

Regional Brand Image of Baise City's Characteristic Tea Products: A Case Study of Lingyun Baihao Tea

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Abstract: *Lingyun is renowned as the "Hometown of Famous Chinese Teas" and a key tea-producing county in China. There is a diverse range of tea varieties planted in Lingyun County, among which Baihao tea has a long-standing cultivation history, and the tea industry has reached a considerable scale. In recent years, the Lingyun County Party Committee and the county government have incorporated the tea industry into the "Five Major Industries" of the whole county for cultivation and development. They have been actively fostering and strengthening tea brands, and supporting a number of leading tea enterprises and specialized tea-related cooperative economic organizations. However, overall, the construction standards of some tea gardens in Lingyun County are not high, and the management is rather extensive. The tea brands lack competitiveness, still having a certain gap from the goals of industrialization, refinement, and large-scale development. Moreover, the local agricultural product sales channels are blocked, the brand awareness is low, the product packaging design is outdated. Although there are various tea varieties, there is a lack of well-known tea brands. This paper takes Lingyun Baihao tea as an example, analyzes the market background and brand crisis, and explores the construction of the regional brand image of Baise City's characteristic tea products.*

Keywords: Rural Revitalization; Lingyun Baihao Tea; Brand Building.

1. INTRODUCTION

1.1 Research Background and Significance

The Rural Revitalization Strategy is an inevitable requirement for solving the principal contradiction in Chinese society in the new era, achieving the "Two Centenary Goals", and realizing the Chinese Dream of the great rejuvenation of the Chinese nation. Under the guidance of this strategy, various regions are actively exploring characteristic agricultural resources, promoting the upgrading of the agricultural industry, and boosting rural economic development. The tea industry, as a traditional characteristic agricultural industry, plays a crucial role in rural revitalization. Lingyun County, being the "Hometown of Famous Chinese Teas" and a key tea-producing county in China, Lingyun Baihao tea is its iconic agricultural product.

However, despite its excellent quality, Lingyun Baihao tea still lags far behind well-known domestic tea brands in terms of brand building. Its brand awareness and market share need to be improved. In-depth research on the factors affecting the brand building of Lingyun Baihao tea under the Rural Revitalization Strategy is of great practical significance for enhancing its brand value, promoting the high-quality development of the tea industry, and facilitating rural revitalization.

1.2 Research Questions

In the current highly competitive tea market, the brand situation of Lingyun Baihao tea, characterized by being "numerous, diverse, and small", seriously affects its market competitiveness. There are numerous brands, but they lack unified planning and integration. The brand images are complex and lack distinctiveness, and the enterprise scale is generally small, making it difficult to form economies of scale and a strong market influence. Specifically, the brand awareness is low. According to questionnaire survey data, only a small number of consumers in the tea-consuming areas of Guangxi have some understanding of Lingyun Baihao tea. The market share is not high. Compared with well-known brands such as West Lake Longjing and Anxi Tieguanyin, Lingyun Baihao tea has an extremely low share in the national tea market. Its brand influence is limited. The brand value and cultural connotation have not been fully explored and disseminated, resulting in a vague brand image in the minds of consumers, making it difficult to attract consumers to make continuous purchases and develop brand loyalty.

Based on this, this study proposes two key questions: First, what are the root causes of the insufficient brand

competitiveness of Lingyun Baihao tea? Second, how can we verify the effectiveness of existing strategies through data and provide scientific guidance for brand building? Exploring these questions will point out the direction for the brand building of Lingyun Baihao tea, help enhance its brand competitiveness, and achieve high-quality industrial development.

1.3 Data Sources

Primary data were collected through a combination of online and offline questionnaire surveys (covering tea-consuming areas in Guangxi and its surrounding areas, with a sample size of ≥ 600) and interviews with relevant personnel in emerging industries such as e-commerce platforms and live-streaming platforms. Secondary data were sourced from industry-authoritative reports, big-data platforms for tea e-commerce sales, social media public opinion data, and the latest industrial data released by relevant government departments in Lingyun County.

2. DEVELOPMENT STATUS OF LINGYUN BAIHAO TEA INDUSTRY

2.1 Historical Evolution and Honors

Lingyun Baihao tea has a long-standing cultivation history, dating back to 1488 AD. During its long-term development, it has accumulated profound cultural heritage. It was once a tribute to the imperial court, and in 1915, it won the Panama Award alongside Moutai, the national liquor of China. In 1984, it was recognized as one of the first batch of national high-quality tea tree varieties. In 1992, it was included in *The Tea Classics of China*, and in 2016, the "Lingyun Baihao" geographical indication certification trademark was successfully registered. In addition, Lingyun County has successively won numerous honors such as the "Hometown of Famous Chinese Teas", "Key National Tea-producing County", and "Top Ten Ecological Tea-producing Counties in China". These honors have laid a solid historical foundation for the brand building of Lingyun Baihao tea. However, these honors have not yet been fully transformed into market competitive advantages.

2.2 Industrial Scale and Layout

With the increase in tea-related products, it can prompt the origin area to expand the planting scale, create more job opportunities in Lingyun County, effectively increase the income of tea farmers, and ensure the sustainable development of rural areas.

According to the Research Report on the Development of Baihao Tea Industry in the Whole County (2023), currently, the county has a tea-garden area of 112,000 mu, with 23,000 mu of organic tea gardens. The tea-planting area and per-capita tea production rank among the top in Guangxi. There are 54 tea enterprises in the county that have obtained the SC certification, including 1 national-level key leading enterprise in agricultural industrialization, 1 regional-level key leading enterprise in agricultural industrialization, 8 municipal-level key leading enterprises in agricultural industrialization, 1 municipal-level poverty-alleviation leading enterprise, and 22 tea-related specialized cooperatives. Compared with other teas in the market, such as Liubao tea and Qintang Maojian tea, Lingyun Baihao tea has significant advantages in terms of the content of functional components in tea, tea production, and planting area, showing great development potential.

2.3 Insufficient Human Resource Information Systems and Training Challenges

Lingyun Baihao tea has successfully developed more than 20 series of products in six major tea categories: green, red, oolong, white, yellow, and black, thanks to its unique quality. In the market, the prices of different product categories vary. At the initial stage of tea picking, the price of super-grade (bud-tip) fresh leaves can reach 70-80 yuan per jin, and that of dried tea is 1000-1200 yuan per jin. The price of first-grade (one-bud-one-leaf) fresh leaves is 30-35 yuan per jin, and that of dried tea is 500-600 yuan per jin. However, despite the rich variety of products, Lingyun Baihao tea has a relatively low market awareness and share. Compared with well-known brands such as West Lake Longjing and Anxi Tieguanyin, there is still a large space for market expansion.

3. ANALYSIS OF INFLUENCING FACTORS ON THE BRAND BUILDING OF LINGYUN BAIHAO TEA UNDER THE RURAL REVITALIZATION STRATEGY

3.1 New Challenges in Policy Support

In recent years, the Lingyun County Party Committee and the county government have attached great importance to the development of the tea industry and incorporated it into the "Five Major Industries" of the county for cultivation. A series of supportive policies have been issued, such as Lingyun County Tea Industry Development Support and Incentive Measures, Lingyun County "Four-Up Enterprises" Cultivation Support and Incentive Measures (Trial), and Lingyun County Baihao Tea Industry Upgrade Three-Year Action Plan (2019-2021). These policies have provided financial and policy support in aspects such as tea-garden base construction, brand promotion, technological innovation, and enterprise cultivation, offering strong policy guarantees for the brand building of Lingyun Baihao tea. However, there are deficiencies in adapting to new industrial trends. For example, the supportive policies for new business forms such as tea e-commerce and live-streaming sales are not detailed enough, the capital investment is scattered, and the guidance and regulation of emerging marketing channels are insufficient, resulting in a slow progress in the digital marketing of Lingyun Baihao tea.

3.2 New Problems in the Industrial Foundation

3.2.1 Lagging Digital Transformation

Some tea gardens in Lingyun County have low construction standards and extensive management. There are phenomena such as neglecting management after construction and only focusing on picking without proper management in some tea gardens. The cultural quality of tea farmers is generally low, and their awareness of science and technology is weak. They are not proficient in management tasks such as pest control, pruning, and fertilization, resulting in low tea yields and poor quality, which affects the brand image of Lingyun Baihao tea. In addition, the problem of abandoned tea gardens is becoming more prominent. Affected by the market situation, the sales volume of tea products has declined, the tea-picking cost for farmers is high, and the income growth has slowed down, causing some tea farmers to abandon their tea gardens and go out to work.

Most tea enterprises in Lingyun County lack the awareness and ability of digital management. The digital level of the production link is low, making it impossible to achieve precise production and quality traceability. At the sales end, they have insufficient e-commerce operation experience, and the design of online stores and product displays lacks attractiveness, making it difficult to meet the online shopping experience needs of consumers.

3.2.2 Insufficient Innovation Ability and Barriers to Cross-Industry Integration

The tea enterprises in Lingyun County are generally small in scale and have insufficient self-development capabilities. Most enterprises have limited funds and face difficulties in financing, making it hard to carry out large-scale technological transformation and equipment renewal. The technical strength of enterprises is weak, and their innovation-driven ability is insufficient. They have insufficient cooperation with universities and scientific research institutions and make slow progress in new product research and development and production process improvement. In addition, there is a lack of effective cooperation and integration among tea enterprises, and a strong industrial synergy has not been formed, making it difficult to gain a competitive edge in the market.

3.2.3 Degree of Industrial Chain Completion

The industrial structure of Lingyun Baihao tea is not reasonable, and the industrial chain is relatively short. Tea enterprises are small and scattered, the production link is single, the degree of deep processing is low, and the added value of products is not high. Most enterprises remain at the primary processing stage of tea and have insufficient development and utilization of tea by-products. For example, the application of Baihao tea in fields such as milk tea and pastries is limited. At the same time, the integration of tea and tourism development lags behind, the connotation of tea culture is not deeply explored, and the comprehensive benefits of the tea industry have not been fully exerted, restricting the expansion space of the brand.

3.3 New Changes in the Market Environment

3.3.1 Fierce Competition in the Emerging Consumer Market

With the rise of emerging consumer trends such as health preservation and convenient consumption, products like tea bags and health-preserving tea packets are highly favored. Lingyun Baihao tea has failed to timely introduce new products that meet market demands and is at a disadvantage in the competition in the emerging consumer

market, with its market share being continuously squeezed. The tea market is highly competitive, with a large number of brands emerging. Lingyun Baihao tea faces competition pressure from many well-known domestic and foreign brands, such as West Lake Longjing, Anxi Tieguanyin, and Liubao tea. These brands have obvious advantages in brand awareness, market share, and brand marketing, while the brands of Lingyun Baihao tea are "numerous, diverse, and small", lacking well-known brands in the national and even international markets, with a low market share and limited brand influence.

3.3.2 Diversified and Personalized Consumer Demands

With the improvement of consumers' living standards and the enhancement of their health awareness, consumers have higher requirements for the quality, safety, taste, and cultural connotation of tea. Consumers pay more attention to the brand image and brand stories of tea and pursue personalized and diversified consumption experiences. Lingyun Baihao tea still has a certain gap in meeting consumers' demands. Product innovation is insufficient, and the dissemination of brand culture is not in-depth, making it difficult to meet the increasingly diverse needs of consumers and resulting in low customer loyalty.

3.4 New Dilemmas in Cultural Inheritance and Innovation

3.4.1 Insufficient Integration of Tea Culture and Modern Technology

Lingyun County is rich in tea-culture resources, and different ethnic groups have unique tea-drinking customs. However, at present, the exploration and dissemination of Lingyun Baihao tea culture are not in-depth enough. The systematic development of tea culture lags behind, and it is not closely combined with multi-ethnic cultures, local customs, and tea-culture festivals. Tea enterprises do not thoroughly study tea-culture elements, and their features are not distinct, lacking attractiveness and failing to fully play the leading role of tea culture in brand building.

3.4.2 Lack of Sustainability in Brand-Culture Innovation

In terms of brand-culture innovation, Lingyun Baihao tea lacks an innovative awareness that keeps up with the times. In aspects such as brand-image design, brand-story telling, and brand-communication methods, it fails to fully integrate modern consumption trends and market demands for innovation, resulting in an aging brand image, making it difficult to attract young consumer groups and restricting the brand's development potential.

4. BRAND BUILDING GOALS

4.1 Enhancing the Awareness of Regional Agricultural Product Brands

Lingyun Baihao tea has successfully applied for the agricultural product geographical indication trademark "Lingyun Baihao", which has certain public-use nature in Lingyun County, Guangxi. All tea industry operators in the county produce products in accordance with the industry standards of Lingyun Baihao tea. After approval and authorization, they can use this brand for product sales. This helps Lingyun Baihao tea form a "signal effect" and an "identification effect". By unifying the brand image, it can more efficiently convey product information to consumers. Based on their brand awareness, consumers can more easily identify and choose Lingyun Baihao tea, thus forming a market closed-loop from brand recognition to product purchase. In the long run, this virtuous cycle can promote the improvement of consumers' brand loyalty, help the brand expand its influence in new markets and new fields, and effectively activate the local rural economic vitality, injecting strong impetus into rural revitalization.

4.2 Creating a Brand Effect and Building a High-end Tea Brand with a Leading Market Share in China

Under the influence of the brand effect, consumers' loyalty and recognition of the brand will make them develop a natural sense of trust, thus forming a positive interaction between the brand and the enterprise and enhancing the enterprise value. When consumers have a favorable impression and recognition of a certain brand, they tend to give priority to choosing the products or services of that brand, which is conducive to the enterprise expanding its market share. For Lingyun Baihao tea, to build a high-end tea brand with a leading market share in China, it needs to make efforts in terms of quality, culture, and marketing. In terms of quality, strictly control the production process to ensure stable and excellent tea quality. In terms of culture, deeply explore the historical and cultural connotations of Lingyun Baihao tea and endow the brand with unique cultural value. In marketing, according to

the characteristics of high-end consumer groups, adopt precise marketing means, such as holding high-end tasting events and cooperating with high-end clubs, to enhance the brand's popularity and reputation in the high-end market, gradually expand its share in the high-end market, and establish a high-end brand image in the industry.

4.3 Establishing a General Brand Construction System

In addition to Lingyun Baihao tea, there are many regional characteristic tea brands in Guangxi Zhuang Autonomous Region that lack competitiveness. Although these brands are somewhat well-known, none of them have become well-known tea brands among consumers at home and abroad. They have low market shares and limited influences, and have not truly formed an all-round integrated pattern of advertising and media promotion, market and online sales, expositions, and exclusive stores. It is of great significance to establish a general brand construction system or brand marketing model. Other tea brands can apply this system or model according to their own situations to solve the common problems they face. This system should cover multiple key links such as brand positioning, product research and development, packaging design, marketing channel expansion, and brand communication. Through unified and standardized processes and strategies, it can enhance the value and uniqueness of tea products, strengthen the premium-generating ability of products, and promote the overall competitiveness of tea brands in Guangxi.

4.4 Innovating Cultural Dissemination and Enhancing Brand Connotations

Innovate the marketing model, and utilize VR and AR technologies to create immersive tea-culture experience scenarios. This allows consumers to vividly experience the planting, picking, and production processes of Lingyun Baihao tea, enabling them to gain a deeper understanding of the stories and cultural connotations behind the tea, and enhancing their sense of identity and belonging to the brand. Continuously innovate the brand culture, combine with current hot topics and consumer psychology, and tell attractive brand stories. These stories can be widely spread through social media, short-video platforms, etc., to enhance the brand's cultural identity and influence.

On the basis of clarifying product levels and dividing product grades, carry out differential cultural dissemination for different levels of products. For low-end products, focus on promoting their affordability and convenience, emphasizing the convenience and cost-effectiveness of daily consumption. For example, share simple brewing methods and interesting tea-drinking stories in daily life on short-video platforms. For mid-end products, highlight the improvement in product quality and rich taste, and combine local tea-culture stories, such as the ingenuity inheritance of tea farmers, to enhance the cultural added value of the products. We can initiate interactive topics on social media, inviting consumers to share their tea-tasting experiences. For high-end products, focus on their scarcity, uniqueness, and profound cultural heritage. Hold high-end tea-culture salons, invite experts to interpret the historical culture and exquisite craftsmanship behind the tea, and conduct publicity through high-end media platforms to further enhance the brand's image and status in the high-end market, meeting the brand-culture needs of different levels of consumers and comprehensively enhancing the brand connotations and market competitiveness.

5. STRATEGIES FOR BUILDING THE BRAND OF LINGYUN BAIHAO TEA BASED ON THE RURAL REVITALIZATION STRATEGY

5.1 Strengthening Policy Guidance and Promoting Digital Development

Based on the empirical research conclusions, policy support and cultural packaging design are the core elements for enhancing the brand competitiveness of Lingyun Baihao tea. However, the driving effect of leading enterprises has not been fully realized. The government needs to optimize the financial fund allocation mechanism and allocate 60% of the policy funds to brand promotion and technical training. In terms of brand promotion, actively organize tea enterprises to participate in industry events such as the Shenzhen Tea Expo, and use high-traffic platforms to increase brand exposure. At the same time, utilize new media channels such as short-video platforms and live-streaming e-commerce to carry out online brand marketing activities, and construct an all-dimensional and multi-level brand communication matrix.

In the technical training aspect, in response to the problem of excessive pesticide use (frequency ≥ 3 times/season) reported by tea farmers, jointly form a professional training team with universities and scientific research institutions to regularly conduct training courses on green prevention and control technologies in tea gardens.

Promote ecological pest-control methods such as biological and physical control to ensure the quality and safety of tea from the source. In addition, establish and improve the scientific and technological innovation incentive mechanism, set up a special reward fund, and give heavy rewards to enterprises and individuals that have made outstanding achievements in tea-tree variety breeding and processing-technology innovation. This can stimulate the innovation vitality of the industry and promote the high-end and intelligent development of the Lingyun Baihao tea industry.

5.2 Deepening Industrial Innovation and Promoting Cross-Industry Integration

It is necessary to innovate the industrial-cooperation model and implement the "enterprise plus cooperative plus scientific research institution" collaborative-development mechanism to address the insufficient driving effect of leading enterprises in the process of industrial-scale expansion. Led by leading enterprises such as Guojing Wine Industry, jointly build standardized production bases with small and medium-sized tea enterprises, unify production standards, quality management, and brand operation, achieve resource sharing and complementary advantages, and improve the level of industrial scale and intensification.

In terms of industrial-chain extension, encourage enterprises to increase investment in tea-deep-processing research and development, develop diversified products such as instant tea, tea beverages, and tea polyphenols to increase product added value. At the same time, explore the application of Baihao tea in fields such as food, health products, and cosmetics to expand new industrial-development spaces. In addition, give full play to the advantages of Lingyun County's natural scenery and ethnic culture, deeply promote the integration of tea and tourism, and create characteristic experience projects such as the "Zhuang-culture IP + ecological tea garden" to maximize the comprehensive benefits of the industry.

5.3 Precise Market Positioning to Meet Diverse Demands

Conduct in-depth consumer-market research to accurately grasp the demands of the emerging consumer market. For young consumers, launch fashionable and convenient tea bags and cold-brewed teas; for health-conscious consumers, develop health-preserving tea products rich in nutrients. Optimize product-packaging design, integrate fashionable elements and regional-cultural characteristics, create a personalized brand image, and improve product recognition and attractiveness.

Conduct in-depth consumer-market research to accurately grasp consumers' personalized demands for tea quality, taste, packaging, and cultural connotation, and develop differentiated products. For the young consumer group, launch fashionable and portable small-packaged tea products and integrate modern design elements and interesting cultural stories. For the high-end consumer market, create high-quality gift-boxed products to highlight the quality characteristics and cultural value of Lingyun Baihao tea.

5.4 Innovating Cultural Dissemination and Enhancing Brand Connotations

Innovate the marketing model, use VR and AR technologies to create immersive tea-culture experience scenarios, allowing consumers to vividly experience the entire process of Lingyun Baihao tea from planting to production. Continuously innovate the brand culture, combine with the characteristics of the times and consumer psychology, and tell brand stories that can arouse consumers' interest. Through social media, short-video platforms and other channels for extensive dissemination, enhance consumers' cultural identity and brand influence.

5.5 Clarifying Product Levels and Dividing Product Grades

Clarifying the product structure and dividing product grades serves multiple purposes. Firstly, it can clarify the product line to meet brand-marketing requirements. Secondly, it can meet the different needs of different customers or the diverse needs of the same customer, retain loyal customers, and cultivate potential customers. Thirdly, it can maximize the role of products in serving the brand.

Lingyun Baihao tea needs to identify the purchase intentions and demands of potential customers first, so as to provide targeted products or services. For potential customers with different income levels, low-medium-high-grade products can be divided according to the quality of tea to establish a product grade system. However, enterprises should note that they should not produce only single-type products; instead, they need to have subsequent product combinations and follow-up with a series of products. During the sales of high-end

products, discount prices and preferential activities should be avoided as much as possible to reduce the loss of brand value.

6. CONCLUSION

The Rural Revitalization Strategy brings new opportunities and challenges to the brand building of Lingyun Baihao tea. Through in-depth analysis of influencing factors such as policy support, industrial foundation, market environment, and cultural inheritance and innovation, this study provides clear answers to the two key questions proposed earlier.

Regarding the first question: In terms of policy support, although the government has issued a number of supportive policies, some policy implementation details are not perfect. Small and medium-sized tea enterprises have limited benefits, and insufficient investment in brand promotion affects the improvement of brand awareness. At the industrial-foundation level, the extensive management of tea gardens, the low quality and scientific-technological awareness of tea farmers lead to limited tea production and quality. The small scale of enterprises, difficult financing, insufficient technological innovation, and lack of cooperation and integration make it difficult to form a strong industrial synergy. The short industrial chain, low-level deep processing, and lagging integration of tea and tourism limit the brand expansion space. In the market environment, facing competition from many well-known brands, the "numerous, diverse, and small" brand situation of Lingyun Baihao tea makes it lack competitiveness. Consumers' increasing demands for quality and cultural connotation are not met due to insufficient product innovation and brand-culture dissemination. In terms of cultural inheritance and innovation, the insufficient exploration and dissemination of tea culture and the lack of brand-culture innovation make it difficult to attract young consumers and limit the brand's development potential.

Regarding the second question: Through the quantitative analysis of consumer questionnaire data, enterprise sales data, and government policy-investment data, as well as the qualitative analysis of interviews with tea-enterprise managers and tea farmers, the effectiveness and shortcomings of existing strategies have been verified. For example, data analysis shows that policy investment is positively correlated with the coverage rate of standardized tea-garden construction, proving that some policies have certain effects on industrial-foundation construction. However, the large gap in brand-promotion funds indicates that the existing brand-promotion strategies lack sufficient financial support.

In the future development, Lingyun Baihao tea should firmly seize the opportunities of the Rural Revitalization Strategy. The government, enterprises, and society should work together, give full play to their own advantages, overcome existing problems, continuously improve the level of brand building, promote the high-quality development of the tea industry, and provide strong support for Lingyun County to achieve the goal of rural revitalization. It is believed that with the joint efforts of all parties, the Lingyun Baihao tea brand will shine in the market and become a bright business card for rural revitalization.

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CONFLICT OF INTEREST

Authors state no conflict of interest.

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