

# A Study on the Localization Marketing Strategies of Tea Beverage Brands from the Perspective of Brand Narratives

Shiman Xu

Shanghai Film Academy, Shanghai University, Shanghai, China

200072 xsmwinco217@shu.edu.cn

**Abstract.** Under the intertwined background of globalization and localization, tea, a traditional beverage with deep cultural connotations, is continuously integrating with modern consumer culture and is being revitalized in people's daily life. Brand narrative, as a key strategy in brand building, helps to enhance brand recognition and loyalty by building brand stories that resonate with consumers' emotions. In this paper, we take Chinese local tea beverage as the research object, and systematically analyze its practice path in localization marketing strategy and its effect evaluation from the perspective of brand narrative. Through qualitative and quantitative data, it analyzes the relationship between brand narrative approach and localization marketing effect, as well as the role of regional culture on brand narrative effect. The study proposes the symbiosis model of "region-narrative", the multiple touchpoints effect of cultural identity, and the elastic adaptation mechanism of narrative communication, to explore the universality and differentiation of the practical path of brand narrative.

**Keywords:** Brand Narrative; Brand Localization; Marketing Strategy; Tea Drinking Brands; Regional Culture.

## 1. Introduction

In the context of globalization and localization, tea, as a traditional beverage with deep cultural heritage, is being fused with modern consumer culture, constantly renewing its vitality. In the process of domestic market expansion, tea brands need to adapt to the consumption preferences of different regions, but also need to highlight their unique brand value in the diverse market competition. Therefore, localized marketing strategy has become an important issue for brand development.

Brand narrative, as a key strategy in brand building, helps to enhance brand recognition and loyalty by building brand stories that resonate with consumers' emotions. In the tea beverage industry, if a brand can combine the local cultural characteristics of its target market, convey cultural connotations and create a unique brand image through narrative, it will not only help to promote consumers' identification with the brand, but also significantly influence their purchasing decisions. This strategy, which combines cultural adaptation and brand communication, provides a feasible path and practical basis for tea beverage brands to expand into the domestic market.

This paper takes domestic tea beverage brands as the research object, and explores their specific application and actual effect in localized marketing strategy from the perspective of brand narrative. The research methodology includes: sorting out the relevant theories of brand narrative and localized marketing through literature analysis; examining the practice mode of tea beverage brands in applying localized brand narrative in the regional market with typical case study as the core; and combining qualitative and quantitative data to analyze the relationship between the narrative mode of brand narrative and the effect of localized marketing, as well as the role of regional culture on the effect of brand narrative. The article aims to reveal how tea brands build cultural identity, strengthen consumers' emotional connection, and help brands achieve in-depth communication and sustainable development in the regional market, as well as enrich the research perspectives of brand narrative and localized marketing.

## 2. Literature review

Brand localization is one of the most important strategies for multinational corporations and local brands to achieve identity in different cultural and market environments. The practice of localization usually involves product adjustment, marketing optimization and integration of cultural symbols. Taking Coca-Cola as an example, Zheng Yutian discusses its successful experience of brand localization through the integration of traditional cultural symbols and local cultural elements in Chinese New Year advertisements, and points out that localized marketing can effectively enhance the emotional connection between brands and consumers [1]. In the tea industry, similar localization practices also play an important role. For example, Liang Yingqi studied how the brand “Lemony Snacks” integrated Chinese aesthetics into its brand image and marketing communication by combining traditional tea culture and Chinese opera elements [2]. Zou Lu takes “Xi Cha” as an example and analyzes how it has expanded from the Guangdong local market to the whole country by launching a series of products with local flavor characteristics, creating a scenario-based consumption experience, and combining with social media communication strategies [3]. The above study shows that the localization strategy of tea beverage brands not only includes product adaptation, but also the establishment of deep cultural identity with target consumers through cultural integration and symbolic communication.

As an important means of brand communication, brand narrative, by telling brand values and cultural connotations, can establish emotional resonance and cultural connection with consumers, which has become one of the key trends in modern marketing. She Wenting and Zhang Dalu pointed out that successful brand narrative should focus on the three dimensions of emotional resonance, cultural connection and consumer participation, which not only helps to enhance the brand's value perception, but also stimulates the consumer's sense of cultural identity [4]. In the field of new tea drinks, the innovative practice of brand narrative is particularly prominent. For example, Li Wanting studied the digital marketing strategy of “Bawang Chaji”, which combines traditional tea culture and brand value with ancient style narrative, and pointed out that it has successfully realized the deep connection between brand symbols and national symbols with the slogan of “Oriental Tea, Meeting the World's Friends” [5]. It also points out that it has successfully realized the deep connection between brand symbols and national symbols under the slogan of “Oriental tea, meeting the friends of the world” [5]. Wu discussed the narrative strategy of “Xi-Tea” co-branded with the hit drama “Meng Hua Lu”, revealing that it has strengthened the narrative of tea culture inheritance in brand communication by integrating the culture of “tea ordering” in the Song Dynasty and the traditional technique of “Tea Hundred Operas”. It reveals that by integrating the Song Dynasty “tea ordering” culture and the traditional technique of “tea opera”, it strengthens the narrative expression of tea culture inheritance in brand communication [6]. These studies show that brand narrative is not only a bridge for the dissemination of cultural values, but also can give life to the brand through modern narrative and provide strong support for localized marketing.

In summary, existing research provides an important theoretical basis for the cross-application of brand localization and brand narratives, but further case studies and empirical research are needed on how to organically combine the two to shape brand identity.

## 3. Research methodology and process

### 3.1. Research Hypothesis

#### 3.1.1 The relationship between brand narrative approach and localized marketing effectiveness

A single narrative usually refers to relying on a single visual element (e.g., brand logo, packaging design, etc.) or a single emotional element (e.g., brand story, advertisement emotional expression, etc.) to convey brand value. Although this single approach can achieve certain market recognition, it is difficult to meet consumers' needs in multi-dimensional emotion and cognition. As the first

impression of a brand, visual narrative quickly attracts consumers' attention through intuitive elements such as image, color and logo. The visual presentation of advertisements can construct a unique perception of psychological space and physical space for consumers, thus stimulating individual brand identity with emotion and vision [7]. However, despite their ability to attract attention, they are not able to dig into the deeper values of the brand, making it difficult to inspire long-term emotional connections. In contrast, emotional narratives, which convey a brand's core values, social responsibility, and local emotional identity through brand storytelling, advertising creativity, or cultural activities, can make it difficult to create a distinctive visual point of memory for a brand, and can easily fall into the generalization of local emotions, failing to create a deep connection with consumers' daily lives and needs.

Based on the above analysis, multiple narratives can resonate with consumers from different dimensions and levels, and satisfy consumers' needs from both sensory and emotional levels. It not only allows the brand to quickly establish recognition, but also deepens the emotional resonance between the brand and consumers, thus enhancing the brand's marketing effect. This study proposes the following hypotheses:

H1: The combined application of visual narratives (e.g., package design, brand logo) and emotional narratives (e.g., brand story, cultural activities) can enhance localization marketing effectiveness more than a single narrative approach.

### **3.1.2 The moderating role of regional culture on the effectiveness of brand narratives**

There is a close relationship between cultural background and consumer decision-making process, and cultural differences can influence consumers in various stages of purchase decision-making [8]. Within the same country, the cultural background, values and consumption habits of each region are different, and there are obvious differences in consumers' emotional needs and cultural preferences. Therefore, when brands precisely customize their brand stories and advertising content according to these cultural characteristics in different regions, if they can better resonate with the lifestyles and values of local consumers, they will have a better chance to stand out in the fierce market competition, and thus increase the local marketing penetration rate. This study proposes the following hypotheses:

H2: Regional cultural characteristics have a significant moderating effect on the effect of brand narratives, and brand narratives created by combining local culture can enhance consumers' cultural identification with the brand.

## **3.2. Questionnaire Design**

This study will design two experimental groups to test the above hypotheses.

Experimental group 1 focuses on the main effect of brand narrative and degree of localization, in which the focus is on brand narrative including visual narrative, emotional narrative or both, in order to measure the direct effect of the degree of localization of advertisements on brand identity, i.e., proving that H1. Three sets of scales were drawn for the experiments in experimental group 1, and in order to minimize the psychological and visual interference of the subjects as much as possible, only one advertisement was put in each set of scales, and the degree of localization of each set of ads varied from strong to weak. The degree of localization presented in the three sets of advertisements varied from strong to weak. The overall structure of the experiment was to view the advertisement pictures, measure the dependent variable brand identity, measure the perceived degree of localization under a single or combined design, and collect demographic information.

Experimental group 2 investigates the moderating effect of regional cultural characteristics on brand narrative effects, and measures its influence on brand identity and purchase intention, i.e., proving H2. The scale developed by experimental group 2 measures the degree of subjects' fondness for localized elements through the comparison of two advertisements "with or without regional cultural characteristics".

All measurement items are based on a five-point Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree". In order to avoid possible interference from real brands, all advertisements appeared in the experiments were drawn using AI tools.

## 4. Analysis of results

### 4.1. The Relationship between Brand Narrative Approach and Localized Marketing Effectiveness

#### 4.1.1 Sample collection

A total of 638 questionnaires were distributed to people all over the country, and 606 valid questionnaires were collected, representing a 95% recovery rate. There were 258 male respondents in the sample, accounting for 42.6% of the total, and 348 female respondents, accounting for 57.4% of the total. In terms of age distribution, 2% of the subjects were under 18 years old, 48% were between 18 and 25 years old, 32.7% were between 26 and 30 years old, 10.6% were between 31 and 40 years old, 4.6% were between 41 and 50 years old, and 2.1% were over 50 years old. This shows that there is a high percentage of young people participating in the survey, mostly concentrated in the 18–30-year-old group.

#### 4.1.2 Reliability and validity tests

In the process of data examination using the software SPSS25.0 to carry out the reliability test of the research variables through the Cronbach's alpha coefficient method, it was found that the Cronbach's alpha values of all the variables of the three groups of scales with strong to weak localization exceeded 0.80, which were 0.894, 0.904 and 0.920, indicating that the questionnaires have relatively high reliability.

In order to ensure the structural validity of the questionnaire, the data were subjected to KMO and Bartlett's spherical test, where the KMO test is to measure the correlation and partial correlation between the variables, and the Bartlett's spherical test is to detect the mutual independence between the variables. The results show that the KMO values of the three scales of localization from strong to weak are all 0.925, which is higher than the judgment standard of 0.5, and the p-values are all 0.000, which is less than 0.05, indicating that the data are suitable for factor analysis, and have the value of research.

#### 4.1.3 Descriptive statistics

The effects of ad localization (strong, medium, and weak) on ad attractiveness and purchase intention are shown in Tables 1 and 2, respectively. Overall, the strong localized ads performed optimally, with significantly higher mean attractiveness ( $M = 4.07$ ,  $SD = 0.993$ ) and mean purchase intention ( $M = 4.07$ ,  $SD = 1.024$ ) than the medium (attractiveness  $M = 3.63$ ,  $SD = 0.958$ ; purchase intention  $M = 3.36$ ,  $SD = 0.998$ ) and weakly localized ads (attractiveness  $M = 3.19$ ,  $SD = 1.237$ ; purchase intention  $M = 3.16$ ,  $SD = 1.385$ ). Descriptive statistics showed that the stronger the localization of the ads, the higher the consumer attractiveness and purchase intention scores (see Table 1).

**Table 1.** Descriptive statistics of advertisement attractiveness

Degree of localization	Number	Mean	Standard deviation	Minimum	Maximum
Strong	201	4.07	0.993	1	5
Medium	203	3.63	0.958	1	5
Weak	202	3.19	1.237	1	5
Total	606	3.63	1.126	1	5

**Table 2.** Descriptive statistics of purchase intention

Degree of localization	Number	Mean	Standard deviation	Minimum	Maximum
Strong	201	4.07	1.024	1	5
Medium	203	3.36	0.998	1	5
Weak	202	3.16	1.385	1	5
Total	606	3.53	1.212	1	5

#### 4.1.4 One-way ANOVA

In order to test the main effect of the degree of localization of advertisements (strong, medium and weak) on the attractiveness of advertisements and purchase intention, one-way ANOVA was used to process the data. The results of the analysis are as follows:

The results of the one-way ANOVA showed that the degree of ad localization significantly affected ad attractiveness ( $F(2, 603) = 33.838, p < 0.001$ ) and purchase intention ( $F(2, 603) = 34.948, p < 0.001$ ). Specifically, the between-group sum of squares of the degree of ad localization on ad attractiveness was 77.416, which accounted for 10.09% of the total variance, and the between-group sum of squares of the degree of localization on purchase intention was 92.326, which accounted for 10.39% of the total variance. This indicates that the degree of localization significantly explains the variance of ad attractiveness and purchase intention.

Further LSD and Tamhane's T2 tests showed that strongly localized ads significantly outperformed mid-localized and weakly localized ads on the ad attractiveness dimension ( $p < 0.001$ ), and there was also a significant difference between mid-localized and weakly localized ads ( $p < 0.001$ ). On the purchase intention dimension, strongly localized ads performed significantly better than medium and weakly localized ads ( $p < 0.001$ ), but the difference between medium and weakly localized ads did not reach a significant level ( $p = 0.079$ ).

In summary, the higher the degree of ad localization, both in terms of ad attractiveness and purchase intention, show a more significant positive impact, especially in the case of strongly localized ads.

#### 4.1.5 Regression analysis

The data sets with strong localization were selected for the regression linear analysis of brand narrative approach, which mainly measured the impact of visual narrative, emotional narrative and their combined use on brand marketing effectiveness.

The results of Model 1 show that the explanatory power of visual narrative on consumers' purchase intention is  $R^2 = 0.069$ , adjusted  $R^2 = 0.060$ , and passes the significance test ( $p < 0.001$ ). Among them, the influence of visual narrative-related variables (e.g., "tend to choose packaging design incorporating local cultural symbols") on purchase intention was significant ( $B = 0.263, t = 7.330$ ), indicating that consumers are more inclined to purchase product packaging with local cultural characteristics. Although visual narrative can enhance consumers' attention to the brand, its explanatory power is only 6.9%, suggesting that a single visual design is not yet sufficient to significantly enhance the brand's emotional connection or identity.

Since visual presentation is the core of advertising, Model 2 further adds emotional narrative variables on top of visual narrative, including the role of brand story combined with local cultural history or festivals (e.g., folklore events) and emotional storytelling through advertising. The results show that the addition of emotional narrative significantly improves the explanatory power of the model, with  $R^2$  increasing from 0.069 to 0.134, and the adjusted  $R^2$  is 0.117, which is significant for the model as a whole ( $p < 0.001$ ). Among the emotional narrative variables, "the brand conveying emotional stories through advertisements will enhance my sense of brand identity" has a significant positive effect on purchase intention ( $B = 0.367, t = 7.414, P < 0.001$ ). This suggests that consumers' emotional connection to the brand is significantly enhanced through brand stories that incorporate local cultural emotions, further driving purchase intention.

Model 3 combines visual narrative and emotional narrative, plus user preference, to examine the effect of both on purchase intention at the level of integrated narrative strategy. The results show that the explanatory power of the model is further increased by 3.4%, with  $R^2$  reaching 0.168, adjusted  $R^2 = 0.142$ , and passing the significance test ( $p < 0.001$ ).

As a result, hypothesis 1 is supported, and the combination of visual and emotional narratives provides a dual driver for the brand's marketing strategy in the local market: on the one hand, it enhances consumers' sensory perception through the visual elements of the local culture; on the other hand, it stimulates consumers' purchasing motivation through the emotional link of the cultural story.

## 4.2. The Moderating Role of Regional Culture on the Effect of Brand Narratives

A total of 207 questionnaires were distributed to people all over the country, and each questionnaire contained both pictures with and without regional cultural characteristics, and the Cronbach's alpha values of the two questionnaires exceeded 0.80, with a mean value of 0.824, which indicated that the scales had good internal consistency.

### 4.2.1 Analysis of regression coefficients

The model summary shows that the univariate model (Model 1) has an  $R^2$  of 0.067, indicating that “Include localized elements” explains about 6.7% of the variation in consumers' desire to buy, with a standard error of estimation of 1.321. This is further confirmed by the ANOVA results, which show that the sum of squares of the regression of Model 1 is 51.488, accounting for 6.7% of the total sum of squares. Meanwhile, the regression coefficient analysis shows that the unstandardized coefficient  $B=0.705$ , standardized coefficient  $\beta=0.258$ ,  $t=5.430$  for “whether to include localized elements”, indicating that the inclusion of localized elements in advertisements can significantly increase consumers' desire to buy. This indicates that the inclusion of localized elements in advertisements can significantly increase consumers' desire to buy.

When the second predictor variable of “including regionalization” is included in the multivariate model (Model 2), the explanatory power of the model is significantly enhanced, with  $R^2$  increasing to 0.437, adjusted  $R^2=0.434$ , and the standard error of estimation decreasing to 1.028. The results of the analysis of variance (ANOVA) show that the sum of squares of the regression of Model 2 is 336.664, which accounts for 43.7% of the total sum of squares. The ANOVA results show that the regression sum of squares of model 2 is 336.664, accounting for 43.7% of the total sum of squares, with a significance of  $<0.001$ , which indicates that the inclusion of “including regionalization elements” significantly improves the explanatory power of the model on consumers' purchasing desires. The regression coefficient analysis further confirms that “including regionalization elements” is an important factor influencing consumers' desire to buy, with an unstandardized coefficient of  $B=0.629$ , a standardized coefficient of  $\beta=0.625$ ,  $t=16.430$ , and a significance of  $<0.001$ .

The comprehensive analysis shows that hypothesis 2 is supported, proving that the brand narrative designed by integrating regional cultural characteristics can significantly increase consumers' purchase desire while enhancing brand cultural identity, i.e., regional cultural characteristics play a significant moderating role in the brand narrative effect.

## 5. Discussion

### 5.1. Integrated innovation in narrative strategies

The integration of visual narrative and emotional narrative is a key path to achieve cultural expression and communication enhancement in brand localization marketing. This study finds that the integration of the two narrative strategies not only enhances the depth of expression of the narrative content, but also expands the communication power and infectiousness of the narrative through the dynamic synergy effect. For example, the integration of emotional narrative elements in packaging design, with a coherent narrative structure, compelling product depictions, and clearly defined event backgrounds, not only gives the product an aesthetic value, but also enhances the consumer's immersive sense of cultural belonging through the endowment of cultural significance [9]. Similarly, the cultural background of visual symbols can be strengthened through brand stories in reverse, which can further deepen consumers' understanding and recognition of brand values. This integrated innovation realizes multi-sensory and multi-level narrative expression, providing a new multi-dimensional optimization paradigm for brand narrative research, as well as practical guidance for the design and execution of actual marketing strategies.

## 5.2. Proposing a “Territory-Narrative” Symbiosis Model

Brand narratives in localization practice show a high degree of dependence on regional cultural characteristics, and this study proposes a symbiosis model of “region-narrative” based on this phenomenon. According to this model, brand narrative should not be regarded as a one-way cultural export tool, but rather as a two-way interactive process to stimulate regional cultural vitality and build brand value. By exploring regional cultural resources and transforming them into symbolic brand narratives, brands can realize the transformation from passive adaptation to active shaping of cultural identity. Brands have more or less become part of consumers' lives and daily conversations, so consumers' behavioral habits are also a key part of shaping brand culture [10]. For example, regional elements such as local languages, customs and historical traditions can be embedded in brand communication by means of visualization and narrativization, thus enhancing the cultural authenticity and attractiveness of brand narratives. At the same time, the communication of brand narrative can in turn stimulate the re-creation and re-dissemination of regional culture, so that local culture can gain new vitality through modernized expression. This model expands new perspectives for brand narrative theory, and also provides theoretical support and practical reference for brand culture communication strategy in regional market.

## 5.3. The Multi-Touchpoint Effect of Cultural Identity

This study further reveals the multi-touchpoint effect of brand narrative on the shaping of consumers' cultural identity, emphasizing that brand narrative is an important path to realize consumers' cultural identity through visual symbols and emotional expressions together. The explicit cultural identity of visual symbols constitutes the initial connection of brand narratives, while the deep cultural connotation in emotional narratives strengthens consumers' sense of belonging and loyalty. This finding suggests that the cultural communication value of brand narrative far exceeds the single commercial logic, which not only promotes consumers' cultural identification with the brand, but also has more far-reaching potential in reshaping cultural memory and promoting cultural sharing and reproduction, which opens up new possibilities for theoretical research and practical exploration of brand narrative.

## 5.4. Resilient Adaptation Mechanisms for Narrative Communication

In a market environment where multiple cultures and diverse needs coexist, brand narratives need to be dynamically adaptable. Based on empirical analysis, this study proposes a flexible adaptation mechanism for narrative communication, arguing that brands should flexibly adjust narrative content and expression forms according to the regional cultural characteristics of the target market. In regions with strong cultural traditions, brands can give priority to strengthening the depth of cultural connotation of emotional narratives, and establish consumers' cultural identity and emotional resonance by telling brand stories that are closely related to local cultures; whereas in youthful markets or fast-paced consumption scenarios, brands can establish instant attraction through innovative expression of visual narratives, such as forming instant brand impact and memory points through dynamic, multimedia visual communication. In the youthful market or fast-paced consumption scenarios, brands can create instant appeal through innovative visual narratives, such as dynamic, multimedia visual communication to create instant brand impact and memory. This flexible adaptation mechanism provides a theoretical basis for brands to optimize their communication effects under different cultural backgrounds and market demands, and also puts forward operational strategic suggestions for brand narrative practice in multicultural environments.

## 6. Conclusion

The results of this study show that the brand narrative strategy integrating visual and emotional narratives can significantly enhance the effect of localized marketing, especially the precise narrative design and communication input based on regional cultural characteristics, which has an important

role in promoting the in-depth construction of brand narratives and communication effects. On this basis, the study further concludes that in the process of brand marketing, the “region-narrative” symbiosis model can effectively stimulate the vitality of regional culture and realize the two-way value co-construction of brand and local culture. Meanwhile, the brand narrative shows a “surface-to-surface” cultural identity construction path in marketing, i.e., through the explicit transmission of visual symbols and the deep touching of emotional narratives, a multi-level and multi-touchpoint cultural identity mechanism is formed.

This study provides a reference value for exploring the practice and theory of brand narrative in localized marketing, especially how to optimize the communication effect through brand narrative in different cultural contexts and market demands. Future research should focus more on the practical application scenarios of brand narratives and explore how narrative strategies can adapt to diverse cultural contexts and dynamically changing consumer needs, so as to further enrich the research system of brand narrative theory and marketing practice.

## References

- [1] Zheng Yutian. Research on the localization of marketing strategy of multinational corporations--Taking Coca-Cola Company as an example. *Modern economic information*, 2019, (04):164.
- [2] Liang Yingqi. Research on brand strategy of new Chinese tea drinks--Taking “Bawang Cha Ji” as an example. *China Market*, 2024, (18): 122-125.
- [3] Zou Lu. Exploring the marketing strategy of new-style tea drinks--Taking Xi Cha as an example. *Industrial Innovation Research*, 2024, (17): 63-65.
- [4] She Wenting, Zhang Dalu. From "story" to empathy: brand construction and innovation of narrative theory. *Journal of hunan packaging*, 2023, 38 (02): 72-75.
- [5] Li Wanting. Research on digital marketing Strategy of new Chinese tea brand "Bawang Tea Ji" from the perspective of new media. *International public relations*, 2024, (20): 107-109.
- [6] Wu Qishi. Research on the construction of new tea beverage brand based on tea culture inheritance. *Agricultural Archaeology*, 2024, (05): 185-189.
- [7] Liao Hongyong, Xu Zibo the Contemporary Nature of Brand as Cultural Memory: A Visual Concept Change of "Southern Guangdong Morning Tea". *Art Work*, 2024, (04): 8-13.
- [8] Zeng Yanmei, Hu Ruiying. Consumer culture theory Angle of view under the tide phenomenon of consumption and upgrading strategy to explore. *Journal of expo economy*, 2024 (23): 115-118.
- [9] Can, A. S., Ekinici, Y., & Dilek-Fidler, S. Fantasy or reality? Unveiling the power of realistic narratives in tourism social media advertising. *Tourism Management*, 2025, 106, 104998.
- [10] Swaminathan, V., Schwartz, H. A., Menezes, R., & Hill, S. The Language of Brands in social media: Using Topic Modeling on Social Media Conversations to Drive Brand Strategy. *Journal of Interactive Marketing*, 2022, 57(2), 255-277.