

Research on Promoting the Rejuvenation of China Time-honored Brands

Taking Xiamen's Time-honored Brands as an Example*

Jing Wu

Xiamen University Tan Kah Kee College
Zhangzhou, China 363105

Jiao Lin**

Xiamen University Tan Kah Kee College
Zhangzhou, China 363105
**Corresponding Author

Abstract—China Time-honored brand as a brand representative of the outstanding Chinese culture has very high representation because of its rich brand culture and higher brand value in the Time-honored brands. In the context of cultural self-confidence, how to promote the rejuvenation development of China Time-honored brand and show the Chinese brand characteristics to the world has become an increasingly important issue. Xiamen, as a five-port trade port, was once a city with a high degree of commercial civilization after the port opening. There were more than 10,000 brands, but only 140 Xiamen Time-honored brand left now. At the same time, quite a few Time-honored brands lost in the fierce competition. How the Time-honored brand reshapes the brand image among the younger generation of consumers and continues the brand influence has become the key to the Time-honored brand rejuvenation. Therefore, this study through questionnaires, personal interviews and other research methods, carries out brand cognition analysis on the China Time-honored brand in Xiamen area, and also gives targeted advice and suggestions on the rejuvenation of China Time-honored brand.

Keywords—*brand rejuvenation; China Time-honored brand; Xiamen Time-honored brand*

I. INTRODUCTION

A. Research Background

1) *China Time-honored brand under the background of cultural self-confidence*: The brand is a concentrated display of the scientific and technological strength, economic strength, cultural strength and comprehensive strength of a company and a country. It is also the main target for competing for world resources and seizing the world market. General Secretary Xi Jinping instructed to "promote Chinese manufacturing transformed to Chinese creation, promote Chinese speed transformed to Chinese's quality, and Chinese products transformed to Chinese brands". The core competitiveness of a brand is culture. The expansion of Coca-Cola, Disney, Chanel, and Mercedes-Benz

international brands in the global market is based on the promotion of culture behind their source countries. Peter Drucker believes: "The more the corporate culture conforms to the national culture, the easier the corporate culture can take root and survive". The construction of Chinese brands requires the cultivation of a brand culture with strong inclusiveness and Chinese cultural characteristics, injecting differentiated brand personality and profound cultural heritage with a strong cultural confidence, cultivating brand culture with Chinese characteristics, making Chinese brand a unique symbol of Chinese culture, showing the Chinese spirit, Chinese value, Chinese power and Chinese image to the world.

2) *About the China Time-honored brand of Xiamen*: Xiamen, as one of the five trading ports, was once a city with a high degree of commercial civilization after the port opening. There were more than 10,000 brands, but only 140 Xiamen Time-honored brand left now, which mainly consist of China Time-honored brand, Fujian Time-honored brand and Xiamen Time-honored brand three categories. Among them China Time-honored Brand has the most commercial and cultural value. The Ministry of Commerce defines the "China Time-honored Brand" as: Corporate name and product brand with a long history, inherits the outstanding cultural traditions of the Chinese nation, with distinctive regional cultural characteristics and historical traces, unique craftsmanship and management characteristics, it has gained wide social recognition and good business reputation during the long-term production and management activities. In 2006 and 2011, the Ministry of Commerce identified 34 "China Time-honored Brands" in Fujian. At present, only 10% of them such as Ju Chun Yuan and Min Tian are operating well through various parties' support, reform and innovation; 70% of them can only barely maintain; 20% of them under deficit for a long time. [1].

The existing Xiamen Time-honored Brands have a serious polarization phenomenon. Some of the Time-honored Brands have maintained a strong vitality through reasonable brand innovation and brand rejuvenation strategies, re-emerging the new and powerful brand value. For example,

*2017 Fujian Young and Middle-aged Teacher Education Research Project

Project Number: JAS170786.

Wu Zaitian took advantage of the rapid development of Xiamen's tourism industry and kept expanding the scale, even becoming a Net Red shop; A Ji Zai Pie uses social media oral spreading, which is widely sought after by young consumers. There are many visitors came here, the shops often have long queues. At the same time, quite a few Time-honored brands have lost in the fierce competition and even died.

3) *The reason for the aging of time-honored brands*

The times are advancing, consumers' demands are changing, new competitors, and new revolutionary technologies are constantly changing the brand knowledge of consumers, thus shaking the foundation on which brand equity depends. If we don't adjust and improve the relationship with consumers in time, even well-known brands will be abandoned by consumers, such as Nokia and

Kodak. Therefore, many scholars (such as Wansink & Huffman, Munthree, Bick & Abratt) believe that, like the product life cycle, the brand attached to the product will experience the process of production, development, growth, maturity and even demise. Brand aging is an inevitable trend, so when the brand enters a mature stage, it is necessary to implement a brand activation strategy in a timely manner to reconstruct new brand recognition and brand association, and give the brand a new vitality. Activating a brand is about using a variety of available means to reverse the brand's recession and help it reinvigorate.

Specifically, what causes the brand to age, French scholar Jean-Marc Lehu (2004) through the field research on the French beverage industry, summarized the following reasons ("Table I") led to the brand lost vitality [2].

TABLE I. REASONS FOR BRAND AGING

Product/Service	Outdated customer satisfaction commitment
	Outdated marketing research and product development
	Slow innovation
	Less amount of patent
	Old product technology
	Product no longer has competition
	Technology is obvious fall behind
	Manufacture process can not meet the current standard
	Outdated model, design and color
	Confused brand classification
Target market	Consumer amount reduction
	Did not update target market
	The average age of consumer is old
	New product did not meet the demands of consumers, development failed
	Young consumers barely know or even did not know this brand
Marketing communication	Marketing budget reducing according time
	Brand contact rate is low
	Old package
	Innovation of marketing communication is weaken
	Media project has nothing with brand
	Communication content is old
	Replace commercial dealer, leading the core brand information is not clear
	Spokesman is too old or can not meet the time requirement
Fashion factor has been neglected and competitors used it skillfully	

B. *Research Purposes*

Therefore, exploring the development difficulties that Xiamen Time-honored Brand are facing, and exploring the path and strategy of activating the Time-honored Brand is an urgent requirement of the new era. This study will focus on the following three aspects: first, how young consumers perceive China Time-honored brand; second, what causes the aging of China Time-honored brand; third, for current brands dilemma, what strategy should we adopt to revitalize China Time-honored brand? Because the China Time-honored brand has strong regional attributes, this study is mainly aimed at the China Time-honored brand in Xiamen area, exploring the important factors that promote the rejuvenation of the Time-honored Brand.

II. RESEARCH METHOD

This survey mainly carries out in the form of literature review, personal interviews and questionnaire surveys. Since the Xiamen Time-honored Brand is the most representative of China Time-honored Brand, so the "China Time-honored Brand" in Xiamen is selected as the main research object. Through the literature review, the brand profile and policies of the China Time-honored Brand were interpreted. At the same time, the brand assets of China Time-honored brand in Xiamen were scanned and analyzed. This report uses personal interviews and questionnaires to investigate consumers' perceptions, purchases, attitudes, etc., and totally collected 500 questionnaires.

III. ANALYSIS OF THE STATUS QUO OF CHINA TIME-HONORED BRANDS IN XIAMEN

A. Development Overview of China Time-honored Brand in Xiamen

Fujian region has been listed as a second-level centralized province of Time-honored Brands by domestic scholars. Although it is not as concentrated as the first level of the six provinces such as Shanghai, Beijing, and Jiangsu, it is sufficient to show that the Time-honored Brands in Fujian Province are very dense (Wu Xiaodong, 2014), and Xiamen City is a concentrated city of Fujian Province for Time-honored Brands. According to preliminary statistics, there are 12 “China Time-honored Brands” identified by the Bureau of Commerce, mainly in food processing and catering business.

Most of the Time-honored Brands have their own geographical advantages. For example, Ye's Ma Ci in Gulangyu Island is the only small shop on Gulangyu Island that can occupied road; Nanputuo Temple Industrial Co., Ltd. of Nanputuo Temple is located in the Nanputuo Temple and Xiamen University live across the road. The offline sales outlets of 12 China Time-honored Brands are located in Siming District of Xiamen City. They are located in most of Xiamen's tourist attractions; the number of tourists received each year is 70% of Xiamen's annual number of tourists, so it has brought certain geographical advantage for Time-honored Brands.

Most of China Time-honored Brands have a long history and have their own brand stories or unique emotional connections with consumers. The Xiamen Time-honored brand has concentrated on the advantages of geography, history and culture, and has great potential for development in the direction of cultural experience and tourism.

B. Asset Scanning of China Time-honored Brand in Xiamen

1) *Brand positioning*: In terms of brand positioning, the problem of homogenization is serious. The China Time-honored Brands in Xiamen pay more attention to their unique local characteristics, as well as the ancient traditional techniques or flavors with historical inheritance, but lack of innovative expression. At the same time, more than half of Xiamen's Time-honored Brands, in addition to paying attention to the tourist experience, also customized their own products into a gift, for tourists to give relatives and friends, in order to convey the spirit of the old Xiamen.

2) *Product Identification*: Xiamen's Time-honored Brand packaging still uses traditional features, most of them use red and yellow as the traditional festive style packaging. The Time-honored brand uses the old packing design is worthy of understanding in order to reflect its cultural heritage, however, it often reduces its own brand recognition with the same packaging. Taking “Chen You Xiang” as an example, the packaging of the seasoning products has designed a chef image wearing a white hat and with a big smile, and this signature product image is similar

to the packaging design of many food products, and is also very similar with the brand cartoon image of the famous “Master Kong”, so it is easy for young consumers to think that Chen You Xiang plagiarizes and imitates “Master Kong”, which in turn has a negative impact on the brand.

The Time-honored brand product packaging is also out of the young aesthetics due to the traditional color and design, and is considered by young consumers to be “a full of earth flavoured” and “out of date”. At the same time, young people are keen on online shopping, and the packaging of the Time-honored Brand does not consider the environmental factors in the online shopping and mailing process, which leads to the poor online shopping experience of consumers, which hurts the reputation of the Time-honored Brand.

3) *Symbol recognition*: The brand name of Xiamen Time-honored Brand has been continuously improved, and the trademark registration category has also been increasing, which illustrates the development of the Time-honored Brand. At the same time, it should be noted that the trademarks of Xiamen China Time-honored Brand are mostly based on traditional Chinese characters and are displayed in the form of calligraphy, which is extremely homogeneous.

Meanwhile, the brand slogan is an important carrier to display the brand personality. For example, Tong Ren Tang's “Although the production is trivial but we would not dare to save labor, although the taste is expensive but we would not dare to reduce material” reflects its rigor and dedication in the pharmaceutical process. However, most of the Time-honored Brands in Xiamen lack the slogan of displaying their own brand personality and values. They all endorse the brand with the propaganda words such as “National First” or directly adopt “China Time-honored Brand”, and the brand's recognition is vague. (See “Fig. 1”, “Fig. 2”, “Fig. 3”)



Fig. 1. Trademark of China Time-honored Brand in Xiamen.



Fig. 2. Trademark of China Time-honored Brand in Xiamen.



Fig. 3. Trademark of China Time-honored Brand in Xiamen.

4) *Organizational image recognition*: The Time-honored Brand of Xiamen pays more attention to the quality perception of its organization, emphasizing its team management, quality priority, and heartfelt service as the fundamental. For example, Huang Zehe combines modern production techniques with traditional cuisine, and focuses on the breakfast concept of Xiamen people, emphasizing its quality and continuous improved entrepreneurial spirit.

The Time-honored Brand of Nan Pu Tuo mainly focuses on social responsibility orientation, enterprise management innovation, product quality assurance, actively participates in social construction, continuously innovates and develops, establishes a modern enterprise system, and forms a good management mechanism. So it has achieved good results in brand strategy, corporate culture construction, spiritual civilization construction and other aspects, maintaining a good harvest of both economic and social benefits.

On the whole, most of the Time-honored Brands in Xiamen pay attention to the inheritance of traditional essence, at the same time; they also innovate and develop to a certain extent, paying attention to team management, quality priority and service. However, there are still techniques to strictly observe the old, to reject the new trend, new fashion and new era, and the service is also a "small shop" concept that lacks team awareness.

5) *Sales channel and marketing promotion*: The Time-honored Brand of Xiamen still uses offline store sales as the main channel, but many brands have continuously expanded their sales channels during the development. Some brands continue to join the investment and chain store operations, and even open and broaden the network sales channels. For example, Huang Ze He online sales channels include official website ordering, Suning Tesco, Tmall, Jingdong, and Alibaba.

In terms of marketing promotion, the Time-honored Brand still pays more attention to the traditional offline promotion activities. At the same time, many Time-honored Brands seized the opportunity of the times, actively updated their information on the Internet, and constantly improved

their exposure; it also increased their visibility and reputation to a certain extent, such as Huang Zehe, Haidi tea. Taking Huang Zehe as an example, it has brand exposures in many well-known travel information websites such as Public Comment Network, Ctrip, Mafengwo and Douban. Baidu search "Huang Zehe" has more than 1,060,000 related results. However, it is worth noting that the Time-honored Brand is still based on word-of-mouth marketing, lacking e-commerce and Internet exposure, so when the consumer collects network news about the brand, the information is old or very few. The operators are less likely to do Internet advertising, they believe that advertisements are fake, and they have low recognize to emerging media such as the Internet.

IV. CONSUMER ANALYSIS

The survey of consumers was conducted by means of personal interviews and questionnaires. In the early stage, through personal interviews, a preliminary understanding of consumers' overall perception of the Time-honored Brand provides a scientific basis for the next questionnaire survey. Then through the questionnaire survey method, we can deeply understand the consumer's knowledge of the Time-honored Brand of Xiamen, purchase, information contact habits, usage habits and future purchase intentions. A total of 502 valid questionnaires were received in this survey. Based on the survey results and personal interviews, the analysis is as follows.

A. Overview of Respondents

The survey respondents mainly concentrated in 18-25 years old, which is very beneficial to the understanding of young people, especially after 90s. At the same time, the data showed that although Xiamen natives accounted for only 15% of the respondents, 97.4% of the respondents indicated that they have long-term or short-term life experience in Xiamen. Since existing studies have shown that the perception of Time-honored Brands is highly influenced by geography, such respondent structure is more likely to obtain valid data.

B. Respondent's Purchase Behavior Analysis

1) *The overall frequency of purchase is low*: In this survey, 50.4% of respondents indicated that they occasionally purchased (one or fewer times a year) Time-honored Brand products, and only 4% and 4.8% of respondents chose to always purchase (more than 10 times a year) and often purchase (6 to 10 times a year). It means that for most consumers, the Time-honored Brand is not a necessity, and their loyalty to the Time-honored Brand is not high.(see "Fig. 4")

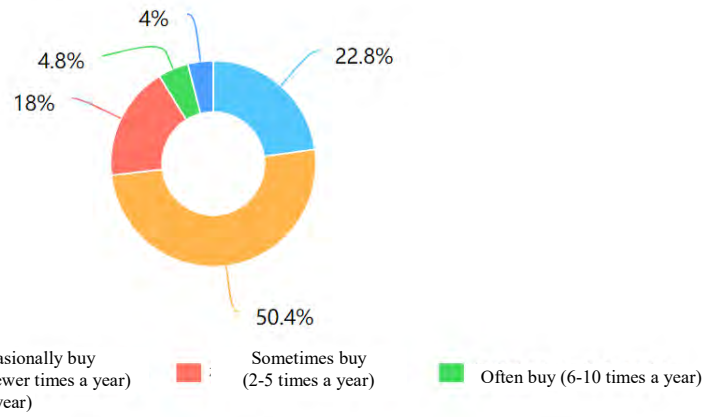


Fig. 4. Purchase frequency of Time-honored Brand.

2) Non-local purchase channels are more diversified

The geographical analysis of the respondents and the purchase channels were cross-analyzed (“Fig. 5”). It was found that Xiamen locals generally purchased through offline brand stores (48%) and supermarket& convenience stores (40%), convenience and habit are the keywords of local Xiamen people purchase Time-honored brands. Non-Xiamen locals, in addition to offline brand stores (36.71%), chose online specialty stores (15.26%) and offline gift stores (17.18%) far more than Xiamen locals. It means that for non-

locals in Xiamen, the purchase channel is more diversified. In the interview, non-local Xiamen people also said many times that although they want to buy online, they can only go to the physical store to buy because of the shortage of online stores and the problem of mailing goods. It can be seen that although the offline channel is the main purchase channel, the purchase channels for non-locals in Xiamen are more diversified, and online stores are still the channels they want to purchase.

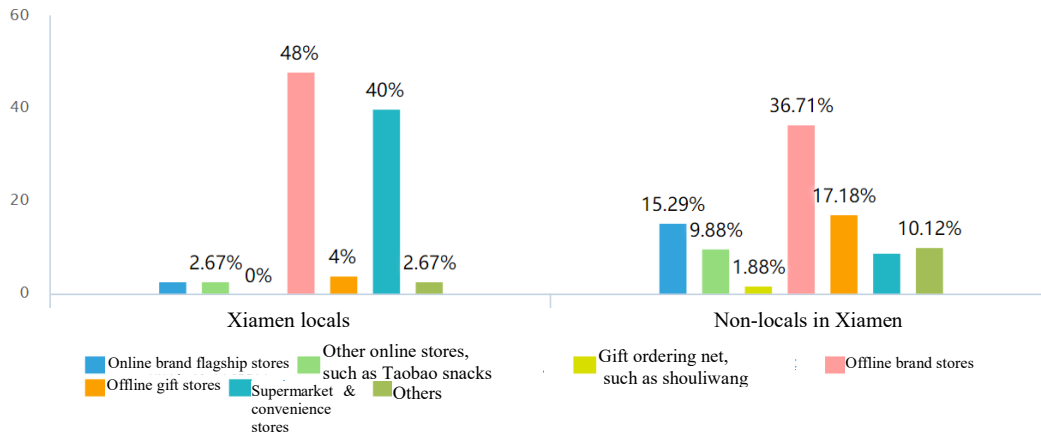


Fig. 5. Impact of geographic structure on purchase channels.

C. Brand Awareness Analysis

1) The overall recognition of Xiamen's Time-honored Brands is low: Respondents conducted a survey on the brand awareness of the Time-honored Brands. The most easily mentioned brands when interviewed were Huang Zehe, Pian Zai Huang and Yinlu. Among them, Xiamen Time-honored brand familiarity ranks are: Huang Zehe, Nanputuo, Ye's MA Ci, Xiamen tea import and export, Bai Lu, Hai Di, Huang Jin Xiang, Guanghua pharmacy, Weiyi paint line carving, Chen Youxiang, Wu Zhaozhi, Hao Qingxiang Restaurant. The survey data shows that the overall cognition of these 12 Xiamen Time-honored Brands

in the minds of consumers is 1.81, the overall cognitive level is low, and brand awareness is low.(see “Fig. 6”)



Fig. 6. Xiamen Time-honored Brand Recognition (the higher the score, the higher the recognition).

2) Brand recognition increases with age, after 90s, 00s only know Huang Zehe and Nan Putuo: Respondents under the age of 18 are familiar with the Time-honored Brands of Huang Zehe and Nan Putuo, and the third option is not known for all brands. Up to 20% of respondents who are not aware of all the Time-honored Brands. This shows that the overall popularity of the Time-honored Brand in the post-95s and 00s is not high.

Respondents aged 26-40 have an overall increase in brand awareness, while respondents between the ages of 41 and 60 are familiar with the overall perception of the Time-honored Brand and almost all have made purchases.

The overall cognition level of the Time-honored Brand in the hearts of respondents tends to be consistent, but the familiarity with the Time-honored Brands will deepen with age. This should be related to the strategy of propaganda and marketing with the Time-honored Brand. The aging phenomenon of the Time-honored Brand in the audience's mind is obvious. (See "Fig. 7")

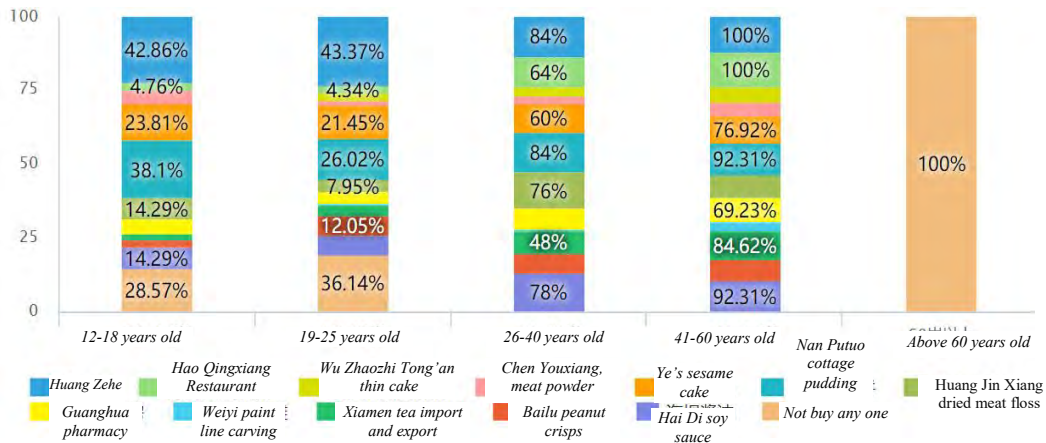


Fig. 7. The relationship between age and brand recognition

D. Brand Information Channel Analysis

The overall data shows that the top three rankings of respondents' information access channels are: offline store experience, recommended by friends, and heard and used from childhood. (See "Fig. 8")

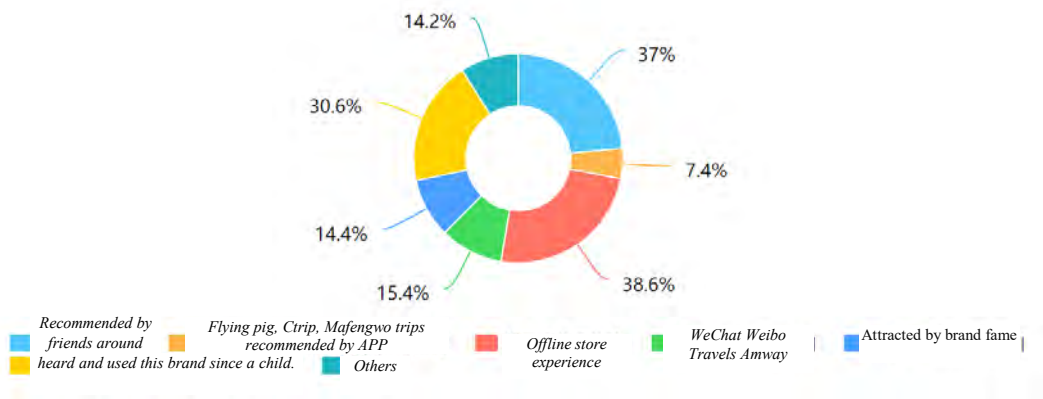


Fig. 8. Source of brand information.

1) *Local people rely on life experience, and outsiders pay more attention to word of mouth and offline experience:* The data shows that the channels for local people to know about brand information are mostly from childhood or using experience (70.59%), followed by the store experience. Non-locals' information channels are primarily recommended by friends around and offline store experiences. Online Weibo, WeChat, Ctrip and other platforms recommendation accounted for a lot higher than the locals in Xiamen. It can be seen that the publicity and marketing of the Time-honored Brand is mainly based on the spontaneous word-of-mouth communication of consumers. The main reason is that Xiamen's Time-honored Brand has a long history of word-of-mouth in the local area, and its local people's awareness is high. However, due to insufficient propaganda, online branding information is less,

and information and channels are limited, so respondents know that the brand from internet only accounts for a small part.(see "Fig. 9")

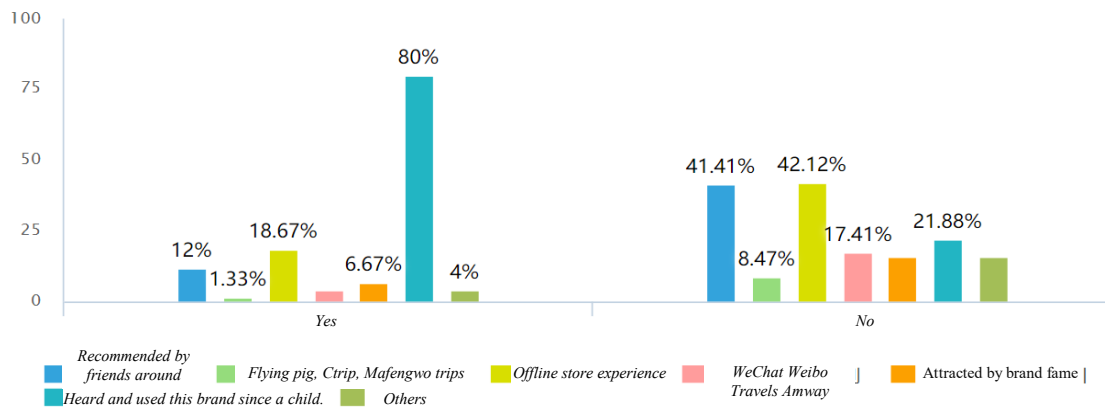


Fig. 9. Respondent information source data.

2) *The younger the age, the more diverse the channels for obtaining brand information:* The data shows that respondents who are 12-40 years old are more aware of the channels of brand information. The proportion of 19-25 year old consumers who access to information online is the highest among all age groups, up to 25.78% (integrated online channel data). In order to attract the attention of young consumers, Time-honored Brands should focus on

online channels to provide relevant information and publicity.

Respondents aged 26-40 are influenced by the recommendation of neighboring friends, they almost never get information from the travel platforms such as Flying Pig and Ctrip, so word-of-mouth marketing and new media advertising are extremely important for consumers of this age group. Respondents aged 40-60 significantly rely on life

experience, up to 84.62%. Respondents over the age of 60

entirely rely on offline information. (See “Fig. 10”)

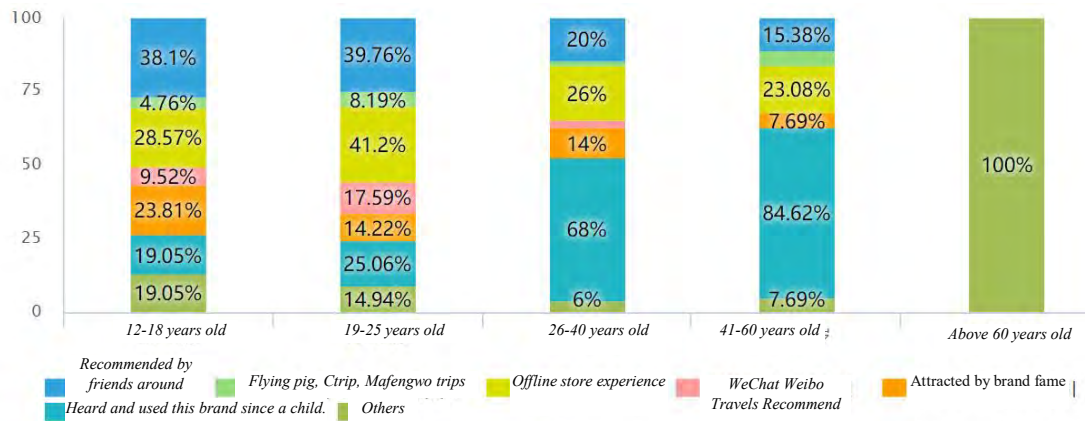


Fig. 10. Relationship between brand information channels and age.

E. Brand Perception

1) Regional characteristics and cultural heritage are the core advantages of Time-honored brand

The data shows that more consumers believe that Xiamen's characteristics and Time-honored Brands have a heritage and profound cultural heritage is the most critical factor in their choice of Time-honored Brands. Therefore, highlighting the regional characteristics of Time-honored Brands and developing their own profound cultural connotations is the key to expend brand influence of Time-honored Brands. However, at the same time, consumers

generally do not agree with the service level and pricing of Xiamen Time-honored Brands, and score the lowest on these two items. (See “Fig. 11”)

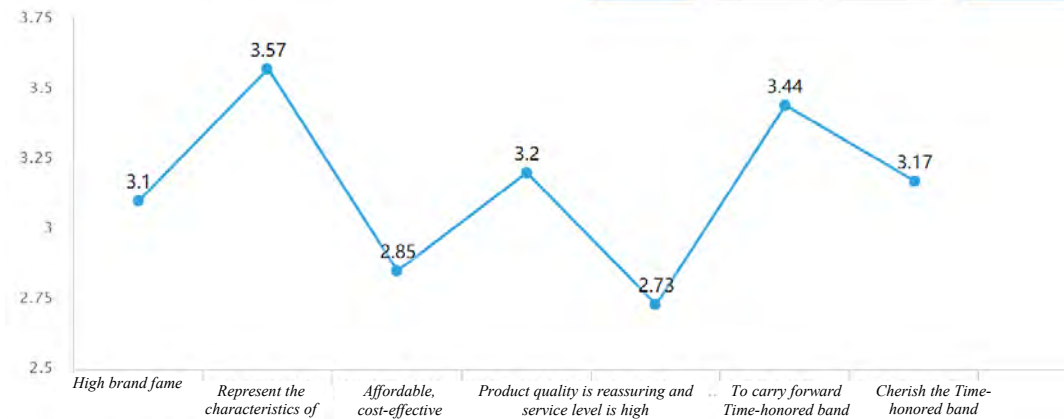


Fig. 11. Reasons for choosing to purchase time-honored brand.

2) Brand homogenization is serious, low popularity, low cost performance is the defect of Xiamen Time-honored Brand: Because many Time-honored Brand shops have zero publicity, they only rely on personal word-of-mouth to spread and rarely take the initiative to carry out brand information, which leads many consumers to be unfamiliar with the brand. Respondents believe that the overall

popularity of Xiamen Time-honored Brand is low, and many young people have never heard of these brands. In addition, the Time-honored Brand has a homogenization from product to packaging design and brand slogan, lacking the uniqueness that left consumers an expression. Besides that, the uneconomical and cost-effective approval among consumers is relatively high.(see “Fig. 12”)

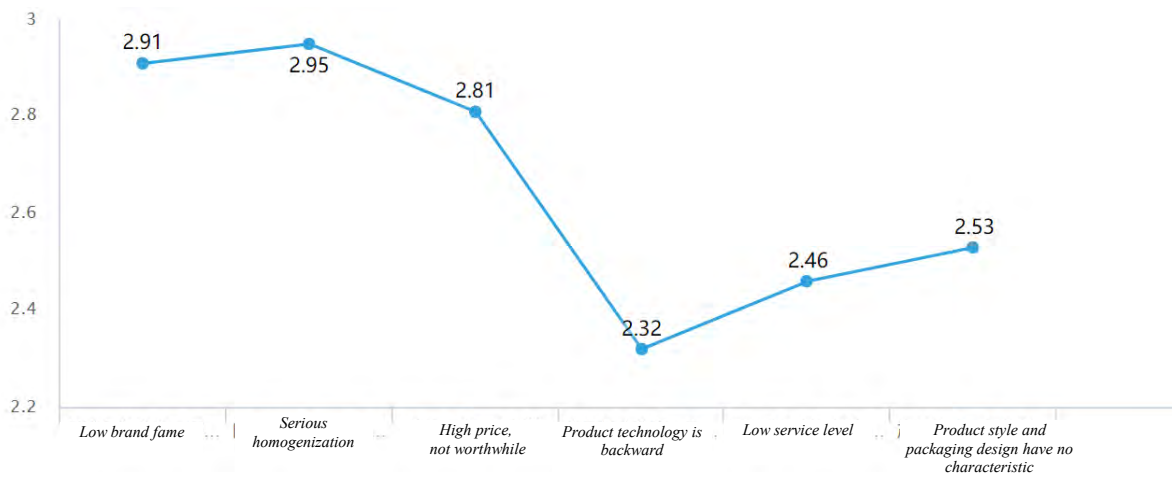


Fig. 12. Reasons for not purchasing time-honored brand.

F. Extension Problem: Time-honored Brands with Rich Online Promotions are More Popular Among Young People

Young consumers' perceptions of Xiamen Time-honored Brands are generally low, but they do not exclude the Time-honored Brands. They are very popular with the Time-honored Brands that represent local characteristics and made successful marketing. In a test, more than 50% of consumers said they liked the Time-honored Brands such as Baique

Ling, Forbidden City Taobao and Tongrentang. (See “Fig. 13”)

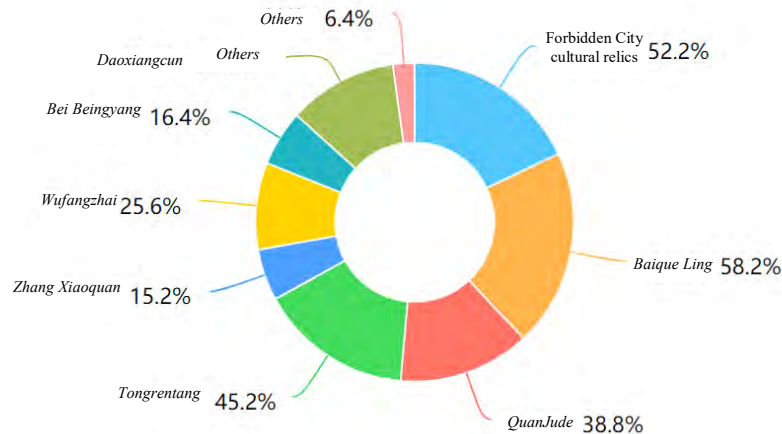


Fig. 13. Consumers' interest in well-known time-honored brands.

In addition, the study also found that young consumers below 25 have a rich preference for, and brand preferences are more singular for those over 40 years old. As you can see from the chart below, consumers under the age of 40 tend to prefer the Time-honored Brands to average, while 40 have more concentrated brand preferences. Also the top two Time-honored brands that are loved by less than 25 years old are Baique Ling and Forbidden City cultural relics. These two are the most successful Time-honored Brands in the Internet and e-commerce platforms.

V. CONCLUSION

A. The Brand Aging Problem Is Significant

This survey more clearly reflects the significant problem of the aging of Xiamen Time-honored Brand. From the brand itself, problems such as low product innovation, traditional packaging design, and old brand positioning are relatively easy to cause young consumers' low acceptance. Consumer feedback also shows that young consumers are gradually abandoning Time-honored Brands. The Time-honored Brand selected in this report is the most

representative “China Time-honored Brand” among the Ximen Time-honored Brands, and these Time-honored brands have a very low recognition rate in the minds of young consumers. Most of the 00s and 95s only know the two Time-honored Brands “Yu Zehe” and “Nan Putuo”. The former obviously benefited from more marketing and product innovation, while the latter is mainly benefited from the geographic advantage of Nanputuo Temple.

B. Brand Recognition Has a Large Age and Geographical Differences

As the historical carrier of local culture, the China Time-honored Brand has certain geographical differences in brand cognition, this is also the case in the investigation of Xiamen Time-honored Brands. Local people's cognition of Time-honored Brands is generally high, and most of them come from life experience or the influence of friends and family. Because local people often experience Time-honored Brands in their daily lives, so they are highly aware of them. However, outsiders usually do not have enough local life experience, so they can only rely on friends' introduction or brand promotion information to recognize the Time-honored Brand. However, Xiamen Time-honored Brand has less active marketing and promotion information, and most of them focus on traditional offline communication, so foreigners know less about it.

The age difference in brand recognition is also very obvious, people over 40 years old have a higher recognition of Time-honored Brand than people aged 25 and below. The information about brand of people over 40 years old is mostly derived from offline word-of-mouth communication, which coincides with the information dissemination characteristics of Xiamen Time-honored Brands. The younger the age, the more diverse the source of brand information for consumers, especially the online information channels, which is precisely the information channel that most Time-honored Brands ignored, so it is not surprising. Also compared with middle-aged people, young people are significantly more aware of the Time-honored Brands of food processing.

C. Brand Homogenization Problem Is Serious

Xiamen Time-honored Brand has obvious homogenization problems in product, packaging design, positioning and slogan. For example, pies are traditional cakes in Xiamen, and many Time-honored Brands are also available for sale, but they do not position the uniqueness of their products. On the contrary, the non-“China Time-honored Brand” A Ji Zai, uses the product positioning of “Miss Zhao's Supplier” and has been widely recognized among young consumers. Other “China Time-honored Brands” product positioning is “first” or “traditional”. They have no identification and are criticized by consumers, especially young consumers; this may also be the main reason for the low purchase frequency of young consumers for Time-honored Brand products.

D. Lack of Online Sales Channels

Xiamen Time-honored brands are mostly concentrated in offline specialty stores, gift shops or supermarket and convenience stores, which have become the main place for consumers to buy products. But this is not the active choice of consumers, especially young consumers in the field. More and more of them tend to buy products online, for example, Huang Zehe's pies are very amazingly sold on e-commerce platforms every month. However, because the Time-honored Brand packaging is mostly very simple, it is not conducive for long-distance transportation, or many Time-honored Brands have no online purchasing channels, so they have to buy offline. This has directly caused the problem of low purchase frequency by foreign young consumers. Most of them only choose to buy Time-honored Brands when they need to send gifts instead of daily consumption.

E. Brand Culture and Regional Characteristics Are Recognized

Although there are many problems in the Time-honored Brand, both local and foreign consumers believe that the historical and cultural values and geographical characteristics they carry are worthy of recognition, which is the main reason why they choose to buy the Time-honored Brand. Therefore, in the process of developing, the promotion of advertising, the laying of online channels and the cultural heritage of the Time-honored Brands are not contradictory. Promotion the Time-honored Brands among young people cannot lose their own cultural and regional characteristics.

Young people have not abandoned the Time-honored Brand. On the contrary, in the brand which has outstanding promotions such as the “Bai Que ling” that reflects the Shanghai culture, the “Forbidden City Taobao”, which has played a good role in Taobao, have a very high reputation among young consumers. It also shows that young people do not reject Time-honored Brands.

It is recommended that the Time-honored brand should speed up the construction of brand online sales channels, still operate offline stores as the main sales channel is not only not conducive to the increase of sales, but also makes the brand image more aging, which directly causing the reduction of purchase frequency of young consumers, so improving sales channels is also an important part of the rejuvenation of Time-honored Brand. Meanwhile, online word-of-mouth communication can enhance the brand awareness of young consumers; Time-honored brands should go out of the misunderstanding of “local shop”, enrich online information and win the attention of young consumers. Differentiated products and brand positioning are the foundation of the development of Time-honored brand; the traditional culture carried by the Time-honored Brands is not rejected by young people, but only requires more innovative expressions.

REFERENCES

- [1] Xiao Chunguang. Overview of "China Time-honored Brands" in Fujian [J]. Research on the Culture of Merchants. 2004(2). (in Chinese)
- [2] J Lehu. Back to life! Why brands grow old and sometimes die and what managers then do: An exploratory qualitative research put into the French context[J]. Journal of Marketing Communications. 2004,10 (2) :133- 152.
- [3] Fan Zhiming. Research on the development of the Time-honored Brand under the city brand construction [D]. Hangzhou: Zhejiang University, 2014. (in Chinese)
- [4] Chen Sida. On the inheritance and innovation of the Time-honored Brand — Taking the “Chinese Medicine Pearl” Pian Zai Huang as an example [J]. Press. 2009 (3): 179-181. (in Chinese)
- [5] Kong Qingxi, Zheng Suhui, Zhu Binjie, et al. Research on the consumption psychology and consumption behavior of Beijing Time-honored Brands [J]. Advertising Grand View: Theoretical Edition. 2009 (6): 28-39. (in Chinese)
- [6] Wu Shuilong, Lu Taihong, Su Wen. Research on Brand Naming of “Time-honored Brand” — Based on the Analysis of the First Batch of Time-honored Brands in the Ministry of Commerce [J]. Chinese Journal of Management. 2010, 7(12): 1799. (in Chinese)
- [7] S Rainisto.Success Factors of Place Branding. Regions Magazine [J].2007.
- [8] Yang Huolin. Regional cultural barriers and corporate product image enhancement [J]. Exploration and contention. 1995. (in Chinese)