

A Review of Research on the Impact of Crossover of Time-honored Brands on Consumer Brand Attitudes

Daochen Zhou

School of Economics and Management, Nanjing University of Science and Technology, Nanjing, China

Abstract. As consumers' sense of national cultural identity and self-confidence increases, they also focus on time-honored brands. However, due to insufficient brand marketing, they face the problem of brand aging. With the advent of the digital economy, brand crossover has become one of the essential marketing channels for revitalizing time-honored brands. Still, consumers have different attitudes toward their crossover behavior. An in-depth study on the path and mechanism of the influence of crossover of time-honored brands on consumers' brand attitudes is of great significance for time-honored brands to choose the appropriate crossover objects and methods. However, there needs to be more systematic research on the influence of crossover behavior of time-honored brands on consumers' brand attitudes in the local Chinese context. This paper uses consistency and difference theories to sort out the inheritance and innovation of the revitalization of time-honored brands in the context of brand crossover, improve the relevant research in the field of brand crossover, and provide reference and practical inspiration for the crossover marketing of time-honored brands.

Keywords: Time-honored brands, Brand crossover, Consumer brand attitude, Consistency, Difference.

1. Introduction

As consumers' national cultural identity and democratic pride increase, time-honored brands with a long history of national culture and excellent value inheritance are back in consumers' view, which provides new opportunities for the market of time-honored brands. Time-honored brands represent high brand awareness and reputation at a particular stage, have excellent market influence and strong customer brand loyalty, and are precipitated as typical cultural symbols representing the Chinese nation [1]. However, with the rise and development of emerging brands, the upgrading and transformation of consumer demand, and the need for more innovation in time-honored brands. Time-honored brands gradually lose their competitive advantages in the modern market, making it challenging to maintain their previous competitiveness as the brands' age. They are replaced by new brands [2]. In this market situation, time-honored brands have started to seek innovative breakthroughs to achieve brand revitalization. The fragmentation, interactivity, and precision brought by the digital marketing era also usher in new opportunities for long-established brands. In the period of digital marketing in which the way of brand interaction changes rapidly, the brand boundary has been continuously expanded or become more blurred [3]. Therefore, time-honored brands have created more positive Consumer attention through brand crossover marketing to obtain a more positive platform attitude and consumers' purchase intention. For example, "White Rabbit" cooperated with "Maxam" to launch lipstick across the crossover marketing, which consumers highly praised. However, the effectiveness of the crossover of the time-honored brands is mixed, and consumers' attitude towards it is also mixed. Some time-honored brands blindly follow the trend of crossover marketing, such as "Tong Ren Tang" cross-border involvement in coffee, which was rejected by the market, which will affect its brand authenticity, damaging its brand association and eventually affecting consumers' brand attitude [4]. So in the local context, how to give full play to its superior cultural heritage through crossover marketing, retain its long-standing brand connotation, and enhance the positive interaction with customers to promote the generation of positive brand attitudes of consumers. As well as in the context of crossover marketing of time-honored brands, what are the influencing factors of consumers' brand attitudes, and what are the influencing mechanisms?

The answers to these questions are essential guidance for the marketing practice of time-honored brands and have perfecting significance for research related to time-honored brands.

2. Literature Review

2.1. Time-honored Brands Revitalization: Inheritance and Innovation

Time-honored brands have deep cultural heritage and cultural value. Also, they have more excellent economic value for developing the market economy [5]. Still, the current time-honored brands are subject to different degrees of aging, and the revitalization of time-honored brands has become an essential part of their marketing strategies. The research and development of time-honored brands focus on the issue of inheritance or innovation, that is, the discussion of change and invariance [6]. Based on the revitalization model of brand heritage, time-honored brands can be inherited in all aspects through five different dimensions, of which the five dimensions can be divided into 14 sub-dimensions, which involve the product itself, the fine traditional spirit, the noble moral quality, and the long historical accumulation. Through the "roots" approach to reawaken consumer perception, inherit the long-established values of the brand, internalize the excellent Chinese traditional culture and brand connotation into the brand's daily management and management based on the local context, and convey its unique brand heritage to consumers through various marketing channels [7]. Based on the activation model of brand innovation, researchers believe that activating time-honored brands "wins through innovation." Time-honored brands' adherence to their original marketing methods has become difficult to cope with the problem of market shrinkage. Time-honored brand innovation aims to meet changing market and social needs, mainly including product innovation, technological innovation, market innovation, and business model innovation. It primarily adds new elements to the brand through extension, update, and expansion [8]. However, the two are not mutually exclusive and incompatible.

Regarding revitalizing time-honored brands, scholars are easily caught in the "paradox." In the face of complex situations and market environments, the dual path is essential for successful brands to balance the "paradox" of heritage and innovation fully. A successful brand must fully balance the "paradox" of heritage and innovation. In his research, Xu Wei, with the help of the philosophical theory of interaction between yin and yang, proposes that time-honored brands should consider innovation and heritage as "yang" and "yin" in traditional Chinese culture, emphasizing duality development, pointing out that these two aspects are coexisting. A whole, and should maintain. It is vital to maintain their dynamic balance. At the same time, time-honored brands should be skillfully transformed according to different actual situations and choose different paths and modes of brand revitalization instead of remaining unchanged [9].

2.2. Consumer Brand Attitudes

In brand strategy, scholars have found that just as people form attitudes by evaluating things around them, consumers also include more stable evaluations of brands. Percy defines sound consumer evaluations of brands as consumer brand attitudes. He considers consumer brand attitudes as the overall evaluation of the company and the products and services provided by the company [10]. There are many ways to classify the dimensions of consumer brand attitude measurement. Still, the three mainstream ones are the one-dimensional, two-dimensional, and three-dimensional divisions, and the one most recognized by scholars is the three-dimensional division. The three-dimensional view of brand attitude is a refinement and improvement of the one-dimensional and two-dimensional division, which mainly contains three parts: emotion, behavior, and cognition [11]. Different aspects and dimensions will impact consumers' brand attitude, whether it is the brand itself or the marketing behavior of the company, the interactive behavior between consumers and the brand, or even the social environment. For time-honored brands, gaining positive brand attitudes from consumers is the most important thing for their brand revitalization. Wang Desheng, a scholar in China, has taken time-honored brand stories as the object of study, and promoting brand stories as an essential marketing

method for time-honored brands' heritage has been adopted by most time-honored brands. Showing the time-honored brands' heritage of craftsmanship and culture through brand stories to enhance the perception of authenticity of time-honored brands makes consumers connect with the brand's history and thus obtain a more positive brand attitude [12]. With the in-depth study of time-honored brands, scholars have also introduced brand crossover into the field. Ke Jianing proposed a different conclusion from the traditional concept, whose study showed that consumers have stronger normative beliefs about time-honored brands than emerging brands. Therefore brand crossover can produce negative attitudes toward brand attitudes [13].

2.3. Consistency and Time-honored Brands Crossover

Most of the previous studies on time-honored brands crossovers explain the impact of crossover behavior on consumers through schema consistency theory, and scholars argue that one of the main challenges to the success of brands crossover is consumers' "product fit" and "brand fit" of crossover brand products [14]. Based on schema consistency theory, which is currently the most common approach used by scholars, the similarity, complementarity, and relatedness of partner attributes in brand crossover can over influence the process of attribute mapping and relationship linkage, affecting cognitive fluency and thus the feedback and effectiveness of crossover marketing [15]. Brand crossover fit and attribute congruence can be measured based on the distance of brand association and compared with distant brand crossover association, proximity crossover association can make consumers' conceptual interpretation of crossover products more straightforward, which in turn reduces perceived risk and improves perceived innovation, ultimately causing more positive product evaluation and brand attitude [16]. According to schema theory, consumers will form cognitive schema based on their prior experience and knowledge of the parent brand, map the attributes of the parent brand onto the crossover product, and use the relevant cognitive schema to evaluate the crossover product. The time-honored brands themselves contain rich brand stories and historical deposits. Because of its rich historical heritage, the time-honored brands will bring consumers unique emotional and historical significance. When the crossover products of the time-honored brands have high attribute consistency with the parent brand, it is easier for consumers to extract the emotion of the brand from their memory and, at the same time, bring positive sensory stimulation, which makes consumers establish a connection with the new product and improve the perceived self-continuity, thus triggering a positive brand attitude [17]. At the same time, time-honored brands are historical products left after long historical changes, which have deep historical and cultural heritage and characteristics. Consumers have high nostalgia for time-honored brands. Cultural fit plays a vital role for old brands across borders. When the cultural attributes of the new crossover product are inconsistent with the parent brand, it will dilute its unique cultural characteristics, increasing consumers' uncertainty about the new product. The higher perceived risk will make consumers negatively evaluate the brand's cross-border behavior and the parent brand [1].

2.4. Difference and Time-honored Brands Crossover

Although consistency plays a significant role in the crossover of time-honored brands, the excessive copying of parent brand attributes can lead to consumer cognitive fatigue. In reality, there are also successful cases of joint efforts between time-honored brands and crossover products with low relevance, such as the cocktail product jointly launched by "Liu Shen" floral water and RIO is sought after by consumers. Although consistency is the current dominant idea of brand crossover, it can inhibit the innovation of brands. How to attract consumers' attention through brand crossover, bring novelty to consumers and revitalize the brand has become a major issue for restoring time-honored brands. Consumers already have an inherent perception of time-honored brands, and a different brand crossover can break through consumers' original perceptions and stereotypes. It can show consumers unusual extensions in many aspects and inspire them, leading to positive brand attitudes and inspirational intentions. However, it is essential to consider whether to maintain relevance at the abstract level rather than seek a wide range of alliance partners in pursuing

dissimilarity [18]. At the same time, the contrast between the "old" of the old brand and the "new" of the new crossover product can give consumers more room for imagination and stimulate their innovative perceptions through the consumer's psychology of seeking differences, especially among young consumers, and thus bring positive brand attitude [19]. The image of the time-honored brands has a particular deep-rooted inherent impression in consumers' minds. Time-honored brands in the context of crossover association stimulate consumers and generate new ideas in unexpected ways. To a certain extent, it awakens the aging brand image of time-honored brands. However, the high degree of differentiation integration will cause consumers to harm the time-honored brands, such as cognitive dissonance, and the brand side should grasp the degree of differentiation. Time-honored brands should use association strategies to avoid consumer confusion in the context of differentiation and help consumers extract and process brand information [18].

3. Managerial Contributions

In this paper, we have sorted out the impact of the revitalization of time-honored brands in brand crossover on consumers' brand attitudes and explained the innovation and heritage in the revitalization process of time-honored brands in terms of specific brand crossings contexts through consistency and different theories. The collation of research in this field provides a theoretical basis for the practice of crossover marketing of time-honored brands and provides a reference for their crossover behavior. First, time-honored brands should balance innovation and inheritance, recognizing that these two aspects are coexistent and complementary rather than antagonistic and fragmented. Time-honored brands should focus on duality development and "focus on heritage, win in innovation." Secondly, for cross-border marketing, the time-honored brands should be based on the parent brand's reasonable selection of cross-border objects. To consider the brand attributes of the degree of fit, to convey the unique cultural characteristics of time-honored brands and excellent brand connotation, to match the development strategy of time-honored brands, while further digging more in line with the contemporary social background of the spiritual connotation. Finally, time-honored brands cannot remain unchanged and should consider adding new elements to the brand, adding novelty and freshness for consumers by appropriately seeking differentiated crossover objects. However, we should not just seek objects with a large span but consider the brand's association at the abstract level and adopt association strategies to skillfully establish attribute connections to reduce the risk of consumer perception.

4. Suggestions for Future Research

Most current studies explore the influence of time-honored brands crossover on consumers' brand attitudes from a single aspect or a single theory or explore the duality of innovation and heritage of time-honored brands by qualitative research methods, lacking quantitative studies that integrate consistency and difference theories for duality exploration. Secondly, most previous studies have explored the positive impact of the crossover of time-honored brands on consumers' brand attitudes, but whether it will cause negative attitudes and rejection of consumers is yet to be studied. Future studies can explore the impact of the crossover of time-honored brands based on the perspective of a "double-edged sword." Most previous studies summarize the effects of crossover marketing in general, but future studies can further refine the types and more diverse crossover situations. Finally, with the development of the Internet, online social media has become an important marketing channel, and young people have gradually become the mainstream consumer group. Future research can further study the role of social media in the crossover of time-honored brands and young consumers as research objects.

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