

BRAND COMMUNICATION OF SHANDONG TIME-HONORED BRANDS FROM THE PERSPECTIVE OF FOUR-LEVEL ANALYSIS

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Abstract

The development history of time-honored brands is a history of commercial civilization in China. With the development of society, most time-honored brands have basically faded out of the market. How to revitalize time-honored brands has become the primary task of time-honored researchers. This study studies the brand communication of time-honored brands from the traditional to modern structural transformation, and activates, protects, develops and utilizes time-honored brands as a cultural capital and resource element that can empower many industries, so as to form an endogenous power, thus promoting the inheritance and development of Chinese excellent traditional culture, promoting the competitiveness of many cities in Shandong, and promoting the integrated development of Shandong cultural tourism industry.

Keywords: time-honored brands, Shandong, brand, communication, traditional to modern, Neoclassical structure-function theory, cross-cultural communication

Introduction

1. Background of the Study

Shandong time-honored brand is an important carrier and precious heritage of Qilu's commercial culture development for more than 2,000 years, which has led the development of Qilu's industrial and commercial national brands. At present, the development of Shandong time-honored brand enterprises is uneven.

Some time-honored brands are not innovative enough to gain the recognition of the new generation of consumer groups; Some enterprises have not made good use of time-honored brands to implement brand extension and expansion; Some enterprises have not established a new marketing system that is in line with the Internet; Some enterprises are facing the challenges of talent shortage and skill inheritance.

2. study significance

Shandong time-honored brands are rich in resources, and there are many research articles on the dissemination of time-honored brands. However, most of them are carried out from the perspectives of media channels, communication contents and technical means, and they are not analyzed from the structural level of time-honored brands, and there is a lack of systematic or in-depth communication research on time-honored brands. Therefore, it is of great practical significance to explore the communication strategies of time-honored brands in the new media environment.

This study is helpful to enhance its market competitiveness and cultural influence, which is of positive significance to the inheritance and innovation of traditional culture, at the same time, it can enhance cultural self-confidence and provide new ideas for the sustainable development of society.

3. Research Questions

How do Shandong time-honored brands spread across cultures? What is the relationship between external and internal communication of the time-honored brands? How can we develop a communication strategy for the relationship between time-honored brands and cities, industries and regions?

4. Research Objectives

4.1 To study the path of Shandong time-honored brands in cross-communication.

4.2 To study the close relationship between the external communication and internal communication of Shandong time-honored brands.

4.3 To develop the communication strategy for the relationship between time-honored brands and cities, industries and regions.

5. Research Scope

Content range. Taking October 2024 as the starting point, this paper studies the cross-cultural communication paths of time-honored brands such as Dezhou Paji, Tsingtao Brewery and Dong'e Ejiao, and the close relationship between time-honored brand culture and urban competitiveness.

Population Scope. Shandong time-honored enterprise management personnel, scholars of time-honored cultural studies, consumers of time-honored goods, local residents, foreign tourists, local government officials and news communicators.

Area Scope. Area scope is Shandong Province, China.

Time Scope. The Ministry of Commerce of China began to identify time-honored brands in 2006, so the time-honored brand communication studied in this paper began in 2006. Therefore, the time range of studying time-honored brand communication is from October 2006 to March 2025.

Related literature

1. Related Research of China Scholars

In recent years, Chinese scholars have made fruitful achievements in the academic research of time-honored brands, which are mainly divided into the following aspects.

Ding Zhongmin and other scholars set out from the perspective of history and culture, the development, inheritance and protection of business. This paper objectively analyzes the advantages, disadvantages, opportunities and challenges of time-honored enterprises, and puts forward some countermeasures for the long-lasting foundation and the "traditional-modern" transformation of time-honored enterprises.

Scholars such as Xu Jianxiong, Li Hua and Duan Wanchun have analyzed the shortcomings of the development of time-honored brands from the perspective of enterprise management, and believe that Chinese time-honored brands generally lack advanced business concepts, so that they are eliminated by the rapidly developing market economy.

Wang Junfeng discusses the necessity and internationalization strategy of time-honored brand from the perspective of brand and communication, points out the defects in the internationalization of time-honored brand, and gives relevant countermeasures; Jiang Zhe studies time-honored brands from the perspective of brand internationalization, and thinks that internationalization is an important direction for the development of time-honored brands.

Kong Qingxi, Wang Kewen, Xu Huiqi and other scholars used empirical methods to study from the perspective of consumers, and they explored the revitalization strategies of old brands.

2. Studies by European, American and Japanese Scholars

Many European and American scholars analyze and investigate from the perspectives of family business inheritance and management. They believe that family management is an important aspect in the economic activities of time-honored brands, and family members often play an important role in the innovation and growth of time-honored brands.

Japanese scholars Zhu Li and Matsumoto studied the unique family instruction, articles of association and blood relationship of time-honored enterprises from the perspective of business history cases and sociology, and analyzed the necessary factors for the inheritance and innovation of time-honored enterprises.

From the above, China, Japan, Europe and the United States have rich research on time-honored brands, but the academic circles have not studied the time-honored brand communication from the structural level.

3. Methodolog

3.1 Research Methodology

3.1.1 Qualitative Research Method

In this paper, literature research, focus groups, in-depth interviews and other research methods are used to interview people such as time-honored scholars and government officials. At the same time, relevant literature materials are retrieved from online and offline literature databases. Then analyze the cultural communication of time-honored brands in different levels, explore the cross-cultural communication path, and analyze the internal relationship between internal communication and external communication, as well as the close relationship between time-honored brands and urban rejuvenation.

3.1.2 Quantitative research methods

The quantitative research method in this paper mainly adopts questionnaire survey. By designing a series of questions, people's attitudes, behaviors, opinions or beliefs about a specific problem of time-honored brands are collected, and statistical methods are used to describe and quantitatively analyze them in order to obtain the required survey data.

3.1.3 Participant Observation Method

As an observer, the researcher in this paper announces the purpose of the research to the interviewer, obtains the required information through interviews and observations, records the observation in detail, and forms written materials conducive to the research.

3.2 Research Tools

The research tools of this paper mainly adopt in-depth interviews, focus group interviews and participatory observation methods. The managers or researchers of time-honored enterprises in Shandong, consumers of time-honored goods, local government officials, local residents, foreign tourists and news communicators were interviewed, and relevant sample data were obtained through participatory observation, which created conditions for the smooth development of research work.

3.3 Research Data Collection

Literature retrieval was conducted from academic libraries and libraries, and the data of seven groups were collected by questionnaire, in-depth interview, focus group interview and participatory observation.

4. Conclusion and Discussion

In recent years, the author has conducted many social surveys, interviewed many managers, government officials and researchers of time-honored brands, written research

reports and published news of time-honored brands. In the research of time-honored brand communication, the author of this paper has made some preliminary achievements.

At present, because the interview outline is still in the brewing and design stage and the collection of research data has not yet begun, it is impossible to draw research conclusions and results. After the review of the paper proposal, the researcher will seriously carry out the research work, analyze and display the research data, and draw the research conclusion of this paper.

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