

5 Brand Building and Marketing Promotion of Hangbaiju Tea Beverages

5.1 Development of regional public brands

Regional public brands are important carriers for enhancing the market influence and industrial competitiveness of characteristic agricultural products. As an agricultural product with distinctive regional characteristics, the brand value of Hangbaiju is reflected not only in product quality, but also in local culture, historical heritage, and industrial image. Studies on regional public brands of agricultural products show that government support, resource endowment, industrial clusters, and regional culture jointly influence brand reputation, with regional culture often playing an important role (Zhang et al., 2024). Therefore, the brand building of Hangbaiju tea beverages should make full use of geographical indication advantages and resources from major producing areas. Supported by high-quality raw material bases, distinctive ecological resources, and chrysanthemum culture, a unified regional public brand should be created to enhance market recognition and consumer awareness.

In the process of brand building, the historical and cultural connotations as well as the wellness value of Hangbaiju should be deeply explored, integrating regional characteristics, traditional cultivation techniques, and health concepts into brand development. Research indicates that brand trust in regional public brands of agricultural products can significantly improve consumer attitudes, purchase intentions, and actual purchasing behavior, while stable product quality and reliable sales channels are important conditions for strengthening brand trust. At the same time, embedding traditional culture into regional brand products helps enhance consumers' perceived functional, emotional, and social value, thereby increasing customer loyalty. Therefore, Hangbaiju tea beverages should build a brand image that integrates regional, cultural, and functional attributes through cultural storytelling, origin narratives, health concepts, and visual identity systems.

In addition, brand protection and intellectual property management should be strengthened, and geographical indication certification, green food certification, organic product certification, and brand authorization management should be actively promoted to enhance consumer trust in product quality. Studies on regional brands in urban and e-commerce contexts further point out that public marketing, market maintenance, and digital channels are of great significance to regional brand development, and regional public agricultural brands supported by e-commerce tend to gain higher online reputation (Xu et al., 2024). Therefore, the construction of a regional public brand for Hangbaiju should form a collaborative mechanism of "government guidance + industry association coordination + enterprise operation+digital platform communication." Through unified quality standards, standardized brand authorization, and traceability system construction, coordinated development of "regional brand + enterprise brand" can be promoted, thereby enhancing the overall competitiveness of the industry.

5.2 Differentiated product positioning

As competition in the tea beverage market becomes increasingly intense, product homogenization has become an important factor restricting product development. To gain competitive advantages in the market, Hangbaiju tea beverage products must adopt differentiated positioning based on the needs of different consumer groups. Conjoint analysis of Chinese tea consumption shows that tea type is an important attribute affecting consumer choice, followed by brand and packaging, while price plays a relatively less decisive role. This suggests that Hangbaiju tea beverages should not rely solely on low-price competition, but should highlight their raw material and cultural attributes, such as "medicinal and edible chrysanthemum," "regional specialty flower tea," and "natural functional beverage," and form differentiated advantages through distinctive brand expression and packaging design.

In terms of functional positioning, Hangbaiju tea beverages can rely on active components such as flavonoids and polyphenols to emphasize concepts such as eye care, soothing effects, light wellness, and antioxidation, thereby meeting consumer demand for healthy beverages. Case studies of new-style tea beverage brands show that successful differentiation often combines "Chinese-style tea beverages+cultural symbols," transforming regional culture into a brand moat and increasing consumer repurchase intention (Cheng, 2025). Therefore, Hangbaiju tea