

A study on the attraction of New Bakery brand culture to young people: Taking YouHe as an example

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Abstract:

Facing the instability of global economic environment and the pressure of domestic economic transformation, this paper discusses the change of young consumers' behavior in this environment by analyzing the domestic and foreign macroeconomic background and the present situation of domestic baking market. Through questionnaire, interview and other methods, we collect a lot of data about YouHe young consumer groups, and conduct in-depth qualitative analysis to reveal the internal relationship between brand culture construction and the preferences of young consumers. Through the above methods, this paper found: YouHe bread brand culture construction and the preference of young consumers highly match, is the important reason for its market success. This study enriches the research field of the relationship between brand culture construction strategy and consumer behavior, and provides empirical support for the development of related fields. At the same time, this study has important reference significance for the development of related baking enterprises.

Keywords: Brand culture, Wuhan Bakery market, bakery brand, young market.

1. Introduction

In the background of more complex and unstable international environment and new challenges to domestic economy, the bakery industry is experiencing unprecedented challenges and opportunities [1]. This is reflected in the "Brand to create enterprise value.". When the function of the successful enterprise brand culture and the value of the consumer identity have been intersected, the intangible cultural value will be transformed into tangible brand value, cultural

wealth into a difference of competitive advantage, so that products stand firmly in the fierce market competition [2]. As an outstanding representative of New Bakery brand in Wuhan, it is the key to explore how to build and promote the brand culture, attract and keep the interest of young consumers. The purpose of this paper is to study the effective strategies of building the brand culture of YouHe bread from 2016 to the 2023 period, especially to win the love of young consumers in the Wuhan bread market. This paper will be divided into four parts, including literature

review, research methods, research findings and research conclusions.

In this paper, we found that in the existing domestic research on baked 2023 products from 2016 to 2016, most of them are the investigation of the present situation and the reasons behind the development of the contemporary baking industry under the macro background of the global economic slowdown and the domestic economy facing light weight, the market scale expands gradually, the new old brand faces the new predicament and the challenge, involves the Wuhan local baking brand's vicissitudes and the development research to be insufficient. Therefore, as a new bakery brand in Wuhan Area -- YouHe, from 2016 to the 2023, how to make the brand culture to stand out in the Wuhan Bakery market has a certain research significance and value.

2. Literature Review

2.1 Brand culture

Brand culture refers to a name, noun, mark, symbol, or design that helps identify a consumer or a consumer's product or service and distinguish it from a competitor's product or service, or the combination of these elements: refers to the cultural characteristics in the brand precipitation and brand management activities in all the cultural phenomenon; and they represent the interests of cognition, emotional attributes, the sum of values such as cultural traditions and personal images [3]. Brand culture embodies a brand's inherent spirit and core values, through the deep cultivation of the brand culture connotation, establish a clear brand positioning, target customer groups, assist targeted communication, form the brand influence, make the consumer identify the brand in spirit, strengthen the connection between the brand and the consumer, thus create the brand own unique difference and the unique, forms the outstanding superiority in the market. During this period, the excellent corporate culture is the spiritual motive force of the sustainable development of the enterprise and the important intangible resource of the Enterprise's nuclear competitiveness [4].

2.2 Research on the attraction of brand culture to young people

Under the environment of rapid development of digital economy and intense market competition, the brand appears the serious phenomenon of homogeneity and gradually moves towards the saturation stage. How to create its own unique brand culture to attract major consumer groups is the key to success. Facing the multi-demand of

the main consumer group-young consumers, it is an important measure for enterprises to build brand culture to attract young consumers successfully. During this period, clear their own brand culture, adapt to the development of the times, product transformation and upgrading, the direction of youth development is one of its effective measures. According to the research on the transformation path of the bakery brand haoli-lai in the new consumption era, this paper reviews the transformation process of the bakery brand haoli-lai, analyzes the strategy of the brand transformation and considers the brand innovation design of the bakery industry from three angles, it concludes that "Continuous analysis of consumer genes," "Research on subdivision of demand," "Deep cultivation of consumer scene design" is the main reason to promote the development of brand culture, the key to attract young consumers.

3. Research methods

1)Consumer Survey: By means of questionnaire survey, we collect young consumers' views and opinions on YouHe bread, understand its brand image and market status in consumers' minds, and provide empirical support for the study. In this study, the total number of questionnaires collected was 215, the number of valid questionnaires was 214, the effective rate of 99.53% Young consumers aged 18-35 were the main respondents, of which 28.26% were male and 71.74% were female. According to the research aim of this paper, 18 questions related to YouHe brand and Wuhan Bakery Market were investigated by questionnaire (as shown in Appendix).

2)Interview: Through an off-line interview with Liu Chunhua, the founder of YouHe, which lasted for about an hour, we can understand the establishment, development and cultural value of the brand, and provide strong support for the research. The total number of interviewees was one, and the interview questions related to YouHe brand culture, marketing strategy, business model, etc. were drawn up (as shown in the appendix).

Through the above research methods, this paper will summarize and analyze the successful experience of YouHe bread in the brand culture construction, and provide useful enlightenment and reference for the brand construction of Wuhan bakery industry.

4. Research findings

Under the macro background of global economic slowdown and domestic economic transformation, YouHe bread has successfully won the popularity of young consumers in Wuhan baking market with its unique brand culture. Here are some of the findings from the study.

4.1 Research on YouHe brand culture

4.1.1 The present situation of baking industry under the current economic situation

In recent years, the baking market at home and abroad is in a growing trend, after the impact of covid-19, the baking market began to grow steadily. According to the data of NCBD, 14.3% of the bakery chain enterprises are in the state of rapid development and 31.4% are in the state of steady growth [5]. Bakery industry is one of the more prosperous industries in China [6]. With the improvement of People's living standard and the change of consumption concept, there are higher requirements for the quality, health and freshness of food, not only pay attention to the taste and flavor of baked food, but also pay attention to the quality of raw materials, nutrients and processing technology.

4.1.2 Status Quo of Wuhan bakery market

From 2016 to 2016, the 2023 industry is in a stage of rapid development and transformation, and the Wuhan baking market is in a growing trend. As an important city in central China, Wuhan's population scale is expanding, baking market scale is expanding, and showing a trend of diversification. Both for the public price choice, such as the local "Crown", but also for the high-end market choice, such as the local "Youhe", foreign "Haolilai" brand, to meet the diverse needs of different consumers. Until September of the current 2024, Wuhan bakery market tends to be saturated with fierce competition, many brands and homogeneity phenomenon is more serious. Some well-known brands, such as Qianji, haolilai, butter and bread have gained market share through years of accumulation and large-scale marketing, while many small and medium-sized brands compete for market share through low prices and imitation strategies.

4.1.3 Youhe brand culture

4.1.3 .1 Youhe's brand positioning, original intention and concept

Sticking to differentiated market positioning is the key to a deep brand culture. As a local brand in Wuhan, youhe has defined the positioning of "High-end composite bakery brand" since its establishment in 2016, and is committed to creating healthy, delicious, high-quality bakery products. Youhe adhering to the "Do food is to do conscience" concept, from raw materials procurement to production process, and then to sales service, adhere to the quality of the bottom line. Youhe founder Liu Chunhua pay attention to the customer's health and satisfaction, adhere to the "Customer first" principle, carefully care of customer needs and feelings. Just as the store name "Uhealth

Youhe" contains the moral, "You" is a blessing, "He" is a Miao, on behalf of children, on behalf of children bless the growth of strong.

From the perspective of the whole baking industry, chain is the trend of development. Wen stresses that brand positioning is important in this process. Then is around the positioning, to carry out related products, brand model, management, supply chain and other aspects, combined into a good model, which is very critical[7]. Youhe plain, clear, full of love of the brand culture and with many emphasis on industrial production, standardization of the brand distinction. Through the interview with the founder found that youhe "High-end healthy hand-baked" product positioning, focus on the quality of the concept of food and many low-end retail bread to distinguish, clear and novel brand positioning for the creation of youhe brand culture and brand development has laid a solid foundation.

4.1.3 .2 Practice the brand culture

Founder Ms. Liu Chunhua has a passion for baking. This passion drove her to devote herself to baking, determined to make a healing bread, to bring consumers a unique and wonderful taste. During the epidemic in Wuhan, youhe insisted on keeping business open and providing stable bread supply for consumers. Despite facing many difficulties, he insisted on providing bread for the common people and materials for hospitals free of charge, and jointly fought against the epidemic, show the responsibility and responsibility of youhe brand, let it advocate the "Warm, healthy" brand culture in-depth.

4.2 The application and practice of youhe brand culture in baking market

4.2.1 Innovative marketing strategy

4.2.1 .1 Business model

With the rapid development of Wuhan Bakery market, many brands in the local market have reached a large scale, reaching a high level of coverage in shopping malls and communities. "Factory + shop", "Central Factory + wholesale" traditional baking model, it is difficult to meet the consumer's pursuit of fresh and healthy food, youhe adopted "Shop-workshop" pure manual new business model, shop shop combination, bake sales integration. Fully transparent operation room, full-open on-site production, let the consumer witness the whole process of bread making, which not only reflects the quality of baked goods confidence, but also close the distance with the consumer, deliver the honesty and respect to the consumer, enhance the consumer's trust in the product. The innovative operation mode of youhe-quan is different from the traditional operation mode of many local bakery brands

in Wuhan. The innovative operation mode of youhe-quan is different from the closed operation mode of many local bakery brands in Wuhan, independent store operation of the traditional business model to distinguish, to protect food quality while reflecting the youhe consumer sincerity.

4.2.1 .2 Product Innovation

Product Innovation is the core driving force of brand culture. Youhe's red bean and pork floss toast and pineapple bread with yoghurt became the first popular products. Its unique taste and rich filling attracted many consumers, which made the daily sales volume of single-store items reach three figures, effectively drive the overall sales of the shop. In addition, youhe continues to invest in R & D, introducing new flavors, new styles of products, continue to create a baking genres and categories of the "World of bread." Not only the traditional classic bread, it also introduces new products that meet current consumer tastes and health needs. For example, low-sugar Low-calorie food by Young People's favorite, a series of low-sugar low-fat alkaline water products to meet the health of the consumer's pursuit. The persistent pursuit of product quality and

continuous R & D Innovation of youhe deepens the brand culture of "Ingenuity" of youhe and wins a good reputation among young consumers.

4.2.1 .3 Cross-border combination of categories

Category cross-border combination is the engine of profound brand culture. With the change of the dietary habits of the young consumers, the baking food has the attributes of both the main meal and the casual snacks, and the business forms of the baking industry are becoming more diversified, there are also carrying elements of traditional Chinese food culture of the new Chinese Bakery brand out of the circle [8] In 2021, youhe launched sub-brand-yi he su. Yi He-su to the national style of dim sum-based, in accordance with the ancient law, integration of Chinese and western expertise, the traditional pastry for all-round improvement and innovation. The combination of Chinese culture and Chinese pastry, the presentation of Chinese dim sum (picture), which combines the global flavor and traditional skills, shows the old flavor which continues the history and entrusts the national emotion and culture to the consumers as Figure 1 shows.



Figure 1. Eating dim sum in Soviet style

In the 2023, you wo launched the COLLECTION fusion store model, expanding from a single brand to cover Chinese tea, light food, steak, health without adding smoothies, global bread and other needs of the full-scene brand. In addition, youhe will combine Chinese and western tea culture, in the integration and innovation of constantly profound youhe brand culture. For example, the new chinese-style kung fu tea with a western-style snack dessert

(photo) and the traditional tea with a modern tea set (photo) from COLLECTION fusion store provide unique taste buds and visual experience for consumers based on Figure 2.



Figure 2. Youhe teahouse again



Figure 3. The Food and drink of Yuhe Teahouse

According to Figure 3, Youhe conforms to the market and keeps up with the times. On the basis of the original brand culture, he combines the Chinese and western pastry culture and the Chinese and western tea culture, vividly reflecting the concept that “Chinese is the best, national is the world”, promote the vertical development of brand culture, promote their own brand of cultural soft power. With the continuous upgrading of the stores and the repeated optimization of the categories, youhe provides more brand-new choices for customers, while constantly meeting the diverse needs of customers, invisibly raising the competitive threshold of the brand.

4.2.2 Creative visual creation

4.2.2 .1 The interior design of youhe store

The interior design of youhe is closely related to its brand culture. For brand cultural design, an important measure of its design effect is the aesthetic effect of space. It uses exquisite space display to effectively show the “Bright spot” of the brand, enhance the image of the brand in the eyes of the audience, thus effectively enhance the effect of brand design and core competitiveness [9]. In the Entity Shop Space Design, you he is committed to creating fashion, home art style (see Figure 4) .



Figure 4. Yuhe store design

On the basis of gourmet food, its stores are warm and bright, fashionable and classy, and more reflect the unique artistic temperament, let each in-store and out-of-store consumers can feel youhe “Love, warmth, life, health” different from other brand style.

4.2.2 .2 Youhe product packaging design

Youhe packaging design is the vivid embodiment of its brand culture. Youhe product packaging design using nat-

ural elements, such as wheat ears, flowers and so on. Simple lines, simple geometric shapes and elegant color combination (picture) , showing a warm, natural, comfortable and healthy atmosphere, this and youhe“Return to natural, healthy and delicious” brand culture echoes (see Figure 5).



Figure 5. Youhe product packaging design

4.2.3 Innovative Interactive consumption model

According to the survey (see Figure 6), 91.3% of consumers choose to buy Yuhe bread from offline stores, and 8.7% choose to buy it through social media channels. According to the survey (Figure 7), Instant gratification and fresh experience, hand-picking and quality assurance are the main reasons that young consumers choose to buy in brick-and-mortar stores (see Figure 7).

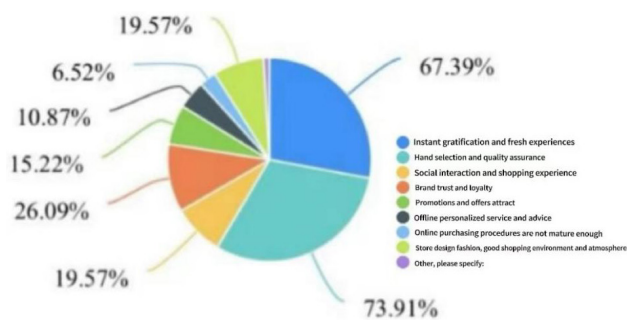


Figure 6. Research on the reasons why young consumers choose to buy

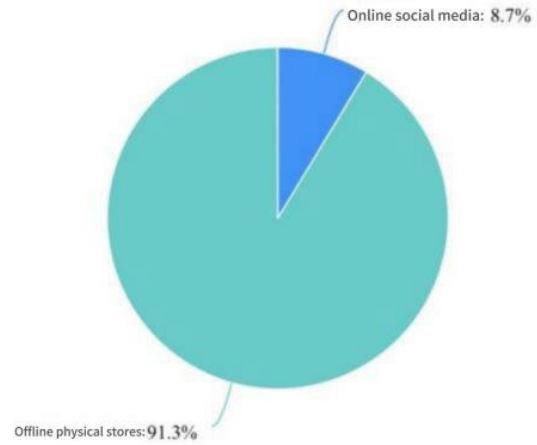


Figure 7. Young Consumers Purchase Channel questionnaire survey

At present, the problem of conformity in food consumption is still very prominent, and the herding effect still exists. Herding, also known as Crowd psychology, is a contagious process of communication between groups of people that results from the herd instinct [10]. Youhe“Please the city people eat bread free” marketing strategy successfully captured the young consumer psychology. New store free bread, free tasting all year round, new product promotion and many other activities have attracted a large number of new customers quickly enhance the brand awareness and influence. The hot phenomenon of long queues in stores produces“Herd effect”, which makes young consumers instinctively participate in store activities and actively interact with brands. At the same time, in the activities of staff and consumers to maintain close contact, listen to consumer feedback and suggestions, and constantly improve products and services. Because the psychology of food consumption usually forms a fixed consumption circle with some common demands, and in this circle, a stable cognition will be formed, and the demands for other entrants to be recognized will be generated [10]. With the advantages of its own food flavor, the marketing strategy and interactive model invisible let youhe bakery in the young consumer psychology left a positive impression, enhance the trust of youhe bakery brand, in turn, there is a dependency on consumption. Youhe consumer interaction model in the physical store to pull the distance between the brand and consumers, the brand culture of“Love” throughout, to provide consumers with a pleasant shopping experience.

5. Conclusion

In the context of global economic slowdown and domestic economic transformation, youhe through deep cultivation

of the brand culture, the success of Wuhan bread market in young people's favor. Based on the questionnaire and interview analysis of youhe's brand development path from 2016 to the 2023 period, the following five main characteristics can be drawn: First, accurate brand positioning; Second, pay attention to brand stories and emotional links; Third, innovative marketing strategies to maintain brand vitality and freshness; Fourth, creative visual creation, to create a unique brand image; Fifth, the novelty of the interactive mode of consumption. These measures not only enhance the brand competitiveness of youhe, but also promote its continuous expansion and influence in the Wuhan market. Therefore, the successful experience of youhe bakery for other brands to provide useful reference and reference.

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Appendix

Questionnaire questions

Youhe brand culture on the attractiveness of Wuhan Young Consumers Questionnaire
Dear participants, Hello! We are conducting a survey on youhe brand Culture's appeal to young consumers in Wu-

han, in order to understand your consumer preferences and brand awareness. This questionnaire is anonymous. Your answers will be used for statistical analysis only. Please feel free to answer. Thank you for your support and cooperation!

Basic information

1. Your age range:

Under 18

19-25 years old

26-30 years old

31-35 years old

Over 36 years old

2. Your Gender:

Male

Female

3. Your occupation:

Students

Freelance

A full-time job

Part-time job

Brand perception and consumer preferences

4. Have you ever heard of youhe bread brand?

Yes

No(If you choose "No", please skip to question 10)

5. How did you first learn about Youhe Bread? (Multiple Choice)

Social media

Recommended by friends

The physical store experience

Online advertising

For others, please state: _____

6. Have you ever bought youhe bread?

Yes

No

7. How Do you buy Yuhe Bread?

Online social media

Offline bricks-and-mortar stores

8. What is your reason for buying yuhe bread?

Healthy diet

taste preference

matching needs, family needs

convenient and quick

Try new products

personal habits

upport local brands

special occasions (birthday festivals and other special occasions)

9. Do you prefer to buy in Yuhe Bakery?

Yes, it's almost always purchased in a physical store

Sometimes choose physical stores to buy

Online and offline purchases are equally frequent

Prefer to buy online

No attention to physical stores at all

10. What is the reason that impels you to go to the brick-and-mortar store to buy Yuhe Bread? (optional)

Instant gratification and fresh experience

Hand-picked with quality assurance

Social interaction and shopping experience

Brand Trust and loyalty

Promotional activities and incentives to attract

Offline personalized services and advice

The online purchasing process is not mature enough

Shop design fashion, good shopping environment and atmosphere

Other, please explain: _____

11. Does Yuhe Bakery provide you with a good shopping experience?

Yes, very good

Yes, it's quite good

General

Not So Good

Not at all

12. What do you think of the performance of youhe bread in Wuhan brick-and-mortar stores?

Very good

Better

General

Worse

Not at all

13. What do you think is the most attractive thing about youhe bread? (optional)

Craftsmanship

Freshly Baked

The taste is unique

A variety of flavors

High quality raw materials

Healthy Nutrition

The price is good

Cost-effective

Convenient purchase and distribution

Appearance and packaging design

Cultural and emotional connections

Other, please explain: _____

14. Which products of Yuhe Bread do you buy most often? (optional)

Classic Toast series

Creative European package series

Dessert series

Healthy Light Food series

Other, please explain: _____

15. How often do you buy Yuhe Bread?

Every day

Once or twice a week

1-2 times a month

Buy occasionally

Rarely

16. What do you think youhe bread can be further improved to meet your needs?(Multiple choice)

Product Innovation and diversity

Raw materials and quality improvement

Price strategy adjustment

Store environment and experience

Online service expansion

Membership

17. How do you think youhe bread attracts young consumers in the context of global economic slowdown and domestic economic transformation?(Multiple choice)

Innovative product taste and form

Creative and innovative brand image

Social media marketing

Health and nutrition concept

Cross-border cooperation (e. g. , co-operation)

Personalized customization services

Good shopping experience and convenience

18. Would you like to recommend youhe bread to your friends or family?

Very willing

Yes

General

Not really

Not at all

Thank you for your patience! Your opinion is very important to us, will help us to progress and improve!

Interview questions

The subject of the interview 1: Youhes Boss

Related issues

Brand culture

1. What is the opportunity to establish the“UH youhe” brand?

2. What is“Uh you he” brand culture and concept?

3. Why did you choose UH youhe as its brand culture?

Why UH youhe is its brand concept?

1. In the process of brand cultural conception, whether reference to other bread brands?

Answer “Yes”, is it more inclined to build brand localization or internationalization?

2. Is the brand culture and concept connected with personal culture and emotion?

Answer “Yes”, what is the personal cultural feelings?

3. It is understood that youhe’s brand concept is“To do food is to do conscience”, the concept and whether the brand culture is related?

Answer “Yes.” What’s the connection?

4. Whether the brand culture and the idea establishment

has the consideration consumer group's demand preference and the emotion (feeling) value?

The answer is "Yes, taking into account what consumer preferences and emotional value?"

5. Then its brand culture and concept of design is to create "UH youhe" what kind of brand image?

6. Do you think the brand concept, culture and image of youhe bread market as a prominent competitive advantage?

Answer "Yes", you think the brand concept, culture and image of youhe as a prominent competitive advantage in the bread market why?

Answer "No", what do you think is your outstanding competitive advantage in the bread market? What other competitive advantages do you have Uh, what makes you a competitive advantage?

8. In the context of the global economic slowdown and domestic economic transformation, whether you still ad-

here to its original brand culture?

Answer "Yes", how to deepen the original brand culture?

Answer "No", how to transform and constantly develop the brand culture?

9. It is understood that youhe in 2016 in Wuhan opened the first entity store, the development has not occurred so far has a significant event deepened its brand culture (such as the covid-19 pandemic in 2020) ?

10. How is brand culture reflected in day-to-day operations, physical sales and product innovation?

Future development

11. From 2016 to the 2023 development, from Wuhan to the surrounding five cities, you he continued to develop, whether it will be worried about the loss of its brand cultural characteristics of a certain competitive advantage? Faced with a broader consumer group, whether to consider the original brand culture of Innovation and development? What is innovation development?