

The Influence of Time-Honored Brand Attributes on the Purchase Intention of Consumers in Yinchuan, Ningxia

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Abstract: Old brand as a witness of Chinese history and culture, is the precious wealth of the Chinese nation, but not well adapt to the development of the market environment and the new market in the 21st century, in addition to the familiar, such as crown garden, quanjudu brand out of their own predicament to find new development, most other old brands began to decline, barely maintain the status quo, even forced to withdraw from the market. Peter Drucker, a master of management, said that the organization of the 21st century should rely on brands to compete. Our time-honored brands also have natural advantages in the process of development, while China's time-honored brands develop unsatisfactory.

Keywords: Time-Honored Brand; Brand Attributes

1. Background

As the carrier of the cultural connotation of The Times, the time-honored brands are the inheritance of the craftsmanship spirit and exquisite craftsmanship of the Chinese nation, a precious century-old brand and national treasure of the Chinese civilization, and an indispensable part of the long history of the Chinese nation. With the escalating consumption structure, the development of old brand increasingly by the social from all walks of life, in xi jinning, general secretary of "make national brand shine" instruction spirit, the Ministry of Commerce and other 16 departments jointly issued the guidance on promoting the reform and development of old innovation, put forward to inheritance innovation motivation, enterprise mechanism rigidity, support and protection problems, actively promote old enterprise varieties, quality, brand, strive to improve the supply ability and quality, to better meet the people

2. Research objectives

Analyze the economic impact of consumers' purchase intention on time-honored brand products.

Explore the influence mechanism between the following groups of factors.

Formulate targeted suggestions to improve consumers' purchase intention, and provide highly reference opinions for time-honored enterprises in the marketing of time-honored brands.

3. Range of study

3.1 Significance and value

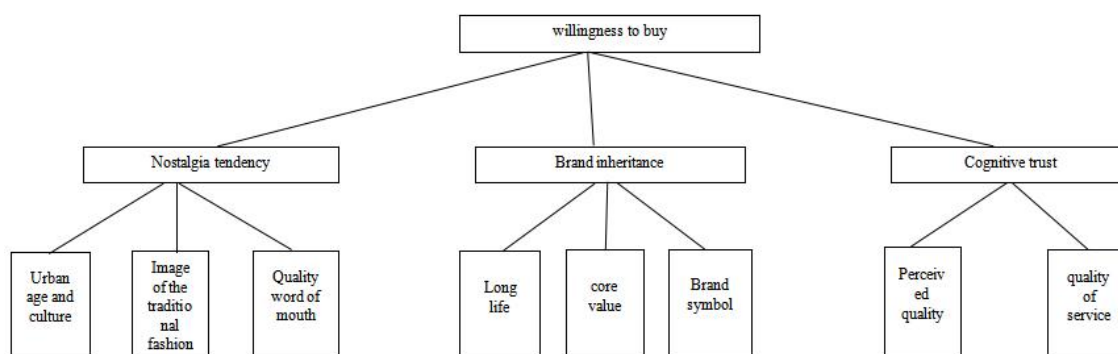
In terms of the theoretical value. This study on the basis of the classic literature at home and abroad, with the old brand attribute as the point of view, explore the old brand attribute on consumer purchase intention, build a can fully reveal the old brand attribute on consumer purchase intention influence factor model, help to enrich consumer purchase behavior theory, cultural marketing strategy theory related literature, enrich and enrich the existing consumer purchase behavior theory, cultural marketing strategy theory. In terms of real value. This study clarifies the influencing factors of the attributes of time-honored brands on consumers' purchase intention, so

that the existing business operators can better meet the market demand, and provide theoretical support for the improvement of the attributes of time-honored brands. This will help to enrich and enrich the existing theory of consumer purchase behavior and cultural marketing strategy, and have a certain practical value for the time-honored enterprises to improve the old brand, brand marketing promotion strategies and obtain considerable economic benefits in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper comes from consumers in Yinchuan, Ningxia as the main body, and the scope of sample collection is limited to Yinchuan, Ningxia. The influence of time-honored brand attributes on consumers' purchase intention is investigated.

4. The conceptual framework of the research



5. Theoretical principle

Yu Si (2020) takes nostalgia as the entry point to study the brand attributes of time-honored brands and their impact on consumers' purchase intention. The positive influence of brand attributes on nostalgia varies from large to small ones: products are close to the people, urban age culture, image, traditional fashion and quality reputation. And get certain management practice enlightenment: makeup skin care products and other related industry brands can retain classic affordable products, as always keep affordable; catering, food processing industry related brands, can focus on the city s cultural elements, create nostalgic consumption scene, stimulate nostalgic feelings, and encourage consumers to buy; Time-honored brands in clothing, silk, bags and other related industries can focus on the image of time-honored brands for the design of Chinese style elements, inject fashion and literature propaganda language, arouse the young consumer groups' pursuit of the retro trend, and then generate the purchase intention. Yang Song (2015) introduced the concept of brand inheritance, constructed a theoretical model based on the three factors of brand inheritance, consumers' perceived quality and purchase intention, and introduced the product involvement degree into the model as a regulatory variable. Chu Xiaoqin (2012) obtained the following conclusions: First, the four variables of perception quality, cultural marketing, nostalgic advertising and service quality of store service staff all have a significant impact on the purchase intention of consumers of time-honored brands, and they all have a positive impact. Second, perceived quality, cultural marketing, nostalgic advertising, and service quality of store service personnel all indirectly affect consumers' purchase intention by affecting consumers' cognitive trust and emotional trust.

6. Related research

Aditya, Alversia (2019) studies the impact of online reviews on the review site platform on consumers' willingness to buy cafes for their first visit, identifying six characteristics and one source attribute of online review content: timeliness, reviewer expertise, usefulness, quantity, positive online reviews, negative online reviews, and comprehensiveness. Regression analysis was used to examine the effect of these attributes on consumers' willingness to buy. The results show significant relationships between variables such as usefulness, quantity, timeliness, positive online comments, negative online reviews and comprehensiveness, as well as attribute

characteristics of consumers' willingness to buy. Adetayo, Kareem (2019) identifies perceived product attributes that influence consumers' willingness to buy; determine the relationship between shopping experience and consumer willingness, and study the impact of products on traditional textile consumption in the Nigerian textile industry. The study adopted a descriptive survey study design, and the results show that consumer shopping experience and product understanding are positively correlated with consumer purchase intention, and the attributes, shopping experience and understanding of products of traditional textiles made in Nigeria are the main determinants of consumers' purchase intention in the Nigerian textile industry.

Conclusion

Nostalgia tendency: First of all, the reason why the old brands can live in people's memory is because they guarantee and enrich the quality of life and lifestyle of the citizens, and become the precious wealth carrying the citizens' skills. Secondly, time-honored brands and new trends frequently collide and spark, integrating the cultural deposits contained in time-honored brands into modern production and life, creative transformation and innovative development, so as to meet the people's growing needs for a better life, time-honored brands represent the image of traditional fashion, and attract consumers to buy. Adhere to the time-honored brand consistent pursuit of high quality. Brand inheritance: First of all, the effective balance of the relationship between tradition and innovation, stability and change is not simple. Secondly, the core value of time-honored brands is composed of functional value, emotional value and symbolic value, which has a good reputation and wide popularity, attracting consumers to buy. Cognitive trust: First of all, the perception and quality of time-honored brands has been accumulated for many years, and good word of mouth is spread through various ways, so they are often more likely to identify with time-honored brands. To a large extent, it is perceived quality, not just product quality, that determines consumers' willingness to buy. Secondly, time-honored enterprises will combine their traditional business methods with modern information technologies such as big data and cloud computing, upgrade their marketing models, develop new business forms and new models, create new consumption scenarios, better provide services for consumers, and enhance their purchase intention.

References

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