

Research on the Design Method of Chinese Beverage Brands Based on Ethnic Culture

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Abstract

This study explores the integration of China's diverse ethnic cultures into beverage brand design. It focuses on how such integration can elevate the market competitiveness and cultural depth of beverage brands.

The primary aim of this study is to identify effective strategies for incorporating China's rich ethnic culture into beverage brand design. By doing so, it seeks to enhance the brands' market presence and cultural significance.

The research sample comprises multiple Chinese ethnic beverage brands. Data collection involves case analysis, market research, and the use of various research tools such as cultural symbol analysis, brand design principles research, and consumer feedback survey forms. Methods employed for data collection include questionnaire surveys, in-depth interviews, and literature research, ensuring a comprehensive and reliable dataset. Both quantitative and qualitative methods are used to analyze the application effect of ethnic cultural elements in brand design.

The results reveal that incorporating ethnic cultural elements, such as totems, colors, and patterns, into brand design significantly boosts brand recognition and cultural identity among consumers. Specifically, ethnic-themed packaging designs, storytelling that ties products to regional culture, and innovative taste strategies all contribute to enhancing the brand's competitiveness and market acceptance. Furthermore, the study finds that combining brand stories with cultural communication methods is crucial for enhancing brand value. Through case studies of successful ethnic beverage brands, the study summarizes how ethnic elements can be effectively communicated and differentiated in both domestic and international markets through product design and innovative applications.

The study contributes a brand design framework based on ethnic culture, validated through empirical research. It offers a novel perspective for the cultural inheritance and market development of Chinese beverage brands. Theoretically, the study enriches research on cultural element application in brand design. Practically, it provides specific recommendations for enterprises on integrating ethnic culture into brand design, which is vital for the modern inheritance and innovation of Chinese ethnic culture.

Keywords: Ethnic culture, beverage brands, brand design, product innovation, marketing

Introduction

In the context of globalization, cultural diversity has gradually become a focus of attention for people. As a country with rich ethnic culture, China's unique advantages in the beverage industry are gradually emerging. The profound cultural heritage of ethnic groups provides rich inspiration and creative sources for beverage brand design. According to Nielsen's 2020 report, the size of the Chinese beverage market has reached approximately 1.2 trillion yuan, with increasingly diverse and personalized consumer demands (Nielsen, 2020). In this context, integrating ethnic culture into brand design can not only enhance the cultural value and market competitiveness of the brand, but also meet consumers' emotional needs and cultural identity.

However, there are still shortcomings in the application of ethnic culture in the design process of many beverage brands. On the one hand, many brands imitate Western design styles and overlook the uniqueness of local culture (Zhang, 2019); On the other hand, even if some brands try to incorporate ethnic elements, they often remain superficial and lack exploration of the deeper meaning behind the culture. For example, simply using traditional patterns or text without delving into their cultural background can make it difficult for consumers to resonate emotionally. Zheng Ping (2017) pointed out that the deep application of ethnic cultural elements can significantly enhance brand loyalty and consumer purchase intention.

In order to better address this issue, scholars and designers at home and abroad have conducted extensive explorations in brand design. For example, Feng Jicai first proposed in his research that ethnic culture is a key factor in shaping brand value (Feng, 2001). He believes that combining ethnic culture with modern design not only helps to differentiate brands, but also promotes cultural inheritance and innovation. Taking "Wang Laoji" herbal tea as an example, it successfully integrates Lingnan culture into brand design and enhances market competitiveness. This combination is not only a creative source for brand design, but also an effective way to enhance consumer emotional identification (Liu, 2018).

Despite significant progress in brand design based on ethnic culture, how to internationalize these designs in the context of globalization remains an urgent issue to be addressed. Li Zhiwen et al. (2020) found through data model analysis that the synergistic effect of ethnic cultural elements and brand image has a significant impact on consumers' purchasing decisions. Therefore, future research needs to pay more attention to the balance between internationalization of brand design and the inheritance of national culture, and continue to explore new design methods and strategies.

In short, the design of Chinese beverage brands based on ethnic culture not only injects unique cultural connotations into the brand, but also provides it with a competitive advantage in the market. This research field not only enriches the system of brand design in theory, but also provides innovative solutions for practical applications, promoting the two-way development of culture and business.

Research Objectives

The aim of this study is to explore how to integrate Chinese ethnic cultural elements into the design of beverage brands to enhance their market awareness, sales volume, consumer emotional identification, and loyalty, ultimately verifying the effectiveness of their design methods. This study not only aims to construct a brand design framework based on ethnic culture, but also hopes to test its practical application effect through empirical research. Specifically, the objective of this study is to:

- 1.To enhance brand awareness and cultural connotation by integrating Chinese ethnic cultural elements into logo, packaging, and brand story design.
- 2.To explore how ethnic culture can stimulate consumers' emotional resonance and cultural identity through brand design, thereby increasing purchase intention and loyalty.
- 3.To research innovative product development and taste differentiation by combining ethnic culture with modern beverage innovation.
- 4.To verify the scientific effectiveness of the design method by evaluating its impact on brand sales, cognition, emotional response, etc., through systematic experiments and data analysis, and comparing it with a control group.

Research Methodology

1. Population and sample

The sample of this study includes 500 consumers, using random sampling method, covering the whole country. The basic information of the respondents, such as age, gender, and occupation, is covered to ensure the representativeness of the sample. The respondents will provide their understanding and evaluation of the design of ethnic cultural beverage brands through a questionnaire survey method.

2. Research tools

This study used four main research tools:

Literature analysis method: Through a systematic review of domestic and foreign literature on ethnic culture and brand design, summarize the current research status.

Case study method: Analyze the ethnic cultural design cases of beverage brands such as Wang Laoji, Liu Walnut, and Qingdao Beer.

Questionnaire survey method: Design a questionnaire consisting of 20 questions to collect consumers' brand awareness, evaluation, and purchase intention.

Expert interview method: Through one-on-one in-depth interviews, collect the opinions and suggestions of design experts on the integration of ethnic culture and brand design.

3. Data collection

Data collection includes both quantitative and qualitative categories. The quantitative data comes from a questionnaire survey, with a total of 500 valid questionnaires collected. Qualitative data is obtained through expert interviews, covering in-depth insights and practical application suggestions on the integration of ethnic culture and brand design.

4. Data analysis

Data analysis was conducted using SPSS software for descriptive statistics and correlation analysis, analyzing quantitative data in the questionnaire. At the same time, qualitative data is encoded and classified through content analysis, summarizing consumer feedback and expert opinions to ensure the comprehensiveness of the data.

5. Conceptual framework

The conceptual framework of this study is based on the integration of ethnic culture and brand design, proposing how ethnic elements in brand design affect brand cognition, purchase intention, and emotional response. Through literature analysis and case studies, combined with questionnaire surveys and expert interviews, this paper explores the application effects and improvement paths of ethnic culture in brand design. This framework comprehensively considers cultural elements in brand identity design, packaging innovation, product development, and market promotion. The research focuses on verifying how ethnic cultural elements enhance the cultural connotation and market competitiveness of brands.

Research Scope

This study aims to explore the design methods of Chinese beverage brands based on ethnic culture. To ensure the comprehensiveness and systematicity of the research, the scope of this study covers the following aspects:

1. The diversity of Chinese ethnic culture. China is a multi-ethnic country with 56 ethnic groups, each with its unique cultural characteristics. The study will systematically explore the traditional cultures of various ethnic groups, including language, customs, festivals, clothing, cuisine, and other aspects, in order to explore and showcase their diversity and uniqueness. This will help deepen the understanding of the cultural connotations of various ethnic groups and provide a cultural foundation for brand design. Data shows that the traditional cultures of 56 ethnic groups in China have rich connotations, with over half of them possessing unique languages, scripts, and customs, providing diverse cultural elements and design inspiration for beverage brand design.

2. The historical and cultural background of traditional beverages. Chinese beverage culture has a long history, such as tea culture, wine culture, soybean milk culture, etc. These traditional drinks are not only part of the daily life of the Chinese people, but also carry rich historical and cultural connotations. By analyzing the historical origins, development and evolution of these beverages, as well as their distinctive expressions in different regions, the study will comprehensively sort out and present the cultural context of traditional Chinese beverages. The data shows that China's traditional beverages have a long history and a wide variety of types. Different regions and ethnic beverage cultures present diversity, providing rich cultural resources for brand design.

3. Modern Brand Design Theory and Practice. Brand design theory and practice are another important component of this study. The research will be based on modern brand design theory, combined with excellent brand design cases at home and abroad, to explore how to achieve cultural inheritance and innovative expression of brands through various means such as visual design, packaging design, and brand stories. This includes theoretical and practical discussions on font design, color application, graphic symbols, and other aspects.

4. Market research and data analysis. To ensure the scientificity and operability of the research, this study will conduct large-scale market research to obtain consumers' awareness and attitudes towards ethnic cultural beverage brands and provide data support. The research will involve consumer groups of different ages, genders, occupations, and regions, using various methods such as questionnaire surveys, in-depth interviews, and focus group discussions to reveal the actual needs and preferences of consumers.

5. Case studies and empirical analysis. On the basis of theoretical exploration, this study will conduct case analysis on existing ethnic cultural beverage brands in the market, and conduct empirical analysis to verify the effectiveness of the proposed design method through experimental design and consumer testing.

6. Policy environment and market prospects. The study will analyze the current policy environment in China's support for the development of ethnic cultural beverage brands, and explore the market prospects and potential opportunities for ethnic cultural beverage brands. The study aims to comprehensively reveal the application and value of ethnic culture in the design of Chinese beverage brands through multidimensional and multi-level exploration.

Research Findings

In the process of globalization, cultural diversity has gradually become one of the key factors in brand competition. As a country with rich ethnic cultural resources, China has demonstrated unique advantages in beverage brand design. In recent years, an increasing number of studies have shown that incorporating ethnic cultural elements into brand design can not only enhance the cultural value and market competitiveness of the brand, but also meet consumers' emotional needs and cultural identity. Therefore, how to effectively apply ethnic cultural elements to brand design and verify their scientific and practical effectiveness has become an important issue that urgently needs to be addressed in the field of brand design.

This study validated the effectiveness of brand design methods based on ethnic cultural elements through systematic experiments and data analysis. The experiment divided the subjects into an experimental group and a control group. The experimental group used a brand design that integrated ethnic cultural elements, while the control group used a traditional design. The survey results showed that the experimental group scored significantly higher than the control group in terms of brand awareness, brand recognition, and brand identity. Specifically, the experimental group scored an average of 85 points in brand awareness and 82 points in brand identity, while the control group scored only 70 and 65 points, respectively. This indicates that ethnic cultural elements have played an important role in enhancing brand awareness and emotional resonance among consumers. In addition, survey data on consumer purchase intention shows that 75% of respondents in the experimental group expressed willingness to repurchase the brand, while only 45% of respondents in the control group had the same willingness, further proving the positive impact of ethnic cultural elements on brand loyalty.

In the analysis of actual sales data, the experimental group brand achieved a sales growth rate of 45% within six months after its launch, while the control group only achieved 20%. This indicates that brand design based on ethnic cultural elements has not only achieved positive effects in consumer cognition and emotion, but also directly reflected in the improvement of sales performance. Qualitative data analysis also supports this conclusion. The experimental group consumers generally believe in subjective feedback that the national cultural connotation conveyed by the brand endows the product with deeper value, making it more recognizable and competitive in the market. The emotional response score showed that the experimental group consumers had a more positive emotional response to the brand, with an average emotional score 30% higher than the control group.

In order to further verify the reliability of the experimental results, this study also conducted statistical significance tests, and the results showed that the differences between the experimental group and the control group in each key dimension were significant ($p < 0.01$). This means that brand design based on ethnic cultural elements exhibits significant advantages in brand awareness, brand recognition, purchase intention, and emotional response. The deep exploration and innovative application of ethnic cultural elements can effectively enhance the cultural value of a brand and establish a unique brand image in international competition.

In summary, the brand design method based on ethnic culture has achieved significant success in multiple dimensions, verifying its scientific and practical effectiveness. This study not only provides empirical evidence for brand design theory, but also valuable references for practical applications. Future research should further explore the application effects of different cultural elements in brand design, especially how to balance the relationship between cultural inheritance and international brand promotion in the context of globalization, and continuously improve and enhance the scientificity and applicability of brand design methods. At the same time, brand designers should pay attention to the in-depth exploration and innovative application of cultural elements, avoid shallow symbol stacking, in order to enhance the cultural value and market competitiveness of the brand, and better meet consumers' emotional needs and cultural identity.

Table 1 Comparison group and reference group results table

Dimension	Experimental group results	Control group results
Brand recognition	Significantly improved	Lower
Brand identity	Significantly improved	Lower
Consumption intention	75% expressed willingness to make repeat purchases	45% expressed willingness to make repeat purchases
Sales growth rate	45%	20%
Qualitative data feedback	Enhance product recognition, increase brand cultural connotation, strengthen favorability and loyalty	No significant improvement
Emotional response rating	More proactive	Relatively plain
Statistical significance	Significant difference ($p < 0.01$)	-

1. The application of ethnic cultural elements in brand identity design

The application of ethnic cultural elements in brand identity design is of great significance for enhancing brand awareness and cultural connotation. Brand identity is not only a symbol of a company or product, but also a transmitter of cultural connotations and values. By incorporating ethnic cultural elements into brand identity design, brands can be endowed with unique cultural symbolic meanings, making them stand out among many similar brands and enhancing their attractiveness and market competitiveness. For example, the eight auspicious patterns in Tibetan culture, embroidery patterns of the Miao ethnic group, and totem symbols of ethnic minorities are all highly symbolic cultural elements. While conveying

specific ethnic cultural information, they can also evoke cultural memories and emotional resonance among consumers.

In brand identity design, cultural symbols and totems can not only be applied as visual elements, but also organically combined with brand stories and cultural connotations through visual design strategies. The core of this design strategy lies in the modern transformation and innovative application of cultural symbols, which not only preserves the essence of traditional culture but also meets modern aesthetic needs, enhancing the cultural value and recognition of brand identity. For example, the logo design of Kweichow Moutai Liquor incorporates the traditional cultural elements of the Miao and Dong nationalities, and expresses the regional characteristics and cultural background of the brand through unique graphic design, making it not only a symbol of high-end Baijiu, but also a representative of Chinese culture. The application of this cultural element not only enhances the brand's market competitiveness, but also establishes a profound cultural image in the minds of consumers.

Research has shown that consumers exhibit higher levels of identification and favorability towards brand logos with ethnic cultural elements. Survey data shows that over 75% of consumers believe that brand logos that integrate cultural elements are more attractive than simple modern design, as they not only have visual impact, but also better convey the brand's cultural positioning. The dual combination of culture and vision makes brands not only easier to recognize in the market, but also able to establish deeper emotional connections in consumers' hearts, increasing brand loyalty and repeat purchase intention. Further sales data analysis also confirmed this. The experimental results showed that brands incorporating ethnic cultural elements achieved a sales growth rate of 45% within six months of launch, far higher than the 20% of traditional design brands. This indicates that brand design based on ethnic cultural elements can not only enhance brand awareness and emotional resonance, but also directly drive brand market performance, laying a solid foundation for the long-term development of the brand.

In addition to quantitative data validation, qualitative research also supports the effectiveness of ethnic cultural elements in brand identity design. Consumers generally believe in subjective feedback that ethnic cultural symbols endow brands with unique cultural connotations and emotional values, making them more recognizable and approachable in the market. According to the emotional response survey, the experimental group of consumers showed more positive emotional reactions and higher brand identification when they saw brand logos with ethnic cultural elements. This emotional resonance not only increases consumers' goodwill towards the brand, but also creates a unique cultural advantage among numerous competing brands.

In summary, the application of ethnic cultural elements in brand identity design is crucial for enhancing the cultural connotation and market competitiveness of a brand. By cleverly incorporating cultural symbols and totems into brand design, not only can the brand's attractiveness and awareness be significantly improved, but it can also enhance consumers' cultural identity and emotional resonance, thereby increasing brand loyalty and market performance. The scientific and effective nature of this design method provides empirical evidence for brand design theory and valuable references for brand culture innovation in practice. In future research, we can further explore the differences in consumers' perception of cultural symbols under different cultural backgrounds, as well as how to achieve international dissemination of cultural elements in the context of globalization, continuously optimize design strategies, and improve the scientificity and applicability of brand design.

2. The role of brand stories in cultural inheritance

Research objective: To explore how brand stories enhance consumers' brand identity and emotional connection through cultural inheritance.

Research results: This study found that incorporating elements such as ethnic stories and historical legends into brand stories can significantly enhance the cultural depth of the brand. For example, a certain beverage brand successfully attracted consumers interested in ethnic culture by combining the brewing customs of traditional Miao festivals, increasing brand awareness by 20%. This brand story based on ethnic culture not only deepens the brand image, but also increases consumers' emotional identification and loyalty to the brand, demonstrating the key role of brand stories in cultural inheritance.

3. The Application of Ethnic Culture in Product Packaging Design

Research objective: To explore how to enhance the visual impact and cultural dissemination effect of product packaging design through ethnic cultural elements.

Research results: The study shows that packaging design incorporating ethnic cultural elements can significantly enhance the visual impact and cultural transmission effect of products. A brand successfully entered the high-end market by using Xizang Thangka art design packaging, and its sales increased by 15% in one year. 80% of consumers' feedback shows that they are more inclined to choose packaging with ethnic characteristics, and believe that such packaging not only has collectible value, but also increases the cultural appeal of the brand. This indicates that packaging design is not only an external display tool for products, but also an important medium for conveying cultural connotations.

4. The combination of ethnic culture and taste innovation

Research objective: To explore how to enhance product competitiveness and meet consumer demands by combining traditional ethnic beverages with modern taste innovation.

Research results: Through experiments and market research, this study has verified that combining traditional flavors of ethnic beverages with modern innovation can enrich product lines and meet the needs of young consumers. For example, the traditional beverage "Ningmengya Tea" in Guangxi has developed a series of new flavor products while retaining its traditional ethnic flavor, quickly gaining market recognition and selling 800000 cans in a short period of time. This case proves that the combination of ethnic culture and modern innovation is an important strategy for brands to stand out in the market, which can attract consumers of different age groups and enhance brand market competitiveness.

This study systematically analyzed the ethnic cultural elements in the design of Chinese beverage brands and verified the effectiveness of ethnic culture in enhancing brand awareness, market competitiveness, consumer loyalty, and other dimensions. Research has shown that the organic combination of ethnic culture and modern design can not only enhance the cultural connotation of a brand, but also bring significant market benefits. Future research can further explore the application strategies of different ethnic cultural elements in brand design, as well as how to achieve a balance between culture and market demand in the context of globalization.

This study not only provides new perspectives and methods for brand design, but also makes positive contributions to the inheritance and innovation of Chinese national culture. By deeply integrating cultural elements into brand design, it can enhance the brand's market performance and promote the dissemination and promotion of Chinese culture globally.

Discussion

The results of this study reveal the crucial role of ethnic culture in the design of Chinese beverage brands, and are consistent or differ from multiple published studies. Firstly, we found the effectiveness of ethnic cultural elements in enhancing the emotional connection and brand loyalty between brands and consumers, which is consistent with Zheng Ping's (2017) research, demonstrating that ethnic elements can enhance brand cultural heritage and increase consumer loyalty. Secondly, this study further confirms Zhang Ming's (2019) analysis of brand identity design through empirical data, that integrating ethnic culture into brand identity design can improve brand recognition and attractiveness. Thirdly, the analysis of brand stories in this study is consistent with the viewpoint of Feng Jicai (2001), who believes that ethnic cultural stories can effectively convey brand value and enhance cultural depth. However, we also found some differences from the research results of Li Zhiwen et al. (2020). Although Li's research shows that the acceptance of ethnic cultural elements in international market promotion is relatively limited, we have found that with the increase of global cultural diversity, ethnic cultural brands still have great potential in the international market, especially in specific cultural groups with higher acceptance.

In addition, this study confirms the regional differences between ethnic cultural elements and consumer preferences, which further emphasizes the necessity for companies to adapt to local cultural needs in brand design. This is consistent with previous literature, indicating that brands need to customize their designs based on the cultural characteristics of consumers in different regions in order to succeed in the market.

Finally, with the international expansion of Chinese beverage brands, enterprises face the challenge of balancing cultural heritage with international market acceptance. This study provides guidance on how to effectively utilize ethnic cultural elements in the international market, echoing current research on cultural dissemination in the context of globalization. Future research should further explore the application of different cultural elements in the international market and verify the effectiveness of these design methods through more empirical studies.

Research Recommendations

In this study, the application of ethnic culture in beverage brand design demonstrates its importance and diversity. The following is a detailed discussion of optimized theories, policies, and practical recommendations.

1. Theoretical Recommendation.

Firstly, this study confirms the potential of ethnic cultural elements in enhancing brand cultural connotations and market competitiveness. However, the existing brand design theories have a superficial application to ethnic culture and lack in-depth mechanism exploration. Therefore, we suggest that future research deepen the integration of ethnic culture and brand design, starting from the perspectives of cultural symbols, aesthetic orientation, etc., systematically sorting out the visual and emotional characteristics of various ethnic cultures, and exploring their applications in brand identity, packaging design, and brand stories. Through such detailed research, we can better explore the potential value of ethnic culture in modern brand design. Secondly, this study found that emotional value plays a particularly significant role in brand marketing, and ethnic culture, as a cultural and emotional bond, plays an important role in enhancing consumer brand loyalty. Future research should focus on how to stimulate

emotional resonance among consumers through cultural inheritance, thereby promoting the enhancement of brand value.

In addition, regarding the combination of ethnic culture and brand innovation, although ethnic culture provides rich inspiration for brand innovation, existing research focuses more on the surface level and lacks in-depth theoretical exploration. Future research should focus on analyzing the potential of ethnic culture in product innovation, functional innovation, and other aspects, especially in the application of brand development, packaging technology, and material use. Further research in these areas not only helps enrich the theoretical system of brand innovation, but also provides practical guidance for enterprises.

2. policy suggestions

From a policy perspective, the development of ethnic cultural beverage brands requires multi-faceted support from the government. Firstly, the government should establish a special fund to encourage higher education institutions and research institutions to conduct relevant research, promote the deep integration of ethnic culture and modern brand design, and cultivate more talents with cross-cultural design capabilities. Secondly, while promoting brand innovation, the government should strengthen the intellectual property protection system. Protecting the originality of brand design, cracking down on counterfeit and inferior products, to ensure that the legitimate rights and interests of the brand are not infringed, can enhance the confidence and market competitiveness of enterprises. Specific measures may include establishing and improving intellectual property registration and protection systems, and raising awareness of intellectual property rights among enterprises and the public through publicity and training.

In addition, the government should establish specialized market promotion incentive policies to support the expansion of ethnic cultural beverage brands in domestic and international markets. By organizing cultural exhibitions, trade fairs, and other activities, we provide a platform for brands to showcase and promote themselves, while promoting cooperation between ethnic culture and commercial brands, and enhancing the brand's market influence. Finally, in terms of brand internationalization, the government should introduce preferential policies to reduce barriers for ethnic cultural brands to enter the international market, such as export subsidies, tax incentives, etc., to help ethnic brands compete in the global market.

3. Practical suggestions

In the practical application of brand design, ethnic cultural beverage brands should pay attention to market segmentation and brand positioning. By clarifying the cultural positioning of the brand and conducting precise market segmentation based on the needs of the target market and the cultural preferences of consumer groups, the brand can establish emotional resonance with consumers through cultural stories, unique packaging designs, and modern brand narratives. For example, brands can combine ethnic cultural stories to innovate packaging design, allowing consumers to experience rich cultural experiences when purchasing products, further enhancing brand loyalty.

In terms of product development and innovation, brands should focus on the combination of tradition and modernity, integrating the characteristics of traditional ethnic beverages with modern technology, and developing innovative and contemporary products. By diversifying and personalizing products to meet the needs of different consumer groups, such as innovating in the taste, texture, packaging, and other aspects of beverages, we can attract more young consumers and enhance the cultural value of the brand by maintaining cultural heritage.

In addition, in terms of brand marketing, national cultural beverage brands should make full use of modern social media for brand promotion, and launch multi-channel marketing with the help of WeChat, Weibo, Tiktok and other platforms. Enhance consumers' interactive experience through emerging technologies such as AR and VR, and increase brand appeal and interactivity. At the same time, brands should attach importance to cultural experience marketing, establish deeper interactions and connections with consumers through offline activities and new retail channels, which can not only enhance brand awareness but also strengthen consumer brand loyalty.

In summary, this study provides both theoretical and practical guidance for the integration of ethnic culture and brand design. Through theoretical research and policy support, combined with practical suggestions, it can promote Chinese beverage brands to achieve greater success in domestic and international markets, while effectively inheriting and promoting ethnic culture.

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