



The Impact of the Dimensions of Nostalgic Culture on the Brand Equity of Shanxi Chinese Time-Honored Brands

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Received 19/02/2024

Revised 27/02/2024

Accepted 10/04/2024

Abstract

Background and Aim: Nostalgic culture plays a vital role in shaping the brand equity of Chinese time-honored brands. However, due to historical factors, deficiencies still exist in brand equity management. This study aims to explore the influence of nostalgic culture on the brand equity of Shanxi time-honored brands. Assuming that nostalgic culture has a positive impact on the brand equity of Chinese time-honored brands, our findings reveal that nostalgic culture significantly affects brand recognition and can enhance consumers' memory and awareness of the brand.

Materials and Method: This article employs a semi-structured interview method to gather interview data from 20 consumers of time-honored brands across 5 time-honored stores in the Taiyuan and Datong areas. Grounded theory methods are then utilized to thoroughly explore the impact mechanism of nostalgic culture on the brand equity of Chinese time-honored brands, elucidating the research findings from a theoretical perspective.

Results: Through research on time-honored brand enterprises in various industries in Shanxi Province, grounded theory was employed to conduct a qualitative study on the assets of Chinese time-honored brands from the perspective of nostalgic culture. The theoretical model, consisting of three components: nostalgic cultural objects, nostalgic cultural carriers, and nostalgic cultural functions, elucidates the main factors of the nostalgic cultural dimension on the assets of Chinese time-honored brands.

Conclusion: The dimension of nostalgic culture directly and positively impacts consumer perception renewal and elements of time-honored brand equity inheritance. For practitioners, this study offers valuable insights into enhancing brand equity within the framework of nostalgic culture. These findings can be utilized by practitioners to develop more effective brand management strategies and facilitate brand inheritance and development. Additionally, these results offer scholars a new research perspective and avenues for future exploration, further advancing academic progress in the fields of brand management and cultural inheritance.

Keywords: Nostalgic Culture; Chinese time-honored Brands; Experiential Value; Renewal of Perception

Introduction

With the acceleration of economic globalization and networking, market competition among enterprises has intensified, making brand equity advantages a focal point of competition. Brand equity, as one of the most valuable intangible assets with significant development potential for enterprises, constitutes an essential component of core competitiveness (Liu & Zhang, 2019). However, in the era of information technology, even the most advanced technological processes may quickly become outdated and replaced. Only the unique cultural characteristics inherent in time-honored brand products, such as proprietary secret recipes and collections of traditional Chinese cultural concepts, can ensure technological advantages and product quality. These cultural traits are not only valuable and highly effective but also challenging to replicate. They possess deep historical roots and represent the core values of Chinese time-honored brand cultural heritage.

Nevertheless, despite the unique cultural attributes of Chinese time-honored brands, many companies are grappling with challenges such as aging brand images and dwindling market shares amidst modern market competition. Some companies have even experienced a shift from prosperity to decline, teetering on the brink of bankruptcy. The underlying reason for this situation is largely attributed to significant changes in consumer lifestyles and consumption preferences (Jiang & Sun, 2021). In grappling with these challenges, there exists a glaring lack of understanding regarding the value of brand culture inheritance and brand asset management among Chinese time-honored enterprises, along with a deficiency in research



concerning brand asset inheritance.

To address these challenges, many Chinese time-honored brands have embarked on a development trajectory that intertwines traditional culture with the modern market. Among these approaches, nostalgic culture emerges as a significant cultural phenomenon and a crucial resource for the advancement of Chinese time-honored brands. Nostalgic elements possess the ability to evoke consumers' memories and elicit nostalgic emotions towards products. Particularly in today's era marked by retro and nostalgia trends, Chinese time-honored brands not only evoke memories but also embody a sense of nostalgia, symbolizing cultural heritage. By skillfully incorporating nostalgic elements into product design and marketing strategies, Chinese time-honored companies can capture consumers' attention and garner their favor (Zhang, 2022).

This study focuses on consumers of Chinese time-honored brands in Shanxi Province and is grounded in domestic and foreign consumer culture theories and brand culture inheritance theories. Its objective is to construct a theoretical model delineating the dimension of nostalgic culture and its influence mechanism on the brand equity of Chinese time-honored brands under cultural inheritance. By investigating the impact of nostalgic culture on brand equity, this study seeks to offer feasible brand equity management strategies for Chinese time-honored companies and enhance their brand equity value (Liu, 2021). Additionally, this study will delve into the influence of consumers' perceived experiential value on brand equity, as well as the formation and impact mechanism of key elements of brand equity inheritance from the cultural component dimension of nostalgia. Through comprehensive exploration of these issues, we aim to present new theoretical perspectives and practical insights for the brand inheritance and development of Chinese time-honored enterprises, thereby contributing to their sustainable development.

Objectives

1. Analyze the influencing factors of the nostalgic cultural dimension on the brand equity of Shanxi Chinese time-honored brands, including the impact of historical inheritance, emotional connection, and cultural symbols. The expected results will provide insights into how these factors shape brand equity, supported by empirical evidence.
2. Explore the impact of the cultural component dimensions of nostalgia on consumers' perceived experiential value, including product cognition, brand emotional resonance, and consumer participation. Through quantitative investigation and qualitative analysis, it is expected to determine the impact of different structural dimensions on consumer experiential value and provide targeted strategic suggestions for brand managers.
3. Study the impact of consumers' perceived experiential value on the brand equity of Chinese time-honored brands from the perspective of cultural inheritance, focusing on changes in brand loyalty, word-of-mouth communication, and brand value. By deeply exploring the relationship between consumer experience and brand equity, the expected results will provide new theoretical perspectives and practical implications for brand inheritance and development, contributing to the field of brand management.

Literature review

Foreign scholars in the field of nostalgia research span various disciplines, including sociology, psychology, culture, business management, and regional studies. Both theoretical and empirical research methods are given equal emphasis. Empirical research often employs comparative analysis methods based on psychological experiments, thereby advancing the development of nostalgia marketing theory and practice.

For instance, in their study, Holak and Havlena (1998) analyzed written descriptions of nostalgic experiences using principal components and multiple regression analyses. They distinguished various intensity levels of nostalgic emotions and, for the first time, proposed and discussed the role of nostalgia in

management, laying the foundation for research in the field.

Furthermore, foreign scholars have examined the fundamental characteristics and developmental trends of nostalgia research by analyzing and commenting on specific cases in diverse fields. These studies have revealed that nostalgia not only influences consumers' purchasing decisions and consumption behaviors (Tsai, Hsu, & Chen, 2020) but also provides valuable insights and references for understanding nostalgia culture.

In China, research on nostalgia originated from literary works and gradually expanded to encompass all aspects of people's lives, evolving into a research hotspot in both academia and practical contexts. Nostalgia research spans multiple disciplines, including psychology, sociology, culture, philosophy, and management, leading to the conceptualization of terms such as nostalgia psychology, nostalgia tendency, nostalgia complex, cultural nostalgia, nostalgia aesthetics, nostalgia consumption, nostalgia marketing, nostalgia tourism, and derived concepts like nostalgic advertising. Increasingly, brands are consciously implementing "nostalgia marketing" in practice, recognizing it as an emotional sustenance for consumers (Han, 2021).

Despite extensive research conducted by numerous scholars on nostalgia, there remains a lack of research and deficiencies regarding the impact of the cultural dimension of nostalgia on the brand equity of Chinese time-honored brands. Therefore, this study constructs a theoretical model of the dimensions of nostalgia culture and the influencing mechanism of time-honored brand equity, drawing upon domestic and foreign consumer culture theories and brand culture inheritance. The aim is to provide theoretical value and significance for enriching and enhancing brand equity theory.

Conceptual Framework

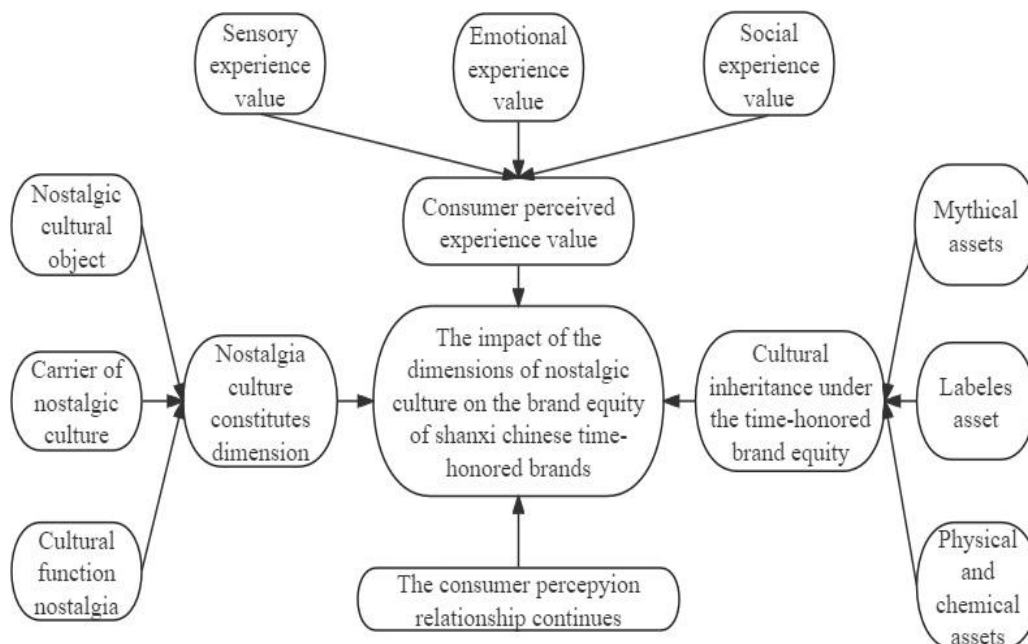


Figure 1: Research conceptual framework

Methodology

This article employs a semi-structured interview method to collect interview information. Grounded



theory is utilized to analyze the original interview data, extracting open-coded information and delineating the interrelationships between categories. Subsequently, based on relevant empirical research conclusions, theoretical assumptions for each concept are derived, and a structured theoretical hypothesis model is constructed.

Identify the Sample of the Study

The reasons and criteria for selection in this study are as follows: Firstly, the selection of objects is based on official criteria outlined in the "Notice of the Ministry of Commerce on the Implementation of the 'Revitalization of Time-honored Brands Project'". From the initial 967 declared time-honored brands, 434 were rigorously reviewed and initially identified as "Chinese time-honored brands". Secondly, consideration was given to diversity in industries and regions. The 434 initially recognized time-honored brands spanned food processing, catering and accommodation, medicine, commerce, service industries, and others. Notably, the commerce, service, and other industries accounted for only 27.2% of the total. To ensure representation, five time-honored brands were selected from each of these six major industries. Lastly, geographical representation was considered. The 434 time-honored brands are distributed across 27 provinces and cities nationwide, with Beijing (67), Shanghai (52), Zhejiang (38), Shandong (37), Jiangsu (35), Tianjin (30), Sichuan (27), Guangdong (22), and Fujian (12) comprising 87.60% of the total. To facilitate data collection, five time-honored brands from different regions were selected, with headquarters located in Taiyuan, Datong, Beijing, Shanghai, and Fujian, Shanxi. Please refer to Table 1 for details.

Table 1 Basic information of samples

The name of the firm	Industry Involved	Brand	Date of establishment
Shanxi Old Vinegar Group Co., LTD	food processing	East Lake	1368
Feng Linge Court Restaurant	foodservice industry	Feng linge	1518
TongRenTang Chinese Medicince	healing drugs	TongRenTang	1669
Double Synthetic Food Co., LTD	foodstuff	Double synthetic	1828
Pude Trading Co., LTD	business	Taishan Temple	1958

In similar aspects, the five time-honored enterprises have been approved and certified by the State Council for the first time and have been published. They possess clear intellectual property rights, rich cultural traditions, and promising development prospects, showcasing significant advantages in cultural inheritance. These time-honored brands also boast high brand visibility and a considerable degree of influence within their respective industries and regions, earning widespread recognition nationally and internationally. The selected enterprises are highly representative, and the research findings obtained reflect a benchmarking effect, offering valuable insights for subsequent studies.

In terms of differences, the five time-honored brands exhibit significant variations in industry and geography. They operate in diverse sectors such as food processing, catering and accommodation, medicine, retail, and service industries. Geographically, they are located in different regions such as Taiyuan in Shanxi, Beijing, Shanghai, Luoyang in Henan, and Fuzhou in Fujian. Although the cities vary in size, most are classified as first-tier cities, ensuring high representativeness of the regions. Furthermore, their distribution spans the east, west, south, and north, facilitating the identification of differences and the derivation of more universal conclusions.

In the data collection stage, the semi-structured interview method, predominantly influenced by theoretical construction (Thompson, Pollio, Locander 1994), was primarily utilized to translate the experiences and behaviors of the subjects into textual data. Throughout the interview collection process, we conducted on-site inspections and interviews at the stores of 5 time-honored brand companies, engaging with 20 managers or department heads. These interviews were conducted through one-on-one, face-to-face sessions, as well as online interviews facilitated by social software such as WeChat.



The aim was to gain insights into consumers' understanding of the brand heritage of time-honored brands from the perspective of nostalgic culture and to understand the influence of nostalgic culture on consumers' choice of time-honored brands. From January 7, 2023, to March 8, 2023, we conducted interviews with 8 individuals online via social software (WeChat). Additionally, eight managers or department heads from 5 Chinese time-honored companies in Shanxi Province participated in face-to-face interviews from March 13, 2023, to May 13, 2023. The entire process spanned over 4 months, from January 7, 2023, to May 8, 2023. Please refer to Table 2 for further details.

Table 2 Information about Interviewees

Chinese time-honored brands	Interviewee	Position
East Lake	Mr Li	shop manager
	Mr Zhang	manager
	Mr Guo	shop assistant
	Ms Song	shop assistant
Feng linge	Mr Zhu	Department manager
	Mr Zhou	Vice general manager
	Ms Zhang	shop assistant
	Ms Li	shop assistant
Tong Ren Tang	Mr Wang	Section Chief
	Mr Zhao	shop assistant
	Mr Sun	shop assistant
	Ms Dang	Department manager
	Ms Yao	Department manager
Double synthetic	Mr Wang	shop manager
	Mr Li	shop assistant
	Ms Zhou	Department manager
Taishan Temple	Mr Zhu	Department manager
	Mr Wang	shop assistant
	Ms Zhang	manager
	Ms Hu	shop assistant

During the interview process, semi-structured interviews were employed. Initially, subjective questions were formulated to prompt reflections on specific scenarios, enabling interviewees to elucidate their consumption experiences with time-honored brands, the reasons behind their repeated purchases of such brands, and the influence of nostalgic culture. Issues such as the factors contributing to increased purchases of time-honored products were also explored and explained.

Subsequently, the interview aimed to comprehensively assess the extent of nostalgic culture's influence and the outcomes thereof in consumers' selection of time-honored brands. This involved evaluating the degree of recognition and acknowledgment of brand equity elements in cultural inheritance. Finally, throughout the interview, the interviewer summarized thoughts and reviewed all issues to ensure thorough coverage. These insights were then revisited by the researcher to test and reaffirm the appropriateness and rationality of subjective interpretations.

For semi-structured interviews, the interviewer must have a clear understanding of the main topics outlined



for the interview and relevant theoretical knowledge. Please refer to Table 3 for further details.

Table 3 The Outline of the interview

serial number	Interview outline main content
1	In which field do you think the nostalgic culture can be felt, mainly manifested? There is no increase in the purchase of time-honored products under the nostalgic culture.
2	Have the understanding, choice, and experience of the time-honored brands that have been used been affected by any external factors?
3	Knowledge of the brand's founder, brand story, and inheritors, as well as its current status, history, and competitive status.
4	Has the time-honored brand trademark, technology, and packaging changed? Which one do you prefer? Differences and main factors?
5	Has nostalgia been considered in the selection of time-honored brand products? What are the main ones?
6	Please identify what are the elements of the heritage of the time-honored brand equity. Which elements are more worthy of inheritance?
7	What is the logical relationship between these activities?
8	Combined with the above problems and the actual situation of time-honored brands, this paper discusses how to understand the influence of nostalgia culture on the heritage assets of time-honored brands, mainly embody summarizes, and puts forward suggestions.

Grounded Theory

This study aims to investigate the influencing factors of the dimensions of nostalgic culture on the brand equity of Shanxi Chinese time-honored brands through in-depth interviews with middle and senior managers of Chinese time-honored brands. Considering that the content of this study encompasses the attitudes and opinions of different groups, semi-structured interviews were chosen to acquire first-hand data and information. The data coding method involves a simplified summary of qualitative research data. Through the logical standard classification processing method of the original theoretical framework, the data was categorized and coded for qualitative research case data.

The design mainly focuses on the following three aspects:

Firstly, consumers of time-honored brands are examined for their acknowledgment of nostalgic culture. The dimensions of nostalgic culture are externally driven interfaces, encompassing three major aspects: nostalgia culture objects, carriers, and functions, and nine constructs (nostalgia for people, objects, and events, nostalgic subjects, visual symbols, communication media, social orientation, and intergenerational inheritance, identity).

Secondly, the study observes consumers' awareness of the inheritance of brand assets under the nostalgic culture of time-honored brands. This involves:

1. The evolution process of consumers' attitudes towards the brand, based on consumers' perception of brand value in marketing experience activities.
2. Information interaction during the brand market response process, which affects the further renewal of the relationship between consumers and brands.
3. Identification of the brand's cultural heritage in cultural inheritance theory, discerning the brand meaning, and forming the main elements of the brand equity of time-honored brands under cultural inheritance.

Thirdly, the influence of nostalgic cultural factors on consumers' selection of time-honored brands



is analyzed based on consumer culture theory and brand identification from the market reaction process of the brand. Its external manifestations are reflected in the main elements of the brand equity of time-honored brands from the perspective of cultural inheritance.

The first-level coding is to organize the interview transcripts, observation notes, and original case materials into text data. The study used Nvivo11 software to conduct a preliminary analysis of the 8,360-word original interview text and obtained 1,321 items. The second-level coding finally obtained 42 themes. Coding library. After merging and deleting codes on a theoretical basis, three-level coding resulted in 10 themes: materialized assets merged into entries (258, accounting for 19.53%), marked assets (213, accounting for 16.12%), mythical assets (267, accounting for 16.12%) Accounting for 20.21%); nostalgic cultural objects (131, accounting for 9.92%), nostalgic cultural carriers (89, accounting for 6.74%), nostalgic cultural functions (128, accounting for 9.69%); sensory experience (58, accounting for 4.39 %); emotional experience (52, accounting for 3.94%); social experience (71, accounting for 5.37%); perceived relationship renewal (54, accounting for 4.09%). See Table 4 for details.

Table 4 open sign

subject catalog	Number of Entries	subject catalog	Number of Entries	subject catalog	Number of Entries
brew technology	41	Unique prescription	36	brand story	46
process	24	brand name	43	Brand History	38
traditional handicraft	23	brand	48	intangible cultural heritage	33
Secret prescription	30	word size	40	originator	24
Processing skill	21	package design	26	Skill inheritor	38
source area	20	brand image	27	artisan spirit	22
exquisite workmanship	29	Royal service	16	legend	35
Palace secret recipe	18	Classic old advertisement	29	public praise	31
Nostalgia for people	36	Nostalgia for things	52	Nostalgia for things	43
intergenerational transition	32	identity	31	nostalgia	29
Nostalgia symbol	34	The subject of easy nostalgia	32	Nostalgia media	23
Nostalgia aesthetics	31	Nostalgic emotional response	17	Be influenced by others	37



subject catalog	Number of Entries	subject catalog	Number of Entries	subject catalog	Number of Entries
Renewal of relationship	30	Perceptual particularity	26	Nostalgia information interaction	34
the sight stirs up one's feelings	38	sense judgment	33	A sense of reunion after a long absence	25

Selective encoding. Selective coding represents the final phase of grounded theory coding. In this study, a systematic analysis of the initial categories and main categories was conducted to further condense the "core categories" that play a central role. After analyzing and comparing 20 original interviews, 42 initial categories, and 10 primary categories, the researcher ultimately identified three core categories: nostalgic cultural objects, nostalgic cultural carriers, and nostalgic cultural functions. By examining the intrinsic connections between the main categories, the study elucidated the factors influencing the brand equity of Shanxi Chinese time-honored brands from the dimensions of nostalgic culture. Refer to Table 5 for more details.

Table 5 Grounded theory

Level	One-Level Code	Two-Level Code	Three-Level Code
Coding Categories	Open0Ended Coding	Spindle Coding	Selective Coding
Variables	Initial Categories	Main Categories	Core Categories
No.	Latent Variables	Index	Subject
	42	10	3

Grounded theory research testing. Theoretical saturation testing. Theoretical saturation is the basic guarantee for the correct conduct of grounded theory research and is crucial. All theories should be based on the premise of theoretical saturation. If theoretical saturation is not reached, the subsequent research process should be re-conducted from the perspective of data collection, and so on until saturation is reached. To ensure the reliability and validity of the research, this study only used original data and data for theoretical saturation testing. No new concepts or logical relationships emerge from testing, and features of existing categories cannot be developed further. Therefore, it is believed that each concept and category in this study has been fully developed and has passed the theoretical saturation test.

Reliability testing. Coding reliability can be reflected by calculating the coding consistency of coders. This article invited the author and two others to do the coding. There are three coders. HD, HZ, and HG respectively represent the coding concepts of nostalgic cultural objects, nostalgic cultural carriers, and nostalgic cultural functional categories.

Their intersection is the number of consistent codes, represented by HDUHZUHG. Their union is the number of all codes. The intersection of $HD \cap HZ \cap HG$ is divided by the union to get the consistency coefficient.

When the consistency coefficient is greater than 0.8, the reliability is considered acceptable. In this article, the consistency coefficients of the three categories of nostalgic cultural objects, nostalgic cultural carriers, and nostalgic cultural functions are 0.875, 0.861, and 0.837 respectively. The coding results passed



the reliability test. See Table 6 for details.

Table 6: Confirmatory factor analysis table of Nostalgia Culture

variable	Measure ment questions	Standardized load load coefficient	T value	Combined (Construct) Reliability CR	Average Extraction Variation AVE	Cronbach's α coefficient
Nostalgic cultural objects (HD)	HD1	0.776	9.554	0.875	0.539	0.922
	HD2	0.625	6.322			
	HD3	0.811	14.275			
	HD4	0.762	9.337			
	HD5	0.734	9.545			
	HD6	0.682	7.836			
Carrier (HZ)	HZ1	0.653	6.453	0.861	0.509	0.923
	HZ2	0.681	6.336			
	HZ3	0.731	8.112			
	HZ4	0.665	4.292			
Function (HG)	HZ5	0.814	12.893	0.837	0.508	0.925
	HZ6	0.724	6.782			
	HG1	0.712	9.826			
	HG2	0.663	6.828			
	HG3	0.695	7.032			
	HG4	0.754	9.289			
	HG5	0.736	8.915			
$\chi^2/df=3.939P=0.000RMSEA=0.04GFI=0.938AGFI=0.907NFI=0.902CFI=0.925IFI=0.925$						

From the perspective of validity analysis and analysis indicators, based on the standardized loading coefficient, the average extracted variation AVE value was calculated through the formula (respectively: 0.5392, 0.5089, 0.5080). At the same time, nostalgic cultural objects, nostalgic cultural carriers, and nostalgic The average extracted variation AVE values of each dimension of cultural function are all higher than 0.5. Therefore, it can be proved that the nostalgic culture component dimension questionnaire part has good validity.

Results

From the qualitative analysis of grounded theory, the structural dimensions of nostalgic culture are obtained: in three parts: nostalgic cultural objects, nostalgic cultural carriers, and nostalgic cultural functions. Nostalgic cultural objects are nostalgia for people, objects, and events. The carrier of nostalgic culture is the existence of nostalgic subjects with nostalgic tendencies and can spread nostalgic culture through modern media with visual symbols with nostalgic elements. The functions of nostalgic culture, social orientation, intergenerational inheritance, and identity are from the expression of self-awareness to the formation of cultural value forms. Nostalgic culture will affect consumers' cultural capital, which in turn will have an impact on brand equity based on brand culture.

Through the investigation and analysis of time-honored catering brands, we discovered the importance of a series of traditional nostalgic elements in this category of brands. These include the unique craftsmanship of traditional dishes, classic decor, and stories and legends tied to the brand's history. Participants in the interviews mentioned some specific examples, such as the procurement methods of specific ingredients, the preparation process of traditional dishes, and the layout and decoration of the store



interior, as important factors that consumers consider when choosing a time-honored restaurant brand. Time-honored handicraft brands show unique characteristics in inheriting nostalgic culture. Through our investigation of brands in this category, we discovered many core elements related to traditional craftsmanship and skills. These elements include the inheritance and innovation of traditional crafts, the materials and techniques of handicrafts, and the historical inheritance of the artist's family. Participants in the interviews mentioned some typical characteristics of time-honored handicraft brands, such as the production process of specific handicrafts, the inheritance of traditional skills, and the stories and inheritance processes related to the artist's family.

Across all major categories, we find heritage to be a core category across different brands and industries. Whether it is a time-honored restaurant brand or a handicraft brand, consumers' brand awareness and loyalty are closely related to the brand's historical origins. Participants in the interviews emphasized the importance of brand history in their choice of products or services and the influence of brand heritage on their consumption decisions. By providing detailed historical stories and heritage experiences, these brands have successfully shaped their image in the minds of consumers and established brand credibility and reputation.

Through the analysis of these main categories and core categories, we can better understand the common characteristics and differences of different categories of time-honored brands in the inheritance of nostalgic culture, and provide more specific suggestions and strategies for the management and inheritance of brand assets.

During the data analysis process, we need to be aware of some possible limitations. First, our sample may be subject to a degree of bias because our study may not cover all possible consumer groups or brand types. This may affect the generalizability of the results, so the results need to be interpreted with caution. Second, in terms of category selection, we may not have considered all possible variables or factors, resulting in possible limitations in the interpretation of results. For example, when selecting the cultural component dimensions of nostalgia, we may not have considered some minor nostalgia elements, which may affect the comprehensiveness of the results.

Our findings are closely related to our original research questions. Our research aims to explore the impact of nostalgic culture on the brand equity of Chinese time-honored brands, as well as the impact of consumer perceptions of brand renewal and brand equity inheritance elements on brand equity. Our results show that the cultural component dimension of nostalgia has a direct positive impact on brand equity. Consumers' perception of the brand and the inheritance elements of time-honored brand equity also have an important impact on brand equity. This is consistent with our research questions and research objectives. Our findings are of great significance for understanding the establishment and inheritance of brand equity of Chinese time-honored brands. In particular, we found that nostalgic culture plays a key role in brand asset management, and its inheritance and promotion can enhance the brand's competitive advantage and social identity. This provides practical guidance and management suggestions for the inheritance of the brand assets of Chinese time-honored brands in Shanxi Province and also has implications for brand asset management in other regions or industries.

Discussion

Nostalgic culture has multiple dimensions, including personal, collective, and heritage. In this study, we mainly discuss the overall positive impact of nostalgia culture on brand equity, but its different dimensions may affect brand equity in different ways. personal nostalgia may be more closely related to consumers' personal experiences and emotions, while collective nostalgia may be more related to cultural resonance and social identity. Future research can further explore the relationship between these dimensions and gain a more comprehensive understanding of the impact of nostalgic culture on brand equity.

Although the results of this study show the positive impact of nostalgia culture on brand equity, a more in-depth comparative analysis of non-time-honored brands or brands from other regions is necessary. This helps us understand the unique value proposition of Shanxi's time-honored brands in more detail and may reveal the different impacts of nostalgia culture in different brands or cultural contexts.

Our research methods mainly include semi-structured interviews and grounded theory analysis, but these methods also have certain limitations. Semi-structured interviews may be affected by subjective



biases or memory distortions of interviewees, while grounded theory analysis may present challenges in generalizing findings from a limited geographical area.

By combining other related studies, we can more comprehensively understand the impact of nostalgia culture on brand equity and obtain contrasting perspectives from studies in different cultural or industry contexts. Such comparisons can help us better evaluate the role of nostalgia culture in different situations and its application effects in different brands and industries. For example, for brands in other countries or regions, you can study how they use local traditional cultural elements to enhance brand awareness and loyalty. These research results may provide some cases or inspirations similar to Chinese time-honored brands and can provide new ideas and strategies for the application of nostalgic culture in Chinese time-honored brands. By comparing the application methods and effects of nostalgic culture in different industries, we can better understand the universal impact of nostalgic culture on brand equity, and how to carry out targeted brand management and marketing strategies in different industry contexts.

Taken together, it is instructive to relate our findings to the broader brand equity literature. This can not only deepen our understanding of the impact of nostalgic culture on brand equity but also provide more inspiration and reference for brand management, thus promoting the development of the field of brand equity management.

Conclusion

This study found that by inheriting and promoting nostalgic culture, consumers' sense of identity and loyalty to the brand can be significantly enhanced, thereby enhancing the brand's competitiveness and influence. The component dimension of nostalgic culture has a direct positive impact on consumer perception renewal and time-honored brand equity inheritance elements, has a significant impact on brand recognition, and can enhance consumers' memory and awareness of the brand. This conclusion not only supports previous research results on the impact of nostalgic culture on brand equity but also provides practical suggestions for the management of Chinese time-honored brands.

In our research, we found that nostalgic culture has a significant impact on brand recognition and can enhance consumers' memory and awareness of the brand. This discovery not only deepens the understanding of the influence mechanism of nostalgia culture but also provides a new perspective for brand management. By highlighting this most novel finding, we extend our understanding of the role of nostalgia in brand equity management.

However, this study has certain limitations. Data collection is limited by time and resources, and there may be problems with insufficient information acquisition or data bias. Therefore, future research should further expand the sample scope and use different research methods to obtain more comprehensive data and more in-depth research, deeply explore the impact mechanism of nostalgic culture on brand equity, conduct long-term follow-up research, combine multiple research methods, and Apply new technologies and other measures to reveal the deeper impact of nostalgic culture on brand equity, and provide more comprehensive theoretical guidance and practical support for the development and improvement of Chinese time-honored brands.

Recommendation

Strengthen the promotion of cultural connotations

It is recommended that Chinese time-honored brands promote their time-honored brands through organizing activities and publicity, allowing consumers to visit the brand's cultural heritage base and truly feel the cultural connotation of the brand through emotional and social experiences. This can give consumers a new understanding of the value of time-honored brands.

Establish a brand asset management strategy

It is recommended that Chinese time-honored companies incorporate nostalgic cultural elements into their brand asset management strategies and actively explore and inherit the company's historical and



cultural heritage to enhance brand recognition and loyalty. To further enhance the competitiveness and influence of the brand, measures can be taken to strengthen the application of nostalgic culture in brand communication and product design.

Establish consumer experience design

It is recommended that Chinese time-honored enterprises incorporate nostalgic cultural elements into product design and marketing activities to create an emotionally resonant consumer experience and deepen consumers' emotional connection with the brand. By providing products and services that meet consumers' emotional needs, we enhance the emotional connection between brands and consumers, thereby enhancing brand loyalty and influence.

Strengthen employee training and participation

It is recommended that Chinese time-honored enterprises strengthen their employees' understanding and recognition of nostalgic culture, cultivate their employees' awareness of cultural heritage, and enhance their enthusiasm and creativity in participating in brand asset management. Through training and participation in the inheritance of brand culture, employees can better understand the brand's core values and embody them in their work, thereby enhancing the brand's competitiveness and influence. For brand managers and time-honored marketers, detailed strategies for leveraging nostalgia culture can help them better conduct brand positioning, product development, and marketing activities. For example, you can design product packaging and advertising with nostalgic elements to attract consumers' attention and build an emotional connection with the brand. The implementation of these strategies can increase the brand's attractiveness and competitiveness and promote the long-term development of the brand.

Future research can further explore how to combine new technological means, such as the Internet and social media, to spread and promote the nostalgic culture of Chinese time-honored brands. In addition, issues such as the acceptance of nostalgic culture among different consumer groups and the application effects of nostalgic culture in different industries can be studied.

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