

Study on the Interconstruction Phenomenon of Brand Communication and Consumption Culture: Taking Chayan Yuese as an Example

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Abstract. Nowadays, the traditional way of tea drinking is no longer applicable to the fast-paced social development, in order to meet the new needs of tea drinking, many new tea drink brands have been born in the society. "Chayan Yuese, as a representative of new tea drinks, is worth studying in depth the phenomenon of interconstruction between its brand communication and contemporary consumer culture. This paper adopts literature research method and case study method to conduct the research. It is found that Chayan Yuese's marketing strategy promotes brand communication and gains good social attention and consumer viscosity. The study also reflects that consumers are highly aware of traditional culture, they are more inclined to personalized products and activities, and social enterprises are gradually guiding consumers towards 'sustainable development'. The marketing strategy of Chayan Yuese has successfully adapted to the consumer culture while promoting brand communication, and the two have provided a strong impetus for the brand's development. This paper not only provides a reference for the development of social enterprises, but also expands the direction of the research on new tea drinks.

1 Introduction

Tea originated in China and has played a very important role in Chinese civilization since ancient times. From eating to medicinal use and drinking tens of thousands of years ago, the tea culture has a long history [1]. The traditional way of drinking tea is no longer applicable in today's fast-paced society, and many tea brands have emerged. Tea brands are flooding, new entrants and entrants are losing ground to each other, industry homogenization is very obvious, and the first drink of mainstream brands may soon be copied by their peers. This requires the company to create differentiated goods, enhance the added value of its products, use marketing tools to improve social attributes, and open up social channels with consumers [2]. In today's milk tea market, there are too many brands, and many brands imitate each other, and the competition is fierce. Most brands are highly similar in terms of brand positioning, packaging and product characteristics. Many smaller brands cannot sustain it for too long because they are slightly behind the headline brands in terms of product innovation and marketing. With the continuous improvement of consumption level, consumers pay more and more attention to consumption experience, product differentiation and spiritual satisfaction. In this context, more and more brands cater to the needs of consumers, and Netflix tea drinks have gradually emerged on various social media platforms, winning consumer favor in the fierce market competition [3]. In recent years, the newly risen milk tea brand - Chayan Yuese,

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has fired the first shot of new Chinese tea, and is far ahead in this field. Chayan Yuese will be Chinese style design throughout all aspects of business activities, in the product image, store decoration in a large number of traditional Chinese elements, unique style [4]. However, the existing research reports pay more attention to the brand's packaging design concept, as well as the brand's marketing strategy with social media, including the brand's influence in the milk tea market, but lack the connection between the brand and consumers. Domestic research on new-style tea drinks mainly focuses on brand building, brand competitiveness, marketing strategy optimization and the development of new-style tea drink industry [3]. This paper focuses on the analysis of the interaction between brand communication strategy and consumer behavior and consumer culture, taking Chayan Yuese brand as an example. In this paper, this research will use literature research method, case study, etc. to complete a research paper on this type of topic. The research content of this paper includes but is not limited to the relationship between brand building and consumer psychology, the cooperation between brand marketing and consumer viscosity, and how brands engage consumers in an entertaining way. The significance of studying this topic is to gain insights into what marketing strategies the Chayan Yuese brand utilizes to capture the hearts and minds of consumers, the acceptance and recognition of the brand's culture by consumers, and how the brand manifests itself in the phenomenon of interconstruction of brand communication and consumer culture. The tonality of its Chayan Yuese brand meets the requirements of this study and is representative. This brand not only uses traditional tea to innovate drinks that meet the tastes of today's young people, but also spawns other different stores to strengthen the bond with consumers. And its brand image, positioning, including all its packaging is full of antique charm, showing the charm of Oriental aesthetics, its brand communication characteristics and local residents' consumption culture complement each other, and make it a leader in the industry.

2 Introduction to related concepts

2.1 Brand communication

Brand communication refers to the use of various methods and strategies by brand owners to disseminate brand messages to target audiences in order to enhance brand image, increase sales in the marketplace and increase brand equity. These methods include advertising, public relations, sales promotion and interpersonal communication, etc. The main objective is to inform consumers about the brand, encourage them to buy the product and maintain their memory of the brand. At the same time, brand communication is also an important way to build and strengthen consumer awareness, trust and loyalty to the brand, which is not only a one-way information dissemination, but also an important process of interaction and communication between brands and consumers.

2.2 Consumer culture

Cultural is the crystallization of the creative and practically tested achievements of human society, and is the intrinsic essence of social civilization. Consumption culture includes material consumption culture, spiritual consumption culture and ecological consumption culture. Consumption culture is an important part of social civilization, and is the crystallization of the excellent achievements created by human beings in the field of consumption. The cultural phenomenon formed by consumers in the process of purchasing, using and consuming goods or services is called consumer culture. It includes consumers' values, lifestyles, consumption habits and other factors. Consumer culture can not only respond to the development of society's political, economic, cultural and other fields, but now also has a close connection with the media, advertising and other industries, and with the innovation and development of each industry continues to evolve.

2.3 Interfactual phenomenon

The phenomenon of mutual construction refers to the phenomena of mutual adaptation, mutual imitation and mutual innovation occurring in the process of interaction between human beings and nature and society. It reveals the relationship between people and people, people and things, and things and things interacting with each other, moving with each other, constraining each other, promoting each other, and constructing each other, and finally together they form an interconnected and tightly knit whole.

3 Introduction of Chayan Yuese brand

Chayan Yuese is a brand of Hunan Tea Yue Cultural Industry Development Group Co., LTD., formerly Hunan Changsha Tea Yue Catering Management Co., LTD., registered in March 28, 2015, was founded in March 2015, the founder of Lv Liang, Chayan Yuese to new Chinese tea drink. Chayan Yuese is a well-known local milk tea brand in Changsha, Hunan Province, and it is also known as a 'net red' brand by milk tea lovers all over the country, and the brand has hundreds of directly-managed stores in Changsha.

The logo design is rich in oriental aesthetics, and its core element is the image of an ancient Chinese beauty holding a fan, which is inspired by Cui Yingying's fan in 'The West Wing'. This design not only reflects the characteristics of the brand, but also cleverly blends classical Chinese aesthetics and tea drinking culture. Compared with the logos of other milk tea brands, it can highlight the beauty of an ancient charm, with distinctive features that are memorable to consumers. Its store decoration, product packaging, online platform all highlight the brand's antique, full of eastern aesthetic characteristics.

In 2013, founder Lv Liang opened the first Chayan Yuese Shop in Changsha City, which focuses on the Chinese style, ditching the traditional phylloxa milk tea and choosing the traditional raw tea and cream, innovating a new Chinese tea drink and making it quickly popular in the region. After an instant success, he did not choose to open a large-scale store, but chose to open a direct store in the local area, and successfully opened hundreds of stores in Changsha before 2020, and truly achieved a store of 50 meters in the Wuyi Square. In 2020, TeaFace officially announced that it had stepped out of Changsha, opened a store in Changde in November of the same year, and stepped out of Hunan and opened a store in Wuhan in December. Opened a flash store in Shenzhen in April 2021, which was hot for a while, and withdrew the store and left Shenzhen soon after. In April and August of the same year, they opened stores in Chongqing and Nanjing respectively. June 2023 Zhangjiajie also has a Tea Yen tea store. In addition to the regular stores, its stores have also opened Small God Leisure teahouse, Garden Party, Takeout, Tea shop, Concept store, Yuanyang coffee.

4 Chayan Yuese brand communication

Chayan Yuese brand positioning for the new Chinese tea drinks, so its product settings, including but not limited to product name, packaging, store decoration, have an ancient feeling, are in the ancient books have sources, the true meaning of innovation but without losing tradition. In the Western-style tea market, firmly follow the Chinese style. At a time when its peers were expanding nationally, it chose to plough deep into Changsha's local market, and only began to spread to neighboring cities after getting financing. Chayan Yuese has always maintained the "do not join, only direct" model, the quality control of each store in their own hands at the same time to avoid some internal bad competition.

According to the "2019 New Tea Consumption White Paper" survey jointly produced by 36Kr Research Institute and Nai Xue Tea, consumers of new-style ready-made tea drinks are predominantly young people, post-90s consumers accounted for 50% of the new freshly brewed tea consumers, making them the mainstream consumers of new tea drinks, dominated by female consumers, most of

whom have a good education background and high income, this determines their pursuit of a higher diet, brands that conform to healthy low fat while having a "level of appearance" [5].

This study believes that the most important points to attract and capture consumers are product taste, price, sales and service.

4.1 Attract consumers with unique product flavors

The most prominent taste of the product is its pure milk tea taste, which uses fresh milk and high-quality tea extract, paired with animal cream and fresh nuts. Each drink is divided into three layers, from top to bottom layer are different flavors of raw materials, the second layer mainly uses New Zealand light cream, while the third layer is the most Chinese characteristics of the black tea. Take the 'Orchid Latte' for example, on top of the flavorful milk cap, sprinkle a layer of crushed pecan, and use a plastic straw to pick up the cream and crushed nuts before drinking the tea, experiencing the double aroma between the lips and teeth. Then the remaining cream and black tea are mixed together, and then slowly taste, milk, black tea, nut aroma interwoven to create a supreme taste buds experience [2].

Finally, each tea drink product has its own Chinese name, which makes countless customers intoxicated. Green tea is used as "Huansha green", black tea is used as "Hongyan", and a series of ingredients including crushed nuts and chocolate are used as "cardamom" [2].

As an original Chinese-style tea brand, Chayan Yuese proposes the model of Chinese tea made in the West and the new tea-drinking method of one picking, two stirring and three drinking, which is not only innovative but also gives a sense of tea-drinking rituals, which highlights the brand's unique positioning and tone. This type of innovation captures the curiosity of customers and retains them through flavor.

4.2 Use price differentials to capture consumers

In today's milk tea market, the price of drinks is uneven, compared with the high-end milk tea brand 20-30 yuan a cup price, the average price of Chayan Yuese of 14-16 yuan is more cost-effective and attractive. The price is moderate so that most consumers can afford it without looking cheap. In addition, the brand has introduced a collection point policy. That is to say, if the buyer buy 1 cup of milk tea, then they can collect 1 point, and if the consumer fill up 6 points, then they can get 12 yuan off, and if the customer collect points until 15 points, they can also redeem peripheral products such as Chayan Yuese's Mugs. The policy has stimulated consumers' desire to buy, and also created advertisements around it. Chayan Yuese cultural and creative peripheral products bold innovation, listen to the netizen's advice, exquisite workmanship, the price is right and attracted a large wave of customers to consume. At the same time the brand also opened a membership card recharge and other activities to attract consumers.

Chayan Yuese seizes the most fundamental price problem, uses the collection point policy and membership model to make it stand out among the common prices, and further strengthens the connection with consumers.

4.3 Unique sales model and publicity

4.3.1 More grounded official promotion

Unlike traditional promotional models, Chayan Yuese adopts an anti-commercial promotional approach, rejecting the intensive advertising method [6]. Chayan Yuese has their brand's WeChat public number and official microblogging account, with specialized staff crafting and publishing some tweets to strengthen the interaction with consumers. In addition, the brand also launches a number of events from time to time to help promote the brand and attract consumers.

4.3.2 Win-win cooperation with other brands

Chayan Yuese also crosses over with brands in other fields to co-brand some of their products. This behavior has attracted the attention of a large number of consumers, and its a kind of inheritance and innovation of the excellent traditional Chinese culture. This initiative further helps to shape the brand image also has an important role to play in the future development of the brand.

The publicity and marketing of Chayan Yuese involve a wide range, on the one hand to expand brand awareness, on the other hand to improve brand image.

4.4 Service determines brand

One of the most important factors that make Chayan Yuese stand out from other milk tea brands is its warm and attentive service. Specifically, a pre-sale tasting service is provided, and consumers have the right to decide whether to buy after tasting. In addition, the brand has equipped each store with medical kits and umbrellas for customers to use throughout the day. On sale, all ingredients are kept fresh and clean and hygienic, and the staff is trained to make them in the shortest possible time. After the sale, Chayan Yuese suggests that once a customer is dissatisfied they can ask the clerk at any store to remake it, and its Pure Tea series allows unlimited refills. In addition, if consumers have any comments and suggestions can leave a message in the background of the public number, the staff will quickly deal with and give a reply. Extra this brand will issue a food safety self-inspection report every month to make the information open and transparent as well as to protect consumers' rights and interests to the greatest extent possible.

The brand communication and marketing strategy of Chayan Yuese has achieved a perfect combination, seizing the flow of the times and the unique tone of the brand to promote itself, and utilizing the characteristics of the product and considerate service to establish an emotional resonance with consumers.

5 Consumer culture embodied in Chayan Yuese marketing

With the continuous development of social productivity, the consumer culture is increasingly changing to the trend of entertainment, enjoyment and personalization [2]. Consumers will not only consider whether the product is 'value for money' or 'value for money', but also consider whether the purchased product is in line with the contemporary trend, whether it can reflect the identity and value of the self through the acquisition of this commodity, whether it can arouse the emotional resonance and meet the social and moral standards. Whether the product is in line with contemporary trends, whether it can reflect one's own identity and value through the acquisition of the product, whether it can arouse consumers' emotional resonance and whether it is in line with social and moral standards.

5.1 Consumer recognition and support of traditional culture

From Chayan Yuese's brand logo design to its in-store decoration and product design, a strong Chinese cultural heritage is reflected everywhere. As people's sense of national pride and cultural self-confidence continues to rise, today's consumers are more and more attracted by products with 'national style elements' and show a high degree of enthusiasm and support for them. For example, Chayan Yuese, in the definition of product names and product research and development, has named its products in terms of 'Yulan Latte', 'Vegetarian Ceylon' and 'Sheng Sheng Oolong', which have a strong national flavor. Consumers will be deeply attracted by just hearing the product name [7]. Therefore, under the trend of growing acceptance and recognition of excellent traditional Chinese culture among contemporary young groups, consumer culture that supports and pursues traditional cultural connotations is becoming more and more popular.

5.2 Consumers pursue more personalization

Chayan Yuese has taken a more personalized approach to winning consumers' love in product packaging design and event promotion. For example, Chayan Yuese cooperates with local government agencies, cultural institutions, artists and other promotional efforts to create a variety of personalized products with themes such as 'Let Milk Tea Meet Anti-Drugs', 'Limited Edition Chinese Style', 'Royal Horse Limited Edition Silk Scarf Set'. A variety of personalized products with the theme of 'let milk tea meet drug control', 'limited edition Chinese style', 'royal horse limited edition silk scarf set', and other personalized products, and with the help of new media platforms, such as microblogging, WeChat, etc. for marketing and promotion, in order to meet the pursuit of consumer uniqueness and product personalization [8].

5.3 'Sustainable development' tendencies in consumer culture

Chayan Yuese is actively practicing the concept of green environmental protection and sustainable development, continuously improving its sense of social responsibility, and guiding consumers to shift to 'green consumption' [9]. For example, Chayan Yuese and more than 10 new tea brands in December 2023 jointly 'new tea public welfare fund' to donate to the Gansu earthquake, this behavior is the enterprise actively participate in social welfare activities, and strive to play its social responsibilities and obligations. At the same time, Chayan Yuese continues to advocate a healthy, green lifestyle, giving environmental protection concepts to product production and packaging design, which also reflects the great importance that consumers attach to healthy, green and sustainable consumption patterns.

6 Analysis of the interfactual phenomena

Chayan Yuese brand in the process of communication and marketing for its products to give a sense of fashion, popularity, specificity and a series of emotional, cultural and conceptual identity that can be perceived by consumers, these information in the process of transmission in the process of shaping an innovative, specific tea culture. At the same time, consumers' recognition and acceptance of such culture will be reflected in the brand's communication, which will drive the brand to further adjust and innovate its marketing strategy in light of the current situation, and ultimately realize the brand's unity and all-round development.

Take the 'Jiangsu Grand Theater and Chayan Yuese' event held by Chayan Yuese in December 2022 as an example, the event was officially co-branded with one of China's four most famous classical Chinese novels, Dream of Red Mansions, and launched a campaign that featured ink, theatre and other 'classical aesthetics'. The design is full of cultural connotations and historical backgrounds. At the same time, Chayan Yuese combines this design with the new Chinese tea, giving consumers a strong visual impact and fully demonstrating the uniqueness and personalized design of the product [10]. Chayan Yuese has created a unique brand image and brand tone with affordable prices, high-quality materials and all-around product services, establishing a strong emotional resonance with consumers. In addition, Chayan Yuese also uses diversified and innovative marketing methods to actively connect with contemporary consumer culture and meet the needs of the 'Post-90s' youth consumer group, who are mainly in pursuit of high quality and gradually hedonistic consumption. Chayan Yuese uses ink style and classical aesthetics to give people a sense of 'serenity' and 'deep and simple', creating high-quality tea for consumers and making the product more in line with the public's aesthetics [10].

Chayan Yuese has laid the foundation for the success of the brand in its marketing, both in terms of the precise positioning of consumers and the uniqueness of the brand. At the same time, its strategy is able to arouse the emotional resonance of consumers, and also able to make consumers pay for the brand's products. The success of Chayan Yuese also reflects the consumer culture of contemporary consumers who are increasingly fond of products with traditional Chinese culture, pursuing hedonistic and stress-relieving consumption, the coexistence of personalization and differentiation, and the

pursuit of healthy, environmentally friendly and green lifestyles. It is this phenomenon of brand communication and consumer culture adapting to, interacting with and promoting each other that has made Chayan Yuese a great success in the market of tea beverage brands.

7 Conclusion

Based on the research of domestic scholars on the new style of tea culture, this paper further explains how the phenomenon of interconstruction occurs between the brand and contemporary consumer culture in the process of communication by analyzing the marketing case of Chayan Yuese. The conclusions of this study are as follows.

The phenomenon of interconstruction between brand communication and consumer culture is one of the most important driving forces for brand success. On the one hand, Chayan Yuese has used its unique product flavor design, marketing model and service attitude to stimulate the brand to spread widely in the society and win the attention and love of consumers. On the other hand, contemporary consumer culture shows a trend of pursuing traditional cultural expressions, favoring personalization and becoming more sustainable. The precise and appropriate marketing strategy adopted by Chayan Yuese has correctly and successfully adapted, interacted and integrated with the consumer culture, thus establishing a deep emotional connection and resonance with consumers, and winning their trust, love and recognition. The success of this brand can not only provide correct and favorable inspiration and reference for other tea brands in the market, but also point out the direction for contemporary researchers to study the relationship between brand communication and consumer culture. With the gradual increase of the consumption level in today's society, in the future marketing, enterprises and brands should adopt more innovative communication strategies, integrate their brand communication with the consumer culture, and try to understand the market demand, and change their communication strategies according to the consumption psychology and habits of consumers, so as to provide a strong impetus for the long-term and sustainable development of the brand. This study expands a new research direction for the field of tea drinks, so that it is not only limited to the analysis of the marketing strategy of a brand. Finally, because this paper only uses Chayan Yuese as a case study to analyze the topic of the research, there are some limitations in applicability. In future research, other new tea drink brands in the same industry can be studied and analyzed, and the results can be compared to draw more precise and general conclusions.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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