

Research Fields of Chinese Time-honored Brand: Current Situation, Hot Spots and Trends

-- Visual Analysis based on Citespace Knowledge Graph Software

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Abstract

Chinese time-honored brand are the heritage and quintessence of China's commodity culture and an important force for economic development. This paper takes 526 literatures on time-honored brand research collected in CNKI database as research samples, and uses CiteSpace software to conduct bibliometric and visual analysis. The research finds that the interdisciplinary and interdisciplinary nature of time-honored brand is obvious. The research hotspots include the research of time-honored brand itself, the research related to brands and the research related to domestic products. The evolution process of time-honored brand research can be divided into three stages: the initial stage, the ascending stage and the fluctuating stage. Each stage is affected by the social background, and the research hot spots and emphases are different. "Chinese Fad", "new domestic goods", "national style" and so on may become the new research trend of China's time-honored brands, worthy of scholars' attention.

Keywords

Chinese Time-honored Brands; Chinese Goods; Brand; Chinese Fad.

1. Introduction

Chinese time-honored brand refers to a brand with a long history, products, skills or services inherited from generation to generation, distinctive Chinese traditional cultural background and profound cultural deposits, which has been widely recognized by the society and formed a good reputation. In different social backgrounds and market environments, the development of Chinese brands is constantly changing, and relevant researches on "time-honored brands" and "domestic products" have always been the focus of scholars in the field of marketing. At present, scholars at home and abroad mostly explore the relevant theories and specific practices of time-honored brands, and study the development path or mechanism from the aspects of brand image, authenticity, brand personality and so on. There is still a lack of literature to systematically sort out, track and evaluate the relevant researches of time-honored brands.

In view of this, we selected SCI and CSSCI literatures collected by CNKI from 1998 to 2022 as data sources. Through comprehensive retrieval, data screening and establishment of research database, scientometrics software CiteSpace V was used for scientometrics analysis of the obtained literatures. On the basis of systematically sorting out the information such as publication trend and discipline direction of relevant research on Chinese time-honored brands, the following questions are mainly answered: First, what is the status and characteristics of relevant research on Chinese time-honored brands? Second, what are the research hotspots and stages of time-honored brands related research? Third, what is the latest research trend and development direction of this topic? By responding to the above questions, we try to reveal the knowledge growth path, frontier hot spots and further expansion space of Chinese time-

honored brands related research, so as to promote the knowledge accumulation of time-honored brands related research.

2. Research Methods and Data Sources

2.1. Research Methods and Tools

CiteSpace explores the critical path and knowledge inflection point of the evolution of the discipline by measuring the literature in a specific field, and forms the analysis of the potential dynamic mechanism of discipline evolution and the detection of the frontier of discipline development through a series of visualization maps [1][2]. In this paper, CiteSpace is selected as the research tool, and based on the preliminary outline of the time sequence and discipline direction of the research literature, literature metrology and visual analysis are carried out with the help of the software system. The analysis data records mainly include the title, author, key words, abstract, source publications and bibliography of the literature [3]. Through the measurement of the literature of old field, analyses the current situation of the development, combed the research focus in the field, and through a series of visual map drawing, it is concluded that the evolutionary path of old research combined with emergent literature research frontier in the field are analyzed, providing a certain reference for the related researchers and practitioners with draw lessons from.

2.2. Data Sources

Data in this paper were selected from CSSCI literature in CNKI academic journal database, with "time-honored brand" or "Domestic product" or "Chinese brand" or " Chinese Fad " as the subject search terms, and the search time was June 10, 2022 without setting the search time interval. A total of 845 literatures were searched for the first time. After removing literature reviews, conference reviews, book reviews and literatures irrelevant to the research topic, there are 526 literatures remaining, covering the period from 1998 to 2022. Based on this sample, visual analysis is made on the research hotspots and frontiers of Time-honored brands in China.

3. Bibliometric Analysis

3.1. Research Status

3.1.1. Journal and Subject Direction Analysis

One of the outstanding disciplinary characteristics of Chinese time-honored brand research is that economy and management are dominant and the nature of cross-discipline and cross-discipline is obvious. Among the 526 literatures, nearly 40% of them are from enterprise economy and management, 20% from information economy, trade economy, industrial economy, etc. Modern and contemporary History of China accounts for roughly 15%, and news and media accounts for about 10%. Besides, culture, tourism, service economy and other disciplines also contribute 4%-6% respectively.

In terms of journal types, the researches on Chinese time-honored brands are mainly economic and management journals with diversified journal categories. Decoration ranked first with 16 articles, and its researches mainly focus on brand image, trademark design, Chinese culture, etc. The second and third are "Qinghai Ethnic Studies" and "Journal of Northern University for Nationalities", which mainly use case method to study time-honored brands from the perspective of ethnology and anthropology. In addition, published journals and quantity in the top ten in the management of the world, "journal of Beijing university of industry and commerce," journal of management, economic management, enterprise economy, business economics and management, the media, these journals more from the brand value, marketing

strategy, brand dissemination study of old in the perspective of management and economics, etc.

3.1.2. Analysis of Core Institutions and Authors

The analysis of cooperation between core institutions and authors can reflect the connection and communication between institutions and authors in the research field. Through measuring visual analysis, focusing on old research institutions in China are mainly college of shanxi university of finance and business management, Chinese Academy of Social Sciences institute of ethnology and anthropology, sun yat-sen university school of management, China people's university business school, China civil aviation university school of economics and management, etc., mainly to management class colleges and universities. There is little cooperation between the institutions, and their research is relatively independent. Most of the institutions are universities, and no specialized core research institutions have been formed.

According to the statistics of the authors who published more than one paper, 56 authors published more than two papers as the first author. Price's theory stipulates that the number of core authors' publications should be at least M , in which $M=0.749$ is the number of publications of the authors with the largest number of publications. Authors xu Wei and Zhang Jijiao published the most literatures on time-honored brands in China, each publishing 9 articles. According to the formula calculation, the number of core authors of Time-honored research in China is 2.2, that is, the number of core authors in this research field should be 3 or more, among which only 21 core authors with high citation volume meet the requirements, and the number of core authors needs to be expanded. There is little cooperation among authors, and only a few cooperative relationships have been formed, such as He Jiaxun et al., Liu Jianhua et al., Ke Di et al., Li Yuanyuan et al., zhang Chi et al., etc. The core group connection has not yet been formed.

3.1.3. Analysis of Highly Cited Literature

Highly cited literature is the literature with high influence in this research field. The research on localization of Brand Personality Dimension has been cited 541 times in CNKI.com. According to the localization characteristics of China, the paper develops brand personality dimension and scale, and explains China's brand personality dimension -- "benevolence, wisdom, courage, joy and elegance" from the perspective of Traditional Chinese culture[4]. The paper strategic Entrepreneurship and The Inheritance of Family Enterprise Entrepreneurship -- Based on the Case Study of Century-old Lee Kum Kee discusses the process of strategic entrepreneurship and inter-generational growth of time-honored family enterprises by using the case study method, which has been cited 236 times [5]. Gui-jun zhuang, etc in the Chinese consciousness, brand characteristics and local consumer brand preference - an empirical test of cross-industry products tested in the Chinese consciousness and brand characteristics to the influence of the local consumer brand preference, and the Chinese local brand awareness and consumers preference for buying local brand, the influence of the cited 163 times [6]. In general, highly cited literatures are representative in the academic world. Whether it is brand personality scale development or specific case studies and empirical tests, they all provide important reference for other scholars. Most highly cited literatures were published in relatively earlier years, which indicates that researchers are good at catching hot spots and walking in the forefront of research.

3.2. Keywords Co-occurrence Analysis

Keywords are the summary of the topic of the article and the highly refined research focus of the author. The co-occurrence analysis of keywords extracted from the title and abstract of the literature can excavate the core knowledge nodes in the research field of value creation and reveal the hot issues in the research field. Research hotspots refer to the topics studied by a group of literatures with a large number and close internal connection in a certain period.

Therefore, research hotspots in related fields can be judged according to the frequency of occurrence of keywords. Table 1 shows the core keywords frequently appearing in the research field of Time-honored brands in China, including "brand inheritance", "Chinese brand", "domestic product movement", "brand image", "local culture", "brand extension", etc. The research content of this paper can be summarized into the following three parts:

Table 1. Top 30 high-frequency keywords of Relevant researches on Time-honored brands in China (centrality > 0)

Numble	Frequency	Year	Hot words
1	140	1998	time-honored brand
2	26	1998	brand heritage
3	25	2002	Chinese brand
4	24	1999	brand
5	17	1999	The Domestic Products Movement
6	14	2006	Chinese goods consciousness
7	12	2006	Chinese goods
8	12	2008	brand image
9	11	1998	local culture
10	11	1998	brand value
11	10	2010	brand extension
12	10	2021	Chinese Fad
13	8	1998	scale development
14	8	2006	brand equity
15	7	2007	brand strategy
16	6	2012	innovation
17	6	2010	China
18	6	2008	nationalism
19	6	2006	brand activation
20	5	2003	brand personality
21	5	2012	packaging design
22	5	2000	Quanjude
23	5	2006	technology innovation
24	5	2012	brand culture
25	5	2013	influence factor
26	5	2014	national image
27	5	2014	traditional culture
28	4	2008	rebranding
29	4	2011	local brands
30	4	2017	psychological mechanism

3.2.1. Research on Itself

Most studies directly related to adopt case analysis method. For example, taking Jiangxi Lidu Wine Industry as the research object, the dynamic evolution process of brand revival is deeply analyzed [7]. Dezhou Braised Chicken Company is selected as the object, and the successful law of its business model innovation is deeply explored[8]. Based on the case analysis of "Xinghuacun" Fenjiu Group, the paper proposes the mechanism model of industry and frugality behavior cured by Chinese traditional enterprise organizations [9].

In addition, when scholars study time-honored brands, they will combine them with brand image, brand value, brand extension and other brand studies. At present, time-honored brands are faced with the dilemma of inheritance and innovation. How to inheritance and innovation

and how to deal with the relationship between inheritance and innovation has always been the focus of academic circles. In terms of inheritance of time-honored brands, brand story is an important form of brand inheritance of time-honored brands. Time-honored brands show specific story themes through brand stories to influence consumers' brand attitudes [10]. For the innovation of time-honored brands, the brand innovation of time-honored brands can choose three brand development modes: aggressive market development, prudent product innovation and conservative and robust business model innovation [11]. In terms of dealing with the relationship between inheritance and innovation of time-honored brands, time-honored brands can activate aging brands from the two dimensions of brand authenticity construction and value transfer through inheritance and renewal of brand true kernel and extension and expansion of brand value chain [12]. Based on the theory of Yin-Yang interaction and brand duality, the dual configuration combination of time-honored brand inheritance and innovation can be constructed from the perspective of consumers and enterprises [13].

3.2.2. Domestic Research Related to Brands

The research related to brand covers a wide range of fields with obvious interdisciplinary characteristics. From the perspective of brand management theory, scholars combine it with time-honored brands and Chinese brands to study brand personality, brand communication and brand extension. According to China's local cultural characteristics, several scholars have developed the dimension and scale of localization brand personality [4][14]. Brand image has a certain influence on consumer behavior. To construct the theoretical framework of brand image in the Context of China, brand image can be divided into three dimensions: brand expression, brand personality and company image [15].

In the field of journalism and communication research, most scholars study brand image and brand communication from the perspective of advertising and Chinese culture [16][17]. In the field of art design research, scholars combine brand research with time-honored brands, domestic products, and Chinese Fad [18][19] to study brand packaging design, brand impression, and national fashion from an artistic perspective. From the perspective of economics, combining brands with time-honored brands and domestic products to study brand value and brand equity [20][21] has become a research hotspot in the academic world.

3.2.3. Research Related to Domestic Products

The research related to domestic products has a low degree of connection with brand research or time-honored brand research, and most of the research is carried out from domestic product awareness and domestic product movement. Some studies on domestic product awareness have been combined with brand research, but no literature has been found to combine domestic product awareness with time-honored brand research, and some scholars have explored the relationship between domestic product awareness and consumer brand preference [22][23]. However, researches on the Domestic product movement are relatively independent. Most of them combine it with nationalism and domestic product advertising from the perspective of history, sociology and art, and explore the important role of the Domestic product movement in China's modern economic and social development history [24][25].

3.3. Key Word Emergence Analysis

Highlight the key words said in a period has received the attention to the research theme, is emerging at that time, and has great development potential and value of the research direction, by exploring the evolution path of emergent keywords can to a certain extent, reveals a development trend of the research topic, and excavate potential and valuable research frontier and the research direction.

According to the co-occurrence analysis of keywords, this paper obtained the emerging keywords in the research field of time-honored brands (Table 2), including "scale development",

"brand inheritance", "nationalism", "brand culture", "domestic awareness", "traditional culture", etc. Among them, "scale development" and "brand inheritance" are the forefront of the research on time-honored brands in the early period (before 2005). The duration of a single mutant word is relatively long, and most of the researches on brands are focused on from a macro perspective. From 2008 to 2018, more attention was paid to "nationalism", "brand culture", "home-made consciousness", "home-made movement" and "psychological mechanism", and the research gradually shifted to the study of home-made goods, and the duration of each emergent word is short, 2-3 years; In recent years, "traditional culture" has become a new research growth point and is still in the period of keyword emergence, that is, future research content may still be related to it. The recent popular "national tide", "new domestic goods", "Chinese Fad" and so on May become the new research trend of China's time-honored brands, worthy of scholars' attention.

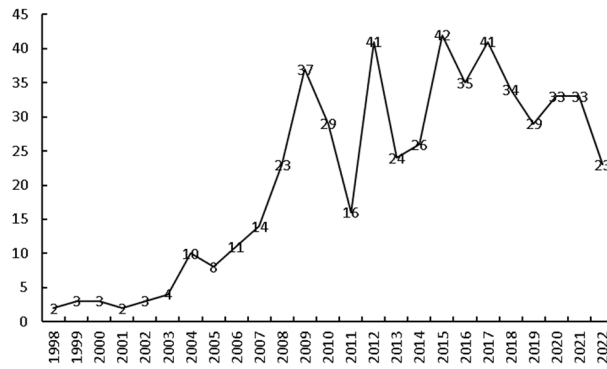
Table 2. Top 10 Keywords with the Strongest Citation Bursts

Keywords	Year	Strength	Begin	End	1998 - 2022
scale development	1998	4.52	1998	2005	
brand heritage	1998	2.17	1998	2004	
Nationalism	1998	2.09	2008	2009	
brand culture	1998	2.71	2012	2014	
Chinese goods	1998	2.06	2014	2016	
Chinese brand	1998	4.32	2016	2020	
Chinese goods consciousness	1998	3.21	2017	2018	
The Domestic Products Movement	1998	2.66	2017	2019	
Psychological mechanism	1998	2.3	2017	2018	
traditional culture	1998	1.97	2019	2022	

4. Evolution Analysis of Research

In order to further explain the development trend of diversified research on time-honored brands, it is necessary to sort out the whole process of time-honored research hotspots, and systematically explore the whole process of time-honored research evolution based on the historical background embedded in different research hotspots. Based on the results of literature analysis and the specific research contents of important literatures, this paper analyzes the evolution process of research from three stages, as shown in Figure 1. (1) Embryonic period: from 1998 to 2003, the number of literatures was small, and the researches mainly focused on the direct research of brands and , with less keyword clustering; (2) Rising

development period: From 2003 to 2009, the number of literatures increased year by year, and the research scope of was expanded, not only in the field of management; (3) Fluctuating development period: since 2009, the number of published literature fluctuates and shows an overall upward trend. The research scope of time-honored brands is expanded and there are more keyword clusters.



<p>In 1998-2003: time-honored brand, franchise, brand name, Domestic product movement, Chinese brand, Made in China, R&D capability, cultural comparison, stereotype, consumers, brand management, Quanjude, brand personality, brand value, scale development, local culture, brand inheritance</p>	<p>In 2004-2009: strategy, national Brand, brand strategy, brand image, domestic advertising, nationalism, brand activation, brand equity, brand communication, brand strategy, trademark, technological innovation, domestic awareness, brand revival, brand community, factor analysis, regional differences, brand story, May 4th Period, internationalization, commercial advertising</p>	<p>Since 2009: tongrentang, local brand, the brand culture, packaging design, the traditional culture, the enterprise value, brand recognition, public-private partnerships, donglaishun, brand growth, brand, the brand, brand relations, China's image, advertising discourse, innovative design, Chinese, Chinese medicine, brand equity, brand identity, psychological mechanism, the tide, Chinese wind, prototype theory, cultural prototype, Reform and opening up, game, brand attitude, motivation</p>
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Figure 1. Keywords co-occurrence word spectrum time distribution and the number of published literature growth chart

4.1. Embryonic Period: from 1998 to 2003

During this period, the number of published literatures was relatively small, with only 2-3 articles, indicating that the research on time-honored brands was still in the initial stage and the scope of research was relatively narrow. Only case studies were conducted on time-honored brands themselves or brand management and scale development were studied from a macro perspective. There are few keywords clustering, but many keywords are high-frequency hot words, such as domestic product movement, time-honored brand, brand value, stereotype, consumer, Quanjude, etc. At the end of the 20th century and the beginning of the 21st century,

under the influence of domestic and international environment, China needs to improve its comprehensive strength, and the export of "Made in China" to "Made in China with Chinese brands" is the best choice to improve the international competitiveness of Chinese enterprises and products by completing the transformation from products to brands [26]. Scholars began to pay attention to the time-honored brands with obvious Chinese characteristics and study the brand management and enterprise revival of time-honored brands.

4.2. Rising Development Period: From 2003 to 2009

This period the number of published literature has been soaring state, that old research is in a ferment, research scope expanding gradually and keywords clustering, involved in the field of the study of management, also have more than one keyword is a hot spot in high-frequency words, such as brand strategy, brand image, brand activation, home products, brand story and so on. In 2004, China Chamber of Commerce took the lead to organize a number of time-honored brands to participate in the drafting of Chinese Time-honored Brand Evaluation Regulations, so as to re-establish relevant industry standards for the evaluation of Chinese Time-honored Brands [27]. In 2006, China's Ministry of Commerce gave a scientific and complete definition of Chinese time-honored brand. Time-honored brands have attracted more attention from all walks of life, and more and more scholars have studied them.

4.3. Fluctuating Development Period: Since 2009

During this period, the number of published literatures showed a trend of fluctuation, and the research field expanded again. Keywords were scattered, with more clustering and fewer high-frequency keywords, but some new words appeared, such as local brands, national tide, Chinese characteristics, Chinese wind, traditional culture, etc. Since the 18th CPC National Congress, General Secretary Xi Jinping has mentioned cultural confidence on many occasions and stressed the importance of cultural confidence. Time-honored brands have a profound traditional culture, research on the revival and activation of time-honored brands can give enterprises certain reference, conform to the national tide, meet the diversified needs of consumers in the new era, let consumers see the beauty and strength of domestic products, to enhance the awareness of domestic products and the identification of time-honored brands.

5. Research Conclusion

Through the econometric analysis and visual analysis of the relevant research on Chinese time-honored brands, it is found that :(1) at present, the research on Chinese time-honored brands is in a state of fluctuating development, showing the dominant characteristics of economy and management, and the characteristics of cross-disciplines and cross-disciplines are obvious; (2) The research on time-honored brands includes the research on the inheritance and innovation of time-honored brands, scale development, brand personality, brand communication, brand extension, packaging design and other brand-related researches, as well as the research on domestic awareness and domestic movement. (3) Time-honored brand research presents stage characteristics, which can be divided into three stages: germination stage, rising development stage and fluctuating development stage. The number of published literature gradually increases, and the research field and scope gradually expand; (4) The latest research trend and development direction in the field of time-honored brands are domestic consciousness, domestic movement, traditional culture, Chinese Fad, new domestic products and so on.

Some achievements have been made in the research of Time-honored brands in China, but there are still some limitations in the research content, research methods, cross-team cooperation and other aspects, which can be further discussed in the future. (1) The current researches on time-honored brands are mostly directly related to brands and time-honored brands, with little expansibility. In the future, the time-honored brands can be combined with digital

transformation and business model to study the inheritance and innovation of time-honored brands. (2) At present, the research of Time-honored brands in China has included a variety of qualitative methods, mainly case study method and grounded analysis, etc. Quantitative analysis methods can be added in the future, and the richness of research methods needs to be improved. (3) The time-honored research institutions are mostly concentrated in universities, while the core research institutions have not yet formed a connection. In the future, psychology, sociology and other majors can be included in the research to further expand the research field and form cross-team research involving government, universities, research institutions, social organizations and other parties.

Acknowledgments

Graduate Research Innovation Fund Project of Anhui University of Finance and Economics (ACYC2021146).

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