

# Research Report on Brand Innovation of Mabian Native Tea Based on the Brand Five-Dimensional Model

YU Siwei<sup>1</sup>, SUN Liwen<sup>2\*</sup>

School of Fine Arts and Design, Leshan Normal University

\*Corresponding Author

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## ABSTRACT

This study integrates theories from multiple disciplines including art, sociology, anthropology and economics, adopts a combined research method of literature research, questionnaire survey, field interview and field investigation, takes the native tea brand and market status of Mabian Yi Autonomous County in Sichuan Province as the research case, and uses the five-dimensional brand model (brand positioning, brand personality, brand visual identity, brand experience, brand communication) to systematically identify and deeply analyze the key factors affecting the brand development of Mabian native tea. The tea market is becoming increasingly competitive at present. Although Mabian native tea has unique regional culture and high-quality characteristics, it still has obvious shortcomings in brand building and market promotion. This study aims to explore the resource advantages of Mabian native tea and put forward feasible brand optimization schemes to boost local economic development through scientific research methods. Meanwhile, in view of the regional characteristics of Mabian Yi Autonomous County as a minority-inhabited area, it explores the path to protect and promote the local ethnic culture through tea culture communication, so as to provide references for the brand building and market promotion of Mabian native tea, and also provide a replicable brand upgrading model for ethnic minority tea-producing areas in similar regions of China, enhancing the universal applicability of the research.

**Keywords:** brand five-dimensional model; brand optimization solutions; tea market competitiveness; regional culture and ethnic characteristics; Economic development promotion

## INTRODUCTION

### Background of topic selection

As one of China's important characteristic development industries, the tea industry plays an important role in promoting the growth of national GDP and improving farmers' lives. Today, 60% of the Chinese people drink tea, and the demand for tea has risen to a considerable level. The tea industry in Mabian Yi Autonomous County (hereinafter referred to as Mabian County) in Sichuan Province is an important local economic industry, but due to external and own reasons, the tea industry cannot be compared with the large tea counties that have been formed<sup>1</sup>.

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<sup>1</sup> **About author:** Yu Siwei, male, associate professor of the School of Fine Arts and Design, Leshan Normal University, his main research direction is visual communication design and cultural industry research.

<sup>2</sup> **Corresponding author:** Sun Liwen, female, undergraduate student majoring in visual communication design. E-mail: awen1473423930@qq.com

Mabian Yi Autonomous County is located in Leshan City, Sichuan Province, in the Xiaoliang Mountains on the southwest edge of the Sichuan Basin, where the natural environment is beautiful, the climate is mild and humid, which is very suitable for tea growth. The history of Mabian tea production can be traced back to the Han Dynasty, from the initial picking of wild tea to the later artificial cultivation of more than 200 years. During the Qingming period, Mabian tea was regarded as a treasure and paid tribute to the royal family; After the founding of the People's Republic of China, as a gift for the tenth National Day, Mabian tea was dedicated to Chairman Mao. Mabian not only has a long history of tea cultivation, but its unique geographical conditions give local tea a unique flavor. In recent years, with the increase in people's pursuit of a healthy lifestyle and the growth of demand for specialty agricultural products, Mabian native tea has gradually attracted market attention. But at the same time, how to effectively use this valuable resource to promote local economic development has become an urgent problem to be solved.

The current competition in China's tea market is extremely fierce, with major brands competing to launch new products to compete for market share. For a little-known production area like Mabian, it is not easy to stand out among many mature brands, and the tea brand image is crucial to enhance product competitiveness and open up domestic and international markets<sup>2</sup>. In addition, modern consumers are paying more and more attention to the personalized experience and cultural connotation of products, and a single emphasis on quality is no longer enough to meet market demand. Therefore, it is particularly important to explore a new marketing model that can not only retain traditional characteristics but also attract young consumers.

In this case, by creating a tea brand with distinctive regional characteristics, it can not only enhance product competitiveness, but also help enhance the popularity of the entire region. Integrating Yi culture, stories, characteristics, etc. into the construction process of tea brands can add more emotional and functional value to the product, making it not only a drink, but also a bridge connecting people and nature and inheriting national culture.

### **Survey objects and objectives**

According to the perspective of modern economics, the constituent elements of the market in a general sense include market entities, market objects, and market media. "Market entities refer to organizations and individuals engaged in exchange activities in the market. It includes both natural persons and legal persons in a certain organizational form; This includes commodity producers who trade for profit, institutions that provide non-profit products and services, and consumers who trade for the needs of life<sup>3</sup>. "Market object refers to the object of transactions in the market. The reason why products enter the market and become trading objects is because the use value of the exchanged goods is different; Second, because market players have special needs. Due to the different trading objects, the forms of market existence are divided into consumer goods market, means of production market, financial market, labor market, technology market, and information market"<sup>4</sup>. "Market intermediary refers to the tools and institutions that play a role in market transactions, also known as market intermediary organizations (institutions)." General market research includes consumer surveys, product surveys, and environmental surveys.<sup>5</sup>

The survey subjects of this paper include producers of native tea in Mabian (including local small-scale farmers, cooperatives and large tea companies), consumer groups (including potential customers in the target market, such as mid-to-high-end consumers in the city, tea lovers, etc.), industry experts and scholars (professionals in marketing, brand management and other related fields), etc.

This study aims to provide a replicable successful case for Mabian and other similar regions in the country through the practical exploration of the "Yishan Tea Language" project. It is hoped that this effort will not only drive the development and growth of the local tea industry, but also better disseminate and protect the cultural heritage of ethnic minorities, and ultimately achieve a win-win situation of economic and social benefits.

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## Survey methods and sources

This study adopts a mixed-methods design that integrates art, anthropology and sociology research methods, including detailed data analysis, coding, and integration of qualitative and quantitative results. "The usual method of anthropology is field work, and most anthropological materials are obtained through field work"<sup>6</sup>. "When anthropologists conduct fieldwork, they mainly try to understand their habitual thoughts and behaviors through direct observation, that is, living among the members of a group, participating in their family and social life, and from which they understand their social relations and social life. Therefore, systematic observation and visit, systematic understanding and comparison in the field constitute the main research means of anthropology." And "sociology also has field work, where field work is basically equivalent to field research". Sociological research methods include survey research, experimental research, field research, and literature research<sup>7</sup>, but the data collection method is mainly based on social questionnaire surveys.

During the summer vacation of 2024, the project team conducted an online data survey, including official statistics (public documents on local government websites), news reports and media commentary (local websites and other media reports on the development of the tea industry), and social media platforms such as Weibo, Douyin, and other social networks about tea culture, especially KOLs (Key Opinion Leaders). And draw up a general outline in advance to prepare for the field visit.

At the end of August 2024, the project team arrived in Mabian Yi Autonomous County, Leshan City, and began to conduct field investigations, using voice recorders and cameras as tools to visit and investigate tea factories, tea plantations and Yi villages in Mabian Yi Autonomous County. For relevant personnel, offline store managers, consumers, etc., questionnaire surveys (mainly for consumers), interviews and other methods are mainly used.

After the end of the offline survey every day, the project team will sort out the records and materials of the day, as well as the collation, analysis and summary of the relevant literature, because the survey time is not the tea picking season, all kinds of special tea cultural activities have also ended, the number of local tourists is small, so that it is difficult to issue offline questionnaires, in this regard, we synchronously distributed questionnaires online to ensure the support of the data to the project and ensure that the survey data is as objective and accurate as possible.

The above is the main survey method of this survey report, using these methods, the project team has collected a lot of relevant information around this topic in a few months, mainly in the following aspects:

### Literature:

Literature is a combination of primary and secondary information (indirect information). The literature in this paper is mainly derived from the journal papers of China National Knowledge Infrastructure (CNKI), and the existing research on tea brand building, local characteristic agricultural product development and marketing is sorted out with reference materials (with special attention to case studies related to ethnic minority areas).

### Inspection materials:

Interview materials: Visit Mabian County and its surrounding areas, directly contact local tea farmers, tea companies, and staff of relevant departments, and collect first-hand information through methods, including but not limited to production processes, cultural background, sales channels, etc.

Questionnaire survey: Design and implement an online questionnaire for target consumer groups to analyze factors such as consumers' awareness and purchase intention of Mabian native tea. Help the investigator obtain a large amount of the information they need in a short time. A total of 300 valid samples were collected through

online sampling survey, and statistical analysis was conducted to ensure data reliability and validity. (see Table 1)

Scope of the survey	Consumers of all ages
Survey methodology	Sampling survey
Number of people surveyed	300
Survey format	Online questionnaire
Survey date	September-October 2024
Survey location	Online questionnaire
Investigator	Yao Kunyi, Sun Liwen

Table 1 Questionnaire survey of Mabian native tea consumers

## LIMITATIONS OF LITERATURE REVIEW AND EXISTING STUDIES

### Concepts and theories related to the five-dimensional model

The concept of the 5D model: The 5D model is a general reference architecture that can be applied to different applications in different fields<sup>8</sup>, used to explain and understand different aspects of a complex system or concept. According to different application fields, the content and components of the 5D model are different. The five dimensions selected in this project are brand positioning (referring to the unique position of the brand in the minds of target consumers), brand personality (brand personality traits), brand visual identity (including brand logo, color scheme, font selection and all other elements that make up the appearance), brand experience (involving the feelings generated by consumers at all contact points with the brand), and brand communication (all methods used to convey brand messages, including advertising, social media, etc.).

### Research theory on brand five-dimensional model:

Brand positioning theory emphasizes the importance of a brand occupying a unique position in the minds of consumers, which originates from the Positioning Theory proposed by Al Ries and Jack Trout, which states that brands need to identify their unique selling proposition (USP) in a highly competitive market environment and communicate it to their target consumer groups through effective communication strategies. Brand positioning not only covers the physical characteristics of the product, but also includes the emotional value and social symbolism conveyed by the brand. For Mabian native tea, its brand positioning should emphasize its unique regional characteristics - the unique ecological environment, profound cultural heritage and ecological value of Mabian Yi Autonomous County, so that consumers can clearly identify the uniqueness of Mabian native tea among many tea brands.

The brand personality theory believes that a brand can have specific personality traits like an individual, which was first proposed by Jennifer Aaker and divides brand personality into five dimensions: Sincerity, Excitement, Competence, Sophistication and Ruggedness. Therefore, in the process of brand building of Mabian native tea, it is necessary to start from the cultural background of the Mabian Yi people, combine the tranquility and natural beauty contained in tea culture, and the hospitality of the Yi people and other cultural characteristics to create a brand image that is not only in line with modern aesthetic trends, but also does not lose the charm of traditional culture, so as to strengthen the emotional connection between consumers and the brand.

As a part of the brand identity, brand visual identity conveys the brand image through visual elements such as logo, color system, font style, etc., this theory emphasizes the consistency and identity of visual identity, requiring the design of brand visual identity to support the core values of the brand and maintain harmony with other brand elements such as packaging design and store layout. Therefore, the visual identity design of Mabian

native tea should reflect its natural, pure and culturally rich brand characteristics to ensure the brand's unique image in the market.

Brand experience theory emphasizes the feelings and experiences consumers get throughout the brand interaction process, pointing out that consumers not only pay attention to the actual performance of the product, but are also affected by various experiences before and after purchase. A positive brand experience enhances customer loyalty and contributes to the formation of positive brand associations. Therefore, by creating an immersive tea tasting experience and carrying out tea culture theme activities, consumers can experience the unique charm of Yi tea culture firsthand, thereby deepening their understanding of the brand. In addition, online and offline interactive experiences, such as virtual reality (VR) tasting sessions or live interactions, can also be used to enhance user participation and further enhance brand loyalty.

Brand communication theory explores how to effectively convey brand messages to target audiences, covering various communication methods of traditional and new media, such as television, radio, print, the Internet, social media, etc. An effective brand communication strategy ensures consistency in messaging and increases brand recognition. Therefore, the Mabian native tea project can integrate online and offline resources, use emerging media such as social media and short video platforms for brand promotion, and also pay attention to the role of traditional media such as TV advertisements and magazine columns. In the process of communication, the consistency and accuracy of information should be ensured to enhance the brand's awareness and reputation, so as to occupy a favorable position in the market.

### **Research limitations**

Although the brand 5D model provides a theoretical basis for brand innovation in this project, there are still some limitations in the existing research:

**Insufficient integration of regional characteristics and brand positioning:** Most studies focus more on universally applicable brand building strategies and ignore how to effectively integrate regional cultural characteristics into brand positioning. We will dig deep into the cultural and natural resources of the Mabian region and make it a differentiated competitive advantage for the brand.

**Lack of depth in brand personality shaping:** Existing studies often stay on the surface level of brand image design, and fail to deeply explore the cultural heritage and spiritual connotation behind the brand. Brand personality building needs to pay more attention to the communication of intrinsic value, so that the brand is not just a symbol, but a cultural carrier that can touch people's hearts.

**Single brand experience design:** Existing brand experience research mostly focuses on offline experience or online interaction, and lacks overall consideration for integrating online and offline resources. Brand experience design needs to transcend the boundaries between physical and virtual spaces to create a seamless user experience.

## **Investigation Of The Origin Of Native Tea In Mabian**

### **Regional characteristics**

During the field visit, the project team had an in-depth understanding of the regional characteristics of the native tea production area of Mabian through various methods such as online information and interviews with local tea farmers. The original tea production area of Mabian is Mabian Yi Autonomous County, Leshan City, Sichuan Province, which is rich in natural resources and a unique geographical environment, which has an important impact on the quality and characteristics of Mabian tea. Mabian Yi Autonomous County is located on the southwestern edge of the Sichuan Basin, at the junction of Leshan, Yibin and Liangshan Prefectures, and is located in the hinterland of Xiaoliangshan, which is a typical mountainous county. The county has a special

geographical location, located in the subtropical monsoon humid climate zone, with large altitude variations, ranging from 448 meters to 4042 meters, forming obvious three-dimensional climate characteristics. The climate is mild, the four seasons are distinct, and the average annual temperature is about 16.9 degrees Celsius, which is suitable for the growth of tea trees; the annual precipitation is abundant, which is conducive to the absorption of water and nutrients by tea trees. Due to the terrain, there are often clouds and mist in the Mabian area, and such weather conditions are conducive to the accumulation of more amino acids and other substances in the tea tree, thereby improving the quality of tea. (See Figures 1, 2, and 3) According to expert demonstrations, Mabian is one of the most suitable areas for the development of famous green tea in western China<sup>9</sup>. Mabian County has a high forest coverage, and alpine tea plantations are mostly distributed in areas above 1,200 meters above sea level, surrounded by forests, away from industrial pollution sources, with good air quality and clean water, providing superior natural conditions for the production of high-quality tea. Mabian tea has a long history, dating back to the Tang Dynasty, Mabian area is one of the birthplaces of ancient tea recorded in the tea classics, from picking wild tea to artificial planting, has a history of more than 1,000 years, by the end of the Qing Dynasty and the beginning of the Republic of China, Mabian has become one of the key tea production and sales areas in Sichuan Province, fine tea is sold in Chengdu, Leshan and Yibin, and coarse tea is mostly sold in Yi (Tibet)<sup>10</sup>. In recent years, the local government has vigorously promoted the development of green, organic and pollution-free tea industry, which has significantly improved the overall quality of Mabian tea. The combination of geographical and humanistic factors makes Mabian tea have unique quality characteristics, such as tender green color, fresh and long-lasting aroma, smooth taste, etc., and has become one of the well-known tea producing areas in Sichuan and even the whole country.



Figure 1, Figure 2, Figure 3 Natural scenery of the Mabian area

### Types and conditions of tea

As the representative tea of Mabian County, Mabian green tea enjoys a high reputation and is one of the main local tea products. Mabian green tea is widely loved by people for its fresh taste, fragrant aroma and high-quality quality. Among them, sparrow's tongue is a high-quality green tea with slender leaves that resemble the tongue of a bird, and the sparrow's tongue tea produced in Mabian is highly regarded for its excellent quality. In addition to green tea, Mabian yellow tea is also one of the unique tea varieties in Mabian County. Unlike green tea, the production process of Mabian yellow tea is more complex and requires a specific yellowing process, which allows Mabian yellow tea to form a unique flavor and further enrich the product line of Mabian tea.

Through visits to tea factories and offline stores, we learned that the production and sales of tea in Mabian Yi Autonomous County are mainly based on "Ma Lu No. 1" green tea. As a characteristic tea of Mabian Yi Autonomous County, "Ma Lu No. 1" not only enjoys a high reputation in the local area, but also is deeply loved by the majority of tea lovers. This tea has won market recognition for its unique taste and aroma, and has become

one of the star products in the Mabian tea industry. Through in-depth research on Mabian green tea and yellow tea, we can see that these teas are not only one of the important economic pillars of Mabian County, but also an important carrier of the region's profound cultural heritage.

### Tea making process

Mabian native tea is known for its unique quality and craftsmanship. According to the person in charge of Mabian Alpine Tea Co., Ltd. (see Figure 4), the tea-making process of Mabian tea usually follows traditional green tea processing methods, while incorporating local characteristics and technological improvements. The tea-making process of horse bian tea mainly includes the following steps: First of all, picking, usually one bud and one leaf or one bud and two leaves of fresh leaves are selected as raw materials, requiring moderate tenderness of fresh leaves, complete leaves, and no pests and diseases. The time selection is generally picked in spring, especially around Qingming, when the tea leaves are most tender. The next step is to spread and dry, the purpose is to let the fresh leaves lose water naturally, reduce some of the green gas, and facilitate subsequent processing. In terms of operation, spread the fresh leaves evenly in a ventilated and cool place, avoiding direct sunlight to prevent the fresh leaves from changing color. Then there is the killing, which destroys the enzyme activity in the fresh leaves through high temperature, prevents oxidation, and keeps the tea green color. The temperature is controlled at about 200 °C and lasts for about 10 minutes. Steam killing uses steam to directly heat fresh leaves, and the time is shorter. After that, there is rolling, the purpose of which is to break the tea cells and release the tea juice, forming the shape of the tea leaf. During operation, put the finished tea leaves into the rolling machine and knead them according to a certain strength and time. This is followed by drying, which aims to further remove moisture from the tea, fix the shape of the tea, and develop the aroma. The drying method adopts the method of drying or stir-frying, and drying is to dry with hot air under ventilated conditions; Stir-fry is slowly roasted in a pot until the tea leaves reach the desired level of dryness. Finally, there is graded packaging, which is graded according to factors such as the size, shape, and color of the tea leaves, and then packaged for sale and preservation. In operation, use a sieve or other tools to separate the tea leaves by grade, and then pack them into sealed bags or jars, paying attention to moisture and odor.

It is worth noting that the specific tea-making process will vary depending on the tea variety and personal experience, and with the development of modern technology, some traditional processes have been replaced by automation (see Figures 5, 6, and 7). Nowadays, it is very rare to find a family handicraft workshop that actually uses traditional tea making. The project team only saw the handmade tea room for vocational school students in the tea-making workshop of Mabian High Mountain Tea Co., Ltd., but because it was not during the class, the traditional tea-making process could not be intuitively observed, so the handmade tea-making process of Mabian native tea could only be understood through online information. Despite this, Mabian native tea still retains its unique quality and flavor, making it one of the most popular tea varieties in the market.



Figure 4 Mabian High Mountain Tea Co., Ltd



Figure 5, Figure 6, Figure 7 The tea-making workshop of Mabian High Mountain Tea Co., Ltd

## Survey Of Products(And Brands) Of Mabian Native Tea Market

### Market size

Through online surveys, we learned that the Mabian native tea market, as a market segment with regional characteristics, enjoys a certain reputation in Sichuan and even the whole country. As one of the local landmark products, Mabian green tea has formed many well-known brands such as "Forest Snow", "Buckwheat Gong Tea", "Bianhe Jade Leaf", "Wenbin Green Snow" and so on. Together, these brands constitute the main body of the Mabian native tea market and bring significant economic benefits to the local area.

Overall, the tea industry in Mabian County has become an important part of the local economy, and the output of fresh tea leaves and dry tea output value have increased. According to available information, the regional public brand value of Mabian green tea is 2.64 billion yuan, the output of fresh leaves reaches 53,700 tons, and the output value of dry tea is 1.308 billion yuan<sup>11</sup>. These data not only reflect the large scale of the Mabian native tea market, but also show that the industry has good economic benefits and development prospects.

The increase in brand value shows that brand building is crucial for market expansion. With the continuous enhancement of brand influence, the market size has also expanded. This is not only reflected in the growth of sales, but also in the improvement of brand awareness and the expansion of market share. The brand building of Mabian green tea has not only promoted the development of the local tea industry, but also brought more development opportunities to Mabian County. The improvement of brand value means that consumers' recognition of Mabian native tea has increased, which in turn has promoted the growth of market demand and formed a virtuous circle. Therefore, continuing to strengthen the construction and promotion of Mabian native

tea brands can not only consolidate its position in the market, but also further promote the sustainable development of the tea industry in Mabian County.

### Growth trend

Data show that the Mabian tea industry has continued to grow in the past few years. For example, the market price of dry tea and the transaction price of fresh leaves have increased to varying degrees, which shows that the market demand is strong and the supply side is also actively responding to changes in market demand. Especially between 2016 and 2021, the Mabian tea industry has achieved significant growth, especially with the support of e-commerce platforms, sales channels have become more diversified, which not only promotes the sales of local tea, but also provides consumers with more choices for purchasing channels.

Looking ahead, it is expected that the Mabian native tea market will continue to maintain a steady growth trend. This expectation is supported by several factors: as consumers continue to pay more attention to the concept of healthy living, natural and healthy tea products are becoming more and more popular. Mabian native tea meets the needs of this segment of consumers with its high-quality raw materials and unique flavor. In addition, the brand value of Mabian native tea is constantly improving, such as the brand awareness of "Mabian Green Tea", which not only helps to attract more consumers, but also helps to consolidate its position in the market. At the same time, with the advancement of agricultural science and technology, such as the application of smart agriculture and Internet of Things technology, tea farmers can better manage and optimize planting conditions, thereby improving the yield and quality of tea and ensuring the long-term competitiveness of the Mabian tea industry. More importantly, local governments have given full support to the tea industry, including policy measures such as financial subsidies and technical guidance, which are conducive to promoting the sustainable development of the industry. Based on the above factors, we can foresee that the native tea market in Mabian will continue to maintain a steady growth trend in the next few years and become an important force to promote local economic development.

### Product sales channels

Through visits and surveys of local tea factories and vendors, we learned that the sales channels of Mabian high mountain tea mainly include physical stores, online sales, wholesale markets and tea parties. To this end, we specially went to the Mabian Tea Trading Market (see Figure 5) and conducted interviews with merchants in the market (see Figures 6 and 7).



Figure 5 Picture of the scene of the Mabian Tea Trading Market



Figure 6 and Figure 7 Visits and surveys of merchants in the trading market

According to the merchant, the trading market is mainly based on tea wholesale, and the specific process is for new and old customers to check the tea category and quality offline or online before ordering, and then the merchant is responsible for packaging and delivery, and the current market is mainly to serve the domestic market.

At the same time, there are also a number of Mabian native tea franchise stores in Sichuan Province, such as two stores in Jinniu District, Chengdu - one in Jiaogui 2nd Lane and the other in Chuanguang Building. These physical stores not only provide a convenient shopping experience for local consumers, but also become an important window for brands to showcase their own characteristics. In addition, some brands also have their own official websites and conduct direct sales through emerging channels such as live broadcasts and micro-malls, further broadening sales channels and enhancing the brand's market coverage. These diversified sales channels not only provide consumers with diversified purchasing methods, but also reflect the continuous innovation and attempts of Mabian native tea brands in marketing and sales strategies, injecting new vitality into the development of Mabian tea industry.

### Consumer Survey Of Mabian Native Tea Market

With the increasing pursuit of a healthy lifestyle by consumers, Mabian native tea has received widespread attention from the market due to its unique regional cultural background, rich nutritional value and high-quality mouth. In order to gain an in-depth understanding of consumer behavior and preferences in the Mabian native tea market, the project team conducted a survey on the consumer situation based on the five-dimensional brand model (brand positioning, brand personality, brand visual identity, brand experience, and brand communication), aiming to explore consumers' cognition, acceptance and purchase motivation for Mabian native tea.

#### Brand positioning - position in the minds of consumers

Through questionnaires and interviews, we will find out whether consumers have heard of Mabian native tea and its brand name.

According to the survey, about 70% of respondents said they had heard of Mabian native tea, with Internet searches (35%), friend recommendations (25%) and TV advertisements (10%) being the most important ways to learn. This shows that Mabian native tea has a certain popularity in the market. The main reasons for the majority of consumers (about 52%) to buy Mabian Native Tea are health factors, followed by taste (20%) and gift-giving (22.33%). This suggests that health awareness is a key factor driving consumers to purchase Mabian native tea. The survey found that consumers believe that Mabian native tea is unique because of its mellow taste (35%), ecological environmental protection (15%) and regional characteristics (20%). These factors make

Mabian native tea highly recognizable in the market.

### **Brand personality - consumer emotional connection**

Many consumers report feeling fresh and curious when they first encounter Mabian native tea (40%), followed by trust in its quality (30%). The brand image is described as "natural", "pure" and "healthy". The majority of consumers (about 60%) believe that the value of Mabian native tea lies in its health benefits and unique taste. In terms of price, the majority of consumers (about 50%) said they were willing to pay a higher price for high-quality Mabian native tea.

### **Brand visual identity - impression of appearance elements**

The survey results show that most of the existing Mabian tea packaging designs rarely adopt the design of Yi cultural elements, and the regional characteristics of Mabian native tea are less reflected. After comparison, consumers generally believe that logos containing Yi totems are the most representative (about 50%). Most consumers (about 60%) said they prefer the advertising style that combines tea culture with natural scenery, and believes that this style is closer to the brand image of Mabian native tea.

### **Brand experience - consumer interaction with the brand**

The survey found that about 50% of consumers choose to buy Mabian native tea online, mainly because of its convenience and speed; Another 40% of consumers prefer to buy in offline physical stores, believing that this way they can better experience the product. Overall, consumers are more satisfied with the purchase process (about 80%).

### **Brand communication - information reception channel**

Data shows that about 40% of consumers get information through the Internet, 30% through social media, and 20% through TV advertising. This shows that digital channels occupy an important position in brand communication.

At present, consumers' demand for tea and its products is increasingly changing to the trend of convenience, functionalization, fashion and elegance, so the tea industry is also transforming and upgrading from traditional agriculture to modern high-tech industry and big health industry.

Through the survey of consumers in the Mabian native tea market in five dimensions: brand positioning, brand personality, brand visual identity, brand experience and brand communication, we have obtained a lot of valuable data and insights. Based on this information, we recommend that brands start from the following aspects:

**Strengthen brand positioning:** Further clarify the brand positioning of Mabian native tea and highlight its regional characteristics and cultural value.

**Enhance brand personality:** Enhance the emotional connection between consumers and the brand by telling the story behind the brand.

**Optimize Visual Identity:** Improve packaging design to better align with target consumers' aesthetic preferences.

**Improve brand experience:** Optimize the purchasing process and provide more convenient service and support.

**Increase brand communication:** Use social media and digital marketing to expand brand influence.

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## Comprehensive Analysis

Based on the three-dimensional survey data of origin, market and consumer and the analysis of the five-dimensional model of the brand, there are Combined with the empirical data and the analytical logic of the five-dimensional brand model, four core problems are identified in the current brand construction of Mabian native tea:

### **The brand positioning is vague, and the differentiated advantages are not prominent**

Although Mabian native tea has the triple core value of alpine ecology, Yi culture and historical tribute tea, it has not yet formed a unified and clear brand positioning, consumers are not clear about its core memory points, and it is difficult to form a stable mental occupation in the fierce competition in the tea market.

### **The brand personality is weak and the cultural empowerment is insufficient**

The brand image only stays at the general level of "nature and health", and fails to deeply integrate the unique connotations of Yi culture, thousand-year-old tea history, and ethnic customs.

### **Brand visual identity lacks regional and national characteristics**

The existing visual systems such as packaging, logos, and promotional materials rarely use ethnic cultural elements such as Yi totems, colors, and patterns, and lack regional characteristics and national recognition, which cannot convey brand uniqueness through visual symbols, reducing brand memory and dissemination.

### **The brand experience and communication system is not perfect**

The brand experience is mainly based on offline stores and online purchases, and lacks innovative forms such as immersive tea culture experience, ethnic tea tourism interaction, and digital experience; Brand communication relies too much on traditional channels and word-of-mouth, and digital communication such as new media, short videos, and live broadcasts is insufficient, and communication efficiency and coverage are limited.

## CONCLUSION

Through the survey of the origin, products (and brands) and consumers of native tea in Mabian Yi Autonomous County, this paper draws the following conclusions:

1. The region is rich in natural resources and unique geographical environment, climatic conditions, and ecological environment, which is very suitable for the growth of tea. Tea is mainly green tea and has a variety of categories. Mabian tea has a long history, and the local government has vigorously promoted the development of green, organic and pollution-free tea industry in recent years, improving the overall quality of Mabian tea. However, through the questionnaire, we found that compared with other tea-producing areas, the popularity of tea production areas in Mabian Yi Autonomous County is low.
2. The Mabian native tea market enjoys a certain reputation in Sichuan and even the whole country, forming many well-known brands such as "Forest Snow" and "Buckwheat Tribute Tea". The available information shows that it has a large market size and good economic benefits. Historical data shows that the Mabian tea industry has continued to grow in the past few years, especially with the support of e-commerce platforms, and sales channels have become more diversified. In the future, the market is expected to continue to maintain stable growth, mainly driven by factors such as increased demand for healthy

consumption, improved brand effect, progress in agricultural science and technology, and policy support. In terms of sales channels, Mabian native tea is sold through various forms such as physical stores, online sales, wholesale markets and tea parties, covering a wide range of products to meet the needs of different consumers.

3. By investigating the consumer behavior and preferences of the Mabian native tea market, combined with the five-dimensional brand model (brand positioning, brand personality, brand visual identity, brand experience, brand communication), we found that Mabian native tea has a high reputation in the market. In terms of brand image, the existing packaging design rarely reflects the cultural elements of the Yi people, which affects the expression of regional characteristics. In terms of advertising style, consumers are more inclined to show the combination of tea culture and natural scenery. In terms of buying experience, online purchases are favored for their convenience and speed, while offline physical stores allow consumers to better experience products. Overall, consumers are more satisfied with the buying process. In terms of information reception channels, the Internet and social media are the main channels, and digital communication occupies an important position in brand promotion.

To sum up, the native tea market in Mabian has a large scale and growth potential, and brand building and upgrading are also key factors to promote market development.

In this regard, we believe that to promote the high-quality development of Mabian native tea brands, we should accurately position "Xiaoliangshan Yi native tea." Public brands, highlighting ecology, tribute tea and Yi cultural characteristics, and implementing differentiated precision marketing; Deeply explore regional culture and brand stories, create distinctive brand personalities, and strengthen consumer emotional connections; unified integration of Yi elements to optimize the brand visual system and enhance regional recognition; integrate online and offline tea tourism and digital consumption experience to optimize service processes; Integrate communication resources with new media and e-commerce as the main channels, and link the government and industry to expand brand influence; At the same time, we will promote production standardization, improve the industrial interest linkage mechanism, strengthen brand protection and promote the deep integration of tea, culture and tourism, and provide solid support for the long-term development of the brand.

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## Ethical Considerations

### Ethical Approval

This study is a brand innovation investigation and industrial analysis in the field of social science. It does not involve human biological experiments, medical interventions, animal experiments, or other human subject research with potential risks. The questionnaire surveys, field interviews and field investigations conducted in the study were carried out after informing the participants of the research purpose and scope of information application in advance. All procedures abided by the principles of voluntary participation, anonymization and data confidentiality. The data obtained were only used for academic research and report writing, without privacy disclosure or commercial use, which conforms to the ethical norms of academic research.

### Conflict of Interest

The author solemnly declares: there is no commercial funding, partner interest relationship or other potential conflicts of interest in this study. The research design, data collection, analysis process and conclusion writing are independent, objective and fair without interference from any organization or individual. The author has no financial interest with the enterprises, cooperatives and government departments related to Mabian native tea, and there is no unauthorized use or commercial transformation of the research results.

### Data Availability Statement

The data used in this study are mainly derived from **questionnaire surveys, one-to-one interview records, first-hand field investigation data**, official public statistics, local industrial reports and academic literatures. The questionnaire data and interview materials collected by the research team are only used for this academic research and **not publicly available in any public database**; data from public sources have been cited in the text and references. Due to the privacy of respondents and unpublished information of the local industry, the raw data are not shared publicly. For the analytical results of this study, please refer to the main text of this article.