Chinese old name are gradually out of sight, a lot of old brands are in the dangerous situation, and some have even died.

Instead, foreign brands such as KFC, Marlboro and Coca-Cola quickly occupy most of the domestic market. Facing the dilemma of the old brand, many

domestic scholars have explored the brand from the different perspectives.

2.1 Brand culture perspective

As a Chinese traditional Gold-lettered signboard, Time-honored brand has a long history of national culture, but so far, it brings the previous brand image to consumers, lacking modern design concepts[2].

So in order to realize the sustainable development of time-honored brand, old name should make full use of the cultural elements of each ethnic group to enhances its brand image[3], the establishment of time-honored brand culture concept, brand visual culture image and dissemination can provides old name with a broader market space[4].

2.2 Regional brand perspective

The old name has a very obvious feature, that is, the regionality of brand is very strong, and brand development is different in different regions.

Through the research and analysis of Heilongjiang time-honored brand, some scholars have suggested that the local time-honored brand should expand scale moderately, highlight the core value of enterprise, enhance the brand image via modern marketing strategy[5].

In the face of the lack of personality and innovation of Hunan time-honored brand, some scholars offer recommendations for its development mainly from the new media marketing, brand joint management strategy, and social event marketing[6].

The development of Jiangsu old name is not optimistic, the brand not only lacks awareness of protection, but also has great defect in brand innovation and dissemination[7].

Some scholars find that the internal and external factors are the main sources affecting the development of the old name by investigating four representative enterprises in Guangzhou[8].

The problem that Liaoning old name urgently

needs to solve is how to further innovate on the basis of brand characteristics[9]. In addition, some scholars made rational thinking on the brand positioning and innovation of Liaoning old brands from the perspective of brand[10].

2.3 New media perspective

The emergence of new media brings opportunities to the old name, but also increases challenges. If the rational use of the advantages of new media can promote the dissemination and development of time-honored brands[11], but if improper use will cause some problems.

For example, when time-honored brand of Heilongjiang conveys brand information to consumers by WeChat platform, it ignores distributed content management and lacks interaction with the audience in the process[12]. How to improve the existing state of the old brands, some scholars believe that they can use the Internet to achieve brand changes[13,14,15].

2.4 Modern brand perspective

Based on brand theory, some scholars believe that brand culture, property rights, image and innovation are the reasons for the decline of the old brand[16]. Some scholars believe that the main reason for restricting the development of the old brand is the low brand innovation, improper management and insufficient communication[17].

Meanwhile, Some scholars have pointed out that the weak property rights protection consciousness, the old management system and lack of talent are the source that make the time-honored brand into trouble[18].

In the dissemination process of time-honored brand, there are other problems such as old brand image, uncertain positioning, insufficient means of communication[19]. It is the most basic requirements to follow the principle of brand communication[20].

According to the views of various scholars, it

can be found that the old brand is faced with many problems, such as lack of brand innovation, lack of brand protection awareness, outdated production management system, lower effectiveness of brand communication and so on.

In order to survive and develop in the increasingly fierce market competition, it is urgent to solve the problem of brand communication.

3. Analysis on Brand Communication

Problems

The time-honored brand has lost its former brightness. So far, the time-honored brand which follows the trend of market has become very rare. Most of the Chinese old brand with centennial history has been gradually submerged in the process of continuous development.

It largely depend on the fact that they did not recognize a series of problems in the process of brand communication, there are four main reasons: brand awareness is not high[4]; brand lacks effective communication route[12,20]; fuzzy brand positioning[20,21]; the traditional brand image[16].

3.1 Brand awareness is not high

According to the consumer survey, it finds that when well-known brands are mentioned, the majority of consumers blurt out foreign brands such as McDonald's, Chanel, Adidas and so on. Just like when it comes to rejoice, Pampers, Olay, the first reflection of consumers is that they are all Procter & Gamble's sub-brands.

When it comes to the time-honored brand, consumers don't know its sub-brands at all. For example, Tongrentang is a company with a high reputation in China.

However, few consumers would be able to tell where Wujibaifeng pills and niuhuangqingxin pills come from. Such a huge contrast makes the

Chinese old brand and the successful international brands in the West form a strong contrast.

As a leader of the Chinese national industry and commerce, the Chinese old brand has gradually been forgotten in the impression of consumers, which is undoubtedly a very sad thing.

The Chinese old name has revealed that it is an ancient brand that has gone through a long history. Today, in 21st century, generations of 80, 90, or even 00 has become the main groups in the consumer market.

In the face of such an old brand with a sense of history, how much do they know about the brand? Some scholars have found that the college students' awareness of Chinese old brand is generally low[22]. For general consumers, the time-honored brand is not a brand with long history, but an outdated brand.

3.2 Effective means of brand communication are not enough

Chinese old name is an honest brand that relies on quality, and has always been trusted and recognized by consumers. In the past, the time-honored brand did not widely publicize its brand. It only relied on the word of mouth of consumers and makes more consumers know by word of mouth.

In the traditional concept of entrepreneurs, good quality products do not need to be publicized, the brand's good reputation is the best way to spread. As everyone knows, with the continuous development of the economy, the continuous improvement of the level of information technology, the era of wine is not afraid of the deep alley has quietly left. Consumers are exposed to all kinds of information and advertisements from all directions, it is not enough to just rely on word of mouth.

Especially for younger generation of consumer groups, the main way to obtain information sources is to contact with multimedia, especially most of the

time will be spent on the Internet.

Therefore, word of mouth highlights the great drawbacks in a large extent. It not only has small radiation range, but has very low efficiency. This traditional way of transmission is also an important factor that leads to the loss of its market share.

3.3 Brand positioning is fuzzy

Accurate brand positioning is the most basic conditions. Brand positioning should not only reflect its uniqueness, but also highlight the core value of the enterprise, the more important thing is that brand must be combined with the interests of consumers, should not only meet their basic material needs, but also pay attention to the psychological needs of consumers.

Through interviews with consumers, it finds that when it comes to their familiar time-honored brands, whether core products or formal products, consumers do not have a clear product outline, and it is difficult for them to clearly describe the unique features of these brands.

Today, in the face of the multiplication of homogenized products in the market, that the old name can not make a clear brand positioning has also caused a vague understanding for consumers.

Shenyang time-honored brand—HuKuizhang brush used to be the leader of the brush industry. But so far, the business of pen village is getting worse, the situation is not optimistic. Why does its development fall into such a scene? One of the more important factors is that the brand positioning is fuzzy. With the development of information and communication tools, the brush is no longer a necessary tool for writing.

The advent of the Internet era, text messages, e-mail has gradually replaced the function of the writing brush. Nowadays, the writing brush is more used as a special tool for painting and calligraphy in the market. Market demand has already changed, but HuKuizhang brush still insists on handmade and

doesn't adjust product positioning, customer sources are mainly some old customers.

On the contrary, the same is a brush, fate is diametrically opposed. Shanghai's ZhouHuchen brush was once a handmade pen business, but with the change of the market, it readjusts product positioning, focusing on the high-end market of brush and developing different products according to the different needs of consumers. As can be seen from the above, it is clear that fuzzy brand positioning will also restrict the development of Chinese old brands.

3.4 The brand image is traditional

Influenced by the Chinese Confucian culture, the Chinese time-honored brand has always respected the brand image of "golden mean" and "benevolence".

With the change of social system environment, under the background of the common development of global economy, time-honored brand image is too inflexible and conservative, image lacks brand personality, and product type is too simple, it is difficult to attract consumers' attention.

Especially for post-80s and post-90s consumer groups, most of them are not familiar with the old brand. How to attract more consumers, the depiction of brand image is particularly important. Therefore, the old name should dare to break the stuffy brand image, and show its vibrant new image to consumers, without losing unique Chinese culture and connotation.

Coca-Cola is a typical representative. Coca-Cola is a well-known brand with centennial history, but until now, it maintains a young and energetic brand image in the hearts of consumers. It has always been loved and pursued by young people, which is closely related to its distinctive brand image.

4. Solving Strategy on Brand

Communication Problem

With the rapid development of information in twenty-first Century, the brand communication can not be ignored. The era of wine is not afraid of the deep alleys is gone, and communication is extremely important for the brand.

Therefore, the Chinese time-honored brand should overcome the problems existing in its own brand communication, and achieve innovation on the basis of continuing to maintain the historical culture of brand characteristics, that is, the combination of innovation and nostalgia[23,24], then expand brand communication strategy appropriately.

4.1 Introduce cultural marketing strategy

The Chinese time-honored brand is different from the general brand, it inherits the excellent traditional culture of the Chinese nation, each brand tells a strange story, it is easy to evoke the inner memories of consumers and deepen consumers' perception of the old brands.

According to the survey, in the college students, nearly half of students recognize the historical and cultural value of the old brand. Therefore, the Chinese old name should use its own unique advantages of brand to combine brand culture with consumers' national feelings closely.

For example, a series of "cultural marketing activities" can be held in traditional festivals (Dragon Boat Festival, Mid-Autumn Festival, etc.) that are valued by the Chinese, such as time-honored brand products exhibition, brand promotional activities, etc. Through these activities that are full of artistic air, consumers can deepen the understanding of time-honored brand further.

4.2 Innovate methods of media communication

With the rapid development of information

technology in current society, there is an overwhelming number of advertisements, and consumers are exposed to information from all directions every day. Just using some traditional propaganda methods, even if the brand quality is better, it will be submerged in the brand market.

Old brand should develop innovative ways of communication, so that consumers can learn more about their brand through multiple channels. (1) Implanting TV ads. Old brand can choose TV show with high attention according to targeted consumers and implant brand advertising.

For example, for the elderly, time-honored brand can advertise on classic show that the elderly like; for young consumers, it can choose the recent hit idol drama and launch product advertising.

At the same time, with the rise of variety show in China in recent years, the variety show has been sought after by many audiences, which has a great influence in society.

Time-honored brand can sponsor some variety shows, such as Happy Camp, Singer and promote the corporate brand, which not only can make more consumers learn, but has fast effectiveness. (2) Poster publicity. Posters are a common way for companies to promote their own brands, and the impact on target consumer is also the most direct. Old brands can advertise in some places with large traffic such as bus stations and subway. (3) Promotion of mobile social platform. According to the latest data that the Chinese

Internet Network Information Center (CNNIC) released, it shows that by June 2018, the number of mobile phone users in China has reached 788 million, and has a substantial increase over last year, the population scale of mobile network coverage is also expanding[25].

So, old name can use social networking platform which has large numbers of people, like WeChat, micro-blog to implant brand advertising. Through opening up online and offline channels, consumers

can have a more comprehensive understanding of the old brands.

4.3 Establish unique brand positioning

Chinese Time-honored Brand is a century old brand that has survived the changes of society and economy. Because of the huge changes in the market environment, that the old brand still retains the former brand positioning is clearly incompatible with the market.

Therefore, the Chinese Time-honored brand needs to re-establish a clear brand positioning in the market and highlight the characteristics of each brand. WangLaoji is a typical example, through the investigation of consumer demand and competitors in the market, WangLaoji brand is repositioned as herbal tea to prevent fire after understanding consumer motivation, which not only reflects the functional characteristics of products, but also has a big distinction with the rival product.

Finally, the brand successfully boarded the throne of herbal tea. Time-honored brand should learn from their successful practices, and combine consumers' demand with the characteristics of products. According to different target consumer groups, the old name makes different brand positioning, and then leaves a deeper impression in the minds of consumers.

4.4 Enhance brand image

With development of the times, people are paying more and more attention to the brand. Consumers are no longer satisfied with the basic functions of the product, but also want to reflect the identity, the value or personality via brand image, which is the value of the brand image.

Brand personality image represents the image of consumer, the enterprise with good brand image can attract more consumers. Chinese old brand should enhance the brand image from the following aspects. (1) Innovation of brand symbol. The

society is developing every day, and people have been chasing the brand trend at any time.

In today's era of mass consumption, which is dominated by perspective consumption, people are more sensitive to the perception and stimulation of perspectives. Old name should break the traditional brand image and create a personalized brand symbol.

It can not only close the distance with consumers, but also adapt to the trend of the new times. Tianjin's "Dog doesn't care" bun designs an English name "GO BELIEVE" for itself, it not only attracts a large number of overseas tourists, but also improves the brand influence.

(2) Update product packaging and function. In a market with diversified consumption, the Chinese old name should introduce products which are in line with the trend of the times and develop products with new styles, new colors, and new services to meet consumers' needs.

In product packaging, packaging should not only reflect the national culture of brand, but also represent the unique brand personality of product; in the product function, it should introduce new varieties. (3) Inject fashion elements into brand.

The Chinese time-honored brand should make full use of brand's profound cultural heritage, and constantly uses technology to realize the fashion, standardization and scale of product production on the basis of traditional handicrafts.

5. Conclusion

Today, with the rapid development of global economy, the number of brands is countless in the market, but it is difficult to find the figure of Chinese old brand.

Instead, a large number of foreign brands occupy most of the domestic consumer market. Facing the fierce competition in domestic and international

market and enormous changes in the environment, the Chinese time-honored brand which accumulates historical culture for thousands of years must keep pace with the times, follow the trend of the times, and meet individual needs of consumers.

Wine is also afraid of deep alley. Under the premise of ensuring the quality of brand, the time-honored brand must constantly improve the brand communication strategies, vigorously promote cultural advantages, and enhance consumers' awareness.

Only in this way, Chinese time-honored brand will be able to reproduce the glory as soon as possible.

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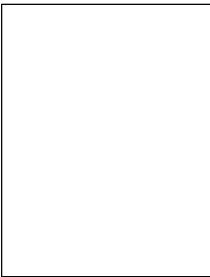


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