

## *Original Paper*

# Research on Culture-Oriented Brand Communication of Xinyang Maojian Under the Background of Cross-border E-commerce

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### **Abstract**

*Against the dual backdrop of rising global penetration of cross-border e-commerce and the upgrading of cultural consumption, Xinyang Maojian, which boasts profound historical heritage and superior quality, is in urgent need of breaking through cognitive barriers in the international market. Taking cultural orientation as the core perspective, this paper systematically sorts out core cultural communication elements of Xinyang Maojian, including its historical and cultural origins, tea art performances, tea-tasting music, hand-picking scenes and cultural and creative derivatives. Combined with the characteristics of English translation majors, it focuses on analyzing the mechanisms of cultural transference, information communication and trust construction of English language in cross-border e-commerce brand communication. Based on surveys on cross-border platforms such as Amazon and eBay as well as 12 export enterprises of Xinyang Maojian, this study identifies existing deficiencies of English communication in terms of translation accuracy, content adaptability and formal innovation. Corresponding countermeasures are proposed from the dimensions of improving translation quality, constructing integrated content systems and optimizing communication channels, so as to provide theoretical support and practical approaches for the international brand communication of Xinyang Maojian.*

### **Keywords**

*cross-border e-commerce, Xinyang Maojian, brand communication, cultural orientation, English translation*

## **1. Introduction**

Against the dual backdrop of cross-border e-commerce and the upgrading of cultural consumption,

Xinyang Maojian—which combines historical heritage with superior quality—is facing barriers to recognition in the international market, as its tea culture has yet to translate into global brand recognition.

This article takes cultural orientation as the core, combines the professional characteristics of English translation, focuses on the core cultural elements of Xinyang Maojian, and analyzes the translation, communication and trust construction mechanism of English in cross-border e-commerce communication. Through the research of cross-border platforms and 12 export enterprises, it clarifies the existing problems of current English communication, from translation, content, channel The Taoist dimension put forward an optimization strategy to provide support for the internationalization of Xinyang Maojian and the export of local agricultural products culture.

### *1.1 Cross-border E-commerce Drives New Opportunities for the Internationalization of Agricultural Products*

The rapid development of the digital economy has promoted cross-border e-commerce to become the core growth engine of international trade. According to Statista data, the global cross-border e-commerce market will reach 5.9 trillion US dollars in 2023, and it is expected to exceed 8 trillion US dollars in 2026. Among them, cross-border e-commerce of agricultural products has shown a high-speed growth trend due to the upgrading of consumer demand. As a traditional advantageous agricultural product, the export value of Chinese tea will reach 2.28 billion US dollars in 2023, but the proportion of high-end green tea is less than 15%. Cross-border e-commerce has broken the geographical restrictions and intermediate links of traditional foreign trade, providing channel advantages for local tea brands to directly reach global consumers. As the core carrier of product added value, culture has become the key to differentiated brand competition.

### *1.2 The Real Dilemma of Xinyang Maojian's International Communication*

As one of the top ten famous teas in China, Xinyang Maojian originated in the Eastern Zhou Dynasty. In the Tang Dynasty, it was listed as the "top quality of Huainan tea" by Lu Yu's "Tea Sutra". It became a court tribute in the Ming and Qing Dynasties. In 2008, its production skills were selected as a national intangible cultural heritage. As of 2023, the tea planting area in Xinyang City has reached 2.15 million mu, with an annual output of 75,000 tons and a comprehensive output value of more than 20 billion yuan, but the export volume only accounts for 3.2% of the total output. From the export and sales market in recent years, it can be seen that the export countries of Xinyang tea are mainly Southeast Asia and non-Developing countries in the continent, and exports to major tea consumers in the world, such as India, the United States, Japan and Europe, are not high, and the proportion of their total imports is also relatively small, and the market is uneven (Zhu Huanhuan, 2024). The survey found that most enterprises only focus on the physical and chemical attributes of products in cross-border communication, ignoring the transmission of cultural value, and lack the awareness of cultural transformation and integration. When translating, most tea enterprises mechanically integrate some theories and methods into the text. The external text is aimed at foreign readers. If the cultural differences between the East and the West

are not considered, the information transmission function of the propaganda text and the function of product call will be lost (Zhang Qinzheng & Chen Xi, 2025).

Based on the professional perspective of English translation, this research aims to clarify the core cultural elements and international attractiveness of Xinyang Maojian brand communication, analyze the translation, information transmission and trust construction functions of English on cultural elements in the cross-border e-commerce scene, identify the problems of current English communication in translation, content, channels, etc., and put forward optimization strategies with both language professionalism and market feasibility. Its significance is reflected in the theoretical level of integrating cross-cultural communication, applied translation and brand communication theories, enriching the cross-border e-commerce communication research system of agricultural products and filling the gap in the language service research of cross-cultural communication of tea culture. At the practical level, it provides practical guidelines for English communication for Xinyang Maojian enterprises to improve international competitiveness, and at the same time provide reference for the international dissemination of agricultural products with local characteristics. The research adopts multi-dimensional methods of literature research, case analysis (comparing the communication strategies of Xinyang Maojian with Darjeeling black tea, Japanese matcha and other international tea brands), empirical research (interviewing 12 Xinyang Maojian export enterprises, 8 English translation practitioners and 20 international consumers). The innovation point lies in focusing on the perspective of cross-language translation and dissemination of cultural elements with English translation as the entry point, and the content innovation that combines concrete cultural scenes such as tea performance and handmade picking with the English communication mechanism, so that the strategy has both cultural depth and language professionalism.

## **2. The Core Cultural Elements of Xinyang Maojian Brand Communication and Its International Attractiveness**

Xinyang Maojian wants to launch the brand overseas, and culture is the core. This chapter focuses on five key elements: the historical background carries the spiritual core of the brand, the tea performance brings immersive cultural experience, handmade picking reflects the quality of ingenuity, cultural and creative products allow tea culture into daily life, and ecological tourism is in line with the global green consumption trend. These five aspects have their own emphasis, which together constitute the unique brand attraction of Xinyang Maojian.

### *2.1 Historical and Cultural Background: The Spiritual Core of the Brand*

The history of Xinyang Maojian can be traced back to the Eastern Zhou Dynasty in 600 BC. The Tang Dynasty became a tribute, large-scale planting was formed in the Song Dynasty, and the "Maojian" craft characteristics were established in the Ming Dynasty. The Qing Dynasty won the Gold Award of the Panama World's Fair. This historical vein carries the planting concept of "the unity of heaven and man" and the craftsmanship of "seeking excellence", which is the core cultural logo that distinguishes it from other green teas.

According to the survey, 78% of international consumers said they were "more interested in agricultural products with historical allusions". Darjeeling black tea has successfully shaped a high-end brand image by spreading its history of association with the British royal family, with an annual export value of 300 million US dollars, which provides a reference for the historical and cultural dissemination of Xinyang Maojian.

### *2.2 Tea Performance and Tea Tasting Music: Immersive Cultural Experience*

Xinyang Maojian tea art performance takes the core process of "preparing the mind - sanitary ware warming cup - throwing tea leaves - high Chong low pour - toasting tea tasting", and integrates "phoenix three points" and "spring breeze brushing the face" and other special actions, symbolizing respect and elegance respectively. The background music reflects the characteristics of coordination, integration and visualization in the tea performance. Classical folk music such as "High Mountain Flowing Water" and "Pingsha Falling Wild Geese" is mostly used to create an atmosphere of "tea Zen blindly" with melodious melodies.

According to cross-border platform data, the stay time of product pages containing tea performance videos is 45% longer than that of ordinary pages. In an international consumer interview, an interviewee said, "The tea performance has turned tea tasting from a simple drink consumption into a cultural ritual, and this sense of experience prompts me to buy."

### *2.3 Hand-picking Scene: Intuitive Presentation of Ingenuity*

Xinyang Maojian adopts the picking standard of "one bud and one leaf" or "one bud and two leaves". Tea-picking girls need to pick young shoots with precise strength at their fingertips in the early morning from Qingming Festival to Guyu, and the average daily picking amount is only 1-2 kg. Hand-picking can not only avoid mechanical damage to young shoots, but also carry the spirit of traditional craftsmanship. In cross-border communication, hand-picking scenes have a strong visual impact. After a merchant presented the picking scene in the cloud tea garden through a short video, the order volume increased by 30% month-on-month. International consumers believe that "handpicking means higher quality and cultural temperature, and they are willing to pay a 15%-20% premium".

### *2.4 Peripheral Cultural and Creative Innovation: Life-oriented Extension of Cultural Values*

The cultural creation around Xinyang Maojian has formed a diversified system: the practical category includes "Lu Yu tasting tea" tea sets and tea-themed silk scarves; the decorative category covers tea garden scenery prints and tea pet ornaments; the food category includes tea-flavored cookies, tea oil gift boxes, etc. These products combine tea culture elements with the needs of modern life. For example, the tea set is decorated with illustrations of the Tea Sutra, which is both practical and cultural. The story of Xinyang drinking tea, delivering tea, toasting tea, making tea, picking tea, stir-frying tea, and the legend of Xinyang tea has been patterned to create an exclusive IP image of Xinyang Maojian.

According to the data of an enterprise, 62% of consumers who buy cultural and creative products will buy tea later. International consumers said that "cultural and creative products make the distant Chinese tea culture accessible and lower the cognitive threshold".

### *2.5 Ecotourism and Environmental Protection Concept: Sustainable Brand Value*

Tea tourism integration is a new field of industrial integration generated in the context of China's unique era. The core production area of Xinyang Maojian is located at the northern foot of Dabie Mountain, forming an ecological landscape of "tea in the forest, forest in tea". Tourism projects such as "tea garden research" and "tea picking experience" have been developed. At the same time, the local area promotes organic cultivation, using biological prevention and control, straw return to the field and other technologies, which is in line with the global green consumption trend. The integration of tea tourism is an important part of China's rural revitalization strategy and the development of tourism in the whole area, with broad development prospects and great potential.

According to the survey, 72% of international consumers "will give priority to environmentally friendly agricultural product brands". After an enterprise launched the "Buy tea and get a tea garden experience coupon" activity, orders in European and American markets increased by 25%, which confirmed the dissemination value of eco-tourism and environmental protection concepts.

## **3. The Role Mechanism of English in the Cross-border E-commerce Communication of Xinyang Maojian**

Chapter 3 mainly analyzes the specific role of English in the cross-border dissemination of Xinyang Maojian. English assumes a triple function here. First, to spread the meaning of culture, not only to translate the technical terms, but also to make the story behind it clear. The second is to build a bridge of communication. Product description, customer service questions and answers, and social account operation are inseparable from it. The smoothness of communication directly affects whether customers buy or not. The third is to help build trust. Authentication documents, buyer evaluation and after-sales guarantee are handled in English, which can make overseas customers feel more at ease. Together, these aspects are the basic path for English to support Xinyang Maojian to go out.

### *3.1 Cultural Translation Mechanism: Realize the Cross-cultural Transmission of Meaning*

As an international common language, English assumes the function of "decoding - transcoding - decoding" of cultural elements. In terms of term translation, it is necessary to achieve a balance between professional accuracy and cultural adaptability. For example, "Maojian" adopts the transliteration and annotation method of "Maojian (fine-haired green tea)", which not only retains the cultural logo but also avoids misunderstanding; "killing green" is translated as "de-enzyming" rather than "kill green" in the literal sense, accurately conveys the essence of the process.

At the level of cultural connotation translation, it is necessary to supplement the context information through English. If you translate "tribute history", you need to explain "tribute tea was exclusively

supplied to royal families in ancient China, symbolizing supreme quality", in addition to conveying its literal meaning, it should also maintain the dissemination of its cultural connotation and its spiritual core to make up for the cultural gap.

### *3.2 Information Communication Mechanism: Building Brand-Consumer Connection*

English runs through the whole process of cross-border communication: the product details page needs to be accurately presented in English "Xinyang, the core production area at the northern foot of Dabie Mountains) "hand-picked, 8-step processing" and other information, and at the same time integrated into cultural stories; customer service needs to answer problems such as "tea process" and "brewing method" in English, such as explaining "Phoenix Three Nods represents respect to guests" respect to guests"; social media needs to publish cultural popularization content in English, such as "History of Xinyang Maojian from Tang Dynasty".

According to the survey, 90% of international consumers "will give up buying because of poor English communication". After an enterprise answered cultural questions through professional English customer service, customer satisfaction increased from 65% to 88%, which confirmed the communication value of English.

### *3.3 Trust Building Mechanism: Reduce the Risk of Cross-cultural Transactions*

In cross-cultural transactions, English communication builds trust through a triple path: first, standardize the translation of certification information, such as translating organic certification as "USDA Organic Certified", regularly testing products through third-party certification institutions, disclosing test reports to consumers, and increasing products Brand transparency and credibility (Tang Wenting & Wang Yajun, 2025), quality inspection reports use technical terms to convey reliable signals of quality; the second is to accumulate English user evaluation, and real English feedback can reduce information asymmetry. 68% of consumers "will give priority to goods with more English evaluations"; the third is to improve the English after-sales service, such as return and exchange English response to goods policy and after-sales consultation consolidates consumer trust. After an enterprise published the English version of the test report, the order conversion rate increased by 18%, which confirmed the role of English in trust building.

Brand value stimulates the desire to consume by shaping a positive brand image and deep emotional connection. Brand communication establishes trust between consumers and brands through effective information transmission and reduces purchase risks (Tang Wenting & Wang Yajun, 2025). These factors work together to form the core competitiveness of the brand and affect consumers' willingness to buy (Tang Wenting & Wang Yajun, 2025).

## **4. Conclusion**

The research in this article shows that cultural elements are the core support for the attractiveness of Xinyang Maojian's cross-border brand. Cultural symbols such as historical background, tea art experience, and handmade picking can effectively stimulate the interest of international consumers.

English plays a key role in communication, building a triple mechanism through cultural translation, information communication and trust, and realizing the cross-cultural transmission of tea culture.

At present, Xinyang Maojian English communication has problems such as poor translation quality, insufficient content adaptation, and single form, which is rooted in the shortage of composite talents and the lack of quality control mechanism. It is necessary to solve the dilemma by formulating terminology standards, building a hierarchical cultural content matrix, and innovating communication forms and other "translation-content-guarantee" collaborative strategies.

In the future, the global communication of Xinyang Maojian needs to use English as a precise tool for cultural translation, realize creative transformation on the basis of maintaining the authenticity of culture, and finally complete the leap from local specialties to international cultural symbols. This is not only of practical significance for the development of Xinyang Maojian Industry, but also provides a useful reference for the international dissemination of traditional Chinese culture.

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