

On the popularity, market potential and marketing scheme of Yerba Mate

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ABSTRACT

Yerba Mate is a plant beverage derived from South America, which is well known in European and American countries. It is relatively low in China. Through the investigation of the understanding of Shanghai citizens, this paper analyzes the popularity and recognition of the tea among Shanghai citizens, discusses the market potential of the tea products in Shanghai and even the whole country, and explores the better plan for the publicity and marketing of the tea products in China.

KEYWORDS

Yerba Mate; market potential; product publicity

1 Introduction

1.1 Research background

The author of this article has a great interest in the world cultural exchange and product market research. During the tourism in the United States and the United Kingdom, the author first met Yerba Mate as a plant drink, and then learned more about the products related to Yerba Mate in the stores and online stores in Shanghai. Finally, he decided to explore the popularity of Yerba Mate among Shanghai citizens through questionnaire survey.

China has a variety of traditional drinks, but we can usually accept foreign drinks with an inclusive mind, such as coffee, coke, gvas, sparkling wine and so on. Instead, we gradually contact it and taste it in the cultural exchange, so we gradually get familiar with it. Nowadays, China's opening up to the outside world is further improved, and cultural exchanges are more frequent. As an international metropolis with Chinese and foreign cultures, its citizens have richer ways to contact foreign cultures. Therefore, conducting this inquiry has the following implications: (1) Analyze the popularity status of Yerba Mate and its culture in China; (2) Discuss the market potential of Yerba Mate products in Shanghai and even the whole country; (3) Explore better plans for the publicity and marketing of Yerba Mate products in China.

1.2 Introduction of Madai tea

1.2.1 Basic introduction

Yerba Mate belongs to the Aquifoliaceae family, is native to South America, Argentina, Paraguay, Brazil, Bolivia and other places of evergreen shrub. Its leaves can be made into Yerba Mate, called Yerba Mate, the first to drink the tea, after the Spanish colonists spread it to ^[1] around the world. Yerba Mate is cheap, similar to the public consumption of green tea and black tea, but the temperament is extraordinary. It has a unique taste feeling — smell similar to smoke, slightly bitter, and then refreshing and sweet; it also has a high health value, research shows that Yerba Mate contains caffeine, can refresh, and contains 196 kinds of active substances, with potential anti-inflammatory, antioxidant, lowering blood lipid effect, nerve, cardiovascular diseases and tumors have a certain effect. At present, there is a great gap in the research of Yerba Mate in China, and the medical care application of Yerba Mate has broad prospects in China ^[2].

1.2.2 Yerba Mate culture

The tea set of Yerba Mate is very special. It is a teacup made of gourd and a metal filter straw. As shown in the figure, the former is simple and elegant, and has a fresh fragrance after olive oil infiltration, while the latter can filter the tea residue in the tea. When making tea, add 1 / 5 - 1 / 4 cups of tea first, and then pour in 75-80°C of hot water. At this temperature, the tea tastes best.



Figure 1 The rhyme of nature — taste a cup of tea



Figure 2 South American style: taste the traditional tools of Yerba Mate

The tea is widely consumed in South America, among which Argentina is the most famous. Argentina famous calls The tea "national treasure" and "national tea". In the local language, The tea is "fairy grass" and "sacred thing" meaning^[1]. The traditional local way of drinking tea is special: a family or a bunch of friends sit around and put a straw in the teapot, one by one, passing the tea and chatting. When the water in the pot is dry, continue boiling water and then suck until the party ends. Argentines believe that smoking a pot of tea means that both sides have no grudge and regard each other as friends, which is a sign of love and equality. Drink Yerba Mate there is an unwritten rule — must suck the tea in the pot dry, until the "cooing" sound, only in this way can express the deep friendship between the host and guest^[3]. Nowadays, drinking horse Yerba Mate is not all a common straw, but in the pot after pouring in the teacup, which is obviously more in line with the modern concept of hygiene. However, the spiritual culture of hospitality, equality and harmony conveyed by the tea is still deeply engraved in people's hearts.

She is listed as a "national treasure" in Argentina and tango, barbecue and football. The importance that Argentina attaches to Yerba Mate can also be confirmed by the traditional "matai Festival" in Argentina. Since 1944, in the second week of November, Argentina has held carnival events and celebrations for six consecutive days. "Ma Festival" has become the biggest carnival day in Argentina after National Day. During the festival, Argentines always wear traditional clothes, carnival in the streets, beautiful boys and girls will also give small boxes of Yerba Matea^[1] to pedestrians.

Many of the world's celebrities are also fans of the tea, such as Argentine star Lionel Messi and Catholic Pope Francis.

2 The popularity of Yerba Mate in Shanghai

2.1 Data collation of the questionnaire

The name of this questionnaire is "Questionnaire on the popularity of Yerba Mate among Shanghai citizens". The survey time is from July 6 to July 10, 2021, with a total of 11 questions and 664 valid questionnaires. The survey objects are mainly Shanghai citizens.

2.2 Data wrangling

According to the second and third questions of the questionnaire, 41.87% of Shanghai citizens had never heard of the tea, 31.17% had heard of the tea, and only 26.96% had heard of the tea. At the same time, only 20.18% of the citizens have tasted the horse Yerba Mate and related products. These data show that the tea is less well known among Shanghai citizens.

Shanghai citizens' understanding of Yerba Mate culture. The correct answers to these two questions are the second and third items, respectively.

The clarity and accuracy of the answer are very low, indicating that the popularity of Yerba Mate culture among Shanghai citizens is relatively low.

The eighth question of the questionnaire aims to score the flavor of Yerba Mate (0-100 points), which is only open for citizens who have tasted Yerba Mate. The data shows 62.82 points, indicating that most citizens are satisfied with the flavor of Yerba Mate.

Questionnaire ninth, ten questions, 72.74% of citizens "very identity" or "some identity" the tea in Shanghai visibility is very low, and 74.55% of citizens "very identity" or "some identity" the tea will with the deepening of the cultural exchange will be more people familiar with, this shows that most people for the future development of the tea has a positive and optimistic attitude.

The other questions mainly point to the main way for the public to contact the tea: the fourth question reflects the tea, followed by the making drinks and brewing tea; the fifth question reflects the public to contact the tea mainly through special restaurants, shops, shopping and overseas activities; the eleventh question reflects the public opinion that "scientific analysis of efficacy, network popularization of culture, celebrity publicity, development of innovative products, extraction of active substances" is a better way for enterprises to publicize the tea products. These answers are of great value to the improvement of the promotion and marketing methods of The tea.

3 Discuss the market potential of Yerba Mate in Shanghai and even the whole country

In general, the author believes that in the next 10-20 years, Yerba Mate will still be a niche drink, and the sales volume is difficult to match with foreign drinks such as sparkling wine. However, due to the small audience base of The tea in China and the market is too depressed, when the publicity and marketing of the products are significantly improved, the sales volume and popularity of the tea products will be significantly improved.

This paper mainly explains the above views from two aspects of product audience and product publicity.

3.1 Product audience

Before launching the questionnaire, the author estimated that about 30% of Shanghai residents had never heard of Yerba Mate, but the feedback value in the questionnaire was 41.97%. Other related topics also show that the popularity of Yerba Mate among Shanghai citizens is indeed low. However, on the better side is that most of the Shanghai citizens show their tolerance and acceptance of foreign culture, because 74.55% of the citizens show a positive attitude towards "Yerba Mate will be familiar with more citizens with the deepening of cultural exchanges".

Yerba Mate has a unique flavor, which is similar to smoke, and is poetically described by Argentina as the "taste of clouds" and this flavor is relatively unfamiliar to most Chinese people, so the taster will evaluate it differently. Feedback from the questionnaire showed that the average value of the flavor evaluation was 62.82 points, which indicates that most tasters could accept the flavor. This is generally optimistic for a drink that has not yet widely expanded into the Chinese market and less actively caters to the flavor preferences of Chinese consumers.

3.2 Product promotion

There are not many brands marketing Yerba Mate products in China, mainly including Palatito, Taraghi, Guobshuang, etc. The marketing is mainly online, and there is almost no physical stores offline, and it is difficult to find Yerba Mate products in most stores.

Among them, Palatito is a brand originating in South America and has a history of 90 years. It is far stronger than other brands in terms of professional management, product form and type, product publicity and other aspects. The monthly sales of palatito's various Yerba Mate products on Tmall, Taobao and JD online stores are 10-100 times that of other above enterprises. Therefore, at the current stage, Palatito has an absolute advantage in China's Yerba Mate industry, and the influence and competition of other enterprises are almost negligible.

Compared with other enterprises, Palatito's online marketing of Palatito has an "absolute advantage" of 10-100 times, but this "absolute advantage" is very poor — The monthly sales of Yerba Mate are only 800, while the monthly sales of related products such as Jinju Yerba Mate and Mangosteen Yerba Mate can not even exceed 100. The sales volume of Palatito in Taobao, Jingdong and other online stores is not much different from Tmall, which obviously reflects the current situation of the audience of Yerba Mate is very small.

At the same time, the promotion of the horse Yerba Mate products is not successful. Due to the possible factors such as insufficient publicity investment, not advanced publicity concept, insufficient professional publicity, and insufficient linkage and coordination ability, the publicity effect in online shop, life platform, wechat public account and other aspects is not satisfactory. This problem can be felt intuitively from the perspective of promoting the effect of Yerba Mate and Yerba Mate culture.

Day tea has a variety of positive effect, however, if we use the browser and WeChat search engine search related information, will regret to find that they for the description of tea effect is a lack of authority, professionalism and credibility, there are mainly exaggerated effect even deification problems, such as "weight loss effect", "stay up all night essential", "South America longevity secret" and so on. The content released by palatito official account is relatively scientific, but it also lacks authoritative analysis and guidance.

Yerba Mate has rich cultural significance, but Palatito's propaganda level of Yerba Mate culture is relatively low, mainly with text and text description, as well as graphic and video introduction of tea sets, drinking methods and tea drinking culture, and lack of immersion and interactivity.

It can be seen that the product publicity of Yerba Mate is relatively weak, which is one of the reasons for the small number of Yerba Mate audiences. However, it also shows that enterprises have a large space for improvement in product promotion. Once the promotion of the product has been significantly improved, more consumers will come to experience the charm of the tea.

4 Explore better plans for the publicity and marketing of Yerba Mate products in China

According to question 11 of the questionnaire, Shanghai citizens hope to improve the popularity of The tea by

exploring the efficacy of The tea, developing innovative tea products, promoting celebrities, and promoting relevant knowledge and culture. In the author's opinion, a good publicity plan should keep pace with The Times, link various resources, and commit to the improvement of cultural experience. Here are some of the author's ideas.

4.1 Explore and publicize the efficacy of Yerba Mate together with authoritative institutions and high-profile platforms

Palatito and other enterprises can scientifically explore the efficacy of Yerba Mate with the help of authoritative analysis of Yerba Mate, and cooperate with some well-known bloggers and public accounts to jointly publicize the health value of Yerba Mate. For example, Palatito cooperated with the authoritative healthy living platform "Dingxiang Doctor" to not only scientifically explain the efficacy of the tea, but also promote marketing with the help of Dingxiang Doctor's "sales platform of" Dingxiang Home ".

4.2 Launch more diversified horse Yerba Mate products

At present, palatito wechat official account has introduced some innovative Yerba Mate products, such as "honey white peach Pudine", "Mango osmanthus Pudine", and some Yerba Mate products with passion fruit and milk elements, but they are not yet on the market. Palatito and other enterprises should not only actively develop more abundant and diverse Yerba Mate products, but also extensively investigate consumers' needs and suggestions for new products, and constantly draw new experience from them.

4.3 Integrate into the new network ecology and actively explore the market

Today is an era of very developed network marketing. For any brand to stand out, it must integrate into the new network ecology and actively explore the market through live broadcasting, endorsement, official website, portal website, we media, video platform and other ways. However, Palatito lags behind in this aspect and there is still a long way to go. Here are some tips that can be taken.

- (1) Palatito should establish and carefully design its own official website to establish effective interactive links with consumers through the official website;
- (2) Beautify the page of the online shopping platform, and try live streaming and cross-border co-branded marketing. You can invite celebrities who love the tea to enhance the product influence;
- (3) Open we-media platforms such as Weibo, Xiaohongshu, TikTok, Zhihu and wechat video account to publicize Yerba Mate products and culture;
- (4) Become a contributor to bilibili and other video platforms, and cooperate with other well-known contributors for video and column publicity.

4.4 Promote the promotion of Yerba Mate culture in multiple ways

At present, palatito's publicity exists in a single way (mainly graphic description) and not deep enough (no immersive experience). Here are some tips that can be taken.

- (1) Make the cultural publicity videos of Yerba Mate on bilibili, Xiaohongshu, wechat video account and other platforms, innovatively integrate short plays, music and humor elements, highlight the vivid and unique cultural characteristics of Yerba Mate, and increase its attraction to the audience.
- (2) Open offline experience stores and carry out immersive publicity and marketing. For example, the store full of Latin American atmosphere, allows customers to experience making Yerba Mate, and freely add pudding, milk and other ingredients to make creative drinks, and also allows customers to paint on the outer layer of the gourd-like tea set. Enterprises can also design a mascot of the tea culture to bring more cordial and satisfactory experience to customers in the store.
- (3) Cooperate with major shopping malls in the city to carry out cultural publicity activities in the shopping malls (such as imported goods area), so that more consumers can know about the Latin American culture and promote other Latin American imported products at the same time.
- (4) Actively take advantage of the opportunities of various exhibitions to hold higher-level Yerba Mate cultural publicity activities. For example, enterprises should actively participate in, arrange and display the expo. At the same time, the World Cup, America's Cup and other Latin America widely involved in the world events are also good opportunities to promote the tea culture, enterprises should pay attention to these opportunities.

There are many reasonable publicity and marketing programs, far more than the points mentioned above. The implementation of these programs has put forward high requirements for the innovation and cooperation ability of

enterprises. To a large extent, it is a higher requirement for capital, which is because the premise of publicity and marketing optimization is sufficient capital investment. However, for companies such as Parlatito, the source of funding is a problem that must be paid attention to. For example, the implementation of cross-border joint publicity with high efficiency needs the trust and support of the cooperative enterprises, and the required capital investment is difficult for the enterprises with small scale and influence to bear.

Therefore, limited by the capital factors, the specific implementation of these programs is also very big resistance. However, as a lover of The tea, the author still hopes that related enterprises can attract more investment by other enterprises with strong strength, so as to promote the tea and its culture, so that more Chinese people can feel the unique style of South America.

5 Conclusion

Through the data analysis of the popularity of Yerba Mate in Shanghai, the author of the products and culture of the city shows.

Product promotion is not easy, and cultural communication is not happen overnight. In the face of the complex business environment with both opportunities and challenges, whether the enterprise has sufficient initial capital, whether it can make a brave attempt, whether it can achieve continuous innovation and progress, and whether it can understand the market trend and make the right decision, all test the strength, courage and wisdom of an enterprise.

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