Research on the Cultivation of Tea High-end Brand Prototype Based on Origin Marketing

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Abstract. Brand Prototype is the general knowledge of consumers about a major brand, which reflects consumer expectation about How should brand. Tea is a regional characteristic agricultural product with natural endowment, historical and cultural characteristics. Origin element is an important part of tea brand marketing, therefore, to cultivate high-end tea brand Prototype should pay attention to the origin brand elements. Besides enterprise brand building, tea high-end brand Prototype cultivation compromises brand elements such as country of origin image, natural ecological conditions, and historical heritage, cultural customs etc. and collaborative management mechanism should be established.

Introduction

There are always some high-end brands in any industry, which people first think of when this category of goods is once mentioned. The reason why these brands have become the representative of high-end brands, are mainly that their brand elements fit the requirements of high-end brands in the minds of consumers. With the expansion of brand influence, these brands may rise to high-end Prototype, and consumers use this as a reference for other brands evaluation. Tea is a regional characteristic agricultural product with natural endowment, historical and cultural characteristics, tea brand elements should include elements of origin. Tea brand on high-end ways is different from the general brand of industrial product, it has a particular dependence on origin. Therefore, it is of great significance to study the Prototype cultivation of tea brand based on the perspective of origin marketing.

Connotation and Function of Brand Prototype

Connotation of Brand Prototype

Brand Prototype is a overall concept and general knowledge of the brand, which is beyond the structural features of specific brand, it reflects the status of the brand in the market and consumer expectations for the brand. Accordingly, tea high-end brand Prototype is overall awareness and expectations of consumers about how the high-end brand tea should be. Carl Jung holds that the prototype is the inheritance of a collective unconscious memory of a group, and a subconsciously perceived psychological system. In the book of the Hero and the Outlaw......Building Extraordinary Brands through the Power of Archetypes, Margaret Mark and Carol Pearson divide brand prototype into twelve kinds of roles, explorers, heroes, ordinary people and caregivers, etc, according to the pursuit of independence, conquest, belonging, stability and brand personality expected by consumers. Consumers tend to choose the brand when its characteristics can fit the deep psychological motivation and reflect the psychological expectations of consumers. Therefore,
when the brand personality is identical with the personality pursuit of consumer and can reflect the value proposition of consumers, consumer attitudes and behaviors towards the brand are positive. The Enneagram theory holds that people's desire and fears hided deep in their characters hided a deep, plays an important influence in a person's behavior.[1] The consumer's overall knowledge of the brand is similar to the overall perception of the outside world, impacts on consumer brand decision making. Brand Prototype is beyond the attribute level of brand awareness from a holistic perspective, is a common knowledge of the brand formed in the process of consumption and life experiences. [2] that is characterized as marketing position, social reputation, performance capabilities and other market performance of brand. [3] In other words, for most consumers, the brand that can become the prototype of a category of commodities brands, often obtains a higher marketing position, good social reputation and meets the needs of high-end consumer in the market.

**Function of Brand Prototype**

There are two ways for consumers to evaluate the brand, one is the "top-down" cognitive style. that is to say, we use existing general knowledge about brand to evaluate the specific function and attribute of a certain brand; the other is "bottom-up" cognitive style, that is, the brand attitude and behavior choice of consumers forms after the specific functions and attributes of certain brand are fragmentally processed. Generally speaking, consumers first adopt a “top-down” cognitive strategy, and then to evaluate the certain brand, for example, whether the brand belongs to “big brand”, “good brand”, “eco-brand” and “high-end brand”…. is categorized. A brand prototype is not a single instance, but a conception of complex integrity. [4] Once the high-end brand prototype forms, consumers will first evaluate and judge a brand based on the existing brand knowledge when choosing a certain kind of products. Therefore, To establish high-end brand prototype has a strategic impact on the brand management of enterprises. Specific functions are as follows: First, the prototype of high-end brand has the impact of classification. It means that consumers have divided the level of the brand, so it is easy to form the stereotype of "what brand is a good brand", "what is the difference brand". Prototype is not to explain the specific attributes of high-end brands, but to categorize the brand level by external judgment. As the relation between Audi and Alto commonly known in the automotive brand market, the potential buyers do not necessarily have a clear understanding of the performance and specific attributes of the two brands of cars, But Audi as the high-end brand prototype has categorized Alto as low-end brand. Second, the prototype of high-end brand is the reference of consumer decision-purchasing. Brand Prototype reflects the consumer's psychological expectations about how the brands should be, and can provide consumers with reference to evaluate the specific attributes of the brand. As high-end products mentioned, consumers will first be aware of a certain brand according to their expectations, and may become potential buyer. Although its price is higher, ordinary consumers could not afford and are not direct buyers as daily necessities or as large items, but a part of them will become the potential consumers in the consumption of festival, marriage and funerals, especially with the change of consumption concept motivated by the increase of income. The third, high-end brand prototype has the function of strengthening and circulation. Brand prototype has the function of construction in the organization of brand knowledge, consumers continue to classify the brand, and taking it as a reference for the purchase decision. Consumers’ concept of "what is the high-end brand", and "what is the low-end brand", is continuously strengthening during the processing. It is function of strengthening and circulation of brand prototype that the strong get stronger and the weak get weaker in the brand consumption.

**Path to cultivate of high-end prototype of tea brand based on marketing of origin**

Due to the particularity of tea production and consumption, the overall concept of the tea brand is derived from the combination of the origin image and the enterprise brand image. Ordinary consumers choose a certain origin of tea category, and then select a specific brand. The image of origin is the prior knowledge of tea consumers' brand evaluation, and even the brand prototype of tea consumers. Under the guidance of cognitive origin, consumer awareness of high-end tea brands
will translate into these issues, “where high-end tea should be produced from?” , “how the origin of high-end tea should be?” and “what about the local tea culture?” and ect.. In fact, these questions reflect the consumer's expectations. In order to establish high-end brand prototype, tea enterprises not only pay attention to the enterprise's own factors, but also integrate the brand elements of origin, so as to meet the expectations of consumers. Therefore, it is of great significance to study the prototype of tea brand from the perspective of origin marketing.

To produce excellent quality products for enterprises is the premise to create high-end brand prototype

Functional value is the basis of consumer value or customer perceived value that reflects a comprehensive evaluation of functional utilities from products consumption under the condition of consumption cost. The core of the functional value connotation is the degree to which brands satisfy the consumer's psychology, this has been supported by many scholars. Consumers with higher demanding of perceived functional value, tend to focus on brand and quality oriented in purchasing decisions. To provide the market with excellent quality tea, the following three aspects should be regarded: Firstly, enterprises should choose local area of good natural conditions to plant tea, or select tea farmers with good planting conditions to collaborate, this is the premise of processing high quality tea. Secondly, it is important to strengthen the management of planting process, especially to highlight the ecological, green organic planting. Thirdly, to improve processing and storage technology is the key to improve quality.

Brand building should focus on shaping the image of origin

Origin image effects include halo effect and summative effect. When consumers have little knowledge of product attributes, their brand evaluation relies mainly on the origin information clues, it is called halo effect. When consumers have good knowledge of specific attributes, their attitude to brand and purchase decisions depend primarily on the product itself, it is called summative effect. For regional agricultural products such as tea, the overall impression of origin, geographical and cultural cognition, even geopolitical factors will influence consumer's cognition and evaluation of the product and brand. Consumers pay special attention to the natural conditions of tea, tea culture of origin and ecological conditions in the high-end tea market. Therefore, enterprises should pay attention to the origin of the image, concise positive image of origin, and integrate it into the tea brand elements on the way to high-end brand.

Brand building should highlight the superior natural conditions of origin

Tea as characteristic agricultural products, different categories of tea requires different natural conditions and corresponding processing technology, therefore, cultivation of tea high-end brand prototype has to highlight the superior natural ecological conditions. On the one hand, we should explain the green ecological characteristics of the commodity from the ecological conditions, manifesting high-end by highlighting the great ecological; On the other hand, it is necessary to emphasize the superior natural conditions, such as selenium rich soil, spring water irrigation, climate and other environmental conditions.

To be good at “telling stories, building brand”, highlight the tea culture of origin

“Telling stories, building brand” is an important way to create high-end brands. Due to the origin characteristics of tea, we should pay attention to digging up brand story and the material of the story from the origin in the process of brand building. Tea brand story material mainly includes three aspects from the point of view of origin marketing: Firstly, tea custom culture of origin, that can demonstrate profound tea culture details of origin and enhance cultural connotation of the brand; Secondly, historical allusions about origin tea, that can enhance deep historical sense of brand. The third, the story of tea production and processing, that enhance consumers’ tea knowledge and meet their knowledge experience requirement.
Establishment of collaborative management platform of tea regional brand led by local government

As above analysis found, the evaluation of tea consumers' brand will be influenced by the image cognition of origin, the prototype of tea high-end brand contains elements of origin, business elements and business elements. Therefore, the high-end brand building needs to establish a collaborative management platform composed of government, enterprises, businesses and farmers. As enterprises, farmers and businesses are scattered and numerous, tea brand collaborative management platform has to be led by the government. To build management platform can be to set up tea expo, to which enterprises, businesses, farmers or farmers' cooperative attend in common.

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