

Sentiment Analysis of Online Brand Reviews of Time-Honored Brand

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Abstract: The time-honored brand products have become the white moonlight of many consumers because of their unique historical and cultural characteristics. They have also been trusted and loved for years because of their superior quality and credibility. However, with the changes of the times, the same type of products emerge in an endless stream and continue to improve in the competition, while the time brand gradually fades out of the consumer's sight with its own aging and weak propaganda links, and even eventually withdraws from the competitive market. This article takes the Big White Rabbit brand as the object, uses Python and ROST CM to analyze the online reviews, analyzes the survival status of the time-honored brand, and proposes relevant suggestions for its future development.

1. Introduction

The time-honored brand generally refers to the brand that has experienced the ups and downs of the commercial and handicraft competition market for more than 50 years and can finally survive. They have the Chinese nation's traditional cultural background and profound cultural deposits, both at home and abroad have a higher visibility and credibility. Undoubtedly, the national brand white rabbit born in 1959, which this year just celebrates its 60th birthday, is also one of the famous traditional brands that have been fascinated by historical baptism.

As we all know, the time-honored brand lies in its historical and cultural nature, and some have been experienced for hundreds of years, while others are still strong at least for decades. They have precipitated the traditional Chinese culture, engraved the national history, and reflected the national spirit. Looking back at the history of the White Rabbit, it can be found that the birth of the White Rabbit just caught up with the tenth anniversary of the founding of the People's Republic of China, and it became a gift of the 10th anniversary of the founding of the People's Republic of China. In addition, in 1972, US President Nixon's visit to China had inadvertently tasted the white rabbit toffee and appreciated it. Therefore, Premier Zhou immediately decided to give the white rabbit candy as a gift to Nixon. In the 1980s and 1990s, when the material was relatively scarce, the white rabbit toffee was one of the few snacks that many children had in childhood, accompanied by their growth. It can be seen that there are many memories about China behind the brand of big white rabbit

In addition to this, another feature of the time-honored brand is its credibility. Different from the new brand, the time-honored brand is a real baptism for decades, and it is the best of the same batch of competitors and the competition afterwards. Its superior quality has withstood the test of generations, and it has won the recognition of today and won the reputation of world-renowned. Obviously. When the consumers choose the old name, it means choosing the quality and choosing safety and peace of mind.

However, nowadays, with the rapid development of the economy, it has become unrealistic to rely on its own historical and credibility to sustain development. From the perspective of living conditions and competitive position, although the old brand has its own congenital superior conditions, it also faces many problems.

Firstly, the time-honored brand represents the classic, but another synonym for the classic means aging. The classic of the old name lies in some of its featured products, so that it can wake up many people's memories. However, this is also the place that has caused problems for the time-honored brand. Some of the time-honored brand have been self-sufficient for many years, adopting a conservative strategy, and the products have no substantial innovation. However, the continuous improvement of the economic level has led to the diversification of consumer demand, and they are no longer just satisfied with a single product. Therefore, over the years, the monotonous time-honored brand have become less and less attractive to them, gradually fading out their sight. In the case of white rabbit toffee, it used to be the childhood memory of many people. However, with the continuous emergence of imported snacks and the growing variety of sugar, consumers have more and more options to choose from. Therefore, the former net red rabbits of the past have long been no longer. According to relevant information, at the beginning of the founding of New China, there were about 20,000 old Chinese brands in the country, but now there are only over 1,000 Chinese brands that have passed the certification of the Bureau of Commerce. It is an indisputable fact that the time-honored brand is dying out.

Secondly, the time-honored brand lacks the necessary brand management strategy, and the marketing concept is quite backward. Many old brands carry their own arrogance, adhering to the concept that "the wine is not afraid of the deep alley", and rarely take the initiative to publicize. They firmly believe that as long as they guarantee their own quality, it is enough to do their best to do the product. There is no need to go to the marketing. However, the consequence of this is that it is difficult for consumers to understand the brand's relevant situation from the common marketing channels, not to mention the final choice to purchase the product. It can be seen that if there is no necessary brand marketing to pass the brand's products and culture to customers, the brand's audience will become narrower and narrower, and the awareness will be less and less. Over time, the brand's loyalty will be lower. Many old brands have fallen based on this situation.

On this basis, this paper selects the classic old brand of Big White Rabbit as the research object, analyzes the consumer's emotional tendency towards the old brand according to the online comment of consumers on the white rabbit candy, and analyzes the old brand by this. The status quo of survival and the strategic needs of long-term development.

2. Data acquisition and processing

The data collection in this article is based on the four large white rabbit toffee products sold by Tmall Supermarket. Using Gooseeker, a total of 11,745 user comments were crawled. However, since the acquired data will contain some special characters and some irrelevant information, it is necessary to clean the data that has been extracted. This article uses Python to write code to process the data, and finally get 11099 data.

Based on the cleaned data, ROST CM was used for preliminary sentiment analysis. It was found that there were 9079 positive emotions in the white rabbit milk candy, 81.8% in the neutral mood, 15616% in the neutral mood, and 3.14% in the negative emotions. Words, consumers' positive sentiment towards the white rabbit toffee is positive. Among them, the segmentation results of positive emotions can be seen, the scores are between 0 and 10 points, that is, the proportion of sentiment tendencies is generally 40.83%, the proportion of moderate tendencies is 20.85%, and the proportion of highly positive is 20.21%. It can be seen that the white rabbits have more passers-by, but there are fewer fanatical loyalty powders and brand loyalty.

Then, this article uses Python to call Baidu AI, write relevant code, and process the data that has been crawled and cleaned before, and output the positive and negative comments. On this basis, use ROST CM again for word segmentation and statistical high frequency vocabulary.

3. Analysis of sentiment orientation

According to the positive emotional cloud of Figure 1, it can be clearly seen that there are four

main types of high-frequency words about positive emotions. The first one is also the most striking ones: “good”, “taste”, etc. The second is “In childhood, "childhood" and "children", the third category is "know", and the last category is "packaging", "box", "and sending people" and so on.

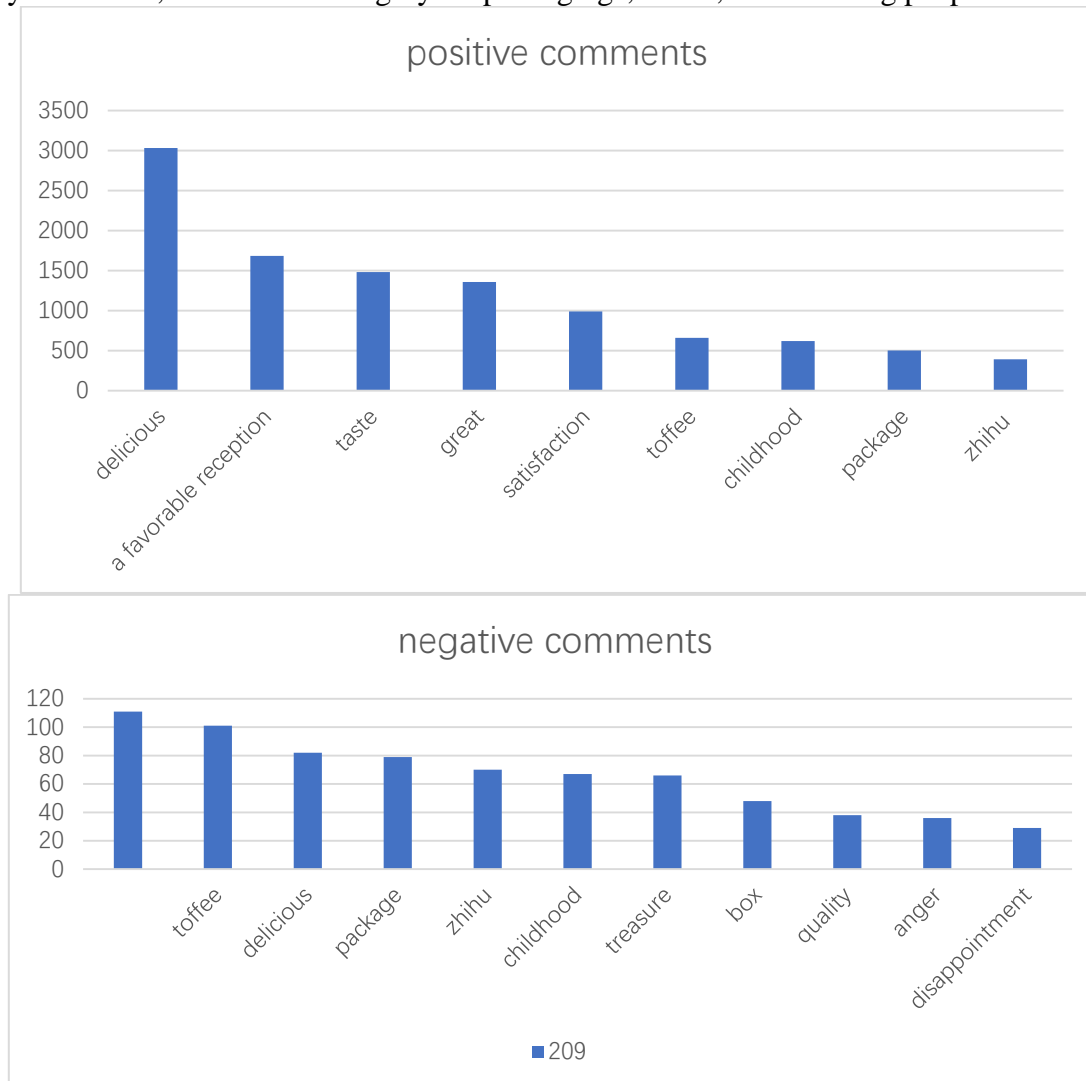


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According to the keywords of the negative emotion word cloud map in Figure 1, the negative emotions can be attributed to two categories, the first category is “difficult to eat”, “taste” and “hard”, etc. The second category is mainly external factors “Express”. "Logistics" and so on.

Based on the above keywords, we can understand and analyze the characteristics of the time-honored brand. First of all, from the keyword "small time", the characteristic of the old font is its unique history. Everyone's childhood memories have exclusive memories of candy, and in the memories of the post-8090, big white sugar toffee will always occupy a place. It incorporates the warmth of hometown and the simplicity of childhood, and with the growth of generations, more consumers with nostalgic feelings will buy it with the taste of childhood. Therefore, the time-honored brand has a certain audience and a certain degree of popularity, and its history is a good propaganda point and selling point.

Secondly, for the keyword "zhihu", through further understanding of the relevant comments, it can be found that some consumers who purchase products are aware of the relevant question "why the white rabbit toffee is not as soft as before". And saw a popular science poster. In this answer, the author explained that because the white rabbit toffee currently circulating in the market is mainly produced in the main factory and the branch factory, the branch factory is soft, the main factory is

hard, and it can be seen by the production date. The letter is used to distinguish, if it is M, it is a branch factory, and ASF is the general factory. Finally, he also vowed to mention that the 60-year anniversary of the boxed sugar is produced by the branch, 100% childhood taste. Therefore, many consumers in the comments just saw this post being evoked a strong curiosity. After all, although many of us feel that sometimes the toffee is hard, it tastes different from childhood, but everyone by default, the product ingredients have changed due to the changes of the times, and I do not know that there are factors in this regard. In this case, a large number of consumers will take a verification mentality to buy a box to study the letters and taste on the research date, and let this cold knowledge be told to the people around them, which is a good publicity. This kind of propaganda makes the white rabbit appear frequently in front of the public. Through this kind of marketing method, we can see that the time-honored brand should not only be limited to the concept of "good wine needs no fear of alley", but should launch their own products in an innovative way, so that more consumers can actively try products, expand the audience and improve the sense of presence. After all, as far as toffee is concerned, the more loyal and more frequently used consumers are the new generation, and this group of children grow up with the excellent living conditions, and childhood is full of all kinds of snack toys. The feelings of the white rabbits are meaningless to them, but they pursue novelty and fun, and what the time-honored brand has to do is how to open the market of these consumers.

Furthermore, the more keywords mentioned are "box", "package" and "deliver". As we all know, packaging is an interpretation of the concept of the product from the inside to the outside. It not only refers to the cloak of the product, but also conveys the products own advantages to the consumer as much as possible during the contact between the consumer and the product, which can impress consumer and stimulate the purchase behavior. Good packaging can increase the visual beauty of the product, play a good publicity effect, and even surpass the value of the product itself to form added value. Over the years, the packaging of the white rabbit toffee is a simple thin layer of paper drawing a rabbit, which is a familiar product packaging for the 80s and 90s, but this simple appearance cannot attract kids today. Therefore, the White Rabbit has made a lot of changes in packaging over the years, from the original rabbit image to a more cartoon image of jumping, the packaging is no longer attached to the original twist packaging, bagging, but launched Milk bottle, small iron box, and the extremely popular giant white rabbit candy style, even in 2016 with the French angsb. Company, designed a more refined packaging of one powder and one blue. The novel shape brings a more intuitive visual impact, which captures the aesthetic preferences of the younger generation and attracts a wave of potential customers. The updated white rabbit toffee has been upgraded in price and grade, so the positioning of the white rabbit toffee has been changed accordingly, no longer limited to daily snacks, and the gift box is born. The series directly meets the needs of gift giving, and has successfully broadened the market for white rabbit toffee. It can be seen that the packaging design can provide businessmen with a successful opportunity to inject new ideas and vitality into the aging brand.

In the end, whether it is positive comments or negative comments, the most emphasis is on "taste" and "quality." The reason why consumers choose old brands is that they are driven by the emotional factors of childhood, but the real leading role is because of the quality of the products and the enticing taste is worth remembering. If the consumer finds that the taste is not good, it will be difficult to be loyal to the product. In this case, the old consumers no longer choose to buy, and the new consumer market has not been replenished, and the situation of the products in the competitive market is not optimistic. Under the relevant comments on the white rabbit toffee, we can see that most consumers can still recall the taste of childhood, and gave praise and affirmation, but some consumers said that the current candy is harder than before. And unlike the previous sweetness, they feel very disappointed that the white rabbit toffee is not worth spending again. In addition, quality is also a crucial factor. In 2007, the white rabbit toffee was once caught in a serious food safety incident. After sampling the Chinese food samples, the Philippines found that four of the foods contained harmful substances such as formaldehyde, including white rabbit toffee. After the news came out, local media reported that some supermarkets such as Guangzhou and Guangzhou directly removed the white rabbit toffee. Despite the involvement of the Shanghai Quality Inspection

Department and the ACSIQ, the internationally recognized authoritative testing organization SGS successfully eliminated doubts, but the image of the white rabbit in some consumers' minds was still damaged, which also do harm to its brand image. Therefore, for the old name, no matter how to open up the territory, we must keep the book and keep the reputation and quality of survival.

4. Conclusion

First, brand innovation is based on ensuring quality. In any case, quality is the root that time-honored brand need to hold, and all achievements and development must be based on this foundation. Keeping the quality will also hold the credibility and reputation. In the future, the affirmation and praise of the outside world are guaranteed. In addition, the time-honored brand should conduct more market research, timely and accurate understanding of the public's preferences and trends, and thus improve their own products. After all, the needs of consumers are very varied. If you only stick to a few monotonous products and do not develop new styles, consumers will sooner or later become aesthetically tired and eventually abandon the brand. One of the most important factors of Coca Cola's long-term popularity lies in its continuous attempts to meet the psychological needs of consumers. For example, its new zero-calorie beverage satisfies the needs of consumers who want to keep fit, and it has been well received by the public since its launch. Although the white rabbit creamy candy has been launched with many flavors, it is still the most original one that is widely circulated and recognized by consumers. When consumers want to try new tastes, they will turn to other brands. Therefore, when seeking for innovation, time-honored brands should try their best to meet the needs of consumers and get recognized for the new products they release, rather than being creative and having no market.

Second, seek cross-border cooperation. Recently, there has been a "white rabbit" craze. However, the root cause is not the popularity of the new flavor of white rabbit creamy candy, but the trend and popularity brought by the cross-border cooperation with other brands. As a time-honored brand, they are always considered old-fashioned and rigid, but when they combine the elements of vitality and fashion, they become very attractive to young consumers. So far, white rabbit toffee has launched lip balm with yumei-jing, perfume with scent library and clothing with rakucho. All of them take milk candy as the center and extend to the "brand matrix" of taste, smell and vision, finally forming an emotional connection network with white rabbit as the center. The crossover of two seemingly unrelated brands can break the traditional mode of thinking, bring freshness and three-dimensional sense to the brand, attract young people who are unconventional, and bring some heat to the brand. Of course, in the process of cross-border cooperation, the time-honored brand also needs to carefully choose cooperation objects and consider the emotional acceptability of the market.

Third, strengthen marketing innovation. In May 2019, a group of Shanghai time-honored brands, including bright dairy, guanshengyuan group, Hui li shoes and meijia jing, jointly launched the "Shanghai time-honored brand new e-commerce plan" with new e-commerce pinduoduo, trying to help time-honored brands regain market vitality. In March, the first official flagship store of the white rabbit opened in Tmall, and the fragrance jointly launched by the white rabbit and the scent library was also included in alibaba's traffic support plan, which has been gaining popularity all the way. Thus, the time-honored brand can make full use of e-commerce platforms to obtain their support, push their products to all parts of the country and expand the consumer market. At the same time, with the rise of short video social software such as douyin and miaopai, most of the time-honored brands have been IP, attracting the attention of consumers. For example, the time-honored brand can consider creating physical stores with sentimental and retro theme experience, and then shoot relevant short video, and then create a "douyin hot style" through some propaganda of opinion leaders with right of speech. Laozihao can no longer stick to the concept of "good wine needs no bush", zero publicity and zero marketing. We should use various platforms to promote products in innovative ways with the guarantee of content, so as to let more consumers know what they like and eventually become loyal customers.

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