

Research on the Globalization Path and Value Creation of WALOVI Brand from the Perspective of PCBC

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Abstract

With the economic globalization and the continuous upgrading of healthy consumption, it has become a trend for China's traditional beverage brands to expand into overseas markets. As a representative brand of herbal tea culture, WALOVI is in the process of changing from "Chinese kitchen" to "global drink". Based on the global value model of PCBC, this paper analyzes the development process of WALOVI brand globalization, disassembles its transformation route from four dimensions: product, channel, brand and culture, and deeply analyzes the internal logic of four-dimensional synergy and the mechanism of value creation. Through research, it is found that with the help of localized product innovation, The "online+offline" channel layout, the remodeling of WALOVI's international brand, and the transnational spread of auspicious culture, WALOVI has established a collaborative model of "products lay the foundation, channels pave the way, brands empower, and culture casts the soul", and achieved multiple improvements in market, brand and cultural values.

Keywords

WALOVI, PCBC, Brand globalization, Value creation.

1. Introduce

Economic globalization and consumption upgrading are pushing domestic brands to accelerate into overseas markets and become the key driving force for the high-quality development of foreign trade. The data shows that the import and export volume of cross-border e-commerce reached 2.71 trillion yuan in 2024, a year-on-year increase of 10.8%; In the first half of 2025, the export delivery value of wine, beverage and refined tea manufacturing industry totaled 12.39 billion yuan, up 7.3% year-on-year. As a representative brand of China herbal tea culture, WALOVI has a solid foundation to expand into the global market with its unique positioning, profound brand heritage and mature supply chain. In recent years, the global demand for healthy drinks has continued to rise, and consumers' preference for natural and functional drinks has become increasingly prominent, providing a broad market space for WALOVI's cross-border transformation.

However, from "Chinese kitchen" to "global beverage", WALOVI faces many challenges: the knowledge of herbal tea in overseas markets is still limited to Chinese groups, and cultural adaptability and category education have become the primary problems; The competition in the international beverage market is fierce, multinational brands are dominant by virtue of

global layout and localization strategy, and the cross-border transformation of domestic similar brands focuses on channel expansion, lacking systematic path planning and value creation mechanism. At present, the academic research mostly stays at the level of general strategy, lacking in-depth analysis of systematic path and value creation mechanism from the perspective of PCBC. Therefore, studying WALOVI's cross-border transformation path and value creation logic will not only help to solve its internationalization dilemma, but also provide theoretical reference and practical direction for similar traditional brands to go to sea, which has important practical and academic value.

2. Analysis on Overseas Expansion of WALOVI Brand

2.1. Overview of brand overseas expansion

In 1898, WALOVI entered the American market, and realized small-scale circulation in Chinese supermarkets and Chinese restaurants by virtue of the Chinese interpersonal network, meeting the nostalgic needs of overseas Chinese for their hometown flavor. Although the mature operation mode has not been established at this stage, it has verified the overseas living space of herbal tea. Subsequently, WALOVI focused on the Chinese gathering areas in Southeast Asia and North America, relying on the layout of Chinese supermarkets and Chinese restaurants, positioning "Chinese drinks" through foreign trade dealers, focusing on "product export", without large-scale localization transformation, and brand promotion was limited to the Chinese circle, but accumulated preliminary experience for subsequent globalization. From 2011 to 2020, with the help of cross-border e-commerce development opportunities, WALOVI cooperated with AliExpress and Amazon to open flagship stores and lay out overseas warehouses to optimize the supply chain. At the same time, use Chinese festivals and international food exhibitions to expand brand awareness and gradually break through the Chinese community. Since 2021, WALOVI has upgraded from "products going out to sea" to "brand going out to sea+culture going out to sea". Establish localized production bases in Indonesia and Thailand. In 2023, WALOVI released the English brand logo WALOVI, which accelerated the promotion of "China's WALOVI becoming the world's WALOVI".

2.2. Brand overseas expansion advantages

First of all, WALOVI has four self-owned production bases, more than 50 processing plants and 11 standardized planting bases in China, which has a mature supply chain industry base. Second, create differentiated brand advantages. WALOVI inherits the classic formula of "three flowers, three grasses and one leaf", closely combines the concept of "homology of medicine and food" with "auspicious culture", and the natural and health-preserving product positioning conforms to the global healthy consumption trend, forming a unique cognition in the natural plant beverage track. The third is that cross-border channel layout empowers efficient access. Online, with the help of platforms such as TikTok, the "#Walovi we love it" punching craze was launched, and user data was precipitated by live e-commerce and content planting. Offline, on the basis of consolidating Chinese supermarkets and Chinese restaurants, we will enter mainstream supermarkets and convenience stores through partners such as European Today Food and Australian Valucky. By 2025, WALOVI products have covered more than 100 countries and regions around the world, and online and offline collaborative efforts have provided strong support for its cross-border transformation.

2.3. Difficulties and challenges faced by brand overseas expansion

The overseas expansion of WALOVI brand faces three main problems. First of all, cultural cognitive gap and localization adaptation. The efficacy of products is closely related to China's food culture, but there is a lack of cognitive basis in mainstream markets such as Europe, America and the Middle East, and consumer education costs are high and the effect is uncertain. Secondly, weak brand awareness and homogenization competition. Compared with international giants such as Coca-Cola and Nestle, the brand influence of WALOVI in the global mainstream market is still limited to the Chinese circle. Most overseas consumers have insufficient knowledge of WALOVI and their brand premium ability is not strong. At the same time, domestic Chinese beverage brands have gone to sea one after another, and the product homogeneity is serious, and the market competition pressure is further increased. Third, international compliance and policy barriers. There are significant differences in food safety standards among countries. WALOVI needs to complete compliance certification for different markets one by one, and even adjust the formula to meet local standards, which greatly increases the R&D and compliance costs and prolongs the market entry cycle.

3. Analysis of WALOVI Brand Globalization Path Based on PCBC Model

The global value model of PCBC is a four-dimensional collaborative analysis framework, which includes four core dimensions: product, channel, brand and culture. The core logic of the model shows that the success of brand's transition to the sea can not be achieved only by a single dimension breakthrough, but by promoting the four dimensions of product, channel, brand and culture to go hand in hand, and building an organic system with product as the foundation, channel as the carrier, brand as the empowerment and culture as the soul.

3.1. Product dimension

WALOVI abandoned the practice of simply copying domestic products, but retained the core ingredients of herbs and differentiated the layout according to different market needs. On the basis of maintaining the efficacy of traditional herbal tea, the newly launched WALOVI International Edition integrates international popular elements such as bubbles and sugar-free, making it more in line with the global mainstream consumption habits. For different regions, WALOVI has formed a synergistic pattern of benchmarking Europe, seeking growth in the Middle East, laying a foundation in Asia-Pacific and expanding markets in Australia. The product positioning has been upgraded from "herbal tea" to "natural plant beverage", emphasizing the lifestyle of "Oriental health philosophy". In terms of packaging, WALOVI launched the matrix of Luoshen Pearl Red Classic, misty rain azure bubble, bright sunrise orange sugar-free model, glazed gold original model, etc., with a single can of 310ml, some bubbles of 320ml, and a combination of 12 cans; At the same time, the "three flowers, three grasses and one leaf" is integrated into the can body with modern patterns, and the WALOVI logo is built around the positioning of "cooling" and "re-balancing" to convey the brand personality of returning to the original, soothing and healing.

3.2. Channel dimension

WALOVI builds an efficient global distribution network through online and offline

collaborative channel layout. On the online side, relying on the English brand logo WALOVI to establish a global official website and regional purchase portal, and realize online and offline dual coverage at key nodes through live broadcast and social media linkage. At the same time, take advantage of the local traffic advantages of regional cross-border e-commerce platforms, such as establishing official accounts on Facebook, Instagram, TikTok and other platforms, publishing product trends and health science, and guiding users to place orders in combination with hot topics to form a closed loop of social media drainage. Offline, WALOVI upgraded the channel strategy from "where there are Chinese" to "where there is a market". Through the linkage between overseas warehouses and localized production, we will deploy overseas in Europe, Southeast Asia and North America, and sign contracts with Malaysian P.C.I and Nepalese Bali Qiao Trading to establish local production lines, so as to reduce cross-border costs and flexibly adjust production capacity. In addition, WALOVI actively participated in international exhibitions such as Anuga in Germany and the United Arab Emirates Trade Fair, and established direct cooperation with overseas buyers and distributors to achieve brand exposure and accurate docking of industrial resources.

3.3. Brand dimension

WALOVI accelerates the internationalization process through brand positioning upgrade and diversified communication strategy. In the international market, WALOVI launched the new logo WALOVI, which contains the triple concepts of health value, natural quality and youthful vitality, and completed the category remodeling from "herbal tea" to "natural plant beverage". In order to enhance the credibility, WALOVI has successively obtained Guinness World Records certification and Jost Sullivan's certificate of "The World's No.1 Natural Plant Beverage Sales", which supports the brand strength with authoritative data. For overseas young people, WALOVI launched bubble products and sugar-free products, and jointly launched "WALOVI Flavor Bubble American" with KFC to realize brand rejuvenation and international shaping through its global channels. In terms of communication strategy, WALOVI adopts the mode of "localized communication+global voice", cooperates with health bloggers, food bloggers and Chinese KOL, and carries out localized marketing in combination with festivals such as Christmas. In addition, WALOVI also spreads the oriental health philosophy and China traditional culture through charitable donation activities, such as donating healthy drinks to the Cook Islands in the South Pacific, and promotes cross-cultural understanding and communication.

3.4. Cultural dimension

On the level of cultural adaptation, WALOVI, together with scientific research institutions, uses modern biomedicine to interpret "getting angry" as "disease susceptibility", so as to scientifically express and lower the cognitive threshold of overseas consumers. At the same time, according to the national food regulations and market acceptance, fine-tune the formula, and realize localization adaptation on the premise of adhering to the core components of herbs. In terms of brand positioning, WALOVI has achieved the organic integration of functionality, category and culture, forming a unique competitive advantage. On the level of cultural communication, WALOVI takes "auspicious culture" as the core-in Chinese culture, "auspicious" stands for beauty, smoothness and happiness-and shapes the brand as a carrier to convey wishes. By establishing brand pavilions overseas, the brand history and oriental

health philosophy are intuitively displayed to consumers, and the transformation from a single drink to a healthy lifestyle carrier is realized.

4. Collaborative analysis of brand globalization path and value creation

First of all, the product is the core, laying a foundation for collaboration. WALOVI retains the herbal core and incorporates innovative elements such as bubbles and sugar-free, and launches Arabic packaging for the Middle East and low-sugar international cans for Europe, providing concrete support for channel laying and brand communication.

Second, the channel is a bridge that runs through the collaborative link. Through the channel network of online and offline combination, localization and globalization, WALOVI international tank has reached more than 150 countries and regions; Consumption data precipitated by channels feeds back product iteration, overseas warehouses enhance brand goodwill, and international exhibitions realize brand display and cultural transmission.

Third, the brand is the soul, cohesion synergy. The WALOVI logo integrates the concepts of health, naturalness and vitality, and lowers the entry threshold for mainstream supermarkets by virtue of the "global natural plant beverage sales first" certification; Through the global spokesperson Linghe Zhang and the theme of "Lingxuan, it is really good", the product health attribute is combined with the younger expression of "Auspicious culture" to achieve value cohesion.

Fourth, culture is the pulse to deepen the connotation of synergy. Transforming "fear of getting angry" into "disease susceptibility" to reduce cognitive barriers. "Auspicious culture" permeates the channel operation through packaging, brand pavilion and public welfare activities, such as "eating pizza and drinking WALOVI" scene marketing, which makes the channel a window for cultural exchange and enhances the local intimacy of the brand. The four dimensions support each other and form an organic whole.

5. Conclusion

This paper finds that PCBC's four-dimensional collaborative model has high adaptability and important practical guidance for helping Chinese time-honored brands enter the international market. WALOVI's brand globalization transformation is not achieved by a single breakthrough, but through the organic cooperation of building a foundation for products, bridging channels, helping brands and casting souls with culture, thus establishing a complete transformation model. In addition, it is found that the cross-border transformation of Chinese time-honored brands is essentially the coordination of commercial value and cultural value. WALOVI's practice path shows that the main competitiveness of time-honored brands lies not only in historical accumulation and product characteristics, but also in turning cultural connotation into an internationally common value expression, relying on cultural integration rather than one-way output. This discovery brings new ideas to solve the cultural discount

problem of time-honored brands in cross-border transformation, and also provides practical reference for national brands to show their cultural confidence in the process of globalization.

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