



## Research on Brand Symbol in the Marketing Process of Furniture Enterprises

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### Abstract

With the continuous development of the social economy and the improvement of people's life, the competition in the furniture market is also increasingly fierce. The brand awareness of furniture enterprises is also constantly increasing with these changes. Brand value is the core competitiveness of the brand, as is the unique personality of a corporate brand, and this personality is different from other corporate brands. In today's symbolic consumption, symbol as the most important part of the brand image is the most important factor in the process of brand image transmission.

In the face of such fierce market competition, we must adhere to the brand symbolization road. The core value of a brand is built from the perception and reflection of consumers' visual, auditory and behavioral symbols. Brand communication must be carried out in combination with integrated marketing communication and brand symbolization. The brand connotation and personality shaping should be spread through the principle of consistent communication, in order to be able to shape the brand image well and establish a long-term good relationship between the brand and the consumer, thus increase the awareness and recognition of the brand in the hearts of consumers.

**Keywords:** Furniture market, Brand symbolization, Brand value, Integrated marketing communication, Recognition of the brand

### 1. Introduction

The concept of brand has long existed in ancient China. The so-called "old name" is the proof of the brand (Wang, 2002). But true brand research is the result of the rise of Western marketing. In the Oxford Modern Advanced English Dictionary, it is defined for the brand, "A brand is a product with a name (a brand name) that is made by a particular company." The American Marketing Association (1997) also defines the brand: "A brand is a name, noun, symbol or design, or a combination of them, the purpose of which is to identify the product or service of a seller or group of sellers. And distinguish it from competitors' products and services." But in fact, David Ogilvy realized in 1955 that in the era of integrated marketing, the consumer-centered 4C theory is more valuable in practice, so he believes: "The brand is a complex. The symbol is the intangible synthesis of brand attributes, name, packaging, price, history, reputation, and advertising network. The brand is also defined by the consumer's impression of its use and its own experience."

Undoubtedly, in this era of consumer-centric integrated marketing, the conversion of advertising and other media has become an indisputable fact. The function and characteristics of the brand and the impact of the brand on consumers are important topics in brand information research. From the perspective of marketing, the starting point of understanding the problem is to study the four functions of brand recognition, commitment, promotion and value-added. A brand that can't build a good relationship with consumers can't be a brand.

In recent years, some experts and scholars have mentioned from the perspective of consumer culture that in the article *Advertising, Explicit Consumption and Cultural Capital*, "through the dramatic presentation of famous brands, people are attracted to highlighting consumers. It is a mirror of self-construction of advertising as a personal image. The advertisement reflects the object of consumer desire. It helps consumers to expand their impression of the world and re-correct social relations through the process of self-presentation" (Yoshihiko, 1985).

"What is a symbol?", as many semioticians believe that symbols cannot be defined. The symbol originated in linguistics and was first proposed by Saussure. Saussure (1980) believes that in the language



system, all elements must operate according to the relationship between segments and associations, and these relationships are indispensable for the life of the language. Saussure used the pillars of the building as an example. "The pillars have a certain relationship with the Xuan rods they support. The arrangement of the two units that also appear in space reminds people of the sentence relationship." Furthermore, "If the pillar is Doria, it will cause people to compare with other styles (such as Ionian, Corinthian, etc.), these are not elements in space; their relationship is Lenovo relationship" (Saussure, 1980).

Cassirer (1985) argues that "the life of a person without a symbolic system must be like a prisoner in the cave of Plato's famous metaphor. The life of a person will be limited to the scope of his biological needs and practical interests. There is no tunnel to the 'ideal world' - this ideal world is open to him from different aspects by religion, art, philosophy, and science." Cassirer clearly stated that language is not only a communication tool, but also a name for reality, but a clear concept and sound. "Semiotics is both a theory for explaining social and cultural phenomena and a methodology" (Li, 2004).

Through Saussure's linguistic theories and the influence of French structuralism, the semiotic method has revolutionized the way of thinking in Western countries. American semiotic scholar J. Pitt pointed out in the report of Semiotics: A Critical Research Paradigm: "Semiotics is both an insight into critical research and a methodology. In this sense, semiotics can be as architecture to test our universe and our way of understanding the universe. By revisiting our previous research from a general decomposition perspective, and revisiting our world with a vision that breaks the boundaries of disciplines, we will find After all, our batches are much closer than we ever thought" (Yu & Ye, 1988).

The above is a general introduction to symbols and semiotics. In the field of advertising communication, the study of semiotics is also of great significance.

The basic function of advertising is to disseminate information through media products, with the aim of providing product information and facilitating sales. Zhao (2013) believes that "symbols are perceived to carry meaning. Without meaning, they can be expressed without symbols, and there are no symbols that do not express meaning. Therefore, meaning must be expressed by symbols, and the purpose of symbols is to express meaning." That is to say, "People want to naming, imagining the existence of something, and giving it a position based on its relationship with itself" (Yoshihiko, 1985). From this point of view, any kind of communication activity has the symbolic intervention, the essence of advertising is also a symbolic activity, and the advertising symbol plays a very important role in the process of communication. In this regard, Professor Li (2000) in *The Dual Structure of Advertising Symbols and Consumption* has a very wonderful exposition: "Because human behavior which including communication behavior inseparable from the creation, communication and consumption of 'symbols', so with the deepening of communication research, the meaning of symbols and understanding will inevitably emerge. Just as the study of semiotics has become an important tool for us to decipher human culture and its dissemination, advertising semiotics will also an effective tool for us to decipher the phenomenon of advertising and its laws of communication."

Kong (2014) believes that in today's consumer society, more and more consumers use their own brands to interpret themselves and devote themselves to this branded world. Xie (2010) believes that brand symbols are generally composed of four symbols: hearing, vision, behavior and advertising. Barthes (2008) argues that "symbols are symbols used to refer to or represent other things. Symbols can represent the specific existence of something, something, etc., and can also represent the concept of spiritual abstraction."

The process of brand symbolization is actually the use and expression of brand symbols. The symbolic formation and dissemination of the various symbol elements constitute the corporate brand, in other words, the use of symbols to replace the corporate brand image to operate. The content of the brand can be simplified through symbolic communication, so brand symbolization is undoubtedly the most direct and simple way of communication.

Integrated marketing communication aims to establish a furniture brand image, spread consistent furniture brand information, shape furniture brand personality, and establish long-term good relationship between furniture brand and consumers. It has a unified furniture communication image and integrate various communication resources of furniture, two-way communication and other characteristics. It is conducive to the shaping of the personality of the furniture brand and the communication of the connotation



of the furniture brand and the expansion of the meaning space shared by both parties. It is the symbolic communication of furniture brand that can exert its maximum effect and is an effective method for symbolic communication of furniture brands.

## 2. Objectives

1. To improve the understanding of the branding of the furniture industry in the marketing process.
2. To sort out the expression of the visual symbols of the furniture industry brand and the intrinsic link between the symbolization of furniture brand and integrated marketing communication.
3. To assist the furniture industry to better establish a brand image and enhance market competitiveness, guide the furniture industry brand to smoothly extend from industry brand to consumer brand.

## 3. Materials and Methods

3.1 Literature research is used to review monographs and journals related to the brand symbol design and brand image of the furniture industry, such as "Furniture" and "Furniture and Interior Decoration" and other journals. By browsing furniture fans, Tiantian Furniture Network and other websites to collect relevant information on the brand logo of the furniture industry; reviewing "Symbolology" and "Integrated Marketing Theory" to provide theoretical and practical basis for the study of symbolization of furniture brands.

3.2 A case study was used to analyze the case of Yunnan local brand Jingjing mattress. The analysis was carried out from a brand profile, brand symbolic communication and path, brand communication effect.

## 4. Results and Discussion-- Case Study of Yunnan Local Brand Jingjing Mattress

### 4.1 Yunnan Jingjing Brand Profile

In 1979, Ms. Shi Baofeng, the founder of Jingjing Mattress, brought "Ximengsi" to Kunming. In 1983, Ms. Shi Baofeng founded Jingjing Enterprise, the first professional manufacturer of mattresses in Yunnan Province. In 1992, Jingjing Enterprise took the lead in passing the national "ISO9002 Quality Certification System" in the same industry in the country. It is the earliest mattress enterprise in China. one. After more than 30 years of development, Jingjing Enterprise has hundreds of employees and is a large-scale software furniture enterprise integrating research, development, production and sales. They have won the "quality trustworthy products", "consumer favorite products", "product notarized top ten brands", "China's outstanding green environmental protection products", "provincial only country A products", "international furniture excellent product awards", national Dozens of honorary awards such as the Patented Product Award and the Top Ten in the Chinese Furniture Industry (Kunming Jingjing Mattress Furniture Manufacturing Co., Ltd. official website, 2016).

#### 4.1.1 Jingjing mattress brand value concept

Jingjing mattresses are based on the core values of "exquisite, responsible and win-win" and the corporate vision of "Building quality and living in the distance, building a green future", and adhering to the core competitiveness of "material intensification and cost refinement" and "Technology research, technology, comfort, health, environmental protection" product development concept, Jingjing has achieved production "standardization, standardization, modernization", the implementation of "quality is a century-old brand" and "core good, sleep better!" and the mission of "Real quality, Customer First" is to achieve the highest output and sales volume in Yunnan (Kunming Jingjing Mattress Furniture Manufacturing Co., Ltd. official website).

#### 4.1.2 Jingjing mattress product style

Jingjing has a wide range of products, and there are five series for mattress products, as shown in Table 1. It is not difficult to see that the characteristics of these products have the common characteristics: simple fashion, health and environmental protection, durability and so on. This product style is also in line



with the brand value concept of Jingjing Enterprise. At the same time, based on such product style, the brand is positioned as a mid-to-high-end consumer group.

**Table 1** “Jingjing” mattress product features

Product Series	Features
VA68 mattress	The appearance process is simple and fashionable, high temperature disinfection, anti-mite antibacterial, moisture absorption and ventilation, three-dimensional beauty, health and environmental protection
Cloud trail mattress	All natural mountain palm, healthy and environmentally friendly, comfortable and breathable, non-toxic and harmless, fresh and pleasant, durable
Sleeping five mattresses	High temperature disinfection, anti-mite antibacterial, moisture absorption, soft and comfortable, healthy and environmentally friendly, durable
Hotel series	Simple and stylish, high temperature disinfection, moisture absorption, three-dimensional beauty, durability
Domino	Fashionable, natural, environmentally friendly, moisture absorbing, soft and comfortable, durable, healthy and environmentally friendly, comfortable and breathable, efficient physical anti-mite

*Source: The results of this study*

## 4.2 Symbolic Propagation and Path Analysis of Jingjing Bran

### 4.2.1 Symbolic analysis of Jingjing brand name

“Jingjing” has a simple name, and consumers are catchy and easy to remember. “Firefly, sparkling, guess a city name”, the answer is Kunming, the invisible “jingjing” represents Kunming. At the same time, “Twinkle Twinkle Little Star” means that “Jingjing” will become a star in Yunnan's local brand.

### 4.2.2 Jingjing brand logo symbolization analysis

The Jingjing brand logo is composed of the name (Jingjing) and the name of JingJing. The elegant design of JingJing is like a comfortable and soft mattress, which complements the Chinese font below. The overall design conveys to the consumer a simple, elegant, three-dimensional, clean and neat-feeling, as shown in Figure 1, in line with the product concept.



**Figure 1** Jingjing brand trademark

### 4.2.3 Jingjing brand logo color symbolization analysis

The design color of the Jingjing brand logo is red, and red can give consumers a strong visual impact. Under the influence of Chinese culture, red symbolizes a raging fire and passion. Behind the trademark is Jingjing's brand declaration “Good core, better sleep”, displayed in black fonts, complementing the color of the logo on the left, and the overall color matching gives consumers a feeling like “Jingjing” mattress products. It is a concept of being comfortable and natural, as shown in Figure 1.

### 4.2.4 Jingjing brand slogan symbolization analysis

Figure 1 shows Jingjing brand slogan “good core, better sleep” local sleep culture researcher, so the brand's slogan and product concept and brand value concept are exactly the same, to emphasize the health and environmental protection of consumers, full of cultural connotation brand life.

### 4.2.5 Analysis of the symbolic propagation path of Jingjing brand

Since its establishment, “Jingjing” has been well received by consumers, and its brand recognition and recognition in the hearts of older generations of consumers are also very high. With the continuous



advancement of the times and the rise of the Internet, Jingjing has also changed from utilizing traditional single-media communication to utilizing new media. Nowadays, after 80s and 90s, it has become the mainstream of consumption in the market. This consumer group is also living with the progress of the times. Social media such as WeChat and Weibo are full of our lives, so Jingjing is not willing to lag behind, and conveys the brand and product concept to consumers from the following aspects.

1. The reason for the use of WeChat media products to open the WeChat public number, is to spread the "Jingjing" mattress culture to consumers, release new trends, organize feedback activities, etc. These means of communication are undoubtedly showing their own brand concept and product style characteristics, increasing the brand in the recognition of consumers' hearts enhances the brand image.



**Figure 2** "Jingjing" employee mountaineering photos

Every winter, Jingjing organizes employees to organize outdoor expansion activities. Winter hiking is a major activity feature of Jingjing, as shown in Figure 2. This kind of activity can increase the amateur life and team cohesion of the company's employees. At the same time, Jingjing also conveys to consumers a positive and healthy attitude towards life. This attitude is just like brand products. It's just as simple, healthy and environmentally friendly.

2. The "Jingjing Mattress Online Classroom" was set up to explain the professional knowledge of Jingjing products to consumers. The confident and professional image of the lecturers also conveyed the standards, specifications and modernity of the brand products, as shown in Figure 3.



**Figure 3** "Jingjing Online Classroom"





3. The door, window, store space display and billboard design of the brand store are relatively simple, stylish and clean, conveying a simple, stylish, comfortable and feminine lifestyle to consumers, as shown in Figure 4.



**Figure 4** "Jingjing" offline store display

The spread and promotion of “Jingjing” is closely organized around the brand connotation and personality shaping, establishing a unified “Jingjing” brand image, and integrating the “Jingjing” brand message and personality shaping into various communication resources. The principle of consistent communication is communicated to consumers.

#### 4.3 Analysis of the effect of Jingjing brand communication

Regarding the evaluation of brand communication effect, this study mainly uses the sales performance of brand in marketing and the social evaluation of brand to analyze the effect of Jingjing brand symbolization and integrated communication.

##### 4.3.1 Jingjing brand sales performance indicators

The sales performance indicator is a comprehensive result of a series of marketing operations, which is used to reflect the marketing ability of the company. Although we are not able to use sales performance as the basis for the evaluation of brand communication effects, sales performance is indeed an important factor in the evaluation of brand communication effects. In recent years, the theory of integrated marketing communication believes that brand image communication is also an investment of enterprises. It is reasonable to calculate the return on investment income from two aspects, one is sales data, and the other is the increase of brand added value. Therefore, this study will use the sales performance indicators as an important basis for assessing the effects of communication (Miao, 2004).

Nowadays, the competition in the Chinese furniture market is becoming increasingly fierce. In such a fierce market competition, “Jingjing” is in a very good state as the sales performance of local brands in Yunnan. The sales performance from January to November 2018 is shown in Table 2.



**Table 2** “Jingjing” sales performance in various regions from January to November 2018

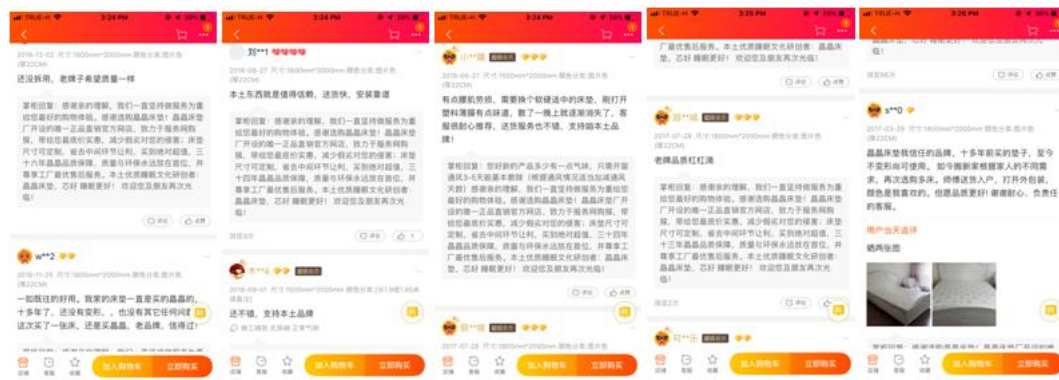
Area	Sales performance (ten thousand yuan)
Eastern Yunnan	912
Southern Yunnan	1591
Western Yunnan	862
Northern Yunnan	1280

*Source: Through the internal staff of Jingjing*

#### 4.3.2 Jingjing Brand Social Evaluation

Another factor that is closely related to the effect of brand communication is social evaluation. Social evaluation is based on the quality of brand communication, which can lead to positive and negative declines in brand communication effects. In short, a good social evaluation will increase the brand communication effect and enhance the brand image. Conversely, a bad social evaluation will reduce the brand communication effect and undermine the establishment of the brand image.

After more than 30 years of development, Jingjing has now attracted the attention of consumers in Yunnan. Through the search of China Taobao shopping software, it was found that the relevant purchase evaluations of “Jingjing” were very high, and the attention rate was also very significant. Basically, we can't see negative evaluations. Many evaluations are based on positive attitudes such as “old brands, good quality” (shown in Figure 5). The reputation is very good and has been recognized by consumers. The image is well shaped.



**Figure 5** “Jingjing” Taobao part of the evaluation

Through the above two indicators, we can clearly see the market reaction after the “Jingjing” brand spread, and the “Jingjing” has a good communication effect. This is in combination with the “Jingjing” brand symbolization and integrated marketing communication. Open, integrated marketing communication will convey the meaning and brand of “Jingjing” brand symbol, and spread to consumers through simple, stylish, three-dimensional, healthy, environmentally-friendly and durable image. Through the integration of the media, it played the most effective role of brand communication.

## 5. Conclusion

In the face of the increasingly fierce furniture market, a variety of brands flocked to the top, but the brands that can stand firm in the market are those who have their own brand values and consistently do their own business. Do not blindly follow other good companies to name them. Brand symbols must have their own corporate culture and product characteristics. The shaping of brand connotation should be clear. In order to extend the brand of the furniture industry to the consumer brand, it is necessary to face the



consumer's brand symbolization path and enhance the popularity of the furniture brand in the hearts of consumers.

## 6. Acknowledgements

The countdown to graduation has already begun, and the career of postgraduate study at the International Chinese College of Rangsit University in Thailand is about to come to a successful conclusion. During this period of study, there is a lot of emotion in the heart, and it is also full of thanks.

First of all, I would like to thank Professor Duan Yunlong, my tutor. Mr. Duan's strict academic style and rigorous academic attitude are examples that I deserve to learn. At the same time, I would like to thank the teachers of the college for their teaching and help in my academic life.

Secondly, I would like to thank the students Zhang Qi, Fang Yuan, Bi Zhisheng, Li Jiani, Zhao Shiyu and others for their help in my academic life, painting a colorful picture for my graduate career.

Finally, I want to especially thank my family and thank my dear mom, dad and brother. On this road, the family gives the greatest care and support. Parents are full of endless desire for knowledge, exchange their hard work for their academic achievements, and encourage their daughter to move forward with the most selfless love.

It is because of the help of my family, teachers and friends that I can graduate smoothly! I will also continue to advance in the direction of my dream with a grateful heart!

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