

## Report on the Transformation of the “Chinese Time-Honored” Brands

Yongming Pan<sup>1,a</sup>, Yiran Li<sup>2,b</sup>

<sup>1</sup>School of Management, Tianjin University of Technology, Tianjin, China

<sup>2</sup>School of Management, Tianjin University of Technology, Tianjin, China

<sup>a</sup>pym-tj@sina.com, <sup>b</sup>lyrcathy723@sina.com

**Keywords:** Chinese time-honored brands, Transformation

**Abstract.** “Chinese time-honored” brands are famous for its excellent product quality, fruitful cultural heritage and unique form of succession, but with the development of social economy and the acceleration of the globalization, the “Chinese time-honored” brands are faced with heavy pressure and a lot of them even have quitted from the competition. As a result, it is paramount to get a detailed knowledge of the current situation of these brands and based on which we can find the transformation direction of the “Chinese time-honored” brands.

### Purpose of the research

According to the regulations of the Ministry of Commerce of the People's Republic of China, “Chinese Time-Honored Brand” refers to the brand with a long history, possessing one or many products, skills or services handed down from one generation to another, enjoying a distinct Chinese traditional cultural background and profound cultural connotation, getting good social credit and forming a good reputation.

“Chinese time-honored” brands are famous for its excellent product quality, fruitful cultural heritage and unique form of succession, which brings them the recognition of the people and makes them popular. Also, the brands are ever regarded as the symbol of prestige, high quality and good services in a period of time.

However, with the development of social economy and the acceleration of the globalization, the “Chinese time-honored” brands are faced with double pressure from the new-born brands and the foreign brands, many of the “Chinese time-honored” brands quitted from the competition quietly without trace. Moreover, there exist brands registered by the foreign company. The “Chinese time-honored” brands are facing unprecedented challenge now.

As a result, it is paramount to get a detailed knowledge of the current situation of these brands and based on which we can find the transformation direction of the “Chinese time-honored” brands. And in the report, we will make a description on the questions above.

### Research design

**Including sample design.** We mainly research the people between 15 and 26. Because the sample in this age is easy to gain from our existing resources and we want to find out the image and influence power of time-honored brands among the next or new buyer generation. According to this, respectively, the time-honored brands could make some changes on the required aspects such as the brand image, the after-sale services, the promotion tools and the publicity sources and so on so forth. The research might uplift the level and increase the sale of these brands in the future.

**Questionnaire design.** The questionnaire is divided into three parts, the first one is the “cognitive of the time-honored brand”, the second is “the tendency of buying behavior”, and the last one is about “the transition of the time-honored brand”. We want to know the existing impressions that the old time-honored brand left to people, and under this kind of impression and image, what actions will people do? If people buy them, and which sources they usually choose? And if they do not buy them, we want to figure out the reasons, and we can change flaws as possible in order to attract the potential customers. After we find the reasons why people do not in favor of the

time-honored brands, we want to acknowledge that what kind of images and products people want to get from the time-honored brands.

**Data gathering.** The questionnaires are dispensed through the e-mail and the Internet, and some are in paper. Totally, we dispensed 300 shares, and 200 shares of them are collected. According to the statistic, among the 200 shares, 173 shares are validity. And we analyze the figures of the important questions in the following part. These are the survey data. In addition, we also refer the data that collected by other surveys in the reference papers and the data form some well-known institutions. We believe they may give us some guidance and some theories supportive.

### **Data processing and analysis**

We sent out 210 questionnaires in total and received 183 effective questionnaires, in which we choose the people aging from 16-25 as our target respondents.

**The first part: the recognition of “Chinese time-honored” brands.** This part, we are aimed at finding out what is the impression the respondents have on the Chinese time-honored brands. "Classics of the older" is chosen most, which infects that Chinese time-honored brands gives people a sense of nostalgia, once mentioning, people can think up of a image of tradition, reliability and classics. Additionally, "the memory of childhood" is also a impression that a lot of people have on Chinese time-honored brands. Only a fraction of people chose the "image of innovation", which gives us a conclusion that the brands are supposed to add more innovative element to their brand images.

In terms of the channel in which the respondents get knowledge of the brand, knowing through print, radio and TV media is the most popular method, accounting for 32% of the total. Besides that, youth experience takes the second most part in conveying the brands, which shows that the Chinese time-honored brands have made a wide influence on the respondents in the past time but now this influence are getting less. The modern media-Internet plays an important role in conveying the traditional brands, which supplies a wise way to make propaganda of the Chinese time-honored brands. Apart from the above, introductions from friends accounts for 14% of the whole, this indicates that customer relationship may be a good mean to promote the sales of the Chinese time-honored brands.

**The second part: the buying behavior and tendency of “Chinese time-honored” brands.** At this part, we want to figure out the tendency and the buying behavior of the respondents, and what the reaction of them is about the time-honored brands.

And the leading question of this part is the frequency that respondents buy the time-honored brand products, according to the numbers gathering from the questionnaires, we can conclude the result, from which we can clearly see the proportion of the buying behaviors among respondents.

Actually, people do not often buy the time-honored brands, but fortunately, the ratio that people who never buy the time-honored brands is small, so in effect, people know these brands, but they rarely pay attention to them. On the positive aspects, the time-honored brands have a large proportion of the potential customers, what they need to do is find out how to attract them to become the real consumers.

The next step we conduct is finding out the reasons why people like to buy the time-honored brands and why people do not want to buy them, according to the statistic of our questionnaires, we designed two similar diagrams to illustrate these two questions.

People, who like to buy the time-honored brands and who ever buy it, may be based on the following reasons, the fame of the brands, the high quality, the lower price, the patriotism emotion, the good after services and the meaningful memories. People pay more attention on the fame of the brand and the quality rather than other factors. Hence, when we publicize the time-honored brands next time, we should emphasis on these two factors, the fame and the quality.

On the other hand, people who do not want to buy the time-honored brands have their opinions. We designed six elements as we thought might influence the buying behaviors, such as no innovation, low quality, higher price, bad after services, not easy to buy and out of date. Most people considered the high price is the direct reasons that cause them do not want to buy the

products.

As we said to increase the sources of the selling of the products, we add another question about how people to buy the time-honored brands' products, 36% of consumers buy them from the franchise and 34% buy them from the supermarkets. Those are the two main sources people choose to buy the products from. And the suppliers could increase the supply of these two places and take advantage of them doing some promotion to incentive the sales.

**The third part: transformation of the “Chinese time-honored” brands.** Many respondents believe that the old brand products have the lack of new ideas and propaganda is not strong enough under the threat of foreign brands, which to pose a threat to the development of the old brand. The single product of old brand has been unable to meet the multiple needs of consumers in the current economic environment. The products which not adapt to market demand will be eliminated finally. The thought of "Good wine is not afraid of deep alley ", which makes the old brand in the publicity efforts become relatively weak, and restricts the development of the old brand.

Second, the new domestic brands also pose a threat to the old brands. In recent years, some of the policies issued and the development of the economic, these domestic emerging brands have been understood. Some portions of people think that the old brand product positioning is not accurate. Not find the right channels to sell their products, and not advertising for their products. The service of some of the old brand is not satisfactory to make a poor impression of the people of their products, thereby affecting the image of the brand.

## Summary

After analyzing the data got from the questionnaires, we draw a conclusion of what should be the transformation direction of the “Chinese time-honored” brands. We divided it into four parts.

Firstly, increase the product quality. The “Chinese time-honored” brands root deeply in the high quality before, which makes it possible for them to become the famous brand. But in order to decrease the cost, many producers pursue the profit at the expense of the quality, which leads the brands to sliding deeply. Production quality is always the essential element.

Secondly, enhance the publicity. Communicating, especially effective and multiple communicating with the customers are of great importance. The “Chinese time-honored” brands have plentiful brand assets; the enhancement of publicity is to show their strength to the consumers, which recall or set up the brand image in consumers’ mind. In addition, Internet can be applied more in both the publicity and the outlets of sale.

Thirdly, renew the brand image. in the process of analyzing the impression the respondents have on the “Chinese time-honored” brands, we find that most people have a fixed brand image which represents “old”, the ”Chinese time-honored” brands need innovation, no matter the propaganda or the appearance, the producers are supposed to find their own way to renew the brand image.

Fourth, establish various outlets. It is true that the more out lets, the more sales, but the producer should keep in mind that all of its outlets should keep the same image. And the ant falsification technology should be attached intensely so that no one can copy the products and make fake ones.

## Reference

- [1] The Current Situation of Traditional “time-honored” Brands. Global Market Information Guide, 2011-04-16.
- [2] Xiaoying Du , Zhe Wang. Management strategy analysis on China Quanjude (Group) Co., Ltd. Journal of the Staff and Worker's University, 2011, (1): 95-98
- [3] Ru Bo. The innovation road of Quanjude. Beijing Observation. 2008, (01): 40-41.
- [4] Zhongli Yuan. What does the centenary prosperity of Tongrentang drug store rely on?- Interview of the publicity director of Beijing Tongrentang Co., Ltd. Corporate culture. 2005, (1): 27-30.
- [5] Yi Zhao. Decrypting Shanghai Jahwa Corporation’s selling itself. China Entrepreneur Magazine,

2011, (23): 121-124.

[6] Lan Xie. Shanghai Jahwa Corporation allys with Japanese Kao Corporation, several merger plan are in the offing. Securities Daily, 2011-11-28(C03).

[7] China's most valuable brands of year 2000. Advertising Panorama, 2001, (2): 56.

[8] Xiang Xiao, Yueting Li. Brand valuation method and its value-influencing factors analysis. Seventh International Seminar on accounting and finance.

[9] Xiangxi Ge. Analysis of Chinese department store private brand affecting factors - based on consumer purchase intentions. Journal of Party College of Sichuan Province Committee of CCP. 2009, (3): 78-79.

[10] Ping Zhao, Xiaodong Qiu. Brand value evaluation method. Chinese and Foreign Management Review. 2005,(5):44-45.

[11] Dongqing Yu. Marketing strategy of domestic time-honored brand activation. Marketing Management Review. 2011,(12): 68-69.

[12] Rongguang Cai. Sci-Tech & Development of Enterprise. 2009, (2): 28-29.

[13] Zhike Gu. Four methods of activating time-honored brands. Market Observer. 2009, (10): 44

[14] Ping Zhang. How many years could the time-honored brands lead the market? China information news. 2000-06-21

[15] Yuge Yin, Wei Zhuo, Liujingjie Zhong. Economic opportunities and challenges for China time-honored brands under globalization. Modern Business 2016, (26): 160

[16] Xiaodong Zhang. How do old brands stay young. Advertising Panorama. 1996, (9): 18-19.