

# Under the Brand Based on the Relationship between the Fracture and Adjourned Perspective Pehchaolin Brand Recovery

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**Abstract**—This paper is mainly based on the relationship between the fractures and adjourned the brand perspective, it chooses classic domestics Pehchaolin skin care brand for study. On the basis of the relevant theoretical literature review on the use of empirical analysis methods for the recovery of Pehchaolin brands were analyzed to construct the Pehchaolin brand adjourned intention factors model and validate the model based on the data. Finally, based on the above analysis, some of China's old brand development makes appropriate recommendations and marketing strategies.

**Keywords**- *Brand Relationships; Relationships Adjourned; Influencing Factors; Pehchaolin; Domestic Brands; Empirical Analysis*

## I. INTRODUCTION

Since the emergence of the Chinese market, foreign brands began, the market share of domestic brands will be gradually reduced, and survival and development have been greatly squeezed. The 30s of last century, the wealthy "Oriental beauty rhyme, skin care boutique" Pehchaolin is known as classic domestics. It has experienced a period of silence with a new attitude gorgeous, adjourned to achieve its own brand and sublimation; it is to become a successful example of the revival of domestic brands. In March 2013, the first lady Peng Liyuan visits the Pehchaolin and other classic domestic brands as a gift to Tanzania "Women and Development Foundation", which is set off a burst sought after classic domestic boom. Proud at the same time, the paper is also hoping to break and adjourn the perspective of brand relationships, and it is carefully combing their brand development process. It is to understand consumer awareness of its brand that is adjourned to the front, from which to explore its adjourned success factors proposed similar brand breakage related strategies to achieve brand adjourned. We should provide effective reference and inspiration for domestic brands to establish a better brand relationship and improve competitiveness in order to promote domestic brands to go on the road of recovery.

## II. REVIEW OF RELEVANT RESEARCH RESULTS

### A. Brand Relationship Theory

Blackston (1995) proposed brand relationship model. Blackston's brand relationship is defined as "an objective and subjective brand interaction". He pointed out the relationship between the brand which is the brand objective

surface (mainly for the brand image, the image has good or bad) and the subjective side (mainly for the brand attitude, attitude positive and negative) the results of these two dimensions of interaction [2], as shown in Figure 1-1. Fournier (1998) that the development of the brand relationship is divided into six stages, namely note - Learn - Symbiosis - companions - split - complex, known as dynamic model brand relationships. This model is in contact with the process for the consumer and the brand clues, which expresses the relationship status between the different stages of the consumer and the brand, illustrates the logic flow of brand relationship development. [3] Flow of Superfine Impregnation and Su Yong (2012) are that "the relationship between the evolutions of the brand and consumers who interact with the brand, the brand relationship is from the establishment, the fracture is the result of the relationship to be adjourned to interact." [2]

Indicators are to assess the relationship between law analogy as a brand relationships, more attention are for the brand a

### B. Fracture Theory Brand Relationship

Fajer and Schouten (1995) as the brand relationship break interrupt → decay → off → fracture dynamic evolution [5]. Mchalski (2004) believes that the customer relationship is broken "by a customer decides to terminate the process with an existing business relationship." The relationship between the fractures is completely broken and partially broken; the former refers customers to stop using the brand and emotional unintentional back. The latter refers to customers in a way that still uses the branded products, but it has no sense of belonging. More consumers prefer some other brand and stop using the brand, brand switching can also be called, which is relatively easier to repair fracture. Above [6] defines that the brand relationship fracture depends on the consumer. Some other brand relationships fracture is determined by the seller, certain groups of consumers cannot bring profits corresponding to recover costs for the brand, the brand may choose to give these consumers, and the brand has undergone a broken relationship. Therefore, the fracture is the consumer brand and brand preference in purchasing behavior and emotional interaction terminated in two ways.

The above documents are from a competitive point of view. This article is sympathetic for the brand breaks these three factors: The relationship between the fractures are mainly due to the brand's faulty. The competitive brands

with low prices and excellent service are to win some characteristics of consumer concerns so that consumers turn to build relationships with competing brands; consumers themselves and their own particular brand of factors considered no longer match.

### C. *Adjourned Brand Relationship Theory*

Stauss and Friege (1999) of regaining customer is defined as "a clear exit and re-established customer relationships. [8] Thomas (2004) proposed to regain the customer" to establish a new relationship with the loss of customers in the process. "[9] This paper argues that the process of brand relationship adjourned in consumer and brand relationship is broken and then re-established. It makes the brand more long-term relationship to maintain, or even form a loop, so that the two symbiotic, accompanied by a more solid relationship and .Havila Wikinnson (2001) pointed out, it is possible to recover some of the breakup of relationship that exists under certain conditions a lot of evidence that the brand can bring huge benefits adjourned.

## III. PEHCHAOLIN HISTORY

### A. *Pehchaolin Brand Development Contexts*

With few ordinary yellow birds, it looked lively and lovely with some cheerful chirping on the branches and some flying in the blue sky. In the yellow and blue foil, the whole picture shows faction joy, harmonious atmosphere. In the middle of the screen that says "Pehchaolin" three characters, which is renowned 80 years of skincare brand, commonly known as "things to oil."

### B. *Pehchaolin Brand Fracture*

Since the mid-twentieth century, the skin care market has been t L'Oreal, Olay, Shiseido as the representatives of multinational brands occupation, local brands were trounced, it accounted for only less than 30% of the market segments. Born in 1931, after 82 years of wind, frost, snow and rain baptism of Chinese old Pehchaolin cosmetics brand, in the last century has been sold nationwide. However, in this ever-changing industry, Ebb Tide fierce competition, Pehchaolin from the 1950s to the 1980s and 1990s has been submerged in the bottom of the market.

Pehchaolin's classic tin balsam products have been in sales, but generally, they have been thrown in the bottom

corner of the shelf. Pehchaolin does not keep up with the pace of the market. It has been enclosed in a sporadic supermarket, there is no time to develop distribution channels, so that the product distribution in the amount is too low, new and old customers in many large shopping malls cannot see Pehchaolin counters, product exposure is too low, customers need to purchase hard to remember when buying the brand product immediately.

### C. *Pehchaolin Brand Resurrection*

Old domestics' skincare is getting out of the market, with the original consumer age, old customers get older, younger consumers there have a deep knowledge of their estrangement. Pehchaolin skin care products if you want to survive in the fierce market competition, we must reshape its brand image, to awaken the memory of most of the old customers and activate a new generation of enthusiastic young consumers. Pehchaolin has measures taken by the resurrection of the brand that is the brand repositioning and product improvement and innovation. Brand repositioning after its chief selling point is natural that does not stimulate Mild skin care; the price is between 10 to 100 Yuan, in sharp contrast with its competing products affordable herbal "inner force outside the United States," HERBORIST "natural balance" of the appeals and the high price formation. With product improvement and innovation, the Pehchaolin supple times introduced to the market now with herbal essence, the spirit of herbal skin care products and other herbal series based on repositioning the brand, fresh and natural style and brand that attributes very consistent, but it is also keeping up with fashion trends.

### D. *Pehchaolin Marketing Strategy Reform*

According to reposition the brand, Pehchaolin in marketing strategy has made major changes, including channel change and advertising is concerned, the channel changes as follows in Table 1

Table 1 Pehchaolin advertising content

Step	The main content
<p><b>The first step:</b>  <b>Restated channel strategy</b>  <b>Select New Distributor</b></p>	<ol style="list-style-type: none"> <li>1. It will be adjusted over the years built a large distribution channels for limited distribution channels. The classic skin care products continue to cover the distribution channels (small supermarket), massive resources to the terminal tilt. There is a smooth realization of the center of gravity to the terminal across from the circulation, and from three or four markets gradually return to a secondary market. Breaking the traditional distribution channels is one of the key Pehchaolin on the road to revival</li> <li>2. Adjustment dealer team, in strict accordance with the partner must have a good terminal network resources and experience criteria to select a new partner. Pehchaolin is initiative known as KA terminal negotiating cooperation with successively into a Wal-Mart, Century Hualian, Vanguard and other large stores, and repackage the image of the terminal.</li> </ol>
<p><b>Step two:</b>  <b>Enter Cosmetics Stores</b></p>	<p>With more professional cosmetics stores than supermarkets, more advantages than the mall flourish civilians, is when consumers buy cosmetics preferred terminal format, has become an important retail channel strength of Pehchaolin establish a brand new image of a very significance.</p>
<p><b>The third step:</b>  <b>Into e-commerce channels</b></p>	<p>Online shopping has become an important channel for young consumers shopping options.</p> <ol style="list-style-type: none"> <li>1. In 2011, Pehchaolin fully join e-commerce platform, and Lynx, Joyo, Dangdang, Le Bee Network, Jingdong and other large network platform formed a strategic partnership.</li> <li>2. On November 11, 2012, Pehchaolin segmentation by product line, differences on the packaging means, to avoid conflict and online discount store, the introduction of half of the public interest suit up more than 200 million yuan in sales, net funds Gauntlets Cream day sales reached more than 600 million.</li> <li>3. "Double Eleven" post held "Amber Plan" campaign, Pehchaolin push to publicize its new network dedicated contributions products, began to try to cut marketing from the public good. In these new products to push many supplies, materials have adopted the folk artists. Pehchaolin official online shop also donated a portion of sales, for the construction of a Museum of folk artists. In just two weeks time, the new flagship store in Taobao mask has sold more than 60,000 boxes.</li> </ol>

IV. CONSTRUCTION OF CONCEPTUAL MODELS AND ASSUMPTIONS

According to the above theoretical research and practical experience of Pehchaolin, we can extract summary, we believe that the key factors to achieve Pehchaolin adjourned brand are four areas: consumer experience, fracture attribution, brand adjourned measures and emotional connection, they fully covered factors participants consumers, the brand side, competitors, business relations between these brands.

A. Consumer Experience

Consumer purchasing and consumption experience whether it plays a decisive role in repeat purchase. If consumers have a good consumer experience, would be willing to maintain long-term relationships with the brand. Consumers purchase through a direct impact on their willingness to re-purchase it again. Through consumer, brand and perceived value are dependent on the three dimensions of Pehchaolin to measure brand recognition hypotheses.

Brand dependence is an emotional attachment between consumers and brands, consumers tend to exhibit this brand positive beliefs and attitudes [10]. Theoretically, subjective consumer awareness is for Pehchaolin, dependence, and the perceived value of the size of the intention is to renew a certain influence. Therefore, it can propose the following hypothesis:

H1a: consumer brand awareness and brand adjourned intention was positively correlated

H1b: dependence on consumer brand and brand-adjourned intention was positively correlated

H1c: Consumers perceived value and brand adjourned intention was positively correlated

B. Attribution Fracture

Research on the relationship between the brands had to be adjourned to research the brand relationship break. Brand Relationship Breaks brand adjourned closely related. Pehchaolin once disappeared in people's sight, a big reason is the company's internal management problems, lack of product innovation and advancing with the times, it cannot meet the value orientation of the high-end consumer groups, in addition to the convenience of the consumers to buy relatively poor channel. When multiple foreign brands go

into China, consumers have more choices. Therefore, this paper purchase channels, product efficacy and innovative, value expression of the brand relationship Fracture four factors to measure the impact of competitors.

H2a: Buy channel is not smooth and brand adjourned intention relevance

H2b: poor product efficacy and innovation adjourned intent and brand relevance

H2c: product value does not match the expression correlated with the consumer and the brand adjourned intent

H2d: adjourned intent and brand competitors factors relevant

### C. Brand Adjourned Measures

The key remedies brand side is to take the ability to achieve brand relationship adjourned factors. Pehchaolin can be seen a new attitude to achieve recovery from the above, adjourned policies and measures that is taken by itself have a great relationship. Brand adjourned measures typically include repositioning, improved products and innovative marketing strategies efforts in three areas. It is assumed that:

H3a: brand positioning accuracy and brand relationships adjourned intention was positively correlated

H3b: product improvement and innovation of the brand relationship is positively correlated with the intention adjourned

H3c: the effectiveness of the marketing strategy and brand relationships adjourned intention was positively correlated

### D. Emotional Connections

Consumers and emotional connection are between products; such emotional ties tend to be adjourned to achieve brand relationship that has a subtle influence. Pehchaolin as a classic domestic brand, not only carries the memories of the older generation and the new generation of childhood memories, but also carries a people's national sentiments. Pehchaolin in practice on the use of propaganda retro nostalgia for the current fashion trends and conduct psychological marketing slogan played classic domestic support. For domestic skin care brands, here with retro nostalgia, nationalist sentiment measure, it is assumed that:

H4a: retro nostalgia psychological tendencies and brand adjourned intention was positively correlated

H4b: nationalist sentiment and brand adjourned intention was positively correlated

## V. DATA ANALYSIS AND HYPOTHESIS TESTING

This study used convenience-sampling methods to collect data, and research using random sampling, covering the country. A total of two weeks of paid time since mid-October 2013 and recovered to 12 questionnaires were distributed and 228 questionnaires, 197 copies, of which there are 191 valid questionnaires, response rate was 86.40%, the effective rate of recovery questionnaire 91.88%. In this study, final data were analyzed.

### A. Descriptive Statistics

Roughly equal proportion of male and female are respondents; the sample aged 21-35 years old and mainly concentrated in the 36-50-year-old two intervals (total 93.40%); sample career covering all occupations.

### B. Correlation Analysis

First, it is to determine consumer experience through correlation analysis, fracture attribution, brand adjourned to measure emotional connection to the brand adjourned correlation between the existences of intent.

On the 0.01 significance level, brand awareness and brand adjourned intent, brand dependent, product efficacy and poor innovation, competitors and other factors significantly associated factors. At the 0.05 level of significance, the brand adjourned intention and perceived value, the value of the expression of the relationship between products and consumers fracture caused by inconsistent accuracy brand positioning and effective marketing strategy, retro nostalgia psychological tendencies, and national sentiment significant correlation.

That is validated by correlation analysis:

H2b: poor product efficacy and innovation adjourned intent and brand relevance;

H2c: product value and consumer are inconsistent with the express intention of the brand-adjourned relevance;

H2d: Competitors' factors adjourned intent and brand relevance.

Assuming, 2a has not been verified, that H2a: Buy channel is not smooth and brand adjourned intention relevant hypothesis has not been verified.

### C. Regression Analysis

Based on the above correlation analysis and regression analysis, the results of hypothesis testing in the following table:

The results in Table 2 model hypothesis testing.

Table 2: model hypothesis testing table

Assuming label	Assuming meaning	Test results
H1a	Consumer brand awareness and brand adjourned intention was positively correlated	Stand by
H1b	Consumer brand awareness and brand adjourned intention was positively correlated	Stand by
H1c	Consumer brand awareness and brand adjourned intention was positively correlated	Stand by
H2a	Buy channel is not smooth and brand adjourned intention relevance	Not supported
H2b	Product efficacy and poor innovation and brand relevance intention adjourned	Stand by
H2c	The expression does not match the value of the product and the consumer has a correlation with the intention of brand adjourned	Stand by
H2d	Competitor and brand adjourned factors relevant intention	Stand by
H3a	Brand positioning accuracy and brand relationships adjourned intention was positively correlated	Stand by
H3b	Brand positioning accuracy and brand relationships adjourned intention was positively correlated	Stand by
H3c	Brand positioning accuracy and brand relationships adjourned intention was positively correlated	Stand by
H4a	Retro nostalgia psychological tendencies and brand adjourned intention was positively correlated	Stand by
H4b	Nationalist sentiment and brand adjourned intention was positively correlated	Stand by

## VI. CONCLUSIONS

Combined with the conclusions of this study, Pehchaolin and some aging brand can be improved with efforts in the following aspects:

(1) It is to carry out research activities, consumers stop buying the brand to understand the reasons for that brand relationship breaks attribution, and then identifies the brand relationship, and there may be adjourned and value. Our skin care brand relationship breaks attributed in part out of brand failures, resulting in consumer mistrust. The key to this relationship is to rebuild trust fracture repair, and therefore it is more difficult. The majority of skin care products are a state similar to hibernation, consumers in the brand-adjourned measures unconsciously notice it, and we should attract the attention of consumers through research, advertising and so on.

(2) It is the further innovation. Innovation is the vitality of the performance of the product, due to consumer demand is constantly changing, the product should also need to update the adaptation period. Empirical Study of Zhu Dong Hung et al 2012 showed that aging brand product innovation on consumer purchase intention to have a significant negative impact, and functional

innovations and symbol of innovation have significant positive impact. Pehchaolin is on the product features to expand on to achieve great benefits, and still sells the older generation of products, still it is with domestic classic slogan to attract consumers. Other aging brands can learn from this, it should keep the character the same time, it introduced to meet the different needs of consumers' functional products, out of a single boring product structure. As for the symbol of innovation, you can give the product to give a certain meaning, which is the expression of a social value, may be representative of a certain taste; we can also be synonymous with certain status consistent with consumer groups. As mother of the country to visit the Pehchaolin as a gift, Pehchaolin would give the package to the atmosphere, a symbol of elegance, selling the country.

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